

## Sixth Annual Governor's Summit on Workforce Development

It's not too late to register for Nebraska's 6<sup>th</sup> Annual Governor's Summit on Workforce Development, being held November 9-10, 2005, at The Doubletree Hotel in Omaha. Once again, the Nebraska Chamber has formed a solid partnership with the Department of Labor and the SilverStone Group to develop the Summit agenda.

The one-and-a-half day conference will bring Nebraska's current workforce development challenges to the forefront, promoting prosperity and growth in our state and local workforces. Among the speakers will be Senator Chuck Hagel, Lieutenant Governor Rick Sheehy, former Shuttle astronaut Mae C. Jemison, motivational speaker Dr. Joseph Mancusi, and Bruce Tulgan, a leading expert on young people in the workplace. This year's Summit will host nearly 500 professionals from across the state who represent the business, economic development, education, government and health care communities. Keynote speakers from across the nation and results-driven breakout sessions will both challenge and engage attendees.

Seats are filling quickly so register today! For more information and to register online, visit [www.NebraskaWorkforce.com](http://www.NebraskaWorkforce.com) and click on the 2005 Governor's Summit icon. ■

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## Fall Legislative Forums Begin

Later this month, the Nebraska Chamber of Commerce & Industry will be on the road to hear from you as we visit 32 Nebraska communities for our annual Legislative Forums during the weeks of October 24-28; October 31-November 2; November 7-9, and November 14-17.

This is your opportunity to tell us what's on your mind regarding legislation and to visit with your state senators who are invited to all Forums in their districts. The program will focus on key business legislation passed earlier this year, as well as a look at the upcoming session.

A listing of locations and dates is enclosed with this issue of the *Executive*. There have been two changes since the last publication. The Columbus noon luncheon Forum will be held

on Friday, October 28, at Dusters. This is a change from Thursday, October 27. The Omaha breakfast Forum on Wednesday, November 9, will be held at the Security National Bank at 101<sup>st</sup> and Pacific Street. State Chamber elected leaders and executive staff members will be present to discuss issues and answer your questions.

Surveys have shown that employees appreciate employers who provide sources of information on elections and issues affecting their jobs and lifestyles. The Forums are a great opportunity to give key employees a firsthand look at the legislative process, learn the issues, meet their elected representatives, and even participate in the electoral process. For more information, please contact the State Chamber office. ■

## Workshops Set For November

The State Chamber will present a 2005 Lobbying Update Workshop on November 2 from 9:00 a.m. to 11:30 a.m. at The Cornhusker Marriott Hotel in Lincoln. Recent changes to the Accountability and Disclosure laws will affect lobbyists and those managing political action committees. Conducted by Executive Director Frank Daley of the Accountability and Disclosure Commission, the Workshop will focus on changes made by the passage of LB242 this past session. Cost to State Chamber members is \$40, while the non-member cost is \$65. Further details are enclosed with this month's *Executive*.

The following day, November 3, the State Chamber will present a Workshop on "Negotiation" and "Principled Bargaining" at Mahoney State Park, Riverview Lodge. Featured presenter will be State Senator David Landis, an expert in negotiation and mediation skills. The "Negotiation" program will begin at 9:00 a.m. and runs until noon. The "Principled Bargaining" session begins at 1:00 p.m. and runs until 4:30 p.m. Cost to State Chamber members is \$70; non-member cost is \$95. Further details are enclosed with this month's *Executive*. ■



## State Chamber Views...

Editorial by Barry Kennedy

President,

Nebraska Chamber of Commerce & Industry

# "A Formula For Success"

Nebraska is extremely fortunate to have so many strong local chambers of commerce. A successful chamber can have an immense impact on the community and area that it serves. It takes a unique combination of both dedicated staff and active volunteer members in order to take on the daily tasks and meet goals. What distinguishes successful, strong chambers from other organizations?

Everyone would like to possess the magical "formula for success." Whether or not success can be formulated, I would like to share one model formula used by the State Chamber, as well as by other successful, strong local chambers of commerce. It is:  $(DPW / AF) \times (PM + AC) + EPPR^{SEL} = SCCE$ .

What are these variables and how do they relate?

DPW is "Dynamic Program of Work." Each chamber of commerce needs to evaluate and continue to reevaluate issues within its sphere of influence and prioritize goals that will have the most impact. The desired results will always dictate the program of work required to accomplish the goals set before it. A dynamic program means that the chamber has the ability to continually adjust, be imaginative and be creative to meet the needs of its membership and community in accomplishing its goals.

"Adequate Financing" or AF, is always going to be important for any chamber to implement a "Dynamic Program of Work" so that its assigned goals can be achieved. Chambers of commerce may be "not-for-profit" organizations, but they provide valu-

able, often intangible, services for its membership and to its constituencies. Since the services delivered often result in benefits beyond its membership, a chamber is not strictly, in the classic sense, an organization that provides a fee for service. This means, all the more, that the ratio between a chamber's program of work and the financing of its services must be adequate to accomplish goals. In other words, the greater the financial support, the less likely a chamber will fail. Adequate financing enables the hiring of a top-notch, professional staff. Successful chambers are strongly supported financially by a broad base of businesses in the communities in which they serve.

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***Without membership involvement, few chambers really have much impact on the area in which they serve.***

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Financial support by a broad base of business firms not only indicates, but assures unity in a common effort to achieve goals for a community.

PM means "Participating Members" and AC means "Active Councils" or committees. As a factor that is dependent upon both a program of work and adequate financing, the sum of these two elements is extremely important. A chamber will only be as successful as its members allow it to be. Without membership involvement, few chambers really have much impact on the area in which they serve. Active committees serve as the "eyes and ears" of both the membership and the community at large. Committee members who take

their work seriously and freely give of their time and ideas will always strengthen a chamber in formulating its program of work, targeting the delivery of appropriate services to members and providing dynamic information to chamber leadership and staff.

Finally, this formula of success includes "Effective Positive Public Relations" – EPPR, which is raised to the power of "Skilled Effective Leadership" – SEL. While effective positive public relations may be self-explanatory, it is SEL that gives a chamber of commerce the credibility that is necessary to engage in its program of work. Leadership that emanates from within the ranks of membership is crucial. The image projected by skilled effective leaders, their management abilities and the creative skills that they bring to the table are absolutely necessary to accomplish a chamber's goals. Effective leadership will inspire a chamber's staff and will often "bring out the best" in a community. Public relations and effective leadership always go hand-in-hand, whether the task be government relations, business recruitment or community solutions.

We finally come to the result: SCCE equals a "Successful Chamber of Commerce Effort."

In Nebraska, the "chamber of commerce" brand is well recognized and highly regarded by the business community. It is a brand that is generally recognized by the greater population as an organization with the ability to have a positive impact on a community, state or nation. As the combined voices of Nebraska businesses, the State Chamber and local chambers of commerce strive to represent the business point of view on issues of importance. Chambers work hard to develop ideas that create business growth or develop economic opportunities in the areas they represent.

The State Chamber depends heavily on local chambers to keep us

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## A Formula for Success

(Continued from page 2)

informed on issues and activities across Nebraska. This Fall, the State Chamber will once again travel statewide in presenting Legislative Forums in over 30 locations. These Forums serve as an excellent means to obtain "first-hand" knowledge, receive face-to-face input and to meet with our elected state senators on what state legislative and regulatory issues are of the greatest importance to a broad range of business interests. The ideas generated at these Forums are often used to formulate our legislative agenda for the coming year and to establish the State Chamber's legislative priorities.

With the shadow of term limits descending upon the Legislature, effective communications from both State Chamber business members and local chamber members are of even greater importance. The business community has been called to aggressively recruit and encourage pro-business candidates to run for the Legislature. A strong relationship between the State Chamber and local chambers is required to acquire the necessary information on those candidates that deserve the support of the business community. Strong, successful local chambers are critical to assure that a business-friendly Legislature is maintained.

The professional staff, working for local chambers of commerce in Nebraska, are highly dependent upon membership, adequate financing and skilled effective leaders to remain successful. I would hope that each business would apply the formula for chamber success and be committed to participating in the work of both the State Chamber and local chambers of commerce. The continued growth of the Nebraska economy depends heavily on membership support and the success of these organizations.

The State Chamber thanks both business and local chamber memberships for continued support and involvement. ■

# Why Have A Drug Testing Program In The Workplace

**D**id you know 73% of all current drug users aged 18 and older are employed? The economic and human costs of drug and alcohol use are astounding. In fact, the National Institutes of Health recently reported that alcohol and drug abuse cost the economy \$246 billion annually. Numerous studies, reports and surveys suggest that substance abuse is having a profoundly negative effect on the workplace.

A drug using employee is:

- ◆ 2.5 times more likely to have absences of eight days or more,
- ◆ 3 times more likely to be late for work,
- ◆ 3.6 times more likely to be involved in a workplace accident,
- ◆ 5 times more likely to file a workers' compensation claim.

The State Chamber and Medical Enterprises can help you develop a drug and alcohol testing program. Medical Enterprises Inc. is a full service Occupational Health Organization headquartered in Omaha, Ne-

braska. Our professional approach to compliance medicine provides business, industry and governmental agencies complete assurance of quality service. Established in 1979, Medical Enterprises provides the following services throughout a twenty-nine-state region:

- ◆ Occupational medical clinic
- ◆ On-site medical testing
- ◆ Nationwide drug & alcohol screening
- ◆ Industrial hygiene services
- ◆ Review of medical programs

With the Nebraska Chamber of Commerce & Industry and Medical Enterprises teaming up, we can help your company put together a complete program.

For more information and special association pricing, call Lou Di Mauro at Medical Enterprises, 1-800-447-1669, ext. 122 outside of Omaha; 402-393-8826, ext. 122 in Omaha. ■

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## Membership Directory Sales Continues

**T**he advertising sales campaign for the 2006 State Chamber Membership and Business Directory continues through November. Tom Wilson, a professional advertising representative of Lawton Publications, is contacting members across the state to present exciting advertising opportunities to you. Take a quick minute and compute how many times you utilize the Directory, then factor in that over 1,400 fellow members see it as well. Your message and listing will also be seen by many others, as the Directory is utilized by economic development recruiting efforts by the state and at

employee recruiting opportunities, particularly at state colleges and universities.

We would ask you to please review your Directory for proper listings, addresses, phone numbers, etc. Then make a point of noting businesses you are familiar with who are NOT listed. Those folks should be in the Directory, too, as well as members of the State Chamber. Take a copy of your old Directory and let them know they should be a member of the State Chamber, just like smart businesses such as yours! ■

# Straight Talk

## Pats On Back

◆ A number of State Chamber members were honored at the 2005 Nebraska Diplomats Banquet last month. Diplomat of the Year Award went to Mick Jensen, CEO, Great Plains Telecommunications, Blair. Industry of the Year Awards went to Kawasaki Motors Mfg., Lincoln, and Your Selling Team/Technologist, Ainsworth.

In addition, the Ambassador Plenipotentiary Award (the highest Diplomat honor) went to Kay Orr of Lincoln. Orr served as Governor of Nebraska from 1986-1990. She was both the first woman to serve as Nebraska's Governor and the first Republican woman elected Governor in U.S. history. During her tenure as Governor, LB775, economic incentives legislation, was enacted.

## CONGRATULATIONS TO ALL!

◆ Patty McManus, president of Olsson Associates, a Lincoln engineering and consulting company, is among those on the 2005 "Best Bosses" list published by Fortune Small Business magazine and Winning Workplaces, a nonprofit organization helping small and midsize companies.

Employee satisfaction, investment in workers and benefits such as medical insurance and retirement plans were included in the evaluation. A 360-degree performance review included conversations with clients, financial and legal advisors, board members and randomly selected employees. ■

## 2006 Annual Meeting & Legislative Caucus February 2

**M**ark your calendars for the State Chamber's Annual Meeting and Legislative Caucus, set for Thursday, February 2, 2006, at The Cornhusker Marriott in Lincoln. A full program will provide Nebraska business people an opportunity to meet with members of the Nebraska Legislature and state policymakers, to salute the achievements of four of Nebraska's business leaders, and to get a first-hand briefing on important legislative issues of concern to the business community.

Late registration will begin in the Atrium of The Cornhusker Marriott at 9:00 a.m., followed by the Board of Directors meeting, scheduled from 10:00-11:45 a.m. The traditional Chamber of Commerce Month kickoff luncheon follows at noon.

The afternoon sessions will feature the traditional Legislative Panel to bring members up to date on key business issues before the 2006 Unicameral. The evening banquet will begin at 7:00 p.m., following the social hour in The Cornhusker Marriott Atrium. The banquet will feature the traditional passing of the gavel from 2005 Chairman Gary Warren to 2006 Chairman Rich Bailey. The Business Hall of Fame induction ceremony will begin at 8:00 p.m., and the banquet will conclude with closing comments by Chairman Bailey. ■

## State Chamber Welcomes New "Investors"

Membership in the Nebraska Chamber of Commerce & Industry is an investment in Nebraska's economic well-being. This month, the State Chamber welcomes the following new members and encourages members to consider doing business with fellow Chamber members.

### AINSWORTH

Ainsworth Feed Yards, L.L.C.  
Robert A. Sears

### LINCOLN

A.T. Thomas Jewelers  
A.T. Thomas

Farm Credit Services of  
America  
Doug Stark

### BEATRICE

Gage County Economic  
Development, Inc.  
Terri L. Dageford

Landscapes Unlimited, LLC  
Judy Terwilliger

Medical Enterprises, Inc.  
Lou Di Mauro

RB Harris Company  
Robert B. Harris

MoveBackToNebraska.com  
Mitch Arnold

### ELKHORN

J.D. Heiskell Holdings LLC  
Ryan Pellett

### OMAHA

Barnhart Press  
Richard E. Caulk  
*Sponsor: Michael R  
McFarlin, Quick &  
McFarlin, P.C.*

### THEDFORD

G3 Enterprises Inc.  
J. Richard Giles