

IOWA CHAMBER OF COMMERCE EXECUTIVES

“To gain an advantage by contributing to the professionalism and personal growth of those who manage local Chambers of Commerce.”

SEPTEMBER 2009

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FROM THE ARCHIVES

COMING UP:

September 9 - 11, 2009

**ICCE Fall Conference
Cedar Falls, IA**

November 4, 2009

**Your Role - Your Chamber
Des Moines, IA**

January 3-7, 2010

**2010 Winter Institute
Tucson, AZ**

February 17-29, 2010

**ICCE Winter Conference
& Annual Meeting
West Des Moines, IA**



Here's the Scoop from ICCE President Karla Thompson

Remember when you were a kid and you had three scoops of ice cream on top of a cone? Life was great, wasn't it?! Well, ICCE is like 3 scoops of ice cream. The top layer, full of excitement and anticipation, just like the fall conference coming up on September 9-11 in Cedar Falls/Waterloo. The committee has put together a fantastic conference – in addition to providing delicious ice cream! It will teach you to think outside the box, how to use *free* social media to promote your events, and the best ways to communicate with your legislators (they really want to hear from us!), the media (they really *need* to hear from us), and your members (they really *have* to hear from us!). So if you haven't registered already, get yourself and your staff signed up to attend the 2009 ICCE Fall Conference before time runs out! (details on page 2)

But there are still two more scoops of ice cream on your cone. The second scoop is a new conference: ***Your Role ... Your Chamber***. At the ICCE conference in February, we just couldn't get enough of Bob Harris's great information! Actually, he is so good that we want all of our Iowa chambers to invite their volunteer leaders (in their communities or board members) to hear from Bob. The 4-hour seminar will cover Chamber operations, strategic planning and non-profit legalities. What is even better is the price! Normally, it costs around \$200 to attend one of his sessions; however, the ICCE Board wants it to be affordable for Chambers to bring their board/volunteers so we are only charging \$25! What a deal! Look for more information about *Your Role...Your Chamber* in your registration bag at the fall conference.

As the last scoop of ice cream tends to melt pretty quickly, what better way to get information quickly than on the Internet. The ICCE website - www.iowachamber.net - has a new look with lots of information that you can get to quickly: member directory, upcoming events, career opportunities, handouts and more. Usernames and passwords will be sent out shortly so all our current members can have access to the whole site.

Besides the conferences and website, the listserve is a great way to get ideas and find out what tools work and what don't, but make sure your follow-up questions go directly to the sender or give them a call. We love hearing from one another!

I am very excited to be your ICCE President and hope to see everyone Sept 9-11 in Cedar Falls/Waterloo. Can't wait for the ice cream bar!

*Karla Thompson, ICCE President
Dyersville Area Chamber of Commerce*

A Celebrity Scoop

Coming to an ICCE Conference near you!



What do Angela Lansbury, Christopher “*more cowbell*” Walken, and Dilbert all have in common? They’ve all performed with ICCE Conference Guest Speaker and opening reception host **Gary Kroeger**!

What better way to kick off a communications-themed conference than with a master of creative-communications. Iowa native Gary Kroeger is an actor best known for his work on Saturday Night Live (1982-1985). Born in Cedar Falls, Kroeger joined SNL as a writer and actor where he became quickly known for impersonations including Ed McMahon, Walter Mondale, and even Donny Osmond (along with Julia Louis-Dreyfus as Marie!).

After SNL, Kroeger went on to appear in a handful of movies, host and announce for game shows (including The Newlywed Game, Beat the Clock and Whammy!), and guest star in a number of television shows (Curb Your Enthusiasm, Dilbert, Murder She Wrote, and others). Eventually Kroeger tapped his entrepreneurial side and opened a restaurant in Simi Valley, CA, before he decided to return to his hometown in the Cedar Valley.

Now back in Panther Country, Kroeger is the associate creative director for Mudd Advertising (www.mudd.com), but continues to do local theater, infomercials and other communications work. For a laugh-a-minute experience you won’t soon forget, make sure you don’t miss the opening night of the ICCE Fall Conference!



GARY KROEGER

HERE’S THE SCOOP!

It’s not too late to register for the “ICCE Scream Social” September 9 - 11 Fall Conference, *What Flavor is Your Communications?* **This is a conference you cannot miss if you intend to do Chamber work in this crazy economy.** The one thing Chambers must excel in - no matter their size, location or budget - is excellent communications ... through creativity, in advocacy, to the media, with your members - it’s the most cost-effective thing you can do reach the masses.

REGISTER TODAY!

www.iowachamber.net

Questioning the ICCE Board:

What’s your favorite ice cream?



Karla Thompson

ICCE President
Dyersville Area Chamber of Commerce
mint chocolate chip



Robin Anderson, CCE

ICCE President-Elect
Mason City Area Chamber of Commerce
jamocho chocolate chip



Eve Doi

ICCE Secretary-Treasurer
Ames Chamber of Commerce & Econ Development
mackinac island fudge



Linda Washburn

ICCE Past President
Glenwood Area Chamber of Commerce
vanilla



Randy Mashek

ICCE At Large Representative
Cresco Chamber of Commerce
mint chocolate chip



Tiffany Menke

ICCE Central IA Representative
Urbandale Chamber of Commerce
chocolate



Brian Beuthe

ICCE Central IA Representative
Grimes Chamber and Economic Development
vanilla



Brent Willett

ICCE Eastern IA Representative
Fairfield Chamber of Commerce
vanilla



JoElla O’Connell

ICCE Eastern IA Representative
Dewitt Area Chamber of Commerce
coffee



Vicki Mallory

ICCE Western IA Representative
Algona Chamber of Commerce
rocky road



Krisi Plunkett

ICCE Western IA Representative
Council Bluffs Area Chamber of Commerce
butter brickle



Sara Mentzer

ICCE Staff
Cedar Rapids Area Chamber of Commerce
coldstone cheesecake with berries



Reviewing Your Policy Manual

excerpts from Bob Harris, CAE, and Eric Westover
www.nonprofitcenter.com

2008 was the year that many Chamber policy manuals were taken from bookshelves to undergo significant updates because the IRS has redesigned Form 990 – Return of Organization Exempt from Income Tax. The form includes a focus on an organization’s policies.

The purpose of a policy is to interpret the broader governing documents: the bylaws, articles of incorporation and purpose statement. The board adopts policy as motions recorded in the meeting minutes. The policies are transcribed from the minutes so they can be archived and referenced in the organization’s policy manual. They represent the wisdom of current board to be passed along to successive volunteer leaders.

Following is a “refresher” of policies that might be helpful as you review what’s included in your own manuals.

Record Retention *Does your Chamber have a written document retention and destruction policy?*

Ideally, contact a CPA and attorney for record retention schedules. Carefully review it and add documents particular to the organization. (Be sure to consider state requirements in addition to federal.)

Whistleblower *Does your Chamber have a written whistleblower policy?*

Adopt a policy that encourages staff and volunteers to come forward with credible information on illegal practices, without retribution. The statement may also be included in a personnel manual.

Conflicts of Interest *Do you have a written conflict of interest policy?*

If yes, are the officers, directors, and key employees required to disclose annually interests that could give rise to conflicts? Does the organization regularly monitor and enforce compliance with the policy? If yes, how is this done? Your board should discuss the concept of conflicts of interest, how to give notice to leaders and its application through the year. The discussion should result in a COI policy applicable to volunteer and staff. Some organizations ask at every board meeting while reviewing the agenda if anyone has a conflict of interest to disclose.

Audit and Audit Committee *Were your financial statements audited by an independent accountant?*



If yes, do you have a committee that assumes responsibility for the oversight of the audit, review or compilation and its selection of an independent accountant? A policy might indicate that the “finance committee also serves as the audit committee,” especially in chambers with limited volunteers.

Meeting Minutes *Do you contemporaneously document the meetings held or written actions undertaken during the year by the following: (a) the governing body; (b) each committee with authority to act on behalf of the governing body?*

While most organizations are careful to record appropriate board meeting minutes, this IRS question may expand a policy so that committees must keep minutes.

Public Records

IRS Section 6104 requires an organization make its Form 1023 (or 1024), 990 and 990-T (501c3s only) available for public inspection. Indicate how you make these available. Describe in Section O whether (and how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public. This question promotes transparency and public awareness. The board should consider what is required to be public (distinguished from what should be treated with confidentiality) and establish policy and processes for compliance.

SUMMARY: The increased scrutiny on exempt organizations is a catalyst for updating the policy manual. Be sure to rely on legal and accounting counsel when adopting policy.

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SAVE THE DATE!!!

You'll want your Board leadership and management staff to hear Bob Harris on November 4th in Des Moines for "Your Role - Your Chamber."

More details to come!

Do your members know this?

Local Chambers: a Best Resource Tap Assets to Gain Competitive Edge

Raymond P. Towle, IOM, CAE
Executive Director, Political Affairs & Federation Relations
U.S. Chamber of Commerce



In these tough economic times, small businesses need to tap the resources that are available in their communities to weather the storm. They need to look no further than their local chambers for help.

Local chambers advocate for small businesses at the local, regional, state, and national levels. Every day, they work to keep government at bay so that you can focus on running your business. They also introduce you to potential customers through business referral programs, market your business online and in their directories, and offer special discounts through various affinity programs such as insurance, shipping, and office supplies.

Local chambers are a one-stop shop for business information, including market access information for small businesses thinking about expanding, economic profiles of the community, workforce statistics, contact information for government officials, and regional trend studies.

Small business tool kits, which are found on your local chamber's Web site, can help with developing business, marketing, and communications plans as well as finding capital. If you're thinking about expanding your business, the local chamber should be your first call.

Local chambers are one of the best places to make business connections. After-hour networking programs and networking luncheons on topics relevant to business help you stay in the game and gain a competitive edge.

The ICCE Listserv: Archives of Useful Information!

ICCE is one of the first statewide Chamber associations to use an email list server, otherwise known as the "[Icce] Subject Topic" that often pops up in your email in-box. The listserv (for short) allows an e-mail to be automatically broadcast to everyone on the list. Current (paid) members of ICCE are automatically subscribed to the listserv upon joining; however, you may unsubscribe at any time.

Because the listserv goes to *all* ICCE members, it's a great way to distribute statewide information, as well as to seek input from other Chamber professionals. In addition, the listserv is a good resource because it *archives all listserve transactions*. Before ever having to ask a question,

In addition, membership in your local chamber can greatly enhance your company's brand. A national study titled *The Real Value of Joining a Local Chamber of Commerce*, conducted by The Schapiro Group, an Atlanta-based marketing research firm, suggests the following:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably of it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

In addition, when business decision makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

With numbers like this, run--don't walk--to your local chamber and get engaged with its program of work. A strong chamber symbolizes a strong community--both benefit from each other.

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checking out the ICCE listserv archives can provide you a wealth of answers right at your fingertips!

To access the listserv archives, type this web address in your browser:

<http://mailman.listserv.com/listmanager/private/icce/index.html>

This will bring you to a page where you'll have to enter your email address and your password. Don't know your password? Send a message to **icce-request@listserv.com** and type the word **PASSWORD** in the subject line, with nothing else in the body of your email. You will very shortly receive an email with your password you can use to access TONS of ICCE listserv archives (see page 5 for examples). Check it out today!



From the Archives

Here's a list of the subject lines of all the listserve threads in all of 2009. If you have a question about any of these topics, check these threads (discussions) before asking a question on the ICCE listserve. Please also remember to put something descriptive about your topic in the subject line so it will be easier to search in the future (i.e. please don't leave the subject line blank, or just write "question").

AUGUST 2009

Annual Dinner Ideas
Balloon Artist
Business owners retiring
Check out my photos on Facebook
Downtown planters
Fall Events
Invitation to ICCE
Job Descriptions
(no subject)
Part-time job descriptions
Portable Staging Unit

JULY 2009

Marketing plan
Anyone need a musician?
Small Business Federal Contracting
EFCA "compromise" (US Chamber)
Bid Sheets

JUNE 2009

Stages
Membership Recruitment
E-Myth Benchmark
Recipe Walk
IJobs meeting / IDED
Get Motivated Seminar
CVB Question
Tax related question
Investment Group
Event manual
Fireworks / 4th of July
Grants
Progressive Networking evening
Economic Development - Bus Tour
Accounting Programs
Restated Articles

MAY 2009

Swine Flu Question
Kettlecorn vendors
Chain hotel member dues
Link to more chamber reading
Econ Dev Chamber Tourism
Blog Site visits
Community Banners
Econ. Dev/Chamber
Family Big Top Circus
Webinars
Website Event Registration

APRIL 2009

(no subject)
Military equipment displays
Teacher Appreciation
Speaker for Women Networking Event
Speaker on Going Green
ICCE Digest
Membership Dues
Reading on Chamber management
MACE Conference

MARCH 2009

Does your Chamber blog?
Listservs for membership
America's Promise Alliance
Rotary Club -- Members?
Business Owners retiring
Expanded programs from SBA
Hampton's new executive director
Cutting costs
Does your chamber use Twitter
Incentives
youth involvement on board of directors
Quickbooks help?
customer appreciation
business listing Websites
Bad News! Good News!
Local newspaper partnership
Board room rental
IOM
Financial reports
Race Cars & Monster Trucks
Financial Reports
comparable communities
Mental Health Mandates
Streetscape/sidewalk projects
Issues survey

FEBRUARY 2009

Chamber revenue sources
Assistant's responsibilities
Gas Station & Convenience Stores dues



Miss "Your Town" contest
Business mentoring
Chili cook-off
legislature
Pizza restaurant membership renewals
Scholarships
Resignation
Main Street
Business Frontier Index Listings
Notice about scam alert
Certificheks Alert

JANUARY 2009

Question
ACT
Village Voyager
Role of Board Member
ICCE Winter Conference
CEN Newsletter
Holiday promotions/events
Chamber web sites
Highway shut down
Elite Publishing & Design
Hotel reservations for ICCE
Cain Consulting Board Handbook
Looking for some help
How do you serve these members?
Marketing ideas
Dropped members
Membership rate for hospitals
Attorney sponsorship
(no subject)
Member to Member Discount Programs
Downtown Streetscape Projects
Incentives
Signature Publishing Company
Customer Service Training Tools
Historical self guided tour signage
Young Professionals & Chambers