

September 2007

President's Letter

*Bob Justis
ICCE President*



ROAD TRIP FOR THE ROAD GAME!!!!!!!!!!!!!!!!!!!!!!

Grab your home town team football jersey, pack a bag, pick up some snacks for the road and head to Council Bluffs. It's an ICCE Road Trip September 19th through 21st.

This one is shaping up to be very unique because both the home team and the visitors will come out winners. Bob Mundt and his team have put together a terrific game plan featuring some of the best "ringers" in our field, including Pat McGoughey, Jeanine Aspen, Tony Rubleski, and Andrea Fredrickson. Take a "time out" and join your teammates at the round tables for that much needed "pep talk." We still have plenty of lockers to claim, so reserve yours today. Our pre-game meal and victory party will give us a chance to re-connect with our team members. ICCE needs every player it can "suit up" for this to be a winner. Need a coach? We've got coaches. Need a new game plan? We've got plenty of play books. Got a play that works every time? Please, bring it with you.

This one has all the makings of one for the "record books." Don't miss the action, cause it!!!

Now, get plenty of rest. Drink your liquids (ya, like that's gonna be a problem.)
See you in Council Bluffs.

Have you registered for the

GET IN THE GAME

ICCE Fall Conference?

September 19-21, 2007 - Council Bluffs

www.iowachamber.net/calendar

Chamber Study Released at ACCE Convention - Sacramento, CA

A new national study reveals that membership in a local chamber of commerce can significantly boost a business's image among consumers, as well as among other businesses. In a scientific survey of 2000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44 percent more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63 percent more likely to want to purchase goods or services from a small business that is a chamber member.

“We discovered that informing someone about a company's chamber membership opens the door to substantial increases positive perceptions of that business,” said Alex Trouteaud, Ph.D., senior strategist for The Schapiro Group. “There clearly is a feeling by our respondents that chamber membership is synonymous with quality and desirability.”

To tap into this reservoir of goodwill, a small business should not only join the local chamber of commerce and participate, but also make sure consumers and other businesses are aware of that chamber affiliation.

The positive impact of perceived chamber membership is felt by big businesses, too. For example, when consumers believed that a restaurant chain was a member of the local chamber of commerce, they were 40 percent more likely to eat at the franchise in the future. And if a consumer believed that one of the major automobile manufacturers was a member of its local chamber, that consumer was 9 percent more likely to consider purchasing his or her next car from that automaker.

“This study reinforces research done in 2005 about the perceived capacity of chambers to lead businesses and lead communities,” said Mick Fleming, president of the American Chamber of Commerce Executives (ACCE). “These new national findings point to even more direct benefits for companies willing to be stakeholders in their local chamber.”

The study results had good news for chambers themselves, where 82 percent of respondents indicated that a local chamber of commerce “creates jobs and promotes economic development.”

ACCE cont.

“The message from this national study is as simple as it is ground-breaking,” said Jim Blasingame, small business expert and president of Small Business Network, Inc. “Join your local chamber, be an active participant in your chamber’s programs and be sure to let your customers and prospects know you’re a proud chamber supporter when they come in your business and when they see your marketing material.”

J. Mac Holladay, CEO of Market Street Services, an economic development consulting firm based in Atlanta that helped create the study, said, “It is refreshing to learn what we have suspected for years -- that chamber membership and community involvement are good investments.”

Paste and copy this link in your web browser to access the full study.

http://www.acce.org/uploadedFiles/Research_and_Benchmarking/Schapiro%20Group%20ACCE%20Report.pdf

U.S. Chamber Will Have a Grassroots Presence at ICCE Fall Conference

The U.S. Chamber of Commerce is working to recruit grassroots activists in key Congressional districts to help move a shared pro-business agenda. To help support an agenda that fosters economic growth, business stability, shareholder security, and consumer protection, join and encourage others to participate in the Friends of the U.S. Chamber grassroots network. Friends of the U.S. Chamber will receive action alerts on self-selected issues at critical moments. The online platform provides easy ways to reach out to Members of Congress on behalf of the business community.

For more information, please visit www.FriendsoftheUSChamber.com or see Cassandra Smith, the U.S. Chamber’s manager of member services, during our fall conference. Cassandra will be on-hand to conduct consultations on the U.S. Chamber’s programs and services. We encourage you and your members to become active participants in the U.S. Chamber’s grassroots network.

You CAN Make a Difference!

*Robin Anderson, Mason City Area Chamber of Commerce
ICCE Board Member*

Since most chamber directors have such varied job responsibilities, it is easy to feel like a “jack of all trades, master of none.” We can all agree that promoting a healthy business climate is one of our most important roles. However, legislative advocacy can seem controversial, complicated, and time consuming.

During the upcoming state legislative session, several issues are likely to arise that will affect Iowa’s business climate. As chamber directors, it is our job to help our member businesses understand how legislative changes will affect them. While this sounds daunting, it can be the greatest member benefit offered in helping those affected by proposed legislation. The ICCE board is investigating methods to utilize in-house expertise and our listserv to provide talking points, survey ideas, and easy ways for you to encourage grassroots involvement as these issues arise.

CALENDAR OF EVENTS

[2007 Great Lakes/Midwest Regional Government Affairs Conference](#)

September 12-14, 2007

Chicago IL

[ICCE Fall Conference](#)

September 19-21, 2007

Council Bluffs, IA

ABI Legislative Reception

January 16, 2008

Downtown Des Moines Hotel

4:30-7:00 pm

ICCE Winter Conference

February 20-22, 2008

Des Moines, IA

[US Chamber - Invested Leaders Institute](#)

April 10-12, 2008

Memphis TN

[ACCE Convention 2008](#)

July 31-August 2, 2008

Pittsburgh PA

Don't forget to check the web site for job listings....www.iowachamber.net!