

# Taking Care of Business 2010 Campaign

## Campaign Overview

**Purpose:** To finance new and existing programs, projects, publications, member renewals and new member recruitment.

**Mission:** To develop the leadership and financial resources of the Northern Kentucky Chamber through a ten-week all-volunteer campaign to attract new members, renew memberships sold in previous campaigns, secure business sponsors for chamber programs, events and publications.

### When it Happens

Kickoff Event: Tuesday, April 6, 2010  
Campaign Rallies Every Tuesday for 8 Weeks  
Campaign Finale Celebration  
Wednesday, June 23, 2010  
Campaign Trip: October 21-24, 2010

### How it Happens

150+ Volunteers sell Chamber memberships, sponsorships and other products.  
Results turned in every week on Friday by 3:00 p.m.  
All Volunteers attend Campaign Rallies on Tuesday to hear results and collect incentives.

### Who Makes it Happen?

#### Campaign Chair

Eric Haas, National Band & Tag/Hofbrauhaus

#### Division Commanders

**Helen Carroll**, Toyota;  
**Ralph Dusing**; Bluegrass Commercial Group;  
**Lindsey Eger**, Gateway Community & Technical College; **Mark Exterkamp**, The Bank of Kentucky;  
**Bert Hehman**, Grubb Ellis/West Shell;  
**Staci Leiker**, Waltz Business Solutions &  
**Jim Willman**, Central Bank

**37 Team Captains, 150+ Team Members,**

### Why Take Part?

Be a part of something big .....as the Northern Kentucky Chamber of Commerce sponsors its eleventh Total Resource Development Campaign and membership revenue drive. Volunteers, like you, make it possible to raise the funds to sustain programs for

business and workforce & leadership development, community improvement and member services. Taking Care of Business 2010 is a great way for you to meet our area's top CEOs and business owners while working directly with many of the area's best volunteers. These are the individuals whose teamwork and spirit of volunteerism keep Northern Kentucky's future bright.

## What's in it for You?

- **Corporate Pride:** You want your company to look good!
- **Corporate Visibility:** Your company selected you to get the job done. You want to show them they made the best choice!
- **Learn a New Skill:** Maybe you have never been in sales before or just want to sharpen your sales and presentation skills.
- **Add to Your Resume:** You are a participant in the most successful campaign in the chamber's history.
- **Expand Your Business Contacts and Meet New People:** There are many other companies and hundreds of volunteers who are also part of this effort!
- **Learn About the Chamber and the Community:** Every campaign event will be rewarding *and* *informative*.
- **Have Fun:** You may never have so much FUN while doing good. *We guarantee it.* Fun is the first word team members use to describe this campaign.
- **Great Incentives:** Campaign rewards are paid in three categories—

### Efficient Use of Your Time

The Chamber, campaign leaders and your company are quite sensitive to your time demands. The length of the campaign enables you to work on your schedule. In addition, the chamber staff will assist you with campaign orientation, training, sales leads and great event opportunities.

## 2010 Campaign Schedule

**Campaign Kick-off, Tuesday, April 6, 4:15-6:00 p.m. Hofbrauhaus, Newport, KY**

**Weekly Campaign Production Turn-in Every Friday April 9-June 18, 2010 by 3:00 p.m.**

## Weekly Campaign Rallies (4:30-5:45 p.m.)

<b>Wk. 1—Tuesday, April 13</b> Theme: Ireland	<b>Jefferson Hall, Newport on the Levee</b> Commander: Bert Hehman
<b>Wk. 2—Tuesday, April 20</b> Theme: England	<b>Radisson, Covington</b> Commander: Mark Exterkamp
<b>Wk. 3—Tuesday, April 27</b> Theme: USA	<b>Carnegie Events Center, Newport</b> Commander: Staci Leiker
<b>Wk. 4—Tuesday, May 4</b> Theme: Mexico	<b>Turfway Park, Florence</b> Commander: Lindsey Eger
<b>Wk. 5—Tuesday, May 11</b> Theme: Italy	<b>Summit Hills Country Club, Crestview Hills</b> Commander: Jim Willman
<b>Wk. 6—Wednesday, May 18</b> Theme: Japan	<b>Receptions-South, Erlanger</b> Commander: Helen Carroll
<b>Wk. 7—Tuesday, May 25</b> Theme: South America	<b>Gardens of Park Hills</b> Chamber Staff
<b>Wk. 8 no rally Memorial Day Holiday</b>	
<b>Wk. 9- Tuesday, June 8</b> Theme: China	<b>Oriental Wok, Ft. Mitchell</b> Commander: Ralph Dusing

**2010 Campaign Celebration Finale: Wednesday, June 23**  
**Hofbrauhaus, Newport, KY 4:30-6:00 p.m.**

**Tuesday, June 29 Taking Care of Business Night at the Cincinnati REDS,**  
**Great American Ball Park 6:30 p.m.**

### **Campaign Breakfast Q & A's**

Have breakfast with the Chamber staff! Join us for a complimentary one-hour Breakfast Q & A session at the Chamber office to learn more about specific products to sell during the campaign. Sessions are designed to help you improve your product knowledge, learn how to overcome rejection, brainstorm ways to improve your odds for success during the campaign, ask questions and get answers. Attendance is voluntary. Reservations are requested- 859-578-6381

- Friday, April 23                      8:00 a.m. at Chamber
- Friday, May 14                        8:00 a.m. at Chamber

### **Division Commanders and Team Captains Meetings**

Tuesday, May 12, 3:30 p.m. prior to the Campaign Rally at Summit Hills Country Club.

### **Campaign Trip for Top Producer**

October 21-24, 2010 to Cancun, Mexico

## Volunteer Responsibilities

### **Team Members**

Attend the Campaign orientation/sales training session.  
Prospect and sell chamber memberships and other products.  
Meet the personal goal assigned to you by your team captain.  
Work with members of your team to meet the team's goal.

Turn-in weekly production with completed contracts and payment to your Team Captain every Friday by 3:00 p.m. during the campaign. Attend the Campaign Kick-off event and the seven weekly Campaign Rallies. Accept individual achievement awards and publicity for production. Have FUN while doing good!

### **Team Captains**

Consult with CEO in recruiting team members. Keep your CEO informed and involved throughout the campaign. Select people who want to do it, people who know people. Commit to team's goal and secure commitment to team goal from each team member. Turn-in a completed Team Production envelope on Friday by 3:00 p.m. during the campaign. Schedule team meetings to encourage production and excitement. Encourage team attendance at weekly Campaign Rallies. Attend team captains' meetings. Accept achievement awards and publicity for team's production. Co-host a Campaign Rally with your Commander, which includes CEO attendance, team member promotional items, door prize and optional entertainment. Assign individual team member goals. Ensure 100% attendance by team members at team training sessions. Create and maintain TEAM SPIRIT and mentor team members. Stay in touch with your team members weekly.

### **Division Commanders**

Actively recruit teams by contacting Company CEO's. Contact, assist and encourage assigned team captains on a weekly basis. Be a mentor. Attend meetings of Team Captains and Division Commanders and weekly Campaign Rallies. Interact and get to know your team members at the weekly rallies. Co-host one campaign rally with your assigned team captains, team members and team coaches. Be prepared to introduce and recognize your team captains and team members at Campaign events. Work with CEOs of assigned teams to achieve team goals. Achieve your division's share of the \$900,000 campaign goal.

### **Campaign Chairman**

Commit to the goal and a successful campaign. Insure broad based corporate participation in the campaign. Challenge volunteers at kickoff and other milestone events. Contact and support commanders weekly during the campaign. Interact and get to know team members at the weekly rallies. Introduce and recognize commanders, team captains and team members at Campaign events. Work with CEOs of corporate teams to achieve team goals and team support. Achieve \$900,000 campaign goal.

**Northern Kentucky Chamber of Commerce**  
***Taking Care of Business 2010***  
***Campaign Goal***

<b>Product</b>	<b>Goal</b>
New Members .....	\$60,000
<i>Introduce businesses to the value of membership</i>	
Renewals.....	\$210,000
<i>Prior year accounts are yours to renew</i>	
Board of Advisors (new & renewals).....	\$150,000
<i>Capitalizing on the quality and depth of business leadership</i>	
Sponsorships.....	\$315,000
<i>Linking members with chamber programs and events</i>	
Advertising.....	\$40,000
<i>A win-win opportunity for businesses and the Chamber</i>	
Workforce Development.....	\$30,000
<i>Advancing the Chamber's No. 1 priorities</i>	
Leadership.....	\$60,000
<i>Leadership N.KY&amp; Regional Youth Leadership</i>	
Budget Reduction Trades.....	\$35,000
<i>Help us reduce cash expenditures and expand programs</i>	
<b>Total.....</b>	<b>\$900,000</b>

**2010 Campaign Chair and Commanders**

**Eric Haas**

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**Division Commanders**

**Helen Carroll**

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**Campaign Staff Director****Janice Cushman**

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<b>Team</b>	<b>Team Captain</b>
1. Ambassadors*	David Amarante
2. CK Ash Insurance	Bert Smith
3. Ashley	Jason Yeager
4. Bank of Kentucky*	Bob Fulkerson
5. Bluegrass Commercial Group	Ralph Dusing
6. Business Benefits, Inc.*	Gary Beatrice
7. BRN Lead Group	Josie Dewald
8. Central Bank	Matt Eilers
9. Covington Independent Schools	Debra Vance
10. Duke Energy*	Jim Brewer
11. Crawford Insurance	Jeremy Arrasmith
12. Directors & Friends*	Caroline Wetzler
13. Fifth Third Bank*	Forrester/Osborne
14. First Security Trust Bank	Amy Beck
15. Forcht Bank	Carol Jackson
16. Frost Brown Todd	Mike Nitardy
17. Gateway Community & Technical	Laura Kroeger
18. Graydon, Head *	Paul Alley
19. Grubb Ellis/West Shell	Bert Hehman
20. Heritage Bank	Joni Nevitt
21. Humana	Steve Geis
22. Huntington	Ben Pugh
23. KeyBank	Tony Johnson
24. NKITA	Tom Bowen
25. Northern Kentucky University	Joe Wind
26. Parsons & Associates	Bob Parsons
27. PNC Bank	Stephanie Murdock
28. Republic Bank	Steve Brunson
29. Roeding Group	Ken Roeding
30. SD1	Crawford/Jenisch
31. St. Elizabeth Healthcare*	John Wenderfer
32. Taft Stettinius & Hollister	Jim Parsons
33. Toyota	Kathy Papp
34. Turfway Park	Kim Day
35. US Bank*	Joe Geraci
36. Von Lehman & Company	Adam Davey
37. Waltz Business Solutions	Matt Jehn

\* team for twelve years