

Taking Care of Business 2009 Campaign

Campaign Overview

Purpose: To finance new and existing programs, projects and publications to lead the Northern Kentucky Chamber of Commerce in the 21st Century.

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 14, 2009
 Campaign Rallies Every Tuesday for 8 Weeks Beginning Tuesday, April 21, 2009
 Campaign Finale CelebrationWednesday, June 24, 2009
 Campaign Trip October 22-25, 2009

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

Gary Beatrice, Business Benefits, Inc.

Division Commanders

Mary Lynn Brunemann, St. Elizabeth Business Services
 Lindsey Eger, Turfway Park
 Mark Exterkamp, The Bank of Kentucky
 Cassie Forrester, Fifth Third Bank
 Bert Hehman, Paul Hemmer Companies
 Lytle Thomas, Heritage Bank

34 Team Captains, 150+ Team Members,

Why Take Part?

Be a part of something bigas the Northern Kentucky Chamber of Commerce sponsors its tenth 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 2009 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.

- **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.

Campaign Kick-off, Tuesday, April 14, 4:15-6:00 p.m. Turfway Park, Florence, KY

Weekly Campaign Production Turn-in Every Friday April 17-June 19, 2009 by 3:00 p.m.

NEW: "Let's Get Started" Breakfast , Wednesday, April 1, 2009 7:30-9:00 a.m. Sheraton Airport

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

**Wk. 1—Tuesday, April 21..... Jefferson Hall, Newport on the Levee
Theme: *Happy Birthday* **Commander: Lindsey Eger****

**Wk. 2—Tuesday, April 28..... Receptions-South, Erlanger, KY
Theme: *Kentucky Derby* **Commander: Mark Exterkamp****

**Wk. 3—Tuesday, May 5 Florence Freedom, Florence, KY
Theme: *Cinco de Mayo* **Commander: Staci Leiker****

**Wk. 4—Tuesday, May 12..... Summit Hills Country Club, Crestview, Hills, KY
Theme: *Mardi Gras*..... **Commander: Cassie Forrester****

**Wk. 5—Tuesday, May 19.....B&B Riverboat, Newport, KY
Theme: *Patriotic (Red, White & Blue)*..... **Commander: Mary Lynn Brunemann****

**Wk. 6—Wednesday, May 27 Drawbridge Inn, Ft. Mitchell, KY...
Theme: *Roman Holiday (Togas)*..... **Commander: Bert Hehman****

**Wk. 7—Tuesday, June 2..... Oriental Wok, Ft. Mitchell, KY
Theme: *Merry Christmas*..... **Commander: Lytle Thomas****

**2009 Campaign Celebration Finale: Wednesday, June 24- Gardens of Park Hills, Park Hills, KY
Theme: *Happy New Year***

Campaign Breakfast Q & A's

Have breakfast or lunch with the Chamber staff! Join us for a complimentary one-hour Campaign 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, 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, May 1 8:00 a.m. at Chamber
- Friday, May 22 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 22-25, 2009 to Cancun, Mexico

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.
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.
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 attendance, promotional items, door prize and optional entertainment.

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 2009
Campaign Goal

Product	Goal
New Members	\$60,000
<i>Introduce businesses to the value of membership</i>	
Renewals.....	\$200,000
<i>Prior year accounts are yours to renew</i>	
Board of Advisors (new & renewals).....	\$165,000
<i>Capitalizing on the quality and depth of business leadership</i>	
Sponsorships.....	\$315,000
<i>Linking members with chamber programs and events</i>	
Advertising.....	\$30,000
<i>A win-win opportunity for businesses and the Chamber</i>	
Workforce Development.....	\$50,000
<i>Advancing the Chamber's No. 1 priorities</i>	
Leadership.....	\$50,000
<i>Leadership N.KY& Regional Youth Leadership</i>	
Budget Reduction Trades.....	\$30,000
<i>Help us reduce cash expenditures and expand programs</i>	
Total.....	\$900,000

2009 Campaign Chair and Commanders

Gary Beatrice

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Division Commanders

Mary Lynn Brunemann

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Lindsey Eger

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Lytle Thomas

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Campaign Staff Director

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<u>Team</u>	<u>Team Captain</u>
1. Ambassadors*	David Amarante
2. Ashley	Jason Yeager
3. Bank of Kentucky*	Bob Fulkerson
4. Bluegrass Commercial Group	Ralph Dusing
5. Business Benefits, Inc.*	Chris Spicker
6. Central Bank	Jim Willman
7. Cincinnati Bell*	Mark Romito
8. Duke Energy*	Jim Brewer
9. Crawford Insurance	Jeremy Arrasmith
10. Directors & Friends*	Gary Bentle
11. Fifth Third Bank*	Terry Osborne
12. First Security Trust Bank	Amy Beck
13. Frost Brown Todd	Mike Nitardy
14. Gateway Community & Technical	Laura Kroeger
15. Graydon, Head *	Paul Alley
16. Greenebaum Doll & McDonald	Amy Miller
17. Paul Hemmer Co.	Brad Rogers
18. Heritage Bank	Joni Nevitt
19. Humana	Steve Geis
20. Integra Bank	Carol Jackson
21. KeyBank	Tony Johnson
22. Legacy	Bethany Smith
23. PNC/National City	Schmidt-Hurt/ Palazzo
24. Northern Kentucky Water District	Jack Bragg
25. Northern Kentucky University*	Joe Wind
26. Republic Bank	Josie Dewald
27. Roeding Group	Ken Roeding
28. St. Elizabeth Medical Center*	John Wenderfer
29. Taft Stettinius & Hollister	Jim Parsons
30. Toyota	Kathy Papp
31. Turfway Park	Julie Klopp
32. US Bank*	Joe Geraci
33. Von Lehman & Company	Adam Davey
34. Proforma N&M Communications	Mike Mastruserio

* team for eleven years