

CHAMBER VOICE

Your Connection to the Rogers-Lowell Chamber of Commerce



Legislative Agenda

Volume 4 Issue 1

January 1, 2009



Meet the 2009 Executive Committee

Board of Directors

Wayne Callahan, *Chair of the Board*

Tom Spillyards, *Chair-Elect*

Jay Allen, *Treasurer*

Tom Hopper, *Past Chair*

David Lang

Chair of Convention and Visitors Bureau

Chad Muirhead

Chair of Membership Services Division

Cathy Foraker

Chair of Community Development Division

Debra Wood

Chair of Economic Development Division

Scott Van Laningham

Chair of Government Relations Division

Jerry Vest, *RIDC President*

Raymond Burns, CCE, *President/CEO*

Terri Brooks

Leah Peterson

Tony Dunning

Amber Reifschneider

David Faulkner

Betsy Reithemeyer

Gary Jackson

Cameron Smith

Lorrie Madden

Dewitt Smith

Terry Matthews

Greg Spragg

Martin Montes

Angie Tucker Ridley

Chad Palmer

Jon Vitiello

Ex - Officio

Keven Anderson

Dan Hendrix

Judge David Bisbee

Raul Lagos

Ric Clifford

Mayor Perry Long

Mike Cook

Dr. Becky Paneitz

Dr. Janie Darr

Charles Reaves

Tommy Deweese

Charlie Stevens

Mike Dodge

Dick Trammel

Nathan Gairhan

Mayor Steve Womack

Rogers-Lowell Area Chamber of Commerce
317 W. Walnut St.
Rogers, AR 72756
479-636-1240 Fax 479-636-5485
www.RogersLowell.com



Paid for through Periodical
ROGERS-LOWELL AREA CHAMBER OF
COMMERCE NEWSLETTER (USPS 492950) is
published semi-monthly in January, February, April, May,
June, July, September, October, November and
December; three times a month in March and August
by the Rogers-Lowell Area Chamber of Commerce,
Inc., 317 West Walnut, Rogers, AR 72756. Periodical
postage paid at Rogers, Arkansas. POSTMASTER send
address changes to ROGERS-LOWELL AREA
CHAMBER OF COMMERCE OF NEWSLETTER, 317
West Walnut, Rogers, AR 72756

The Rogers-Lowell Area Chamber of Commerce Board of Directors has announced the appointment of the following board members to the 2009 Executive Committee.

Wayne Callahan will become the chairman of the board. Callahan serves as president of Global Wal-Mart Business for H.J. Heinz. He leads customer business planning, team development, allocation of company resources and overall customer growth for the company. Prior to joining Heinz, Wayne enjoyed a 20-year career with S.C. Johnson Wax. He holds a Bachelor of Arts degree in business and communication from Concordia University, Mequon, Wisc.

Currently Callahan serves on the Board of Directors of Mercy Health System of Northwest Arkansas and the Board of Directors of Arvest Bank, Rogers. He is past chairman of The Cancer Challenge and a Northwest Arkansas Community College Foundation Board member. Callahan also serves on the executive committee of Arkansas State Golf Association and the USGA Regional Affairs Committee. He has enjoyed volunteering as a rules referee in numerous Junior and Collegiate events. He and his wife Diane reside in Rogers.

Tom Hopper will pass the gavel to Callahan as he becomes the past chair of the board. Hopper, president/CEO of Crafton Tull Sparks, has been with the firm for 36 years. Hopper and his wife, Gloria, are officers of Tallgass Development, Inc. He is a member of the Rogers Industrial Development Corporation, the Arkansas Society of Professional Engineers and the National Society of Professional Engineers. The Hoppers have three grown children.

Tom Spillyards will serve as the chairman-elect in 2009. He is the president/CEO of Simmons First Bank of Northwest Arkansas. Spillyards moved to Rogers in 2004 from Pine Bluff, where he served as vice chairman of Simmons First National Bank of Pine Bluff.

Spillyards has served on various boards throughout his career including the United Way of Benton County, and he currently serves as a member of the Board of Directors of the Rogers Little Theater. He has served the Chamber as Economic Development Division chair, and as chair of the Audit Committee. He enjoys duck hunting and spending time with his family. He and his wife, Rita, have two grown children.

Joining the board as treasurer for 2009 is Jay Allen. He is the key principal of Jay Allen Communications, a consulting firm established in 2005 following Allen's 26-year career in corporate communications and government affairs. Previously, he served as the chief communications and government affairs officer for Wal-Mart Stores, Inc. Allen holds a Bachelor of journalism degree from the University of Texas at Austin.

Allen serves as the chairman of the P&G Beauty Northwest Arkansas Championship, an LPGA event held annually at Pinnacle Country Club. He and his wife, Terri, and their three children reside in Rogers.



Chair
Wayne Callahan



Past Chair
Tom Hopper



Chair-Elect
Tom Spillyards



Treasurer
Jay Allen

Member News You Can Use

One Monthly Newsletter to Feature Key Communications

In a move designed to promote the Chamber's electronic communications, and reduce expenses, the "Chamber Voice" will become a once-a-month print publication.

"With one print publication a month, we can provide more interesting, valuable information to our members," said President/CEO Raymond Burns.

With the change, the quality of communications will improve and members will receive information in a convenient and timely manner. Plans for 2009 include a redesigned weekly e-mail newsletter, special interest group e-mails, improvements to the Chamber's web site, and new initiatives, including a blog about the 87th General Assembly written by Martine Downs Pollard, the Chamber's vice president of Government Affairs.

The new-and-improved version of the "Chamber Voice" will include informative feature articles each month on topics of interest to Chamber members, along with the popular lists of new members, and member renewals, photos of ribbon cuttings and ground breakings, and a



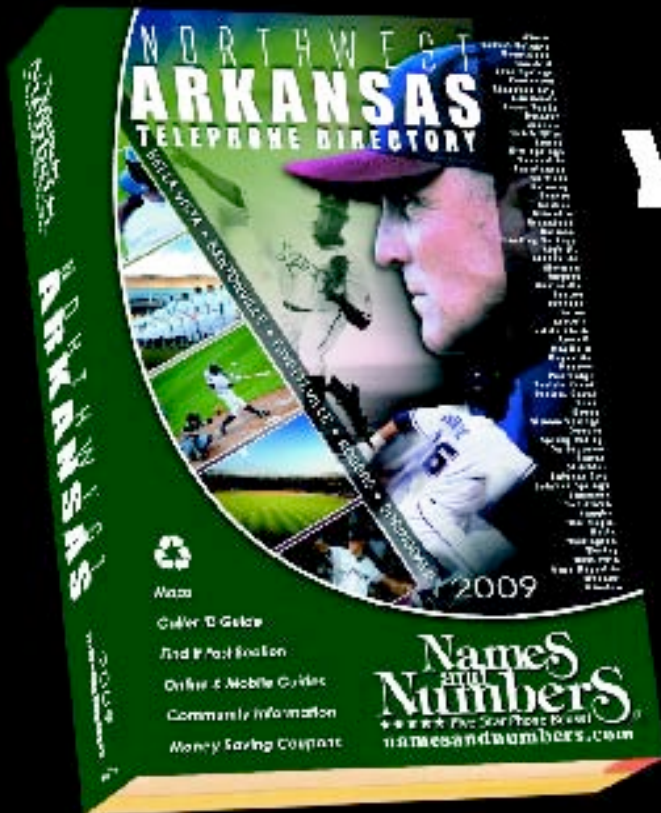
calendar of Chamber events.

The full-color, 12-page issue will feature both display advertising (such as the Names and Numbers ad below) as well as insert advertising.

"We want to provide members with the most effective methods to promote their business," explained Burns, "so we will continue to offer both types of advertisements in the publication, along with banner ads on the web site and in the weekly e-mail newsletter.

Chamber staff will be making a major effort to gather as many member e-mail addresses as possible over the next few months.

To ensure you and your employees don't miss out on any Chamber news, update your member profile by logging into the Members Only section of www.RogersLowell.com. You can easily add representatives, change information and sign up for special interest group e-mails. Forgot your Username and Password? Just call the Chamber at 479-636-1240 for a reminder!



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and
Numbers
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Chamber Sets Legislative Priorities

NWA State Legislative Priorities

We support funding to reward regions that have proactively worked to identify funding sources for regional infrastructure projects. A regional mobility fund could also be used to incentivize other regions to establish regional funding strategies for infrastructure projects. Funds could be deposited in a regional mobility fund to assist with:

- Financing of regional transportation projects;
- Funding regional airport improvements.

Increasing Transportation Funding – We support finding additional ways to grow the transportation funding levels. Proposals such as redirecting transportation-related general revenues could become a funding source for regions that have established RMAs. Any incremental transportation funding increases should be distributed within the region in which the funds were generated.

Higher Education Funding – We support the University of Arkansas and NWACC priorities in the higher education funding formulas. We support full funding in the UAMS budget to establish and operate the UAMS–Northwest satellite campus in order to train more medical specialists within the state of Arkansas.

Positions on Other State Legislative Issues

Repeal of Sales Tax on Groceries - We support further repeal of state sales taxes on groceries with any excess funds remain after key infrastructure priorities are fully funded.

Repeal of Sales Tax on Utilities – We support a sales tax exemption for energy used in industry and manufacturing.

Severance Tax – Severance tax revenues should “follow the cars” and be distributed based on need. We oppose any efforts to redirect the recently adopted severance tax revenues to areas other than transportation.

Tort Reform – We support protection of the legal reforms enacted by Act 649 of 2003.

Economic development initiatives – We support the legislative priorities of Accelerate Arkansas and the Arkansas Economic Development Corporation to foster the growth of knowledge-based and high-tech jobs in Arkansas. We support economic development incentives that keep Arkansas competitive with other states and encourage job creation through business expansions and relocations here.

Workmen’s Compensation and Unemployment Insurance – We support protection of the workers’ compensation reforms enacted by Act 796 of 1993. We oppose any legislation that is a detriment to a sound unemployment compensation system. We support protection of the Department of Workforce Services’ Employment Security trust fund.

Immigration – We strongly support comprehensive federal immigration reform that protects U.S. national and economic security. Reform should increase security, addresses delays and disruptions in our immigration and border management systems, and refrains from unduly burdening employers with worker verification systems that are under-funded or unworkable. We need legislation that is fair, meets the needs of our growing economy, and meets the test of common sense.

State Trauma Center – Recognizing that Arkansas is the only state that does not have a Level I Trauma Unit, we support identifying appropriate funding sources for a state trauma center.

NWA Federal Legislative Priorities

Card Check Legislation - In 2009, Congress will reconsider legislation that would remove the secret ballot process for Union elections. This legislation, if enacted, will have a significant and potentially devastating impact on businesses of all sizes.

2009 Appropriation Requests – We support 2009 appropriations request that would provide:

- Funding for I-540 short-term and interim upgrades.
- Funding for renovations to the UAMS-Northwest's Satellite Campus Facility.
- Funding for NWACC to establish the Southern U.S. Region's National Child Protection Training Center, to develop a Business-Entrepreneurship Development Center for Veterans and to establish the Global Business Development Center.

Funds for Infrastructure Projects - The federal government needs to meet or exceed the fiscal year 2009 highway funding guarantees as set forth in SAFETEA-LU to ensure that there is no decrease in federal formula highway funding.

Highway Reauthorization - As Congress begins deliberation of the next six-year highway reauthorization bill, we also strongly support additional federal resources for infrastructure projects. The nation's infrastructure is crumbling as states struggle to maintain their current network of highways and bridges. There are almost no resources available to address the new infrastructure needs in rapidly growing areas like northwest Arkansas.

Northwest Arkansas Regional Airport - We support up to a \$7 increase in the Passenger Facility Charge. The current Passenger Facility Charge of \$4.50 has not been raised in a number of years although construction costs continue to exponentially increase. The charges are locally imposed and proceeds are spent locally. It is not an "across the board" tax increase. XNA could potentially raise more than \$1.4 million that could be used for local projects.

We oppose efforts by the International Association of Fire Fighters (IAFF) to include new Aircraft Rescue and Firefighters (ARFF) standards in the House version of the FAA Reauthorization bill. The IAFF proposal would dramatically increase ARFF staffing, training and equipment requirements with apparently little or no regard for the substantial implications that these requirements would have on airports, requiring XNA to increase staffing costs by more than \$1 million annually. We encourage the House Transportation and Infrastructure Committee and the Subcommittee on Aviation to reject the IAFF proposal, which could have a severe impact on airports and their ability to retain commercial air service.

Immigration - We strongly support comprehensive federal immigration reform that protects U.S. national and economic security. Reform should increase security, addresses delays and disruptions in our immigration and border management systems, and refrains from unduly burdening employers with worker verification systems that are under funded or unworkable. We need legislation that is fair, meets the needs of our growing economy, and meets the test of common sense.

Marshallese Healthcare - We support amendments to the 2003 Compact of Free Association (P.L. 108-188) to add Arkansas to the list of "affected jurisdictions" that are eligible for federal funding to assist in caring for resident Marshallese who are in northwest Arkansas legally and making significant economic contributions to Arkansas and to the United States. Presently only Hawaii, Guam, and the Northern Mariana Islands are classified as "affected jurisdictions" despite Arkansas having a large concentration of Marshallese here legally.

Public Safety Employer-Employee Cooperation Act of 2007 - Collective Bargaining - The cities of Lowell and Rogers are very concerned about the passage of an act that will force municipalities to enter into collective bargaining arrangements with their public safety employees, regardless of state and local laws.

Rogers Municipal Airport - A re-emerging issue will be the addition of radar equipment in our contract control tower. The airport will be requesting an additional DBRITE radar system (Digital Bright Radar Indicator Tower Equipment). This again is a high-priority safety need and would greatly enhance services provided by the Rogers Air Traffic Control Tower.

Northwest Arkansas Conservation Authority (NACA) - NACA was formed to provide regional solutions for wastewater treatment, the removal of phosphorus-laden sludge from the watershed, and a comprehensive water-quality monitoring program for the White River, Illinois and Spavinaw watersheds. Member cities believe that a regional solution is the most cost-effective and environmentally-effective method to develop wastewater infrastructure to meet the explosive growth of northwest Arkansas, increasingly costly federal and state environmental requirements, and the more stringent and unrelenting water discharge limits imposed by the state of Oklahoma on surface waters entering its boundaries.

NACA will have up to \$30 million in federal funding requests to assist with initial start up costs. EPA estimates \$300 billion for wastewater infrastructure and an estimated \$277 billion for crumbling water infrastructure needed over the course of the next 10 years in the U.S. We, along with NACA, ask that our Congressional delegation work in Congress to develop a national program for wastewater infrastructure.

New Members - November 2008

A2Z Lawn Care & Landscaping

Jessica Kinkle
P.O. Box 13
Lowell, AR 72745
(479) 313-2782
Lawn Care

Americar Trading Company

Dylan Ralston
2518 S. 8th St.
Rogers, AR 72756
(479) 636-3033
Automobile Dealers - Used

Arkansas Training Solutions

Brenda Doty
1790 Amelia Dr.
Conway, AR 72034
(870) 926-9935
Consulting & Training

Choctaw Casino

Sherrie Dudoit
3400 Choctaw Rd.
Pocola, OK 74902
(918) 436-7761
Casinos & Gaming

DirectBuy of NW Arkansas

Vicky Smith
2713 S.E. Otis Corley Dr.
Bentonville, AR 72712
(479) 273-3335
Retail - Variety Stores

Dozier Technology Group, Inc.

Nicholas Dozier
1803 S.W. Regional Airport Blvd., Ste. 5
Bentonville, AR 72712
(479) 254-0480
Computer Products & Services

Gator's Restaurant & Sports Club

Phyllis Jensen
1207 W. Walnut St.
Rogers, AR 72756
(479) 621-5997
Restaurants - Clubs/Lounges

Guardian Wealth

Tony Hansmann
1501 S.E. Walton Blvd., Ste. 211
Bentonville, AR 72712
(479) 268-6667
Financial & Financial Advisors

Hurst Eye Care Center

Robert Hurst
1412 S.E. 14th St.
Bentonville, AR 72712
(479) 271-9700
Optical, Optometrists, Opticians
and Optical Labs

IT ProStaff

Nick Pinalto
1803 S.W. Regional Airport Blvd., Ste. 5
Bentonville, AR 72712
(479) 254-0480
Employment Agencies/Services

Makin' Room

Tina Johnson
(479) 462-4703
Consignment/Resale Shops

Mama Fu's Asian House Restaurant

Bill Moser
700 S.E. Walton Blvd., Ste. 12
Bentonville, AR 72712
(479) 254-8381
Restaurants - Asian

Microsoft Corporation

Michael Murphy
7000 N. State Hwy. 1161
Irving, TX 75039
(469) 775-8578
Computer Products & Services

My Girlfriend's Closet

Shannon Marti
P.O. Box 819
Tontitown, AR 72770
(479) 445-3808
Consignment/Resale Shops

Premier Dermatology and Skin Renewal Center

Jeff Clinton
909 S.E. 28th St., Ste. 5
Bentonville, AR 72712
(479) 273-3376 (DERM)
Dermatology

SunnySide Lifestyles

Barb Smith Steinhoff
211 34th St.
Rogers, AR 72756
(479) 644-1887
Educational Seminars

The Kid's Studio, Inc.

Robyn Brooks
5500 Pinnacle Point Dr., Ste. 100
Rogers, AR 72758
(479) 268-6675
Child Development & Day Care

Tow Boat U.S. Beaver Lake/Prairie Creek Vessel Towing, LLC

Lisa Harte
(479) 280-0104
Boat Towing & Salvage

World Garden

Rick Boosey
2905 S. Walton Blvd.
Bentonville, AR 72712
(479) 715-0535
Restaurants - Other

World Gym - Lowell

Rhett Garner
1607 Empire St.
Bentonville, AR 72712
(479) 957-4001
Fitness

Thanks to December Sponsors

Holiday Open House – Dec. 1

Golden Corral

Eggs & Issues – Dec. 2

Presented by Beall Barclay & Co.
Crafton Tull Sparks
Northwest Excavation
NWA Conservation Authority

Business After Hours – Dec. 4

Presented by Cross, Gunter,
Witherspoon & Galchus, P.C.
Hosted by Simmons First Bank

FYI Lunch & Learn – Dec. 5

Presented by First Federal
Investment Services

Ambassador Committee – Dec. 9

Holiday Inn

Fiesta de Negocios – Dec. 11

Presented by Northwest
Arkansas Regional Airport
Hosted by Hyatt Place

Coffee Connection – Dec. 17

Presented by Names &
Numbers
Hosted by Borders

Third Thursday Coffee – Dec. 18

Hosted by First Federal Bank

Government Affairs Committee & Large Industry Council – Dec. 19

Cross, Gunter, Witherspoon &
Galchus, P.C.
Hyatt Place
Leslie's Catering

Sponsorships offer Chamber members valuable benefits while building outstanding brand recognition for your company.

Learn how sponsorships can help promote your company by contacting Shelle Summers at 479-619-3187 or ssummers@rogerslowell.com

Ribbon Cuttings & Ground Breakings



Brieshi Salon
2203 Pinnacle Hills Promenade, Rogers



Choctaw Casino
3400 Choctaw Road, Pocola



First Federal Bank-Lowell
225 N. Bloomington St., Lowell



King Burrito & Taqueria
903 S. Eighth St., Rogers



Lowell Pharmacy
107-C S. Lincoln St., Lowell



NWA Chiropractic
2102 W. Pleasant Grove Rd., Rogers



Ozark Urgent Care
114 Harrison Ave., Ste. B



Red Lobster
1704 S. 46th St., Rogers



Sew Good Dry Cleaners
4408 W. Walnut St., Ste. 9, Rogers



Steve Standridge Insurance
2526 Pinnacle Hills Pkwy., Rogers



Suburban Extended Stay Hotel
200 SW Suburban Ln., Bentonville

Annual Banquet Tickets On Sale

Don Soderquist, former senior vice chairman of Wal-Mart Stores, Inc., and noted author, will serve as the keynote speaker at the Chamber's 87th Annual Banquet presented by Crafton Tull Sparks on Feb. 6 at J.Q. Hammons Center in Rogers.

The Annual Banquet, the Chamber's largest event of the year, celebrates a year of accomplishments, honors Chamber leaders, and serves as an annual meeting of the membership.

The evening will begin with a reception at 6 p.m., followed by dinner at 7 p.m. Winners of the Chamber's prestigious annual awards are also announced at the banquet.

Beall Barclay & Company and Flintco, Inc. will be the Program Presentation Sponsors for the event, with Diamond Sponsor Tyson Food. Gold Sponsors are Regions Bank and Simmons First Bank. Silver Sponsors include AEP Southwestern Electric Power, Coleman, Del Monte Foods, First National Bank of Rogers, Hight-Jackson Associates, P.A.,

and Mercy Health System of NWA.

American Mortgage of Rogers, Arkansas Western Gas, Arvest Bank-Lowell, Bekaert Corporation, Carroll Electric Cooperative Corporation, First Federal Bank, First Western Bank, Friday, Eldredge & Clark, LLP, Metropolitan National Bank, Northwest Medical Center of Benton County, NWACC Foundation, Cameron Smith Associates, and Strateline Industries will be Bronze Sponsors.

Sponsorships featuring reserved tables and promotional benefits are available by contacting Shelle Summers at 479-619-3187 or ssummers@rogerslowell.com.

Seating for the Annual Banquet is limited, with advance reservations required. Pricing for individual seats is \$50 for chamber members, or \$65 for nonmembers.

Visit www.RogersLowell.com to conveniently purchase seats online, or contact Stacey Calhoun at 479-619-3195 or stacey@rogerslowell.com.

January Chamber Events

Jan. 9 - FYI Lunch & Learn on "Seven Stupid Simple Truths About Marketing" by Rod Orr. Noon-1 p.m., at the Chamber, 317 W. Walnut St., Rogers. Event is free and open to members. Bring a brown-bag lunch. Details available at www.RogersLowell.com.

Jan. 13 - 2009 Ambassador Kick Off Meeting. 11:30 am at the Chamber, 317 W. Walnut St., Rogers. For more info contact Stacey Calhoun at stacey@rogerslowell.com

Jan. 15 - Third Thursday Coffee. 7:45-8:45 a.m., Lowell Therapeutic Massage Center, 320 N. Bloomington, Lowell. Event is free and open to members. RSVP to Jacque Gregory at jgregory@rogerslowell.com.

Jan. 15 - Multicultural Networking, noon, at the Chamber, 317 W. Walnut St., Rogers. Event is free to members with no registration required. Bring a brown-bag lunch. Contact Vilma Dominguez at vilma@rogerslowell.com.

Jan. 15 - Regional Business After Hours, 5-7 p.m. Hosted by Pinnacle Hills Promenade, Rogers. Event is free to members with no registration required. For a map to the location, visit www.RogersLowell.com.

Jan. 20 - Chamber Night at Lowell City Council. 6 p.m., Lowell City Hall, 216 N. Lincoln St., Lowell. Free and open to members. For details, visit www.RogersLowell.com.

Jan. 21 - Coffee Connection, presented by Names & Numbers. 7:30-8:30 a.m., hosted by Golden Corral, 2605 Pleasant Crossing Dr., Rogers. Event is free and open to members. For a map to the location, visit www.RogersLowell.com.

Jan. 21 - Business-to-Business Connection, presented by Bancorp South and hosted by Telecomp. Noon-1:30 p.m., Embassy Suites, 3303 Pinnacle Hills Pkwy., Rogers. Cost is \$20 for members before Jan. 16. Register online at www.RogersLowell.com.

Jan. 24 - Legislative Forum, presented by Embassy Suites of NWA. 7 a.m. at Embassy Suites, 3303 Pinnacle Hills Parkway, Rogers. Visit with local legislators about the latest happenings at the Capitol. Event is free and open to members. For more information contact Martine Downs at martine@rogerslowell.com.

Jan. 27 - Eggs & Issues featuring Kerry Jensen, president of Main Street Rogers. 7-8 a.m. at the Chamber, 317 W. Walnut St., Rogers. Cost is \$10 and the event is open to members only. For more information or to register, visit www.RogersLowell.com.

Jan. 27 - Chamber Night at Rogers City Council. 6 p.m., Rogers City Hall, 301 W. Chestnut St., Rogers. Free and open to members. For details, visit www.RogersLowell.com.

Jan. 28 - New Member Reception, sponsored by Sam's Club. 8:30-10:30 a.m. at the Chamber. Reserve a seat at www.RogersLowell.com or contact Gretchen Laffoon at gretchen@rogerslowell.com.

Jan. 30 - NWACC Appreciation Luncheon. 11:30 a.m. - 1 p.m. at the Clarion Hotel & Convention Center, 211 SE Walton Blvd., Bentonville. Tickets are \$20 per person and available for purchase at www.RogersLowell.com.

Renewals - November-December 2008

30+ years

Ozark Fence Co., Inc. - 36 years

21-30 years

D-Sigh, Inc.
Du-More, Inc.
Executive Coffee Service
Jiffy Kwick
Professional Business Systems
Rocky Branch Marina, LLC
Rocky Branch Resort
Thrasher & Company

11-20 years

AAA Business Systems, Inc.
Best Banner & Sign
Embroidered Images
Filter Services of Springdale
Last Chance Liquors
Macadoodles
Mitchell, Williams, Selig, Gates & Woodyard PLLC
Morgan Keegan & Co.-Michael Lindsey
Northwest Tire Service, Inc.

Optimist Club of Rogers
Prairie Creek Association
The Shearin Hathaway Group
Soho Clothiers
Sunbelt Business Advisors of Mid-America
United Country-Ameripro
Realty/Danehower

6-10 years

A & B Reprographics
Backstrom-Pyeatte Funeral Home
Adam J. Black
Raymond Burns, CCE
Carino's
Club Frisco, Inc.
Hyatt Place
Law Offices of Roy Petty
Lindsey & Associates-Louise Jefferson
Shelley M. Parson Insurance Agency
Russell Cellular
Springdale Steel & Pipe, Inc.
2-5 years
Action Staffing

American Mortgage of Rogers
Bauman's Fine Clothiers
Best Buy
Burckart Construction, Inc.
The Consignory
Cook's Natural Foods & Vitamins
Financial Security Advisors, Inc.
Fuse Wellness
Harrington, Miller, Neihouse & Kieklak, P.A.
Harris McHaney Realtors-Tom Jones
Helping Hands, Inc.
Henkel Consumer Adhesives, Inc.
JKJ Architects, PLLC
Marketing Specialists, Inc.
Monte Ne Historical Society Co.
Northwest Arkansas Food Bank
Outback Steakhouse
PeaceKids Learning Center & Preschool
Rogers Community School Recreation Association
Rogers Wealth Stewardship
Signed, Sealed & Delivered
TheaterXtreme of Rogers

1 year

Alternative Beemer Service LLC
Arkansas Procurement Assistance Center
Autumn Place
Bradco Supply
C2P Wireless
Cold Stone Creamery
Crystal Bridges Museum of American Art
Deb's Baskets
EDGES, Inc.
fuzzylogik designs
McBride Distributing
NWA Wedding Ideas Directory
Ramsey, Krug, Farrell & Lensing
Staybridge Suites
Thompson Defensive Driving Systems
Willstaff Worldwide-Rogers Office
Yankee Candle



CAMPAIGN NEWSLETTER

December 2008

Define Our Destination
THE CAMPAIGN FOR ROGERS-LOWELL

CAMPAIGN INITIATIVES

**Business
and Economic
Development**

**Governmental
Affairs**

**Small Business
Outreach**

**Creating and
Defining
the
Destination**

Rogers-Lowell Area
Chamber of Commerce
317 W. Walnut
Rogers, Arkansas 72756
479.636.1240
www.rogerslowell.com

Thank you for your support of Define Our Destination: The Campaign for Rogers and Lowell. The campaign raised more than \$3.3 million in cash and in-kind contributions from 126 donors.

Campaign Chairman Pat Harris and campaign committee members (Dick Barclay, Terri Brooks, Raymond Burns, Wayne Callahan, Chris Crossland, Doug Degen, Nathan Galihan, David Harris, Tom Hopper, Dick McLelland, Chad Multhead, Charles Reeves, Betsy Reithemeyer, Bill Schwyhart, Greg Stanfill, Dick Trammel, Jerry Vest, Bill Watkins and Mike Watts) led us to the completion of a successful campaign.

Although the fundraising portion of the campaign is complete, the work of implementing each of the initiatives is ongoing. Every single dollar pledged in the campaign is absolutely essential to the accomplishment of the initiatives we've committed to the community that we would complete. You'll find included in this campaign update a brief update of our work on these initiatives dedicated to business and economic development, government affairs, small business outreach and destination marketing.

Again, thank you for your support of this important campaign for our community, and for your continued involvement with the Rogers-Lowell Area Chamber of Commerce!



**THANK YOU
TO ALL WHO HAVE
MADE THIS POSSIBLE**



HIGHLIGHTS OF 2008 CAPITAL CAMPAIGN SUCCESSES



Commemorative Sign at Daisy Facility



Regional Relocation Information



Job Fair Seminar



Candidate Forum



Washington D.C. Fly-in

BUSINESS & ECONOMIC DEVELOPMENT

- ✓ Provided services and assistance to recruit business and industry, with successful outreach efforts including Strateline Industries and Circle, Daisy Manufacturing, American Eagle, Fastlane Entertainment and I.O. Metro.
- ✓ Responded to more than 200 business inquiries including retail and restaurant consultants, individuals seeking demographics, entrepreneurs and franchise candidates, industry relocation and expansion and minority business assistance.
- ✓ Opened a Lowell Chamber Office to provide services in economic development, business recruitment, small business outreach, long-range planning and the ongoing pursuit of economic vitality for Lowell (in addition to existing Chamber programs and services).
- ✓ Hosted seminars to aid and inform the business community on business topics such as sales and use tax regulations.
- ✓ Hosted two Northwest Arkansas Job Fairs, with approximately 80 employers (representing 2,500 available local jobs) and more than 3,000 job seekers at the most recent event.

GOVERNMENTAL AFFAIRS

- ✓ Worked collaboratively with regional partners to advocate the establishment of the Northwest Arkansas Regional Mobility Authority and pave the way for local infrastructure solutions.
- ✓ Hosted the Development Conferences in Rogers and Lowell to link builders, contractors and developers with local officials, information and resources.
- ✓ Hosted candidate forums and launched VoteForNWABusiness.org, a site dedicated to voter resources and information, to allow voters to educate themselves on candidates and to encourage engagement in the political process.
- ✓ Compiled a Northwest Arkansas Legislative Agenda with key partners such as the Northwest Council in order to build consensus on issues of regional importance and to ensure a united voice and fruitful legislative session.
- ✓ Represented member businesses at the state and national level, communicated legislative action and inform local businesses regarding key issues through efforts including Government Affairs committee meetings, a Speaker Series and visits to Little Rock and Washington D.C.



United States Ombudsman 2008



Mingling at Small Business Conference



Honoring Small Business of the Year: Garner Building Supply



BuyNWA.biz Print Advertising



'Are You In' Supplier Brochures

SMALL BUSINESS OUTREACH

- ✓ Assisted more than 75 small businesses seeking aid and information on starting or maintaining a small business or entrepreneurial venture.
- ✓ Recognized the outstanding efforts of local small businesses through the Small Business of the Month/Year program, an ongoing effort to support and encourage small business success.
- ✓ Provided dedicated programming and timely small business resources and seminars, such as free FYI Lunch and Learn sessions and a visit by the United States Ombudsman appointed to represent small businesses and enforce federal regulatory fairness.
- ✓ The Chamber's Small Business Council, established at the inception of the capital campaign, continues to focus on the unique needs and challenges of small businesses by providing affordable, time-sensitive solutions for prospective and current small business owners.
- ✓ Presented the second annual Arkansas Small Business Conference, offering affordable access to highly-acclaimed speakers and seminars for current and prospective small businesses.

DESTINATION MARKETING

- ✓ Placed more than \$200,000 in radio, television and print advertising promoting Northwest Arkansas businesses, goods and services through the BuyNWA.biz campaign, designed to positively impact consumer sentiment and stimulate the local economy. Launched an e-coupon program in tandem with the BuyNWA campaign, allowing local businesses complimentary promotion of their businesses, products and services. 
- ✓ Partnered with consumer product companies serving Wal-Mart and Sam's Club to engage supplier teams in the community where their families and employees live, work and play.
- ✓ Promoted local, regional and national awareness of our community as a premier destination through events such as the P&G Beauty Northwest Arkansas Championship and Daisy Outdoor Products 50th Anniversary.
- ✓ Aggressively promoted the opening of the Perry Road Interchange (I-540 Exit 82) to the public to encourage shopping, dining and entertainment via increased accessibility.
- ✓ Distributed thousands of DVDs positioning Rogers, Lowell and Northwest Arkansas as a nationally-competitive community to major area employers, recruiters and realtors. Employers such as Wal-Mart, J.B. Hunt, Tyson Foods, Del Monte and Coleman/Pura Fishing take advantage of the DVD as well as other complimentary tools such as local maps, a tourism and relocation magazine and services to aid in successful people recruitment.

DONOR HONOR ROLL

Define Our Destination, The Campaign for Rogers & Lowell is a five-year comprehensive effort of the Rogers-Lowell Area Chamber of Commerce to fund business and economic development, government affairs, small business outreach and destination marketing, all focused on improving quality, growth and opportunity to create a world-class community.

THE EXECUTIVE COUNCIL - \$100,000 or more

Celebrate Arkansas Magazine, JB Hunt Transport Services, Inc., Tyson Foods, Inc., Wal-Mart Foundation

THE COMMUNITY COUNCIL - \$50,000 to \$99,999

Arkansas Democrat-Gazette, Cooper Communities, Inc., Grafton Tull Sparks, Embassy Suites, Lindsey & Associates

THE BOARD COUNCIL - \$25,000 to \$49,999

Arkansas Western Gas, Arvest Bank, AT&T, Bank of Rogers, Crossland Construction Co., Inc., First Western Bank, Harts McHaney Realtors, Reeves Enterprise, Regions Bank, Signature Bank of Arkansas, Simmons First Bank of NW Arkansas, Transplace

THE GOLD COUNCIL - \$10,000 to \$24,999

Arkansas National Bank, Beal Berley & Company, OEI Engineering, Cox Communications, Del Monte Foods, Garner Building Supply, Liberty Bank of Arkansas, McGlothlen, Williams & Yates, Metropolitan National Bank, Parkway Bank, Pinnacle Bank, Reckitt Benckiser, Regions Insurance Services, Inc., Rogers Insurance, The Morning News, Dale & Jane Webster

THE SILVER COUNCIL - \$5,000 to \$9,999

AAA Insurance, ACOETA Sales and Marketing Company, Anonymous, Bank of Arkansas, Benchmark Group, Blakeman's Fine Jewelry, Raymond & Robin Burns, Cameron Smith Associates, Colgate-Palmolive

Company, Coors Brewing Company, Edy's Grand Ice Cream, Family Foot Health Center, First Federal Bank, Garver Engineers, LLC, Glad Manufacturing Company, H.J. Heinz, Kraft Foods, Lundy Allard & Company, PLLC, McClelland Consulting Engineers, Inc., McLeod Financial Services, Newell Rubbermaid, PepsiCo, Professional Business Systems, Quality Glass & Mirror, Rogers Iron & Metal, Ross Products Division Abbott Laboratories, The Clorox Sales Company, The Coleman Company, Inc., The Nielsen Company, The Vedtina Law Office

THE BRONZE COUNCIL - \$1,000 to \$4,999

Assembled Products Corporation, Birds Eye Foods, Carroll Electric, Coca Cola, Cooperative Corporation, Danray Marketing, Degeo, Don Spann Architect, Dr. Pepper/Seven Up Group, FM Corporation, First Baptist Church of Lowell, Fullin USA, High-Jackson Associates, P.A., House of Webster, Johnson and Johnson Group of Consumer Companies, Kurt Rylee Chevrolet-Olds, Kurt's Furniture, Levi Strauss Company, MARS Advertising, Jim & Dana Mather, Miller Brewing Company, Mitchell, Williams, Selig, Gibbs, Woodyard, Neffis, Norman Vanline, CPA, Northwest Medical Center, SC Johnson A Family Company, The Auburn at Pinnacle Ridge, Thrasher & Company, Inc., Dick Trautman, True Demand, Unilever, United Bank, Wood Tile Co.

THE CHAMBER CLUB - \$500 to \$999

Bank of America, Dick & Jan Barclay, David Harris Construction, Dede Hamm, Shannon & Lori McBea, Nickelodeon Viacom Consumer Products, Becky Parritz, David & Martina Pollard, Janine Springer, Fred & Beth Stephens

THE DESTINATION CLUB - \$100 to \$499

Melissa Ayers, Rex & Susan Burrell, Richard & Gaye Blend, Tom & Stacey Calhoun, Jason & Megan Cuddy, Vilma Dominguez, Yockey Finley, Tom & Sally Galyon, Jacques Gregory, Danice LaRoff, Gary & Gretchen Luffoon, John & Harriet Mack, McAlister Brothers Custom Homes, Inc., Virginia Mochnik, Mami Rogers, Sherba Services, Showcases Trophy & Awards, Brent & Shelle Gustafson, Laura Weeks

THE FRISCO CLUB - \$1 to \$99

Louis Brown, Carly Johnson

RoArk-Service Plus

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Full-Service Bindery

Promotional Items

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