

The Chamber

A publication of The Chamber of Commerce of St. Joseph County



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we got game

the South Bend Regional Sports Commission scores big with the 2005 McDonald's All American Game

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apr

In its brief history of event acquisition, the South Bend Regional Sports Commission had, to fittingly borrow sports terminology, "hit a lot of singles" according to Greg Ayers, Executive Director of the Sports Commission.

How does Ayers feel about the fact that the Sports Commission was able to secure the McDonald's All American High School Basketball Game to South Bend?

"That was a home run," he said with a grin. *Continued on Page 5* ●●●●

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how we see it

companies show exemplary leadership as trustees

Chamber members are businesses and organizations like yours that make an investment in the future prosperity of our region. You are The Chamber. You give us the influential voice to impact business interests. The Chamber's success is therefore dependent on and a direct result of the commitment of our members.

That's why your Chamber created a higher-level membership to give those companies seeking greater commitment and leadership the opportunity to realize additional benefits and recognition.

We'd like to acknowledge and thank those businesses to date that have become Chamber Trustees. If you would like to know more about becoming a charter Trustee, visit our Web site at www.sjchamber.org, or contact me directly at eagan@sjchamber.org, or 574.234.0051, ext. 331.



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ask the expert

Q & A on **SPORTS COMMISSIONS**
with Don Schumacher



Don Schumacher
Executive Director
National Association of
Sports Commissions

What do city sports commissions bring to the areas they represent?

The overwhelming benefit of sports commissions is their ability to act as a catalyst in combining a community's resources to bid on and attract sporting events. Before the advent of sports commissions, the business of bringing sports events to a city would often fall through the cracks. Not because of a lack of interest, but because traditional community-enhancement organizations like chambers of commerce and convention and visitor bureaus often didn't have sports event acquisition as a main goal.

What does hosting a big-time sporting event like the McDonald's All American

High School Basketball Game do for a community like South Bend?

First off, I don't know of anyone in the country that doesn't want that game in their city, and that says something in itself. Ten years ago in Cincinnati we aggressively tried to bring the McDonald's game to our community, and we were turned down. Cities like South Bend receive many benefits from hosting an event like this. First of all, the McDonald's game is highly regarded and heavily bid on. Communities that can attract that kind of event are saying something about themselves to the rest of the country. Secondly, the game brings national television exposure. Anytime a community gets positive, fun national television coverage it is a good thing. Lastly, the economic impact of hosting the event can be substantial. People that would not ordinarily be spending their money in South Bend will be doing just that during the event.

Are you surprised that a relatively young sports commission like South Bend's attracted a high profile event this early in their existence?

Not at all. Not only is the South Bend sporting environment a desirable spot for events, but under Greg Ayers' leadership, the South Bend Regional Sports Commission started things the right way. They took an aggressive stance from the beginning – they didn't wait for opportunities to come to them. Many times organizations like this will expect a learning curve... they assume that it will be a few years before they can actively pursue events of high magnitude. South Bend didn't wait around for that. The Sports Commission saw that they could be an attractive location to sporting events looking for exciting locations, and they acted quickly.

member milestone anniversaries

Congratulations to the following Chamber members celebrating milestone anniversaries in recent months.

- 5 years**
Barnaby's South Bend
Comair/Delta Connection
Health Resources, Inc. (HRI)
Richard A. Muessel, Jr. Commercial
& Investment Real Estate
- 10 years**
All-Phase Electric Supply Co.
Ford Distributing, Inc.
Lasalle Federal Savings Bank
Office Depot
- 15 years**
Cushing Manor Inn
Eaton Corporation NAFSC
- 20 years**
Optometric Associates of South Bend
- 25 years**
Brown Mackie College (formerly Michiana College)
Gibson Insurance Group
- 35 years**
Foegley Landscape, Inc.
- 45 years**
Gibbs Wire & Steel Co., Inc.
- 50 years**
Coca-Cola Bottling Co. of South Bend
Manpower, Inc.
- 60 years**
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SPORTS COMMISSION

continued from page 1

On March 30, 2005, the best high school basketball players in the country, boys and girls, will converge on the Joyce Center for games that will bring excitement and money into the community. Ronald McDonald House Charities, and more specifically the new Ronald McDonald Family Room at Memorial Hospital in South Bend, will benefit substantially from the dollars raised by the game. The event is the culmination of many months of work and research by the Sports Commission, which was launched by The Chamber in May of 2001.

"From the beginning, the McDonald's game was on our radar screen," said Ayers. After reviewing the bid process in late 2003, it was local McDonald's owner Dave Sparks who accelerated the bid process and obtained the necessary requirements for consideration.

"It was a great collaborative effort," Sparks explained. "This is the most prestigious high school sporting event in the country, and it's a huge win for the Sports Commission. This is the 28th year of the game, and we are privileged to be one of the 28 cities hosting this event."

In March of 2004, the Sports Commission was able to announce that the McDonald's All American High School Basketball Game would be coming to town, and Ayers couldn't have been happier.

"It is really a résumé piece for our organization," Ayers explained. "An event like this lends credibility to the viability of the area that will only help us in attracting future events."

John Anthony, President and CEO of Anthony Travel and Chair of the Sports Commission's Procurement Committee, sees the event as "the ultimate win-win-win situation."

"Everyone benefits when a high profile event like this comes around," Anthony explained. "The community feels the positive impact of the national exposure. Local



residents experience the excitement of a fun, big-time sporting event. And most importantly, a very worthwhile charity is helped out in our own community."

According to Anthony, the residual positive effects of hosting the McDonald's games will be felt for some time to come.

"Aside from the immediate impact of two days of national television coverage, someday when a kid that played in the McDonald's game in South Bend is dunking over LeBron James, ESPN might play a highlight of him dunking in the Joyce Center during our event. The benefits just keep coming and coming," Anthony said.

Steering Committee Chairman Thom Villing was pleasantly surprised at the lack of obstacles hindering the Sports Commission from acquiring the McDonald's games.

"We anticipated that the size of our market might be an impediment, but that did not appear to be the case," Villing said. "Any obstacles were offset by the three-tier benefits we brought to the table. Those benefits were the attractiveness of playing at Notre Dame, having a strong core of local McDonald's owner-operators committed who are progressive-minded and dedicated to making the event a success, and having a successful new Ronald McDonald Family Room in operation. I think that these three things set us apart from the rest of the cities that entered bids."

schedule for McDonald's All American Basketball Games

Monday, March 28, 7 p.m.

Powerade Jamfest

Bethel College

\$10 per ticket. Tickets can be purchased at the Wiekamp Center on the Bethel College campus

Tuesday, March 29, 5:30 p.m.

Awards Banquet and Silent Auction

(To benefit Ronald McDonald House Charities)

Joyce Center Field House

\$100 per ticket. Call 574.234.0051, ext. 248

Wednesday, March 30, 5:30 p.m.

4th Annual McDonald's All American Girls' Basketball Game

8 p.m.

28th Annual McDonald's All American Boys' Basketball Game

Joyce Center

Contact the Notre Dame ticket office (631.7356)

for pricing, or log on to Ticketmaster.com

For more ticket information for any of the listed events, call 1.866.909.GAME (4263)

For information on volunteer opportunities for the McDonald's All American Basketball Game, contact Fred Thon, Chair of the South Bend Regional Sports Commission's Volunteer Committee

Phone: 574.235.7702

Email: fthon@ci.south-bend.in.us

welcome new chamber members

Atria Tanglewood Trace

Maria Macri
530 Tanglewood Trace
Mishawaka, IN 46545
574.277.4310
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574.287.6501
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march

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		1	2	3	4	5
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27	28	29	30	31		

april

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17	18	19	20	21	22	23
24	25	26	27	28		

www.sjchamber.org

Register for Chamber events quickly and easily online. Email events@sjchamber.org or call Shari Carroll at 574.234.0051, ext. 311 for more event information.

THE CHAMBER@WORK

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Chamber President and CEO

Mark N. Eagan, CCE

Wednesday, March 16

One Inc.redible Morning: Ready... Set... Grow! Business Workshop

Century Center – Hall C

7:30 – 11:30 a.m.

\$95 – members, \$125 – non-members

Group discounts available

Contact: Patty Palman

574.234.0051, ext. 301

Wednesday, March 16

Salute to Business Luncheon

Century Center

11:30 a.m. – 1:15 p.m.

\$32 – members, \$52 non-members

Contact: Patty Palman

574.234.0051, ext. 301

Friday, March 18

Career & Internship Fair

IU South Bend -

Student Activities Center

10 a.m. – 3 p.m.

Contact: Christine Richardson

574.520.4425

Tuesday, April 5

Space Age Leadership Seminar

Morris Park Country Club

8 a.m. – Noon

\$95

For more information, contact

235-6101 or 235-6434

Wednesday, April 6

Time and Life Management Seminar

Morris Park Country Club

8 a.m. – Noon

\$75

For more information, contact

235-6101 or 235-6434

Wednesday, April 27

Business Before Hours

Innisfree-a-Celtic Bed & Breakfast

7:30 – 9 a.m.

Complimentary – members

\$10 – non-members

Contact: Patty Palman

574.234.0051, ext. 301

The Chamber@Work is published bi-monthly by The Chamber of Commerce of St. Joseph County, 401 E. Colfax Ave., Suite 310, South Bend, IN 46617. Not all opinions expressed in The Chamber@Work necessarily reflect the views of The Chamber of Commerce of St. Joseph County. To change your address or for other questions or concerns, call The Chamber at 574.234.0051, ext. 274.

GROWTH

SALUTE TO BUSINESS 2005

Luncheon and Presentation

Wednesday, March 16, 2005

11:30 a.m. - 1:15 p.m.

Century Center

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PRICING

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TO REGISTER

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Accelerating Your Business Growth

What does it take to grow your business effectively and profitably? Noted business growth expert **Steven S. Little** explores these issues in his keynote address. Tapping into his personal experience as a senior consultant for *Inc.* Magazine since 1998 and the former president of three fast-growth companies, Little will identify those best practices of organizations that achieve sustained and profitable growth.

Speaker presented by Crowe Chizek and Memorial Hospital



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sports commission positively impacts area

The South Bend Regional Sports Commission has been placing greater emphasis on attracting youth and amateur sporting events to the area since May 2001.

And in just under four years, the Sports Commission has clearly impacted St. Joseph County. In 2002, the commission brought the U.S. Fencing Association Division I Junior National Championships to the area. The commission, along with the South Bend Parks and Recreation Department, brought in the Amateur Softball Association (ASA) Men's Masters 45-Over Fast Pitch National Championships in 2001; in 2002, the ASA Women's Masters 35-Over Slow Pitch National Championships; in 2004, the Super Series Baseball Summer Nationals Qualifier; the U.S. Olympic Women's Softball "Aiming for Athens" Tour, and the ASA Men's Major Fast Pitch National Championships to name a few.

There are many events aside from the McDonald's All American High School Basketball Game that the Commission is bringing to town in the future. In May 2005, the National Association of Intercollegiate Athletics (NAIA) Women's Golf National Championships will come to town (and in 2006); in June 2005 the Super Series Baseball Qualifier returns, as well as the Amateur Athletic Union (AAU) Girls' Basketball 9 & Under National Tournament. In August 2005, the ASA Co-ed Class A Slow Pitch National Championships come to South Bend.

The Sports Commission began formation in 2000 after The Chamber convened a development committee to investigate the economic benefit that would be derived for the community by creating such an initiative. After a six-month study, the recommendation was made to form the Sports Commission and on May 22, 2001, the organization was formally announced to the community. Its mission: To attract and retain international, national, regional, state and local sporting events to St. Joseph County.

economic news

National

CPI:	-0.1% Dec 2004
Unemployment:	5.4% Dec 2004
Payroll Employment:	+157,000(p) Dec 2004
Average Hourly Earnings:	+\$0.02(p) Dec 2004
PPI:	-0.7%(p) Dec 2004
EI:	+0.7% 4th Quarter 2004
Productivity:	+1.8% 3rd Quarter 2004
U.S. Import Price Index:	-1.3% Dec 2004

Indiana Dec 2004

Unemployment Rate:	5.1%
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St. Joseph County Nov 2004

Labor Force:	137,900(p)
Employed:	131,800(p)
Unemployed:	6,100(p)
Unemployment Rate:	4.4%(p)

CPI: Consumer Price Index
 ECI: Employment Cost Index
 PPI: Producer Price Index
 (p): Pending

Information from the Bureau of Labor Statistics

Silver Hawks add to the area's attractive sports climate

The South Bend Regional Sports Commission, when looking around for events to attract, has yet another ace up its sleeve...a beautiful minor league baseball stadium right in downtown South Bend.

The South Bend Silver Hawks began in 1988, and since their inception they have called Stanley Coveleski Regional Stadium home. The facility seats 5,000, and is one of only a handful of minor league baseball facilities in the state. Silver Hawks Executive Vice President Erik Haag, who is also on the Sports Commission Steering Committee, believes that a natural alliance between the Commission and the Silver Hawks exists.

"I think we both want the same things," Haag said. "The Commission sees that attracting sporting events to the area is not only exciting, but improves the quality of life for local residents. We believe that the Silver Hawks organization does the same thing."

During the days of summer, the Silver Hawks employ anywhere from 125-175 part-time staff, giving an economic boost to the region.

"Seventy times a year a family can come out to see a great game of baseball," Haag explained. "It's a perfect entertainment opportunity for the residents of our community."



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“One Inc.redible Morning” workshop to focus on business growth

Before Steven S. Little, business growth expert, strides to the podium for his keynote address at Salute to Business, he will be taking a more hands-on approach with participants in his One Inc.redible Morning: Ready... Set...Grow workshop.

On March 16, Little, a senior consultant for *Inc.* Magazine, will teach participants how to prepare their businesses for growth during the workshop at the Century Center from 7:30 – 11:30 a.m.

Presented by The Chamber and *Inc.* Magazine and sponsored by Crowe Chizek and Memorial Hospital, this workshop is for organizations interested in profitable and sustainable growth.

In his workshop, participants will learn

the seven irrefutable rules of America’s most successful growth companies; the 10 Ts of customer acquisition and retention; the 21st Century forces of change; techniques for finding, training and retaining talent; and preparing business for the future of opportunity.

In the 1980s and ‘90s, Little was president of three fast-growth companies. Both FAME, Inc. and Erb Industries, Inc. achieved profitable growth rates of over 500% during his tenure. As president of The Queensboro Shirt Company, Little helped to build one of the country’s most successful sites for Internet commerce.

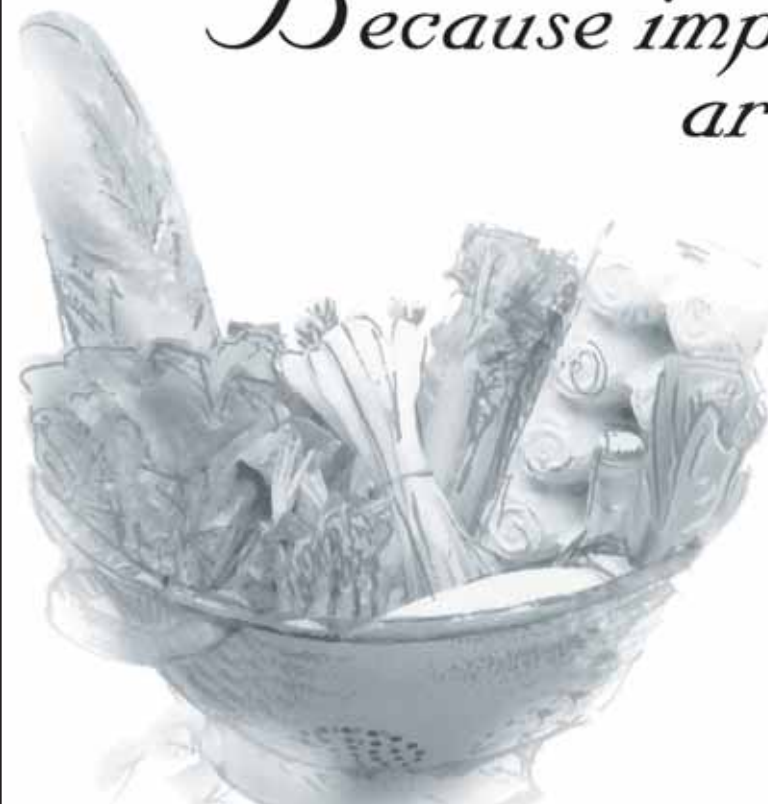
Materials will be provided and a continental breakfast served. Cost for members is \$95 per person, or \$85 per person if four or more from the same

company register. Non-member cost is \$125 per person, and \$115 if four or more attend. Contact The Chamber at 574.234.0051, ext. 301, or by email at events@sjchamber.org or log on to www.sjchamber.org to register.



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chamber member news

Adams Remco, Inc. recently acquired Computer Training Center, a local company that has been a fixture in the Michiana area for more than 15 years. With the new addition, Adams Remco adds another dimension to the depth of services available to their customers.

ECI/Electronic Commerce, Inc. recently completed its SAS 70 Type II audit. The audit was performed by Crowe Chizek and Company, LLC and the disaster recovery plan was completed by GramTel, USA. ECI is the only Michiana-based service bureau that offers a SAS 70 Type II assurance to its clients.

Gibson Insurance Group was recently named an Intersure Partner by the Association of International Insurance Agents. Intersure Partners is a consortium of the best 40 entrepreneurial minds in the Insurance industry. To become a member, agencies must demonstrate financial strength, a stable history and a progressive approach to client services. A maximum of one Intersure agency partner is appointed per state with an emphasis on maintaining exclusive regions.

Grubb & Ellis/Cressy & Everett recently hosted a panel discussion entitled Forecast 2005: The Road to Economic Success at which highway transportation expert Charlie F. Potts discussed his vision for the future of transportation. During the panel, Potts and others discussed how transportation and infrastructure development impact the local economy, while highlighting state and national developments.

Memorial Home Care recently announced plans to open a home care equipment and supply store in the Portage Avenue Wal-Mart store. The Portage Avenue location will include mobility products such as wheelchairs and scooters, daily living aids such as lift chairs and stair lifts, orthotic products including braces and splints, and other health-related items.

Memorial Hospital's Ronald McDonald Family Room is seeking volunteers willing to commit to two 3-hour shifts per month for at least one year (between 9 a.m. - 9 p.m. daily). Volunteer duties include orienting parents to the Family Room, answering the phone, light house-

keeping, making coffee, stocking supplies and lending a listening ear. Volunteers must be 18 years or older to apply. For more information and an application, please call 574.647.3020.

Productivity Management, Inc. recently announced the hiring of Mike Gardner as General Manager of the Contractor's Edge Division. Mike brings more than 20 years of sales management experience in construction related companies to his new position. He was deeply involved with the development of The Contractor's Edge powered by Microsoft's Navision, a system designed specifically for Contractors with emphasis for the Sheet Metal and Air Conditioning Industry.

Southhold Dance Theater recently announced that the finale of its 2004-2005 season will be *The Sleeping Beauty*. It will be presented at the newly unveiled DeBartolo Center for the Performing Arts, Decio Mainstage Theater, on the campus of Notre Dame. Tickets for the performances, scheduled for April 29 - 30, are now on sale by calling 574.631.2800. Tickets are \$25 for adults, \$19 for seniors and \$12 for children.

Villing & Company recently announced the addition of Diane Cunningham to the agency's creative team. As print production artist, Cunningham handles final production of the agency's projects by preparing all jobs for printers. With more than 13 years of experience in the print production field, Cunningham brings extensive knowledge in typesetting and desktop publishing to Villing & Company.

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to submit

To submit your company's press releases for The Chamber@Work's member news section, send an email to Nick Johnson at njohnson@sjchamber.org, or fax at 574.289.0358. The Chamber has the right to refuse or edit any material.

the diary of a leadership rookie

by Shari Carroll
Manager, Programs and Communication
The Chamber of Commerce of St. Joseph County

When I began writing this column I had difficulty summarizing my experience because the impact was tremendous.

As I continue my journey to expand my capacity for effective leadership, I was struck by the enormous responsibility and commitment by leaders - in particular, servant leaders. With servant leadership, you serve first and then lead.

To illustrate this style of leadership, both the youth and adult groups of Leadership South Bend/Mishawaka spent a day together getting a glimpse of the true meaning "to serve."

We kicked off the day participating in a simulation that gave us the opportunity to experience from the perspective of those we serve. The simulation moved us through a day living on assistance. I took on the persona of an unemployed 50-plus year-old woman taking care of her four-year-old grandson due to a deadbeat daughter's irresponsibility. The reason for my unemployment was due to a company layoff. Venues such as the Social Security office, the welfare office, child protective services, a pawn shop, post office, law firm, bank, jail and more were set up as stopping points we needed to visit to help in the completion of our tasks.

As I was given my assignment sheet outlining the various tasks I needed to accomplish during the day, I thought, "no sweat!" After all, I'm an intelligent, resourceful woman.

Boy, I could not have been more wrong. I was unable to complete even the first task! One obstacle led to multiple obstacles, and I quickly became frustrated with the entire system. I even resorted to illegal activity. I didn't know how to overcome the numerous challenges—from lack of money to lack of compassion from the staffs of the various agencies. The simulation showed us that no one wants to be poor and no one teaches us the rules of poverty. The most headway I made was when an individual (servant leader) cared enough to help and make a difference.

I later saw servant leadership in action after a visit to El Campito, a culturally-diverse day care facility that promotes programs and services for those most in need, headed by Rosa, a dedicated and gifted servant leader.

Our day concluded with an inspirational speech from Lou Nanni, former Executive Director of The Center for the Homeless and a current Vice President at the University of Notre Dame. Nanni shared some of his insights and "real-world" experiences while at The Center. His stories not only brought many of us to tears, but also showed the true meaning of servant leadership. It was an impactful, unforgettable and eye-opening day.

This diary tracks the Leadership journey of Shari Carroll to provide members a better sense of what the Leadership program is about. For more information on Leadership, contact Pam Newman at pnewman@sjchamber.org.

know how ● ● ● ● tech trends of 2005

A number of business owners and experts were asked what the hottest product and service categories will be in 2005, and here's what they said.

Security blankets: Servers of all sizes will have to keep an eye on upgrading their security capability in 2005. Advanced storage technologies such as disk-to-disk data protection (which provides continuous backup capability) and preventative measures such as in-house spam servers will also be sought after as SMBs (Server Message Block) strive to protect the good data and keep out the bad data.

New and improved: Companies minding their budgets will turn a deaf ear to most pitches for product upgrades, but some truly are crucial. Take, for example, Microsoft Small Business Server 2003, which is greatly improved over its predecessors NT 4 and Exchange 5.5, and offers ROI (not to mention reduced cost and hassle of migration) that will dazzle any SMBer running a cluster of PCs.

Remote access: Web-hosted thin-client solutions (via which all software is run and maintained remotely) will continue to be cost-effective options for small businesses. They don't require any upfront investment beyond the monthly subscription fee, they require no hardware or technical expertise to deploy and use and they don't put a strain on your system or your computers.

Help wanted: Online tech support is being offered more and more frequently, sometimes as a stand-alone service and other times as part of a hardware maintenance contract. In most cases, tech support can peek into your computer via the Internet and fix the problem while you watch, for as little as \$10 per fix-up.

All in one: Application consolidation is increasingly being touted as a means to that penny-pinching end. Consolidating reduces infrastructure complexity, and it decreases the number of vendors you deal with, the number of licenses you need to manage, the number of older "legacy" applications that need maintaining. In other words, it makes life simpler, and cheaper.

Article from Computeruser.com

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