

# INSPIRE & THRIVE SERIES

## WHICH WAY IS YOUR BUSINESS HEADED?

In a challenging economy, you can either inspire the attitudes and actions that will help your business thrive, or you can simply maintain the status quo and run the risk of getting lost in the shuffle. The Chamber's **2010 Inspire & Thrive Series** will help you ensure that your business grows and prospers as our economy continues its rocky road to recovery.

The 2010 **"Inspire & Thrive"** Series features four overarching themes that are critical for all types of business — as defined by YOU, our Chamber members: Creativity & Innovation; Sales & Marketing; Customer Service; and Leadership. Through the Chamber's key member events, you'll have the opportunity to explore each of these four topics in three ways:

**1 Get Inspired by the Big Picture *Early Bird Forums***  
Every month, hear from leading business people who share their experiences and perspectives about adjusting to a changing world. Come find out what they did to assess, adapt, and advance. Hear about their lessons learned, newly-developed business models, and redeveloped systems. Get inspired for your own personal journey.

**2 Turn Inspiration into Action *Chamber University Workshops***  
Every quarter, Chamber University Workshops will help you dig deeper into key issues and learn how to turn the best ideas and inspiration into actions that will grow and strengthen your business. Chamber University faculty are subject matter experts and veterans in business who will share valuable information and create intriguing discussions. Plus, you'll leave each Chamber University session with a bottom-line-boosting "homework" assignment to put into action immediately at your business.

**3 Thrive on Best Thinking *Bright Idea Exchange***  
There's never an end to ways you can improve your business — and your bottom line. Stay engaged with the best thinking from experts with our Bright Ideas Exchange. These one-hour, facilitated roundtable discussions bring inspiration and practical ideas to the forefront every quarter. Group size is strictly limited, so you are guaranteed "face time" with every expert discussion leader. Each conversation is specifically designed for asking questions, getting answers, sharing best practices, exploring market research, and discovering the next "brilliant idea" for your business.

### Put It All Together and Save!

The best way to take advantage of our **Inspire & Thrive Series** is to take part in every opportunity. We're making that easy and affordable with our **Inspire & Thrive Passport**. Use the Passport to secure your place at every Early Bird Forum, Chamber University Workshop, and Bright Idea Exchange and pay only \$195. That's a 40% savings of the regular price of \$320. (Note: The **Inspire & Thrive Passport** is transferable among employees of the same business, so you can share the learning among members of your team.)

### Get Inspired and Start Thriving Today

Sign up for your **Inspire & Thrive Passport** at [www.newnancowetachamber.org](http://www.newnancowetachamber.org) (a 40% savings) and be automatically registered and guaranteed a seat for the entire Inspire & Thrive Series.

Or, visit [www.newnancowetachamber.org](http://www.newnancowetachamber.org) to register individually for the Early Bird Forums, Chamber University Workshops or Bright Idea Exchanges.

## 1st Quarter — Creativity & Innovation

Event	Date/Cost	Topic	Speaker/Company
CHAMBER UNIVERSITY WORKSHOP	February 22 11:30am NC	Marketing Magic on a Shoestring Budget	Rick Plasket, <i>Action Coach</i> & Chris Doane, <i>Southern Crescent Solutions</i>
EARLY BIRD FORUM	February 23 7:30am \$15	You Can't Afford to Sneeze	Brad Down, <i>Cargill</i>
BRIGHT IDEA EXCHANGE	March 22 8am <del>\$X</del>	Google's the New Yellow Pages — Get Connected to Your Customers	Rick Plasket, <i>Action Coach</i>
EARLY BIRD FORUM	March 23 7:30am \$15	Economic Adversity or Pleasurable Uncertainty?	Joe Guerra, <i>Canongate Golf Clubs</i>

## 2nd Quarter — Sales & Marketing

CHAMBER UNIVERSITY WORKSHOP	April 7 9am <del>\$X</del>	Five Ways to Build Better Business Results	Rick Plasket, <i>Action Coach</i>
EARLY BIRD FORUM	April 27 7:30am \$15	Customercentric Marketing	Jack Moore, <i>Cancer Treatment Centers of America</i>
CHAMBER UNIVERSITY WORKSHOP	May 3 6pm <del>\$895</del> - Free to Advance Registration	Business is Booming Tour <i>Sneak Preview - Business is Booming 2010 North American Tour</i> <a href="http://www.youtube.com/watch?v=IQPyN5F9Cgc">http://www.youtube.com/watch?v=IQPyN5F9Cgc</a>	Rick Plasket, <i>Action Coach</i>
EARLY BIRD FORUM	May 25 7:30am \$15	The Power of a Business Card	Nancy Lewis, <i>Progressive Techniques, Inc.</i>
CHAMBER UNIVERSITY WORKSHOP	June 2 9am <del>\$X</del>	Close the Dam Sale!	Sharon Szymanski, <i>Canongate Golf Clubs</i>
BRIGHT IDEA EXCHANGE	June 14 8am <del>\$X</del>	No One Likes to Be Sold, Everyone Loves to Buy!	Rick Plasket, <i>Action Coach</i>
EARLY BIRD FORUM	June 22 7:30am \$15	What happens when your environment shifts?	<b>Panel:</b> Steve Mader, <i>SouthTowne Motors</i> ; Walt Gutierrez, <i>Toyota of Newnan</i> ; Mike Fitzpatrick, <i>Mike Fitzpatrick Ford</i>

## 3rd Quarter — Customer Service

EARLY BIRD FORUM	July 27 7:30am \$15	Love, Live, Lead	Dan Cathy, <i>Chick-fil-A</i>
CHAMBER UNIVERSITY WORKSHOP	July 22 9am <del>\$X</del>	Creating the "WOW" Effect in Customer Service	Nancy Lewis, <i>Progressive Techniques, Inc.</i>
CHAMBER UNIVERSITY WORKSHOP	August 4 9am <del>\$X</del>	Service Excellence	Mary Frances Honea, <i>Piedmont Newnan Hospital</i>
EARLY BIRD FORUM	August 24 7:30am \$15	Award Winning Customer Service	Senior Executive, <i>Georgia Power</i>
BRIGHT IDEA EXCHANGE	Sept. 13 8am <del>\$X</del>	Turn Satisfied Customers into Raving Fans	Rick Plasket, <i>Action Coach</i>
EARLY BIRD FORUM	Sept. 28 7:30am \$15	Putting the Care Into Health Care	Susan Osborne, <i>Piedmont Health Care</i>

## 4th Quarter — Leadership

CHAMBER UNIVERSITY WORKSHOP	October 6 9am <del>\$X</del>	The Process of Leadership	Rick Plasket, <i>Action Coach</i> ; Candace Boothby, <i>Newnan-Coweta Chamber</i>
EARLY BIRD FORUM	October 26 7:30am \$15	Steering the Ship in Rough Waters	Dr. Skip Sullivan, <i>West Georgia Technical College</i>
BRIGHT IDEA EXCHANGE	November 8 8am <del>\$X</del>	6 Keys to a Winning Team #1 Strong Leadership	Rick Plasket, <i>Action Coach</i>

**X = Recovering Economy Special**

It's up to you to inspire yourself and your team and make your business thrive. The Chamber's **Inspire & Thrive Series** will help you find the way.

# THE NEWNAN-COWETA CHAMBER OF COMMERCE PRESENTS: 2010 COMMITTEE & EVENT SCHEDULE

Joining a committee is a great way to get involved! Committee involvement is a fantastic tool for networking and lead generation as well as a chance to try new things and learn new skills. Take a look below, choose an activity that interests you, and email your interest to [info@newnancowetachamber.org](mailto:info@newnancowetachamber.org).

Committee/Chair	Meet Time	Description	Committee/Chair	Meet Time	Description
<b>AMBASSADORS COMMITTEE</b> <i>Regina Steffens</i> Piedmont Heart Institute	Monthly, 1st Thursday at Noon Chamber	Serves as the public relations arm of the Chamber by participating in Chamber ribbon cutting ceremonies, networking events, and special events; promoting Chamber membership; and planning and hosting quarterly Big "O" New Member Orientations	<b>LEADERSHIP COWETA BOARD</b> <i>Bill Blackmon</i> Georgia Power	Monthly, 3rd Tuesday at Noon Chamber	Oversees planning and implementation of annual leadership development program
<b>BOARD OF DIRECTORS</b> <i>Steve Mader</i> SouthTowne Motors of Newnan	Monthly, 2nd Wednesday at 4pm Chamber	Serves as the policy making group for the organization, determining the direction and tone for strategic growth	<b>LEADERSHIP COWETA CLASSES</b>	Monthly, 2nd Tuesday all day September - April	Annual eight month (September-April) intensive leadership development program; application only
<b>BUSINESS &amp; COMMUNITY ADVOCACY COMMITTEE</b> <i>Tonya Whitlock</i> West Georgia Technical College	Monthly, 4th Friday at 8:30am Chamber	Supports the organization in its role to serve as the leading advocate for business and community through policy development, advocacy events, community relations activities, Leadership Coweta, and the development of the Chamber's Public Policy Agenda	<b>MEMBERSHIP &amp; MARKETING COMMITTEE</b> <i>Judi Alvey</i> Comcast Spotlight	3rd Tuesday monthly at 3:30pm Chamber	Focused on increasing awareness and value of Chamber membership; oversees programs and events and marketing and communications efforts
<b>ECONOMIC PROSPERITY COMMITTEE</b> <i>Randy Cardoza</i> AGL Resources	May 27; November 18, at 4pm Chamber	Focused on developing a shared vision for community and economic development	<b>ORGANIZATIONAL PERFORMANCE COMMITTEE</b> <i>TBD</i>	Monthly 2nd Tuesday at 8:30am Chamber	Works to continuously improve the organization's infrastructure to support the Chamber's mission; focused on technology, board development, facilities, accreditation, and board policies
<b>EXECUTIVE COMMITTEE</b> <i>Steve Mader</i> SouthTowne Motors of Newnan	January, April, July, October at 8am Chamber	Board officers who provide strategic leadership to support the direction and programs set by the Board	<b>WOMEN'S ETC</b> <i>Sharon Alexander</i> Sweet Sensations	Monthly on the last Monday at 6:30pm, area restaurants	Monthly networking opportunity that features relevant speakers for women in business
<b>FINANCE COMMITTEE</b> <i>Dennis McEntire</i> Newnan Utilities	January, April, July, October, December at 4pm, Chamber	Oversees the financial affairs of the organization	<b>YOUNG PROFESSIONALS</b> <i>Chris Herdener</i>	TBD	A new program this year; designed to foster a positive relationship building medium for young professionals (under 40) with like-minded goals and values

## Monthly Networking Events:

### EARLY BIRD FORUMS

- Meets monthly on the 4th Tuesday at 7:30am at the Central Educational Center
- No meeting in November; Eggs & Issues scheduled for December 7th
- Features "Inspire & Thrive" Series to help members ensure that their business grows and prospers as our economy continues its rocky road to recovery

### NETWORKING AT NOON

Meets every other month on the 2nd Wednesday at Noon at the Chamber Speed networking event

### BUSINESS-AFTER-HOURS

Meets monthly on the 2nd Thursday at 5:30pm (except for month of July) Evening networking activity; allows member sponsor to showcase their business

## Signature Events

### SHAREHOLDERS' CELEBRATION

January 26, 7:30am at the Central Educational Center  
Annual event to celebrate accomplishments and recognize key volunteers

### GOLF CLASSIC

May 5; all day event at Canongate on White Oak golf course  
Annual signature fundraiser

### BOWLING ADVENTURE

August date to be determined  
Annual themed networking/team building extravaganza

### BIG EXPO

October 21, all day event  
Annual Business-to-Business showcase of member products and services



## 2010 BUSINESS-AFTER-HOURS

Monthly 2nd Thursday  
5:30 – 7pm

FEBRUARY 11	BENTON HOUSE
MARCH 11	DALTON WEST CARPETS
APRIL 15	SOUTHTOWNE MOTORS
MAY 13	FIDELITY BANK
JUNE 10	ICON RESTORATION
JULY 15	CHAMPION CLEANING AND CONSTRUCTION
AUGUST 12	THE SOUTHERN FEDERAL CREDIT UNION - NEWNAN BRANCH
SEPTEMBER 9	PIEDMONT PHYSICIANS GROUP
OCTOBER 14	CONTEMPORARY CATERING
NOVEMBER 11	BELK
DECEMBER 9	RBC BANK



**Dalton West Carpets, Inc.**



**FIDELITY BANK**

