

Chamber Corner



Ambassador of the Year

Preston Russell
BB&T
757.456.1001
Congratulations and a big thank you to Preston, the Chamber's 2008 Ambassador of the Year. Preston was a key ambassador for the Chamber in attending ribbon cuttings, recruiting and welcoming new members, and volunteering for Sync757.



Trinity Perkins
757.664.2507
tperkins@hrccva.com
Trinity, a senior at Old Dominion University, has joined the Chamber as Coordinator for the Sync757 program. Trinity was the Chamber's Summer 2008 Communications Intern.



Lindsey Sigafoos
757.664.2535
lsigafoos@hrccva.com
Lindsey, a senior at Virginia Wesleyan College, has joined the Chamber as Coordinator, Program Development.



Jesse Williams
757.664.2590
jwilliams@hrccva.com
Jesse, the Chamber's Chesapeake Division Director, has also assumed director responsibilities for the Norfolk Division of the Chamber.



2009 Membership Directory

Offers Great Exposure

Advertising in the 2009 Membership Directory is still available. This may be a time for streamlining budgets, but research has found that during an economic downturn a strong marketing program solidifies your customer base, takes market share from less aggressive competitors, and positions your business for future growth. **For information** on advertising rates in the Chamber's 2009 Member Directory, call 888-764-0700 Ext. 105 or email Brea Harrington at bdr@showcasepublishing.com.

Welcome New Members

For the most current member directory, visit HamptonRoadsChamber.com

November 2008

1st Quadrant Asset Management, Inc.
Avarice Corp.
Bizport
Black Pages USA / Black Expo
Carington Business Consulting Group
Diamond Transportation Group, Inc.
Dockside Financial Solutions, LLC
Fitness Together
Gavoni and Shrum LLC

GFE

Linda the Bag Lady
Ralph A. Rowe Jr./AFLAC
Presbyterian Homes and Family Services
Rutherford Controls Int'l. Corp.
The Christian House of Prayer-VA
Vistage International
Wal-Mart
Young's Flooring Co., Inc.

December 2008

Aaron Wheeler Associates
All-City Cab
Curtis T. Cook, MCPO, USN, RET w/AFLAC
Green Alternatives
Healing Hands Chiropractic
Intellectechs
LXG Management
Michael Blair/Prepaid Legal

Services & Identity Theft
Monitoring and Restoration
Motor World of Virginia Beach
Phoenix Group of Virginia, Inc.
Sabrosa Foods, Inc.
Wealth Budget Executive Partners, LLC



Thrive in a competitive world.

CONTACT

Hampton Roads Chamber Celebrates 25th Anniversary



The Chamber building past and present

In 2009, the Chamber celebrates its 25th Anniversary as a regional organization, currently representing 2,300 member organizations with more than 300,000 local employees in southeastern Virginia. The Hampton Roads Chamber of Commerce extends our programs to 17 cities and counties in Hampton Roads.

as the Area Cooperation Committee. This led to a number of successful ventures and also revealed a need for more regional action and cooperation on major issues. Regional leaders recognized economic development, state and congressional government affairs, port development, tourism, transportation, and education as common regional issues that transcended the political boundaries of individual communities.

By 1983, it had become apparent that a regional chamber of commerce was necessary to strengthen the efforts of the five city chambers: A single business voice that would speak for the state's largest business concentration; a single organization that would market the region's assets and attract new jobs; a single entity that would officially and effectively marshal the resources of the business community to tackle regional problems. In September 1983, the city memberships overwhelmingly voted to merge, and the Hampton Roads Chamber of Commerce officially went into business on January 1, 1984.

The roots of the Hampton Roads Chamber of Commerce go back to the very early days of the chamber movement in this country when, in March 1801, a group of Virginians met in Norfolk's Exchange Coffee House to establish the guidelines for the formation of the city's chamber of commerce. Norfolk thus became the third localized chamber in the United States. Subsequently, as the Hampton Roads region developed, chambers were established in the four other communities that, together with Norfolk, comprise our current service area: Chesapeake, Portsmouth, Suffolk, and Virginia Beach.

With roots going back to the birth of the chamber movement in the early 1800s, and regional initiatives solidified in 1984, the Hampton Roads Chamber of Commerce is poised to continue helping you and your business succeed. As we celebrate our 25th anniversary this year, the Chamber is also examining the most efficient and effective ways to utilize our resources to better serve you, our members, and communities. We have a contract for the sale of our Chamber headquarters in downtown Norfolk and are currently examining possible new headquarters locations. As we implement a new plan for how the Chamber will serve the Hampton Roads region, we will not lose sight of a key reason for the Chamber's effectiveness. That has been our ability to mobilize members within each municipality and to meet their needs.

In the mid 1970s, the leaders from the five south Hampton Roads chambers began meeting informally, which came to be known

Chamber Involved in 2009 General Assembly Session

The 2009 Legislative Session of the Virginia General Assembly convened on Wednesday, January 14. During the Session, the Hampton Roads Chamber of Commerce once again has been supporting bills that are good for Hampton Roads' business and opposing those that are not. The focus of the Chamber's legislative efforts are to influence and shape public policy to support sound, progressive business initiatives and regional growth.



Products Tax, Communications Sales and Use Tax, Landline E-911 Tax, Tire Recycling Fee, and DMV Motor Fuel Tax. Though this bill would increase state revenues by about \$80.4 million annually, this would represent a reduction of the same amount in revenue to businesses. The Chamber has been involved on this issue on behalf of the business community.

During Governor Tim Kaine's State of the Commonwealth address at the start of the 2009 session, he introduced two new initiatives to improve Virginia's economy. The first is a goal to accelerate bids for 30 capital construction projects worth \$250 million by July 1, and the second includes tax incentives for investment in new energy technology, the promotion of conservation and some spending for "green" jobs.

During the course of the General Assembly session, Chamber members receive weekly "legislative news and notes" along with "legislative call to action alerts" from the Chamber through the voterVOICE software vehicle. Through voterVOICE, Chamber members will have the option of sending messages through email and/or letter to their representatives. It is important that you take the time to let your voice be heard when alerted through voterVOICE.

Governor Kaine also highlighted the importance of creating "green" jobs and made a number of references to the "entrepreneurial spirit" in his address, indicating that ultimately this spirit will create jobs and turn the tide in the economy.

A main issue the Chamber has been focusing on is the "Dealer Discount" proposal, which would repeal the dealer discount offered for the following taxes: Retail Sales and Use Tax, Motor Vehicle Fuels Sales Tax, Cigarette Tax, Tobacco

If you are not currently receiving these communications and would like to, please contact Candace Reid at creid@hrccva.com or 757.664.2572. For more information on the Chamber's positions, visit HamptonRoadsChamber.com.



WE ARE PLEASED TO ANNOUNCE THE PROMOTION OF GARY CARR TO VICE PRESIDENT OF SALES & PROMOTIONS

For the last 22 years, Gary Carr has represented the best of Progressive Graphics, ... His continuing contributions to the success of Progressive Graphics are matched only by his dedication to our organization. We congratulate him!



2860 CRUSADER CIRCLE
VIRGINIA BEACH, VA 23453

(757) 368-3321 • TOLL FREE (888) 948-2196 • FAX (757) 368-3421
CELL (757) 287-8592 • GARY@PROGRESSIVEGRAPHICS.COM

Did you Know?

Partnerships and memberships are great promotional tools. A great way to promote your Chamber alignment is to use the Chamber logo in your advertising or marketing campaigns. As an added bonus, send us a copy of your ad with the Chamber logo, and we'll enter you in a special drawing! Contact Joel Pearce at jpearce@hrccva.com to obtain the Chamber logo in your preferred format.

Thanks to our Strategic Partners



For more information on the Strategic Partners program, call Tonya Harrell at 757.664.2530.

CONTACT

Hampton Roads Chamber of Commerce • 420 Bank Street • Norfolk, VA 23510



Officers
Robert M. Boyd, Chair • H. Nelson Adcock, Jr., Chair-elect • Nancy Baganroff, DBA, Treasurer • C. Grigsby Scifres, Esq., Immediate Past Chair • John A. Hornbeck, Jr., CCE, President & CEO

How To Contact Us

Main Number 757.622.2312	Vice President, Membership Tonya Harrell 757.664.2530 tharrell@hrccva.com	Vice President, Development & Marketing Sarah M. Lampert 757.664.2503 smartin@hrccva.com	Manager, Communications Joel Pearce 757.664.2531 jpearce@hrccva.com
------------------------------------	---	--	---

Visit us at: www.hamptonroadschamber.com Printed by Progressive Graphics, Inc.



New Leadership, Chairman's Award Winner Recognized

The 27th Annual Meeting of the Membership in December attracted nearly 600 business and community leaders and elected officials. Kristen Cavallo, an executive from Richmond's The Martin Agency, discussed marketing in a tough economy, using examples from her clients Walmart, GEICO, and UPS. She also gave insight on questions from the audience on small business and business-to-business implications of advertising in a tough economy. Cavallo stressed not to "drink the kool-aid" of a poor economy - customers are already feeling the pinch and are already down - don't reinforce those feelings.

The Chamber also recognized the 2008 Chamber leadership and welcomed the 2009 incoming leaders as well. Special



2007-2008 Chair Grig Scifres (right) presents the Chairman's Award to Ray Pentecost of Clark Nexsen

thanks to the Chamber's 2007-2008 Chair, Grig Scifres (Williams Mullen) for his leadership and vision, and to incoming 2009 Chair Bob Boyd (BB&T). Additionally, Grig Scifres presented the

2008 Chairman's Award to Ray Pentecost of Clark Nexsen. The Chairman's Award is bestowed upon a volunteer by the Chair in honor of outstanding service and commitment to the Chamber. Pentecost has been a volunteer leader for the Chamber for many years, serving as a volunteer in the Sustainable Resources Campaign, and as a volunteer consultant to the Chamber's centralization process.

The Chamber's Annual Meeting is the region's largest gathering of business leaders and elected officials. Thanks to Gold Sponsor Williams Mullen, Silver Sponsor Bon Secours Hampton Roads, and to GEICO for helping to secure this year's speaker.

Expert Voice Plan Now to Save at Tax Time

By Barbara L. Smith, CPA
Cherry, Bekart & Holland, LLP



As the year begins, taxpayers should review their potential tax savings and develop strategies that will pay off now as well as in the years to come. Economic stimulus legislation enacted in 2008 extended many popular deductions:

- The alternative minimum tax (AMT) patch increases AMT exemption amounts for single filers to \$46,200 and married filers to \$69,950, allowing more middle income taxpayers to avoid the AMT.
- The state and local sales tax deduction allows an individual to deduct sales tax instead of state and local income tax when itemizing deductions.
- Homeowners that don't itemize can deduct real estate taxes by increasing their standard deduction up to \$1,000 for married filers (\$500 single).
- Tax Free Distributions from IRA for Charitable Contributions benefit those 70 or older who don't itemize deductions. They can transfer IRA distributions directly to a charity without paying tax on the distribution. This distribution also qualifies as a required minimum distribution.
- The Mortgage Forgiveness Debt Relief Act, extended through 2012, allows homeowners to exclude up to \$2 million of forgiven mortgage debt from income.
- The Energy Efficient Commercial Building Credit is available for buildings meeting certain energy standards through 2013. For a public building, this credit can be used by the contractor or architect.
- Enhanced Bonus Depreciation allows qualifying businesses to take 50% of the purchase price of certain business equipment purchased in 2008.
- The Section 179 Expense Limit allows businesses to expense up to \$250,000 the purchase price of qualified business equipment purchases in 2008.

By taking the time to prepare now, you will be able to develop a clearer picture of what your tax liability for 2008 will look like while there's still time to maximize current-year tax savings.

Barbara is a Tax Partner with Cherry, Bekart & Holland, LLP. She can be reached at bsmith@cbh.com or 757-456-2400.



2009 SRC: Campaign of Champions

In 2009, Dave Durham (SunTrust Bank) will serve a second year as the chair of the annual Sustainable Resources Campaign (SRC) and is aiming to exceed 2008's results. The SRC has become an integral part of the Chamber's revenue generation, generating nearly 32 percent of the Chamber's annual revenue through sponsorship, advertising, and membership sales. Participate in the 2009 SRC to benefit the region, earn great prizes and incentives, and have fun. Recruit your colleagues and friends to participate as well!

Participating in the SRC provides value for your business by helping to ensure the Chamber continues to provide necessary products and services to the business community. The SRC also provides a great opportunity for you to build relationships with area business men and women, improve your leadership and presentation skills, be involved in the regional business community, earn incentives, and have fun.

If you are interested in committing to the 2009 SRC, contact Sarah Martin Lampert at smartin@hrccva.com or 757.664.2503. Look for information on the SRC's March kickoff event very soon.

Money-Saving Member Benefits

The Hidden Cost of Supplying your Business

Research shows that the average North American business will spend nearly \$350 per employee each year on office supplies. To reduce your office supply costs, the Hampton Roads Chamber of Commerce is pleased to be a product partner with OfficeMax, offering office supply discounts for Chamber members. OfficeMax provides office supplies, paper, technology products and solutions, and furniture to businesses of all sizes.

Office products account for 70 percent of all supply transactions. The average company contacts their office supply provider as often as 100 times per year to place orders, inquire about order status, schedule returns, and request product information. Recognizing that Chamber members want to reduce their supply costs, OfficeMax offers the following tips to reduce time and money when ordering office supplies:

- Place orders through your contract office provider or a group-buying cooperative that leverages volume discounts for business supplies
- Look for cost savings on the normal 'basket' of supplies that you order instead of savings per item to enhance your productivity
- Order your products via the Internet and reduce the expense associated with employee's "running" to the office supply store for your support needs
- Ensure next day 'free' delivery of your products in order to remove the expense of having employees out of the office
- Monitor and control spending through the use of office supply usage reports in order to minimize inventory and maximize buying power

By following these simple guidelines, your organization can reduce the total cost of business supplies and time to enhance your bottom-line.

To further reduce your costs, OfficeMax and the Hampton Roads Chamber have teamed up to provide members with the OfficeMax Retail Connect Card, a discount card for all your employees to help them save on office supply, paper products, office furniture, and technology equipment purchases. For more information, contact Loree Peele at officemax@chambermemberbenefits.com or 757.625.6340.



2009 Hampton Roads Small Business of the Year Nominations Wanted

Do you know of a small business that is second to none? Help give them their due and nominate them for the Chamber's 2009 Hampton Roads Small Business of the Year award. The Chamber is now accepting nominations for the award. Businesses do not have to be Chamber members to be eligible. Nominations are due no later than Wednesday, April 15, 2009 at 5 p.m., and there is no limit to how many businesses you can nominate. Visit HamptonRoadsChamber.com or call 757.622.2312 for a nomination form. Mark your calendars now for the 2009 Hampton Roads Small Business of the Year awards luncheon on September 24, 2009, presented by Cox Business.

The Game of Business:

Chamber Edition

member to member discount card

COLLECT M2M DISCOUNT CARD

Connect with and save from fellow Chamber members through the **Member-to-Member discount program**. Over 75 Chamber members offer **discounts** to fellow members. Contact **Shannon McCrickard** at smccrickard@hrccva.com or 757.664.2504 for more information.

Discounts

Play the Chamber's Game of Business: Chamber Edition throughout the year for your chance to win quarterly prizes, as well as the grand prize at the end of the year. Collect squares in CONTACT, emails, and other publications for your chance to win.



Sync757

One of the takeaways from the 2008 IRV to Tampa was the importance of engaging young professionals in regional leadership and planning. By engaging the demographic of 21-40 year olds in the workforce with its Sync757 program, the Chamber hopes to better recruit and retain this demographic that is so critical to the region's growth and vitality. With this in mind, Sync757 will be proactive in 2009 to include professional development programs, educational opportunities, and networking events. Chamber members get a discount on Sync757 membership, and Sync757 members get in free to all Business After Hours events. Thanks to our 2008-2009 Sync757 Chair, Owen Van Syckle of Winfree Business Growth Advisors.

For more information on membership or to be involved in the leadership of Sync757, email sync757@hrccva.com

Save the date for these upcoming Sync757 programs:

- March 3**
Alive After 5 social at the Westin Virginia Beach Town Center
- April 21**
Mentor757 with Maurice Jones, President & Publisher of The Virginian-Pilot (Members only)