



Greater Kokomo

ECONOMIC DEVELOPMENT ALLIANCE

Business Link Newsletter

February 2011

From the President...

Dear Alliance Stakeholders, Chamber Members and Partners,

I want to thank all of The Alliance partners for all their support in 2010 and moving forward in 2011. We are excited about the opportunities to bring new existing business programs, initiate aggressive business development programs and continue to develop quality of place initiatives with your support.

I hope all of you take advantage of our programs in 2011, all of which can be viewed on our website, www.GreaterKokomo.com.

We are also jumping in on key economic development strategies. With the support of Duke Energy, The Alliance has contracted with a life sciences expert to determine if our community can “play” in the competitive medical device industry. The report from CREO is expected early this year which will assist in providing direction to specific potential industry niches that we can be competitive in based on our local assets. If the report is opportunistic, The Alliance will be targeting specific sectors of the medical device industry to recruit new businesses and partner local companies with them who can provide products and services to participate in this emerging area.

The Alliance is also aggressively marketing to the business market in Illinois. As many of you have read, changes in the Illinois tax structure have opened them up to communities around their borders and in the Midwest to relocation strategies. Indiana is ranked high as a “business friendly” environment and like our partners at the Indiana Economic Development Corporation and other communities in Indiana, we are reaching out to sell our market as a business location. This is expected to very competitive and we expect that the impact may be minimal, but we are determined to be in the mix.

Another key economic development strategy this year is to expand our international business recruitment program. We have been successful in reaching out to begin the effort to foster relationships with overseas markets and businesses. The Alliance Board will be working closely with our staff to assure we are taking the best tact to be successful in attracting new investment and jobs to Kokomo and Howard County where there is a good fit.

We hope you will all plan on joining us for the Alliance’s Annual Meeting this Spring. More details will be coming soon. It is a pleasure to lead in providing professional experience to local economic development, existing business programs and quality of place in Kokomo and Howard County.



Jeb Conrad
President & CEO

MEMBERSHIP DRIVE STARTS IN FEBRUARY 2011!

The **GREAT** Stakeholder Campaign 2011 -

Wednesday, Feb 2, 2011 -Kick Off
4:00 PM - 325 North Main Street

Pick up your tool kit, hear the details and get ready!

Six Week Program runs from 2/2/2011 to 3/14/2011

See Jennifer or Rhonda for details

LEGISLATIVE SURVEY...

The Local Government & Legislative Affairs Committee of the Alliance recently sent out a Survey to all members/stakeholders requesting your input. The survey is still open and we are asking all members/stakeholders *who have not yet completed the survey* to please take a few moments to check in the following link to answer 6 simple questions.

<http://www.surveymonkey.com/s/N5GTWW>

HR, Employment Law & Compliance

The last employment posters change was in November, 2009. Though still in the comment period, it appears there could be a new mandatory federal posting looming. [HRWatchdog](#) posts:

The National Labor Relations Board (NLRB) proposed the new posting requirement in a Notice of Proposed Rulemaking submitted for publication in the December 22, 2010, Federal Register.

The new posting requirement would cover all employers subject to the National Labor Relations Act (NLRA), and would require posting of employees' right to unionize under the NLRA. This posting would be mandatory in most all workplaces, regardless of whether union employees are present in the workplace. The posting requirement is similar to one that is now required for government contractors.

Employers may comment on the proposed rule during a 60-day comment period.

It could be some time in the Spring before there will be new compliance posters.

Cool Tools

[Sprout Social](#) - a slick looking social CRM tool that makes it easy to add social media activity to your customer and prospect records.

[Blinkx](#) - Video search engine that helps turn up videos from all of the major video sharing sites in one place - great tool

[Anatomy of a Wordpress Theme](#) - from Yoast, this infographic should be required reading for anyone that uses or teaches people how to use WordPress.

WORKSHOP/SEMINAR PRESENTERS:

The Alliance will be offering workshops, seminars, and roundtables on various topics in 2011. If your company has expertise on any of the topics listed below and would like to submit an outline of your presentation to be considered by the committee, please send that outline to Rhonda Eastman at reastman@greaterkokomo.com make sure to include the topic. If you have any questions, please call Rhonda at 765-457-5301.

- Doing "Green" Business
- Business Succession
- Health Care/Benefits
- Customer Service
- Business Finance
- Small Business Best Practices
- How to do International Business
- Human Resources/Personnel Manual/Hiring & Firing
- Customer Service/Business Etiquette
- Marketing/Social Media/website Sales



11th Annual Red Hot and Wild Kokomo Chili Cook-Off

Saturday, February 26th
Kokomo Event Center
(1500 N Reed Road)



Plans are underway for this year's **Chili Cook-Off** and the Committee is excited! There will be more fun for the adults and children!

We would like to thank our **Great Pepper Sponsors** for this year:



A special "Thank You!" to **IU Kokomo**, our **Red Hot Sponsor**.

This community event offers our members a unique opportunity to promote their company to the entire community. This is a great marketing opportunity for corporate teams. You will have the opportunity to enter your favorite chili recipe in the **Cook-Off**. Even if you don't want to cook, plan on coming to taste, vote and get **hot** in February.

Sponsorship packages are available as follows (call for details):

Red Hot Sponsor (\$750)
Habanera Pepper Sponsor (\$500)
Jalapeno Pepper Sponsor (\$250)
Cayenne Pepper Sponsor (\$150)

To register online go to:

www.greaterkokomo.com

The cost to have a **Chili Cook-Off** Entry:

Corporate Entry: \$150
Clubs/Organizations Entry: \$100
Individual Entry: \$22
Individual Entry AND Judged CASI: \$25
Vendor: \$75

The event will open to the public at 1:00pm and conclude at 4:00pm. Advanced Tickets cost \$5 and can be ordered online from our website at www.greaterkokomo.com, Chamber of Commerce tab, Events. Tickets at the Door cost \$6.00.



BUSINESS SPOTLIGHT...

IU Kokomo Center for Early Childhood Education

The Center for Early Childhood Education, located at IU Kokomo, and funded by a Lilly Grant, has been serving families in Howard County for five years. Some say "this is a hidden treasure" when they first discover it. Although we have taken our "booth" to numerous events in our community to share our story and enroll parents, we continue to be amazed at the number of people who do not know who we are or what we do. We hope that those of you receiving this newsletter will share it with friends and family members, and help us let the whole community know about this treasure. We are located at 2725 South Lafountain and our mission is to help all the children in Howard County be ready to be successful when they enter kindergarten. This is not a task we can do alone. It takes a village to raise a child, and therefore we work with parents, grandparents, neighbors, baby sitters, churches, any and all who have contact with children. Our services are free and are meant for the parent/childcare provider to use with the child. We do three things to help children explore and discover the world around them. Children best learn by having "hands on" experiences. By "trying out" things, by having someone tell them what "the thing" is called or what it does. We serve children from birth until their sixth birthday. Our hope is that what we provide to the parent/childcare provider and child will indeed help that child to have the skills, knowledge, attitudes, and behavior needed to be successful when they enter kindergarten

Our Activity Room is open from 9 to 5 Monday through Friday and offers a variety of toys, games, activities, and arts and crafts that are appropriate for pre-school age children with the help of the adult that comes with



them.



Totes for Tots is delivered, or can be picked up, on a monthly basis. The tote contains, books, toys, and activities appropriate for the age of the child. Each child in the family receives a tote, and trades it in at the end of the month for



a new tote.



3yr.old



baby

newsletter

The first and fifteenth of each month a newsletter is received that helps parents with information about raising children, and activities to do with the children in their home or around the community. Contact us at 455-9466 or 455-9427. Marilyn Skinner, Director of the Center for Early Childhood Education, Indiana University Kokomo.

UPCOMING BUSINESS AFTER HOURS..

Tuesday, March 8th

St. Vincent Physician Network

(138 N Dixon Road in Kokomo)

4:30 p.m. to 6:30 p.m.

Tuesday, March 29th

Sterling House of Kokomo

&

Step N'Stone Physical Therapy

(3025 W Sycamore Street in Kokomo)

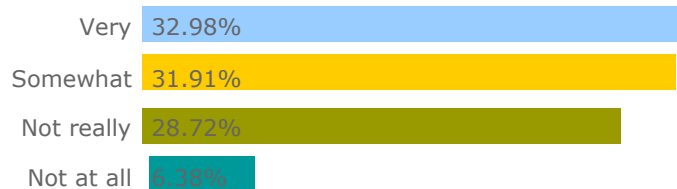
4:30 p.m. to 6:30 p.m.

Mark your calendars for the first two Business After Hours of 2011! Alliance stakeholders won't want to miss these great relationship building events in March. Take this time to make new business connections and build upon those from 2010! Enjoy great food and customary beverages on March 8 and March 29 from 4:30 – 6:30 p.m. at the hosting businesses.

Don't forget your business cards! Please make reservation for these events by linking to the event. If you have difficulties linking to the event, call us at 457-5301 or register at www.greaterkokomo.com. Reservations should be made at least one week prior to the BAH.

How comfortable are you with networking?

You'll always need to network: Whether you're really comfortable with networking or you cringe at



the thought, there's no denying that it's vital to the success of your business. The connections you make could lead you to your next customer or help you solve a problem. Break networking into components and pinpoint what part makes you uncomfortable: finding the right events, figuring out who to talk with, how to start a conversation, following up, etc. Then work on that one component. Practice and get comfortable with it. And if necessary, move to the next component. Tackling each piece individually can turn what might seem like a daunting task into a manageable process.

--Sharlyn Lauby, president of Internal Talent Management Group and writer of the blog [HR Bartender](#)

Indiana Legislators

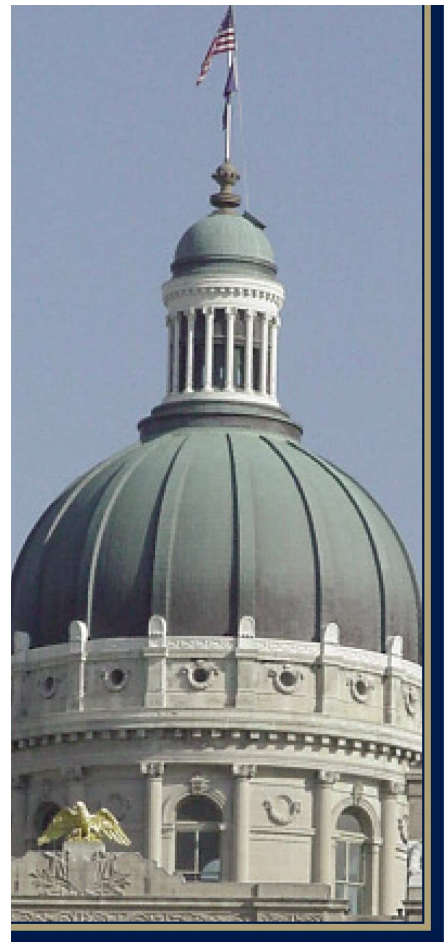
2011 THIRD HOUSE SESSIONS

Sponsored by:
Local Government & Legislative Affairs
Committee

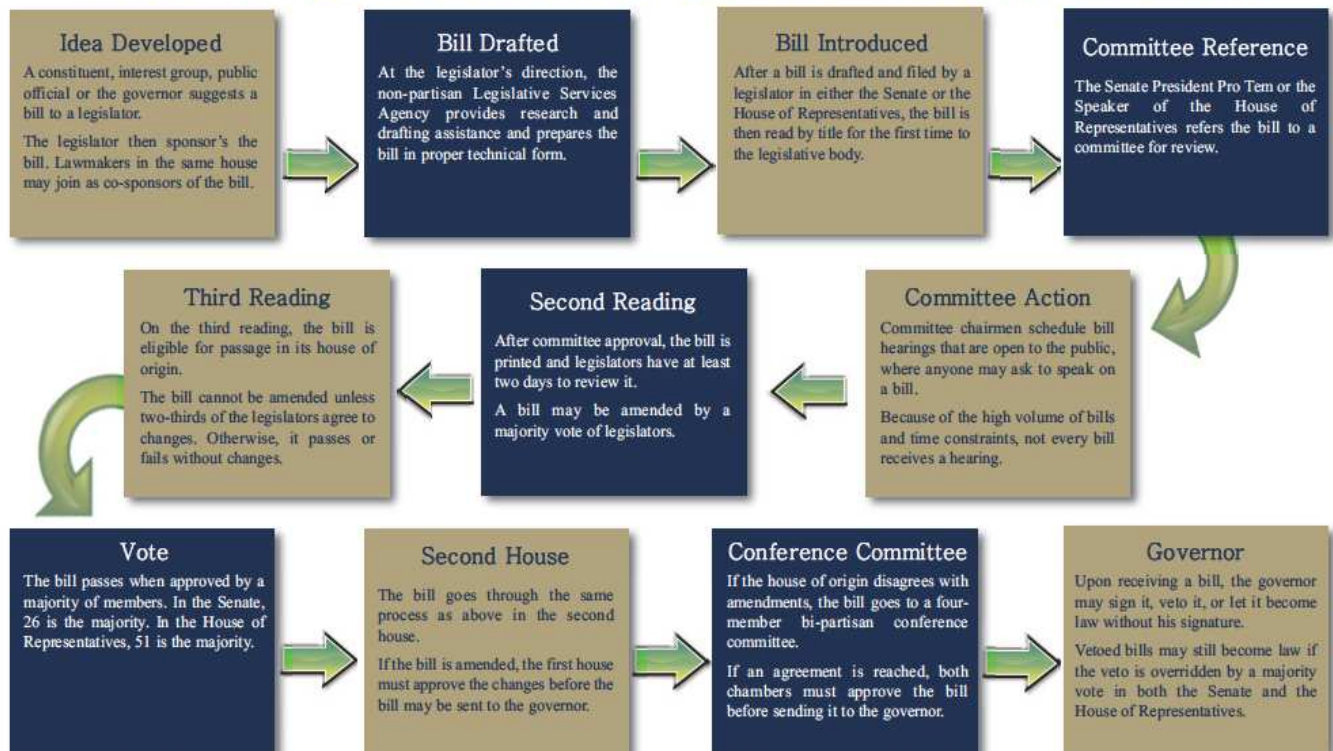
Saturday, February 19th
Saturday, March 19th
Saturday, April 16 (tentative)

10:30 am to Noon
Ivy Tech Community College
1815 E. Morgan St.

This is your chance to hear from your legislators and to let your legislators hear from you! There is no cost to attend and no reservations required.



HOW A BILL BECOMES AN INDIANA LAW



BUSINESS SPOTLIGHT...



**Comfort
Keepers**
Comforting Solutions for In-Home Care

SPOTLIGHT ON Comfort Keepers

Kokomo Comfort Keepers has had the privilege of serving our local community and the surrounding areas since 2005. Identifying a need in our community, Steve Oakley, local owner of the Comfort Keepers franchise made the decision to be proactive for our seniors.

THE NEED FOR THIS SERVICE IS CRITICAL



People are living longer. Society is becoming more mobile as children are living farther away from their parents. Two income families are becoming the norm so nursing homes and assisted living centers are staying filled. At the same time, an incredible number of elderly people are looking to remain in their homes. Comfort Keepers can help them accomplish that goal as well as work within the nursing and assisted living facilities for the client's convenience.

THE COMPANY

With many independent companies springing up across the country, it is not always possible for consumers to understand the key qualities that determine a safe and reliable provider. We are the longest running non-medical licensed in-home care service in Howard County and the surrounding areas. Comfort Keepers provide in-home care that makes a difference in the lives of seniors and other adults as we provide the support and services that improve lives and enable independent living at home. There are benefits that you may utilize to help offset the cost of in-home care services such as: Long Term Care Insurance, Veterans Administration Services, and Federal & State funded programs.



OUR SERVICES

CK offers services such as; Assistance with Dressing, Bathing and Grooming, Transportation, Housekeeping, Shopping/Errands, Preparing meals, Companionship and more daily tasks



DID YOU KNOW??

Last winter there was story on the news of a senior citizen who had fallen in her home, unable to crawl to the phone to call for help. She laid there for several hours until the neighbor knocked on the door to offer to shovel her snow. Unfortunately this story is a common one. Seniors often fall and lay helpless for hours or even days until help or you arrives. Have you been concerned that your loved one could lay fallen on the floor for hours unable to call an ambulance or you for help? If so, consider a Personal Emergency Response System or the other Safety Choice Products offered by Comfort Keepers.

SAFETYCHOICE
BY COMFORT KEEPERS

- Personal Emergency Response System (PERS)
- Smoke and Carbon Monoxide Detectors
- Portable PERS (GPS-based PERS Systems)
- Door and Window Sensors
- Medication Solutions
- Bedside Pressure Mats
- Around the Clock Monitoring System

At Kokomo Comfort Keepers we realize the enormous stress and mixture of emotions that families face when it comes to caring for a loved one. Our goal is to provide the kind of care that we would give to one of our own family members. Our caregivers are selected after an interviewing process including national background checks and personal & professional references. In addition for your peace of mind and ours, they are bonded, insured and covered by workers compensation.

TESTIMONIAL

"My family and I highly recommend Comfort Keepers to anyone requiring home health care, we felt very comfortable in leaving Dad in the caring hands of Comfort Keepers. Thank-you Steve, for providing a staff of people that truly took a personal interest in Dad." Sincerely, Jerry

If you or someone you know may need assistance please call our office for a FREE in-home consultation at 765-868-9230. At Comfort Keepers we believe Making Every Moment of Life Matters.



**Comfort
Keepers**
Comforting Solutions for In-Home Care

Our Kokomo Team
is ready to serve
your family's needs.



Information on House Bills

House Bill 1005:

INDUSTRIAL RECOVERY TAX CREDIT (DINOSAUR BUILDING)

The Dinosaur Building Tax Credit provides an incentive for companies to invest in facilities requiring significant rehabilitation or remodeling expense. Puts a renewed focus on incentivizing the use of existing facilities to help revitalize hard hit communities.

House Bill 1006:

ENTREPRENEURSHIP AND SMALL BUSINESS

Creates a one-stop-shop for Hoosiers to:

- Establish a business
- Register with state agencies
- Obtain necessary licenses and permits

Requires the IEDC to work with local organizations in developing economic development strategies and plans.

Required the Department of Education to develop curriculum guides based on best practices for entrepreneurship instruction in high schools.

Starting a business can be an overwhelming experience, especially for small businesses that typically do not have the legal knowledge of large firms.

House Bill 1007:

ADDITIONAL ECONOMIC DEVELOPMENT TOOLS FOR LOCALS

Allows individual counties the option to exempt personal property and new investment in personal property from the property tax.

Reduces the age limit for the property tax deduction for rehabilitated property from 50 years to 25 years.

Enhances abatement schedules to allow up to three years of 100% abatement.

Allows municipalities to pay hiring incentives for new employment.

While the state plays an important role in attracting businesses, the majority of incentives are provided on the local level. Therefore, it is imperative that local governments have the necessary tools to encourage economic development.

CONTACT YOUR STATE REPRESENTATIVES..

Rep. Karickhoff at 317-232-9723

Rep. VanNatter at 317-234-9647

Toll Free: 800-382-9841

www.in.gov/legislative/house_republicans

PAYING INVOICES ONLINE

If you wish to view your company's open invoices with the Alliance or if you wish to pay for an Alliance invoice online, you may do so from the Alliance website (www.greaterkokomo.com), Chamber of Commerce tab, Member-Only Portal. You will need your username and password that was recently sent to you.

If you do not have a username or password or have a problem getting your information, please contact Cathy at the Chamber at 457-5301 and she will be able to issue you a new one.

Business Spotlights..

- Are a great marketing tool!
- Reaches over 1200 people!
- One page ad - FREE!

The Business Spotlights are one page ads that will increase your visibility through your membership. If your company is interested in taking advantage of this free offer, call **Cathy at 457-5301**. There is a limited number of spots available for 2011.

IN 2011...

- Are you planning a grand opening?
- Are you thinking of hosting a Business After Hours?
- Thinking of becoming a volunteer on one of our Committees?

Call Rhonda at 457-5301

CHAMBER MEMBER NEWS:



Fundraising Open House Tuesday, March 1st 1:00pm to 7:00pm

Custom Labeled Bottled Water
"New" Fundraising Pizza Kits
Build Your Own Fundraiser
Cookie Dough Tubs—Fundraising Candy
Spice Fundraiser—Sub Fundraiser

1745 E. Havens Kokomo, In
(In Front of Menards)

www.gfsregistration.com/kokomo.html

Please visit our website and register for the show. Please contact Pat, Judi, Doug or Meredith at 765-459-0463 with any questions

BONA VISTA...

A Knight to Remember is a new event for mothers and their sons presented by Bona Vista Programs. It is a three-hour celebration consisting of a sit-down dinner, dance lesson, craft, entertainment and commemorative tee shirt. Each family will have the opportunity to purchase a professional photo package from Photography by Amy Little of amylittlebliss.com. Members of "Empire of Chivalry and Steel" will perform fencing and juggling for everyone.

Each young man attending the event is encouraged to bring a donation for Bona Vista's Early Childhood Services, a program that includes Keys For Kids Preschool, Kindergarten Readiness and Early Head Start programs at Bona Vista. At the end of the evening, attendees will assemble the "Knight's Roundtable" around the contributions, while a representative of Bona Vista Programs explains how they will be used to help those in need. Items needed include markers, play sand, canning lids, paper towels, soap, stickers, children's CDs, tissue paper, construction paper, simple board games, dress up clothes, doctor kits, Kleenex, child-size toothbrushes, paint,

glitter, Ziploc bags, diapers (up to size five) and glue sticks.

Thank you to the following sponsors: The Wyman Group, Knight Sponsor; Moore Title and Escrow, Spray Tan by Patty Thatcher and Community First Bank, T-shirt Sponsors.

Seats are still available for this February 4th event. Tickets for A Knight to Remember are \$50 per person. Parents may register to receive an invitation online at forms.bonavista.org/knight.htm. Invitations are also available at all Bona Vista locations. The reservation deadline is January 28th, or

AT&T..

Will be working in the area for the next month. If anyone is interested in placing an ad in the AT&T phone book, contact

Greg Gerig,
Area Sales Manager Indiana
gg8721@att.com

317.347.2270

800.382.1777 x2270

GKEDA PRESIDENT'S DIAMOND CIRCLE:



Trust In Our Power.
Huston Electrical Services
Huston Signs & Services
Huston Technologies TELETEC
Huston Generators & Compressors

