



building
LINCOLN CHAMBER OF COMMERCE

LINCOLN'S
FUTURE



2011 ANNUAL REPORT

CHAMBER OF COMMERCE
CONVENTION & VISITORS BUREAU
PARTNERSHIP FOR ECONOMIC DEVELOPMENT



A LOOK BACK...
TONN OSTERGARD, CRETE CARRIER CORP.
2011 CHAIR

Lincoln Chamber of Commerce Members:

Thank you for the honor and pleasure of serving as your Chairman in 2011. I anticipated it was going to be an exciting year but I'm not sure I appreciated the extent of what we were to experience.

Starting the year with Steve Forbes as keynote at our annual meeting set the appropriate tone. What a great event. The year that followed lived up to Mr. Forbes' free enterprise rallying cry.

We stayed busy and provided leadership on several key projects such as CIR reform, the Talent & Innovation package of legislative bills, the Guardians of Freedom Airshow, funding for roads, Nebraska Innovation Campus, and another sold-out Federal Fly-Back event in Ashland.

The Chamber is perpetual motion – always on the move and always working on something to help improve our community. We even managed to develop a new program to support internships. TalentLNK helped 30 employers and over 100 interns get better acquainted with Lincoln and hopefully encourage them to stay in our great city.

I'm proud to have been a part of keeping Lincoln's momentum going. You can just look at the Lincoln skyline in the now famous crane photo commissioned by the Chamber to see the progress.

We are fortunate to have a great professional staff and actively engaged members and leaders. We are well respected as business advocates in Nebraska among elected officials and in our collation with the Omaha and State Chambers. Our program is well respected nationally as evidenced by our nomination as a finalist for the National Chamber of the Year.

Thank you for sharing your talents and ideas through the many Chamber committees to ensure Lincoln's Star continues to rise.

Sincerely,

Tonn M. Ostergard
2011 Chair



2011



Tonn Ostergard
Chair
Crete Carrier Corporation



Tom Henning
Chair-Elect
Assurity Life Insurance Company



Todd Furasek
Treasurer
Union Bank & Trust, Co.



Nick Cusick
Past Chair
IMSCORP



Richard Herink
Vice Chair
First National Bank



Bob Balfany
US Bank



James Bishop
Wells Fargo Bank



Julie Bechtel
Lincoln Journal Star



Stacy Brass
Union Bank & Trust Co.



Bob Caldwell
Hampton Enterprises, Inc.



Rich Claussen
Bailey Lauerman



Todd Duncan
Duncan Aviation



Terry Heimes
Nelnet



Steve Hilton
Embassy Suites



Christie Hinrichs
Tabitha Health Care Services



Dr. Steve Joel
Lincoln Public Schools



Cheryl Krueger
Windstream Communications



John Laffin
Pinnacle Bank



Bill Lester
Ameritas Life Insurance Corp.



Stan Maly
NEBCO, Inc.



Dan Mechtenberg
Black Hills Energy



John Miles
Cline, Williams, Wright, Johnson & Oldfather



Robert Milligan
MI Industries, Inc.



Kim Moore
Saint Elizabeth Regional Medical Center



Angie Muhleisen
Union Bank & Trust Co.



Harvey Perlman
University of Nebraska



Jeff Quandt
Hy-Vee, Inc.



Kimberly Russel
BryanLGH Health System



Cori Sampson Vokoun
Sampson Construction Company, Inc.



Drew Stange
NAI FMA Realty



Dean Van Loon
State Farm Insurance



Kevin Wailles
Lincoln Electric System



Bradley Walker
Nanonation, Inc.



A LOOK BACK...

JOANN MARTIN, AMERITAS LIFE INSURANCE CORP.

CHRIS BEUTLER, MAYOR OF LINCOLN

2011 CO-CHAIRS

Dear LPED Partners,
What a wonderful time to be in Lincoln, Nebraska.

It seemed every week in 2011 brought a new success story for Lincoln businesses, a new national ranking for our city or a new crane dotting the Lincoln skyline. We are experiencing a very positive period in our history, one that we will be able to look back to with pride as future generations enjoy our great community.

We are extremely proud of our accomplishments in 2011. We recognize the amount of work that has been undertaken by people throughout the city to make these visions a reality. So to everyone involved in creating new economic opportunity, thank you for all of your hard work and dedication.

Lincoln is a shining star among cities. We continue to be among the top metropolitan areas in the United States in low unemployment rates. We reached a record number of total jobs in October of this year, surpassing even our prerecession levels. Our Lincoln employers continue to add workers, choosing to expand in Lincoln instead of other domestic or international sites. They are continuing to credit Lincoln and Nebraska's pro-growth environment and

Sincerely,

JoAnn Martin
Co-Chair

Chris Beutler
Co-Chair

our availability of talented workers as prime reasons for these expansions. Our residents continue to feel great about themselves as evidenced by our No. 2 ranking in Gallup's Wellness Index released last Spring.

During 2011, we had major expansions at Duncan Aviation, World's Foremost Bank, Sysco, Molex, Nelnet, Kawasaki, Plastics Companies Enterprises, and Stanley Security Solutions, among others. Additionally, we saw the formation of Nebraska Global which promises to bring huge returns in the development of new technology-based companies through its successful 2011 capital venture formation, large public and private financial commitments to Innovation Campus, and continued focus on the redevelopment of Lincoln Airpark.

This year has the promise of even greater success as we press forward towards the completion of the new Pinnacle Bank Arena, the associated arena developments, Innovation Campus development and a number of new hotel, retail and medical facility developments. We will continue to focus our efforts on the retention and attraction of talent to

our community so that our businesses remain on the cutting edge of innovation and will continue to make entrepreneurship a major priority. And as always, jobs will remain the top priority of the Partnership in 2012 and into the future.

Our organization is a model towards which other communities strive. The Lincoln Partnership for Economic Development is a public-private partnership in every sense of the word. The public and private sectors share responsibility for management, financing and strategic direction. We are experiencing interest in the organization reaching new record levels of investors and private sector funding. We are also pleased that a new three-year agreement was approved in 2011 between the Lincoln Chamber Economic Development Corporation and the City of Lincoln that extends this partnership well into the decade.

We recognize that none of this is possible without each of you serving as champions of Lincoln. We have become the can-do community of the Midwest. Help us keep that momentum moving forward into 2012.

PARTNERSHIP FOR ECONOMIC DEVELOPMENT



JoAnn Martin
Co-Chair
Ameritas Life Insurance Corp.



Chris Beutler
Co-Chair
Mayor of Lincoln



David Conrad
NUtech Ventures



Tom Henning
Assurity Life Insurance
Company



Jack Huck
Southeast
Community College



Tom Huston
Cline, Williams, Wright,
Johnson & Oldfather LLP



Joseph Knecht
i2rd



Mike Lang
City of Lincoln



Ross McCown
NEBCO



Pat Nilsen
Carpenters Local Union
1055



Mike Nolan
League of Nebraska
Municipalities



Kimberly Russel
BryanLGH Health System



Shelly Sahling-Zart
Lincoln Electric System



Don Wesely
O'Hara Lindsay
Government Relations

Board of Directors



It's been an incredible year in Lincoln. We are in the midst of a transformation; a new skyline, Pinnacle Bank Arena, Innovation Campus, Antelope Valley and downtown redevelopment projects from east to west. Lincoln has embraced change and is writing the next chapter in its history.

The Lincoln Chamber of Commerce is a coalition of businesses and industry that work in partnership with local civic organizations and government agencies to improve the standard of living and create economic opportunity for all Lincoln area residents. Whether it's new jobs, new streets, new recreational facilities, new or improved visitor attractions or special events, chances are the Chamber has played a positive role in the daily life of every person in Lincoln.

Our initiatives are promoted through strong partnerships. The Lincoln Partnership for Economic Development is a private-public organization formed by the Chamber and the City to promote job growth and retention in the region. The Lincoln Convention and Visitors Bureau is an organization funded by Lancaster County lodging taxes to promote tourism opportunities for the region.

Over the next few pages, you will find a timeline of all of the great accomplishments and noteworthy changes that happened in 2011. It is amazing to see these important events that are changing Lincoln's landscape.

U.S. NAVY BLUE ANGELS ANNOUNCED LINCOLN ON 2011 SCHEDULE

Lincoln received a jolt of good news when it was announced that the U.S. Navy Blue Angels would be returning for the 2011 Guardians of Freedom Airshow.

Representatives of the Blue Angels, the Nebraska Air National Guard and Nebraska Gov. Dave Heineman joined Chamber leaders for the announcement. The year would mark the first time that the Blue Angels appeared in Lincoln since 2006.





WORLD'S FOREMOST BANK
ANNOUNCED
FACILITY EXPANSION

A great Nebraska company, World's Foremost Bank announced a facility expansion in order to meet its growing business needs. World's Foremost Bank is part of Nebraska-based Cabela's and is headquartered in Lincoln. The company broke ground on the 40,000-square-foot addition in the spring of 2011 and expects to be completed by spring 2012. The addition will accommodate up to 400 new employees.

STEVE FORBES HEADLINED CHAMBER'S ANNUAL LUNCH

Forbes Media Chairman and Editor in Chief of Forbes Magazine, Steve Forbes was the keynote speaker for the Lincoln Chamber Annual Lunch. The event had record setting attendance of over 800 Chamber members.

Lincoln was included in several Forbes rankings throughout 2011:

#9 – Cleanest Cities in the U.S.

#8 - Best Places for Business & Careers

#9 – in Cost of Doing Business

#10 - The Best Cities for Jobs

#9 – Most Livable City in America



8TH BEST PLACES FOR BUSINESS & CAREERS — FORBES





LINCOLN CVB AWARDED CONTRACT FOR SAE COLLEGIATE DESIGN SERIES

SAE International announced in 2012 that the Formula SAE (FSAE) California will be relocated to Lincoln Airpark. The event will be renamed Formula SAE Lincoln.

The change in venue was made, in part, because the new site offers excellent space and facility features. Lincoln Airpark has 90 continuous acres of concrete that will easily house all of the FSAE courses, team paddocks and support facilities. The size and quality of the site also provides the flexibility to revise the FSAE layout to improve the event courses, provide better team support and accommodate future growth.

Formula SAE® is a student design competition organized by SAE International. . Each student team designs, builds and tests a prototype based on a series of rules whose purpose is both to ensure onsite event operations and promote clever problem solving.



LINCOLN AIRPARK DEVELOPMENT PLAN RELEASED

The Lincoln Airport Authority, in cooperation with the Lincoln Partnership for Economic Development, completed work on a master plan for modernization and development of its industrial park. This plan, focusing on both short and long term growth and job development will provide the Authority with a good guideline to develop the park for the benefit of the community.

The Airpark is part of the Lincoln Airport. The park has infrastructure, rail service and potential development land. The site selection consultants hired through the partnership of the organizations identified that the availability of “shovel ready” sites in the Lincoln area that had rail availability was a hindrance in job creation activities.

The Partnership is working with the Airport Authority and the City of Lincoln on developing a long-term strategy using the development plan as a guide.



NSAA SWIMMING & DIVING CHAMPIONSHIPS HELD IN LINCOLN

Nebraska High School Swimming and Diving Championships were held at the Bob Devaney Sports Center at the University of Nebraska-Lincoln. Over 3,000 fans cheered on all of the participants and three new NSAA records were set at the 2011 championships.

22 23 **24-26** 27 28



BASKETBALL CHAMPIONSHIPS ATTRACTED STATE SPECTATORS

When people discuss their reasons for attending the University of Nebraska or moving to Lincoln. Many times, it was based on experiences those people had attending events in the capital city while they were in one of the many Nebraska high schools across the state. Lincoln is the hub of Nebraska secondary schools activities.

The Nebraska School Activities Association State High School Basketball Tournaments continue to be a big part of Lincoln The girls tournament was March 3-5 and the boys was March 10-12. Girls Basketball had 48 teams participate and over 51,000 fans attend the tournament. The boys tournament had almost 94,000 fans and 48 teams competing for the championships.

1 2 **3-5** 6 7 8 9 **10-12** 13 14



DUNCAN AVIATION EXPANSION FIRST TO BENEFIT FROM CITY FAST FORWARD FUND

On March 18, Duncan Aviation announced an expansion for its Lincoln operation. The expansion will add a new paint facility with 45,000 square feet to the existing 440,000-square-foot facility located on the east side of the Lincoln Airport. The new paint structure, costs roughly \$10.5 million to build, will allow input of some of the largest business aircraft in use today, including Gulfstream’s 550, Bombardier’s Global Express and Dassault’s Falcon 7X.

The City of Lincoln is assisting by moving a large water main which would have been directly underneath the new hangar facility. This expansion is the first use of the City’s Fast Forward Fund, which was created with Chamber support in 2009 to assist primary employers with infrastructure improvements.

“This is a great example of the importance of having these economic development tools to attract investment and create jobs,” Lincoln Mayor Chris Beutler said.

Duncan Aviation-Lincoln employs roughly 1,100 employees and nearly 1,900 worldwide. The company is one of the leading organizations supporting the aviation needs of business jet operators.



LINCOLN'S YPG HONORED OUTSTANDING YOUNG PROFESSIONALS AT ANNUAL LUNCH

For the fourth annual YPG Awards Lunch held on April 26, Governor Dave Heineman and Mayor Chris Buetler both commended Lincoln's group for being an active and influential part of the community.

The group recognized standout professionals for the work they do for the city, the organization, and the entire state. 2011 YPG Chair Stacy Brass handed out the awards to the following winners:

Young Professional of the Year

Tom Beckius, Apples Way Development

Corporate Ovation Award

Cline, Williams, Wright, Johnson & Oldfather, LLP

2011 YPG Statewide Award

Connecting Young Nebraskans

Four Under Forty Awards

Rebecca Morrow, Waddell & Reed

Olivia Heidinger, Eakes Office

Sam Eckhardt, Union Bank & Trust Company

Jessica Kennedy, NRC



TEAMS TRAVELED TO LINCOLN FOR STATE BASEBALL

In May, Lincoln welcomed the Nebraska State High School Baseball Championships. Sixteen teams qualified for the tournament bringing over 6,000 spectators to Hawks Field at Haymarket Park, Den Hartog Field and Sherman Field.

State tournaments continue to be a focal point of the Lincoln Convention and Visitors Bureau and are an important part of this community's economy both from a direct impact and from the indirect benefit of bringing those students to the community after graduation.

9TH – MOST LIVABLE CITY IN AMERICA — FORBES

9 10 11 12 13 14-19 20

\$80 MILLION COMMITTED TO INNOVATION CAMPUS

Innovation and technology are two cornerstones on which Lincoln will build its next generation economy. They are also a significant part of the Lincoln Chamber of Commerce's economic development strategy.

The Chamber once again partnered with the University of Nebraska-Lincoln and Gov. Dave Heineman to continue to build the required infrastructure for a technology and innovation-based economy. Gov. Heineman led the effort for a one-time investment of \$25 million to accelerate the initial development of the University of Nebraska's Innovation Campus

The funding from the state will be used to kick start development and was the impedance for securing an additional \$15 million in private sector philanthropy and \$40 million from private development sources. An announcement was held at the site of the former State Fairgrounds in which the elected officials and university officials celebrated the commitment of \$80 million to Innovation Campus. The State Fair was moved in 2009 to make way for the development.

The new campus is seen as a critical component to our economic future. With the move to the Big Ten, the University of Nebraska has an outstanding opportunity to significantly increase student enrollment, expand its rapidly growing research base and develop public-private partnerships that will increase job opportunities in Lincoln.



CHAMBER COLLABORATED FOR MEANINGFUL CIR REFORM

CIR reform was one of the toughest issues in which the Lincoln Chamber was engaged during the 2011 session of the Nebraska Unicameral. The Chamber CIR Coalition (Lincoln, Omaha and Nebraska Chambers) worked collaboratively to make this bill a reality. LB 397 represents a compromise that met objectives for comprehensive and meaningful reform. It gives elected leaders real cost containment and will get a better assessment and accounting for what taxpayers are providing in the form of the total compensation package, including benefits and health care. The bill continues to preserve collective bargaining and protect public workers.

The Chamber Coalition was invaluable to see real reform during the session. Gov. Dave Heineman was a champion for real reform, without whom it could not have been accomplished. Speaker Mike Flood, Senator Tony Fulton, and Senator Steve Lathrop were some of the key legislative players that made CIR reform a reality.





GOVERNOR HEINEMAN SIGNED TALENT & INNOVATION BILLS

Many experts predict that future economies will be built on how talented the people are that make up its workforce.

Nebraska took a huge step in making sure it will be ready for the future. The Lincoln Chamber of Commerce embraced, supported and helped pass key legislation introduced by Nebraska Gov. Dave Heineman that focuses on keeping our best and brightest in the state and creating an innovative and entrepreneurial culture.

The Talent and Innovation Initiative (TI2) was a series of bills designed to make sure Nebraska remained competitive in today's global environment. The overall program included a new fund for speculative building and site development, a bill that helped Nebraska businesses fund intern positions and an angel investment tax credit to encourage more risk capital in high-growth industries.

Additionally, the bill produced the Nebraska Innovation Act which provides grants for federal research funding application and execution, prototyping of new products, commercialization of new products and grants for businesses engaged in research with Nebraska higher education institutions. Additionally, there is funding for organizations that provide assistance for small businesses.

The Lincoln Chamber has historically been at the forefront of innovation initiatives including the TI2 bills and well as the Research and Development Tax Credit and funding for Innovation Campus.

OVER 100 INTERNS & 30 COMPANIES PARTICIPATED IN TALENTLNK'S INAUGURAL YEAR

Today's college graduates are smart, results-oriented, and bring indispensable skills to the workplace. TalentLNK is a new program offered by the Lincoln Chamber of Commerce. The goal of the program is to keep these talented future workers in Lincoln.

With a series of five weekly events in June including a kickoff event, interns networked with peers and discovered why Lincoln is the perfect place to live, work and play.



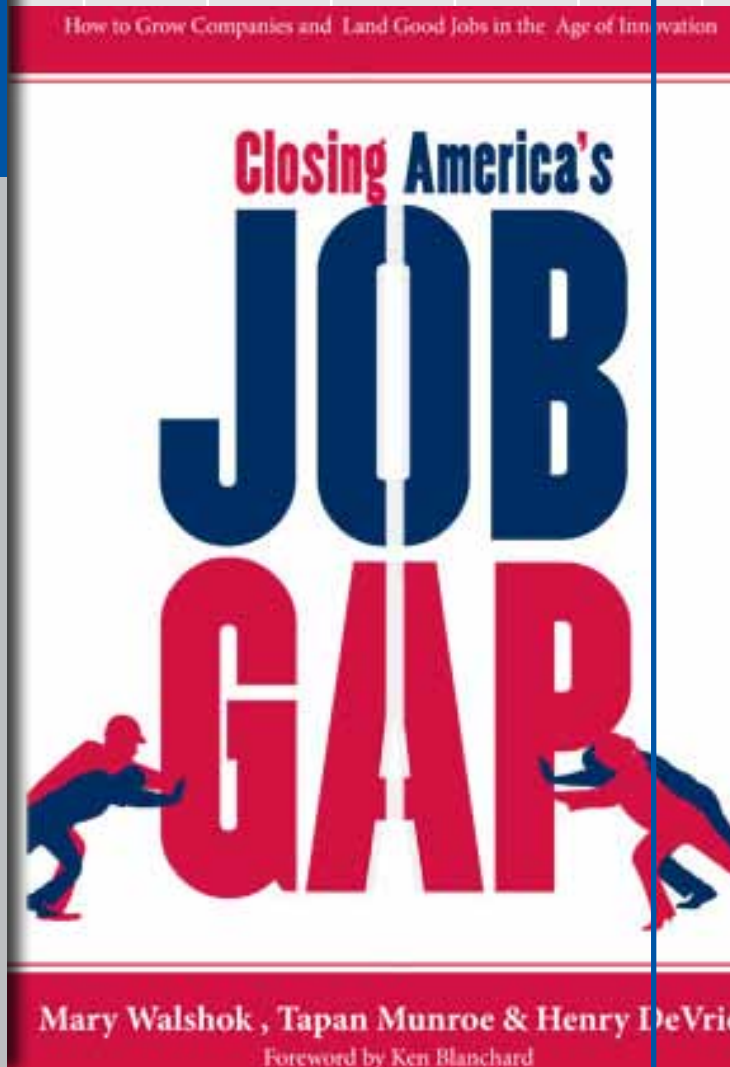
WALSHOK HEADLINED ECONOMIC DEVELOPMENT BREAKFAST

Mary Lindenstien Walshok, Ph.D., Associate Vice Chancellor and Dean of the Extension Division of the University of California, San Diego, addressed over 300 Lincoln Partnership for Economic Development investors and community leaders about workforce development and its importance to Economic Development efforts at the Lincoln Partnership for Economic Development's Annual Breakfast.



Walshok is the author of more than 100 articles and reports on regional innovation, the role of research institutions in regional economies and workforce development and is considered to be one of the key thought leaders on the subject matter of aligning workforce development and regional economic growth.

Mark Hesser was presented an award for his long-standing dedication and participation in Lincoln's economic development efforts. Involved in many areas, Hesser served as the President of the Lincoln Partnership for Economic Development board in 2009-2010.



LINCOLN CHAMBER NAMED CHAMBER OF THE YEAR FINALIST

The Lincoln Chamber of Commerce was named first runner-up for Chamber of the Year by the American Chamber of Commerce Executives (ACCE).

Each year chambers are honored with ACCE's Chamber of the Year designation, recognizing excellence in operations, member services and community leadership. Applications are reviewed and scored by a committee of seasoned chamber executives and former Chamber of the Year winners. The Lincoln Chamber competed against its peers in the highest level, based on total income.

Being named a finalist for Chamber of the Year validates the hard work of the Chamber staff, the board of directors, and the many outstanding volunteers and community supporters.



1 2 3 4 5 6 7

6TH – THE BEST CITIES FOR JOBS – FORBES

KAWASAKI EXPANDED WITH NEW RAIL CAR TESTING FACILITY AND TRACK

Lincoln Mayor Chris Beutler, Nebraska Gov. Heineman and Wendy Birdsall, president of the Lincoln Chamber and the Partnership helped Kawasaki celebrate the unveiling of its new rail car testing facility and track. The facility was the newest addition to the large Kawasaki campus in northwest Lincoln.

The rail car sector of Kawasaki's business portfolio has steady growth. With over 500 of the plant's 2,000 workers dedicated to manufacturing rail-car production, the opening of the new testing facility created the opportunity for additional contracts, helping secure jobs well into the decade. The rail car facility assembles several different types of rail cars including subway, commuter and standard passenger rail cars. Kawasaki has had several major contracts to produce cars, the most recent being the Metro contract in Washington D.C. that will produce cars until 2016.

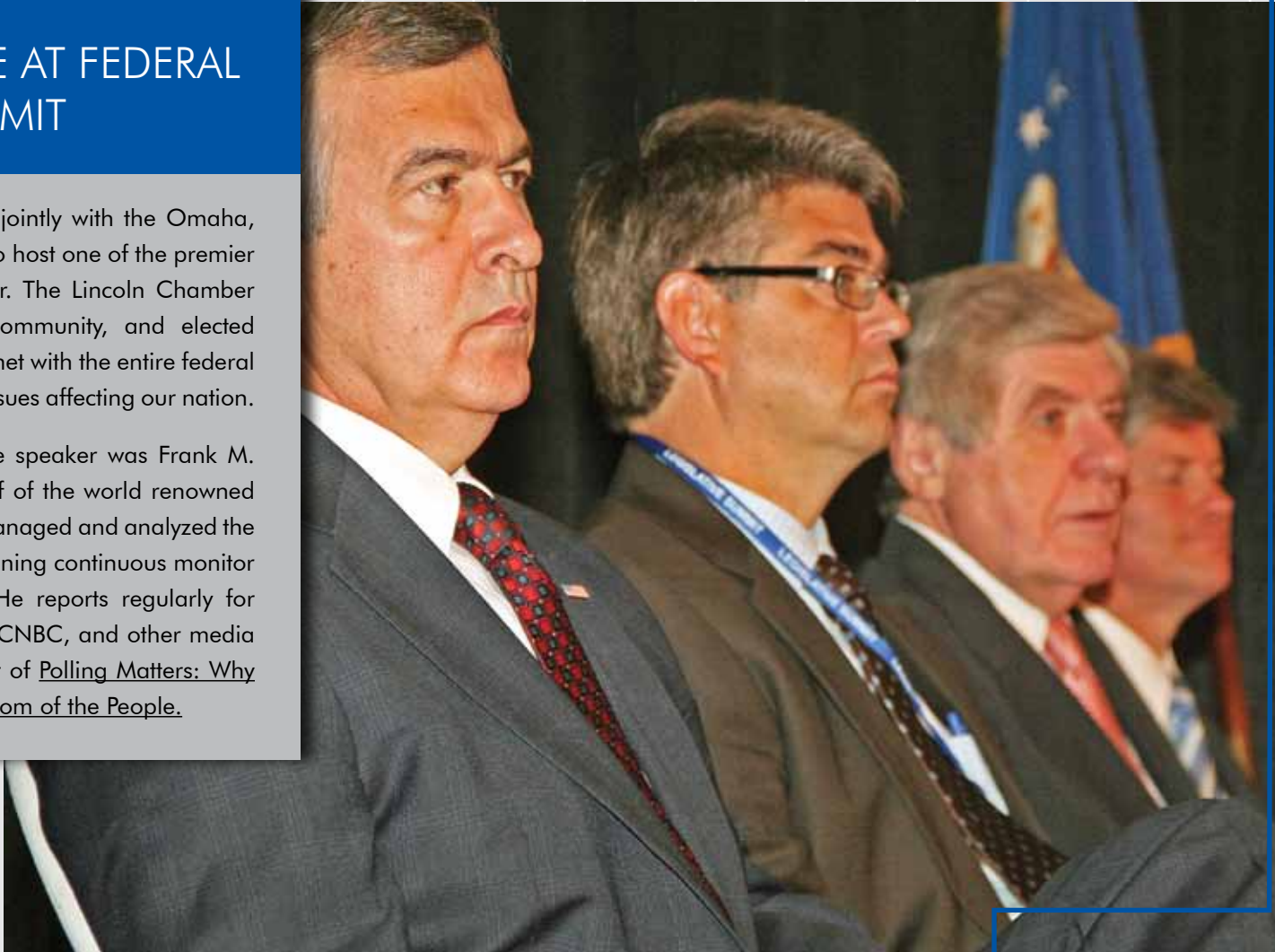
Members of Kawasaki's executive team, invited guests and media were given the opportunity to ride on the M8 rail car during the ribbon cutting.



NEWPORT SPOKE AT FEDERAL LEGISLATIVE SUMMIT

The Lincoln Chamber worked jointly with the Omaha, State and Bellevue Chambers to host one of the premier Public Policy events of the year. The Lincoln Chamber along with businesses, the community, and elected leaders from across the State, met with the entire federal delegation to learn about top issues affecting our nation.

The featured luncheon keynote speaker was Frank M. Newport, Ph.D., Editor in Chief of the world renowned Gallup Poll. Dr. Newport has managed and analyzed the most respected and longest running continuous monitor of American public opinion. He reports regularly for Gallup.com, USA Today, NPR, CNBC, and other media organizations. He is the author of [Polling Matters: Why Leaders Must Listen to the Wisdom of the People.](#)





SCCA CHAMPIONSHIPS HELD AT LINCOLN AIRPARK

The Lincoln Convention and Visitors Bureau has positioned the community as a hub for motor sports. One of the most significant of these events took place in 2011.

The Sports Car Club of America held the Tire Rack® SCCA® Solo® National Championships at the Lincoln Airport. The event, which annually attracts more than 1,200 competitors to crown National Championships in each of the Solo classes, has been held at the Lincoln Airport since 2009. Plans are to continue the event, which organizers consider a tremendous success because of the airport facilities and the support of the community.

The airport has the space to layout the event in a safe yet challenging configuration.

INNOVATION CONNECT - A COLLABORATION OF INDUSTRY AND RESEARCH

The Lincoln Partnership for Economic Development helped organize a new industry group in Lincoln. The group is an industry-led effort to initiate collaboration between businesses and university researchers. Innovation Connect is focused on making new linkages and the eventual creation of partnerships. Meetings are intended to create dialogue about ongoing innovation, business challenges, new products in development, and possible applications of research.

Three Lincoln manufacturing and engineering related businesses began meeting with representatives from the Partnership, UNL Office of Research and NUtech Ventures. Industry organizers of the group included Bison, SourceOne, Lincoln Industries and Duncan Aviation. The membership represents 18 manufacturing firms and 7 non-profit organizations.

Innovation Connect is a direct response to this need, growing Lincoln's economy through innovation. Outcomes like new products, entry into new markets and long term sustainable job growth in Lincoln is the long-term goal.





NAVY & AIRSHOW WEEK PROCLAIMED BY GOVERNOR

Nebraska Gov. Dave Heineman kicked off a weeklong celebration in Lincoln and Omaha with a proclamation designating Sept. 6-11 as Navy Week at a press conference and ceremony at the Nebraska State Capitol.

Navy Week was scheduled this year in conjunction with the Guardians of Freedom Airshow 2011. The airshow featured the Navy Flight Demonstration Team, "Blue Angels." The Blue Angels performance was designed to show residents the vital role the Navy plays in the defense of the nation and in their daily lives.



CHAMBER HONORED EIGHT STAND-OUTS AT CELEBRATE BUSINESS

The Chamber held its 16th Annual Celebrate Business Awards Lunch and eight Lincoln businesses and individuals were honored for their success and service to the community. Over 700 people attended the event which highlighted the accomplishments of the 2011 award winners.

Burnham Yates Citizenship Award
Duane Acklie

Roger T. Larson Community Builder Award
Brad Korell, Olsson Associates

Cornerstone Award
Black Hills Energy

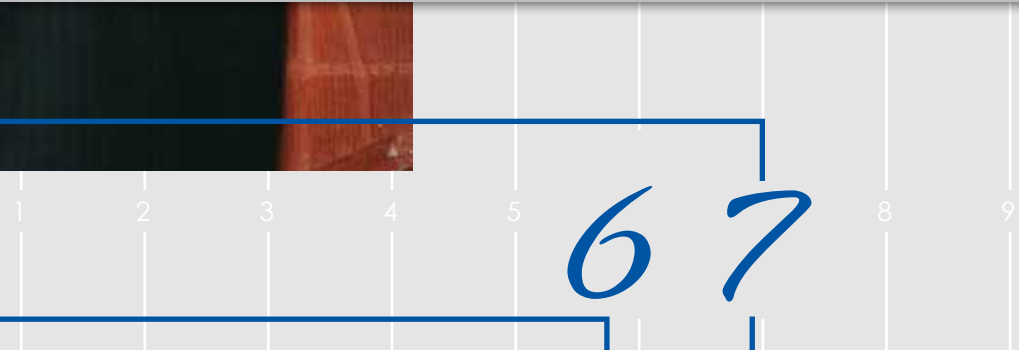
Entrepreneurial Spirit Award
Nebraska Global

Green Business of the Year
State Farm Insurance Companies

Tourism Development Award
Smith Collection Museum of American Speed

Manufacturer of the Year
IMSCORP

Small Business of the Year
Three Pillars Media

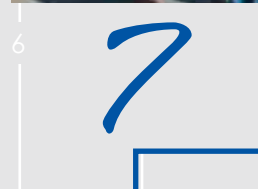


COMMUNITY GATHERED FOR HISTORIC ARENA GROUND BREAKING

After years of planning a city-wide community campaign and months of construction designs, Lincoln finally saw dirt move for the new Pinnacle Bank Arena. The \$179 million arena project was approved by voters in May 2010, and is expected to open in the fall of 2013. UNL basketball will be the main tenant of the 470,400-square-foot facility, which can hold nearly 15,000 fans for Husker hoops.

Leaders turning the first shovel of dirt included:

Gov. Dave Heineman, Lincoln Mayor Chris Beutler, UNL Chancellor Harvey Perlman, Nick Cusick and Wendy Bridesall representing the Chamber as well as members of the construction and design teams and the Joint Public Agency overseeing construction



OVER 200,000 SPECTATORS
ATTENDED AWARD-WINNING
AIRSHOW

Lincoln was home to one of the largest spectator events in its history when the Guardians of Freedom Airshow took place at the Lincoln Airport. The show was recognized nationally with the Dick Schram Memorial Community Relations Award of Excellence. The event drew well over 200,000 spectators and generated millions of economic impact for Lincoln.



2 3 4 5 6 7 8

9 *10-11*

5TH BEST PLACE TO LIVE IN AMERICA — AREA VIBES

WOMEN'S PRO RODEO ASSOCIATION CAME TO LINCOLN FOR 2011 WORLD FINALS

The Women's Professional Rodeo Association World Finals made the Lancaster Event Center home. In its second year in Lincoln, the number of competitors continue to climb and exceed expectations with well over 1,000 participants.

The Lancaster Event Center's central location and phenomenal facility, including great ground for barrel racing, creates an atmosphere that features world class talent in an exciting Finals format.



12-16

5TH BEST CITY FOR WOMEN — WOMEN'S HEALTH MAGAZINE

1 2 3 4 5 6 7 8 9 10 11

BUSINESSES CONNECTED AT THE B2B TRADESHOW

One of the most cited benefits of Chamber membership is the availability of unique and productive marketing opportunities. One of the most popular of these events in the annual B2B Trade Show. The Lincoln Chamber hosts one of the region's largest business to business tradeshows each year at the Pershing Center.

This year's event had over 140 booths and 2,500 attendees. It is the one place where large and small companies connected with thousands of potential customers in a single day.



"BE A TOURIST" NAMED OUTSTANDING TOURISM CAMPAIGN

The Outstanding Tourism Campaign Award went to the Lincoln Convention & Visitors Bureau for its "Be a Tourist" summer passport program. The program has encouraged thousands of area residents to explore 25 of the Capital City's tourism attractions, festivals and businesses. This year, a mascot was introduced to promote the program. He traveled across the state and visited the Interstate 80 welcome centers to spread the news about tourism opportunities in Lincoln.





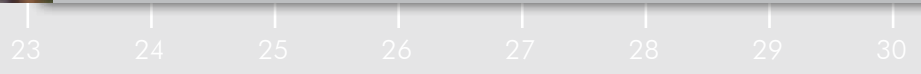
IN THE FOOTSTEPS OF LEGENDS - STATE FOOTBALL CHAMPIONSHIPS HELD IN MEMORIAL STADIUM

State high school football players from around Nebraska dream of their turn at Memorial Stadium. While many dream of playing for the Huskers, they also dream of making it to the state championship games, held each year in the capital city. The Nebraska State High School Championships kicked off at Memorial Stadium on the University of Nebraska campus Nov. 21-22. Visitors from every corner of the state gathered in Lincoln for the NSAA High School State Football Championships.

The Lincoln Convention and Visitors Bureau is at the forefront of making state tournaments a priority for Lincoln. This year's football event had over 22,000 spectators walk through the gates of Memorial Stadium during the championships.

5TH BEST STATE FOR EDUCATION CLIMATE — BUSINESS FACILITIES

21-22



PINNACLE BANK PURCHASED NAMING RIGHTS FOR HAYMARKET ARENA

Lincoln's new arena in the West Haymarket area will be named Pinnacle Bank Arena. Mayor Chris Beutler, Pinnacle Bancorp Chairman Sid Dinsdale and Pinnacle Bank President Mark Hesser announced the naming rights agreement at a news conference on December 6th at the Lincoln Chamber of Commerce.

With approval of the agreement by the West Haymarket Joint Public Agency (JPA), Pinnacle Bank will be the exclusive title sponsor for 25 years.

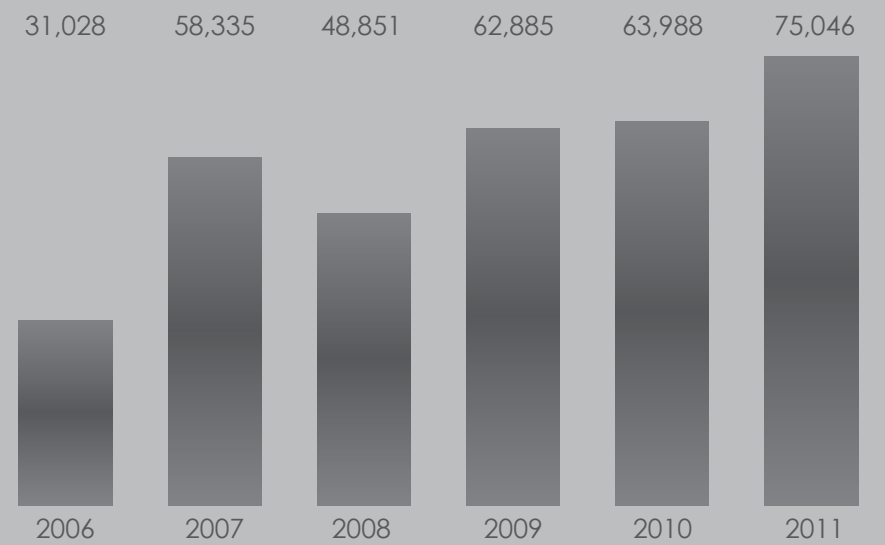
"We are excited to support progress that will have a positive impact on our state and local economy," said Dinsdale. "We are proud to be part of the arena, which will help bring jobs and entertainment to Lincoln and the state for years to come."





ROOM NIGHTS INCREASED BY 12%

Lincoln continues to be a hub for travel and tourism. Tourism has an estimated economic impact of \$337.4 million annually and employs roughly 5,700 people in Lincoln & Lancaster County. In 2011, the Lincoln Convention and Visitors Bureau reported the number of room nights booked for events increased by 12% from 2010.



9TH CLEANEST CITY IN THE U.S. — FORBES



A LOOK TO THE FUTURE...
TOM HENNING, ASSURITY LIFE INSURANCE
2012 CHAIR

I am very excited about the opportunity to serve as the Chair of the Lincoln Chamber of Commerce at such an exciting time for our city. The commitment from business and civic leaders over the past five years has been astounding and I'm proud of the Chamber's role in helping lead efforts for community development projects throughout our great city. Our vision is to take the investments made by our community and turn them into quality jobs for our area residents, new investment from our business community and new entrepreneurial enterprises. We believe this will be accomplished by focusing on retaining and attracting key talent, reducing punitive costs on business and alleviating undo regulations.

Tom Henning, 2012 Chair





CHAMBER OF COMMERCE CONVENTION & VISITORS BUREAU PARTNERSHIP FOR ECONOMIC DEVELOPMENT



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