

March 14, 2007 DuPage Character Business workshop

Attendees: Ken Fisher, Ray Benedetto, Marylu Fitzgibbon, Scott Metcalfe, Steve Berning, Christina Foster, Hosi Mehta, Deby Baker

Absent: Pam Huck, Tom Itrich

Review from last meeting:

- Scott recapped 9 second intro.
- “We help leaders grow their business and their legacies.”

What do we hope to get accomplished today?

- Ken tactics to get word out on this group.
- Marylu bringing awareness to chambers
- Scott set specific number of companies and have tactics to achieve it.
- Steve, specific, measurable, achievable, realistic goals
- Christina ditto, plus bringing Character @ Work to community.
- Hosi, eliminate confusion in this group.

Ray introduced concept of setting goals.

- We know our Mission and Vision (businesses live their character goals.)
- Christina, we want to sign up businesses with the same vision to promote good character.
- Ken, create a “movement” in DuPage about Character in Business focus.
- Have we seen this in the WSJ? We’ve seen the negative results of lack of character.
- Hosi, suggested we focus on 2-3 communities where there is already some interest.
- Scott agrees; another is through the forums.
- Christina: KASA Knowledge, awareness, skills, aspirations
- Ray: KASH: Knowledge, Attitudes, Skills, Habits

Strategic Goal: Increase participation in & commitment to teaching character. How do we start? Come to the C@W workshop!

VISION: Help more Businesses live character.

Strategies

Getting attention, attending forums, workshops

Steve: mail out X00 brochures \$\$

Publicize new businesses

Press releases

Goals

#1 Outcome: Target 18 to get 9, new businesses in 2007 (1-2/mo.)

Businesses need to go deep with character, in their mission, hiring.

Increase attendance at forums, workshops.

Increase attendance in Character@Work workshop

Pay back U of I grant \$\$

Increase number of businesses incorporating character into business.

Help leaders change their behaviors to reflect character.

Incorporating character in business.

Ray promotes C@W in EGV. They want to do their own qtrly forums.

Ways to get target 18 businesses to get 9 to sign up by end of 2007

1. Strategies: Target specific communities

- Elmhurst, Elk Grove Village (mostly Cook)
- Bloomingdale, Lombard, Glendale Hts.
- Next Bartlett & Lisle
- USPS Mailings and follow-up (email)
 - We have 5000 brochures. Can we mail them out?
 - Would Character First sponsor our mailings?
 - What other DuPage businesses are using Character First? Would they use us?

2. Quarterly Forum Model:

- Use Character@Work as feeder program

3. Participation (tactic)

- Consistent Press Release coverage
- Tool Press release template
- Press release each week. To Business Ledger calendar of events.
- Spotlights

Ken clarified that we will not focus on other communities that have C of C, ie Woodridge, Naperville—for now. We are building an “army” that will grow next year to include more communities. ie. Woodridge C of C businesses.

1. Target communities	April	May	June
1.a Build in strength			
Phase I			
	Presentation to Character Coalition (10-20 min.)	Presentation to Chambers Board (20-30 min.)	Presentation to Service Organizations (20-30 min.)
Elmhurst (Hosi & Ray)			
Glendale Hts. (Tom)	What businesses are already involved in character?		
Bloomingtondale (Deby)			
Lombard (Steve)			
(EGV-Ray)			
Phase II			
Bartlett			
Lisle			

Action Items (Ray and Deby) will do this before March 28 meeting.

- Tailor presentations to 30 minutes (20/10 Q&A)
- Tailor presentation to 20 minutes (15/5 Q & A)

For March 28 DCB meeting

- Next 3 days. **Contact head of Character Coalition.** When is your next meeting? Can we make a presentation?
 - What businesses are already in your coalition? Invite them to forum and workshop.
 - Invite them to Character@Work April 12 and May 8 forum
- On March 28 **each person will report** on contacts made, schedule date for first meeting or presentation, preferably by April 25 DCB meeting.
- **May 8 Forum:** Promote May 8 forum starting April 8. Continue concrete planning for May 8 that was started today.
- **Update PPT presentation** and send it out to committee. Shorten it? Update dates of forums, workshops, etc.

(Ray will pick up projector from Ken.)

Discussion of plans for May 8 Forum (Roundtable)

- Is roundtable better term?
- In flyer and press release state our event gives business owners an opportunity to network with other businesses
- For next forum, have less aggressive schedule; more time for input from business owners.
- We want them to connect with each other; attend forums each quarter.
- Purpose is learning plus networking.
- We want them to share their own stories of character in their businesses.
- For quarterly forum, May 8, we're in the Delta Room, on other side of cafeteria.

Other: Ken got invited to Rotary speaking engagement through "Free Speech." Listing.

Submitted by Deby Baker

March 14, 2007