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### Issues 2 & 3 Pass Resoundingly on November Ballot

Thanks to the efforts of members of the coalition, The Committee for Arkansas's Future, which was spearheaded by the Arkansas State Chamber of Commerce/Associated Industries of Arkansas, Issues 2 & 3 passed resoundingly on the November general election ballot.

Issue 2, a proposed constitutional amendment concerning interest-rate limits and the issuance of governmental bonds to finance energy-efficiency projects, had the support of nearly 65 percent of state voters, with 446,442 in favor and 248,816 opposed, according to the Arkansas Secretary of State's office.

Issue 3, a proposed amendment to Arkansas Constitutional Amendment 82 that would authorize the General Assembly to issue bonds to help recruit jobs and remove the requirements of \$500 million in capital investments and 500 jobs for a single project, fared nearly as well with the support of nearly 63 percent of state voters, with 429,475 in favor and 259,383 opposed. (Election results for both amendments were still being certified when this article was written).

"Because of your leadership and hard work, we enjoyed a great victory and were able to pass Issues 2 & 3 by nearly a 2-1 margin," State Chamber President & CEO Randy Zook said in an e-mail to members of the coalition following the election.

"In a difficult political environment, voters in Arkansas heard our message of "more and better jobs" and said YES!" Zook continued. "Our state will no longer be at a competitive disadvantage,

and the people of Arkansas will benefit for years to come because of your work.

“On behalf of the State Chamber, I want to extend my deep gratitude for your efforts on behalf of this campaign. I know how hard you worked, and we were successful because you ensured that we had the unified support of the business and economic development communities.”

In a textbook campaign that should be remembered for years to come, The Committee for Arkansas’s Future employed a number of successful strategies in getting both amendments passed including securing endorsements from more than 130 organizations, associations, city and town councils from throughout the state and distributing thousands of copies of a brochure that succinctly spelled out the issues.

Various members of the committee traveled throughout the state in the months leading up to the election, providing speeches and remarks to civic clubs and other organizations. Organizations supporting the measures forwarded a weekly newsletter that the committee developed to their members. During the weeks leading up to the election, press releases with comments from local leaders announcing the endorsements were distributed to all media within the state. Additionally, op-ed pieces were placed and editorial support was secured from much of the media. In the waning days of the election, paid media were utilized including a radio ad that urged Arkansans to support all three issues that were on the ballot (the first issue involved the constitutional right to hunt and fish), television ads and print ads.

Even more remarkable in the victory was the coalition’s ability to withstand a lawsuit filed by April Forrester, a Jacksonville resident, in late September to strike Issue 2 from the ballot, alleging “manifest fraud” in the ballot title language. The lawsuit was simultaneously filed in the Supreme Court of Arkansas and in Pulaski County Circuit Court. The State Supreme Court subsequently issued an opinion on October 22 in which it held that it lacked original jurisdiction over the Plaintiff’s challenge and dismissed it. Judge Mary Spencer McGowan of the Ninth Division of Pulaski County Circuit Court subsequently denied Forrester’s lawsuit on November 2<sup>nd</sup>, Election Day, setting the stage for the successful passage of both issues.

As a result of the passage of Issues 2 & 3, a number of Arkansas municipalities already plan to introduce bond issues for economic development. Those projects will help generate infrastructure improvements and jobs for Arkansas residents in the months and years to come.

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## **State Chamber/AIA 82<sup>nd</sup> Annual Meeting Draws Big Crowd**

The State Chamber/AIA’s 82<sup>nd</sup> Annual Meeting on Tuesday, November 16<sup>th</sup>, drew nearly 500 attendees.

The meeting was held at The Peabody Little Rock and featured:

- A presentation by Bernadette Budde, Senior Vice President of the Business Industry Political Action Committee (BIPAC) in Washington, D.C., on “What the Election Means for Business”
- A keynote address by Donnie Smith, President/CEO of Tyson Foods, Inc.
- Remarks by Arkansas Governor Mike Beebe
- The election of State Chamber/AIA Officers and Directors

- Remarks by State Chamber/AIA President & CEO Randy Zook on “The Status of the Organization, Recent Statewide Activity & A Vision for the Future”
- The Presentation and Adoption of the State Chamber/AIA’s 2011 Legislative Agenda by State Chamber/AIA Executive Vice President Kenny Hall

Following the conclusion of the Annual Meeting, attendees were invited to attend an Open House to show off the State Chamber/AIA’s newly remodeled office and meeting space.

Thanks to all the companies and organizations that sponsored the Annual Meeting and the participants who took time from their busy schedules to attend.

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## **Eighteen Organizations Receive Governor’s Quality Awards**

Eighteen organizations from throughout the state were presented Arkansas Governor’s Quality Awards during the 16th Annual Awards Celebration for the Governor’s Quality Award Program on Monday evening, November 15<sup>th</sup> at the Peabody Hotel Little Rock. Approximately 260 business and civic leaders from throughout Arkansas attended the celebration.

Taking top honors by receiving the Governor’s Award for Performance Excellence was the Tyson Food Safety and Research Laboratory in Springdale.

The Achievement Level Award was awarded to: ARcare, Inc., Augusta; Drew Memorial Hospital, Monticello; Freight Systems Inc., North Little Rock; and Saline Memorial Hospital, Benton.

Organizations receiving the Commitment Level Award were: Community Health Centers of Arkansas, Inc., North Little Rock; Delta Memorial Hospital, Dumas; Garland Nursing and Rehabilitation Center, Hot Springs; Ouachita Nursing and Rehabilitation Center, Camden; Southern Arkansas University, Magnolia.; and St. Vincent Health System, Little Rock.

Organizations receiving the Challenge Level Award were: Arkansas Foundation for Medical Care, Little Rock; engines, Inc., Jonesboro; Mainstream Technologies, Little Rock; Rockline Industries Inc. NWA; Southland Park Gaming and Racing, West Memphis; Stone County Medical Center, a division of White River Health System; and University of Arkansas for Medical Sciences, Little Rock.

The awards ceremony includes four award levels of Performance Excellence (in descending order of qualifications): the Governor’s Award, the Achievement Award, the Commitment Award and the Challenge Award. As well as the recognition, recipients receive an in-depth evaluation of their management systems and a written feedback report citing strengths and areas for improvement. Industry-specific seminars were held last year for manufacturing, healthcare and insurance/financial services.

The goal of the Governor’s Quality Award Program is to encourage Arkansas organizations to engage in continuous quality improvement, which leads to performance excellence, and to provide significant recognition to those organizations. Created as a not-for-profit organization, the program is dedicated to assist in building a strong infrastructure for Arkansas businesses. That dedication

is reflected in the program's vision to contribute to the success of Arkansas organizations and the communities they serve. The Governor's Quality Award program partners with the Arkansas State Chamber of Commerce.

The Chairman of the Board of the Governor's Quality Award program is Cal Kellogg, Vice President and Chief Strategy Officer for Arkansas Blue Cross and Blue Shield. Organizations and companies interested in participating in the program should contact Governor's Quality Award Executive Director, Sue Weather with the Arkansas State Chamber of Commerce by calling 501-372-2222 or go to [www.arkansas-quality.org](http://www.arkansas-quality.org).

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## **Leadership Arkansas Class V Holds Governmental Affairs Session in Little Rock**

Leadership Arkansas Class V held its Governmental Affairs session on November 16-17 in conjunction with the State Chamber/AIA Annual Meeting at The Peabody Hotel in Little Rock. The session included a mock Joint Budget Committee meeting and gave class members a first-hand look at some of the hard choices members of our General Assembly have to make concerning the state's budget.

Special thanks goes to the Arkansas Department of Human Services; Arkansas Department of Higher Education; Arkansas Department of Community Corrections; Arkansas Department of Education; Arkansas Department of Health; Arkansas Department of Corrections; Arkansas Highway & Transportation Department and the Office of Governor Mike Beebe for participating in this session.

This session was sponsored by **Chesapeake Energy** and **Pulaski Technical College**.

Leadership Arkansas is presented by **Southern Bancorp**.

Additional sessions scheduled for the class include:

- Session II – January 20-21, South Arkansas, Camden
- Session III – March 17-18, Northwest Arkansas, Siloam Springs
- Session IV – May 19-20, Fort Smith Region, Fort Smith
- Session V – June 23-24, Northeast Arkansas, Jonesboro
- Session VI – June 24, Graduation, Jonesboro

The State Chamber/AIA is seeking sponsors for these sessions. If your company would like to be a sponsor, contact Bill Watson at [bwatson@arkansasstatechamber.com](mailto:bwatson@arkansasstatechamber.com) or 501-802-1740.

For additional information on the Leadership Arkansas program, contact Susie Marks at 501-210-4206 or [smarks@arkansasstatechamber.com](mailto:smarks@arkansasstatechamber.com).

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## **Next Small Business Council Meeting to Cover “Cyber Liability”**

The next State Chamber/AIA Small Business Council Meeting will be held Tuesday, November 30<sup>th</sup> from 11:30 a.m. to 12:45 p.m. in the State Chamber Conference Room Lunch will be provided, followed by a legislative update. Jenny Bradford, an attorney with Regions Insurance, will provide a presentation on "Cyber Liability."

Thanks to **Arkansas Capital Corporation Group**, meal sponsor for all 2010 Small Business Council meetings.

For further information, contact Jeff Thatcher at [jthatcher@arkansasstatechamber.com](mailto:jthatcher@arkansasstatechamber.com) or 501-210-4205.

Small Business Council meetings are open to all members of the State Chamber/AIA.

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### **State Chamber/AIA Advertising/Sponsorship Opportunities Available for 2011**

The Arkansas State Chamber/AIA is proud of the relationships we have built with our sponsors and advertisers, and we invite you to become one of them.

As you begin allocating your annual sponsorship and advertising budgets, we wanted to make you aware of the many opportunities for sponsorships and advertising with us.

Each sponsorship and/or advertising opportunity offers a variety of benefits, visibility and, more importantly, a return on your investment. Please click [here](#) for information on advertising and click [here](#) for information on sponsorship opportunities we have for 2011.

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### **State Chamber/AIA to Publish 2010 Annual Report**

The State Chamber/AIA will publish its 2010 Annual Report in January. Ad space is now being sold for the publication.

If your company would be interested in placing an ad, please contact Jeff Thatcher at [jthatcher@arkansasstatechamber.com](mailto:jthatcher@arkansasstatechamber.com) or 501-210-4205.

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### **Breakthrough Solutions Conference Set for December 2**

The impact of globalization, outsourcing, and demographic changes has had a negative impact on many rural communities and regions. It is time for us to take a fresh look at how communities and regions can leverage their assets and create sustainable, entrepreneurial economies.

That's what will occur at the 2010 Breakthrough Solutions Conference, with the theme "Tomorrow's Communities – Innovative, Global, Local". Breakthrough Solutions, a program of the University of Arkansas Division of Agriculture, is a cutting-edge initiative with multiple partner organizations dedicated to equipping and assisting communities and regions succeed in the 21<sup>st</sup> century economy.

Conference speakers will share great stories that demonstrate that the communities that will be around tomorrow and in the future are innovative, connected to the global economy, and leveraging local assets. The conference will take place at the Wyndham Hotel in North Little Rock on December 2, 2010. Click [here](#) to register. If you have questions, call 501-671-2072 or e-mail [assignorelli@uaex.edu](mailto:assignorelli@uaex.edu).

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## **Arkansas World Trade Center Presenting Brown Bag Event on China December 6**

China's economy has been growing faster than any other country in the world. In 2009, China's GDP grew by 8.7 percent, which ranked first among all countries. China, which has claimed the second largest economy in the world with no signs of slowing down in the future, is projected to be one of the best countries to invest in for years to come.

The Arkansas World Trade Center, located at 3300 Market St., Suite 400 in Rogers, will host a Brown Bag Event on December 6<sup>th</sup> from 12:00 noon until 1:30 p.m. Entitled "China's Legal System & Economic Growth, the event will be led by Maggie Zeng, Assistant General Counsel from Walmart China Investment. Zeng will speak on China's legal system and business investments in China.

The lecture will cover China's economy, doing business in China, an overview of the Chinese system, and dispute resolutions for international business in China. Zeng graduated from Wuhan University with a Masters degree in Law. She has worked with several companies such as Shenzhen Lushan Power Land Co., Guangdong Sunrise Group and is employed by Walmart China.

Reservations are required for this event. To RSVP, contact Taylor Mills at [Tdmills@gmail.com](mailto:Tdmills@gmail.com) or 479-418-4826.

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## **Welcome to Our New Members**

Thanks to the following new members which recently joined the State Chamber/AIA:

**Custom Aircraft Cabinets, Inc.**  
**Diamond International**

Edward Jones/Alexander Varela  
McClelland Consulting Engineers  
Promotional Ideas Inc.  
Westrock Coffee LLC

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## Thanks to Our Pinnacle Members

Thanks to all of our Pinnacle investors, the respected companies that support the State Chamber/AIA at the highest annual investment levels. We appreciate all that they do for us.

### **APEX**

Entergy Arkansas, Inc.  
Wal-Mart Stores, Inc.

### **SUMMIT**

Chesapeake Energy, Inc.  
Cox Communications  
Southern Bancorp, Inc.  
Tyson Foods, Inc.  
XTO Energy, Inc.

### **PEAK**

Arkansas Blue Cross and Blue Shield  
Arvest Bank  
AT&T Arkansas  
BP America, Inc.  
CardinalHealth  
CenterPoint Energy Southern Gas  
Deltic Timber Corporation  
Electric Cooperatives of Arkansas  
FedEx Freight - East  
Koch Companies Public Sector, LLC  
Nucor/Nucor-Yamato  
Oaklawn Jockey Club  
Southland Park Gaming & Racing  
Southwestern Energy Company  
State Farm Insurance  
Verizon Wireless  
Welspun Tubular, LLC  
Windstream Corporation

### **CROWN**

Acxiom Corporation

**AEP Southwestern Electric Power  
Albemarle Corporation  
American Greetings Corporation  
America's Car-Mart, Inc.  
Arkansas Department of Workforce Services  
Arkansas Employees Federal Credit Union  
Arkansas Farm Bureau Federation  
Arkansas Oklahoma Gas Corporation  
CenterPoint Energy Gas Transmission Company  
Cherokee Casino West – Siloam Springs  
Crossland Construction  
Delta Dental of Arkansas Inc.  
Delta Natural Kraft  
Energy Transfer/Fayetteville Express Pipeline  
Evergreen Packaging Company  
Farm Bureau Mutual Insurance Company of Arkansas, Inc.  
Fidelity National Information Services  
Forest Oil Corporation  
Glad Manufacturing/A Clorox Company  
International Paper Company  
Kimberly-Clark Corporation  
Kraft Foods  
Lion Oil Company  
McKee Foods Corporation  
Mid-America Packaging, LLC  
Nabholz Construction Corporation  
Nice-Pak  
OG+E  
PACO Steel & Engineering Corp.  
Petrohawk  
Philander Smith College  
Riceland Foods, Inc.  
Russellville Steel Company Inc.  
Signature Bank of Arkansas  
Stephens Inc.  
Suez Energy North America  
The Clorox Company  
US Bank  
Waste Management  
Weyerhaeuser Company  
Wright Lindsey & Jennings**

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November 30	Small Business Council Meeting 11:30 a.m. – 12:45 p.m. State Chamber Conference Room
January 20-21	Leadership Arkansas Class V Session II Covering South Arkansas Camden
March 17-18	Leadership Arkansas Class V Session III Covering Northwest Arkansas Siloam Springs
April 18	Washington Congressional Dinner Crystal Gateway Marriott Arlington, Virginia
May 19-20	Leadership Arkansas Class V Session IV Covering Fort Smith Region Fort Smith
June 23-24	Leadership Arkansas Class V Session V Covering Northeast Arkansas Jonesboro
June 24	Leadership Arkansas Class V Graduation Jonesboro

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