



Young Professionals Committee

Huntington Regional Chamber of Commerce Young Professionals Committee

September/October 2010 Newsletter

Memo from the Chair:

The Huntington Young Professionals Committee will be holding a candidate tradeshow on Tuesday, October 19, 2010, from 5:30pm until 7:30pm. The venue for this event will be the Marshall University Alumni Center located at the corner of 5th Avenue and John Marshall Drive on the campus of Marshall University. Invited candidates for the upcoming November 2nd election will be available to present their platforms and address issues of local concern to those in attendance.

The format will not be the traditional moderated question and answer forum, but instead, it will be more of a job fair setting. Each candidate will have a table housing campaign literature and hand-outs and the public will have the opportunity to speak with the candidate(s) of their choice at their own pace.

The following candidates have been invited to set up a table:

US. SENATE	DISTRICT 16 HOUSE OF DELEGATES	DISTRICT 15 HOUSE OF DELEGATES
JOE MANCHIN (D)	DOUG REYNOLDS (D)	KEVIN CRAIG (D)
JOHN RAESE (R)	T-ANNE SEE (R)	DOUGLAS FRANKLIN (R)
JESSE JOHNSON (M)	KELLI SOBONYA (R)	PATRICK LUCAS (R)
	DALE STEPHENS (D)	CAROL MILLER (R)
		JIM MORGAN (D)
		MATT WOELFEL (D)
3RD CONGRESSIONAL DISTRICT	COUNTY COMMISSION	
SPIKE MAYNARD (R)	SCOTT BIAS (D)	
NICK RAHALL (D)	ANNE YON (R)	

This has the potential to be a huge event for the YPC as we have secured several sponsors that are media companies. These sponsors will be advertising the event very heavily for us for minimal or no cost, so the sky is the limit in terms of exposure for the YPC and given the format, I would anticipate a nice size crowd. Please make plans to attend so we can let our voices be heard.

If you are interested in volunteering please contact me at your earliest convenience.

- Chris Tatum

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**GET CONNECTED
STAY CONNECTED**



MEMBER HIGHLIGHT

Brooke Maynard Opperman



Brooke was born and raised in Huntington, WV and graduated from Huntington High School in 1998. She went on to attend Marshall University and graduated in 2006 with a Bachelors of Business Administration in

Finance. She began working for United Bank in 2005 as a teller and upon graduation accepted the position of Associate Trust Advisor. Brooke's current position in the Wealth Management Group is in Fiduciary Services where she is responsible for the account administration for trust, custody, and investment management accounts, estates, and works in the area of estate planning.

Brooke is currently serving on the Board for the Greater Huntington Estate Planning Council, has been a member of YPC since 2008 in the Communication Subcommittee, enjoys volunteering for Habitat For Humanity build days & Big Brothers Big Sisters events. She is also a member of Delta Sigma Pi, Business Fraternity.

In her spare time, Brooke enjoys Marshall sporting events, live music, outdoor activities and yoga. She lives in Salt Rock with her husband, John, and three dogs. They are expecting their first child this December.

You can reach Brooke @ 304-781-2380 or brooke.opperman@bankwithunited.com



OCTOBER MEETING

When: Thursday, October 7th @ 6pm

Where: Cabell Huntington Health Department
703 7th Avenue, Huntington, WV

Reception and Dinner: \$10 for appetizers, soup, dinner and dessert

Speaker: Joyce T. Heames, Ph.D.

RSVP to elizabeth.a.ayers@wv.gov by Wednesday, October 6th

"Developing Leaders. Building Relationships. Achieving Success."

Great Service is a Choice

Excerpt from: *The Simple Truths of Service*, by Ken Blanchard and Barbara Glanz

No one can make you serve customers well. That's because great service is a choice. Years ago, my friend, Harvey Mackay, told me a wonderful story about a cab driver that proved this point. He was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey. He handed my friend a laminated card and said:

"I'm Wally, your driver. While I'm loading your bags in the trunk, I'd like you to read my mission statement."

Taken aback, Harvey read the card. It said:

Wally's Mission Statement:

To get my customers to their destination in the quickest, safest, and cheapest way possible in a friendly environment

This blew Harvey away. Especially when he noticed that the inside of the cab matched the outside. Spotlessly clean!

As he slid behind the wheel, Wally said, "Would you like a cup of coffee? I have a thermos of regular and one of decaf."

My friend said jokingly, "No, I'd prefer a soft drink."

Wally smiled and said, "No problem. I have a cooler up front with regular and Diet Coke, water and orange juice."

Almost stuttering, Harvey said, "I'll take a Diet Coke"

Handing him his drink, Wally said, "If you'd like something to read, I have The Wall Street Journal, Time, Sports Illustrated and USA Today."

As they were pulling away, Wally handed my friend another laminated card. "These are the stations I get and the music they play, if you'd like to listen to the radio."

As if that weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him. Then he advised Harvey of the best route to his destination for that time of the day. He also let him know that he'd be happy to chat and tell him about some of the sights, or, if Harvey preferred, to leave him with his own thoughts.

"Tell me, Wally," my amazed friend asked the driver, "have you always served customers like this?"

Wally smiled into the rear view mirror. "No, not always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day. He had just written a book called *You'll See It When You Believe It*. Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, 'Stop complaining! Differentiate yourself from your competition. Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.'

"That hit me right between the eyes," said Wally. "Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I did more."

"I take it this has paid off for you," Harvey said.

"It sure has," Wally replied. "My first year as an eagle, I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at cabstands anymore. My customers call me for appointments on my cell phone or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action."

Wally was phenomenal. He was running a limo service out of a Yellow Cab. I've probably told that story to more than fifty cab drivers over the years, and only two took the idea and ran with it. Whenever I go to their cities, I give them a call. The rest of the drivers quacked like ducks and told me all the reasons they couldn't do any of what I was suggesting.

Wally the Cab Driver made a different choice and decided to stop quacking like a duck and start soaring like an eagle. How about you?

Welcome New Members

Meredith Aliff

Corporate Recruiter
Mountain State University
maliff@mountainstate.edu

Keith Hernstrom

Assistant Director
Marshall University Campus
Recreation
hernstromk@marshall.edu

John Casto

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Covenant Home Health Care
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Keely Martin

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Marshall Institute for
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Taylor Hood

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Nelson Mullins Riley & Scarborough
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Calendar of Events

Thursday, October 7th - YPC Oct Monthly Meeting - 6pm at Cabell-Huntington Health Department

Cabell-Huntington Health Department is located at 703 7th Avenue. Dr. Joyce T. Heames will be speaking on business etiquette. There will be a reception and dinner following. She will discuss various topics, from handshakes to how to interact at social events to how to eat messy foods at a business dinner.

Friday - Sunday, October 8th - 10th - 40th Anniversary Bob Evans Farm Festival

The annual celebration features entertainment, traditional arts and crafts, farm contest, food, children activities and demonstrations. Visit www.bobevans.com/farmfestival. Bob Evans Farm located at 791 Farmview Drive, Bidwell, OH 45614.

Wednesday, October 13 - MU vs. UCF football game - 8pm at Joan C. Edwards Stadium

The game will serve as Faculty/Staff Appreciation Day. MU Faculty and staff will receive one complimentary non-endzone ticket for the game. Faculty and staff members must visit the Cam Henderson Center box office no later than 5:00p.m. on Tuesday, October 12, to obtain their complimentary tickets. They will also have the option to purchase up to three additional tickets for just \$15 each.

Friday, October 15 - YPC New Member Orientation - noon at the Chamber office

Any new member that has not previously attended an orientation is invited to attend. Please RSVP to carly@huntingtonchamber.org.

Tuesday, October 19 - YPC Candidate Tradeshow - 5:30pm - 7:30pm at MU Alumni Center

If you are interested in helping with this event, please contact Christ Tatum at ctatum@cabellcounty.org

Saturday, October 30 - MU vs. UTEP football game (Homecoming) - 3pm at Joan C. Edwards Stadium

Edited by Heather Marrs of



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