



wichitachamber.org

Leadership Spotlight



Tinley Innes

Owner Jubilations Event Planning

CHAMBER EXPERIENCE:

Expoventure 2006 Chair;
Expoventure 2005 Vice-Chair

EDUCATION:

University of Kansas

BUSINESS MENTOR:

My husband. I have never met anyone who has a greater work ethic and changes mistakes into opportunities like he does.

BEST BUSINESS ADVICE:

"Be diligent. Do what's right to make your business grow, even if it's uncomfortable."

LAST BOOK READ:

Over-Promise and Over-Deliver by Rick Barrera

FAVORITE BUSINESS QUOTES:

"If we are growing, we will always be out of our comfort zone." - John Maxwell
"Be faithful in small things because it is in them that your strength lies." - Mother Teresa

Richmond Visit

"The city-to-city concept is designed to expose our regional leadership to ways in which other communities have dealt with similar issues," says Harvey Sorensen, partner, Foulston Siefkin LLP. "Additionally, the process of being together and working together helps strengthen key relationships, leading to better decision making."

Why Richmond?

In 1990, Richmond underwent a Visioneering process much like Wichita's. In the 16 years since, the city has seen tremendous growth and success.

"We wanted to know how they sustained their long-range strategic plan, and what results came from it," says Suzie Ahlstrand, vice president of community advancement at the Wichita Metro Chamber.

"They developed their river and downtown ... and the local university, Virginia Commonwealth, has become an economic development driver with an extensive leadership program."

The group worked through

an intensive schedule beginning at 7 a.m. and going until nine at night. Sessions included time with the Greater Richmond Chamber president, the regional economic development partnership, downtown and leadership development representatives and key volunteers.

"I was very impressed to learn about the critical role the private sector played in Richmond's success," said Bryan Derreberry, Wichita Metro Chamber president and CEO. "They were very involved and there were definitely some risk-takers, from a capital investment standpoint."

Next Steps

The final day, the group took several hours out of their grueling schedule to determine: what are the next steps when we get back to Wichita?

The group identified priority initiatives under the Visioneering Wichita umbrella. Five specific efforts they believe will jumpstart the region's progress and prosperity:

1. Downtown/Riverfront Development

Use Wichita's tremendous natural resource, the Arkansas River, and build on the momentum of current developments to create a recreational destination and a sense of community for the region.

2. Branding/Community Identity

Combat Wichita's "self-image" problem by determining our identity and our "product" with common stories and specific strategies for telling our message.

3. Advanced Materials/Polymers Research and Manufacturing Park

With aviation manufacturing as a major industry, Wichita and the surrounding communities are a natural fit for the growing composites field. A proposed new research and manufacturing park would promote both research and development, along with new companies producing new products.

4. Education: Pre-K - High School

For Wichita and its surrounding communities to thrive and for businesses to successfully operate and grow, it is important that all

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Expoventure 2006: A Successful Business Show

Exhibitors put into words how this huge, one day, business-to-business show fosters visibility and networking—building business relationships that, in turn, help them build their business.

With more than 2,800 attendees and 360 exhibitors, business definitely started at Expoventure 2006 held on Sept. 21. Several Chamber members and exhibitors summed up their thoughts on the 2006 show.

In the Exhibitors' Words

Jubilant with Leads

Tinley Innes was the Expoventure 2006 Chair, she is also the owner of Jubilations Event Planning.

Jubilations Event Planning is a full service event coordination service centered on helping businesses plan events such as meetings, training sessions, open houses, employee parties and conventions.

Innes' company handles all the planning details from venue selection, catering menu, design of invitations, specialty table and chair linens to entertainment, floral arrangements, lighting, sound and on site design and coordination. Their services help companies ease the stress of event planning and coordination.

Innes outlined her thoughts on the importance of the show.

"I exhibited in Expoventure to help raise awareness in the business community of who and what Jubilations Event Planning is. I had a targeted market of nearly 3,000 business professionals.

Our staff made a lot of great contacts during Expoventure. Not only through exhibiting, but by participating on the Expoventure committee I built many strong business relationships.

During the show I spoke with a lot of marketing directors and business owners. Really I was getting to and talking with the decision makers for different companies.

The Expoventure tagline 'Business Starts Here' was fulfilled during the show not just through attendees but also through the opportunity to meet 400 other businesses represented as exhibitors. Some of the companies exhibiting I had never heard of before, so it was a chance to see what was new in the business com-



Tinley Innes stops for a photo while manning her booth during Expoventure 2006.

Jubilations Event Planning

Location: 334 N Gateway

Phone: (316) 516-1877

Web site: www.jubilationsevents.com

Chamber Involvement: Expoventure 2005 Co-Chair; Sunrise Scramblers; Expoventure 2006 Chair

munity that could help me grow my business.

On top of everything else, this year's speakers were awesome. Rick Barrera really makes you think about every aspect

of your business from start to finish. So even if you've been in business for 20 years, taking a fresh look at your business purpose can help you start a whole new phase of growth." ■