

# president's

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Dear members,

As we start a new year and change leadership of the chamber board, I ask Joe Petersen to be my guest columnist. Joe has lead the chamber through a somewhat difficult year and as the economy continues to change, his message is so vital. Together, we will be able to weather this downturn and in the process build a strong foundation. As the economy improves, easier days approach. Remember, the Chamber is your partner. Through Chamber relationships we can support and nurture positive growth in the Greater Keller Business Community. Together we will stay strong.

*Susanne Johnson*

## Joe Peterson, Past Chairman's Message

It's everywhere you look: our country is in recession, our businesses are struggling, life savings have been whittled down and even large, established corporations are feeling the pinch. There is no denying that we face serious changes and challenges in 2009. But we also have good reason to be optimistic about not only our future – but the day at hand as well.

We are blessed to live in one of the most attractive regions for business growth in the country. Varied economic engines are driving the North Texas economy, and Keller is located in the heart of it. Our city boasts a varied population that puts a high value on service, quality and supporting the local economy.

Today is the time to focus our energy on the sound fundamentals that make our businesses successful. If we genuinely return to our roots, we will make certain that we:

**Find enjoyment in our everyday lives**, at work and at home. Let others become mired in worry and doubt. Our positive energy and appreciation of what really matters – family and community – will guide our decisions and help us to find peace and contentment in all things.

**Remind ourselves of our original visions.** We must rediscover the excitement and enthusiasm that launched our businesses in the first place and convey this clearly to our customers.

**Provide sincere and professional service** to our customers. After all, they are not mere prospects or numbers, they are our neighbors and friends.

**Invest in education.** Make time to learn how to operate our businesses more efficiently while improving our services or products.

**Embrace change when change is needed.** Innovation and ingenuity insulates us from stagnating by challenging ourselves to improve.

**Stay the course** when we are confident that the direction we are taking is the right one. Let's stay focused on our mission; meeting our goals are sure to follow.

**Maintain and build our strength in numbers**, which is what the Greater Keller Chamber of Commerce is all about. By supporting and encouraging each other, we strengthen our personal and business relationships and **we become stronger.**

Let's not fall victim to bad news. Let's agree to work together to make 2009 our best year ever! It has been my great pleasure to serve as your Chairman during the past year and I look forward to continuing our work together to strengthen and build our community.

*Joe Peterson*



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