



## 2009 Institute National Board of Trustees

Spotlight on...



**Perry Webb, IOM, CCE**  
**CHAIR**  
 President and CEO  
[Springdale Chamber of Commerce](#)  
 Springdale, AR  
*Term: 2008-2009*

### MEET PERRY WEBB...

**Professional Accomplishments:** Obtaining my IOM and CCE. Twenty-one years successful experience as a chamber of commerce executive overseeing organizational programming, government affairs, communications, public relations, special projects, community and economic development.

- Managed the Springdale Chamber through a decade-long, aggressive growth period, both in finance and programming, doubling the size of the membership and staff while increasing the overall budget by over 400%.
- Successfully brought Minor League Baseball, the Northwest Arkansas Naturals, to Springdale through the recruitment and relocation of the Wichita Wranglers, the development of a stadium construction plan, implementation of a voter education campaign, and a successful referendum allowing for a \$50 million bond issue for the construction of Arvest Ballpark, which opened in April, 2008.
- Developed programming and subsequently managed a \$2.2 million chamber-sponsored economic development initiative, "Springdale Tomorrow", which was designed to: elevate entertainment & retail; create technology jobs; insure a pro-business attitude of our elected officials; implement a small business education program; and create new downtown development.
- Structured and implemented two private/public community strategic planning retreats, each with budgets of over \$85,000 and attended by over 125 political and business leaders, ultimately leading to the passage of a \$108 million school expansion program and a \$125 million municipal road improvement program funded through a one cent sales tax increase.
- Developed and created funding for an internal technology advancement plan, emphasizing communications, leading to the chamber being recognized nationally for technological innovation.
- Successfully led the Springdale Chamber through the U.S. Chamber's Accreditation Program.
- Managed over \$10 million in assets for the Springdale Public Facilities Board and managed the Springdale Advertising and Promotion Commission's \$300,000 annual budget.
- Facilitated the creation of over 1700 manufacturing jobs, \$130 million in investment by manufacturers, and the sale of more than \$2.4 million of Springdale Industrial Park acreage since 1994.
- Instrumental in recruiting efforts and incentive development for Duralor, a nanotechnology company, to be the first tenant in the Springdale Technology Park.
- Provided construction oversight of more than \$1.6 million in infrastructure improvements to the Springdale Technology Park: submitting a pending \$250,000 grant proposal for General Improvement Fund monies from the State of Arkansas for Phase II of the Springdale Technology Park.

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**Family:** Wife, Rebecca (Jackson), Married July 28, 1979  
Three Children: Amanda (Smith), 26, Sarah (Gordley), 25, Bartley, 20

**Current Residence:** Springdale, AR 72762

**Hometown:** Walnut Ridge, AR.....where I began my chamber career.

**Average Workday:** 8:00 – 5:30

**Favorite Stress Reducer:** Golf, Boating.

**Proudest Moment:** Watching my children succeed, whether in school, church or athletics. On a personal basis, receiving my CCE designation, and being inducted into the Arkansas Officiating Hall of Fame.

**Person You'd Like to Meet:** Norman Schwartzkopf

**What Motivates You:** Being perceived as doing a good job

**What can't you live without:** Peanut Butter and television

**What advice would you offer young nonprofit execs:** Focus on what needs to happen in your community before worrying about financial capabilities.

**Best thing about Institute:** Relationships with others in the business.

**Goals as 2009 Institute Chair:** Grow attendance numbers, increase buy-in by participants, and maintain a great learning environment.

## NATIONAL BOARD OF TRUSTEES

**Perry Webb, IOM, CCE**  
CHAIR  
President and CEO  
[Springdale Chamber of Commerce](#)  
Springdale, AR  
Term: 2008-2009

**Russell C. Salzman, IOM, CAE**  
CHAIR ELECT  
CEO and Executive Vice President  
[Institute of Real Estate Management](#)  
Chicago, IL  
Term: 2008-2009

**James A. Chavez, IOM**  
VICE CHAIR  
President and CEO  
[Clarksville Area Chamber of Commerce](#)  
Clarksville, TN  
Term: 2008-2009

**Gary A. LaBranche, CAE**  
PAST CHAIR  
President and CEO  
[Association of Corporate Growth](#)  
Palatine, IL  
Term: 2008-2009

**Shane A. Adams, IOM, TMP**  
President/ CEO and Director of Tourism  
[Montgomery County Chamber of Commerce](#)  
Blacksburg, VA  
Term: Through 2009 as *Chair of Southeast Board of Regents*

**Mark A. Biel, IOM, CCE**  
Executive Director  
[Chemical Industry Council of Illinois](#)  
Springfield, IL  
Term: Through 2009 as *Chair of Midwest Board of Regents*

**Debra A. Boronski-Burack, IOM, CCE**