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*"It takes character to truly value diversity.
It takes diversity to build true character."*
-- Dr. Emmanuel Ngomsi

January 2011

Dear Business Owner,

Greetings from the ***Business Sector of LS Cares/Community of Character***. It is with great privilege that I share with you my enthusiasm about this dynamic group of business and community leaders. As newly-elected President of the Business Sector, I am proud to share with you our vision, which is:

Build Character, Build Business, Build Community

Each month our committee meets to discuss the very ways that we can meet the needs of the business owner by making lives better for employees, customers, and community. Our focus is on character in the workplace, ways to bring greater visibility and exposure to the community, and providing workshops that enhance and educate us in a world of business that is ever-changing.

Character traits, of course, are a huge part of what makes this group so special. Each month there is a character trait that is focused on, and it is encouraged that each member work to integrate the specific trait into their businesses.

Advantages of being a member of the Business Sector are vast. Below is a sampling of the benefits of being a member:

1. **Emphasizes the importance of good character in your business.** Your business name will appear on all printed information, website, banner, and two tickets to the Mayor's Character Breakfast.
2. **Three yearly workshops - FREE to members.** Topics range from Ethics in Business, Business Management, Networking, Marketing, and Becoming an Employer of Choice. Breakfast is included!
3. **FREE ad in the LS Journal.** This is included in the membership...all you have to do is sign-up, provide content for the story, and we do the rest!

On behalf of the Business Sector, I would like invite you to be a part of our exciting, progressive-minded group. We have fun, and it's all in the name of Character!

Very Sincerely,
Phyllis A Balagna