



INSIDE THIS ISSUE

TOP STORIES

1 Havana Springtime 5K Race and 1-Mile Fun Run - March 13

1 Local Pharmacy Continues Legacy

2 TDS® Unveils New Communications Solution for Quincy Businesses

3 Welcome New Members

3 Osteryoung to Speak at Chamber Membership Meeting March 31

3 Quincy Kiwanis Invites You to Their Membership Social

4 Gadsden Medical Center Welcomes Dr. Sivapriya (Priya) Kumar to Their Team

OTHER NEWS

5 Food for Thought: Customer Service Courses

6 Healthcare Community Challenge! FREE Workshops Available to Current Healthcare Workers

6 Time to Roast Sheriff Young!

7 Seasonal Plants: Spring Plants Have Arrived at Bell & Bates

7 Progress Energy Helps Fight Hunger

8 On Your Radar: Clean Energy

9 8th Annual Masked

Havana Springtime 5K Race and 1-Mile Fun Run - March 13

First Presbyterian Church of Havana is hosting the first annual Havana Springtime 5K Race and 1-Mile Fun Run. The event will benefit Havana's Relay For Life, so all net proceeds go to the American Cancer Society. Early registration is only \$12 and includes a t-shirt. Race-day registration is \$20 and includes a t-shirt while supplies last. You can download the Registration Packet from the URL link listed above.

Race-day registration and packet pick-up is from 7:00 a.m. to 7:45 a.m. The 5K Race starts at 8:00 a.m. and the 1-Mile Fun Run starts at 9:00 a.m. The course goes through residential areas of Havana including the beautiful Twin Ponds Subdivision. There will be prizes for the overall winners, as well as winners in various age groups. All 1 Mile Fun Run finishers under 14 will receive a medal. So lace up your shoes and get ready! Walkers are welcome in both the 5K and 1-Mile events.

For more information contact Cindy Snowden at csnowden@bellsouth.net or (850) 264-4355.

Local Pharmacy Continues Legacy

Medical Center Pharmacy, locally owned and managed in Quincy, continues offerings established November 12, 1976 by its original owner, R.L. Massey. Although Massey recently passed away in July 2009, his legacy continues through the endeavors of the current proprietor, Lynn Massey and a long-lasting team of four Gadsden County women: Jean Lett (eighteen years), Denise Holcomb (ten years), Maurice Quinsey (four and a half years) and Alma Sandoval (two years).

"I was fortunate to have Mr. Massey as a mentor for twenty-eight years of my pharmacy profession. He provided direction and support but above all he led by example," stated [Lynn] Massey. "His loving care for people and his love for God provided the basis by which he lived his life. Whenever there is a doubt in my mind about choices today, whether pharmacy-related or related to living life in general, I default to the choice that I believe Mr. Massey would have made."

Massey continued, "My pharmacy career has been rewarding both professionally and personally due in part to the wonderful customers and employees I have known and worked with through the years. This is not just a job but a family reunion on a daily basis."

Prescriptions (both branded and generic), over the counter medication, diabetic supplies and a variety of braces, canes and walkers are among the primary products offered by Medical Center Pharmacy. Old time remedies such as turpentine, tincture and sweet oil are popular purchases. As a proud member of the Good Neighbor Pharmacy network, Medical Center Pharmacy is able to present competitive prices on prescriptions and other (household) items as well as provide the latest information and counseling on healthcare products. Gift items such as serving ware, collectible plate sets and angel figurines paired with the caring and attentive staff help make the pharmacy an easy and convenient one-stop shopping experience.



Lynn Massey, owner and head pharmacist



Denise Holcomb, registered pharmacy technician



Jean Lett, eighteen-year team member

UPCOMING EVENTS
www.gadsdenfla.com

Select Events from the top menu categories for current event listings. Please note the Chamber's 2010 schedule will be available in mid-to-late January.

"I have been at Medical Center Pharmacy for ten years as an employee and as a customer for sixteen years before that," said Holcomb, the registered pharmacy technician. "I have always been treated like my needs as well as my family's were top priority. I didn't need to go anywhere else."

Holcomb also said she hopes to continue making every customer who walks into the pharmacy today feel the same way she felt twenty-six years ago.

Medical Center Pharmacy adjoins the two family practice offices of Drs. Carla Holloman and Gloria Ramos. Drs. Sterling Watson and Anthony Polk (dentists) and Chookiert Emko (family practice) are located within the same block. Patrons of these doctors' offices and the pharmacy can also take advantage of the handy drive-thru window service.

Medical Center Pharmacy is located at 306 East Jefferson Street in Quincy and is a long-time member of the Chamber. Additional information about their services and products can be obtained by calling (850) 627-7595.

TDS® Unveils New Communications Solution for Quincy Businesses

No capital expense, increased employee mobility among the benefits of TDS' managedIP service helps businesses succeed in difficult times (and good times).



The economy is showing glimpses of recovery, but many businesses – locally and across the nation — are waiting for the hints to become sustainable signs of forward momentum. Understanding the struggles and uncertainty facing so many local business customers, TDS Telecommunications Corp. (TDS®), a member of the Gadsden County Chamber of Commerce, is introducing a new communications solution in Quincy, Fla.

Known as *managedIP*, it's a hosted Internet Protocol (IP) communications solution integrating voice and data as a single communications solution. Unlike many voice over Internet protocol (VoIP) services, TDS *managedIP* never uses the public Internet. The TDS solution is delivered over a private, secure, and dedicated network "hosted" at a secure TDS facility, according to Frank Holcomb, market manager for TDS.

Already available in St. Marys, Georgia, and parts of Tennessee and the Midwest, TDS *managedIP* delivers improved productivity, greater efficiencies, and comes without the upfront costs or capital expenses of traditional phone systems. According to Holcomb, this is good news for business owners in Quincy. He says, "I'm proud we are able to bring this product to our customers now, especially in this economy. It feels like the right product at the right time."

According to TDS customers who have made the switch, the impact is measurable. For example, Holcomb said an insurance agency with offices in four Wisconsin cities made the switch to TDS' *managedIP* service and eliminated long distance toll charges to simply call its own offices – saving the agency a few hundred dollars a month.

Another TDS *managedIP* customer, a sales-based company in Madison, Wis., likes knowing they're not missing any calls, (or sales). A self-proclaimed, Madison-based 'mobile office' likes how easily its three employees can adjust the system to designate how each wants to receive their calls when they're not in the office.

TDS' *managedIP* system delivers real-time benefits:

- No upfront capital expense. Only pay for services needed. No need to worry about equipment becoming obsolete.
- Advanced call routing features ensure customers never get a busy signal, employee productivity improves, and revenues increase because all calls get through the first time.
- A single phone number for employees to give to clients, while still maintaining the ability to manage incoming calls. One phone number can be set to ring through to multiple phones (office, cell, and home) simultaneously.
- User friendly administration that offers flexibility to quickly and easily adjust to staffing changes or when employees simply switch work stations; saves both time and money.

For more information, to view customer comments, or to schedule a free demonstration, call 1-866-9-TDSBIZ (1-

866-983-7249) or visit www.tdsvoip.com.

Welcome New Members

Arclight
Tallahassee
(850) 894-9559
Electricians/Solar Power Solutions

Father & Son Carpentry Services LLC
Quincy
(850) 509-3472
Carpentry/Maintenance/Home Improvements

Gadsden County Humane Society
Havana
(850) 539-0505
www.gadsdenhumane.org
Animal Rescue & Adoption

Make-A-Way Corporation
Tallahassee
(850) 656-3102
Non-profit/Affordable Housing

Osteryoung to Speak at Chamber Membership Meeting March 31

GO GADSDEN MEMBERSHIP MEETING

HOSTED BY: [Tri-Eagle Sales](#)
BEVERAGES SPONSOR: [Community Coffee Company](#)
GENERAL SPONSOR: [Gadsden Arts Center](#)

GUEST SPEAKER: Dr. Jerry Osteryoung
Jim Moran Institute for Global Entrepreneurship
Florida State University College of Business

TOPIC: How to Motivate Your Employees
How to Be the Best Manager

LOCATION: Tri-Eagle Sales
545 River Birch Road, Midway

RSVP REQUIRED: RSVP by 2:00 p.m. on Wednesday, March 24
michelleburdick@tds.net
850-627-9231



Future sponsors are requested in order to provide refreshments for this free monthly membership event. Initially created as a leads group, Go Gadsden is a networking opportunity for Chamber members to educate fellow members and community and business leaders about their organization's products and services. The free meetings will be open to all Chamber members and special invited guests. **RSVPs are required.**

Quincy Kiwanis Invites You to Their Membership Social

The membership of the Quincy Kiwanis Club ("QKC") are privileged and pleased to invite you to become acquainted with QKC, become a member and participate in their many community programs. Kiwanis is a global organization of volunteers dedicated to changing the world, one child and one community at a time.



In October 2009, QKC, a member of the Gadsden County Chamber of Commerce, began a 'full court press' to increase our membership by ten new members. To date five local business partners and educators have joined our team of "Kiwanians". They welcome you or perhaps someone on your staff to join them at their membership social being hosted Thursday, March 18, 2010, 5:00 pm to 7:00 pm at The Golf Club of Quincy, 2291 Solomon Dairy Road, Quincy, FL 32351.

Meanwhile, for your review and contemplation, a small packet of information is available that emphasizes the activities, programs and special events that Kiwanis sponsors for the Quincy community. Listed are many of the activities and events:

- Weekly – Speakers - business professionals and educators
- February – Tales for Tots project;
- April – Convention for both Key clubs;
- April – Annual golf tournament;
- May – Law Enforcement recognition day;
- May – Scholarships for 3 area schools;
- November – Annual fruit sale;
- December – Children's Christmas Party

To get to know the organization better, please browse <http://www.Kiwanisinternational>. You're also invited to take a glance at a few pictures of their previous fundraisers and community events – please visit: quincykiwanis448@gmail.com, Kiwanis448Q - password.

The Quincy Kiwanis anxiously anticipates meeting you on March 18th to share with you how their members are making a positive difference in the lives of our children and youth throughout Quincy and Gadsden County. If you plan to join them on Thursday evening March 18th, R.S.V.P. to Lauren S. Wright: lwright@myquincy.net or 850-544-0892 by Friday, March 12th.

Gadsden Medical Center Welcomes Dr. Sivapriya (Priya) Kumar to Their Team

Dr. Sivapriya (Priya) Kumar is welcomed by Dr. Gina Hope, Dr. Jeffrey Wasserman, Elaine Larkins – ARNP, Center Manager Jorge Martinez and a wonderful support staff; as they invite the Gadsden County Community to make Gadsden Medical Center it's health care home for the entire family.

Dr. Kumar was born in India and received a medical degree at PSG Institute, India. Upon completion of her education, she came to United States and joined residency at Tallahassee Memorial Health care. She graduated from Residency in 2008 and began working in Madison as a family practice physician. She has now joined the team of North Florida Medical Center's - Gadsden Medical Center in Quincy. Her medical interests include Women's health, Preventative care, Diabetes/ Hypertension management and Pediatric care.



Gadsden Medical Center, a member of the Gadsden County Chamber of Commerce, serves the Gadsden County community with quality and affordable medical care for the entire family, regardless of their financial status. They accept most insurance, including Medicare and Medicaid, offers a discount sliding fee scale based on annual household income, waives the annual Medicare Deductible, and offers a drug discount program offered through a federal program where the patient can obtain as much as a 50% or more discount on brand name drugs through participating pharmacies such as Massey Drugs, Quincy.

Gadsden Medical Center provides highly efficient and cost-effective care, which reduces or eliminates the need for more costly care such as emergency room visits and avoidable hospital stays. In addition to sick visits, they offer preventive care, including screening, diagnosis and management of chronic illnesses such as diabetes, asthma, heart and lung disease, depression, cancer and HIV/AIDS. This in turn generates significant savings to the entire health care system and Gadsden County as a whole.

Last year, Gadsden Medical Center served 13,817 visits by 3,121 patients, 55% uninsured and 63% of the total patients are at or below the 200% poverty level. 92% of Gadsden Medical Center's Uninsured Patient's

Charges were covered by the Discount Slide Fee Program totaling \$1,101,071 – 94% of the \$1,190, 792 uninsured medical charges. Additionally, \$73,845 in Annual Medicare Deductibles (\$135 per Medicare Patient) were waived for 547 Medicare Patients.

The top five diagnosis and services rendered at Gadsden Medical Center in 2009 was Hypertension, Diabetes, Immunizations, Heart Disease and Women’s Annual Services.

The “health care home” has been proven to be an effective model to provide quality care. A growing body of evidence shows that a robust primary care system reduces costs, improves health outcomes, and reduces the disparities on health care that are based on race, ethnicity, and income. Health care homes encourage a population-based, proactive, and planned approach to health care delivery. We coordinate care across various providers to facilitate the provision of recommended services, eliminate redundancies or unnecessary care, and engage patients and their families in their care regimen.

Growing numbers of people are uninsured or they have insurance but little or no access to basic health care services. The toll of unmet health care needs is incalculable. For over forty years health centers have broken many barriers to health care in America’s communities, while also customizing their services to meet the needs of the communities they serve. As health care costs continue to rise so does the need resulting in a growing need for the services provided by health centers. Health centers welcome anyone in need of care, regardless of insurance status or ability to pay.

Because millions of people receive or provide care through health centers, the community of potential advocates is huge – and growing larger all the time. We invite you to get involved: Dedicate the resources of your group or philanthropic effort to the support of health centers, Reduce the demand for health care services by promoting health education, better diets, exercise and public recreation programs, Volunteer at a health center event, to learn the issues first hand and make a direct difference, Work with a health center to engage public policymakers in supporting legislation that benefits health centers and their patients, and Link health centers with primary care associations and educational institutions, to ensure adequate training for health center staff and future health care workers.

Call Gadsden Medical Center today at (850) 875-9500 to find out how you can make a difference or to make them your health care home.

Chamber Continues Food for Thought: Customer Service Courses

The Chamber is pleased to continue its Food for Thought 2009-2010 series sponsored by **WORKFORCE plus**. By partnering with area educational professionals, the Chamber will offer training courses during lunch time. For the second series, the Chamber has joined with the Florida A&M University - Small Business Development Center to provide instruction in customer service development to local small businesses. The intent of these course offerings is to establish and retain customer loyalty to local businesses thus creating a positive impact on the Gadsden County economy. Owners, managers and employees of hotels, restaurants, pharmacies, retail, grocery and discount stores, financial institutions, co-operatives, medical and government offices are strongly encouraged to participate. In-house classes may be available.

Wednesday, March 24, 2009 11:30 a.m. - 1:00 p.m.

Gadsden Historical Society
304 W. King St., Quincy



Bridge Over Troubled Waters-Exceptional People Skills

Providers of government services may often be challenged with providing assistance to individuals at some of the most difficult times in their lives. Maintaining a respectful relationship with all of your customers is your goal. This course provides participants with the opportunity to explore and practice skills that will bridge the gap between your customers' frustrations and your provision of the best possible service.

To print a registration form, go to <http://www.gadsdenfla.com/pdf/48052410093300.pdf> or contact Michelle Burdick at michelleburdick@tds.net or (850) 627-9231. **Advance registration is required.**

Healthcare Community Challenge! FREE Workshops Available to Current Healthcare Workers

Are you currently employed in the dental profession? Are you a nurse, radiological technician or respiratory therapist? Are you interested in receiving free continuing education certifications? Then register today to attend the Healthcare Continuing Education Conference being held on Saturday, March 20th at Tallahassee Community College. Registration begins at 7:15 am and the workshops will run until 1:15 pm.

Workshops to be presented include: Diabetes Update; Infection Control in the Healthcare Setting: What Everyone Needs to Know; Patient Safety; Oral Cancer, Tobacco and Technology: Making a Difference, One Patient at a Time; An Oriental Odyssey in Radiography; Detecting Oral Cancer; Exposure to Radiation: Why be concerned?; Medical Errors in the Dental Office: Root Cause Analysis, Error Reduction and Prevention and Patient Safety; and Imaging and Techniques for the Additive and Degenerative Pathologies.

The Healthcare Continuing Education Conference is being provided through a grant received from Workforce Florida Inc. The funding is provided through the American Recovery & Reinvestment Act signed by President Obama in February 2009. The Act has a number of strategic elements that are designed to help stimulate the economy and create or sustain jobs.

Employers interested in registering their employees or healthcare professionals interested in attending, please contact **WORKFORCE plus** at (850) 414-6085 or email wfp@wfplus.org.

Time to Roast Sheriff Young!

The officers and members of the Gadsden County Men of Action, Inc. cordially invite you to the Roast and Toast of Sheriff Morris Young. The event will be held March 20, 2010, 6:30 p.m. at the Tallahassee Community College Pat Thomas Law Enforcement Academy at Florida Public Safety Institute, located at 85 Academy Drive in Havana, Florida. Tickets for the event are \$20.00 and may be purchased from any member or at the door. You may also reserve a table for a cost of \$250.00.



Corporate sponsorships are also available as follows:

Platinum \$1,000.00 – (3) Reserve tables with hors d’oeuvres for 8; full color ad

Gold \$ 750.00 - (2) Reserve tables with hors d’oeuvres for 8; full color ad

Bronze \$ 500.00 - (1) Reserve tables with hors d’oeuvres for of 8; full color ad

Patron Name listed in Program

All proceeds from the event will be used to assist the organization in funding their goals and objectives. The organizations goals and objectives are to “provide service support and assistance to the residents of Gadsden County” with emphasis on education. The Gadsden County Men of Action, Inc. was established in September 1987 and has been designated by the Federal Government as a 501 C3 Non-Profit organization. Please RSVP asap.

For more information, please feel free to contact Johnnie Beamon at 850-556-5245 or John Youmans at 850-508-8059.



Bell and Bates recently announced their "Spring Plants" have just arrived! Stop by and see their exciting array of colors available for your yards! They also have tomato and strawberry plants this week. More vegetable plants will follow next week.

Alyssum (purple, rose, white), Begonia (gin, vodka, whiskey, olympia pink, olympia red, olympia white), Dianthus (purple, white, mix, raspberry parfait, strawberry parfait), Dusty Miller, Petunia (lots of colors), Snapdragons, Tomatoes (good to plant in our topsy turvies), Strawberries, Petunias, Digitalis, Gaillardia, Monarda, Salvia, Scabiosa, Stachys, Achillea, Chrysanthemums, Euphorbia, Iochroma, Stokesia.

Check them out for all your gardening needs. They will be happy to help you. Any special requests, give Cliff Edge a call at 850-627-6115.

Progress Energy Helps Fight Hunger

In a recent effort to assist hungry families throughout the Big Bend, Progress Energy, a member of the Gadsden County Chamber of Commerce, presented a \$3,000 donation to United Way of the Big Bend (UWBB) illustrating another way they LIVE UNITED.

The goal of delivering food assistance to these families became a reality as the donation was immediately distributed to America's Second Harvest of the Big Bend (ASHBB).

"At a time when so many families are struggling financially, Progress Energy is demonstrating their corporate citizenship through their commitment to their customers, as well as their community," said Cheryl Phoenix, ASHBB executive director. "Through UWBB, we were able to utilize funding provided by Progress Energy to help provide more than 550 emergency food boxes to the seafood workers in Franklin County, which helped those individuals who needed it most."

ASHBB has many programs that strive to fulfill the mission of reaching out to hungry individuals throughout the seven counties of Big Bend. ASHBB is a member of the national network of Food Banks now called Feeding America that accepts food donations from processors, distributors, farmers, and retail corporations.

"Progress Energy has been a great partner to UWBB in our neighboring counties", said Ken Armstrong, UWBB president. "I'm not surprised to see them do something special during the recession to help people who are hungry. Now that's Progress!"

Progress Energy's Connected to the Community program involves a partnership with UWBB agencies throughout communities they serve to help provide food, goods, and services to the most needy residents.

"We chose to collaborate with United Way because they are uniquely positioned to understand community needs and are connected with the resources available to help meet those needs," said Robert Pickels, Progress Energy community relations manager. "Progress Energy and United Way of the Big Bend share a commitment to our community; we provide reliable electricity and exceptional customer support, much like United Way as they continually help those in need of social services. Together, we make a real, sustainable impact."

Hunger has become increasingly challenging issue across the Big Bend, Armstrong said. This recent

contribution by Progress Energy underscores a long-term partnership with UWBB that aims to meet this challenge.



Industry Insights & News from Florida, brought to you by Enterprise Florida. Feb 2010

Trend Watch

Bringing Up Biofuels: The Next Generation

The biofuels industry is seeing some big numbers lately: the U.S. Department of Energy is providing nearly \$800 million to accelerate advanced biofuels research and development; and the Bio Economic Research Associates estimate that the direct economic output from the advanced biofuels industry will reach \$5.5 billion in 2012.

The growth seen in the industry matches the potential seen in the development of next generation biofuels, such as those derived from cellulosic ethanol, algae and other biomass products (waste, wood chips, etc). Companies are currently focusing R&D resources to improve and commercialize these advanced biofuels.

The first industrial-scale facilities for producing cellulosic ethanol are scheduled to begin operations at the end of 2010. In the waste-to-energy sector, gradual improvements in the existing technologies are making them increasingly more efficient and cost-competitive. Algae, with proven yields of 2,000 gal per acre per year, is also considered a compelling 3rd generation renewable feedstock with estimated commercialization in a few years.

Advanced biofuels are likely to increase in importance for the energy industry as Renewable Fuels Standards continue to mandate yearly increases to reach the 21 billion gallons target by 2022.

Florida's abundant biomass and biofuel resources have spurred a vibrant cluster of innovative companies working in the advanced biofuels space. Some of them include:

- Vercipia Biofuels, a joint venture between Verenium and BP, is working on a 36 million gallon commercial cellulosic ethanol plant in Highlands County that will use a bio-chemical conversion process.
- PetroAlgae (Melbourne) is bringing to market a scalable, modular design system for near-continuous growing and harvesting of algae and other crops that can produce 3rd generation biofuels.
- Algenol (Bonita Springs) is commercializing a Direct to Ethanol™ process which uses proprietary algae strains and collection methods.
- Florida Crystals (West Palm Beach) has used sugar cane bagasse as feedstock for electricity production for years. It is now partnering with scientists at Florida International University to develop a more efficient process that will turn bagasse to ethanol.
- Citrus Energy, LLC (Boca Raton) received funding from the Florida DOE in 2008 and is raising funds for a pilot plant, which will use a special mix of enzymes to break down citrus peels to produce ethanol.

This information was provided by Enterprise Florida and can be viewed in its original format at http://www.eflorida.com/myeflorida/newsletter/ce_8.html.

Enterprise Florida Inc. is a partnership between Florida's business and government leaders and is the principal economic development organization for the state of Florida. Headquartered in Orlando, Enterprise Florida's mission is to diversify Florida's economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries. In pursuit of its mission, Enterprise Florida works closely with a statewide network of economic development partners and is funded both by the

State of Florida and by private-sector businesses.



The poster for the 8th Annual Masked Benefit Ball 2010 features a central graphic of a purple and yellow masquerade mask. At the top, logos for Tallahassee Democrat, Sunshine Savings Bank, abc 27 HD, and Cumulus are displayed. The event is held at the Tallahassee Automobile Museum on Saturday, March 20, from 7:00 pm to midnight. It includes a live auction with VIP tickets to "Dancing With the Stars" and round trip tickets to LA. The Grand Marshal is Anita Favors Thompson, and the MC is Lauren Dorsett. Entertainment includes live music and dancing by Crooked Shooz, a buffet, cash bar, and charity casino. Prizes include a parade of masks and a silent auction. Contact information is 850-222-2043 or www.cacaainc.org. The event proceeds benefit the Capital Area Community Action Agency's charitable services for the poor. Sponsors listed at the bottom include Talquin Electric, Budget Printing, Brown & Brown, Catering by J. Morrell, Rudnick Development, Envision Credit Union, Florida League of Cities, Raymond Dreisbach, IJ Foods Co., and Hancock Bank.

Questions about the 8th Annual Masked Benefit Ball? Call 850-222-2043 or contact diane.haggerty@cacaainc.org.

Message From U.S. Census Bureau Director Robert M. Groves

Are you up for the "Take 10" challenge?

On behalf of the U.S. Census Bureau, we are asking our partners to join us in making history by helping to boost the mail back participation rates across the Nation and in your community during the 2010 Census.

During each Decennial Census, the Census Bureau undertakes the count of every person residing in the United States, as mandated by Article 1, Section 2 of the U.S. Constitution. To encourage everyone to take 10 minutes to answer the 10 simple questions on the 2010 Census form, we are launching the "Take 10" campaign. Through "Take 10," you can visit <http://2010.census.gov/2010census/take10map/> to get updates on the proportion of households that have mailed back the 2010 Census forms. You also will be able to view differences between your community's participation rates and those of neighboring communities or other areas across the country.

The "Take 10" Challenge - Tools to Inspire the Mail Back Participation Rates for the 2010 Census

During the 2000 Census, 72 percent of occupied households mailed back their forms. In 2010, we are challenging communities to do even better. The Census Bureau's "Take 10" campaign gives you a wide range of tools to inspire your community to meet our challenge. These include:

- An interactive, map-based, "Take 10" Web site that allows local areas to track and compare their 2010 Census mail back participation rates, which will be updated on a daily basis at <http://2010.census.gov/2010census/take10map/>, and to look up their 2000 Census participation rates.
- An [electronic toolkit](#) is available which includes talking points, sample speeches, new releases, newsletter copy, event suggestions, flyers, stickers, and doorknob hanger templates, and more.
- Suggestions on how to use friendly competition with other communities to inspire participation in the census.

You can play an important leadership role in encouraging your community to mail back their forms. Most 2010 Census questionnaires are delivered from March 15-17, 2010. From the time the forms are delivered until the closing of the mail campaign at the end of April, you have the opportunity to remind your area residents of the importance of mailing back their census forms. We believe that you can encourage participation through speeches, special events, and challenges.

The stakes are high; an accurate count of the local population helps to ensure that your community receives its fair share of federal funding. This funding includes resources for services, such as health care, education, and roads.

Your constituents must complete and mail back their census forms between March 15, 2010 and April 15, 2010. The good news is that the 2010 Census questionnaire is one of the shortest in history-just 10 questions that only take about 10 minutes to complete. We hope we can count on you to encourage participation in the 2010 Census. Visit <http://2010.census.gov/2010census/take10map/> now to see your area's 2000 Census mail participation rate and check the site daily for updates beginning March 22.

The 2010 Census: It's in our Hands.