

# IOM Professional

## “You Matter”

You could be rich...you could have an expensive car and live in a big home.

You could live life with little stress.

You though, lead your community and bear your town's burdens.

You slave for the common good. You, my peer, take no credit and seldom receive such.

You put your life on hold. On call twenty-four hours a day, seven days a week.

Vacations are rare, sleepless night's common and pay scarce.

If the race is lost by another, you face the music.

You are a professional.

You are kind and sunny and get gray hair and wrinkles and ulcers and headaches for the valuable job you do.

You lead seldom follow. But still they question your value.

Your personal life is fodder for gossip and higher standards enforced.

Where you eat, drink, live or shop is sometimes questioned, criticized and judged.

You get knocked down. Get back up. Move on. You please. Bring hope. If you see a parade, you jump in front of it.

Stand for what is right about business and life.

You help others succeed and make millions.

You leave a legacy, though your name is never on the buildings, parks, roads, lakes and bridges you are responsible for creating.

The towns, lives and youth who are better for your efforts are usually not even your own.

Your community grows great because you planted trees whose shade you will never sit in. You're a destination expert.

Your gift of leadership is communicating people's worth and potential so clearly that they are inspired to see it in themselves

A community has abundant doctors and lawyers. They are numerous  
bankers, teachers and entrepreneurs.

But there is only one person who does your job.

There has never been another person exactly like you. And there  
never will be again. This is your time.

Because you have learned that people will forget what you said,  
people will forget what you did.

But they will never forget how you have made them feel.

In your community, you are sometimes alone. No partners for  
support, no second opinions. But you still care.

You do what you do for others, for business, for the community all for  
the common good.

You are good at what you stand for. You are their voice, their biggest  
cheerleader.

You are superman and superwoman.

You are special. You are vital.

You take chances, lead the band and live in the arena.

You are in the fight, in the game on the field and in the stands.

They will not hear you complain or criticize or second guess.

You wave. You take the challenge. You collaborate and refuse to  
hear words of failure.

Without you, economies suffer and communities crumble. But it's also  
about building a Chamber that works not because of you, but without  
you.

You are my peer. You are a Chamber professional. You matter.

Yes, you matter.