

Circle of Excellence Award

Judi Moreo and Fiona Carmichael Recognized as the June 2004 Recipients of the Circle of Excellence Award



Fiona
Carmichael

Judi
Moreo

Judi Moreo and Fiona Carmichael are co-owners of Turning Point International and the co-authors of several books including *Conquer The Brain Drain: 52 Creative Ways To Boost Productivity* and the newly released *Ordinary Women, Extraordinary Success*. They are also regular columnists in *The Business Voice* and have served as speakers and presenters through the Chamber's Business Education Series (BES).

Turning Point has been a Chamber member since 1988, though Moreo was actually involved even earlier as the owner of Universal Models. She received a Women of Achievement Award for Entrepreneurship during that time. Throughout their tenure, Moreo and Carmichael have been active and enthusiastic members of the Chamber's Customer Service Excellence program.

"We selected that area for involvement because with our training programs, we specialize in customer service training," explains Moreo. "We felt this committee would be the place where we could offer the most. It has proven to be a very beneficial committee in that we were able to set up a couple of Customer Service Award programs through the Chamber for some of our clients."

As international speakers visiting

an average of 232 cities a year, Moreo and Carmichael have an extremely demanding schedule. They try to work in as many Chamber events as possible, noting the positive impact their involvement has had on their business.

"Our Chamber membership has provided us with networking opportunities, visibility and the ability to keep up with laws that affect the small business person," says Moreo. "In addition, we have developed long-lasting friendships with many of the people we have met through the Chamber."

Moreo and Carmichael say their long standing relationship with the Chamber is based on many factors. "The Chamber has so many roles, it's difficult to pick just one," says Carmichael. "Education, awareness, networking, maintaining integrity of business, community relations, social events... the Chamber offers it all. If you're a business person and you don't belong to the Chamber, you're making a major mistake."

And if you are a member? Moreo and Carmichael say there are a number of ways to make the most of your membership.

"Go to meetings. Volunteer to be on committees. Read *The Business Voice*. Align yourself with a committee in your area of expertise or doing something you'd like to learn more about. Don't wait to be asked. Be proactive!"

In addition to their Chamber involvement, Moreo and Carmichael are also members of the American Society for Training & Development and the Casino Management Association. ■