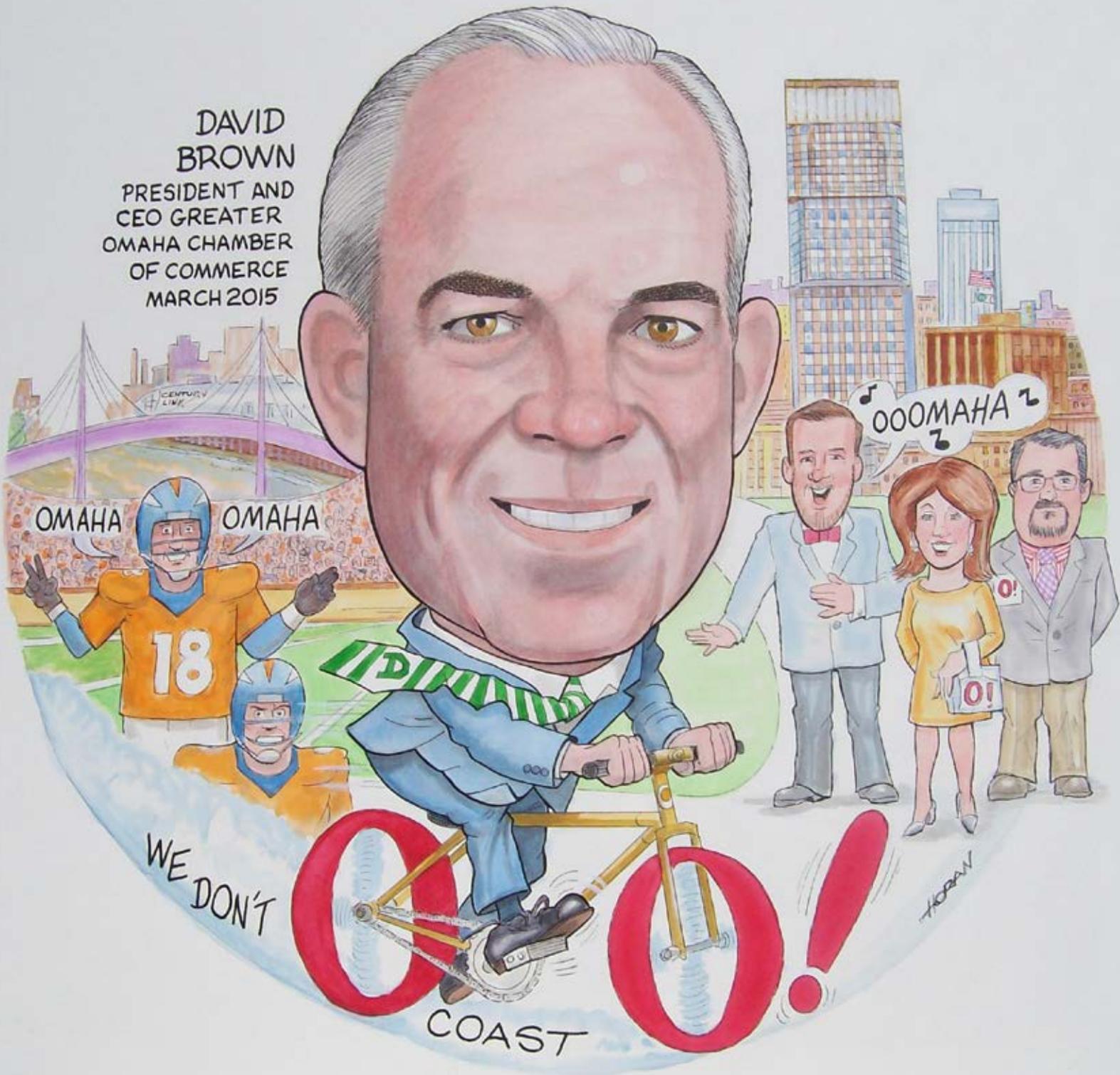


DAVID  
BROWN  
PRESIDENT AND  
CEO GREATER  
OMAHA CHAMBER  
OF COMMERCE  
MARCH 2015



## No. 144: David Brown March 2015

“We Don’t Coast.”

The promotional slogan for the Greater Omaha Chamber of Commerce became a humorous centerpiece of the March 25 roast that honored David Brown as the Press Club’s

## 144th Face on the Barroom Floor.

As the chamber's president and CEO for 12 years, Brown has been the leader and spokesman for a nine-county, two-state business community that has added 563 projects, 27,571 jobs and \$5.2 billion in capital investment since 2004. And as of last summer, the chamber and its massive Greater Omaha Development Partnership have an attention-getting campaign brand: "We Don't Coast."

Roaster Bob Turner, Union Pacific senior vice president for corporate relations, said there were several other possibilities for a motto. Noting Brown's Mr. Rogers-like penchant for wearing sweaters, Turner said David's first choice for a slogan was: "Won't You Be My Neighbor?" Other slogan candidates included "Landlocked and Lovin' It" and, as a twist on Ak-Sar-Ben's popularity, "A-Ham-O!"

Serving as emcee was Gary Gates, CEO of OPPD, who began the roast with: "Winston Churchill said: 'History will be kind to me, for I will write it.' Sorry, David, you're out of luck. We're writing your history."

Other roasters were Linda Lovgren, president and CEO of Lovgren Marketing Group; former Mayor Mike Fahey, and Steve Seline, president of Walnut Private Equity Partners. Some of their barbs:

Lovgren: "It's no wonder David hired a fitness trainer. It's cheaper than a shrink. A trainer doesn't argue with you. And they don't let you coast."

Fahey: "We're celebrating David's Face on the Barroom Floor. I've seen it there a couple of times before. That's a joke!"

Seline: "David led a huge initiative to recruit tech workers from Seattle. But 'We Don't Coast' met lukewarm success. The Seattle workers responded: 'We've got legal pot!'"

Artist Jim Horan's Face on the Floor received a compliment from Brown ("You took about 20 years off me"). It features David pedaling a bicycle with wheels made out of "Big O" symbols. Trailing behind is the "We Don't Coast" motto. Brown's striped tie is green and white for his Dartmouth College alma mater, where he was a football and baseball player. Also in the caricature are David's wife, Maggie, and sons Elijah and Gregory.

In his response, Brown had the last word on "We Don't Coast." Praising Omaha as "a world-class city with world-class people," Brown concluded: "We don't coast. We accomplish great things together."