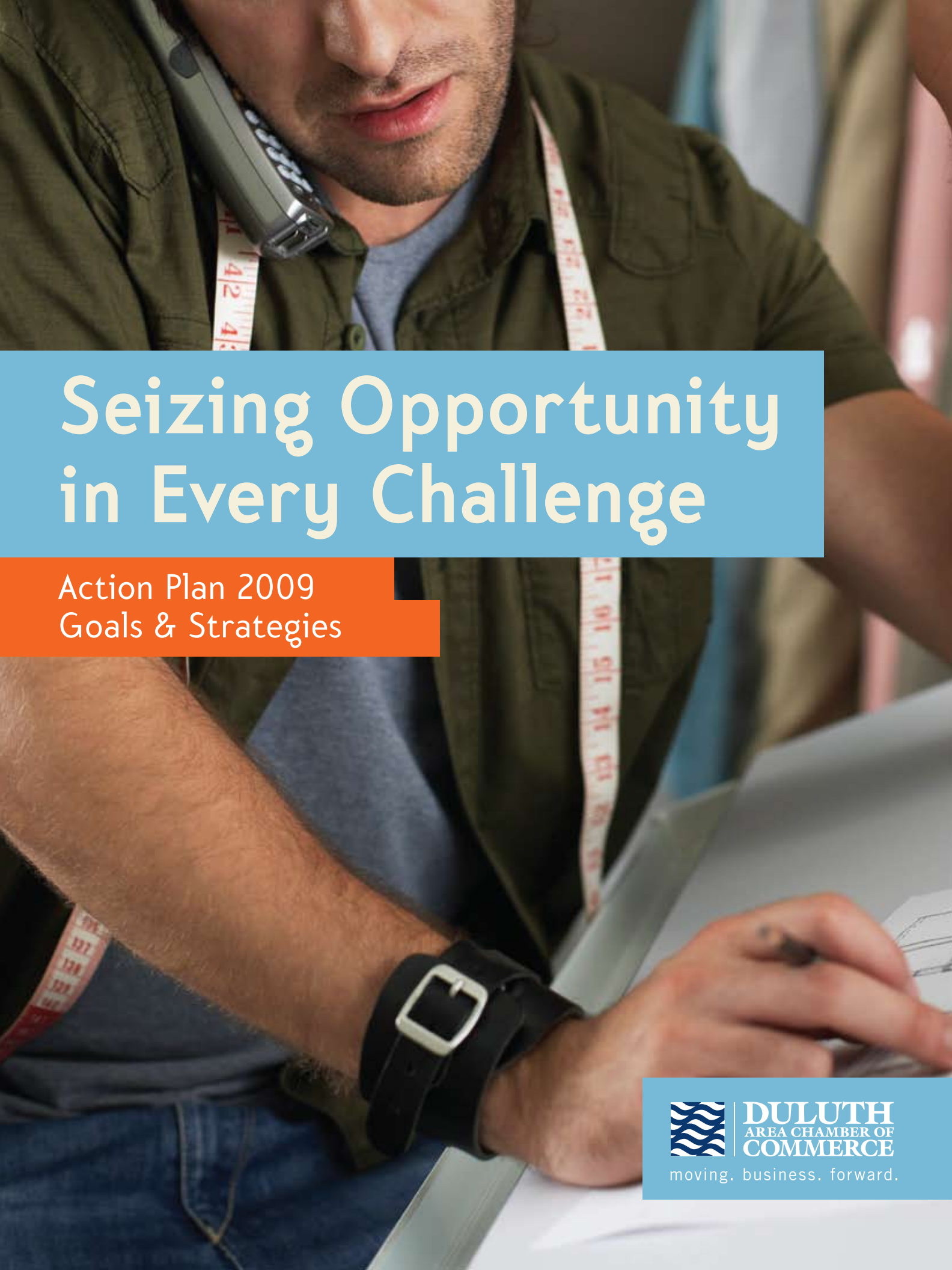
Seizing Opportunity in Every Challenge

Action Plan 2009
Goals & Strategies



DULUTH AREA CHAMBER OF COMMERCE

moving. business. forward.

There is no better time.

Duluth is a great place to do business. We have a stellar workforce. Local colleges and universities feed our talent pool with fresh ideas and renewed energy. Our beautiful natural resources drive tourism and add to quality of life. And the Duluth Area Chamber of Commerce is 1,100 businesses strong, putting us in a strategic position to turn challenges into opportunities. In 2009, we commit to doing just that.

There are many challenges before us, among them a city struggling to balance its budget and evidence of a depressed economy. As concern about these issues grows, it is even more important to invest in a strong business community. In fact, representing the voice of business has never been so pressing.

There is real value behind your Chamber membership. You can be sure your investment in the Chamber is working for you to move business forward. Here are some of our key goals and strategies for 2009.

Goals

- Provide additional value to Chamber members
- Create a strong business community in Duluth
- Educate our members on topics that are relevant to them
- Provide opportunities for professional and leadership development
- Advocate for public policy that benefits member businesses
- Connect young people to the business community
- Strengthen the Chamber by retaining and attracting members, especially small businesses
- Be a positive voice for Duluth

Strategies

Public Policy

- Maintain and build relationships with elected and non-elected officials
- Represent the voice of business in public policy matters
- Support our local military operations
- Continue a strong presence at Duluth & St. Louis County at the Capitol

Professional Development

- Continue to develop Leadership Duluth as the community's foremost leadership development program
- Understand and respond to the career and business development needs of small businesses through insights from the Professional Development Council and members
- Bolster the business community through premier events, including the Annual Golf Classic and the Annual Meeting and Dinner Celebration

Fuse Duluth

- Create a self-sufficient program through member dues and sponsorships
- Offer events that present opportunities for young people to network, be informed and engage with the community
- Reach out to our colleges and universities to connect students to the business community

Member Resources and Retention

- Retain members through developing and maintaining a Retention Team and incorporating a recognition program for long-standing members
- Act as a business resource, marketing and information center
- Work with area business initiatives, such as the Minnesota Chamber's Grow Minnesota! and the Sustainable Twin Ports Early Adopter Program
- Implement an automatic payment option for members

Membership Development

- Orchestrate membership campaign events and an incentive program that engage Chamber members in increasing the membership base
- Explore new opportunities to gain perspective regarding non-member concerns and insights
- Conduct regularly scheduled member orientations to ensure new and existing members are aware of and take advantage of Chamber benefits

Member Benefits

- Meet colleagues and potential business prospects.
- Stay current on what's happening in the business community through informational events and publications.
- Increase your visibility to the business community through inclusion in the Chamber online and print business directory, sponsorship opportunities, discounted access to the Chamber mailing list, and press release routing.
- Advance your workforce through professional and leadership development programs.
- Benefit from advocacy for public policy that benefits your business.
- Access business information and referrals.

HELP STRENGTHEN OUR BUSINESS COMMUNITY BY RENEWING YOUR MEMBERSHIP OR REFERRING A FRIEND. GET INVOLVED! CALL 218.722.5501.

Mission Statement

Providing business advocacy, collaborative leadership, and member-driven initiatives.

Vision Statement

We serve as the premier advocate for commerce and industry by facilitating interaction among business, government, education, labor, and the greater community. We actively create innovative opportunities for businesses to advance within a global economy.

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Holappa Commercial Real Estate

Vice Chair Public Policy
Jo Ann Hoag
St. Luke's Hospital and Clinics

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