



**EVERY
VOICE
MATTERS**

DULUTH AREA
CHAMBER OF COMMERCE



2011 KEY INITIATIVES

IT TAKES ALL OF US.

Today, the Duluth Area Chamber of Commerce is more than 1,000 business members strong. Every member voice is important, but it is through our collective voice that we can have the most impact influencing decisions that positively affect the business climate of our region.

Our goal is to listen to your needs and move forward with member-driven initiatives including educational opportunities, economic development and legislative issues. Every business is vital and we all are impacted by and share in each other's successes, often without realizing it. Let's encourage growth and innovation and work together to create a stronger Chamber and a stronger business community.

We invite your feedback and ideas for growth!

2010 KEY ACHIEVEMENTS INCLUDED:

- Successfully advocating for and securing state bonding dollars for the new Duluth Airport Authority terminal, which will attract cost-effective and additional travel options for area businesses.
- Helping ensure one of our region's largest employers – the 148th Fighter Wing – extended its mission into 2025 with the addition of the newest fighter jets.
- Offering free training from the region's leading experts for small business members, saving money and time while developing employees.
- Expanding FORVM offerings to continue to educate members and the community about key governmental issues that impact business in our region.
- Supporting the passage of The City of Duluth's new Unified Development Code, which will make the area more attractive to developers.
- Working with city and other government officials to keep the cost of government in line.
- Maintaining a membership retention rate that is higher than the national average.

BE PART OF THE MOMENTUM.

There are many ways you can get involved in supporting and advancing business initiatives in our community. Here are just a few:

- Renew your Chamber membership today. We are stronger when we work together.
- Ask a friend to become a member or call the Chamber and have them make the contact.
- Sponsor or volunteer for a Chamber offering or initiative.
- Host a networking event.
- Help support public policy that benefits our business community.

2011 KEY INITIATIVES

Each year the Chamber Board holds an advance to discuss key initiatives for the upcoming year. This year, under the leadership of Jo Ann Hoag, Chamber Board Chair, we did a pre-survey to gain input from all of our Chamber members. Based on that feedback, our goals are the following:

MEMBERSHIP

- Integrate and listen to new members to determine the best ways to help them.
- Begin retention at day one, making sure new members get connected and take advantage of all the Chamber has to offer.
- Research and utilize new communication tools to help members get the information they want in the way they want it.

EVENTS

- Refine offerings based on members' feedback, with a focus on quality rather than quantity of events.

EDUCATION

- Continue to educate members on topics that are of interest to them.
- Seek new program topics and speakers based on member feedback.

LEADERSHIP DULUTH

- Engage emerging leaders with the community and Chamber upon graduation.
- Continue to expand pool of qualified applicants.

POLICY

- Monitor tax and fee structure to ensure business is not paying undue expenses.
- Streamline government regulatory process.
- Support sustainable levels of essential government services by implementing new and creative methods of delivery.

FUSE DULUTH

- More effectively connect member businesses with Fuse participants to aid in recruitment and retention of Fuse-demographic employees.
- Create a "Newer to Town" event to help connect people new to town with the business community.

BENEFIT FROM YOUR CHAMBER MEMBERSHIP.

- Meet colleagues and potential business prospects at Chamber events.
- Know what's happening in the business community through informational events and publications.
- Benefit from advocacy in public policy.
- Learn about business-related topics, such as marketing, HR and leadership, with free educational offerings taught by local professionals.
- Reach your target audience through marketing opportunities.



CHAMBER PUBLIC POLICY GUIDING PRINCIPLES

Public policy is always a controversial topic. At the Chamber, we have worked hard to define guiding principles to use when advocating and supporting our members.

- Chamber policy reflects member interests rather than those of nonmembers.
- The intrinsic benefits of a market economy are recognized, valued and employed in building of pertinent public policy.
- Competition should be fair and provide the means to drive innovation, productivity and better economic value for all.
- Whenever practical, private enterprise rather than government does the job.
- Any decision by government balances the interests of all citizens while at the same time avoids domination by certain special interest groups.
- Change is inevitable, needed and welcomed.
- The Chamber supports additional investment in government only when government demonstrates responsible spending.



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Moving business forward. ▶

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MISSION

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

VISION

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.