



chamber Xpress

DULUTH AREA CHAMBER OF COMMERCE MONTHLY NEWS

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www.duluthchamber.com

Rooftop Blues Returns!

You'll be singing the blues – if you miss it. Fuse Duluth's 5th Annual Rooftop Blues event is set for Wednesday, August 11, from 5 to 7 p.m. atop The Inn on Lake Superior. It's a Fuse classic and a great midsummer diversion from the ordinary. So join us and get in gear for the Bayfront Blues Festival ahead of schedule!

Food, drinks, live music by Paul Newberg and Andy Hauswirth, fun prizes and great company will make for an epic evening of fun. Decompress after your busy day and enjoy the stellar views and expansive summer sky. The event cost includes food and one free drink. Bring your friends – this event is for Chamber members and nonmembers alike.

Rooftop Blues is made possible by event sponsor Duluth News Tribune and food and beverage sponsor United HealthCare. Sign up now! Visit the Chamber website, www.duluthchamber.com, to register for this one-of-a-kind event. Or call the Chamber at 722-5501.



A Premier Golf Event at a Premier Course!

Charter Golf Classic – Monday, July 26

Many people would love the opportunity to golf at Northland Country Club – and the Charter Chamber Golf Classic offers this chance. It's a day that includes breakfast, lunch, dinner, carts, camaraderie, giveaways and a poolside networking event for golfers and non-golfers alike.



Do You Enjoy Morning Golf?

Want to play a quick 18 holes at a premier golf venue? Our morning golf round clips along and you enjoy the same benefits as you would playing in the afternoon. Begin your day at 7:00am, enjoy your lunch, then return for dinner, music, laughter and fun. The Poolside Party begins at 6:00pm and concludes at 8:00pm.


New This Year – Promotional Pro Shop and Poolside Party

We have members committed to marketing their businesses and giving away great items. You will enjoy a seamless registration and a "shopping" experience in our version of the Pro Shop. In addition, you won't want to miss the opportunity to go home with an item from the prize boards.

Consider having your family or friends join you for dinner. Paul Newberg, a talented local guitarist and vocalist, will keep the party moving along during our social hour. It's another great opportunity for people to enjoy the elegance and fine fare of Northland Country Club. Dinner only - \$35. RSVP to inquiry@duluthchamber.com.


Marketing opportunities are still available. We have over 30 businesses supporting the Charter Chamber Golf Classic and you can be one of them. Questions regarding this year's event? Please call Linda Kratt at (218) 740-3753 or send an e-mail to lkratt@duluthchamber.com.





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Q&A

The Chamber Asks Its Members...

ABBIE HILL

Sales and Marketing Administrator
Charter Business

What was your first job and how old were you?

I used to collect money at the movie theater my parents owned that was located below their grocery store. I was 2 years old. The Child Labor Law doesn't apply to your own children – or so my dad used to tell me.

What is your favorite thing about our region?

I love the breathtaking views. Duluth truly is a gem. It has a small-time feel in a big city. It is a great place to fall in love with over and over again.

What professional accomplishments are you most proud of?



Abbie Hill

I am a young professional working in the field I received my degree in. If you recently graduated, then you know it can be difficult in today's economy. I also developed the marketing campaign for a Habitat for Humanity in a previous community I worked in. Nothing is more rewarding than using your talents to help a nonprofit organization.

What is the biggest challenge of doing business in our region?

The biggest challenge in doing business in this region is the regional landscape. When we build out our plant or our specialized fiber optic service, we need to do underground boring. The landscape (rock) makes this a bit of a challenge, but our highly trained construction team has years of experience and appreciates the landscape, because it's where they live and work.

What is the biggest reward?

The biggest reward is the relationships that are built with our customers – being able to give them a high quality product that is within their budget and essentially saving them money. We support their needs with a local office and staff.

Charter is the current and past supporter of the Chamber's Golf Classic. Back after a three-year absence, what are the benefits?

The benefit for Charter, as a whole, is the fact that we have a larger presence in the community with our association and sponsorships with the Chamber. Our focus was to make a big splash to announce that we are back and better than ever.

Our Social Media Conference Isn't Just for the 20-to-40 Crowd

Twitter this: Fuse Duluth is hosting its 2nd Annual Social Media Conference August 2 at Lake Superior College from 12:30 to 4:30 p.m. It's back, and it's set to be better than ever!



If you aren't already using social media marketing strategies, you're behind. If you are, are you using them effectively? This event features breakout sessions geared to attendees with varying skill levels and wide-ranging goals for their social media and marketing efforts. And it's definitely not just for the 20-to-40 crowd. If you frequent Chamber events, but haven't attended any hosted by Fuse, rest assured – you won't want to miss it.

We're bringing in top local experts to provide you with the best information and instruction on everything from search engine optimization to firewall and security concerns. It's a realm of knowledge that truly enables you to work smarter, not harder. Learn how to employ social media as a complementary (and cost effective) option to traditional marketing and communications. This conference is a great opportunity to find out what all the buzz is about, learn how it can work for you, and garner some valuable tools that will help you make the most of your time and resources.

Business applications are big, but social media can cement or sabotage your professional image as well. Discover the best ways to use online resources to enhance your efforts to build a personal brand and make efficient, effective connections.

From Social Media 101's overview of the technical landscape, to business-to-business social media strategies, we'll cover valuable, relevant and timely information.

Between sessions, visit our sponsor vendor booth areas to network with presenters and attendees. Our full presenter and session list will be available soon and registration will open shortly thereafter, so make sure to mark your calendar for this one-of-a-kind event. Ticket prices are \$35 for Chamber members and \$50 for nonmembers.

Sponsorship opportunities are still available and we're offering a range of options at varying price points. Contact Lara Wilkinson to learn more: lwilkinson@duluthchamber.com or 740-3754. Whether you fancy yourself a social butterfly or a wallflower, there's plenty to gain at this event for everyone! We hope to see you there.

Chamber Showcase *The Premier Networking Event of the Year!*

Accepted Locations:
Cloquet Area
Duluth Area
Grand Rapids Area
Hermantown Area
Hinckley
Moose Lake
Sandstone
Superior-Douglas County
Two Harbors

Thursday
August 12, 2010
4:30 pm – 6:30 pm

Black Bear Casino Resort

\$3 with RSVP
\$5 at the Door

RSVP is kindly appreciated.
Payment is the door. (pre-payment not available)

RSVP To:
Lara.Wilkinson@duluthchamber.com

BLACK BEAR Casino Resort
Enjoy drinks, hors d'oeuvres, and good company from participating chambers and their members.
1785 Hwy 210, Carlton, MN 55718

If you would like to sponsor the Showcase or participate, contact Linda Kratt: (218) 740-3753 or lkkratt@duluthchamber.com.

Promote While You Celebrate

Our upcoming Annual Meeting & Dinner Celebration is an ideal opportunity to showcase your business during our community's premier business gathering. The Celebration will take place the evening of Thursday, October 21, at the Duluth Entertainment Convention Center.

This year's Celebration promises to be our largest and our best. We will be doing something remarkable for our 140th annual gathering: honoring the 148th on our 140th. We will celebrate our local connection to securing our nation's freedom – the 148th Fighter Wing.

General Craig McKinley, the National Guard Bureau Chief, will be our keynote speaker. General McKinley is responsible for overseeing more than half a million Army and Air National Guard personnel. He is the first four-star general to lead the National Guard in its 372-year history. General McKinley will share his approach to providing leadership during pivotal times.

Mark your calendars and plan to join in the Celebration October 21st. Please contact me if you would like to learn about how you can bring heightened visibility to your business within the highest-profile gathering of the business community in 2010. By making your decision early, you will enjoy the benefits of being included in the Celebration's promotional materials, along with enjoying preferential seating.

I can be reached at dross@duluthchamber.com or (218) 740-3751. You can also learn more about this opportunity by visiting our website at www.duluthchamber.com or by calling our office at 722-5501.

I hope you will join me in honoring the 148th on our 140th.



General Craig McKinley



David Ross
President

In Case You Missed It



Chambers from throughout the state gathered at the Duluth Area Chamber of Commerce for the Minnesota Membership Directors Conference, then mingled with Chamber members at the June After Hours on the Vista Fleet.



Ahoy, mates – land ho! Chamber members boarded the Vista Fleet for our June After Hours event to enjoy great food, great company and great networking.

Calendar

July 7

Wednesday

Small Business Development Series

12:00pm to 1:00pm

Location: Chamber conference room

5 West First Street, Suite 101

Topic: "BRANDING! It's a Verb!"

Presented by Parnell Thill, Ikonics

Why it matters – defining versus distinguishing – appointing value – tools for brand building.



July 9

Friday



Fuse Duluth Tips & Sips Golf Clinic

5:00pm to 7:00pm

Location: Ridgeview Country Club

700 West Redwing Street

\$20 for Chamber members; \$30 for nonmembers

Fore! A good time is headed straight your way at the Fuse Duluth Tips & Sips Golf Clinic at Ridgeview Country Club. In advance of the July 26 Chamber Annual Golf Event, we're hosting a fun time that'll give you a chance to practice your swing with advice from a golf pro. Take a break from putting around and enjoy a free drink, friendly conversation, and networking in the clubhouse. Don't get teed off about your below-par golf game; join us for a little sun and a lot of fun.

The grass is truly greener at this awesome event.

Register now!



July 14

Wednesday

Professional Development Series

12:00pm to 1:00pm

Location: Chamber conference room

5 West First Street, Suite 101

Topic: "Successful Organization and Time Management," presented by Jen Bertsch, Moxy Coaching.

Doing more with less is the new normal. Hear how you can do this – and more – by being organized and using your time effectively.

Orman Nord & Hurd
ATTORNEYS • AT • LAW

July 15

Thursday



Chamber 101

9:00am to 10:00am

Location: Chamber conference room

5 West First Street, Suite 101

Attend this member orientation to meet the staff and get the facts about how we can serve you and your business. During this session you will: discuss how to get the most out of membership; get new ideas; meet and network with other Chamber members.

July 20

Tuesday

Ambassador Luncheon

12:00pm to 1:00pm

Location: Holiday Inn Hotel & Suites - Lyric Room

200 West First Street

AFTER HOURS

5:00pm to 6:30pm

Location: UMD Swenson College of Science & Engineering – Your Chance to Visit the New School!

See the student-built Formula One and the clean snowmobile, then tour the newly constructed, state-of-the-art Swenson College of Science and Engineering. Since 1984, UMD has offered four types of engineering degrees: chemical, electrical, industrial and mechanical. Civil Engineering began in 2008 and the first class will graduate in 2012. A \$15 million investment this past year allowed for the construction of the new school. Don't miss your opportunity to visit this campus jewel. Free parking is available in Lot G – Stadium Side. Enter event through the main entrance near Lot G. Sponsored by UMD Alumni Association & Swenson College of Science & Engineering.



July 21

Wednesday

Military Affairs Committee Meeting

8:00am to 9:00am

Location: Chamber conference room

5 West First Street, Suite 101

July 26

Monday



2010 Duluth Chamber Golf Classic

7:00am to 8:00pm

Location: Northland Country Club

3901 East Superior Street

The 41st Annual Chamber Golf Classic will be held July 26 at Northland Country Club. Due to the popularity of this event, online registration is not available. We will take registration by phone, fax, e-mail or mail. Call the Chamber at (218) 722-5501 or e-mail inquiry@duluthchamber.com for dinner information and/or sponsorship information.



Golf Classic Pool Party & Dinner

5:00pm to 8:00pm

Location: Northland Country Club

3901 East Superior Street

FINALLY FRIDAYS
No Finally Fridays event in July.

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Success



Edward Jones Investments held a grand "reopening" to highlight their new office décor, and to celebrate Matt Hatfield taking over the Lakeside office.



thriveOn Creative celebrates its new location at 400 DeWitt-Seitz Marketplace building in Canal Park.



Ribbon-cutting for Touching Hearts at Home's new location – 314 West Superior Street, Suite MZ-75.



Lakeside Super One Foods grand opening.



Junior League of Duluth dedicates the new Playfront Park at Bayfront Festival Park.



Pederson's Gardens & Landscapes staff celebrated the redesign of their greenhouses, plus their new "Shop By Color" method to buy flowers and plants.

Professional Development

July 7 – Small Business Development Series

Vice President-Marketing Parnell Thill of the Ikonics Corporation will provide a wealth of helpful information in his presentation, called “BRANDING! It’s a Verb!” – including: why it matters; defining versus distinguishing; appointing value; and tools for brand building (noon to 1:00pm, Chamber conference room – 5 West First Street, Suite 101).

Orman Nord & Hurd
ATTORNEYS • AT • LAW

July 14 – Professional Development Series

Doing more with less is the new normal. Hear how you can do this – and more – by being organized and using your time effectively. Get great tips from Jen Berstch of Moxy Coaching as she presents “Successful Organization and Time Management” (noon to 1:00pm, Chamber conference room – 5 West First Street, Suite 101).



Want to Get More Out of Fuse? Join an Action Team

If you’re attending events and you love Fuse Duluth, why not take your game to the next level? Fuse Duluth is always looking for committed volunteers to join our teams, and there are several options (no jerseys or padding required):

- The College Connection Team supports and executes the mentoring program that we facilitate between local professionals and college students. Team members plan the three events we host, recruit participants and go through applications, pairing mentors and mentees in the fall.
- Our Civic Engagement Action Team focuses on facilitating discussion of political and social issues and coordinating volunteer opportunities. They help plan subjects for lunch panels and Topics on Tap events.
- Our Events and Communications Team works to plan and execute special events, and to produce special projects and marketing pieces. It’s a fun team to participate in, and it can always use extra hands.

For more info on the teams or to get involved, contact Lara Wilkinson at lwilkinson@duluthchamber.com or 740-3754. And tell her to “Put me in, coach!”

Welcome New Members

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