



**Mission:** The Little Falls Area Chamber of Commerce will promote its members and the greater community through innovative partnerships and accountable leadership.

## July 1, 2011 - June 30, 2012 Business Plan

### Chamber Organizational Goals for 2011 - 2012

- 1.) For the Chamber to be viewed as the premier business organization in Morrison County.
- 2.) Strive for increased value-added memberships  
Lead: Membership Development Committee
- 3.) Sponsorship of the annual Arts & Crafts Fair  
Lead: Arts & Crafts Fair Council

### Board of Directors

**Chair:** Bridget Britz, Horizon Health

**Vice Chair:** Julie Zupko, Bieganek Insurance & Randall State Insurance

**Secretary:** Lori Kush, Kush State Farm Insurance

**Treasurer:** Barb Lyons, Mid Minnesota Federal Credit Union (January - August)  
Tom West, Morrison County Record (September - December)

#### Goals:

- 1) **Successful implementation of the Business Plan**
- 2.) **Maintain the visibility of Chamber Board of Directors and CEO in community**
  - ~ Sponsor Annual Meeting.
  - ~ Publish an Annual Report.
  - ~ Sponsor an annual luncheon for review of the Chamber's Annual Report
  - ~ Support President/CEO's Ex-Officio relationships with Morrison County Community Development, Convention & Visitors Bureau, Heritage Preservation Commission, Little Falls Business Association, Morrison County Government, area cities and other community groups and service organizations.
- 3.) **Strengthen Board Member relations with the Chamber membership and community partners**
  - ~ **Maintain the board member attendance at Chamber networking events**

**Committee:** Executive Committee

### Communications Division

#### **Division goals:**

- 1) **To enhance communication throughout the service area**
  - ~ Produce twelve (12) Chamber newsletters per year,

- ~ Share communication from the Minnesota Chamber of Commerce with our members.
- ~ Maintain accurate information on the Chamber's website

**2) To increase awareness of Chamber activity**

- ~ Provide press releases on all Chamber activities to area newspapers, radio and television stations as applicable.
- ~ Brand Chamber logo in public with podium banner and exterior signage at events.
- ~ Utilize cable access for Meet Me @ the Chamber programming and other events as appropriate
- ~ CEO quarterly column in the Morrison County Record

**Community Pride Division**

**Division Goals:**

- 1) Sponsorship of annual Arts & Crafts Fair
- 2) Sponsorship or assistance with events that benefit the greater community

**Community Activities:**

City of Lights	Chamber Bucks
Halloween Trick or Treating	Holiday Movie Matinee

**Arts & Crafts Fair Council**

**Chair: Susan Paulson, Ambiance @ 53**

**Board Liaison: Doug Veillette, the Dairy Queen**

**Community Partnerships Division**

**Division Goals:**

- 1) To work in collaboration with community entities to address community issues and opportunities;
- 2) To provide support to Chamber members through advocacy and liaison with governmental and taxing entities

**Community Activities**

Heritage Preservation Commission  
 Healthy Communities Collaborative of Morrison County  
 State Health Improvement Grant Advisory Committee  
 Stand Up 4 Youth  
 Retired & Senior Volunteer Program Committee  
 Morrison County Volunteer Network  
 United Way of Morrison County  
 Camp Ripley Citizens Committee  
 Yellow Ribbon Network Programming  
 3-D Digital Mapping with Region 5 Development Commission

**Development Services Division**

**Division Goals:**

- 1) Provide development services to assist in the areas of leadership and business.
  - ~ Provide co-sponsorship of Business Insights 2011
- 2.) Sponsor Leadership LindyLand: Dynamic Development of Community Leaders

~ Provide business sponsorship opportunities within LLL programming

**Leadership LindyLand Steering Committee**

**Chair: Doug Dahlberg, Spectrum Marketing Services**

**Board Liaison: Jodi Weaver, The Gumdrop Tree**

**Membership Services Division**

**Division Goals:**

- 1) Increase membership
- 2) Enhance the value of Chamber membership.
- 3) Development and maintenance of member activities and services

**Membership Development Committee**

**Chair: Katie Kapus-Jackson, Pine Country Bank**

**Board Liaison: Jim Birchem, St. Otto's Care Center**

**Committee Goals:**

- 1) Review membership investment schedule.
- 2) Review renewal membership and new prospect materials.

**Member Benefits**

**Objectives:**

- 1) Provide for legislative forum before and after session
- 2) Provide quarterly educational seminars
- 3) Provide underwriting of dual membership in the Chamber and Little Falls Business Association

**Member Networking**

**Networking Liaison: Tom West, Morrison County Record**

**Golf Outing Chair: Michelle Carlson, Pine Country Bank**

**Golf Board Liaison: Jodi Weaver, The Gumdrop Tree**

**Sporting Clays Chair: Mark Gerbi, R.A. Randall Agency**

**Sporting Clays Liaison: Paul Kapsner, Royalton Lumber**

**Objectives:**

- 1) Provide a varied offering of networking events to all members and their employees
  - ~ Co-sponsoring of nine (9) Business After Hours networking events
  - ~ Co-sponsorship of twelve (12) Friday Morning Coffees
  - ~ Sponsorship of annual Golf Outing Annual date is the 1<sup>st</sup> Monday in August
  - ~ Sponsorship of annual Sporting Clay event. Annual date is the 3<sup>rd</sup> Tuesday in September

**Member Recognition**

**Objectives:**

- 1) Recognize existing Chamber members for their membership.
  - ~ Conduct 60 membership visits annually with photos.
  - ~ Send congratulation notes where appropriate.
- 2) Welcome new businesses throughout service area
  - ~ conduct new business visits as they occur with photos and 1<sup>st</sup> dollar of profit certificates.

- 3) Provide training for Lindy Greeters annually.
  - ~ All new Lindy Greeters are to be orientated to the Committee
  - ~ Staff to provide talking points on upcoming Chamber events for Lindy Greeters
  - ~ CEO to include personal letter for Lindy Greeter visits regarding areas of assistance via the Chamber
  
- 4) Recognize the importance of outstanding employees and businesses.
  - ~ Recognize twelve (12) Employees of the Month recipients
  - ~ Recognize a Volunteer of the Year, Small and Large Business of the Year

#### **Subcommittees**

##### **Lindy Greeters**

**Chair: Laurie Whitlow, PrimeLending**

**Board Liaison: Kyle Hoggarth, Edward Jones Investments**

##### **Outstanding Service Committee**

**Chair: Robbin Keehr, Schlenner Wenner & Company**

**Board Liaison: Roxanne Matsen, Larson Abstract Company**

Approved by Board of Directors: August 11, 2011