



The EXECUTIVE

mcce

January 15, 2015

**2015 ANNUAL MEETING – REGISTER NOW!**

The 2015 MCCE Annual Meeting will be held January 28-30, 2015 at [Radisson Blu Mall of America](#), Bloomington, MN. We hope that you make plans today to join us at this terrific facility for what promises to be highly valuable conference. Take this opportunity to learn, relax and return to your chamber with innovative ideas and lots of energy! The program will include a presentation from American Chamber of Commerce (ACCE) president Mick Fleming on the “Horizons Task Force” and is looking at what the Chambers of the future will be, the issues they will be working on and how they will be interacting with businesses/members. We will also be offering a membership session on Thursday for \$75.



There will be discussion of transportation policy including the 2015 Legislative proposals, freight movement via rail, and truck and barge. There will also be an inside look at the Minneapolis/St. Paul airport. We'll take a VIP tour of airport operations and hear from leaders of the Metropolitan Airport Commission (MAC) and Delta Airlines. The conference will also feature a number of breakout sessions and opportunities to network with other chamber professionals statewide.

**SAVE THE DATE! UPCOMING EVENTS**

2015 MACE Conference | May 6-8 - Sheraton, Sioux Falls, SD  
2015 Mini Institute | June 4 - Holiday Inn & Suites, St. Cloud, MN  
2015 America's Small Business Summit | June 10–12 - Omni Shoreham Hotel, Washington, D.C.  
2015 Fall Conference | September 23–25 - Best Western Premier Lodge on Lake Detroit, Detroit Lakes

## MINNESOTA CHAMBER – PRESIDENT SEARCH

The Minnesota Chamber of Commerce has launched its search for a new president. The process will be steered by the 48-member Board of Directors representing a cross-section of Minnesota businesses. The individual will succeed longtime president David Olson who passed away in July 2014. The president is responsible for leading and executing the strategic plan adopted by the Board of Directors. The Chamber Board of Directors will make the final candidate selection decision. The board of directors has retained Ballinger Leafblad of St. Paul to conduct a national search for candidates. Applicants should direct all inquiries to Marcia Ballinger, [Marcia@ballingerleafblad.com](mailto:Marcia@ballingerleafblad.com), or Lars Leafblad, [Lars@ballingerleafblad.com](mailto:Lars@ballingerleafblad.com).



## GUEST COLUMN

### Why Membership Matters

Jonathan Zierdt, president & CEO, Greater Mankato Growth

It can be a challenge to convey the direct impact membership has on a business's bottom line. Certainly we like to think each of our members knows their investment in our organizations means better things for their business and our local marketplace. But how do we quantify "*it means better things for their business*"?

Last year, for the first time, Greater Mankato Growth set out to identify some interesting data points or "associated impacts" we thought might quantify such...those who choose to belong are generally more successful. Here is what we published, and you may be able to apply in your marketplace as well:

### **Those businesses we interact with have a survival rate 50% higher than the national average\***

In 2014 our Ambassador group visited 60 businesses, 57 are still in business today. Looking back over the last three years, of 181 businesses the Ambassadors visited, 164 are still in operation today.

### **Our members are recognized and experience greater success**

Out of the nearly 200 Mankato Magazine's *Reader's Choice Best of Awards* given out over the past two years, 67% of the award winners were members of Greater Mankato Growth. While 40% of Greater Mankato businesses are members of GMG, our members took home 2/3 of the awards!

### **Our members tend to expand and invest in their businesses at a rate four times that of non-members**

Of the nearly \$500 million in capital investment projects in the marketplace over the last 3 years, 72% of these business improvements and expansions came from our

member businesses.

Perhaps you've identified some other metrics that convey how the "support structure" of membership in our organizations matters to a business's success. [Send me an email \(jzierdt@greatermankato.com\)](mailto:jzierdt@greatermankato.com) with your examples, and we'll find a way via MCCE to share your collective thoughts.

*\*The national business survival rate is 60% over three years as reported by the Small Business Administration using data from the Bureau of Labor Statistics.*

#### **RECOMMENDED READING**

What books/articles are you reading that will help advance your career and chamber? MCCE would like to add a section in the [New Executive Resource Guide](#) for recommended reading. Please send any ideas to Leah at [ltomasetti@mnychamber.com](mailto:ltomasetti@mnychamber.com).

#### **MCCE PROPOSED BYLAW CHANGES**

The MCCE Board will be making some modest changes to the [bylaws](#). Please contact Jennifer Byers at [jbyers@mnychamber.com](mailto:jbyers@mnychamber.com) or 651.292.4673 if you have any questions.

#### **LEGISLATIVE UPDATE WEBCAST SERIES – REGISTER NOW!**

Engage with our policy staff directly during this interactive webcast. The Minnesota Chamber of Commerce policy team will provide updates on the latest activity at the State Legislature, including the status of business community priorities during the Legislative Session. The webcasts include timely information about key legislators, key issues and calls to action.

**Dates:** February 6 | March 6 | March 27 | April 24 | May 8 | May 20

#### **JOB OPENINGS**

[Tourism and Marketing Director | Faribault Area Chamber of Commerce and Tourism](#)

Send resume to Faribault Area Chamber of Commerce and Tourism, 530 Wilson Ave, Faribault MN 55021 or e-mail [kymn@faribaultmn.org](mailto:kymn@faribaultmn.org).

#### **Crookston Chamber: Burke hired**

It was unofficially announced at the Chamber celebration at the Crookston Inn in November, but now it's official: Mackinzie Burke is the new executive director of the Crookston Area Chamber of Commerce and Visitors Bureau...

#### **Hudson Area Chamber of Commerce & Tourism Bureau | President**

To view a detailed Position Profile, visit [http://hudsonwi.org/the\\_chamber/career-opportunities](http://hudsonwi.org/the_chamber/career-opportunities). Resumes must be submitted by February 13 to [info@dowellmgmt.com](mailto:info@dowellmgmt.com).

#### **OUTGOING EXECUTIVES**

With the coming of the new year Mick Myers announced he will retire as Executive Director of the Pipestone Chamber and CVB on Feb 27, 2015. "I have been extremely fortunate to have served the Pipestone Chamber for 27 years. Actually I entered the Pipestone work force in Jan of 1964--so as they say "I got my 50 in". It has been pleasure to help ones Chamber, region and state grow. I enjoyed that process and met a fantastic number of people along the way. I express my thanks to each and every one," said Mick.

#### **IN THE NEWS**

[Small Business Saturday - Featured on Fox 9 News](#)

The Small Business Saturday event held on Saturday, November 29, 2014 was

featured on the 6:00 pm and 9:00 pm newscasts of Fox 9 News! Check out the video and see some familiar faces!...

### **Chambers Merge To Create Regional “North 65 Chamber of Commerce”**

The plans to create a regional chamber in the Isanti County area will come together in 2015 with the merger of the Cambridge and Isanti Chambers of Commerce. The new Chamber will be called the “North 65 Chamber of Commerce”. The merged chamber’s economic development reach will be mostly focused on the cities of Cambridge and Isanti, but include all of Isanti County. While technically still having two separate chambers, there will be combined efforts related to administration, programs and events.

### [Commentary, Kim Foels, Waseca Chamber: What does the Waseca Area Chamber of Commerce do?](#)

The Waseca Area Chamber of Commerce is a non-profit membership federation established in 1953 and comprised of businesses, professionals, and individuals. We at Waseca Area Chamber of Commerce are proud of our strong membership base...

### [Chamber hits membership milestone](#)

As they got ready for an upcoming meeting, the staff at the Worthington Area Chamber of Commerce recently realized the organization had reached a notable milestone...

### [Commentary, Dee Schutte: Litchfield Chamber's priority is to create a business-friendly environment](#)

As the Litchfield Chamber of Commerce looks to the 2015 legislative session, taxes are the top priority. Sixty-two percent of business people polled by the Minnesota Chamber of Commerce in its Business Barometer Survey ranked Minnesota’s high tax climate as the top barrier to job creation...

### [Regional economic growth plan launched](#)

Leaders from Rochester and surrounding communities got their first look at an ambitious new regional economic development initiative at a luncheon Friday. The Rochester Area Chamber of Commerce and Rochester Economic Development Inc. rolled out the outline of a new local five-year economic plan called Journey To Growth at Canadian Honker Events Apache...

### [Heard on the Street: Domaille to take over Byron Chamber of Commerce](#)

Bruce Domaille has taken over as president of the Byron Area Chamber of Commerce. He succeeds Barb Schriever, branch manager for First Alliance Credit Union, who stays on for one more year as past president...

