2021 Business Plan

Agri-Business Committee:
Chair: Erin Larson  Vice Chair: TBD
Board Liaison: Todd Ahrenholz – JD Kreps Financial Group, Inc.
Mission – To promote agri-business in the Willmar Lakes Area and establish a link in communication and education between the agriculture and non-agriculture business communities.
Core Value: Networking

#1 Priority for the Committee – Continue to be involved in the Ag community and have a visible presence.
Additional Goals for 2021 –
1. Raise awareness of agriculture and contribution to the community – keep abreast of issues affecting the Ag economy
2. Continue to grow the Aggie Open Golf tournament.
3. Continue to sponsor the Fifth Grade Ag Tours (May) as well as the Fall Ag Tour (September/October).
4. Continue to offer three $500 Ag Related Ridgewater Scholarships.
5. Continued participation in Build A Burger (June).

Priorities for next year and how will they affect members? Continue with Ag Tours, Aggie Open, and Ridgewater Scholarships

Ambassador Committee:
Chair: Renee Nolting  Vice Chair: Dawn Stahl
Board Liaisons: Alana Ziehl – Kandiyohi County Area Food Shelf and Dawn Stahl – Kensington Bank
Mission – The Ambassador Committee is an essential part of the Chamber’s effort to recruit and retain members by representing the Chamber at various community functions.
Core Value: Community Promotion

#1 Priority for the Committee – Welcome new businesses to the community and have a visible presence in the Kandiyohi area.
Additional Goals for 2021 –
1. Continue to be visible at special events, ribbon cuttings and special company events – Grow the Business After Hours Events.
2. Increase networking opportunities within the committee.
3. Expand on social media on Facebook, Instagram, etc.
4. Improve or discontinue the New Member Mentoring/Onboard Program.

Priorities for next year and how will they affect members? Continue to be visible and have full attendance at all assigned Chamber events in the community.

Business Education Network (BEN)
Chair: Joanna Schrupp
Board Liaisons: Joanna Schrupp – MinnWest Technology Campus, Jeffrey Duininck – Duininck, Inc., and Jon Rambow – Rambow
Mission – In process
Core Value: In process

#1 Priority for the Committee – In process
Priorities for next year and how will they affect members?

*Additional Goals for 2021 – In process*

**Diplomat Committee:**
Chair: Mary Warszynski  
**Vice Chair:** Suzanne Hass  
**Board Liaison:** Zack Mahboub – West Central Interpreting

*Mission* – Advocates and promotes programs which create an added-value to the members through their investment.

**Core Value:** Economic Development

#1 Priority for the Committee – Retention of members

*Additional Goals for 2020 –*
1. Continue Milestone Presentations – 63 to present in 2021
2. Lunch with Leaders – One per quarter
3. Complete all Milestone visits for the year.

**Priorities for next year and how will they affect members?** Continue to help members take advantage of their investment in the Chamber.

**Public Policy Committee:**

Co-Chair: Bob Mathiasen  
**Vice Chair:** Loren Corle

**Board Liaisons:** Andrew Lindquist – Marcus Construction and Paul Kuehneman – Jenny-O

*Mission* – To be a proactive voice for the business community on governmental issues, to facilitate communication between government and the business community. To inform the business community and make recommendations to the board regarding issues affecting Chamber members.

**Core Value:** Public Policy

#1 Priority for the Committee – Continue to educate the membership on policies and issues affecting the business community and offer networking opportunities with local legislators as well as various local entities.

*Additional Goals for 2021 –*
1. Educate the membership on public policy impacting our communities through monthly updates from our public officials.
2. Receive updates from our State Senator and House representative regarding public policy that impacts our communities. The committee also offers input to our legislators regarding upcoming legislative issues.
3. Education on issues that impact the Chamber and our membership.

**Priorities for next year and how will they affect members?** Continue regional updates on Public Policy issues that impact our Chamber service area.

**Red Carpet Committee:**

Chair: Bert Hansen  
**Vice Chair:** Darin Strand

**Board Liaison:** Paul Kuehneman – Jennie-O

*Mission* – Creating profitable and enjoyable projects that enhance the Chamber’s image and infrastructure while keeping membership investments affordable.

**Core Value:** Networking

#1 Priority for the Committee – Net $20,000 for the Chamber.

*Additional Goals for 2021 –*
1. Finding entertainment that will appeal to everyone that will attend all the while keeping the price affordable.
2. Sell out the venue.
3. Add new members to the committee.

**Priorities for next year and how will they affect members?** Continue to find entertainment and provide a good meal to those in attendance, while keeping prices affordable

**Grow Minnesota Partnership!**

Chair: Ken Warner

**Board Liaisons:** John Wallin – West Central Industries and Joanna Schrupp – Minnwest Technology Campus
Mission – To communicate with as many members/businesses in the Willmar Lakes Area, telling them thanks for doing business in our community.

Core Value: Economic Development

#1 Priority for the Committee – Identifying new companies to visit and utilizing the Board to help accomplish it.

Additional Goals for 2021 –
1. Exceed 30 visits from Oct 1st through September 30th, 2021
2. Review and obtain data collected and share at interviews

Priorities for next year and how will they affect members? Develop a better means of being able to schedule appointments/visits with members and non-members.

neXt:
Leadership Team: Joanna Schrupp and Liz Dyrdal – Minnwest Technology Campus; Sara DeRoo – Christianson, PLLP; Travis Steffensen – Westberg Eischens, PLLP; Jami Tanner – Willmar Lakes Area Chamber of Commerce
Board Liaison: Jared Voge – Bolton & Menk, Inc.

Mission – To attract and retain young talent in the community, while also developing the next generation of leaders.

Core Value: Networking

#1 Priority for the Committee – To maintain and expand the neXt group for business professionals under the age of 40.

Additional Goals for 2021 – In process

Priorities for next year and how will they affect members? In process

Additional Affiliates:
Willmar Lakes Area Convention & Visitors Bureau (CVB)
Board Liaison: John Wallin – West Central Industries

Kandiyohi County Creating Entrepreneurial Opportunities (KCEO)
Board Liaison: Kelly Tauber – Carris Health

Vision 2040
Chamber Liaison: Ken Warner – Willmar Lakes Area Chamber of Commerce

Leadership Perspectives
Chamber Liaison: Shelly Munyon – Willmar Lakes Area Chamber of Commerce

2021 Willmar Lakes Area Chamber of Commerce Goals

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<thead>
<tr>
<th>Successful implementation of BEN</th>
<th>Continue to expand social media</th>
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<tr>
<td>Continue to build relationships with EDC</td>
<td>Membership growth, retention, &amp; engagement</td>
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<td>Vision 2040 engagement</td>
<td>Lead and work with ethnically owned businesses</td>
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<td>Establish an “idea fund”</td>
<td>Improve survey input from membership</td>
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