



2023 Business Plan

Agri-Business Committee:

Chair: Andy VanDerBill – Farm Bureau of Kandiyohi County **Vice Chair:** OPEN

Board Liaison: Scott Norling – Life Science Innovations

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.

Chamber Staff: Jami Tanner – Director of Member Services & Sales

Core Value: Networking

#1 Priority for the Committee – Continue to be involved in the Ag community and have a visible presence.

Additional Goals for 2023 –

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) and Fall Ag Tour (September/October).
4. Continue to offer two \$1,000 Ag-related Ridgewater scholarships.
5. Continue to participate in Build a Burger (June).

Priorities for next year and how will they affect members? Continue to offer Ag Tours, Aggie Open and Ridgewater College scholarships.

Ambassador Committee:

Chair: Michelle Marotzke – MMDC **Vice Chair:** Connor Hunton – Pioneer Heritage Insurance

Board Liaisons: Kelly O’Farrell – Conway Deuth & Schmiesing, PLLP

Chamber Staff: Jami Tanner – Director of Member Services & Sales

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 Willmar Lakes Area.

Additional Goals for 2023 –

1. Continue to be visible at ground breaking events, ribbon cuttings, and special company events.
2. Grow Business After Hours events.
3. Increase networking opportunities within the committee.
4. Expand on social media.

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 – MinnWest Technology Campus **Vice Chair:** OPEN

Board Liaisons: Steve Gardner – Willmar Electric Service

Chamber Staff: Jennifer Lindquist – BEN Coordinator & Ken Warner – Chamber President

Mission – To develop our community’s future workforce by providing students with a deeper understanding of career opportunities and aligning skills with current workforce needs; engaging employers directly with students, education and training providers; and better aligning programs and curriculum to the realities of the West Central Minnesota and overall MN economy.

Core Value: Relationship & Economic Development

#1 Priority for the Committee – Continue to share CEO in the classroom to all of the schools in Kandiyohi County.

Priorities for next year and how will they affect members?

Additional Goals for 2023 –

1. **Marketing:** Publish the Hot Jobs Cool Companies Magazine in partnership with the West Central Tribune.
2. **Implement the LYFT Program:** Launch Your Future Today (LYFT) is a rural career and technical education (CTE) pathway initiative with the purpose of rebuilding CTE in the 18-county service region of southwest and west central Minnesota. The goal of LYFT Pathways is for every secondary student in the region to gain marketable skills through meaningful CTE opportunities that lead to further education and careers that match our region's labor market needs.
3. **New Vision:** Support a pilot project with New Vision to offer a coding program to high schools with New Americans. The demographic target of New Americans of youth, teaching them a skill that will assist them in finding meaningful employment in these days of elusive employees.

Diplomat Committee:

Chair: Jessica Hanson – Hypnotherapist

Vice Chair: Tracy Lundy – Lake Region Bank

Board Liaisons: Suzanne Haas – All State Insurance, Kathryn Mueller – Christianson, PLLP and Jon Rambow – Rambow, Inc.

Chamber Staff: Jami Tanner – Director of Member Services & Sales

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 2023 –

1. Continue Milestone presentations – Deliver 2023 Membership Milestones
2. Offer Lunch with Leaders once per quarter.
3. Continue to 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.

Grow Minnesota Partnership!

Chair: John Wallin – West Central Industries

Vice Chair: OPEN

Board Liaisons: Jaime Martinez – CentraCare

Chamber Staff: Shelly Munyon – Operations & Finance Manager

Mission – To communicate with as many members/businesses in the Willmar Lakes Area, thanking them 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 2023 –

1. Exceed 30 visits from Oct 1st through September 30th, 2023.
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 scheduling appointments/visits with members and non-members.

Public Policy Committee:

Co-Chair: Bob Mathiasen – Heritage Bank NA

Vice Chair: Loren Corle - Relco Industrial Development LLC

Board Liaisons: Andrew Lindquist – Marcus Construction

Chamber Staff: Ken Warner – Chamber President

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 2023 –

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.
4. Support the 2023 Minnesota Chamber Legislative Priorities.
5. Offer 2023 Election Candidate Forums, Questionnaires & Election Workshop.

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

Chamber Fest Committee:

Chair: Darin Strand – United Prairie Bank

Vice Chair: Jesse Hulscher – TerWisscha Construction

Board Liaison: Angie Caskey – Jennie-O Turkey Store, Inc.

Chamber Staff: Jami Tanner – Director of Members Services & Sales

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 2023 –

1. Finding entertainment that will appeal to everyone 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.

neXt:

Chair: Kelsey Hedlof – Jennie-O Turkey Store Inc.

Vice Chair: OPEN

Board Liaison: Jared Voge – Bolton & Menk, Inc.

Chamber Staff: Jami Tanner – Director of Membership Services & Sales

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 young business leaders.

Additional Goals for 2022 –

1. Grow committees so that neXt is more independent and does not rely on the existing team or Chamber Staff so heavily.
2. Grow membership by creating educational and networking opportunities so engaging that everyone who attends tells their friends to participate.

Priorities for next year and how will they affect members? The Chamber Board believes that the success of neXt is important for the business community to attract and retain young talent. The Chamber should continue to be positive and supportive of the program.

Additional Affiliates:

Willmar Lakes Area Convention & Visitors Bureau (CVB)

Board Liaison: Caroline Chan – Bethesda

Chamber Staff: Ken Warner – Chamber President

Kandiyohi County Creating Entrepreneurial Opportunities (KCEO)

Board Liaison: Jeffery Duininck – Duininck

Chamber Staff: Ken Warner – Chamber President

Vision 2040

Board Liaison: Ken Warner

Chamber Staff: Ken Warner – Chamber President

Leadership Perspectives

Chamber Staff: Shelly Munyon – Operations & Finance Manager

2023 Willmar Lakes Area Chamber of Commerce Goals

• Membership growth, retention, and engagement	• Grow the membership and involvement of neXt
• Lead and work with ethnically-owned businesses	• Implement LYFT and New Vision as part BEN
• Update and upgrade the Chamber website	
• Develop a branding plan for Chamber marketing	