



# chamber Xpress

DULUTH AREA CHAMBER OF COMMERCE MONTHLY NEWS

Vol. 20 • Issue 3 March 2019

www.duluthchamber.com

## Learn from the Best at the Zenith Digital Marketing Conference

The award-winning marketing agency Aimclear and the Duluth Area Chamber of Commerce will host the Eighth Annual Zenith Digital Marketing Conference on April 25 in Duluth.

Named one of the "must attend" conferences of 2019 by Search Engine Journal, #Zenith2019 is designed for anyone aiming to take better financial advantage of digital marketing. Zenith will tap best-in-class minds to provide attendees with strategy, tactics and tools necessary to make more money with digital marketing. Attendees will leave with actionable intelligence to sell more, generate valuable leads, boost online engagement, increase social market share and avoid wasteful online investments.

**Zenith** Digital Marketing Conference

### SAVE THE DATE:

Thursday, April 25  
Greysolon Ballroom by Black Woods  
231 E. Superior St.  
\$149 Chamber members  
\$199 nonmembers  
Register at [duluthchamber.com](http://duluthchamber.com)  
Early-bird pricing through March 29!



Moving business forward. ▶

## Celebrate 14 Years of Fuse Duluth at Fuse Fest 2019

FUSE DULUTH  
YOUNG PROFESSIONALS

Duluth is booming with culinary masterpieces from local restaurants as well as award-winning brews created in our own backyard. We are extremely fortunate to have so many unique options – but have you found time to experience them all?

On March 21, Fuse Duluth is bringing you the opportunity to feast on scrumptious creations from amazing local vendors and taste the latest creations from our top-notch breweries. The combinations are endless and will leave you with a true taste of Duluth!

Established professionals and rising stars will unite at this celebration to support the development and leadership training of young professionals in the Northland at Fuse Fest 2019. Grab your friends for a fun-filled evening of music and networking while enjoying all the unique creations that Duluth has to offer.

All proceeds go to support the Fuse program. Your ticket allows you access to unlimited food and beverages throughout the night. Register at [FuseDuluth.com](http://FuseDuluth.com).

Thursday, March 21  
Clyde Iron Works, 2920 W. Michigan St.  
5 to 7 p.m.  
\$25 Chamber members/\$30 nonmembers



Sponsored by the Duluth News Tribune.



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Duluth, MN

218-722-1481

[www.younginsure.com](http://www.younginsure.com)

# Leadercast Live is Back!

**L**eadercast Live is the largest one-day leadership event in the world, broadcast live each year from Atlanta to hundreds of host sites around the globe, including Duluth! On May 10, Leadercast Live will bring together experts in leadership and organizational health to help attendees master the art and science of developing and leading healthy teams. Join fellow community leaders to network and learn.

As leaders, we may wonder what defines a team's success. Is it based solely on achievement, or is there more to the story? The best leaders know a successful team is made when focus, care, attention and development are directed to its members. Healthy teams yield effective collaboration, fulfilled employees, high organizational engagement and greater long-term success. Learn what it takes to ensure your team functions at its highest and healthiest from the following speakers:

- Andy Stanly, leadership author and communicator
- Gayle King, co-host of "CBS This Morning" and editor-at-large of O, the Oprah Magazine
- Patrick Lencioni, founder of The Table Group
- Dr. Caroline Leaf, communication pathologist and cognitive neuroscientist
- Marcus Samuelsson, award-winning chef, restaurateur, author and TV personality
- Juliet Funt, CEO of WhiteSpace at Work
- Ginger Hardage, former senior vice president of culture and communications at Southwest Airlines
- Craig Springer, executive director of AlphaUSA
- Carla Harris, vice chair and managing director of Morgan Stanley

Invest in the future of your career, your organization, your community and your world. Take advantage of this inspirational leadership event and register today! Continuing education credits are available. Visit [duluthchamber.com](http://duluthchamber.com) or contact Kathleen Privette at [kprivette@duluthchamber.com](mailto:kprivette@duluthchamber.com). Great sponsorship opportunities are also available.

## SAVE THE DATE:

Friday, May 10

Clyde Iron Works Restaurant, Catering & Event Center

2920 W. Michigan St.

7:30 a.m. to 3 p.m.

Individual tickets: \$110

Group of three: \$300

Group of five: \$475



## Don't Miss Our First-Ever "Great Duluth Race"

**W**e've got your team-building adventure covered. Explore your city, solve riddles and complete photo challenges to earn points in the Duluth Area Chamber's first-ever Great Duluth race – our newest team-building event!

On June 27, form your team of coworkers or friends for an afternoon of healthy movement, competition and discovery of Duluth businesses and history. The afternoon will begin with team instructions, followed by a shotgun start. Your team will depart on a timed downtown scavenger hunt.

The quest will conclude at The Sports Garden, where we will award the winners and enjoy a fun-filled networking happy hour. Build your team, be competitive, be adventurous – see you at the race!

## SAVE THE DATE:

Thursday, June 27

2 to 6 p.m.

Individual ticket - \$40 Chamber member/\$60 nonmember

Team of five - \$150 Chamber members



# On Our Radar

## Two Great Luncheons Two Compelling Speakers

### Let's Do Lunch, Duluth – Tuesday, April 9



**"Serving Our Customers' Needs: The Past, Present and Future of Super One Foods," presented by Store Director Patrick Miner - Miner's Super One Foods**

Join us and hear how the Miner's family business began with a small tavern in 1943. It is now a business that owns and operates 30 stores throughout Minnesota, Wisconsin and Michigan. It is a compelling, remarkable story of the Miners' family belief in their business and their belief in our community. Sponsored by our good friends at Wheeler Associates.

11:45 a.m. to 1 p.m.  
Greysolon Ballroom by Black Woods  
231 E. Superior St.  
\$35 Chamber members/\$45 nonmembers



### Let's Connect at Clyde – Tuesday, May 14



**"The Great Lakes Aquarium - Above and Below the Waterline," presented by Interim Executive Director Jay Walker**

The Great Lakes Aquarium is a community treasure. It inspired us to explore our connection to Lake Superior, the greatest of the Great Lakes. In recent years, the aquarium has transitioned from being a financial challenge for the City of Duluth into a robust, financially vibrant, compelling attraction for both community members and visitors. Yet, it is a time of leadership change at the aquarium. Join us and be one of the first audiences to hear from the leader recently entrusted to keep the aquarium exciting and educational in the days ahead. Sponsored by our good friends at Lake Superior College.

11:45 a.m. to 1 p.m.  
Clyde Iron Works Restaurant, Catering & Event Center  
2920 W. Superior St.  
\$30 Chamber members/\$40 nonmembers



Register at [duluthchamber.com](http://duluthchamber.com) or call (218) 722 -5501. I look forward to seeing you at the Greysolon Ballroom and at Clyde Iron Works. Go where the in-crowd goes. Know what the in-crowd knows.

In support,

David Ross, Chamber President



## March 1

Friday

### Finally Fridays

7:30 to 9 a.m.

Location: Vanilla Bean Restaurant,  
1608 Woodland Ave.

Join us for a cup and conversation at this popular early morning networking event sponsored by Vanilla Bean Restaurant.



## March 6

Wednesday

**Professional Development Series**

### Professional Development Series

Noon to 1 p.m.

Location: Chamber conference room,  
5 W. First St., Ste. 101

Topic: "Too Tired to Think – Too Busy to Remember," presented by Kathlynn McConnell of Members Cooperative Credit Union



## March 12

Tuesday

### The FORUM

8 to 9 a.m.

Location: Valentini's Vicino Lago,  
1400 London Road

Topic: "Addressing Duluth's Childcare Shortage" Martha Bremer, director of Fuse and Leadership Duluth, and Tony Sertich, president of the Northland Foundation, will discuss this growing concern. In addition, Sara Cole, president and CEO of the Duluth Area Family YMCA, and Arik Forsman, Duluth city councilor at large and Minnesota Power economic development professional, will share insights on how this challenge affects our community. Think of this event as a modern spin on the town hall meeting – a gathering place to discuss issues that affect business. The FORUM endeavors to inspire candid conversation among people of diverse interests and opinions.



## March 13

Wednesday

### Leadership Duluth – Economic Development & Neighborhoods Day\*

8 a.m. to 5 p.m.

\*Leadership Duluth sessions are available to current class members only.

## March 19

Tuesday

### Ambassador Luncheon

Noon to 1 p.m.

Location: Canal Park Lodge, 250 Canal Park Drive  
All Chamber Ambassadors and new Chamber members are invited to join us at our monthly Ambassador Luncheon to hear a guest speaker.



### After Hours

4:30 to 6 p.m.

Location: Frandsen Bank & Trust - Duluth,  
404 W. Superior St., Ste. 210

Join us for this popular networking event sponsored by Frandsen Bank & Trust - Duluth.

**FRANDSEN BANK & TRUST**

Your Bridge to Financial Success for Life

## March 21

Thursday

**FUSE DULUTH**  
YOUNG PROFESSIONALS

### Fuse Fest - 14th Birthday Bash

Time: 5 to 7 p.m.

Location: Clyde Iron Works Restaurant,  
Catering & Event Center, 2920 W. Michigan St.  
Our biggest event of the year takes the cake! Whether it's your first foray to a Fuse event or your 40th, you won't want to miss the jubilation. Bring your old friends, meet new ones, network, nibble and enjoy the night with Fuse Duluth at our 14th Annual Birthday Bash.

## March 26

Tuesday

### Board of Directors Meeting

Noon to 1:30 p.m.

Location: Chamber conference room,  
5 W. First St., Ste. 101

## March 27

Wednesday

### Chamber Skills Series

Noon to 1 p.m.

Location: Chamber conference room,  
5 W. First St., Ste. 101

Topic: "Being a Diversity Advocate in the Hiring Process," presented by Dr. Jerel Benton of the University of Wisconsin-Superior

**CHAMBER SKILLS SERIES**

UNIVERSITY of WISCONSIN  
*Superior*



**DULUTH AREA CHAMBER OF COMMERCE**

*Moving business forward. ▶*



Steve Isola



# Success!

Profile by Sanford celebrates its grand opening (4602 Grand Ave., Ste. 940).



## CHAMBER STAFF



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Grand opening celebration for Authority Title Inc. (Wells Fargo building 230 W. Superior St., Ste. 400).



The Ripple Bar on Lake Superior celebrates its grand opening (325 S. Lake Ave., Ste. 109).



The 100th anniversary celebration at RSM US LLP (227 W. First St., Ste. 700).

The AmericInn by Wyndham Duluth celebrated its remodel and new branding (901 Joshua Ave.).

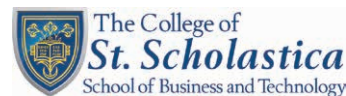


## March 6

### Professional Development Series

Kathlynn McConnell of Members Cooperative Credit Union presents "Too Tired to Think – Too Busy to Remember" (noon to 1 p.m., Chamber conference room, 5 W. First St., Ste. 101).

**Professional  
DEVELOPMENT  
SERIES**



## March 27

### Chamber Skills Series

Dr. Jerel Benton of the University of Wisconsin-Superior presents "Being a Diversity Advocate in the Hiring Process" (noon to 1 p.m., Chamber conference room, 5 W. First St., Ste. 101).

**CHAMBER  
SKILLS  
SERIES**



## Do You Know These Young Professionals?

**L**ucas, Kate and Tom are members of the Fuse Duluth Leadership Council who are making waves in our community. Here is why they got involved with Fuse Duluth.

**FUSE DULUTH**  
YOUNG PROFESSIONALS



"I've benefited from being able to give back through the Project Party volunteer efforts. It's been a very rewarding experience for me."

– **Lucas Chubiz, University of Minnesota Duluth**

"Being new to Duluth, I wanted to meet professionals outside my workplace. Fuse has been everything and more than I expected. I have met new friends, learned so much about Duluth, and truly enjoyed being able to continue meeting talented people and building my network. Joining Fuse is by far the best thing I have done since moving here!"

– **Kate Van Daele, City of Duluth**



"I was new to the area and didn't know many people or cool spots around town. Fuse has connected me with many friends, and I always know a place to explore in Duluth!"

– **Tom DesMarais, Northland Engineers**

If you're interested in getting involved with this exciting program, don't wait; register for our next event today! Go to [fuseduluth.com](http://fuseduluth.com) to learn more.

Martha Bremer  
Director of Fuse Duluth  
and Leadership Duluth  
(218) 740-3754



## Become a Relocation Expert

### Duluth Chamber Can Help Member Businesses Identify Fresh Leads

**T**arget those interested in moving to the Duluth area by becoming a relocation advertiser with the Duluth Chamber. From banks to real estate agents and anything in-between, this is an affordable way for your company to identify fresh leads.

New this year is electronic relocation packets that allow future Duluthians to instantly download information about your organization.

This relocation advertisement opportunity includes:

- Your logo and contact information displayed on the Chamber's "Move to Duluth" webpage
- One-page PDF with clickable links in the electronic packet
- Monthly lead sheets

Contact Eleanor Bacso at [ebacso@duluthchamber.com](mailto:ebacso@duluthchamber.com) to become a Duluth Chamber relocation expert at an annual investment of \$500.

Eleanor Bacso  
Events Coordinator  
(218) 740-3743  
[ebacso@duluthchamber.com](mailto:ebacso@duluthchamber.com)





**DO YOU NEED TO:  
Announce an Event?  
Promote a Product?  
Offer Professional Services?  
Sell a Property?**

**Then consider placing an insert  
in the monthly Chamber Xpress!**

**Full-color, 8-1/2 x 11 inch inserts  
are the perfect vehicle to  
reach your fellow Chamber members  
and let them know what you  
have to offer.**

**Call an AdMax sales representative today  
at 218-724-2734 for rates and schedules.**

## Exceptional education for everyday good

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extraordinary acts take place here.**

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*U.S. News & World Report*. Offering undergraduate  
and graduate programs in Duluth, throughout  
Minnesota, and online.

**Learn more [css.edu](http://css.edu)**



The College of  
**St. Scholastica**

## Welcome New Members

### Arrowhead Concrete Works Inc.

5572 Miller Trunk Highway  
Duluth, MN 55811  
(218) 310-8845  
www.arrowheadconcreteworks.com  
Arrowhead Concrete is the oldest Ready-Mix Concrete and block producer in the area, starting in 1937. We sell concrete block, retaining wall block, aggregate, insulated concrete forms and recycled concrete.

### Farmers Insurance - Mark Lipke

394 S. Lake Ave., Ste. 600  
Duluth, MN 55802  
(218) 520-3003  
I own a Farmers Insurance recruiting and training business for all of Northern Minnesota. We help entrepreneurs build their own business.

### FIT4MOM Twin Ports

(218) 390-2972  
www.twinports.fit4mom.com  
FIT4MOM is the nation's leading prenatal and postnatal fitness company, providing fitness classes and a network of moms to support every stage of motherhood. FIT4MOM Twin Ports offers Stroller Strides, Stroller Barre, Strides 360, Run Club, FIT4BABY and Body Back. Classes available with and without kiddos in tow! Locations in Duluth and Cloquet!

### Ken Buck Consulting

11 E. Superior St., Ste. 531  
Duluth, MN 55802  
(218) 343-7412  
Ken Buck Consulting LLC provides: human resource diagnostic reviews; compensation systems; employee handbooks; performance evaluations/appraisal systems; job descriptions; management/supervisory training; personnel selection/executive search; human resource services on retainer.

### Lake Superior Youth Chorus

1100 E. Superior St., Ste. 304  
Duluth, MN 55802  
(218) 461-8461  
www.lsyouthchorus.com  
Lake Superior Youth Chorus provides exceptional choral music training for area singers in grades 2-10.

### The Landline Company

730 Arizona Ave., Ste. 235  
Santa Monica, CA 90401  
(310) 650-7206  
www.landline.com  
We offer a high-quality bus service from the Duluth Airport to the Minneapolis-St. Paul International Airport that is sold in partnership with airlines, so that connecting at MSP is completely seamless.

### Leader•ly

7302 Clay St.  
Duluth, MN 55810  
(507) 581-3502  
www.leaderlysuccess.com  
Leader•ly is successfully leading you through: project management; social media marketing; event management; brand development.

### LightSpeed Lift

500 E. 10th St.  
Duluth, MN 55805  
(218) 481-7242  
www.lightspeedlift.com  
LightSpeed Lift has developed and manufactures for sale a cost-effective bodyweight support system intended to improve the performance and movement of every body.

### Positive Attitude Development

P.O. Box 231  
Duluth, MN 55802  
(218) 260-8601  
www.wildesbraincoach.com  
How important are your core values? They hold the answer to the chaos in your life. They cause intimate relationships to collide like train wrecks. They can reveal your chances of incarceration. Let us identify and explain the power of your core values.

### Real Living Messina & Associates -

Gage Hartman  
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Duluth, MN 55805  
(218) 821-0998

### gagehartman.results.net

I work hard to ensure buying or selling your home is seamless and stress-free.

### Sports Clips Haircut

1600 Miller Trunk Highway, Ste. F13D  
Duluth, MN 55811  
(218) 606-1881  
www.haircutmenmillerhillduluthmn.com  
The Sport Clips experience includes sports on TV, legendary steamed towel treatment, and a great haircut from our guy-smart hair stylists who specialize in men's and boys' hair care. You'll walk out feeling like an MVP. At Sport Clips, we've turned something you have to do into something you want to do.

### Turbo D

P.O. Box 16716  
Duluth, MN 55816  
(218) 499-9539  
www.turbo-d.com  
Turbo D produces automotive and power sports digital marketing for retailers. Brand coop approved campaigns for Google, Facebook and Instagram.

### Verso Corp.

100 N. Central Ave.  
Duluth, MN 55807  
(218) 628-5340  
www.versoco.com  
The Verso Duluth Mill is one of the largest full-time employers in the region and has a significant and longtime record of community involvement.

## chamberXpress

The Chamber Xpress newsletter is published monthly by the Duluth Area Chamber of Commerce. Members of the Duluth Area Chamber of Commerce receive the chamberXpress at an annual subscription rate of \$12, which is included in their membership dues.

Periodicals mail postage paid at  
Duluth, MN  
Publisher, David Ross  
5 W. First St.,  
Duluth, MN 55802  
Phone: (218) 722-5501  
Fax: (218) 722-3223  
E-mail: [inquiry@duluthchamber.com](mailto:inquiry@duluthchamber.com)  
Website: [www.duluthchamber.com](http://www.duluthchamber.com)

The printing of the chamberXpress is done at: Arrowhead Printing, Duluth, MN.

### POSTMASTER:

Please return form 3579 to the Chamber Xpress,  
Duluth Area Chamber of Commerce, 5 W. First St.,  
Duluth, MN 55802 • Phone (218) 722-5501

Publication # 526-390

## On Our Radar

## be informed at the FORUM

### The FORUM – Tuesday, March 12 “Addressing Duluth’s Childcare Shortage”

8 to 9 a.m.

Valentini’s Vicino Lago, 1400 London Road

**T**he Northland Foundation recently conducted a study which highlighted the growing community concern regarding our region’s shortfall of 4,500 licensed childcare openings. Duluth needs at least 1,100 more childcare openings. It is an expanding crisis which is negatively impacting our community’s ability to attract and retain young families.

The Chamber is collaborating with organizations and individuals willing to bring attention to this growing concern. Join us and hear from community leaders who are involved in addressing this issue. Tony Sertich, president of the Northland Foundation, will share his perspective on the challenge. Additionally, Sara Cole, president and CEO of the Duluth Area Family YMCA, Arik Forsman, Duluth City councilor at large and Minnesota Power economic development professional, and Martha Bremer, the Chamber’s director of the Fuse Duluth and Leadership Duluth programs, will share their insights into how the challenge is impacting our community.

Join us and have your questions answered. The FORUM is a free event. Yet, registration is required. Visit [duluthchamber.com](http://duluthchamber.com) to register. Please let me know if you have questions or suggestions ([dross@duluthchamber.com](mailto:dross@duluthchamber.com)).

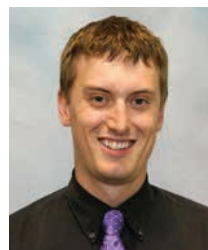
David Ross, Chamber President



Tony Sertich



Sara Cole



Arik Forsman



Martha Bremer