

## chamberXpress

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Photo by Steve Isola

# chamberXpress

DULUTH AREA CHAMBER OF COMMERCE MONTHLY NEWS

Vol. 22 • Issue 3 March 2021

www.duluthchamber.com

## FUSE DULUTH

YOUNG PROFESSIONALS

### Join Us For Mardi Gras at the Mansion

Fuse Duluth is bringing New Orleans flair to Glensheen at our newest networking offering, Mardi Gras at the Mansion!

On July 22, grab your friends and escape to "The Big Easy" for music, mouthwatering Southern cuisine and masquerade shenanigans not typically found in Northern Minnesota. We can't wait to guess who is under the mask at this unique, incognito networking soiree.

#### SAVE THE DATE:

**THURSDAY, JULY 22  
5 TO 7 P.M.  
Glensheen Mansion,  
3300 London Road  
\$20/Chamber members  
\$30/nonmembers  
Register at fuseduluth.com**



Moving business forward. ▶

### Invest in Your Community, Business and Yourself Leadership Duluth 2021-2022 Applications Will Be Accepted Starting April 16

By educating participants about Duluth's cultural and business history and regional issues, Leadership Duluth unites, equips and empowers emerging leaders to foster change in their workplace and community. Through educational and hands-on opportunities, participants will understand these components and how they contribute to the Duluth area's overall health.

Participants commit to one full day of leadership training per month, plus occasional bonus days and events. Topics include: Leadership Philosophies, Social Challenges, Health Care, Courts and Law, Economic Opportunity, Local Advocacy, Sustainability, Infrastructure and Tourism. In addition, one service project will be organized and completed by assigned groups to benefit an area nonprofit. Finally, participants will be asked to share their service project progress, plus their future personal and business intentions.

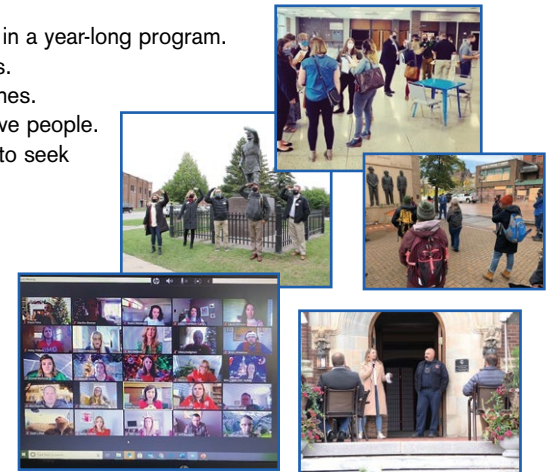
#### Candidates for Leadership Duluth:

- Demonstrate commitment to be an active participant in a year-long program.
- Are willing to meet/network with up to 50 classmates.
- Are willing to be challenged beyond their comfort zones.
- Have reputations as creative, responsible and effective people.
- Have an interest in surpassing conventional thinking to seek new growth opportunities and fundamental change.

#### Participants in Leadership Duluth:

- Engage with area leaders.
  - Build access to area organizations and institutions.
  - Gain industry and community awareness.
  - Build lasting relationships with class members, area leaders and Leadership Duluth underwriters.
- #### Class Components of Leadership Duluth:
- Industry, organization and community exposure.
  - Hands-on involvement.
  - Professional networking.

Visit our website between April 16 and June 28 to apply. The program year runs from August 2021-June 2022. Applications, one letter of recommendation and the application fee of \$30 are due Wednesday, June 28. Tuition: \$1,500/Chamber members - \$1,900/nonmembers. Visit leadershipduluth.com for more information.



## On Our Radar

### THINK SUMMER!

#### Save the Date for the Chamber Golf Classic

Save the date for our 52nd Annual Chamber Golf Classic, presented by Marsh & McLennan Agency LLC & Otis Magie Insurance Agency, A Marsh & McLennan Agency Company, on Monday, July 26, at Ridgeview Country Club.

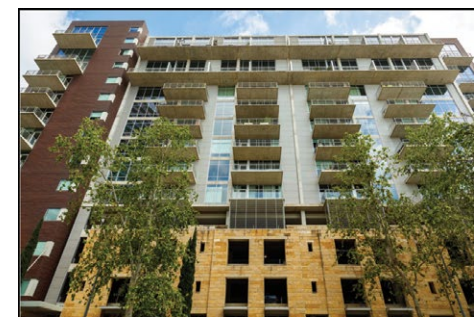
Outdrive your competition at the largest business-to-business golf event in the Northland by becoming a sponsor. With sponsorships for every budget, this is your opportunity to be a driving force on the course with great opportunities that raise your organization's profile in front of 300 attendees.

Swing into action and be a part of the fun! Golfer registration opens in June. For details on sponsorship opportunities, please contact Kathleen Privette at kprivette@duluthchamber.com



### IS YOUR HANDBOOK UP TO DATE WITH NEW MN REQUIREMENTS?

Stay out of legal hot water! Contact us today for a FREE and confidential consultation to get up to speed and avoid liability. More info at audacityhr.com



#### The perfect home for your coverage.

With programs tailored to the specialized needs of apartment buildings and condo complexes, we can ensure that you have the coverage you need to protect your hard-earned investment.



www.younginsure.com

218-722-1481

Duluth, MN

## Virtual Let's Do Lunch, Duluth – Tuesday, March 9



**“Spirit Mountain’s Path to Financial and Operational Stability: the Spirit Mountain Task Force’s Recommendations,” presented by Duluth City Councilors Janet Kennedy and Arik Forsman, Spirit Mountain Task Force co-chairs**



Janet Kennedy

The timing of this presentation is ideal. We will be one of the first – if not the first – groups to learn of the Task Force’s recommendations. The maxim “Go where the in-crowd goes. Know what the in-crowd knows” has never been more accurate. Be there, or be left wishing you had been there. Thank you to our good friends at Lake Superior College for sponsoring this gathering.



Arik Forsman

**Zoom webinar - noon to 1 p.m.**  
**Curbside boxed lunch pickup:**  
**Greysolon, 231 E. Superior St. (10 to 11 a.m.)**  
**Chamber members \$35/nonmembers \$45**  
**Register at [duluthchamber.com](http://duluthchamber.com)**



## Virtual Let's Do Lunch, Duluth – Tuesday, April 13

**“Creating a Community for All,” presented by President and CEO Sara Cole of the Duluth Area Family YMCA**



Sara Cole

Our local YMCAs are better places because of Sara Cole. Duluth is a better community because of Sara Cole. Three-and-one-half years ago, the YMCA board undertook an extensive national search to ensure a remarkable leader was chosen to fortify the Duluth Area Family YMCA. They succeeded when they hired this innovative leader, who possesses a stellar record of achievement. She is a grant-writing, fund-raising virtuoso. Join us and learn about the exciting changes, investment and development occurring at the YMCA and at the Essentia Wellness Center. Sponsored by our good friends at Wheeler Associates.

**Zoom webinar – noon to 1 p.m.**  
**Curbside boxed lunch pickup:**  
**Greysolon, 231 E. Superior St. (10 to 11 a.m.)**  
**Chamber members \$35/nonmembers \$45**  
**Register at [duluthchamber.com](http://duluthchamber.com)**



A delicious boxed lunch for Zoom webinar participants through curbside pickup service.

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

In support,  
*David*  
David Ross, Chamber President



# 2021 Legislative Priorities Booklet

Traditionally, during this month the halls of the Minnesota State Capitol would be filled with Northeast Minnesota citizens advocating on behalf of our beloved communities, sharing stories of our challenges, our accomplishments and our strengths at the 24th Annual Duluth & St. Louis County at the Capitol Days event.

Our message was not lost amid the pandemic. The Chamber – along with the City of Duluth, St. Louis County and key stakeholders – published a 2021 Legislative Priorities Booklet detailing how each industry seeks support from elected officials this year. This year’s booklet was designed for optimal digital interaction.

View the booklet at [duluthchamber.com/dslc-2021](http://duluthchamber.com/dslc-2021).



Photo: KSTP/ Tom Hauser.



## Turn to DuluthChamber.com for Relocation and Career Information

Chambers of Commerce are established to benefit the business economy. One aspect of that core mission is a prosperous workforce. In addition to participating in conversations about growth, our Chamber is a helpful resource to individuals invested in moving to the area or seeking employment.

DuluthChamber.com operates a “Relocation” page to include information specific to Duluth’s newest (and prospective) residents. Members of our Chamber from sectors relevant to Duluth living – including health care, education, finance and housing – are included within the Relocation Packet to help ease the transition to Duluth.

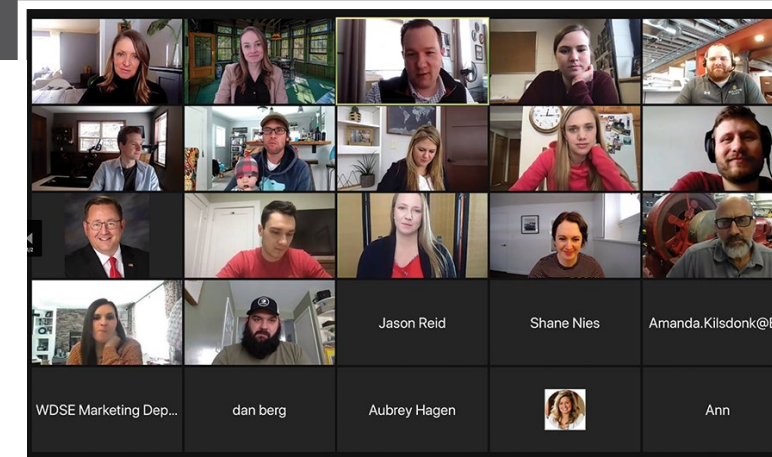
Of respondents downloading the Relocation Packet, 43 percent move to the area with secured employment and 21 percent are retired, whereas 36 percent move here still seeking employment. Thus, DuluthChamber.com also hosts a “Find A Job” page to accommodate this need. Members opt to include their open positions, and employment professionals are also available.

If you have friends or family interested in relocating to the Twin Ports, we encourage you to refer them to the Chamber website.

## In Case You Missed It

On February 4, Fuse Duluth hosted our first virtual event of 2021 – Ignite Your Fuse. The session offered attendees an insider look at what it takes to be resilient and how to adapt during a pandemic, featuring local restaurant owner Jason Vincent of the Boat Club Restaurant and Vanilla Bean Restaurants. Following the presentation, attendees enjoyed the opportunity to network with small group breakout sessions.

Thank you to Jason Vincent for sharing his story, time and expertise with us!



## March 3 & 4

Wednesday and Thursday

### VIRTUAL 24th Annual Duluth & St. Louis County at the Capitol Days

- **Grand Reception**  
Wednesday, March 3  
4 to 6 p.m.

**Virtually on Gatherly**  
Free to attend  
Participants will be emailed a link prior to the event with the ability to come and go as they please.

- **Legislative Gathering**

Thursday, March 4  
8:30 to 10 a.m.  
**Virtually on Zoom**  
Cost -\$15

Minnesota Gov. Tim Walz will keynote the presentation, with more local elected officials invited to join. The event will provide an update on the 2021 legislative session.

Plans are underway for our region's biggest citizen advocacy event – the 24th Annual Duluth & St. Louis County at the Capitol Days. The COVID-19 pandemic has drastically impacted our region. We need your help to be the voice of business to our elected officials to tell the stories of our challenges, our accomplishments, the strength of our community and how we seek their support in the 2021 legislative session.

This year's event will look different than in past years, but it will not be any less impactful. Our voices will still be heard. We have explored a new technology platform called Gatherly that still provides us the capability to have a trade show-style event. If fact, it places us in a virtual conference room – we simply walk over to the person or organization we wish to connect with, and up pops a video stream. The Grand Reception will take place on March 3 from 4 to 6 p.m. We are confident this new format will be an enjoyable experience for guests, stakeholders, legislators and legislative staff.

We will place a huge emphasis on the 2021 Priorities Booklet which is given to the legislators. In addition to the printed format, we will provide a digital version of the booklet with clickable links to your websites and information.

Keeping with tradition, we will also provide all legislators and their staff a gift that will remind them of Northeastern Minnesota. All Lobby Team meetings will be transitioned to a virtual format. Finally, on March 4 at 8:30 a.m., we will host a virtual Legislative Gathering with a keynote presentation by Gov. Tim Walz, and we've invited local elected officials to join us. A link will be sent to you for each event before March 3.



## March 9

Tuesday



### VIRTUAL Let's Do Lunch, Duluth

Noon to 1 p.m.

**Zoom**  
Curbside lunch pickup: 10 to 11 a.m.  
(Greysolon Ballroom)

Topic: "Spirit Mountain's Path to Financial and Operational Stability: The Task Force's Recommendations," presented by City Councilors Janet Kennedy and Arik Forsman, Task Force co-chairs

A Zoom invitation will be emailed to you upon registration, and you'll receive a reminder the morning of the event. You won't be on video or audio for this presentation, but a chat option will be open.

A catered boxed lunch is available with registration. Guests will utilize the curbside pickup outside Greysolon Ballroom, 231 E. Superior St., between 10 and 11 a.m. Attendees are asked to park on Superior Street outside Greysolon's double doors, and a Black Woods employee will approach your vehicle to confirm your name and deliver your meal. A printed program from the Chamber will be provided with your lunch. RSVP is required to pick up a meal. If you have dietary restrictions or questions, email [kprivette@duluthchamber.com](mailto:kprivette@duluthchamber.com).

Sponsored by Lake Superior College.



## March 10

Monday



### VIRTUAL Leadership Duluth – Policy, Advocacy and Education Day\*

\*This program is open to current Leadership Duluth class members only.

Sponsored by North Shore Bank.



## March 12

Friday



### VIRTUAL Finally Fridays

8 to 8:45 a.m.

**Zoom**  
Join us for virtual networking at Finally Fridays, sponsored by Twin Ports Trailer Trash.

Register at [duluthchamber.com](http://duluthchamber.com)



## March 15

Monday



### VIRTUAL Business & Community Alliance Series

Noon to 1 p.m.

Topic: "Mental Health Care and Our Community: Barriers and Solutions," presented by Tim Weber of WebMed LLC.

**Zoom**

Sponsored by Kraus-Anderson Construction Co.



## March 16

Tuesday



### VIRTUAL After Hours

3:30 to 4:15 p.m.

**Zoom**

Hosted by Spectrum Reach



## March 17

Wednesday



### VIRTUAL Professional Development Series

Noon to 1 p.m.

Topic: "Harness Your Strengths: How Knowing Your Superpowers Means More Money and Fun in Work and in Life," presented by Anna Nelson of Anna Nelson, LLC

**Zoom**

Sponsored by The College of St. Scholastica Stender School of Business and Technology.



## March 31

Wednesday

### VIRTUAL Chamber Skills Series

Noon to 1 p.m.

Topic: "Email Marketing in a Nutshell," presented by Aaron Abramson of Pro Sound & Light Show.

**Zoom**

Sponsored by Lake Superior College.



# WE ARE THE CHAMBER

PROFILES OF CHAMBER MEMBERS REPRESENTING THE DIVERSITY OF OUR BUSINESS COMMUNITY.

## ▶ DULUTH TAP EXCHANGE [WWW.DULUTHTAPEXCHANGE.COM](http://WWW.DULUTHTAPEXCHANGE.COM) – (218) 391-1622

"I was born and raised here in Duluth," said Jordan DeCaro, owner of Duluth's first self-pour taproom, the Duluth Tap Exchange. "I'm a Duluth Central grad, and I went to get my real estate license right after I graduated in 2011. I've been selling real estate ever since. And I wanted to add an investment to my portfolio that is fun and something I felt contributed to making Duluth a better place.

"We opened in January of 2020, and we felt this concept was great for Lincoln Park," he said, "because you can try all of the different local beers, ciders and seltzers and bring in any food of your choice to accompany the space's environment and ambiance."

The Duluth Tap Exchange offers 40 self-pour taps and a full bar. "This gives our patrons complete control in the selection of what they choose and how much they would like," DeCaro said. "You can try an ounce of each tap, or you can enjoy the same tap. We also have a full bar for any spirit of choice, if you're not feeling beer or cider.

"The Duluth Tap Exchange has seven to 10 team members at any given time, and our demographic is pretty wide," he added. "Our goals are to continue



"It's been a fun and wild ride. We hope someday we can bring another location to the Northland as well," said Jordan DeCaro, owner of the Duluth Tap Exchange, the city's first self-pour taproom.

to put our patrons first and keep delivering the best customer service that we can. It's been a fun and wild ride. We hope someday we can bring another location to the Northland as well."

## ▶ DETAIL & DASH [WWW.DETAILINGDONEYOURWAY.COM](http://WWW.DETAILINGDONEYOURWAY.COM) – (218) 591-7005

"When I started, I did not think this would become my career," said Zachary Tharge, owner of Detail & Dash, the mobile car detailing business that provides services right on its customers' sites. Tharge, a lifelong Superiorite who graduated from Superior High School in 2017, originally meant to be a nurse. "Over time, as I started doing more vehicles, it evolved into more of a business and not just a side job," he explained.

Tharge launched the business in 2018 "with \$100 worth of equipment from Walmart," he said. "At the time, I drove a Chevy Impala and used the trunk to haul the detailing equipment around. I didn't have any prior training in detailing, but I decided to give it a shot. I started by detailing the vehicles of friends and family, and then I would do occasional vehicles of people they knew."

Before long, Tharge was attracting new clients through social media and constantly building his business by reinvesting his profits. Growth has happened quickly. "It used to only be me that was doing the detailing. But this year, at our busiest time, I had nine employees and three mobile units up and running," he noted. Detail & Dash offers cleaning and other services in addition to detailing, and it serves customers within a 50-mile service radius of the Twin Ports area. It also provides the option of staff picking up customer vehicles to work on them at its shop,



"It used to only be me ... But this year, at our busiest time, I had nine employees and three mobile units up and running," said Detail & Dash owner Zachary Tharge.

and then returning them.

"In the future, I hope to continually grow Detail & Dash into a business that people can trust and turn to when they want the best," said Tharge. "My main goal for the future of my business is to never settle and continually improve, while always putting the customers first."



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[dross@duluthchamber.com](mailto:dross@duluthchamber.com)

**March 15**

**VIRTUAL BUSINESS & COMMUNITY ALLIANCE SERIES**

Business & Community  
**ALLIANCE**  
educational series



Tim Weber of WebMed LLC presents "Mental Health Care and Our Community: Barriers and Solutions" (noon to 1 p.m. on Zoom). **Sponsored by Kraus-Anderson Construction Co.**

**March 17**

**VIRTUAL PROFESSIONAL DEVELOPMENT SERIES**

**Professional  
DEVELOPMENT  
SERIES**



Anna Nelson of Anna Nelson, LLC presents "Harness Your Strengths: How Knowing Your Superpowers Means More Money and Fun in Work and in Life" (noon to 1 p.m. on Zoom). **Sponsored by The College of St. Scholastica Stender School of Business and Technology.**

**March 31**

**VIRTUAL CHAMBER SKILLS SERIES**

**CHAMBER  
SKILLS  
SERIES**



Aaron Abramson of Pro Sound & Light Show presents "Email Marketing in a Nutshell" (noon to 1 p.m. on Zoom). **Sponsored by Lake Superior College.**

# Plan Your Spring Promotions With the Network eMailer

The Chamber's Made in Duluth Mailer is an exclusive, cost-effective way to highlight your organization's services, seasonal specials and discounts, and in front of Chamber member businesses and their staff.

Due to COVID-19, many of our members have been working from home. This year, we are adapting the Made in Duluth Mailer to a digital Made in Duluth eMailer! The member-to-member promotions will be distributed directly into the inboxes of 4,000 Chamber members and their engaged employees and posted to our Chamber website.

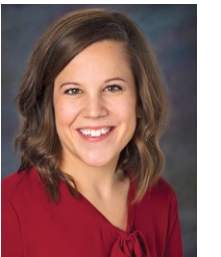
Now, more than ever, we must pull together to support small businesses. Not only will the digital promotion accommodate the changing landscape of where our members are working, but participants will also see an expanded audience without the additional cost of print.

Plan your spring promotions with the Network eMailer. Contact Chris Johnson to reserve your space in the digital Network Mailer this spring: [cjohnson@duluthchamber.com](mailto:cjohnson@duluthchamber.com) – (218-740) 3755.

**Reserve by Tuesday, March 30:  
\$300/member - \$200/nonprofit member**



Chris Johnson  
Director of Marketing and Communications  
(218) 740-3755  
[cjohnson@duluthchamber.com](mailto:cjohnson@duluthchamber.com)



## FUSE DULUTH

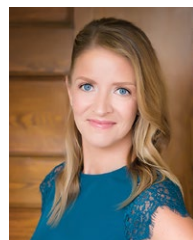
YOUNG PROFESSIONALS

Julie Visger – a project manager at Flint Group – is a dedicated community member serving on both the Fuse Duluth and Leadership Duluth boards. In February, during the Leadership Duluth program's Courts and Law session, the 2019 Leadership Duluth graduate took on a new role as a presenter.

Julie led the class through a valuable exercise that helped class members identify what their current core values are and how they can utilize them as they make important decisions in their lives.

She ended the session by sharing her own personal "Core Values Mission Statement" that reminds and inspires her to live by her root beliefs.

We are thankful to have such an amazingly talented young professional engaged in our programming. Thank you, Julie!



Martha Bremer  
Director of Fuse and Leadership Duluth  
(218) 740-3754  
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## Welcome New Members

### Aflac District Office

(218) 839-1730  
4877 Miller Trunk Highway Ste. 3  
Hermantown, MN 55811  
[www.aflac.com](http://www.aflac.com)

What is Aflac? It's insurance that pays cash benefits directly if you're sick or injured – cash to spend any way you want. It can help cover things major medical insurance doesn't pay for, like your mortgage, car payments, groceries or anything you need. Your employees deserve benefits that work just as hard for them as they work for you. And by adding Aflac to your benefits package, you can help your employees protect what matters most to them.

### Bella Rose Bridal

(218) 464-5282  
1702 Miller Trunk Highway, Ste. 101  
Duluth, MN 55811  
[www.bellarosebridalmn.com](http://www.bellarosebridalmn.com)  
Bella Rose Bridal offers three bridal lines that are new to Duluth. We also offer bridesmaid, mother-of-the-bride, flower girl, first communion and prom apparel.

### Design Eye Q

(218) 464-0299 (218) 343-3617  
107B E. Superior St.  
Duluth, MN 55802  
[www.designeyeq.studio](http://www.designeyeq.studio)  
Industrial design firm specializing in automotive and aerospace.

### Fairfield by Marriott Duluth-Miller Hill

(218) 623-3247  
1510 Maple Grove Road  
Duluth, MN 55811  
[www.marriott.com/dlhfd](http://www.marriott.com/dlhfd)  
High-end limited service lodging establishment.

### Ken Buck Consulting LLC

(218) 343-7412  
4937 Red Oak Circle  
Hermantown, MN 55811  
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.

### Mayne Design

(218) 341-4070  
1910 Stanford Ave.  
Duluth, MN 55811  
[www.mayne.design](http://www.mayne.design)  
Mayne Design is a full-service graphic design company based in Duluth. We create unique designs that truly reflect your company's identity and vision. We provide graphic design with you in mind. Our focus is on branding for small businesses including brand development, logo design, business card design and printing, website design and maintenance, print design, social media management, email marketing and much more.

### Northeast MN Office of Job Training

(218) 302-8400  
411 First St.  
Duluth, MN 55802  
[www.nemojt.org](http://www.nemojt.org)  
NEMOJT serves job seekers, including dislocated workers, people wishing to enter or reenter the workforce, youth and adults interested in training and education.

### Park Dental BlueStone

(218) 606-1040  
906 Woodland Ave.  
Duluth, MN 55812  
[www.parkdental.com](http://www.parkdental.com)  
Park Dental BlueStone provides general dental care for the entire family and is located on the northeast corner of Woodland Avenue and East Clover Street in BlueStone Commons. Schedule online at [www.parkdental.com](http://www.parkdental.com).

### Wild State Cider

(218) 606-1151  
2515 W. Superior St.  
Duluth, MN 55806  
[www.wildstatecider.com](http://www.wildstatecider.com)