

## chamberXpress

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## In Case You Missed It

# Ninth Annual Zenith Digital Marketing Conference

On April 23, Fuse Duluth – in partnership with the Aimclear marketing agency – held the Ninth Annual Zenith Digital Marketing Conference. After a two-year pandemic-related hiatus, it was amazing to have the opportunity to reconnect with regional marketers and provide an unmatched educational opportunity led by globally recognized digital marketing expert presenters. We are already looking forward to an over-the-top conference offering for our 10th offering in 2023. We hope to see you there!



Cari Twitchell, founder and chief word nerd of Customer Content Solutions LLC, addresses conference participants.



Martha Bremer, director of the Chamber's Fuse Duluth and Leadership Duluth programs, with Aimclear founder Marty Weintraub.



Attendees were provided with the strategy, tactics and tools necessary to conquer social media, boost online engagement, increase social market share and avoid wasteful social media campaigns.

**Zenith** Digital Marketing Conference



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DULUTH AREA CHAMBER OF COMMERCE MONTHLY NEWS

Vol. 23 • Issue 6 June 2022

www.duluthchamber.com

## Don't Miss the Great Duluth Race

You do not want to miss one of the Chamber's newest teambuilding events – the Great Duluth Race!

We'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 Great Duluth Race.

On June 30, 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 citywide scavenger hunt. The quest will conclude with an award ceremony and a fun-filled networking happy hour.

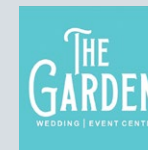
Build your team, be competitive, be adventurous – see you at the race!

Team of five: Chamber members - \$150/nonmembers - \$200

Individual tickets: Chamber members - \$40/nonmembers - \$60

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

**June 30**  
**2 to 6 p.m.**  
**The Garden Wedding and Event Center**  
**425 S. Lake Ave.**



Moving business forward. ▶

## Call for Chamber Board Nominations

You have an exciting opportunity to strengthen our Chamber by nominating a talented business leader to serve on our board of directors. This person can be a colleague of yours or yourself. Diverse candidates are encouraged and welcome to apply.

Serving on our board is an effective and enjoyable way to connect with leaders who concurrently are dedicating time and talent in service to the Chamber. If you or someone you know are interested in serving, please let me know. To submit a nomination, please provide me with your nominee's name, professional status and community engagement. Please also share your rationale for the nomination. Incoming board members will serve an initial three-year term which commences October 1, 2022.

Successful nominees must be willing to:

- Accept a leadership role within a Chamber initiative,
- Participate in Chamber events,
- Assist in recruiting and retaining members,
- Serve as an enthusiastic advocate for the Chamber.

Nominations will be accepted until noon on Thursday, June 23. You can email your nomination to me at [mbaumgartner@duluthchamber.com](mailto:mbaumgartner@duluthchamber.com). If special accommodations need to be made or you have questions, concerns or suggestions, contact me at (218) 740-3751.



*Matt B*  
Matt Baumgartner  
President

## Insurance Programs for Lawn Care Specialists

From lawn mowing and tree trimming to landscaping and grounds keeping, we can help find a comprehensive program to protect the business you have worked so hard to build.



[www.younginsure.com](http://www.younginsure.com) • (218) 722-1481





## On Our Radar Two Enjoyable Events. Two Compelling Speakers.

### Let's Do Lunch, Duluth – Tuesday, June 14

**“Engaging and Elevating: Transforming Ideas into Accomplishments Since 1985,” presented by Northspan President and CEO Elissa Hansen**

Since 1985, Northspan has been engaging and elevating our community to transform ideas into accomplishments. Recently, the talented team at Northspan went through a strategic planning process. Elissa will share the results of this strategic plan along with the long-term goals of their organization. As a partner with NORTHFORCE, Elissa will also address the workforce shortage that is affecting all of our organizations. Thank you to our good friends at Minnesota Power – An ALLETE Company for sponsoring this gathering.



Elissa Hansen

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

(\*We encourage you to arrive early and/or walk or carpool due to recent parking issues.)



### Let's Connect @ Clyde – Tuesday, July 12

**“How To Be a Culturally Competent Leader,” presented by CEO Jebbeh Edmunds of Jebbeh Cultural Consulting LLC**

You know the adage that first impressions are the most lasting. Employers and employees alike strive always to put their best selves forward. The hiccup to where we fall flat as an employer trying to recruit BIPOC (Black, Indigenous and People of Color) employees is when our employment listings are culturally inappropriate. Jebbeh's presentation will explore several situations (from her personal stories and research best practices), and we will reflect upon whether they have language that could deter your BIPOC workforce. We need to look for language that reflects a welcoming cultural environment. A company needs to develop descriptions and qualifying criteria that highlight a commitment to diversity, and this is the first step in ensuring a diverse and inclusive workforce. This training will help you answer much-needed questions about diversity, equity and inclusion practices. Thank you to our good friends at Bell Bank for sponsoring this gathering.



Jebbeh Edmunds  
Andrew Vick Photography

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



To register for these luncheons, visit [www.duluthchamber.com](http://www.duluthchamber.com) or call (218) 722-5501.

## The 53rd Annual Chamber Golf Classic, Presented by Spectrum

The 53rd Annual Chamber Golf Classic is hot! So hot that we are already SOLD OUT of tee times for teams and individual golfers.

However, we still want you to attend and join us for networking, appetizers and drinks at Ridgeview Country Club, 700 Redwing St., on Monday, July 18, from 3 to 7 p.m. Don't miss out on the biggest business -to-business golf event in the Northland.

Still interested in sponsoring? Contact Kathleen Privette at [kprivette@duluthchamber.com](mailto:kprivette@duluthchamber.com).



## On Our Radar

### SAVE THE DATE!

#### 152nd Annual Meeting & Dinner Celebration

**Wednesday, Nov. 2**

**4 to 8 p.m.**

**Duluth Entertainment Convention Center**

(formal invitation and more details to follow)



### Applications Due June 30 for Leadership Duluth's 2022-2023 Program Year

Leadership Duluth aims to unite, equip and empower emerging leaders to foster change within their workplace and community. Participants commit to one full day of leadership training per month throughout the program year, which runs from August 2022-June 2023. Topics include: Leadership Philosophies, Social Challenges, Economic Development and Neighborhoods, Arts and Tourism, Health Care, Courts and Law, Policy and Advocacy, Environment and Sustainability, and Transportation and Infrastructure.



In addition, one service project will be organized, implemented and completed by assigned groups to benefit an area nonprofit. Participants will receive a cumulative review of the elements of a healthy community and be awarded the opportunity to reflect upon the contributions they make throughout the program. Finally, participants will be asked to share their service project progress, plus their personal and business intentions for the future.

To fill out your application, visit [leadershipduluth.com](http://leadershipduluth.com). Completed applications, along with one letter of recommendation and application fee of \$30, are due Thursday, June 30. Tuition: \$1,525/Chamber members - \$1,925/nonmembers. Scholarship opportunities available; contact LEAD Scholarship at [LEADDuluthscholarship@gmail.com](mailto:LEADDuluthscholarship@gmail.com). Questions? Contact Director of Leadership Duluth Martha Bremer at [mbremer@duluthchamber.com](mailto:mbremer@duluthchamber.com).





# Calendar

Please register for Chamber events at [www.duluthchamber.com](http://www.duluthchamber.com) or by calling (218) 722-5501.

## June 1

### Wednesday

Chamber educational series:

**Professional Development  
workshop**

#### Professional Development Workshop

Topic: "Data Analytics for Decision-Making," presented by Dr. Brandon Olson of The College of St. Scholastica  
11 a.m. to noon

Live webinar

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



## June 2

### Thursday



#### Ignite Your Fuse Experiential Tour and Lunch with Cirrus Aircraft

Noon to 1 p.m.

Location: Cirrus Aircraft, 4515 Taylor Circle

Sponsored by Cirrus.



## June 3

### Friday



#### Finally Fridays Networking Event

7:30 to 9 a.m.

Location: Ferguson Bath, Kitchen & Lighting Gallery,  
4209 Airpark Blvd.

Join us for a cup and conversation at this popular early morning networking event, hosted by Ferguson Bath, Kitchen & Lighting Gallery.



## June 8

### Wednesday



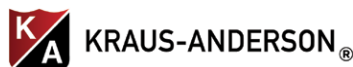
#### Leadership Duluth - Leadership Challenges Day\*

8 a.m. to 5 p.m.

Location: Spirit of the North Theater at Fitger's, 600 E. Superior St.

Sponsored by North Shore Bank and Kraus-Anderson Construction Co.

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



## June 14

### Tuesday



#### Let's Do Lunch, Duluth

Topic: "Engaging and Elevating: Transforming Ideas into Accomplishments since 1985," presented by President and CEO Elissa Hansen of Northspan  
11:45 a.m. to 1 p.m.

Location: Greysolon by Black Woods, 231 E. Superior St.

Sponsored by Minnesota Power.



## June 15

### Wednesday

Chamber educational series:

**Small Business Development  
workshop**

#### Small Business Development Workshop

"Making Employee Benefits Beneficial," presented by Financial Advisor Patrick Heffernan and Group Services Director Hannah Stevens of Wheeler Associates  
11 a.m. to noon

Live webinar

Sponsored by Lake Superior College.



## June 23

### Thursday



#### Leadership Duluth Graduation

5 to 7 p.m.

Location: Greysolon by Black Woods, 231 E. Superior St.

Sponsored by North Shore Bank.



## June 30

### Thursday



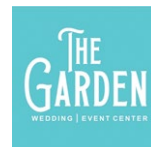
#### The Great Duluth Race

2 to 6 p.m.

Location: The Garden Wedding and Event Center, 425 Lake Ave. South

We've got your team-building adventure covered! Explore your city, solve riddles and complete photo challenges to earn points in the Great Duluth Race. Form your team of coworkers or friends for an afternoon of healthy movement, competition and discovery of Duluth's businesses and history. The afternoon begins with team instructions, followed by a shotgun start. Your team will depart on a timed downtown scavenger hunt. The quest will conclude with an award ceremony and a fun-filled networking happy hour.

Sponsored by The Garden Wedding and Event Center.



# Success!

Grand opening of the Bruckelmyer Brothers Design Studio at the Duluth Technology Village, where virtual reality tours are offered to walk clients through the home construction or remodeling design process from start to finish (11 E. Superior St.).



Duluth Pack celebrates its 140th anniversary. The company is proud to be the oldest canvas and leather bag and pack manufacturer in the U.S., also offering apparel, gifts and much more (365 Canal Park Drive).

The grand opening celebration for The Garden Wedding and Event Center. The former Grandma's Sports Garden and Grill has been transformed into Duluth's newest venue for weddings, receptions, class reunions, trade shows, business meetings and fundraisers (425 S. Lake Ave.).



The grand reopening and facility expansion celebration at STARBASE Minnesota-Duluth. The expansion, in partnership with the 148th Fighter Wing, doubled program capacity by adding four dedicated classrooms and a STARBASE staff office (4680 Viper St.).

Reimagined by T. Underwood celebrates its grand reopening and the downtown collaboration "In Cahoots," which provides space housing the Hucklebeary gift shop, Crave, accessories by Carli Rae Vergamini, creative workshops and a boutique flea market (138 W. First St.).



## CHAMBER STAFF



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## PROFESSIONAL DEVELOPMENT

Chamber educational series:

### Professional Development workshop



## June 1

Dr. Brandon Olson of The College of St. Scholastica presents “Data Analytics for Decision-Making” (11 a.m. to noon – live webinar). Sponsored by The College of St. Scholastica Stender School of Business and Technology.

Chamber educational series:

### Small Business Development workshop



## June 15

Financial Advisor Patrick Heffernan and Group Services Director Hannah Stevens of Wheeler Associates present “Making Employee Benefits Beneficial” (11 a.m. to noon – live webinar). Sponsored by Lake Superior College.

## LEADERSHIP DULUTH

### Thanks to Leadership Duluth’s Outgoing (and Outstanding) Steering Committee Members

This June, the Leadership Duluth Steering Committee will say goodbye to seven outstanding community leaders. These talented, fun and creative critical thinkers have worked tirelessly to continually develop and enhance the program’s curriculum.

During their tenure, they embraced the complex challenges of a pandemic, made critical safety decisions, responded to changing guidelines and were willing to spend countless hours to ensure an extraordinary experience was produced for every single class member. They define community leadership, teamwork and accountability.

It has been an honor and privilege to have had the chance to work by their side. I speak for all Leadership Duluth graduates, past and present, when I say thank you for your investment in our community and your drive to continually improve Duluth through inspiring others. You are heroes.

- Ben Fagerlie, Northern Neurosurgery & Spine
- Julie Visger, Flint Group
- Molly Frank, Optum
- Chris McCord, Udac
- Betsy Hill, CareerForce
- Kat Gerzina, DSGW Architects
- Anna Nelson, Members Cooperative Credit Union



Ben Fagerlie



Anna Nelson



Molly Frank



Kat Gerzina



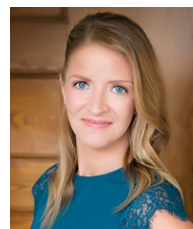
Betsy Hill



Julie Visger



Chris McCord



Martha Bremer  
Director of Fuse and Leadership Duluth  
(218) 740-3754  
mbremer@duluthchamber.com

## Commitment to Change: Honoring Juneteenth

### Chamber and Lake Superior College Team Up to Offer Free Diversity, Equity and Inclusion Resources

Instituting change within our community starts with commitment. Lake Superior College and the Duluth Area Chamber of Commerce will be curating a robust Diversity, Equity and Inclusion (DEI) Resource Guide and distributing information as daily emails leading up to Juneteenth.

Local leaders and organizations will share expertise on the importance of diversity and building an inclusive regional economy, ways to become involved, and how you can make an impact in your business and community. Opt in to receive free weekday DEI resources that include:

- Historical look at Juneteenth.
- Juneteenth celebrations and activities.
- Volunteer opportunities for Juneteenth celebrations.
- Highlights of local BIPOC-owned businesses (Black, Indigenous and People of Color).
- Inclusive workplace tactics and strategies.
- Upcoming DEI events.
- Highlights of local companies with strong DEI initiatives.
- Lists of local BIPOC-serving organizations to get involved with or to donate.



Emails will be distributed June 1-17. To sign up for these resources, visit [www.duluthchamber.com/DEI](http://www.duluthchamber.com/DEI).

## Welcome New Members

### Ameresco

Eric Laumeyer  
1651 Old Highway 19  
Red Wing, MN 55066  
(651) 442-2659

### Goat Hill Marketplace

Jeff Petcoff  
1832 W. Superior St., Ste. 106  
Duluth, MN 55806  
(218) 606-1023  
[www.goathillmarketplace.com](http://www.goathillmarketplace.com)  
A great little market featuring unique food finds, kitchen supplies and gadgets, and everyday essentials.

### Heartwood Resort & Conference Center

Mark Wallskog  
N10884 Hoinville Road  
Trego, WI 54888  
(715) 466-6300  
[www.heartwoodresort.com](http://www.heartwoodresort.com)  
Heartwood Resort offers 53 lakeside hotel guestrooms and 10 duplex cottages, five lakeside cottages and four homes. We also have a full-service conference center, restaurant, coffee shop, river float rental and two bars.

### North Shore Adventure Park

Alice Tibbets  
42 Outer Drive  
Silver Bay, MN 55614  
(218) 220-2550  
[www.northshoreadventurepark.com](http://www.northshoreadventurepark.com)  
We are the only forest climbing park in Minnesota, with 75 adventure challenges that help develop skills and endurance.

### Praxis Strategy Group

Mark Schill  
33 S. Third St.  
Grand Forks, ND 58201  
(701) 775-3354  
[www.praxisg.com](http://www.praxisg.com)  
Praxis Strategy Group helps communities, entrepreneurs and boards develop new insights, make decisions and move forward.

### SISU Beauty & Co.

Jennifer Lowe  
1515 London Road  
Duluth, MN 55812  
(218) 481-7630  
[www.sisubautyduluth.com](http://www.sisubautyduluth.com)  
We are an eco-friendly hair salon with a safe, open and comfortable place to relax. We also provide travel wedding hair and makeup services.

### Zenith Bookstore

Bob Dobrow  
318 N. Central Ave.  
Duluth, MN 55807  
(218) 606-1777  
[www.zenithbookstore.com](http://www.zenithbookstore.com)  
New and gently used books – find old favorites, new friends and hidden gems. We’re online at [zenithbookstore.com](http://zenithbookstore.com).