



# chamber Xpress

DULUTH AREA CHAMBER OF COMMERCE MONTHLY NEWS

Vol. 25 • Issue 4 April 2024

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## Save the Date: New Member Mixer

The Duluth Chamber's New Member Mixer, hosted at the St. Louis County Depot Great Hall, will bring together the Chamber's newest and long-time Chamber members for a wonderful networking-filled spring evening. The New Member Mixer will offer attendees a chance to network with other business professionals, sample delicious cuisine from local restaurants and caterers, visit sponsor booths and win prizes. Exclusive sponsorships are now available.

\$1,500 Presenting Sponsor (one available) - This sponsorship shines a spotlight on your organization during this fun night of celebrating fellow Duluth Chamber members. Sponsorship benefits include New Member Mixer Presented by [Your Company Name], an opportunity to address attendees (mic provided) with a 2-minute welcome at the event, and all of the booth sponsor benefits.

Booth sponsorships at this expo-style mixer are \$300 for a full 8-foot table or \$150 for a half-booth. In-kind sponsorships are also available for providing food, N/A beverages and prizes.

Contact Aubrey Hagen, Director of Membership Development, at ahagen@duluthchamber.com to secure your sponsorship.

## NEW MEMBER MIXER

Thursday, May 16

4:30 - 6:30 p.m.

St. Louis County Depot Great Hall

\$5 at the door for Chamber members

## 27th Annual Duluth & St. Louis County at the Capitol Days Draws Record Participation



Thank you to everyone who helped make the 27th annual Duluth & St. Louis County at the Capitol Days such a historic success!

We had record participation again this year, including a record number of participating key stakeholders and sponsors, as well as record attendance at the legislative breakfast.

The Duluth Area Chamber of Commerce and Duluth Area Chamber Foundation are grateful for the dedicated community and business leaders, elected officials and sponsors for your continued engagement and support as we advocate for our region's top legislative priorities at this important event and beyond. We are stronger together!

Learn more about Northeast Minnesota's legislative priorities at [duluthchamber.com/dslc](http://duluthchamber.com/dslc).



(More Duluth & St. Louis County at the Capitol Days photos on page 3.)



## PROTECTING LOCAL BUSINESSES

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Mayor Roger Reinert

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

Presented by Mayor Roger Reinert, City of Duluth

It's been a few short months since Roger Reinert was sworn in as Duluth's 40th Mayor. Join us at Let's Do Lunch on April 9 as he gives a formal address to the business community, where he will discuss key initiatives, legislative priorities and his new administration. You won't want to miss this important conversation.

Join us at the beautiful Greysolon Ballroom by Black Woods  
231 E. Superior St.  
11:45 a.m. to 1 p.m.  
Chamber members \$30 / Nonmembers \$40  
Register at [duluthchamber.com](http://duluthchamber.com)  
or contact Kathleen Privette at [kprivette@duluthchamber.com](mailto:kprivette@duluthchamber.com).

Sponsored by:



## Leadership Duluth Explores the Importance of Relationships

In March it was Relationship Building Day for the Duluth Area Chamber and Duluth Chamber Foundation's Leadership Duluth program. The class enjoyed a great day learning from community leaders from Duluth YMCA and touring the YMCA at the Essentia Wellness Center, hearing from leaders from Lifestone Health Care, Inc. and Jebeh Cultural Consulting, and touring Northwood Children's Services. Thank you all for sharing your expertise with us and to the YMCA at the Essentia Wellness Center in Hermantown and Northwood Children's Services for hosting us. Thanks to our premier sponsor, North Shore Bank, for helping make this day and program possible.



# Duluth & St. Louis County at the Capitol Days (Continued from page 1)



# CELEBRATING SUCCESS

## Duluth Library Foundation Celebrates Recent West Duluth Library Renovations

The Duluth Area Chamber of Commerce was proud to join the Duluth Public Library, Duluth Library Foundation, the City of Duluth and other community partners to help celebrate recent renovations to the West Duluth Library! The West Duluth Library Reimagined Project was completely made possible through private donations from the community, resulting in a new service desk that is accessible for all ages and physical abilities, a new public computer center, new shelving and displays and a rearranged space to welcome guests and support families and children while in the library.



## Frandsen Bank & Trust Opens New Superior Location

Congratulations to our friends and member Frandsen Bank & Trust on their beautiful new location in the Blaine Business Center in Superior, Wis. The Duluth Area Chamber of Commerce was proud to join our brothers and sisters in commerce at the Superior Chamber of Commerce and Hermantown Area Chamber of Commerce, along with dozens of community partners, to celebrate the new branch location. Thank you to Frandsen Bank & Trust for continuing to serve and invest in our region.



# CELEBRATING SUCCESS

## CHAMBER STAFF

### The Pillars of Hermantown Celebrates New Facility in Hermantown

Congratulations to The Pillars of Hermantown on their beautiful new facility! The Duluth Area Chamber of Commerce was proud to join our friends at the Hermantown Area Chamber of Commerce, City of Hermantown and other community and business leaders to help welcome this much-needed facility to the region's business community.



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# Last Chance to Register for #Zenith2024

Now in its 11th year, the Zenith Digital Marketing Conference has become a national destination and a Minnesota marketing gem. The conference is a partnership between AIMCLEAR, an international digital marketing and communications agency based in Duluth and St. Paul, and the Duluth Area Chamber of Commerce.

## Zenith 2024 will feature three distinct tracks catering to diverse audiences of marketers and managers:

- Track One offers attendees of any level an integrated perspective on key digital marketing concepts.
- Track Two targets participants with intermediate to advanced skills, focusing on tactical advantages and crystallization of advanced concepts for an integrated approach.
- Track Three provides essential tools for those working at small- and medium-sized businesses, start-ups and nonprofits, empowering them as a digital marketing army of one or a few.

Specific topics to be covered within the three tracks include:

- AI and Emerging Technologies
- Content Marketing and SEO
- Data, Analytics and Measurement
- Digital Advertising and Social Media
- E-commerce and Conversion Optimization
- Brand and Marketing Strategy
- Customer Experience and Engagement
- Privacy, Security and Compliance.



## Zenith 2024 also will feature two keynote speakers with global expertise and recognition:

- Purna Virji, principal consultant for content solutions at LinkedIn, will speak on making inclusion the default approach in businesses and organizations.
- Mike King, founder and CEO of performance marketing agency iPullRank, will discuss search-engine optimization, content strategy and the impact of generative AI.

Zenith is the largest annual fundraiser for Fuse Duluth, the Duluth Area Chamber's young professionals program that seeks to retain local college graduates and develop the next generation of business leaders. Registration will remain open through the event date. This is a conference you will not want to miss! View the full agenda at [www.zenithconference.com](http://www.zenithconference.com).

## Zenith Digital Marketing Conference

Greysolon by Black Woods & Zeitgeist Theatre

Thursday, April 11

8 a.m. - 4:30 p.m.

\$299 Registration

\$249 Nonprofit

\$99 Student

## REGISTER NOW:



# ZENITH SMALL BUSINESS TRACK

Track 3 - DIY, SMB, Startup, Nonprofit

	<b>Harnessing the Power of Local Events for Small Business Growth</b> Andrew Weisz, Finden Marketing Aubrey Hagen, Duluth Area Chamber of Commerce		<b>Smart Marketing Workshop: Audit the Stupid Out</b> Kevin Mullett, MarketSnare
	<b>Leading with Authenticity: The Art of Brand Communication on Social Media</b> Ashlie Castaldo, Duluth Harbor Monsters		<b>Hack-Proof Your Business: Practical Steps to Help Secure Online Accounts</b> Alyssa Friesen, Aimclear
	<b>The TikTok Blueprint: Mastering Today &amp; Preparing for Tomorrow</b> Krystal Hoheisel-Eberling, Aimclear		<b>Breakthrough AI Design Hacks, Data Validated Creative &amp; Conversion Rate Tactics</b> Craig Baillie, Aimclear Brittney Dubina, Aimclear

**April 9**

**Let's Do Lunch - Mayor Roger Reinert, City of Duluth**  
 11:45 a.m. - 1 p.m.  
 Greysolon by Black Woods  
 231 E. Superior St., Duluth  
 Sponsored by Johnson, Killen & Seiler, P.A.



**April 11**

**Zenith Digital Marketing Conference**  
 8 a.m. - 4:30 p.m.  
 Greysolon by Black Woods  
 231 E. Superior St., Duluth  
 Presented by the Duluth Area Chamber of Commerce and Aimclear



**April 23**

**After Hours Networking Event at UMD Natural Resources Research Institute**  
 4:30 - 6 p.m.  
 5013 Miller Trunk Highway, Duluth  
 Sponsored by UMD Natural Resources Research Institute



**April 24**

**Duluth Chamber Educational Series: Anticipate the Future Using the Power of Predictive Analytics**  
 11:00 a.m. - Noon  
 Live Webinar + Q&A  
 Presented by Brandon Olson, The College of St. Scholastica  
 Sponsored by Stender School of Leadership Business and Professional Studies



**May 7**

**Connect @ Clyde - Haley Hedstrom, CEO, Lake Superior Zoo**  
 11:45 a.m. - 1 p.m.  
 Clyde Iron Works Restaurant, Brewery and Event Center  
 2920 W. Michigan St., Duluth  
 Sponsored by National Bank of Commerce



**May 9**

**Chamber 101**  
 4 - 5 p.m.  
 Sheraton Duluth Hotel - Restaurant 301  
 301 E. Superior St., Duluth  
 Sponsored by Sheraton Hotel Duluth and Restaurant 301



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

Welcome New Members

**Aad Shrine**

*Meetings/Special Occasion Facility*  
 Amber Brostrom  
 5152 Miller Trunk Highway  
 Hermantown, MN 55811  
 218 722-7488  
[www.aadshrineevents.com](http://www.aadshrineevents.com)  
 Event venue for conferences, weddings, trainings and seminars.

**Arrowhead IT Solutions**

*Information Technology*  
 Daniel Lackore  
 P.O. Box 3314  
 Duluth, MN 55803  
 218 464-9944  
[www.arrowheaditsolutions.com](http://www.arrowheaditsolutions.com)  
 Arrowhead IT Solutions is a Managed Services Provider for the Duluth and Superior area. We specialize in small businesses and home-user tech support. Arrowhead IT Solutions offers managed anti-virus, backups and many other services. We're here to help in all areas IT related.

**Film Finance Management**

*Entertainment*  
 Keely Kemp  
 2120 London Road, Ste. 318  
 Duluth, MN 55812  
 218 600-6027  
[www.filmfinancemgmt.com](http://www.filmfinancemgmt.com)  
 The Yulla Film Fund stands as a beacon for our industry, meticulously curating slates of films that not only bring filmmakers' dreams to life but also ensure a consistent flow of work for our dedicated crew. Our mission goes beyond the silver screen, extending to the very heart of communities, where we aim to infuse economic growth and vitality. With each project, the Yulla Film Fund becomes a catalyst for sustaining artistic visions, fostering employment stability, and fostering prosperity in the places we touch. Together, we are not just creating films, we are cultivating a flourishing ecosystem that resonates with creativity, resilience and positive impact.

**Ichiro Sushi & Ramen**

*Restaurants*  
 Vicky Cao  
 1702 Miller Trunk Highway, Ste. 107  
 Duluth, MN 55811  
 218 522-4508  
[www.ichirosushirameduluth.com](http://www.ichirosushirameduluth.com)  
 We are serving Japanese food, including sushi and ramen bowls.

**Maureen's LLC**

*Interior Design*  
 John Bodine  
 4504 Grand Ave., Ste. 4  
 Duluth, MN 55807  
 218 481-7323  
[www.maureensllc.com](http://www.maureensllc.com)  
 Specializing in kitchen and bath design, Maureen's LLC can help you take your home project from concept to completion. Visit our new Design Studio to see the latest in cabinets, flooring and more.

**Northern Lights Cutting Center, LLC**

*Horses - Lessons & Boarding*  
 JoLynn McDonal  
 5428 Lakewood Road  
 Duluth, MN 55804  
 218 343-0465  
[www.facebook.com/NorthernLightsCuttingCenter](http://www.facebook.com/NorthernLightsCuttingCenter)  
 Northern Lights Cutting Center is a premier equine training and riding facility located near the beautiful north shore of Lake Superior. NLCC specializes in working with novice riders, corporate team building events, and providing a fun and engaging ranch community. With a lifetime of experience, JoLynn and her team are sure to provide both a safe and challenging environment. Contact the Northern Lights team to saddle up and start your ranch journey today.

**Norway Hall Event Center**

*Weddings*  
 Andrea Kuzel  
 21 N. Lake Ave.  
 Duluth, MN 55802  
 218 348-1928  
[www.norwayhalleventcenter.com](http://www.norwayhalleventcenter.com)  
 Norway Hall Event Center is a beautifully historic multi-purpose space located in the heart of downtown, with several spaces and rooms available for rental.

**The Institute for Healthcare Excellence**

*Consultants - Leadership & Organization*  
 Mike Seyfer  
 394 S. Lake Ave., Ste. 700  
 Duluth, MN 55802  
 218 212-8216  
[www.iheteam.com](http://www.iheteam.com)  
 IHE creates performance-driven cultures with greater wellbeing, stability and capacities for growth.

## chamberXpress

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