



The Executive

JANUARY 2009

“LEADING THROUGH CHALLENGING TIMES” AT THE MCCE ANNUAL MEETING

by: John Wade, president, Rochester Area Chamber of Commerce



Rochester is pleased and excited to be your host for the 2009 MCCE Annual Meeting, “leading through challenging times,” being held Feb. 4-6 at the Radisson Plaza Hotel. In today’s uncertain economy, our members need the positive forward thinking leadership that chambers of commerce provide more than ever. As a local leader in your respective community, this conference will provide the opportunity to re-energize yourself and position your organization to be a positive catalyst in the community during the months ahead.

Brad Meier, president of the Owatonna Chamber of Commerce and the 2009 chair of MCCE will kick things off with a conference welcome Wednesday afternoon, followed by a wealth of informative speakers, break-out sessions and tours throughout the remainder of the week. Highlights include Doug Loon, vice president, regional affairs & advocacy of the U.S. Chamber of Commerce, discussing the Employee Free Choice Act, better known as Card Check, a tour of the world-class Mayo Clinic Simulation Center and a variety of discussions on how to better position your Chamber in today’s economy. And who can forget entertainment for the week? On Wednesday evening, we invite you to Goonie’s Comedy Club for a private showing, and on Thursday we have a fun-filled “Feud” game show production lined up that will have you on the floor laughing.

I also invite you to take time to enjoy what our first-class city has to offer. Rochester is home to more than 100,000 people, the state’s third largest city, and has frequently been recognized as one of the best places to live in America by Money Magazine, ranging from the best overall to the best in the Midwest. In addition to housing the world-famous Mayo Clinic and IBM, Rochester also welcomes more than 2.75 million visitors each year who stay at our 5,000-plus hotel rooms – making hospitality our fourth largest industry behind health care, technology and agriculture. I invite you to visit www.rochestermnchamber.com and www.rahrahrochester.com to learn even more of the great things Rochester has to offer during your free time.

Invest in yourself and register today for the MCCE Annual Meeting. You don’t want to miss out on this professional development, educational, inspirational, networking and enjoyable experience. For more information or to register, visit the MCCE Web site – www.mnchamberexecutives.com - today!

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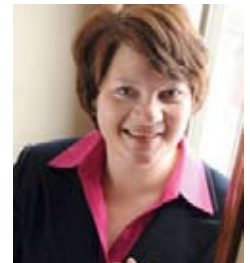
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LOCAL BUSINESS COMMUNITIES COMBINE TO CREATE A NEW, REGIONAL CHAMBER OF COMMERCE

By: Deb McMillan, president, SouthWest Metro Chamber of Commerce

The local business community has a new advocate! The Victoria Chamber of Commerce, the Chaska Area Chamber of Commerce and the Chanhassen Area Chamber of Commerce recently combined forces to become the new, SouthWest Metro Chamber of Commerce which opened for business on January 2, 2009.

Headquartered in Chaska, the new combined organization serves nearly 500 business members in Eastern Carver County at the onset. Member businesses of the SouthWest Metro Chamber of Commerce can expect an increased focus on regional economic and community development efforts, an organization that advocates on behalf of business with the strength of the region and a robust menu of member services to help businesses grow. In addition to the increased benefits, the SouthWest Metro Chamber of Commerce will continue to be involved community partners, forming a local business council in each of the cities it represents.



SouthWest Metro
CHAMBER OF COMMERCE

Is this a wave of the future in the Chamber industry? "I certainly think there are ways for chambers in a region to collaborate" said McMillan. "It makes sense to look at other communities in your area and find out what you have in common and how can you share some limited resources to create or leverage an opportunity or advance an issue that benefits not only your community, but the entire region. When we talked with our member businesses, it became very apparent that they do not operate within the boundaries of their zip code. All businesses engage in regional commerce, most are national and some are international. When considering the challenges and opportunities that creates for your member businesses, you have to consider what benefits or resources you are providing to support that activity."

Deb McMillan is the President of the SouthWest Metro Chamber of Commerce. For more information on the new SouthWest Metro Chamber of Commerce and its activities, please contact the Chamber office at (952) 448-5000.

BARBARA OBERSHAW JOINS DUNWOODY COLLEGE OF TECHNOLOGY'S CUSTOM TRAINING TEAM

Obershaw, most recently president of TwinWest Chamber of Commerce, brings more than a decade of experience in meeting the needs of area businesses to Dunwoody.

Barbara Obershaw has joined Dunwoody College of Technology as its Custom Training Account Executive. In her new position, Obershaw will work to match Dunwoody Custom Training's offerings with local and regional businesses workforce development needs.

"I'm excited to connect Dunwoody's excellent custom training programs with businesses in need of workforce training," she said. "At this time when businesses are 'doing more with less' ...a well trained workforce is mandatory."



Obershaw most recently served from 2002-2008 as president of the TwinWest Chamber of Commerce, which serves ten cities and 1,000 members in the west metro area. Prior to that she spent five years as president of the Burnsville Chamber of Commerce.

MCCE ANNUAL MEETING SCHOLARSHIP OPPORTUNITIES

Don't let a tight training budget keep you from taking advantage of professional development opportunities. MCCE has a scholarship program dedicated to the education of chamber executives and staff across the state. Visit www.mnchamberexecutives.com to download a copy of the 2009 Annual Meeting scholarship application. **Deadline to apply is January 19.**



LOCAL LEADERSHIP CHANGES

Hutchinson Area Chamber of Commerce – Angela Brandel is the new Membership Services/Admin Support person at the Hutchinson Chamber CVB office. Angela joined the staff on December 17, 2008.

MPCA ONE-STOP ENVIRONMENTAL PROGRAM BENEFICIAL FOR NEW AND EXPANDING BUSINESSES

The Minnesota Pollution Control Agency (MPCA) One Stop Program is PCA's a great environmental resource available to help start-up or growing business in Minnesota.

The One Stop Program makes regulatory compliance and environmental assistance a smoother and more efficient experience for Minnesota businesses. They can assist with hazardous and solid waste, air quality, storm and wastewater, low impact development, green building, and water and energy conservation. Some of these strategies can be implemented in the earliest design stages, possibly resulting in less burdensome regulations or permits.

There have been a wide variety of business sectors that have taken advantage of this service. What they have in common is the desire to understand the process of environmental permitting, making it a smoother and easier process. By working with pre-design and planning, our staff can help them reduce their environmental impact.

If possible, the One Stop program starts with businesses in the first stages of their design. Information exchanged during the design phase is completely confidential. Benefits of designing for the environment include cost savings, reduction in the complexity of permit requirements, and environmental benefits.

Regardless of where a business is in planning, One Stop will meet in confidentiality to ask the right questions and get started on the permitting process. When they are ready with their business analysis, One Stop will set up a meeting with all of the MPCA areas impacted and are present to ask clarifying questions and address concerns. A permit timeline is discussed and the project moves ahead with the permitting process. The One Stop liaison monitors the process and facilitates the project moving forward.

This is a free and confidential service. For more information contact Rocky Sisk at 651-296-9439 or rocky.sisk@state.mn.us or <http://www.pca.state.mn.us/programs/onestop.html>.

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Hotel accommodations can be made online at either one of the properties listed below. The conference will be held at the Radisson Plaza Hotel, but a block of rooms have also been reserved at the Hilton Garden Inn, just across the street with easy access to the Radisson.

Hilton Garden Inn Rochester Downtown – Room rate per night = \$99.00

Reservations can be made online at:

<http://hiltongardeninn.hilton.com/en/gi/groups/personalized/RSTRHGI-CCA-20090204/index.jhtml>

Radisson Plaza Hotel – Room rate per night = \$139.00

Reservations can be made online at:

<http://www.radisson.com/mncc>



Calendar

February 4-6, 2009

MCCE Annual Meeting
Radisson Plaza Hotel, Rochester

March 18, 2009

Minnesota Business Day at the Capitol
Crowne Plaza, Saint Paul

May 11-13, 2009

America's Small Business Summit
Washington, D.C.

June 4, 2009

MCCE Mini Institute
St. Cloud Civic Center, St. Cloud

September 23-25, 2009

MCCE Fall Conference
Grandview Lodge, Brainerd

