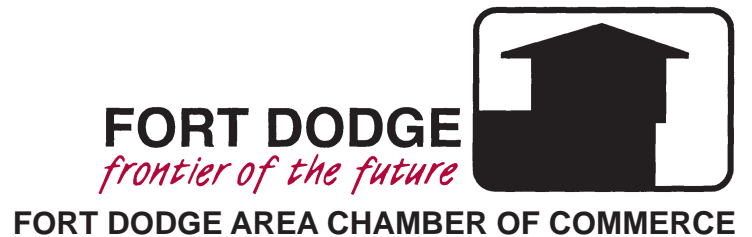


# 2008 Business Plan



## NOW IS THE TIME



2008 President  
**Brian Erickson**  
Northwest Federal  
Savings Bank

What an exciting time to be a part of the Fort Dodge community! There is an abundance of devoted individuals and organizations giving their time, talent and treasures all with the common goal of positioning the Greater Fort Dodge and Webster County Area for the future, making our community an even better place to live, work and play. Your Fort Dodge Area Chamber of Commerce is poised to be an integral part of the process.

Key individuals have shown tremendous leadership and are implementing actions for change to enhance our community. The Chamber must work closely with them and with many organizations including the Development Corporation of Fort Dodge and Webster County, The City of Fort Dodge and Webster County to assist with the facilitation of change.

The Chamber Board of Directors will complete a strategic planning process to ensure your Chamber is working efficiently, while providing the maximum member benefits to improve the overall quality of the business climate in the area. We will strive to enhance our marketing efforts and strengthen relationships between our committees and Chamber members.

Finally, I want to thank our many members and volunteers that make our Chamber a strong and vibrant organization. I would also like to encourage others to get involved, provide input and make a difference. NOW IS THE TIME to act and ensure our community's vision becomes a reality.

Brian Erickson  
2008 Fort Dodge Chamber of Commerce President



2008 President-Elect  
**Ann Lenox**  
Wells Fargo Bank N.A.

### OUR MISSION:

*The Fort Dodge Area Chamber of Commerce is a community-minded business organization which is committed to the growth of member businesses.*

### Fort Dodge Area Chamber of Commerce

1406 Central Avenue, Fort Dodge, Iowa 50501  
515-955-5500 phone • 515-955-3245 fax  
www.fortdodgechamber.com  
info@fortdodgechamber.com

## MEMBER SERVICES

**Goals:** To attract and retain a broad-based membership; to generate member participation to support a vital Business Plan; and to offer services to members that increase the value of their investment.

### Membership/Public Relations Task Force

Brenda Lastine, Board Liaison (Kingsgate Health Insurance)

Russ Ruhland, Board Liaison (First Federal Savings Bank)

Gary Moore, Co-Chair (Wells Fargo Bank N.A.)

Ann Halbur, Co-Chair (Hy-Vee Food Store)

- \* Identify, develop, and plan member benefits.
- \* Host quarterly "Good Morning Fort Dodge" Breakfasts.
- \* Coordinate Operation Thank You.
- \* Develop and coordinate business seminars that target member needs.
- \* Conduct a biennial membership campaign.
- \* Conduct ongoing assessment of member benefits.
- \* Participate in the year-long visitation program.
- \* Design & coordinate Chamber advertising program
- \* Construct Welcome Baskets
- \* Advise Chamber on best use of advertising dollars.

### Ambassadors Task Force

Dave Flattery, Chairperson (CSBank)

- \* Act as "goodwill arm" for Chamber, representing it at ribbon-cuttings, grand openings, after hours, ground breakings, and other public events.
- \* Organize the annual Summer Social.
- \* Participate in Operation Thank You.
- \* Participate in the year-long visitation program.

### Leadership Program

Diane Patton, Chairperson

A leadership program designed to develop leaders who are informed, dynamic, qualified, and motivated by:

- \* Providing professional networking opportunities
- \* Paving the way for cooperative efforts on current and future projects.
- \* Helping employees gain personal & professional skills that increase their effectiveness within their community & business environment.
- \* Providing greater understanding and perspective of the community.
- \* Developing an awareness of issues and challenges affecting the greater Fort Dodge area.

### Volunteer Recognition Task Force

Laurie Hagey, Board Liaison

(United Way & Community Foundation)

Connie Lind-Fraher, Board Liaison

(A-1 Home Healthcare Center)

- \* Recognize outstanding chamber volunteers and businesses through various awards including:
- \* Catalyst Award
- \* Small Business Awards

## AFFILIATE PROJECTS

Participate in the planning and provide support for:

- \* Riverfront Development
- \* Monitor continued development of Brushy Creek as a Destination Park
- \* Continue to support the effort to develop a trail system throughout Webster County

## COMMUNITY PROMOTIONS

**Goals:** To promote Fort Dodge as a regional retail, financial, and tourism center. To provide opportunities that contribute to the growth of our community.

### Ag Relations Task Force

Todd Narber, Board Liaison (Hy-Vee Food Store)

Sid Bodholdt, Co-Chair (Wells Fargo Bank Iowa N.A.)

Jim Patton, Co-Chair (Webster County Extension)

- \* Continue to assist when needed, to support agricultural development in Webster County.
- \* Continue to assist with the annual Ag Show.

### Fall Fest Task Force

Ann Lenox, Board Liaison (Wells Fargo Bank N.A.)

Coordinate Fall Fest, a city-wide celebration that celebrates Fort Dodge's quality of life, promoting the arts and showcasing Fort Dodge area businesses through the Small Business Fair.

## WORK FORCE SERVICES

**Goals:** To provide initiatives that will increase our available employee base and provide support to the labor force through a prepared employee base. To educate the public about employment opportunities available locally in an effort to address our members' growing needs for skilled employees. To work with local school systems to insure graduates are prepared to meet the needs of the respective business and industry. To provide area employers with opportunities for networking and sharing resources to enhance their workplaces.

### School to Career Task Force

Linda Brock, Board Liaison (Fort Dodge Community Schools)

Amy Bruno, Board Liaison (McClure Engineering)

Randy Kuhlman, Chairperson

(Trinity Regional Medical Center)

Encourage business & education partnerships through the following initiatives:

- \* Assist with the Job Shadow Day for 8th grade students.
- \* Assist school district personnel, as needed, with curriculum development to assure students are prepared for the world of work.
- \* Plan and organize Golden Apple Award for outstanding educators.
- \* Plan and organize "New Teacher Welcome" Social for new educators.

### Employers Network Task Force

(A partnership between the Fort Dodge Area Chamber of Commerce and the Iowa Workforce Development Center)

Jennifer Leiting, Co-Chair & Board Liaison

(Nestle Purina PetCare Company)

Sara Blair, Co-Chair (Heartland Communications Group)

The primary objectives of this task force are to:

- \* Provide current information about human resource issues through bi-monthly seminars and guest presentations.
- \* Provide area employers with opportunities for networking and sharing resources to enhance their workplaces.

## COMMUNITY IMAGE

**Goals:** To encourage the enhancement of the image, appearance, and quality of life of the Fort Dodge community.

### Image Task Force

*Scott Johnson, Board Liaison (Kallin-Johnson Monument Co. Inc.)*  
*Julie Thorson, Board Liaison (Trinity Regional Medical Center)*  
*Randy Kuhlman, Chairperson (Trinity Regional Medical Center)*

- \* Continue the completion of the city entrance signs.
- \* Continue to assist the City, County, and various other groups in their image efforts.
- \* Continue the Catch the Spirit campaign to encourage businesses and residents to beautify their property.
- \* Maintain holiday decorations purchased by the Chamber members in past years.

## GOVERNMENTAL AFFAIRS

**Goals:** To promote a positive and active business climate and maintain progressive and influential communications with all levels of government.

### Legislative Action Task Force

*Ed A. Shimkat, Board Liaison (Shimkat Motor Co.)*  
*Katie Kahler, Chairperson*  
*(Business Affairs & Community Growth, City of Fort Dodge)*

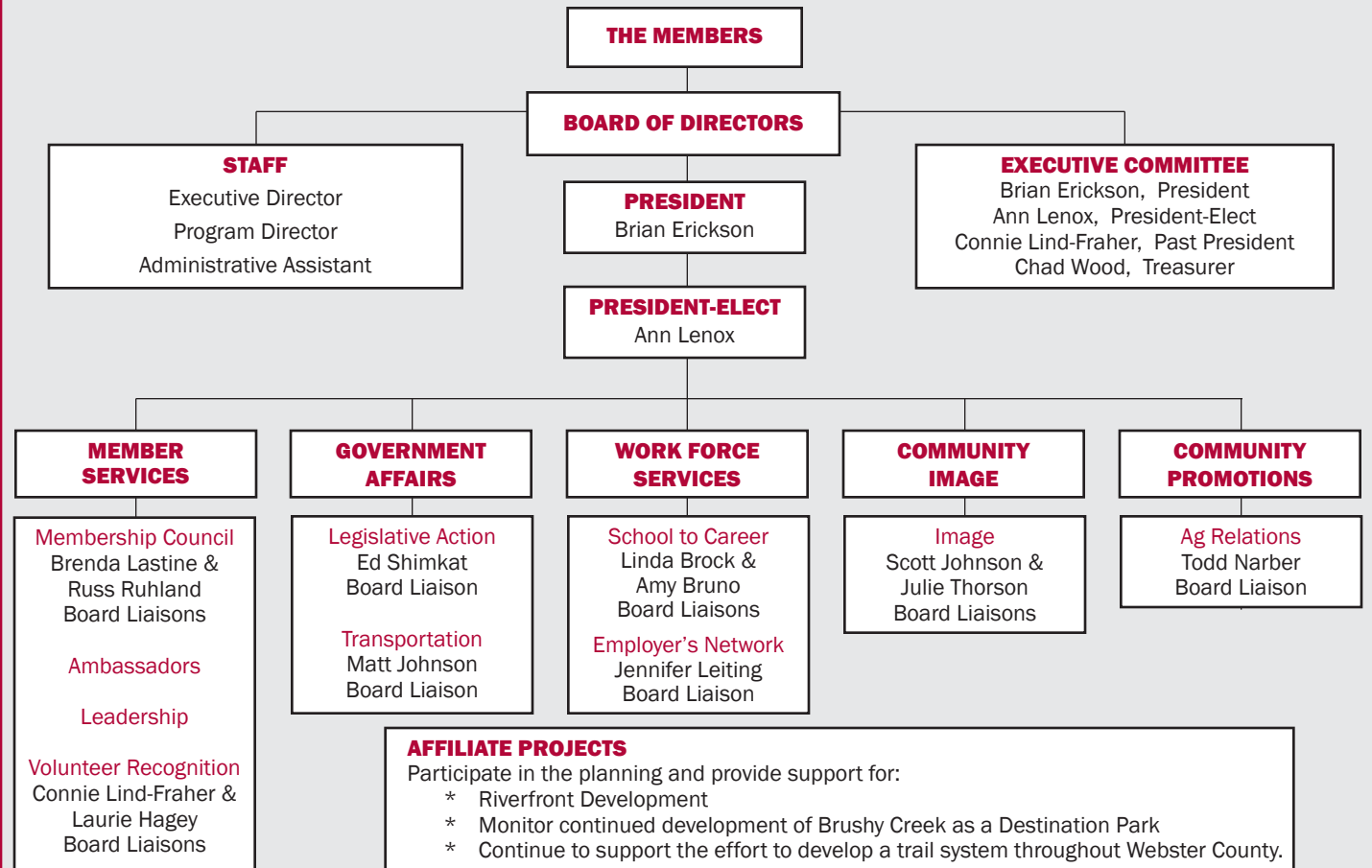
- \* Host four "Eggs and Issues" sessions for members and Fort Dodge legislators to discuss state legislative issues.
- \* Monitor state and local legislative issues affecting business, recommend policies to the board, and generate "grass roots" initiatives as approved.
- \* Host and publicize candidate forums for local, state, and national offices.

### Transportation Task Force

*Matt Johnson, Board Liaison*  
*(Fort Dodge Ford Lincoln Mercury Toyota)*  
*Cliff Weldon, Chairperson (MIDAS Council of Government)*

- Monitor all transportation issues that affect Fort Dodge and Webster County.
- Support the completion of Highway 20 as a four-lane highway across Iowa by 2010.
- Maintain communications with Iowa DOT commission through attendance at their monthly board meetings.
- Inform state and federal legislative entities of transportation-related issues.

# 2008 Organizational Chart



## BOARD OF DIRECTORS

### PRESIDENT

**Brian Erickson**  
Northwest Federal Savings Bank

### 2008 PRESIDENT ELECT

**Ann Lenox**  
Wells Fargo Bank N.A.

### PAST PRESIDENT

**Connie Lind-Fraher**  
A-1 Home Healthcare Center

### TREASURER

**Chad Wood**  
Smithway Motor Xpress

### Ribbon Cutting Ceremony by Chamber Ambassadors

A picture of you and your business will be featured in the Fort Dodge Business Review in The Messenger. This will show showcase your new or remodeled business.

### Business Referrals

This service is included with your membership. When inquiries are received about products and services in Fort Dodge, we refer prospects to our member business only. We also send a courtesy card to make you aware of the referral.

### Here's the Scoop – Friday Fax

Weekly fax/email announcing all new members and activities at the Chamber. We reach approximately 700 business contacts plus it is posted on our web site!

### Chamber Briefs – Newsletter

Another announcement featuring your business as a new member will be made in our newsletter which is printed in the Business Review and reaches many business contacts in your community. The newsletter is also posted on our web site.

### Membership Plaque

As a Chamber member, you are presented with a dated walnut plaque for display at your business and a door sticker to proudly remind your employees and customers of your commitment to the community as well as your business.

### Membership Directory

A free directory is published annually and distributed to all members and made available to the entire community plus sent out as a part of the Fort Dodge Community Packet. Each Chamber member receives two free listings in the directory.

### Member to Member Fax

Monthly fax/email which goes out to the membership the first Monday of every month for members to share with other members news about an Open House, new location, new employee, etc.

### Member to Member Benefit Program

Any business may request free ID cards for its employees' use to receive special discounts offered by other Chamber businesses for products and services. A list of participating businesses and benefits may be found at [www.fortdodgechamber.com](http://www.fortdodgechamber.com)

### Committee Involvement

The Chamber gives you an opportunity not only to know community decision makers, but a chance to BE ONE, through joining Chamber committees working on projects that address numerous areas.

### Bulk Stamp

The use of our bulk stamp is available to members only.



Not Pictured Chad Wood

### Other 2008 Board of Directors

**Linda Brock**  
Fort Dodge Community Schools

**Amy Bruno**  
McClure Engineering

**Laurie Hagey**  
United Way & Community Foundation

**Matt Johnson**  
Fort Dodge Fort Lincoln Mercury Toyota

**Scott Johnson**  
Kallin-Johnson Monument

**Brenda Lastine**  
Kingsgate Health Insurance

**Jennifer Leiting**  
Nestles Purina PetCare Company

**Todd Narber**  
Hy-Vee Food Store

**Russ Ruhland**  
First Federal Savings Bank

**Ed Shimkat Jr.**  
Shimkat Motor Co.

**Julie Thorson**  
Trinity Regional Medical Center

### Chamber Activities

The Chamber offers year round activities, a few include: Good Morning Fort Dodge Quarterly Breakfast, Business After Hours for fellowship and networking, Educational Seminars and Workshops, and an Annual Banquet.

### Special Events

Several are coordinated during the year for your benefit, some include: Summer Social Golf Outing, Fall Fest, Golden Apple Recognition Banquet for Educators, and the Small Business Recognition Breakfast.

### Advertising Opportunities

We have from time to time ad spots available in both the Fort Dodge Business Review and our local radio stations. You can check with the Chamber office to see what is available. Other retail and service business promotions are offered throughout the year as well as through the Chamber.

### Web Page

You may link to the Chamber web page free of charge.

### Mailing List Availability

How do you reach your customers? Try our mailing list with pre-printed labels for only \$53.00 or we can email our list to you in label format free of charge.

### Plan Room

Is located in the Chamber office. This room allows you to look at plans without having to purchase the plans for yourself. For a fee of \$50.00 per year, we will fax/email the list of plans available to you weekly.

## OUR VISION

The Fort Dodge Area Chamber of Commerce will be recognized as the leading organization in the continuous economic and social growth of the community. To achieve this vision, we will be proactive in the following areas:

- \* commitment to economic development by assisting member businesses to reach their growth potential and by recruiting new business and industry,
- \* employment of staff committed to continuous improvement of quality service for members,
- \* responsiveness to the changing needs of our community by encouraging a strong business climate that will enhance the quality of life for all citizens,

In accomplishing this vision, we will exceed the expectations of our members, encourage teamwork, build community pride, and promote participation and involvement. The result will be a membership prepared and empowered to succeed in a rapidly changing society. –Adopted December 1997, Fort Dodge Chamber of Commerce, Board of Directors