

BUSINESS POWER



NGLCC

2006 Midwest

LGBT Business Conference

April 21-23, 2006 ■ Minneapolis MN

Hyatt Regency Minneapolis

1300 Nicollet Mall

Minneapolis, Minnesota, USA

Tel: 612 370 1234 ■ Fax: 612 370 1463

HOST CHAMBER



quorum

Twin Cities GLBTA Chamber of Commerce

www.TwinCitiesQuorum.com

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Welcome!

Welcome to the first ever National Gay and Lesbian Chamber of Commerce Midwest Regional **Business=Power** LGBT Business Conference! Quorum is proud to be an affiliate member of the National Chamber and honored to host this historic conference. This weekend you will have high quality opportunities to sharpen your business acumen and take your work to the next level.

While many of you are attending the Business Development sessions, there will be a smaller group of us attending sessions led by NGLCC's Council of Chambers and Business Organizations (CCBO). We will be sharing best practices and development strategies to help our chambers grow and become even stronger and more effective. The CCBO provides support, information and access to resources for the development of LGBT chambers of commerce regionally and around the country. These local chambers unite, develop and support the LGBT and Allied business community.

If you're not yet a member of your local Chamber, this conference will motivate you to join. It's exciting to be part of the movement towards economic presence and power for our community. I hope you all leave here with a renewed sense of purpose and energy to strengthen your businesses, organizations and our community.

Have a great conference!



Sam McClure

President, Quorum, the Twin Cities GLBTA Chamber of Commerce
Midwest Chair, Council on Chambers and Business Organizations

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Many thanks to our speakers for making the first-ever Business = Power LGBT Midwest Conference a success!

Louise Chernin ■ Executive Director, Greater Seattle Business Association (GSBA)

Bill Deefs ■ Vice President, Tourism Sales, Greater Minneapolis Convention & Visitors Association

Senator D. Scott Dibble ■ (DFL) District 60, Minneapolis, MN

Chris Douglas ■ Managing Partner, Hendrickson, C.H. Douglas & Co., LLC

Cathie Hartnett ■ Executive Director, Mossier Foundation

Sam McClure ■ CCBO Regional Chair, Midwest LGBT Business Conference; President, Quorum

Justin Nelson ■ Co-Founder and President, National Gay and Lesbian Chamber of Commerce (NGLCC)

Curt Prins ■ President, Boulevard Strategies

Heidi Schreiber ■ Vice President and Events Chair, Quorum

Matt Skallerud ■ President, Hyperion Interactive Media (HIM Corp.)

John Sullivan ■ Senior Vice President, General Counsel and Corporate Secretary, Imation Corp.

Ron Traxinger ■ Vice President, Wells Fargo; Co-Chair of PRIDE Minnesota, a team member resource group for GLBT employees



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Summit Agenda

FRIDAY

11:00 AM—1:00 PM

Registration

Visit our hospitality table to pick up your name badge, find out about Minneapolis dining & sites!

1:00 PM—2:15 PM

Welcome and Weekend Goal Setting

This session is designed to welcome chamber delegates, organizations and attending businesses to the Summit and learn about the NGLCC and the Council on Chambers and Business Organizations (CCBO). The Opening Session will also be used as a goal setting opportunity for the remainder of the Summit.

2:15 PM—2:30 PM

Break

2:30 PM—3:45 PM

CCBO Roundtable Session

Membership

Makes the Difference: Growing, Engaging & Sustaining Members

Chamber delegates will use this roundtable session to share challenges, exchange ideas and learn what other state and local chambers have implemented to ensure success in the membership arena.

3:45 PM—4:00 PM

Break

4:00 PM—5:15 PM

CCBO Roundtable Session

Nurturing Your Leaders — Boards That Work

Chamber delegates will hear, share and discuss how to attract and maintain boards that function well and spell success for the organization, as well as comparing and sharing information on committee structure and the overall operations of the Chamber.

5:15 PM—6:30 PM

President's Reception

Relax with your new friends at a reception hosted by NGLCC President, Justin Nelson.

Dine Out Minneapolis

After enjoying good wine and good times with old friends and new, take this opportunity to dine out at some of the best LGBT and allied restaurants Minneapolis has to offer.



minneapolis arts explosion



Experience a truly explosive scene in Minneapolis with five new and expanded cultural hotspots from international architects. You've got to see it to believe it – start with one amazing weekend.

Guthrie Theater grand opening

Minneapolis riverfront
June 25

Queer Takes film festival

Newly expanded Walker Art Center
June 21-24

Twin Cities GLBT Pride Celebration

Minneapolis: downtown and uptown
June 23-25

Learn more at gltminneapolis.org/arts

SATURDAY

7:00 AM—9:30 AM

Continental Breakfast Meeting

Hotel Guests wake up and relax with a continental breakfast with your new friends in the Regency Club Lounge on the 22nd Floor of the hotel.

8:00 AM—10:00 AM

Registration

Visit our hospitality table to pick up your name badge, find out about Minneapolis dining & sites!

10:00 AM—10:15 AM

General Business Session Welcome

10:15 AM—11:15 AM

General Business Session Branding, Marketing and Reaching the LGBT Segment ■ Part I

What materials are you using or do you need to develop your business image, brand identity, and to reach the LGBT segment and beyond? This session will explore how to make the most of your marketing, web presence and business image as well as give you concrete solutions for reaching the LGBT segment and beyond.

CCBO Roundtable Session Collaboration and Sponsorships: Building Bridges and Growing Resources

The title says it all! Share with delegates what works when soliciting sponsorships and delivering corporate benefits. Share your expertise on building relationships that have brought dollars to your organization and learn from experts in the field of fund raising and corporate development.

11:15 AM—11:30 AM

Break

11:30 AM—12:45 PM

General Business Session LGBT Supplier Diversity: Get Certified, Get Connected

Are you missing out on the millions of dollars that has been spent with certified LGBT suppliers? This session will give LGBT business owners and entrepreneurs the background and understanding on how to become a certified LGBT supplier to America's top corporations. Come hear the corporate and small business perspective and discover how you can greatly expand your business with LGBT supportive contacts and companies. Get certified. Get connected!

CCBO Roundtable Session Philanthropy and Scholarship: More Than Just Business

Hear what other chambers are doing to empower their communities and the next generation of LGBT business leaders. Delegates will learn from one another what philanthropic undertakings are working and what is involved in launching such programs.

12:45 PM—1:00 PM

Break

1:00 PM—2:30 PM

Joint Session Luncheon: The LGBT Political Landscape

Now, more than ever, it is important that we are all up to speed on what is happening in Washington, DC with regard to issues affecting LGBT people, our families and our businesses. Take this opportunity to hear from top leaders with the NGLCC, HRC and other LGBT advocacy groups.

2:45 PM—4:00 PM

General Business Session Branding, Marketing and Reaching the LGBT Segment ■ Part II

The second part of this exciting session will explore the business pitfalls that stand between you and the success of your business. Topics explored will include common mistakes to avoid and effective strategy for your sales and marketing plan.

CCBO Roundtable Session Monthly Programs & Special Events

This session could easily be called "Chamber 101." Delegates will use this opportunity to share program and event ideas with one another and share best practices. This session will allow attendees to capitalize on one another's successes and help ward off potential failures. Plan ahead and bring materials and resources to share!

4:00 PM—4:15 PM

Break

4:15 PM—5:30 PM

CCBO Roundtable Session Your Public Face: Branding, Design and Web Usability

What materials are you using to develop your organizational image, brand identity, and to promote the benefits to prospective members and community supporters? This session will explore how to make the most of your marketing, web presence and "organizational image" as well as give you suggestions on how your site can become more interactive for membership development and programming.

5:30 PM

Going out with a Boom!

Join us at this special mix and mingle—complimentary hors d'oeuvres and cash bar at Boom! Stay for dinner at OddFellows with your old and new friends.

SUNDAY

7:00 AM—9:30 AM

Continental Breakfast Meeting

Hotel Guests wake up and relax with a continental breakfast with your new friends in the Regency Club Lounge on the 22nd Floor of the hotel.

10:00 AM—11:15 AM

CCBO Roundtable Session Tourism, Relocation Kits and Other New Initiatives: Partnerships & Thinking Big!

This session will explore initiatives underway to gain awareness about state and local chambers and maximize revenue opportunities. Building partnerships with your mainstream chamber, your convention and visitors bureaus and unique programs relating to travel, tourism and relocation will be covered.

11:15 AM—11:30 AM

Break

11:30 AM—12:45 PM

Weekend Wrap-Up and Next Steps

All that great information—what next? Use this session to recap the weekend and help set goals for the 2006 International Business and Leadership conference as well as the 2007 Midwest LGBT Business Conference.

