



Dear Chamber Member,

For an amazing 111 years, the Alexandria Lakes Area Chamber of Commerce has connected Alexandria area businesses, creating something special in Alexandria and surrounding communities that few other communities are blessed with. Thank you for believing and trusting in our organization to enhance the mission of your business. Our goal is to connect you with other businesses through networking and leadership opportunities for you, as a member business, as well as every member of your staff.

Building Relationships, the Chamber's theme in 2017, provided a focus of rekindling Chamber connections with key community organizations. Our Executive Director, Tara Bitzan, and her amazing staff of three were successful in living out this theme creating a stronger organization than ever before. Their commitment to building relationships proved to be successful as evidenced by reaching their goal of 600 Chamber members and engaging at a deeper level with Explore Alexandria Tourism, Alexandria Area Economic Development Commission, Alexandria Downtown Merchants Association and many other organizations.

In choosing ***Committed to Excellence as the 2018 Chamber theme***, our intention is to strengthen these relationships even further. While we know that excellence is present in the Chamber organization, making improvements in processes, procedures and strategies to benefit Chamber members will lead to an even greater level of excellence. Choosing a theme in line with our Key Chamber Initiatives identified for 2017-2020 by the Chamber Board of Directors is important in meeting the goals set by the Board. We are well on our way to executing these three-year initiatives more quickly than we believed possible.

Excellence is possible when the right people are engaged and focused. The Chamber has the right people on staff and serving on our Board of Directors. We believe with confidence that 2018 is the year we will find even greater success as an organization, which will benefit each one of our members. Take advantage of the opportunities the Chamber provides and call Tara, Kayla, Jess or Andrea at the Chamber office, (320) 763-3161, if you have any questions.

A handwritten signature in black ink, appearing to read "Del Mari Runck". The signature is fluid and cursive, with a long horizontal stroke at the end.

Del Mari Runck, 2018 President
Alexandria Lakes Area Chamber Board of Directors