



Dear Chamber Member,

Thank you for your membership. Your investment in the Chamber is an investment in your own business as much as it is an investment in the entire Alexandria Lakes Area. Our Chamber team is committed to taking that investment and building a tomorrow that is better than yesterday.

It is my pleasure to serve as the President of the Chamber in 2024. I would like to introduce myself and provide some insight into my passion for this community. In turn, it is my hope that this letter will open a conversation so that I can learn about you and your passion for the community as together we build and strengthen our relationship.

I grew up in Crookston, a rural community in Northwest Minnesota. Throughout my professional career as an administrator in the healthcare industry, I have lived in several cities of various geographic sizes and populations. What attracted me to the Alexandria area is the vibrancy that I felt every time I visited. For me, those visits started as a vacation/recreation destination. When an employment opportunity presented itself in 2014, I researched what the community offers its residents, and the resources it provides to support its economy. It was easy to see there is something special about Alexandria. And now, I am proud to call Alexandria my hometown for nearly all of nine years. It has always been my personal goal – my passion – *to make a difference* in the community where I live. That is why it is important to me to help our community to grow, improve, prosper - or put simply, to THRIVE!

So many examples of a thriving community can be seen all around us: we are currently building new businesses, building recreational facilities, building places to learn, building houses to live and worship in, building places to shop, building programs to serve our youngest and oldest generations, building collaborations among artists and entertainers, and building future leaders in our businesses. All this activity is *making a difference* in our community.

In the year ahead of us at the Chamber, we will not only focus our effort to build on these activities, but to build bridges that **lead** to unity and understanding, build partnerships that **connect** where we are disconnected, and build relationships that **collaborate** to overcome adversity. I thank you again for your Chamber membership and welcome you to engage *your passion* in making a difference for a **thriving community**. Not only will we be better than yesterday, we will be building tomorrow! I invite you to join me in **BUILDING TOMORROW!**

A handwritten signature in black ink that reads "Brad Lenertz".

Brad Lenertz, VP Clinic Operations – Alexandria Clinic, Alomere Health
2024 Alexandria Lakes Area Chamber of Commerce Board President