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## **Mission**

The Lakes Vybe group links people ages 21 to 40 by offering educational programs and networking opportunities in order to enhance professional skills and create a sense of belonging within the business community.

# Frequently Asked Questions

## 1. Why did you change the name to “Lakes Vybe”?

We found that people were having a hard time determining if they were eligible for the group by the terms “young” and “professional”. We wanted a term for the group so that all felt welcome.

## 2. How do I join?

Request an application form or download one by visiting [explorebrainerdlakes.com](http://explorebrainerdlakes.com), and return it to Holly Holm at [hholm@explorebrainerdlakes.com](mailto:hholm@explorebrainerdlakes.com). Once it is returned, you will start to receive weekly updates on the groups activities.

## 3. How much does it cost to join?

There is no annual fee for Brainerd Lakes Chamber members to join Lakes Vybe. There is a charge for each event.

## 4. Do I have to be a member of the Chamber to join Lakes Vybe?

Yes, however non-members can attend one event as a guest.

## 5. What are the benefits of getting involved?

- Connect with other young people in our business community
- Stay informed about our community, and build your network.
- Get involved and influence the growth of our community.

## 6. How do I sign up for events I would like to attend?

The email invites to Lakes Vybe events will include a registration link. You can also call the Chamber at (218) 829-2838 or register online at [explorebrainerdlakes.com](http://explorebrainerdlakes.com).

## 7. Who can I bring to the events?

Lakes Vybe is a benefit to Brainerd Lakes Chamber members.

**Reminder** - anyone employed by a Chamber member business is considered a member of the Chamber so all employees are welcome. In addition to Chamber members, you can invite other guests for a one-time experience.

## 8. What should I wear to events?

Generally whatever is considered acceptable in your industry. If a dress code is applicable to the event location we will include that information in the event announcement.

## **Events**

### **Vybe Luncheons**

Vybe Luncheons are held monthly (generally on the third Thursday of the month) and give you a chance to mix and mingle over your lunch hour with other young people. A variety of topics are covered over these luncheons. Meet new friends, reconnect with old ones, and get to know more about the area while enjoying a tasty lunch.

*Events begin at 11:30a.m. and go to 1p.m. Cost is typically \$10.00.*

### **Vybe Social Hours**

Attend these non-structured events for a chance to unwind after work with other young people. Typically no registration or fee is needed for Chamber members, just show up at the location!

*Events begin at 5p.m. and wrap up around 7p.m.*

## **Lakes Vybe Membership**

There is no fee for individual membership if you work for a Chamber member business.

### **What are the benefits of joining?**

- Attend Vybe Luncheons
- Attend Vybe Socials
- Connect with other young people in the community
- Receive email invitations to all events
- Network with other young professionals

### **What are the benefits of sponsoring an event?**

- Position your business competitively as a young talent friendly company
- Ease relocation by helping new recruits establish a network and learn their way around town
- Marketing opportunities to the Lakes Vybe members and event attendees
- ...and much more!

# Lakes Vybe Leadership Team Roles/Responsibilities

## Leadership Team Members:

The Leadership Team is comprised of a group of (12) volunteers that drive the direction of Lakes Vybe.

## Guidelines:

- Team members must be (or be employed by) a Brainerd Lakes Chamber member in good standing and a young person (ages 21-40). Maximum team size is 12 participants with no less than six.
- Team members will work closely with staff and board liaison for program development.

## Terms:

- A Leadership Team term is a minimum one year commitment, maximum of four years.
- Team Chair will serve one year as Vice-Chair and one year as Chair.
- Selection of the Lakes Vybe Leadership Chair will be determined by the current Chair, Vice-Chair, Chamber staff, and board liaison.

## Role of Committee Chair and/or Vice Chair:

Facilitator for the committee.

- Believe in the importance of the project to the Chamber.
- Lead monthly meetings.
- Clarify goals and assign responsibility to achieve the goals.
- Establish and follow a time line to accomplish goals.
- Maintain momentum of the project at hand.
- Manage conflict and bring the group to common decisions and shared understanding.
- Monitor and follow-up with volunteers.
- Make the committee feel important and appreciated.
- Recruit the right people to do the work.
- Be prepared for meetings.

**Role of the Event Chair:**

- Organize details such as event location, event cost, and catering (when appropriate). Making a connection with an outside source about the Lakes Vybe group.
- Writing up a detailed description of the event, explaining why group members should go, and what the event is about.

**Role of the Board Liaison:**

The Board Liaison serves in a support position on the committee.

- Resource for the committee chair and staff liaison.
- Keeper of the Chamber mission and vision.
- Support the chair and staff person as spokesperson for the Board.
- Provide feedback to the Board about the committee.
- Contribute skills, knowledge and experience where appropriate.
- Reinforce to committee that they represent the interests of the Chamber members.
- Keep the committee focused on the goals established by the board for that group.

**Role of the Staff Liaison:**

- Resource for information: knowledgeable about contacts, chamber operations and capabilities.
- The organization details: meeting reminders, meeting minutes, budgets, assisting committee chair in preparation of agendas, tracking accountability of all team leaders.
- Holder of the vision of the Chamber and mission of the committee.
- Ensuring that volunteers feel appreciated and important to the success of the Chamber.
- Coaching the volunteer leadership based on their experience working with committees to ensure successful outcomes.

## Leadership Team Members:

### **Chair - Aaron Baseman**

Radco, Division of Silver Star Industries, Inc.  
(218) 829-1447  
[abaseman@radco.com](mailto:abaseman@radco.com)

### **Vice Chair – Luke Schumer**

Ameriprise Financial - Stroot and Associates  
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### **Amie Anderson**

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### **Kimberly Brzezinski**

Thomas & Associates, P.A.  
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### **Steve Ennis**

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### **Kellie Hinnenkamp**

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### **Ericka Keep**

Grand Casino Mille Lacs  
(320) 532-8555  
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### **Board Liason – Steve Mau**

Brainerd General Rental  
218-828-2815  
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### **Chamber Staff – Holly Holm**

Brainerd Lakes Chamber  
(218) 822-7112  
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### **Christina Landree**

Pro Staff Personnel  
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### **Beth Lehner**

Brainerd Dispatch  
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### **Marnie Perfetti**

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### **Jason Przymus**

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### **Mandi Yliniemi**

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