

-- THE --
PETOSKEY
CHAMBER

—
BUILDING THRIVING
COMMUNITIES

Thriving Petoskey

CARLIN SMITH & ASHLEY WHITNEY

The Epiphany



Nathan Havey
Thrive Consulting



Thriving Community

The logo banner features a background of overlapping geometric shapes in shades of green, yellow, and orange. A white dot at the top center is connected by thin white lines to several points on the banner's perimeter, creating a network-like structure. The text is prominently displayed in the center of this banner.

Conscious Capitalism[®]

Elevating Humanity Through Conscious Business

By many names...

- Conscious Capitalism
- Conscious Business
- Corporate Social Responsibility
- Positive Business Practices
- Triple Bottom Line

Elevating Humanity Through Businesses

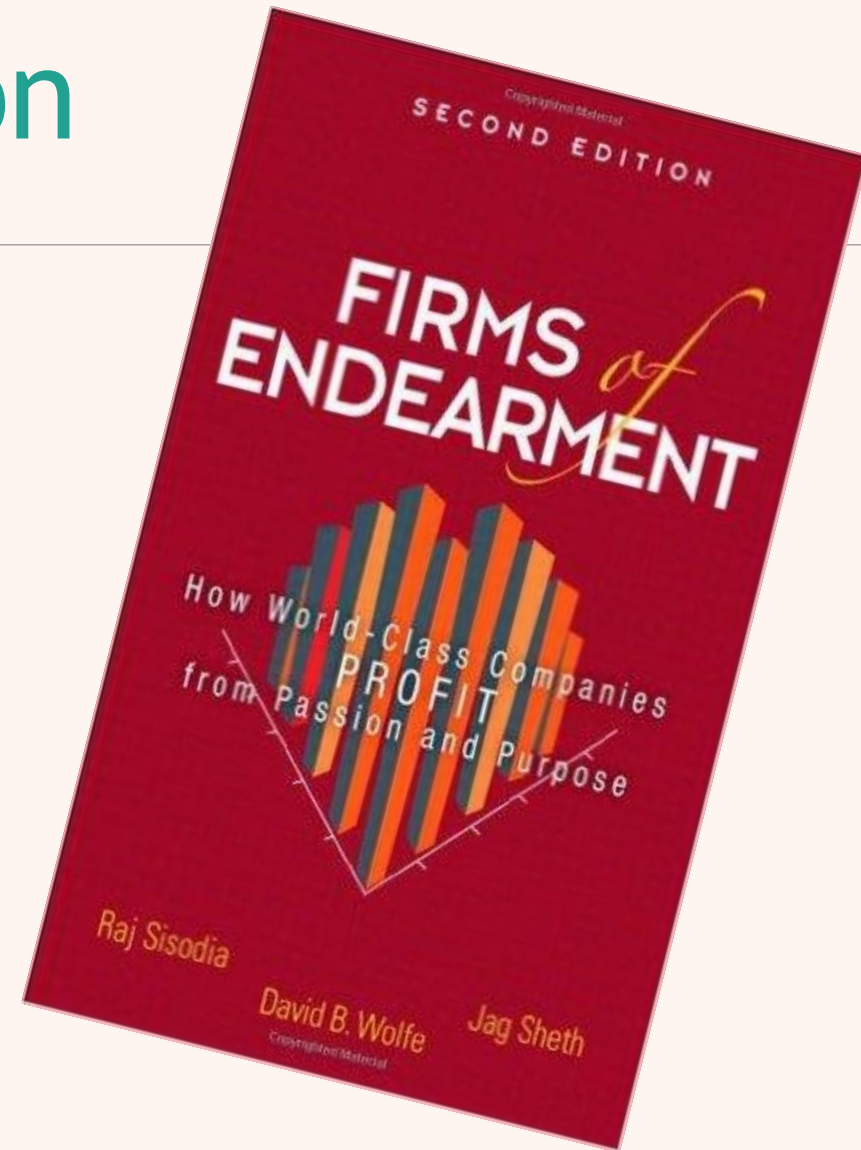
Why Businesses?

Businesses are the largest
convener of human effort

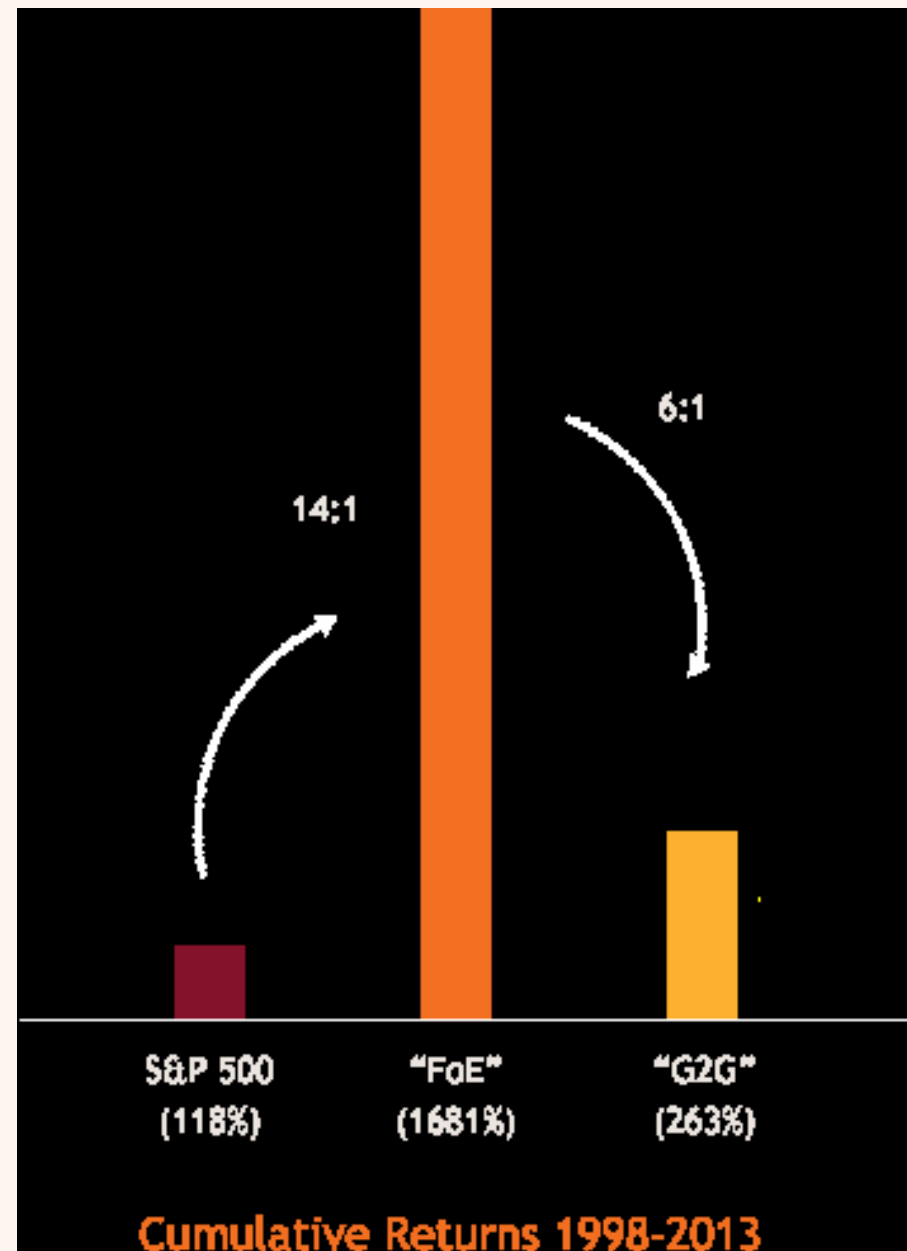
Why Chambers?

Chambers are the largest
convener of businesses

Nathan's Inspiration



Cumulative Performance	15-years	10-years	5-years	3-years
US F o E's	1,681%	410%	151%	83%
Int'l F o E's	1,180%	512%	154%	47%
Good to Great	263%	176%	158%	222%
S & P 500	118%	107%	61%	57%





Purpose Beyond Profits

Tom's Shoes





Stakeholders

- Owners / Shareholders
- Customers
- Employees
- Suppliers
- Community
- Environment

Leadership

The Right Leadership to *Make it Happen*

Culture

The Right Culture to Sustain it

The Challenge...

Turning These Ideals Into a Community Initiative



Our Mission & Vision

Promote Positive Business Practices
that help our businesses and
communities thrive.

Our Vision

Petoskey Regional Chamber of Commerce members will

Run profitable businesses and organizations...

While creating value for their customers, business partners, the community, and the environment

While creating a great working environment where employees are engaged, happy, and productive

While being a great neighbor to their community, state, nation, and world

Sponsors



Committee

Ashley Whitney, Harbor Brenn Insurance Agencies

Carlin Smith, Petoskey Regional Chamber of Commerce

Jan Mancinelli

Christy Lyons, Petoskey News-Review

Lindsey Walker, Emmet County Recycling

Keely Nagel, Mitchell Graphics

Sharon Schappacher, SCORE

Matthew Meyer, Meyer Ace Hardware

Kassia Perpich, Petoskey-Harbor Springs Area Community Foundation

Andrea Coronado, Crooked Tree Arts Center



THRIVING PETOSKEY

- “Cohort Conversations”
- Digital Subscription to Conscious Company Magazine
- Access to Monthly “Deep Dive” Webinars
- Weaving Thriving Petoskey Theme into Existing Events
- Helping Members tell their Positive Business Stories
- Keynote Event featuring Nathan Havey and Keith Maki of Cascade Engineering



THRIVING PETOSKEY

- Partnership with our District Library
- Developed a Took Kit for Members to guide them toward Positive Business Practices
- Developing a new web site
- Coming VERY VERY soon, Raffle to win Petoskey Stone Watches from Shinola!
- GOAL: 15% of Chamber Member Businesses actively engaged in Conscious Business Practices by the end of 2018



THRIVING PETOSKEY

Coming in 2018!

March: Connecting Women in Business Panel

April: Leadership Little Traverse

May: Business Summit in Harbor Springs

CEO or other Conscious Business Leader

Raffle!

Development of Pledge Form and follow-up Score Card

Sponsorship Opportunities Available!

Local Businesses Leading the Way

Mitchell Graphics

Grandpa Shorter's

Independence Village

Ward & Eis

Julienne Tomatoes

Beards Brewery

Stafford's Hospitality

Harbor Brenn Insurance
Agencies

McLean & Eakin

...and many more

Garnering attention

New Haven, CT

Los Angeles

Calgary

Statewide Radio Interview

Detroit News Cover Story

9 & 10 News Feature

ACCE National Convention
Presentation

Saginaw Chamber
Breakfast, Keynote
Address

How can you participate?

Learn, learn, learn

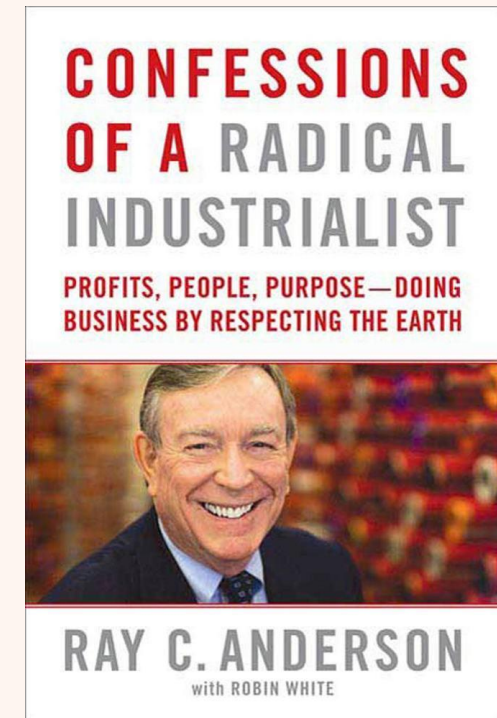
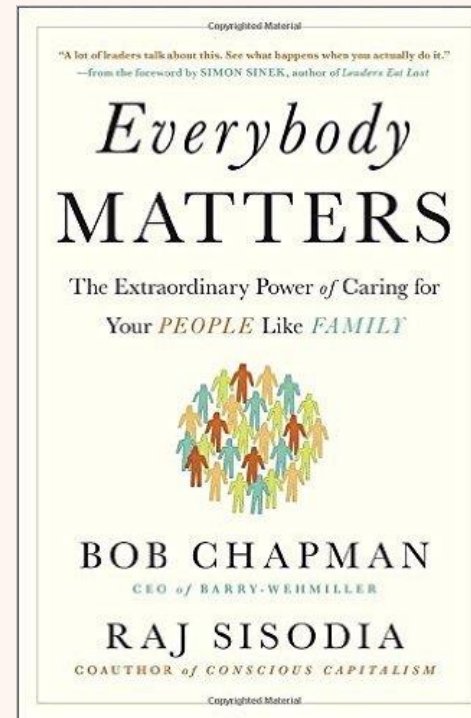
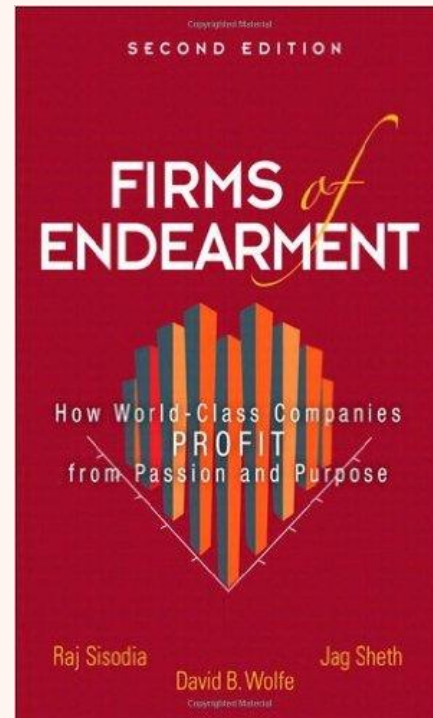
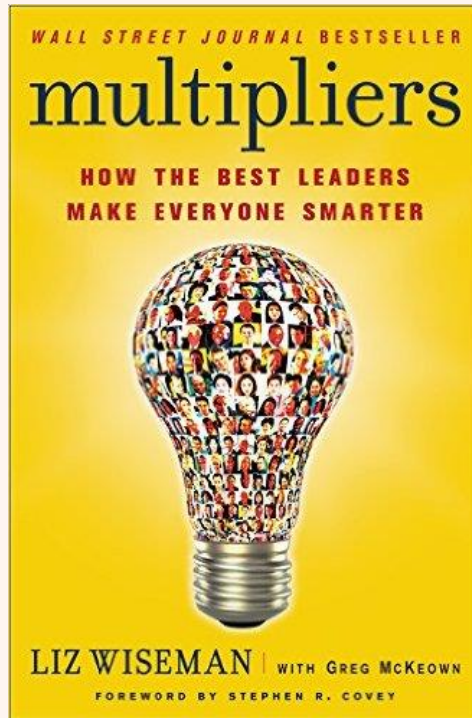
Appoint a Leader in your Organization

Brainstorm with those in your organization to ‘think outside the box’ on ways you can participate in the Conscious Business Movement

Use the Tool Kit to help build your program

Share those ideas / stories with the Petoskey Chamber

Books We've Read



Search Petoskey District Library On-Line Book Section, “Thriving Petoskey”

Contact us...

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