

# Syn-er-gy Group



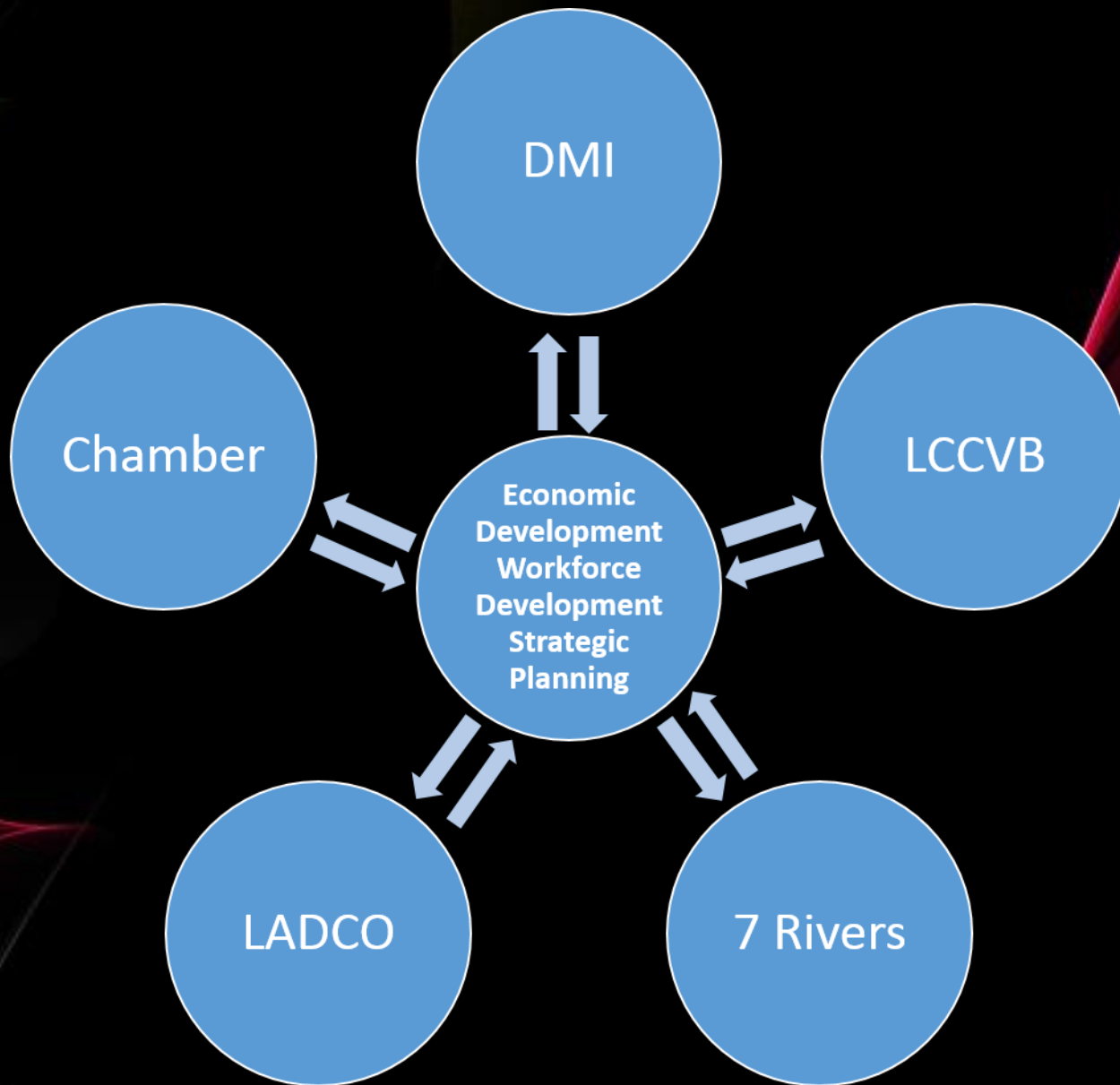
La Crosse Area Chamber of Commerce  
La Crosse Area Convention and Visitors Bureau  
La Crosse Area Economic Development Corporation  
Downtown Mainstreet, Inc  
7 Rivers Alliance

# Syn-er-gy Group

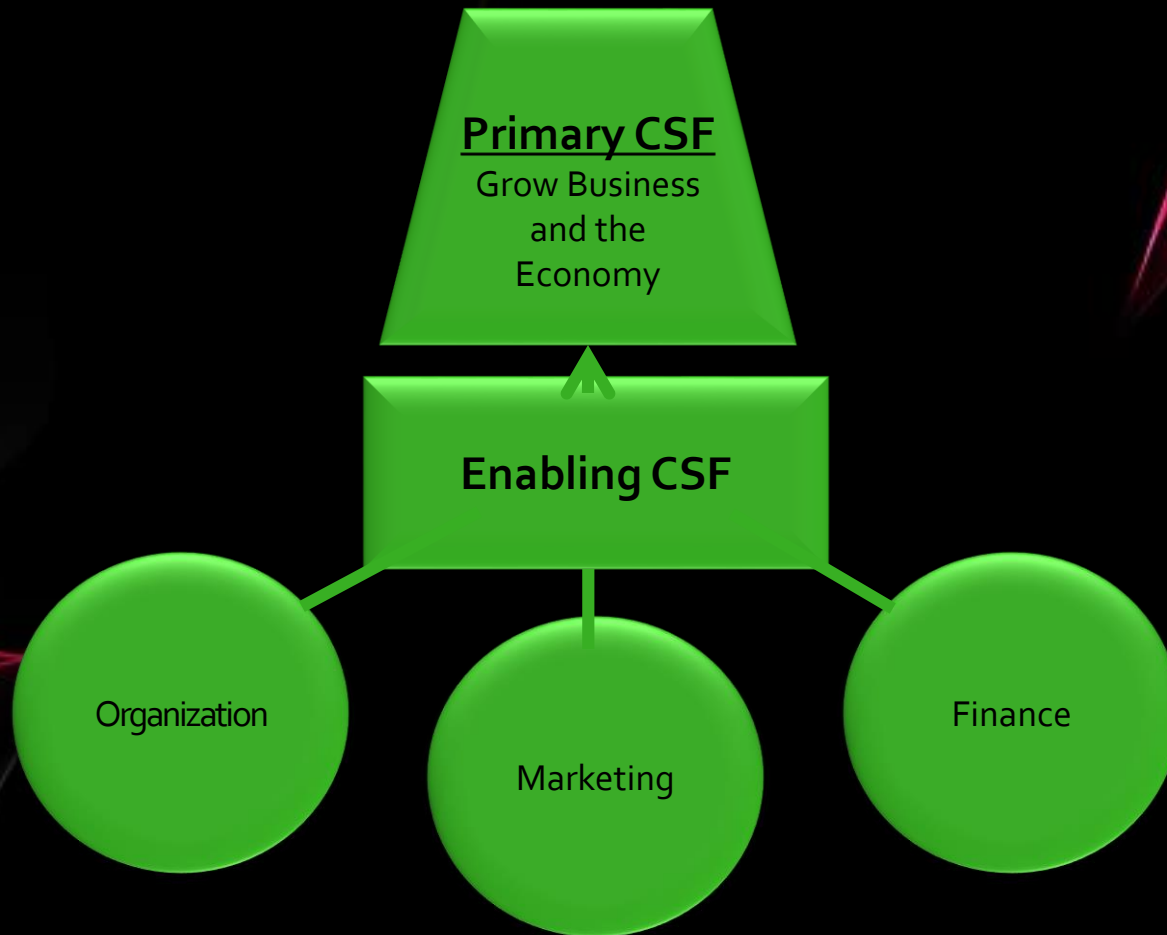
## Synergy

The interaction or cooperation of two or more organizations to produce a combined effect greater than the sum of their individual parts





# Synergy Organizing Framework



# Committees

## Organization

**Dave Booth**, chair; Mark Glendenning; Bob Burg;  
Mike Richards; Chris Butler; Karl Green

## Marketing

**Deb Lash**, Chair; Jennifer Kluehn; Kerstin Boudreau;  
Joe Chilsen; Karl Green

## Finance

**Jeff Wrobel**, Chair; Brad Sturm; Dyanne Brudos;  
Brian Fukuda; Wayne Oliver; Karl Green



# Recommendations

## Finance Team

- Create an MSO-management service organization w/ support services defined by group
- Consider Membership Software license sharing
- Consider a shared position for common activities
- Share a common website landing page
- Registration online combined between organizations – customized per organization's event



# Recommendations

## Marketing Team

- Increase coordination of events and schedule
- Better coordinate content delivery to reduce perception of duplication
- Economic Development Specific Program Funding
  - Integrated Marketing Study for Area
  - Workforce Development Strategic Plan
  - Economic Development Strategic Plan
  - Retention of University Students
- Web Page Sharing/Landing Page



# Recommendations

## Marketing Team (continued)

- Form Synergy Executive Committee
  - Peter Hughes, Chair
  - Jerry Arndt, Synergy Liaison – 1 year term (Liaison will maintain relationships between ED Boards and Synergy Steering Committee)
  - Karl Green, Facilitator (staff)
  - 5 Economic Development Board's Chair or Chair designee
  - 5 Executive Directors





# Recommendations

## Operations Team

- Form visioning committee
  - 7-10 largest non-public sector employers (C-level)
  - Consider topics regarding
    - Workforce development
    - Economic development
    - Business advancement
    - Business startup
    - Business climate
    - Economic work/life balance
- Shared resources committee (Executive Director Level)
- Review managed service organization (MSO) options





# 2017 Progress

- Quarterly meetings of Synergy Executive Committee (Hughes, Chair)
- Synergy Liaison (Jerry Arndt)
- Executive Directors meeting regularly (Shared Resources Committee)
- ED Three goals for 2017
  - Economic Development Strategic Plan
  - Marketing /Branding Plan
  - Workforce Development Plan (WISE)
- Need these developed to use as the “backdrop” for the Visioning Committee (to be established)

The background features a black field with abstract, flowing lines in green, red, and white. The green lines are concentrated in the upper left, the red lines in the lower left and right, and the white lines are scattered throughout, creating a sense of motion and depth.

Questions?