

# Welcome!



**tcyp**

TRAVERSE CITY YOUNG PROFESSIONALS  
A PROGRAM OF THE TRAVERSE CITY  
AREA CHAMBER OF COMMERCE

# Where we started

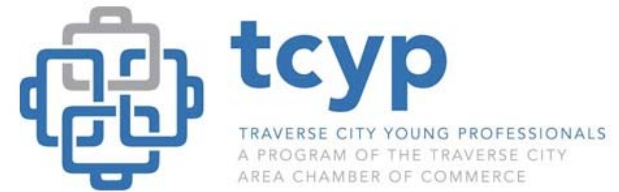
- Program of the Traverse City Area Chamber of Commerce
- Began in 2008
- 13 founding members and 9 Chairs
- Originally intended for ages 21-40 years old (we don't check now!)
- Founding tenants:
  - Connect
  - Serve
  - Grow



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# Where we are



- Connect
  - Morning Brew (Monthly Topics)
  - Social Events (Quarterly Locations)
  - Chamber Ambassador Program
- Serve
  - State Theater Shift (4<sup>th</sup> Tuesday of Each Month)
  - One Additional Event Monthly
  - Program Committees
- Grow
  - Lunch & Learn (Quarterly Topics)
  - Annual Conference (October Each Year)
  - Leadership Grand Traverse Program

# Where we are headed

- Rebrand
- Process Improvement
- Increased Connection to Local Business
- Demonstrated Community Impact



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***fuse***

*Connecting Young Professionals.*



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# Rebrand

- New Membership Level for Fuse Program Only
- New distribution list--[bit.ly/FuseNewsSubscribe](http://bit.ly/FuseNewsSubscribe)
- New marketing materials in process (calendar handout in back!)



# Process Improvements

- Leadership Advancement within Program
- Succession Planning—New Executive Committee!
- Consistent Communications Across Platforms
  - Website—Please excuse the construction!
  - Fuse News Brief—[bit.ly/FuseNewsSubscribe](http://bit.ly/FuseNewsSubscribe)
  - Facebook Page
  - LinkedIn
  - Instagram



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Process Improvement:

# Program Committees

**Application:**  
**[bit.ly/FuseCommitteeApp](http://bit.ly/FuseCommitteeApp)**

- Advocacy
  - Connor Miller & Lori Schmeltzer - [tcypadvocacycommittee@gmail.com](mailto:tcypadvocacycommittee@gmail.com)
- Volunteer
  - Emily Arbut- [arbuttravels@gmail.com](mailto:arbuttravels@gmail.com)
- Social
  - Ashley Bosley- [aeb2187@gmail.com](mailto:aeb2187@gmail.com)
- Marketing
  - Nicole Peterson - [nicole.peterson@viktorwithak.com](mailto:nicole.peterson@viktorwithak.com)
- Connect
  - Clark Gingras – [clark.gingras@nm.com](mailto:clark.gingras@nm.com)
- Programming
  - Jessica Wheaton & Lauren Harris – [lauren.harris@priorityhealth.com](mailto:lauren.harris@priorityhealth.com)



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# Increased Connection to Local Businesses

- Connect Field Trips
  - Any Chamber Member can host
  - Varying times and dates
  - Posted to Facebook page only (to start)
  - Suggestions on our survey—[bit.ly/SurveyQ42017](http://bit.ly/SurveyQ42017)
- Connection to Non-Profits
  - Share Facebook events
  - More to come



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# Demonstrated Community Impact

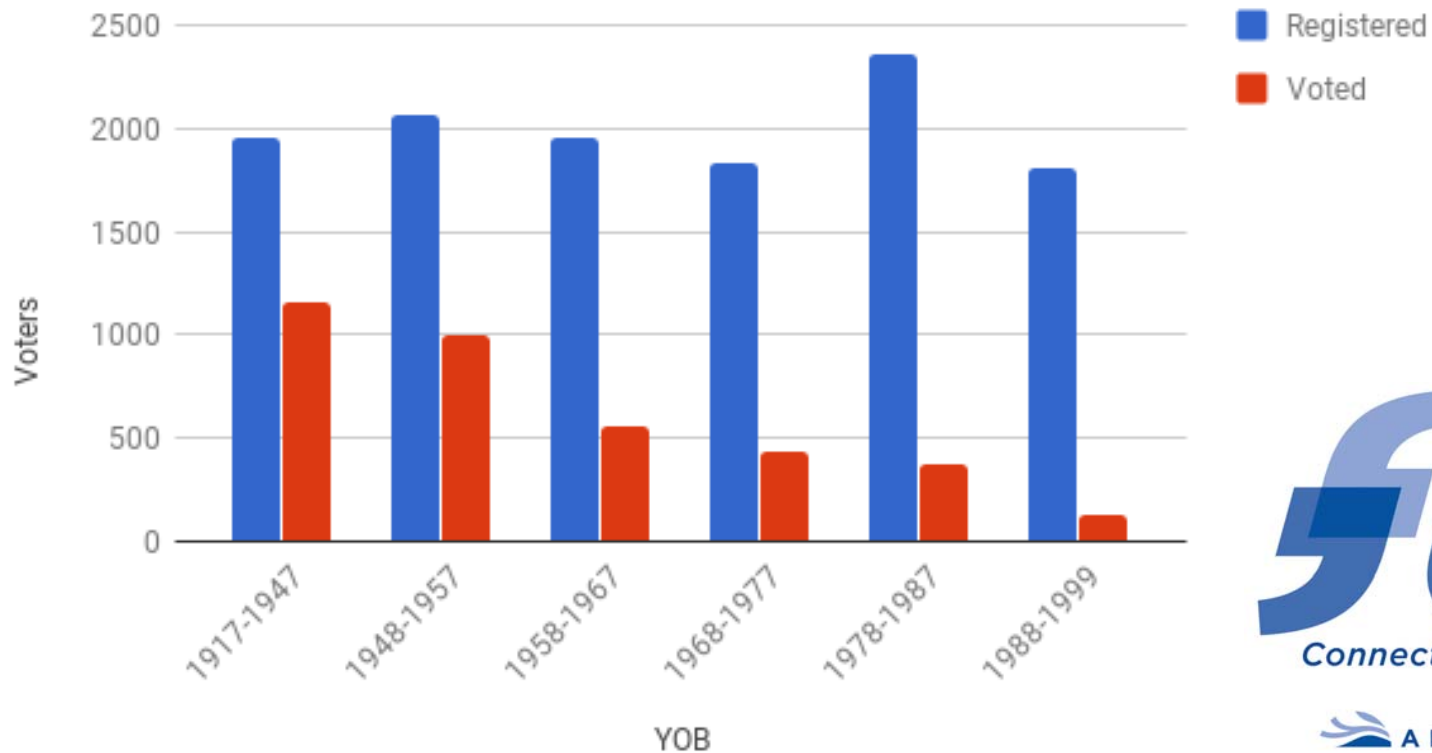
- Data Collection & Analysis—[bit.ly/SurveyQ42017](https://bit.ly/SurveyQ42017)
- 10 Years of Personal & Professional Stories
- Resources Section of Webpage
- Elections—Our Voice Matters!



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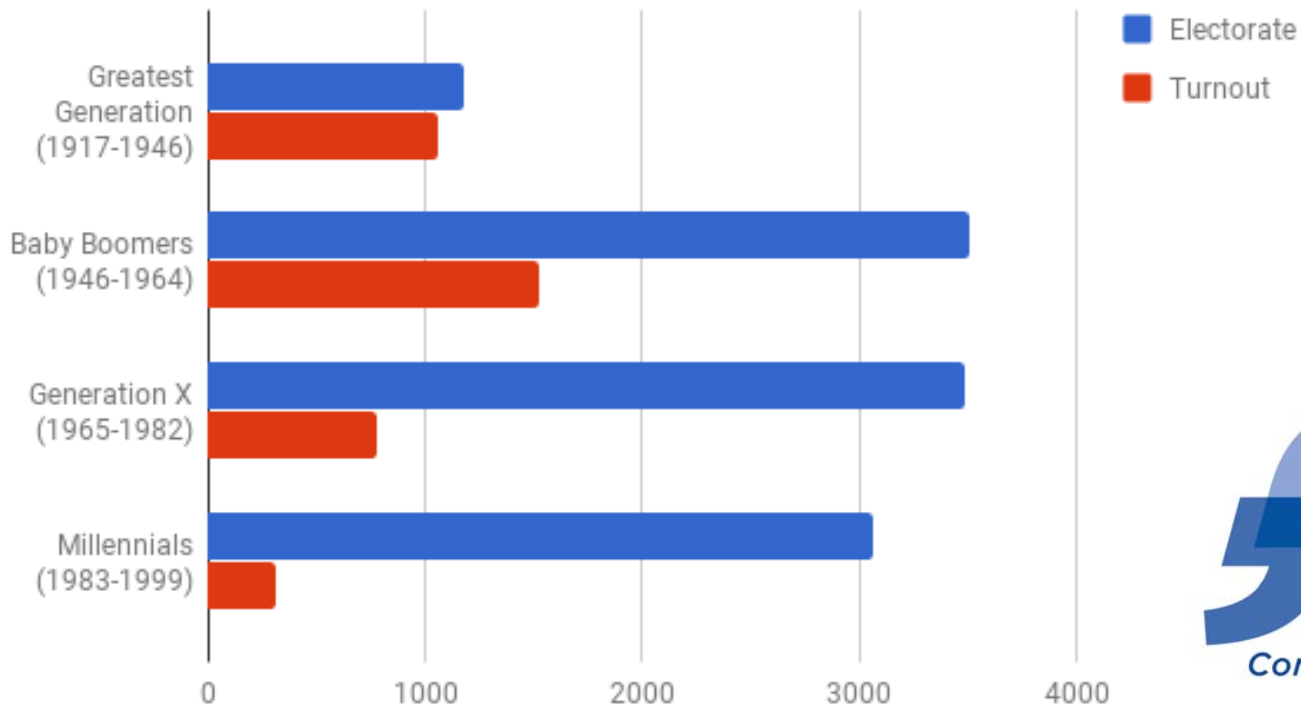
# Community Impact

## Turnout Among Age Cohorts



# Community Impact

## Electorate and Turnout



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# Demonstrated Community Impact

- Data Collection & Analysis—[bit.ly/SurveyQ42017](https://bit.ly/SurveyQ42017)
- Elections—Our Voice Matters!
- 10 Years of Personal & Professional Stories
- Resources Section of Webpage
  - Boards
  - Community Groups
  - Send suggestions to [handyval@gmail.com](mailto:handyval@gmail.com)



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# Links

- [bit.ly/FuseNewsSubscribe](https://bit.ly/FuseNewsSubscribe)
- [bit.ly/FuseCommitteeApp](https://bit.ly/FuseCommitteeApp)
- [bit.ly/SurveyQ42017](https://bit.ly/SurveyQ42017)

# Contact

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- [handyval@gmail.com](mailto:handyval@gmail.com)



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