



THE CHAMBER

FARGO MOORHEAD WEST FARGO

Leadership Fargo Moorhead West Fargo January Newsletter

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SPECIAL POINTS OF INTEREST

- Please dress in business casual attire.
- We will be doing quite a bit of driving during January's session. Carpooling is always a fun way to save gas and get to know each other better!
- We will be visiting the YWCA Cass Clay shelter. There is a needs list on page two of the newsletter. While it is not required to bring items to donate, please consider it.
- Conclude your day with a post-session social at J.T. Cigarro!

Thursday, January 12 LFMWF Session

Happy New Year! As we approach the halfway point of our leadership year together, I hope you take the time to reflect on what you have learned and experienced. Due to your nonprofit projects, the second half of the year is a bit more hectic and intense than the first half. Please make sure you are allowing yourself and your group enough time to work on your non-profit project.

This session we will explore how innovation and process improvement play a role in leadership. You will start the day at the Chamber's *State of the Cities* breakfast. Listen as the mayors from Fargo, Moorhead, West Fargo, and

Dilworth talk about the current state of their city and what lies ahead in the new year.

After *State of the Cities*, you will travel to the YWCA Cass Clay. You will tour the shelter and hear from Nicole Ellis, Communications Coordinator and 2010-11 graduate of LFMWF.

You will also hear from Daryl Braham of *Heritage Homes and Prudential Premier Real Estate*. He will share his leadership experiences and provide you with sound principles that will help you with your leadership journey.

The afternoon will be spent exploring another Hidden Gem in our community, *Cardinal I G*. They are an exemplary model of leadership. They make a dedicated effort to empower employees, which in turn allows them to provide the best customer service possible. They have implemented innovative processes and strive for continual improvement. You'll find out more about them as Marty Severson, Production Manager at *Cardinal* talks about what they do and how they do it. You will conclude with a tour and meet employees who practice leadership concepts that make their company successful.

State of the Cities

Learn how regional leaders plan to ensure the continued success of our metro at the 2012 State of the Cities breakfast. State of the Cities is an opportunity to hear mayors from across the metro review their city's victories and challenges in 2011 and outline their 2012 plans to raise our region to the next level through advancements in economic development, education, transportation and infrastructure improvement, public safety and more. Breakfast will be served.

Following their presentations, the Mayors will answer audience questions. Learn about what's happening in the metro area and network with other community-minded individuals.

Mayors Attending:

- Chad Olson**, City of Dilworth
- Dennis Walaker**, City of Fargo
- Mark Voxland**, City of Moorhead
- Rich Mattern**, City of West Fargo

Important addresses & parking info

Hilton Garden Inn Fargo, 4351 17 Ave S - Plenty of parking.

YWCA Cass Clay, 3000 University Dr S, Fargo - Please carpool from the Hilton to this location. There is limited parking.

Cardinal I G, 4554 7 Ave S, Fargo
Plenty of parking

J.T. Cigarro, 4554 7 Ave S, Fargo
Plenty of parking

INSIDE THIS ISSUE:

YWCA Needs List	2
Cardinal I G background	3
Daryl Braham bio	4
January Agenda	5

YWCA Cass Clay

Mission: The *YWCA Cass Clay* is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all.

The YWCA Cass Clay provides shelter for women and children who are in need of a safe environment. They rely heavily on donations of every day products. Below is their current needs list. Feel free to bring any donations to the YWCA.

Most urgent needs

- Deodorant (women's)
- Toilet paper
- Conditioner
- Hand sanitizer
- Good Start Formula (orange can)

Food

- **ANY AND ALL UNOPENED FOOD IS NEEDED**
- Fresh/frozen meat & produce
- Fresh dairy
- Dried beans, rice, & noodles
- Spaghetti sauce, peanut butter, ready-to-eat Jello, chicken noodle soup and canned meat

Seasonal clothing

- New women's underwear (all sizes)
- New and gently worn winter clothing and shoes (all sizes, especially children's, women's plus sizes, and teenage boy sizes)
- New children's socks (sizes 2T-5)
- New or gently worn winter apparel
- New or gently worn robes and slippers

Household

- Liquid, high-efficiency laundry detergent
- New glass cleaner, counter top spray, disinfecting wipes, and bathroom cleaner
- Quilts (twin and full sizes)
- New mattress pads and sheet sets (twin and full sizes)

Hygiene

- Cold sore medication, Imodium, Pepto-Bismol, anti-itch cream, Gold Bond, cough drops, DayQuil, women's multi-vitamins, and nighttime cold medicine
- Hair care products for African American women and children (specifically hair oil)
- Hairspray, mousse, and hair brushes
- Body wash
- Shaving cream and razor blades
- Baby wipes and lotion
- Toothpaste (children's safe to swallow)
- Unscented lotion

Cardinal I G

Cardinal I G is a management-owned S-Corporation that leads the industry in the development of residential glass for windows and doors. They have grown to more than 5,000 employees located at 27 manufacturing locations around the United States. The Fargo plant has approximately 180 employees. Their vision is to design and fabricate the most advanced residential glass products in the industry. Their three core ambitions are to provide superior-quality products, stay highly competitive in the marketplace, and execute high-end customer service every day.

An important thing to note about *Cardinal IG* is how they empower their employees through leadership. Until his recent promotion to Minneapolis, Dave Pinder was the plant manager in Fargo. He wrote a leadership book specifically for *Cardinal I G* employees. In the preface to the book, Dave wrote,

“It is an amazing story when you think about it. A diverse group of people, who knew very little about making glass, started up an insulating glass manufacturing plant in Fargo, North Dakota. In a very short period of time, they earned all of the business and the respect of one of the biggest window companies in the country and established their insulating glass plant as the very best in the world. If this story sounds familiar, it should because this is our story—and our story is about leadership. Effective leadership at all levels of our organization is the *sine qua non* of our success. This book describes how we must lead. The principles and concepts explained in the following pages are neither new nor original. This is classic leadership doctrine that has been developed and tested over time in both civilian and military environments. What is original is the manner in which we apply and use these principles and concepts at our plant to inspire and motivate our great workforce. I expect all leaders to read and re-read this book. I want each of you to understand and internalize its message. In a sense, this is our leadership philosophy. It represents a way of thinking and leading that not only will make us better and more effective leaders but also enable our company to remain the ‘best in the world’ for years to come.”

Daryl Braham - Bio

Born in a small town in Manitoba Canada, the son of a Royal Canadian “Mountie” and of a working mom, he began his business career early, starting his own company at age 15 and selling it five years later for a tidy profit.

After attending college, he began his career in sales working through the ranks in retail before becoming manager of one of the most successful electronics retailers in western Canada at age 24, and awarded “Top Retail Store” in western Canada only one year later. Daryl then spent five successful and award winning years with Sony of Canada, where his record for longest running annual award winner in Sony’s history still stands, before moving to a job in the real estate arena in Fargo, North Dakota.

Daryl understands the complexity of issues facing companies today, as he moved through the ranks starting as an accountant and into construction management, office management, VP Sales and Marketing, to Chief Operating Officer, becoming a Broker in 1998 and continuing with the company until he and his partner bought it in 2005. Now, as CEO of both a growing Prudential franchise and one of North Dakota’s top new home builders, Daryl helps others through education and growth in all areas of business development.

Leadership Fargo Moorhead West Fargo

Thursday, January 12 Agenda

- 8 a.m.** **State of the Cities, *Hilton Garden Inn Fargo, 4351 17 Ave S***
Note: You will have reserved tables.
- 9:30 a.m.** **Travel to *YWCA Cass Clay, 3000 University Dr S, Fargo***
- 9:45 a.m.** **Keynote Speaker: Daryl Braham, *Heritage Homes and Prudential Premier Real Estate***
- 11 a.m.** **Hidden Gem and Tour: *Welcome to the YWCA Cass Clay!***
Nicole Ellis, Communications Coordinator and 2010-11 LFMWF Graduate
- 11:45 a.m. to 12:30** **Lunch and group project time**
- 12:30 p.m.** **Travel to *Cardinal I G, 4611 15 Ave N, Fargo***
- 1 p.m.** **Hidden Gem and Tour: *Cardinal I G***
Speaker and Tour Guide: Marty Severson, Production Manager
- 3 p.m.** **Wrap-up the day**
- 3:30 p.m.** **Social at *J. T. Cigarro, 4554 7 Ave S, Fargo (optional)***