



Celebrating our Individual Strengths for Collective Success

Greater Mankato Growth held our Annual Meeting this past Tuesday. The theme of this year's meeting was Individual Strengths – Collective Success.

This theme repeated itself throughout 2009, and is the key to Greater Mankato Growth's effectiveness.

Greater Mankato Growth is not just an organization made up of a dedicated professional staff. It takes hundreds of businesses and individuals working together, leveraging their individual resources to produce collective success. Greater Mankato Growth has more than 300 volunteers – see who they are at greatermankato.com/gmg-volunteers. To each of you who make this investment of your time, I say THANK YOU.

This phrase Individual Strengths – Collective Success also applies to the way we can work together as a regional marketplace to promote Greater Mankato. That's what our Regional Economic Development Services Agreement with eight regional cities and two counties is all about – leveraging each community's individual strengths together to present a powerful portfolio featuring the region's collective assets.

From geographic communities such as these to other communities (i.e., like industries, issues and interests), each offers individual strengths that contribute to the collective success of the Greater Mankato marketplace.



Jonathan Zierdt
Greater Mankato Growth, Inc.
President & CEO

Greater Mankato Growth's role in this effort is to leverage all these community assets to advance business in the most effective manner possible for a stronger community. In 2009 our board of directors spent a lot of time evaluating the organization's strategic direction and priorities. The result was a new purpose statement for the organization – *Advancing Business for a Stronger Community* – which we fulfill through eight strategic areas of work: Existing Business Support, New Business Development, Business Promotion, Talent Development, Public Affairs, Community Marketing, Visitor Attraction & Servicing and Civic Engagement.

We could not do any of this without the resources of time, talent and funding entrusted to us by our members and the marketplace. Please feel free to review our annual report at greatermankatogrowth.com/annualreport.php. With the continued support of our members and our community we will continue to be effective in *Advancing Business for a Stronger Community*.