

BEMIDJI LEADS!


*“Creating a future of promise
for our community”*

BEMIDJI LEADS! Steering Group

- Jim Bensen, Chair
- Jon Quistgaard
- Dennis Doeden
- Jim Hanko
- Gary Johnson
- Carolyn Jacobs
- Kristi Booth
- David Minke
- Bob Peters
- Tony Murphy
- Dave Landgrebe
- Jim Russ
- Ron Otterstad
- Cliff Tweedale
- Anne Sand

Who are we anyhow?

- Fuzzy identity
- Diverse opinions in the community on the core of who we are
- Resting on our lead
- Viewpoint that community leaders are not working together



We need to create our
own destiny....
then plan from the
future

Why now?

- Technology has created incredible opportunities, and challenges
- Now, most knowledge workers and businesses can locate virtually anywhere
- Competition is relentless
- Others are figuring this out

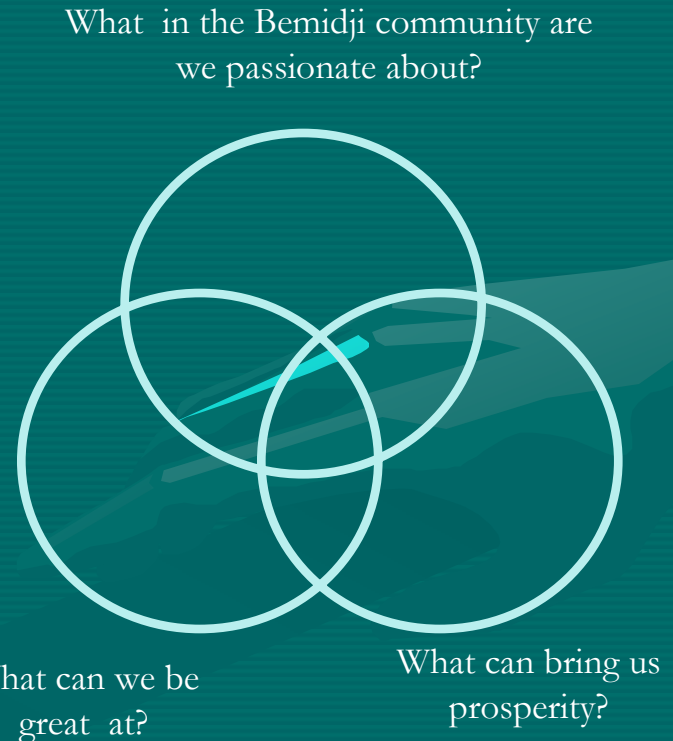
To be successful, we need to...

- Identify and create the Bemidji *destiny*
- *Create a place* where everyone will want to live
- *Become a community* in the truest sense of the word

Having a clear sense of our
destiny makes current and
future community decisions
much easier to make.

Specific Activities

1. Create Buzz:
 - Kickoff
 - Newspaper Articles
 - Website
 - Organizational Meetings
2. Create Context:
 - Understand Community Aspirations
 - Undertake Candid Community Assessment
3. Determine Bemidji's Destiny
4. What it will take?
 - Where do we fall short?
 - What is needed to compete?
5. Planning from the future
 - Organizations develop strategic initiatives consistent with desired destiny
 - Steward Council meets, supports, influences



Keys to getting there...

- Listening
- Candid discussions
- Ensuring our ladder is on the right wall
- The emergence of community stewards
- Persistence
- This is not just an economic development project

Join the race...

- As an organization, you play a key role in making this community what it is, and what it can be
 - Tell us what you think- bemidjileads.com
 - Advance the community toward its sweet spot in future decisions and projects
- As individual leaders, start to think as a community steward

Stewards of Place...

*“Stewards of place are leaders who cross boundaries, take an integrated approach, and build coalitions for action. They have **360 degree vision**, recognizing the interdependencies between the economy, the environment and social equity. Stewards operate at the **center of tough issues, not on the edges**. They are **risk-takers**. They are **passionate and energetic**. They are **people of vision**.”*

*Mary Jo Waits
Morrison Institute*

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