

Leadership Twin Cities – Success Story



Jacquie Berglund, a participant in the Leadership Twin Cities 2000 class, left a stable job as a Director of Marketing for the Waterford Restaurant group to pursue her life-long dream of starting

her own non-profit company. Her plans were to become a social entrepreneur and to create a business model in which she would generate her own revenues to fund her non-profit company's activities. In September 2000, Berglund started working full-time selling Finnegan's Irish Amber, the beer product that would fund the activities of her non-profit company, the Spud Society.

Jacquie paid the Leadership Twin Cities tuition out of her own pocket, feeling deep down that this program would be a fundamental building block for what she had set out to do. She was right! Through her Leadership Twin Cities experience, she met four future members of her Board of Directors and has developed a mutually beneficial relationship with the Leadership Alumni.

Leadership Twin Cities examines critical issues facing the Twin Cities community. Over the years, the Minneapolis Regional Chamber of Commerce has successfully graduated 27 classes from this program, and we are proud of our successes!

"Participating in the Leadership Twin Cities program was a pinnacle decision that I made at the very beginning of my entrepreneurial venture – it was one of the best decisions I have ever made," said Berglund.

So far, her business model has proved successful. Finnegan's Irish Amber is now sold in over 75 bars and restaurants in the Twin Cities and is now expanding distribution to St. Cloud and southern Minnesota. Finnegan's donates 10 percent of its gross profits to the Spud Society, which funded three programs for the working poor in the community in the summer of 2003. A newly created event, Jazztoberfest, to be held October 11, is a combination of jazz, Oktoberfest and charitable contributions. It is a new and creative effort for Berglund to raise awareness and funds for the working poor in our community. For more information about Finnegan's and the Spud Society or to contact Jacquie, visit www.spudsociety.com.

For more information about Jazztoberfest, visit www.jazztoberfest.com.