

St. Cloud Chamber of Commerce Board Nomination Package

Board of Directors Nominations - 2025

About the St. Cloud Chamber of Commerce

Mission Statement

Advocating for community and business prosperity

The Board of Directors

The St. Cloud Chamber of Commerce Board of Directors is comprised of twenty-one (21) members elected to three-year terms.

Board Officers are Chair, Incoming Chair, Treasurer, Legal Counsel, Secretary and Past Chair

Governance

The Chamber of Commerce Board is a policy governance board. A director's work is governance and policy. It is incumbent upon those seeking nomination to Board positions to understand the basic underlying principles of policy governance.

Board Member Expectations

- Commit time to the organization:
- Directors must be willing and able to commit the following Board expectations:
This time is inclusive of events, meetings, email correspondence and preparation time.
- Directors are expected to attend Board meetings.
- Directors are expected to come prepared, having reviewed all Board and Committee material, and to actively participate in the meetings.
- Board meetings are the 3rd Wednesday of the month, 8:00 a.m. to 9:30 a.m.
- Attend chamber events (e.g. awards, luncheons, business after hours, ribbon cuttings, and other meetings).
- Volunteer for a Chamber committee (standing or event committees).
- Attend annual board of directors' retreat in September/October of each year.
- Enthusiastically support the Chamber by encouraging and referring membership opportunities whenever possible.
- To be an active and engaged member of the St. Cloud Chamber of Commerce and support the events and programming of the organization.
- To positively promote the Chamber when possible in business interactions.
- The focus of the board is on providing direction to the organization.
Consequently, it will be more concerned with vision, values, outcomes and the future rather than management and operational matters.
- The Board is responsible for leading and guiding the organization toward achieving a vision and organizational outcomes that fulfill the Mission of the organization.
- The Board expects of itself and its members ethical and businesslike conduct.
- The Board has a responsibility to the interests of the members and other stakeholders. This accountability supersedes any responsibility to staff and to conflicting loyalties such as that to advocacy or interest groups and membership on other boards or staffs.
- Board members must avoid any conflict of interest with respect to their legal and fiduciary responsibilities.

- Board members must maintain strict confidentiality on all member and membership related information.

Bylaw attendance requirements

As per Chamber bylaws, missing more than three board meetings will remove directors from the Board.

Recruitment of New Board Members

It is important for the Chamber to be effective, forward thinking, and have the ability to provide worthwhile input to municipal, provincial, and federal regulators on a variety of issues. This can only be accomplished with strong, diverse, and dedicated leadership.

Involvement with the Board of the Chamber is an excellent way to gain experience and demonstrate commitment to the business community and to St. Cloud.

Qualifications Sought in Board Members

The Board is strongest and most effective when the following core competencies are represented on the Board, with each director contributing their unique combination of knowledge, experience, and skills.

Membership and Belief in the Chamber Mission and Vision

- When nominated, and during your term on the Board, directors must be paid members in good standing with the St. Cloud Chamber of Commerce.
- Directors must agree to support the mission of the Chamber.

Integrity and Accountability

- Directors must have demonstrated high ethical standards and integrity in their personal and professional dealings, and must be willing to act on, and remain accountable for, their boardroom decisions.
- Directors should be respected and influential in the community, and/or possess special knowledge, skills, or experience which would assist the work of the Board.

Mature Confidence and Informed Judgment

- Directors shall provide wise, thoughtful counsel on a broad range of issues.
- Directors must value the performance of the Board as a whole over individual performance and should demonstrate respect for others in executing their responsibilities.
- A Director must put the overall interest of the Chamber ahead of their own business interests in Chamber-related matters.
- Directors must be self-motivated and demonstrate an ability work independently when required and in a high functioning group environment.

Financial Literacy

- Directors should be financially literate and able to evaluate organizational performance.

Financial Contribution

- Directors should be aware of a modest financial commitment, including expenses for regular attendance at Chamber functions and special events demonstrating a personal commitment and establishing credibility when called upon to ask others to give.

Nomination Questionnaire

Name

Kerul Kassel

Company/Organization

First Nature Foundation

Position with Company

President

Phone

407-957-1494

Email

kerul@firstnaturefoundation.org

About You

Please provide a brief biography of yourself and skills you will bring to the Chamber Board. Please include sector you represent, relevant skills, business experience, and volunteer work. This information is meant to give the nomination screening committee a short profile of each candidate.

Tell us a little about yourself.

I have 2.5 decades of leadership coaching and transformative facilitation experience, with multiple coaching credentials. I've served on many boards over the last 30 years. Professionally, I've been quoted in TIME magazine, Real Simple, the Chicago Tribune, and elsewhere. I have a PhD in Human and Organizational Systems from Fielding Graduate University, where I helped develop and teach in the Sustainability Leadership certificate program within their Masters program. I'm the author of The Thinking Executive's Guide to Sustainability (Business Expert Press, 2014) and other books, and the lead editor of Developing a Sustainability Mindset in Management Education (Routledge, 2018). I've also served as an elected official on the Harmony Community Development District Board of Supervisors for 16 years, and have led a number of community initiatives. In 2018 I formed First Nature Foundation, which has already been selected Nonprofit of the Year by 2 different Chambers of Commerce.

What do you feel the role of the Chamber should be in our community?

The role of the chamber should be in supporting local businesses towards their success and to be a contributor to the local community.

Is there any special item or issue you would like to see the Chamber address?

I need to learn more about the Chamber's goals, strategies, and results before I can answer this question.

Are you currently serving, or have you served on any other local, provincial, or national Board of Directors? Please list. If not, type N/A.

I've served on many boards, such as a dozen different nonprofits over the years, several condominium and cooperative boards, a local government board (16 years in this role), and some other board roles. I have often been asked to serve in leadership/executive committee roles on these boards.

Please rate your skills in the following areas and comment on each

(1 = low skill/little experience, 3 = high skill/expert)

Financial Accounting/Audit

1

☐

2

☒

3

☐

Financial Accounting/Audit (Comments/Examples)

I am not an accountant, but I have adequate financial acumen.

Advocacy

1

☐

2

☒

3

☐

Advocacy (Comments/Examples)

I have served on multiple nonprofit boards, advocating for their missions (several animal welfare nonprofits over the years; cost effectiveness and financial viability/longevity of condos and co-ops, natural horsemanship advocacy, a grocery co-operative featuring natural and organic foods, and more. I have also served on a number of local community committees to advocate for a variety of issues including a resident welcome committee, a nature and animal committee, a pet safety committee, and other roles.

Strategic Planning

1

☐

2

☐

3

☒

Strategic Planning (Comments/Examples)

Strategic planning is key to longevity and growth, and just as important is execution of the strategy, which is often (unfortunately) neglected. In my board and leadership roles I have always steered the boards and committees towards strategic planning with an eye not just towards sustainability and expansion (of financial, membership, and program) growth, but also advocacy and community involvement.

Non-profit Governance

1



2



3



Non-profit Governance (Comments/Examples)

I have not just served on a number of nonprofits, I have also formed my own nonprofit, and have recently applied to the Better Business Bureau's Wise Giving Alliance; I am proud to note that, in spite of being just a few years old, we are already in compliance with almost all of their standards, which include governance. I have had training on nonprofit governance both as a board member and more recently completed a UCF Nonprofit Capacity Building course. My staff is also taking courses in nonprofit management.

Social Policy

1



2



3



Social Policy (Comments/Examples)

My answers on these questions are frequently #2s because although I am quite experienced as a nonprofit board members, I do not consider myself an expert. This is also the case with social policy.

Economic Development

1

☐

2

☒

3

☐

Economic Development (Comments/Examples)

I have not served on a Chamber or other economic development board.

Fundraising

1

☐

2

☒

3

☐

Fundraising (Comments/Examples)

As a member of multiple boards, it was part of my responsibility to both strategize fundraising but also to assist with fundraising in that role, through personal giving, peer fundraising, approaching potential sponsors, and other means.

Membership Recruitment

1

☐

2

☒

3

☐

Membership Recruitment (Comments/Examples)

As a member of several boards I have worked to recruit members in that role, both in terms of board member recruitment and in terms of nonprofit membership, including in my current role.

Marketing and Communications

1



2



3



Marketing and Communications (Comments/Examples)

As a board member of various nonprofits over the years I have had minor roles in the marketing and communications arena, though in my current role I am much more involved with this area though direct supervision of social media, networking, and other marketing and communications efforts.

Any other information you would like to share with the Nominating Committee?

I look forward to learning more about the goals and strategies of the Saint Cloud Chamber.

Consent to Act as Director

(to be completed by the nominee)

Board of Director Commitment to Serve

I recognize the important responsibility I am undertaking in serving as a member of the Board of Directors, and hereby pledge to perform all the duties and obligations inherent in my role as a Director.

MY ROLE

My primary role as a member of the Board of Directors will focus on the discussion and formation of policy in keeping with the mission and governance.

MY COMMITMENT

I will exercise the duties and responsibilities of this office with integrity, responsibility and due care. I pledge:

- Support the mission statement.
- Read and understand the financial statements and otherwise assist the Board in fulfilling its fiduciary responsibility.
- Attend board meetings and actively participate.
- Advocate for the organization; promote it in ways appropriate to my profession and contacts.
- Maintain Chamber of Commerce membership and support the organization financially in other ways where possible.
- Participate in strategic planning activities.
- Observe parliamentary procedures and display courteous conduct in all meetings and when interacting with chamber members and staff.
- To respect the distinction between the policy setting role of the Board of Directors and the implementation role of chamber management.
- To avoid conflicts of interest between my position at the St. Cloud Chamber, and my personal and professional life. If such a conflict does arise, declare that conflict and refrain from voting on matters in conflict or the appearance of conflict is present.
- To support all actions taken by the Board of Directors.
- Participate in committees and events.

If, for any reason, I find myself unable to carry out the above duties, I agree to resign my position as Director.

I hereby consent to act as a director of the St. Cloud Chamber of Commerce. My consent will continue to be effective until my board term expires, I resign as director or I revoke my consent.

Your Name

Kerul Kassel

Date of Application

8/31/25

This form was created inside of St. Cloud Greater Osceola Chamber of Commerce.

Google Forms