

Increase your customer count and bottom line with *Hot Deals!*



Hot Deals are a great way to market your business to other Chamber members, the community at large as well as any visitors to the area. This free marketing opportunity is found on the opening page of the Chamber's website at www.littlefallsmnchamber.com.

Hot Deals presents as a pre-formatted coupon that can be easily coded for tracking purposes and can include an expiration date.

Hot Deals can be for a specific product, brand or service. A percentage off coupon is a great way to entice customers to your door!

Do you check for lodging bargains when traveling? Look for sales on goods and services when needed? Choose one restaurant over another if a coupon is available when dining out? If so, you are part of a growing number of consumers who do.

Locally, regionally and nationally, cash-crunched consumers hunt for bargains. After nearly two decades in decline, the coupon is back. A study by *Inmar, Inc.*, businesses issued 367 billion coupons last year and consumers redeemed 3.3 billion, the highest usage since *Inmar, Inc.* began tracking trends in 1988.

With mobile and internet coupons gaining even more popularity, discounted prices are a hot hobby across all ages and incomes, especially folks in their 20s and 30s. Just how much of an influence do coupons have on the population at large? Check out the latest stats on coupon usage trends:

1. Google searches for "Printable Coupons" and "Online Printable Coupons" doubled
2. 263% increase in redemption of internet deals
3. 92% increase in access to online coupons
4. 41% of coupons enthusiasts come from house holds earning over 70k each year
5. 92% increase in the number of coupons distributed on the internet

These statistics are from *Inmar, Inc.*, a company started in 1980 as Carolina Coupon Clearing (CCC), to manage coupon clearing for retailers and distributors. Through mergers and acquisitions, today *Inmar, Inc.* is an industry leader in data analysis of market trends.

Don't be left out. List your *Hot Deal* today with Deb!

Membership has its benefits

Here is just one of many:

FREE use of the meeting space at the Cass Gilbert Depot for all Chamber Members, *during normal business hours.*
Fees apply for other times.

From the Desk of the CEO - Debora K. Boelz



Greeting from the desk of the CEO! As you read this, I certainly hope that spring is in the air!

Last month I promised my annual soap box speech about gearing up for the tourist season and making our community look spiffy after the long winter months. Here it is: As the summer tourist season is upon us, I encourage business owners to make our community as welcoming as possible. This welcome can come in many forms from good customer service to the overall impression of our community.

Having employees who are knowledgeable about what the area has to offer in the way of attractions certainly is the first step. This welcome goes deeper than the face-to-face contact. Is the area immediately surrounding your business clean and free of hazards? Look at our community with the eyes of a visitor. Take the time to pick up a piece of litter on the sidewalk or parking lot, do a 'once around' your property and neighborhood and spruce things up. I do practice what I preach! The Depot lawn is a prime stop for litter to accumulate as well as a pet exercise area!

The 39th annual Little Falls Arts & Crafts Fair is September 10 & 11. Watch for the Arts & Crafts Fair billboard to be hung south of Little Falls the first week of May. For those of us counting, the Fair is about 92 days away!

Membership Dues for 2011 – 2012: Your Chamber Board of Directors accepted the recommendation of the Membership Development Committee to retain the current dues schedule for the 2011 – 2012 membership year that runs July 1 – June 30. The last time your membership dues increased was in 2005 -2006 when the base rate was raised \$10! This is a heck of a deal!

For membership year 2012 – 2013, the base rate will be raised \$25 from \$175 to \$200. One increase in 7 years means that your Chamber is running a lean, efficient organization! Adjustments to the other membership categories will be determined at a future date.

Membership Renewal Statements will be provided the first week of June. The 5% discount if paid by June 30th will again be offered as well as the incentive package offered by the Membership Development Committee. This package is a random drawing for \$100 in Chamber Bucks, ¼ page ad in the Morrison County Record and 2 – 30 second radio ads on Little Falls Radio. To be eligible for this drawing, dues must be paid in full by June 17th. The drawing for this package will be held at Friday Morning Coffee – need not be present to win, but it is more fun to win in front of a room full of people!

Another reason to attend Friday Morning Coffees is the testimonials. We recently started the opportunity for up to 4 members to give a 30 second testimonial at Friday Morning Coffee about another Chamber member business. Did you get great service from another member? Why not recommend them to your peers?

And have you chosen your 3 local businesses to support through the 3/50 Project for this month? The premise of the 3/50 Project is to spend \$50 at 3 different local businesses each month to help keep our main street vibrant. Some months it will be easy – get into a fender bender and check your Membership Directory!

In closing, Happy Birthday to us! On May 15, the Chamber will be 123 years old.

Business After Hours

Tuesday, May 12
4:30 – 6:00 p.m.

Contegrity Group, Inc.
101 1 St SE, Little Falls

Join us for this informal networking event. Congeegrity Group, Inc. has lots to offer and here is an opportunity to see all the new happenings, while enjoying some hors d'oeuvres, refreshments and great networking.

Please note that we take a summer vacation from Business After Hours for the months of June, July and August. We will resume regularly scheduled Business After Hours in September.

Sponsored by:



Friday Morning Coffee

Friday, May 20
7:30 – 9:00 a.m.

Chamber of Commerce
200 1 St NW, Little Falls

Kick off your weekend by joining us for a cup or two of coffee and a donut while making business connections. All Chamber members and their employees are invited to attend. Friday Morning Coffees are the third Friday of each month from 7:30 – 9:00 a.m. Introductions are made around the room starting at 8:15 a.m. A new component has been added to Friday Morning Coffee. After announcements, up to 4 people will have the opportunity to give a 30 second testimonial.

Sponsored by:

Live Well.

320.632.3608 **Dr. Allison Zak**
Chiropractor
Broadway Chiropractic Center
111 East Broadway
Little Falls, MN 56345
littlefallschiro.com
drzak@littlefallschiro.com

**More tools to sell your home
than anyone...period.**

JesseGodzala.com

Edina Realty

320.309.7335

**WELCOME TO OUR
NEWEST MEMBER**

Edina Realty

Jim Schaaf, *Manager*

Jesse Godzala, *Agent*

110 Division Street
Waite Park, MN 56387

320-255-9000

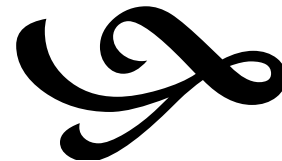
320-240-9745 Fax

jimschaaf@edinarealty.com

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<http://www.edinarealty.com>

Real Estate Company



Start Planning for Leadership LindyLand 2011-12!

We are looking forward to our 10th Leadership LindyLand Class to begin October 2011. Detailed information will be coming out soon, with curriculum outline, meeting dates and some new exciting program components.

Watch your mail for more information.



**Congratulation's to our May
Employee of the Month**
Doyle Hoffer, *Emblom Brenny Funeral Service*



Pictured: **Robbin Keehr**, committee chair,
Schlenner Wenner & Co. with **Doyle Hofer**

Doyle has been a Funeral Director at Emblom Brenny Funeral Services for 3 1/2 years. Steve Emblom, owner, states "*we are so proud of Doyle for this recognition. We've always recognized what a valuable employee he is at Emblom Brenny Funeral Service. Doyle has a way of putting families he serves at ease as he walks them through a most difficult time. Congratulations Doyle.*"

Doyle states "*I have to share this honor with my co-workers. We really work as a team at our funeral home.*"

Doyle enjoys biking, golf, watching the MN Twins and spending time at a farm in South Dakota.

Congratulations Doyle Hofer!



Looking ahead . . .

Chamber Golf Outing

Monday, August 1, 2011
Little Falls Country Club
Noon Shotgun Start

Sporting Clays

Tuesday, September 20, 2011
Rice Creek Hunting & Recreation
4:30 p.m. Shotgun Start

Little Falls Arts & Crafts Fair

Saturday, September 10
8:00 a.m. – 6:00 p.m.

Sunday, September 11
9:00 a.m. – 4:00 p.m.

Arts & Crafts Fair Volunteers Needed

Be part of the Arts & Crafts Fair festivities September 10 & 11 by being a block host. Block hosts greet and welcome crafters to Little Falls, ensure that crafters are comfortable with their surroundings and ready to sell their merchandise. Block hosts are an essential part of the Little Falls Arts & Crafts Fair and are well received by our hundreds of vendors. Volunteers are needed starting Thursday, September 8 to mark booth spaces. If you only have a few hours or the whole weekend to help, contact Gina at the Chamber, 320.632.5155, for more information.

Recent board action for April

Recent Board Action:

~ Approve Fair Share Membership Dues Schedule for 2011 – 2012 at the same rate since 2005 – 2006

~ Tabled a donation request for funding for the Camp Ripley /State Veteran's Trail Study. The Chamber contributed \$1,000 in 2010 for this project.

May Guests on Meet Me @ The Chamber

Watch Meet Me @ The Chamber every Friday at 2:00 and 7:00 p.m. on channel 6 in Little Falls. May guests are **Virginia Faust**, *Faust Photography* and **Kate Bjorge** and **Mary Kenna**, *Healthy Community Collaborative of Morrison County*. The Employee of the Month, **Doyle Hofer**, Funeral Director at *Emblom Brenny Funeral Service*.

The Meet Me @ the Chamber programming is an added value to your Chamber membership. Each month 2 members are highlighted in a 10 minute segment free of charge!

Completing the program is an interview with the Employee of the Month. If you are interested in this FREE opportunity to promote your business to the greater community, please contact Deb.

Chamber Golf Outing

Monday, August 1, 2011
Little Falls Country Club
1 Edgewater Dr., Little Falls



Plans are now underway for the 22nd annual Chamber Golf Outing. This scramble format Golf Outing accommodates golfers of all skill levels. Take advantage of the Early Bird discount by getting your team or individual registration in before June 30. Prior to June 30 cost is \$75 per golfer. After June 30, cost is \$85 per golfer. Included with your registration fee is 18 holes of golf, cart, boxed lunch, dinner, 2 beverages, prizes, networking and a day of fun!

Sponsorship opportunities are also available. Hole sponsorship is \$75 per hole and includes signage at the Golf Outing event, acknowledgement in event materials, listing on the Chamber website, recognition in the Chamber newsletter, name recognition to over 150 potential new customers, recognition in the Chamber's Annual Report and much more.

Corporate sponsorships are available. For \$500 you can register your team and receive logo and name recognition for this event. Become a Corporate Sponsor and receive the following: Foursome in the Golf Outing, 8 drink tickets, 4 boxed lunches, 4 dinners, carts, logo inclusion on event materials, logo inclusion on Chamber website, acknowledgement the day of the event, recognition in the Chamber newsletter, professionally designed banner with your logo included, and the exposure of your business name and logo to over 300 Chamber members.

If you are not a golfer but would like to be part of the festivities, join us for dinner. Cost is only \$10 for dinner.

If you would like to register for golf, dinner, or become a sponsor visit our web-site at <http://www.littlefallsmnchamber.com/>. If you would like more information about the Chamber Golf Outing contact either Deb or Gina at the Chamber by calling 320.632.5155 or e-mailing Gina at ginav@littlefallsmnchamber.com.

Your 2011 Chamber of Commerce Board of Directors

2009-2011

Bridget Britz

2011 Chair of the Board

Horizon Health

Paul Kapsner

Royalton Lumber

Julie Zupko

2011 Vice Chair of the Board

Bieganek Insurance Agency

Randall State Insurance

2010-2012

Jim Birchem

St. Otto's Care Center

Lori Kush

Kush State Farm Insurance

Barb Lyons

**Mid Minnesota Federal
Credit Union**

Roxanne Matsen

Larson Abstract Co, Inc.

2011-2013

Kyle Hoggarth

Edward Jones Investments

Doug Veillette

2011 Past Chair of the Board

Dairy Queen

Jodi Weaver

The Gumdrop Tree

Tom West

Morrison County Record

Chamber Staff

Debora K. Boelz,
President/CEO

dboelz@littlefallsmnchamber.com

Rachel Czech,
Financial Coordinator
rachelc@littlefallsmnchamber.com

Sylvia Ryden,
Office Coordinator
sylviar@littlefallsmnchamber.com

Gina Vetter,
Projects & Volunteer Coordinator
ginav@littlefallsmnchamber.com

LINDY GREETER MEMBER VISITS

Thank you for your membership. Photos are from Member Visits made April 19, 2011. Greeters present the member with a Chamber mug filled with sweets, and thank them for their support of the Chamber and community.



Domino's Pizza

Lindy Greeters *Scott Jackson, US Bank*, left, and *Dr. Allison Zak, located at Broadway Chiropractic*, with *Shane Cole, Owner of Domino's Pizza*. Domino's is celebrating their 25th anniversary in Little Falls this year. Shane has been with Domino's for 10 years and is the fifth owner. Specials are planned in November in celebration of their 25th anniversary.



Larson Abstract Company, Inc.

Lindy Greeters *Dr. Allison Zak, located at Broadway Chiropractic*, left, and *Scott Jackson, US Bank*, with the following employees at **Larson Abstract Company, Inc.:** Front row left to right: *Manager Roxanne Matsen, Charlene Osvold, Adelle Chisholm*. Back row left to right: *Dr. Allison Zak, Joann Fussy, Carrie Gall, Melinda Fietek, Scott Jackson*. **Larson Abstract Company, Inc.** has been your local title company since 1923. Serving Morrison and surrounding counties with all your real estate needs.



Morrison County Animal Humane Society

Lindy Greeters *Dr. Allison Zak, located at Broadway Chiropractic*, left, and *Scott Jackson, US Bank*, with *Manager Tammy Field* at the **Morrison County Animal Humane Society**. The Society has approximately 10 volunteers a week, and more during the summer. Volunteers can be as young as 12 years. The Bark-A-Thon will be coming up. The Society takes in all kinds of animals.



West Side Recreation

Lindy Greeters *Scott Jackson, US Bank*, right, and *Dr. Allison Zak, located at Broadway Chiropractic*, with *Fritz and Bob Zak* at **West Side Recreation**. With the economy feeling stronger, business has really picked up. Check out their gas efficient scooters do.

Grow Minnesota! Boosts economic development

By David C. Olson

Minnesota faces many challenges if it is to build the infrastructure necessary to develop and grow our economy. The Minnesota Chamber of Commerce is advancing several key policy initiatives at the 2011 Legislature intended to make this state attractive to companies to start or locate and expand here.

Equally important, however, is that Minnesota is pro-active in checking in with businesses – thanking them for investing in this state and asking them what can be done to help them be more successful from their Minnesota base. That's the foundation of Grow Minnesota!, the Minnesota Chamber's distinctive private-sector initiative aimed at retaining and creating Minnesota jobs.

The Grow Minnesota! statewide network is in its eighth year and includes 56 local chamber and private-sector economic development organization partners. Programs are now operating in 60 of the 87 counties in Minnesota with more than 350 volunteer business leaders statewide currently engaged in the face-to-face visits. These conversations really are the engines – jet engines at that – for job creation.

Grow Minnesota! welcomes its newest partner – the Hispanic Chamber of Commerce of Minnesota. "Regular business retention visits to our Latino companies will allow us to increase our business assistance effectiveness," said Val Vargas, president and chief executive officer of the Hispanic Chamber. "We can better accomplish our mission of economic empowerment of the Latino community for a stronger Minnesota. The statewide Grow Minnesota! program provides us with valuable access to an established partnership network, as well as new business assistance and expansion resources."

We continue to broaden our scope of work. In recent months, Grow Minnesota! has been working with the Department of Employment and Economic Development to better coordinate business retention efforts. Governor Dayton is making job retention and growth his top priority. The Governor's willingness to help with retention and contact businesses that are prime prospects for expanding in Minnesota is great news for Grow Minnesota! and all Minnesotans.

Our chamber network frequently relies on state resources when responding to business inquiries and solving their problems. Our statewide economy will benefit through this working relationship.

Grow Minnesota is increasingly recognized as a go-to resource for economic development inquiries. Witness a survey in 2010 where 25 percent of respondents indicated that if they needed business assistance, they would turn to a local chamber of commerce. Grow Minnesota! and its local chamber partners have more experience and are better equipped than others to be responsive to these inquiries. And a growing number of Minnesota businesses are turning to Grow Minnesota! for the assistance they need to grow and create more jobs in our state.

Our goals remain ambitious as Grow Minnesota! builds an awareness of its ability to help businesses stay and create jobs in Minnesota. Our follow-up assistance is second to none. Grow Minnesota!, working with our local partners, has an unprecedented opportunity to continue to build an effective program to keep and attract businesses.

David C. Olson is president of the Minnesota Chamber of Commerce. For more information, visit the Web at www.mnchamber.com.

CALENDAR OF EVENTS & CHAMBER MEETINGS

Chamber events and meetings are in bold. For an expanded list of community events visit our website at www.littlefallsmnchamber.com

May

- 3 ~ **Lindy Greeter Committee Meeting** ~ Noon ~ Pine Country Bank
 3 ~ **Leadership LindyLand Steering Committee** ~ Noon ~ Chamber of Commerce
 4 ~ Little Falls Business Association ~ Noon ~ Chamber of Commerce
 5 ~ **Outstanding Service Committee** ~ Noon ~ Chamber of Commerce
 5-7 ~ "Music Man" Musical ~ 7:30 p.m. ~ Little Falls Community High School
 6-8 ~ Greater MN 2 Cylinder Club Annual Field Days & Swap Meet ~ Morrison County Fairgrounds
 7 ~ Heartland Symphony Orchestra Style Show & Silent Auction ~ 11:00 a.m. ~ First United Church
 7 ~ Spring Clean Up Day at the Zoo ~ 1:00 - 4:00 p.m. ~ Pine Grove Zoo
 11 ~ **Sporting Clays Committee Meeting** ~ Noon ~ Chamber of Commerce
 12 ~ **Chamber Board of Directors** ~ 11:00 a.m. ~ Chamber of Commerce
 12 ~ **Business After Hours** ~ 4:30 - 6:00 p.m. ~ Contegrity Group, Inc. *Sponsored by: Contegrity Group, Inc.*
 14 ~ Minnesota fishing opener
 19 ~ **Membership Development Committee** ~ 7:45 a.m. ~ Chamber of Commerce
 19-21 ~ MN Fishing Museum Spring Garage Sale
 20 ~ **Friday Morning Coffee** ~ 7:30 - 9:00 a.m. ~ Chamber of Commerce. *Sponsored by: Dr. Allison Zak, located at Broadway Chiropractic & Jesse Godzala, Edina Realty*
 20 ~ HCC Rock & Run ~ 5:00 - 7:45 p.m. ~ LeBourget Park
 20 ~ Boys & Girls Club of Morrison County "Strut Your Stuff" ~ 5:30 p.m. ~ Falls Ballroom
 21 ~ Author Tea Retreat ~ 1:00 - 3:30 p.m. ~ Linden Hill Historic Event Center
 23 ~ Genealogy of the Lindbergh Family ~ 7:00 p.m. ~ Charles A. Lindbergh Historic Site
 30 ~ Memorial Day ~ *Chamber office closed*
 30 ~ Animal Antics & Escapades "Bad News Bears" ~ 1:00 p.m. ~ Pine Grove Zoo ~ *Every Monday thru Labor Day*
 31 ~ Animal Antics & Escapades "Hoof Stock Happenings" ~ 1:00 p.m. ~ Pine Grove Zoo ~ *Every Tuesday thru Labor Day*



Little Falls Area Chamber of Commerce
 200 First Street NW
 Little Falls, MN 56345
Proudly Serving Morrison County Since 1888