

From the Desk of the CEO

- Debora K. Boelz

Greeting from the desk of the CEO!



I have had a disproportionate number of conversations recently on the topic of where did the summer go? I am hanging on to the calendar that indicates that fall does not start until September 22nd. Enjoy these last days of warmth!

***Chamber's Business Plan for 2011 – 2012** was approved by the Board of Directors at its August meeting and is available on the website. If you would like a hard copy, let me know. The Business Plan outlines what the Chamber will be doing for the next 12 months. It is broken down by division and committees. I reference the Plan about every 2 weeks to keep us on track. It gives me a sense of accomplishment! I also write the Annual Report as we progress through the year. As we finish one event, that section is completed, making an enormous task manageable. This begs the question how do you eat an elephant? I bite at a time!*

The Board of Directors accepted the resignation of Barb Lyons, Mid Minnesota Federal Credit Union, from the Board at the August board meeting. It was with regrets that we send Barb back to the retail community in Baxter. Thanks were expressed for her time served, of which there is one year left on her term of office. This position will be offered to the runner up candidate from the upcoming board election.

Barb also served as the Treasurer for the Board of Directors. Tom West, Morrison County Record, has been appointed to complete this term of office for the remaining months of this calendar year. Thank you, Tom!

***More Change!** Financial Coordinator Rachel Czech has tendered her resignation effective September 9th. She has been growing her own business, Chelory, which fills the growing demand for cloth diapers. Rachel has been with us since 2004 and we will miss her! In the short term, **Riitters & Thompson**, who handles the Chamber's payroll, will be handling the accounting functions.*

***At the risk of being redundant, more change!** Why would I have Riitters & Thompson fill the accounting position short term? Why not just hire someone? And the answer is: because after nearly 48 years, Office Coordinator Sylvia Ryden is retiring at the end of the year. Sylvia's years with the Chamber will be highlighted in the December edition of the Chamber Newsletter.*

I am taking this opportunity to review job descriptions and determine what staffing pattern will best fit the Chamber's needs. I just keep repeating, "change is good; change is necessary; change facilitates new growth".

***Business Insights 2011** promises to deliver insight into marketing that attracts Generation X & Y. Please plan on joining us for this free business seminar on Wednesday, October 5th at the Initiative Foundation. Details can be found in the separate article on this event in this newsletter. Sign-up today! Space is limited to 75 attendees.*

***How many vendors are we expecting for this year's Arts & Crafts Fair?** As you read this, we will be days away from the Little Falls Arts & Crafts Fair. The number of vendors will be very close to last year – about 600 including the food vendors. In 2010, we welcomed 610 vendors. There are 118 new vendors this year, making the Fair new and different!*

Please help to welcome not only the vendors, but the thousands of shoppers that will be arriving in our community. I can not stress enough the positive economic impact this weekend has on our local businesses and non profit community.

With the 10th anniversary of 9-11 taking place this same weekend, we are expecting even more out-of-town visitors. Thank you to the Exchange Club for taking leadership with the "We Honor Thee" display of 1,000 American flags at the soccer fields. There will be a program on Saturday afternoon which will generate traffic throughout town. Please drive (bike and walk) carefully during this weekend.

***In closing**, thank you in advance for the community support and volunteerism the Chamber receives during Arts & Crafts Fair weekend. The Chamber sponsors this event for the community and is proud to do so!*

Chamber Sporting Clays
Tuesday, September 20, 2011
LeBlanc's Rice Creek Hunting & Recreation
16543 Game Farm Rd., Little Falls

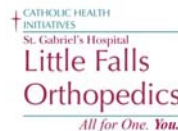
3:00 p.m. Registration
 3:50 p.m. Shooting Instructions
 4:00 p.m. Station Shooting

This unique networking event includes a warm up shoot, shooting instructions, then your team of 4 will shoot a field of 50 targets. The station shooting concludes with a flurry shoot sponsored by **Royalton Lumber** and longest shot contest, sponsored by **Pine Country Bank**. Enjoy some wonderful wild game hors d' oeuvres and beverages following the event.

You can take advantage of a unique sponsorship opportunity by becoming Station Sponsor for this event. Sponsor a station from which all participants will be shooting from for \$65. For your commitment to the Chamber Sporting Clays event you will receive: professionally designed signage acknowledging your sponsorship, recognition at the event, recognition in the Chamber newsletter, Chamber website, opportunity to generate new business leads, name recognition to over 100 potential new customers and acknowledgement in Chamber Annual Report.

To become a Sporting Clays station sponsor visit our website at <http://www.littlefallsmnchamber.com/> and click on calendar of events feature or send your sponsorship check to the Chamber office, 200 1 St NW, Little Falls, MN 56345. Make checks payable to the Chamber of Commerce. We accept Visa and MasterCard. For more information contact Deb or Gina at the Chamber by calling (320) 632-5155 or by email at ginav@littlefallsmnchamber.com.

Thank you to our corporate sponsors:



Friday Morning Coffee

sponsored by:

Friday, September 16
 7:30 - 9:00 a.m.

Emblom Brenny Funeral Service
 900 1 St S.E., Little Falls



Kick off your weekend by joining us for a cup or two of coffee 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.

Mark Your Calendar . . .

**Monday, October 31
 Business Trick or
 Treating**

Halloween will be here before we know it. All the little ghosts and goblins will be out and about trick or treating at your place of business. Additional information will follow in the weekly updates and October newsletter.

Congratulation's to our September Employee of the Month

Carrie Zupko,

St. Francis Campus Credit Union



Pictured: *Carrie Zupko,*

St. Francis Campus Credit Union

Carrie has been the Office Operations Manager at St. Francis Campus Credit Union for 14 1/2 years. Carrie enjoys assisting members with their many different financial needs and getting to know them personally. Her job is made easy with a terrific boss and co-workers. Her supervisor, Margurite Cofeell states "As an employer, it is a blessing to have an employee like Carrie on your team. Her willingness to take on new challenges along with her vast knowledge of our products and operations, make her a huge asset to the Credit Union and our members. Carrie makes sure all our member's financial needs are met and she does so with respect and compassion for each of their individual situations".

Carrie and her husband, Michael, have one son and two daughters. She enjoys reading, running, playing volleyball, hanging out at the lake and spending time with family and friends

Thank you to the following members for renewing their investment in the Chamber for the fiscal year 2011-2012, since our last newsletter. We appreciate you!

Advance Physical Therapy	Joseph Notsch Food
Andy's Charter Service	Keller Williams Realty
Appraisals Plus	Lin Furniture
Bank of America Home Loans	Lincoln Area Business Association
Bob LeMieur Roll-Offs, Refuse & Recycling	
Broadway Stylists	Maurices
Cans 'R' Us	Mid-State Education District
Central Lakes College	Mills Ford
Central MN Access Television	Northway Oil
Central MN Ethanol Co-op	Pete & Joy's Bakery
Charles A. Lindbergh Historic Site	ReMax Central Minnesota
Country Inn & Suites	St. Otto's Care Center
Delightfully Yours Catering	Steinke, Mona
Emblom Brenny Funeral Service	Super 8 Motel
Evergreen Equipment	Tri-County Community Action Program
Great River Arts Association	Viking Coca Cola
Hands of Hope Resource Center	Widseth Smith Nolting
Heartland Tire Service	Zylka's Red Bull Bar
Help Systems	
Hilmerson Collision Center	
Independent Lifestyles	

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

Biegane Insurance Agency

Randall State Insurance

2010-2012

Jim Birchem

St. Otto's Care Center

Lori Kush

secretary

Kush State Farm Insurance

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

treasurer

Morrison County Record

Chamber Staff

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President/CEO

dboelz@littlefallsmnchamber.com

Rachel Czech,

Financial Coordinator

rachelc@littlefallsmnchamber.com

m

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 August 24, 2011. Greeters present the member with a Chamber mug filled with sweets, and thank them for their support of the Chamber and community.



Bridgeway Estates

Lindy Greeters *Patrick Watercott, Vernon Sales Promotions* and *Roxanne Matsen, Larson Abstract Company*, right with Housing Manager, *Betty Rakow, Bridgeway Estates*. Bridgeway Estates is a senior living community for those 55 and older. They feature 42 one and two bedroom apartments for independent and assisted living tenants.



Stumpf Auction Service

Lindy Greeters *Roxanne Matsen, Larson Abstract Company*, middle, and *Patrick Watercott, Vernon Sales Promotion* with owner *Gloria Stumpf of Stumpf Auction Service*. Gloria is a licensed and bonded auctioneer. Offering farm, real estate and personal property auction services. Her specialty is benefit (non profit fundraising organizations) auctions. Stumpf Auction Service is "service you can bid on".



Horizon Health

Lindy Greeters *Roxanne Matsen, Larson Abstract Company*, left, and *Carmen Meyer, Morrison County Record*, far right, with *Vicki Villebro* and Executive Director, *Bridget Britz, Horizon Health*.

The Greeters met with Vicki and Bridget at Horizon Health Inc. to congratulate them on the organization's 20th Anniversary.

Chamber's 2012 Membership Directory

Building on the success of the past years, this year's edition will include even more bang for your advertising buck! This directory provides member-to-member advertising and supports the Chamber's mission of doing business locally.

The 2012 Membership Directory will have a different look. Remember the 2005 Membership Directory? The format will revert back to the 8½ by 11", saddle stitched layout. A glossy cover will have advertising on the inside and back covers. All members will be listed, first alphabetically then in up to 2 business categories. Complete contact information and a brief description of goods and services by the businesses are included. Purchased ads space will be offered on a first come, first serve basis.

Advertising rates for the 2012 Membership Directory are:

1/8 page color ad for \$100

¼ page color ad for \$200

½ page color ad for \$400

The back page will have 2 - ½ page ads from non competing businesses at \$500 each

To reserve your ad space or for more information contact Deb at 320-632-5155 or at dboetz@littlefallsmnchamber.com

Welcome to our newest members

Bridgeway Estates

Betty Rakow, Housing Manager

103 12 St NE

Little Falls, MN 56345

Phone 320-632-2089

Fax 320-632-2097

betty@lutherancarecenter.com

<http://www.lutherancarecenter.com/>

A distinctive senior living community in Little Falls for those age 55 and older. The 42 attractive 1 and 2 bedroom apartments are designed to offer you security, helpful services, independence, and companionship. Close proximity of quality health care and all the comforts of home.

Falls Optical at Northern Eye Center

Dr Ken Dodge, Optometrist

119 1 St NE

Little Falls, MN 56345

Phone 320-632-2391

Fax 320-632-2392

kendodgeod@yahoo.com

<http://www.northerneyecenter.com/>

Offering comprehensive eye care from routine exams to expert diagnosis and treatment of cataracts, glaucoma, macular degeneration, and other eye disease. Eyeglasses, prescription sunglasses, and contacts. Hours are 8:30 a.m. - 5:00 p.m. Monday thru Friday.

Little Falls

Lindbergh Lions

Jeff Tschida, President

303 5th St NW

Little Falls, MN 56345

Phone 320-360-2111

jdtschida@charter.net

Service Club

Waste Management

Todd Johnson, Sales Rep

650 NE Hwy 10

St Cloud, MN 56304

Phone 320-258-3943

Toll Free 800-777-8408

<http://www.wmnorthland.com/>

Commercial, residential, industrial material collections, transfers, disposal. Dumpsters.

Did your legislators represent your priorities?

By David C. Olson

Minnesota's continued economic vitality depends on a well-trained workforce. In turn, Minnesota employers will depend heavily on our state's higher education system to provide those employees.

That message was embraced by President Eric Kaler of the University of Minnesota and Chancellor Steven Rosenstone of the Minnesota State Colleges and Universities system. Their remarks came at the annual planning retreat of the Minnesota Chamber of Commerce Board of Directors. It was the first joint public appearance for the heads of the state's public higher ed systems.

Kaler has been on the job barely six weeks and Rosenstone less than two weeks. But they are on the same page when it comes to identifying the economic challenges facing the state and the role of their systems. That's good news for the statewide business community.

From Kaler: "Only if Minnesota has a talented and diverse workforce, will businesses come here, stay here and grow. If we don't have those people, you don't thrive."

And from Rosenstone: "Higher education is the solution to Minnesota's economic vitality and the vitality of regional economies across the state. We are the key to reinvigorating Minnesota's economy."

Demographics underscore the need for the business community and the higher ed system to be joined at the hip. It's projected that 70% of all jobs in Minnesota in 2018 will require some postsecondary education. Eighty-five percent of all job growth between 2008 and 2018 will be in jobs that requires some postsecondary education; one-half of those jobs will require only a certificate or associate's degree.

Kaler and Rosenstone willingly accept the challenge to educate a workforce prepared to compete in the global economy. They also stressed that the real work begins in the K-12 system. Too many high school graduates require remedial education upon entering college.

The two school chiefs stepped to the plate here, too. They specifically cited the need to do a better job of training teachers, especially instructors for the STEM courses - science, technology, engineering and mathematics - instruction that is so vitally needed in today's workforce.

The state's higher ed systems, to no surprise, are challenged in today's economy to educate students at a price that all can afford. To their credit, Kaler and Rosenstone already have started discussions on collaboration. For starters, they noted, 30 percent of their costs are backroom expenses - an area for cooperation in seeking greater efficiencies.

The increasingly competitive global economy and evolving technologies are raising the stakes for all states. Research indicates that Minnesota's need for a highly skilled workforce by 2018 will be among the highest in the country.

A key to achieving success is for the higher ed institutions to become more responsive to the needs of the economy. We like what we hear from Kaler and Rosenstone. The business community looks forward to working with them to put their ideas into practice.

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

Chamber Golf Outing Rained Out!

After 22 Golf Outings we experienced our first rain out. Regardless of the rain out we would like to thank the 108 golfers who all showed up to golf, networked and a few even took home a door prize. We did not have an opportunity at the dinner to remember a long time Golf Outing Committee member, Kim Hansen. We would like to acknowledge all of Kim's contributions to this fun Golf Outing.

Thank you to our corporate sponsors:

Atomic Learning, Brandl Motors, Coborns Superstore, Evergreen Equipment, GoldSmith Jewelers, Grand Casino Mille Lacs, Mid Minnesota Federal Credit Union, Minnesota Power, Precision Tool Technologies, RadioShack, St. Gabriel's Hospital, Trobec's Bus Service

Thank you to our hole sponsors:

Dr. Allison Zak, D.C. LLC located at <i>Broadway Chiropractic</i>	Highland Senior Living	Morrison County
AmericInn of Little Falls	Hilmerson Collision Center/Captain	Record
Bank of the West	Ron's Hot Tub Rental	Norwood State Farm Insurance
Cans 'R' Us	Horizon Health	Agency
CTC Consolidated	Kush State Farm Insurance	Perkins Restaurant & Bakery
Telecommunications	Larson Abstract Company, Inc.	PrimeLending
D & D Beer Co.	Little Falls Business Association	RA Randall Agency
Edward Jones Investments – Kyle	Little Falls Orthopedics	ReMax Central Minnesota
Hoggarth & Teri Hoggarth	Marshik Insurance Agency	Schlenner Wenner & Co.
Family Medical Center	Mississippi Connections	Walmart

Special Thank you to:

Century 21 New Horizons Realty for providing golfers with a cool treat of Blue Bunny ice cream and to **Subway** for the boxed lunches.

This event is made possible because of our many dedicated Golf Outing Committee members. We'd like to thank them and recognize them for a job well done. Committee members are:

Michelle Carlson, Pine Country Bank – chair

Mark Gerbi, RA Randall Agency

Tom Hoggarth, Evergreen Equipment

Erica Keep, Grand Casino Mille Lacs

Ryan Norwood, Norwood State Farm Insurance

Gary Posch, Brandl Motors

Steve Schueller, Schlenner Wenner & Co.

Jodi Weaver, The Gumdrop Tree – Board Liaison

Thank you to our door prize sponsors:

Bank of the West	Healthy Community Collaborative of Morrison County	ReMax Central Minnesota Riitters & Thompson, PA
C & L Distributing	Highland Senior Living	St. Gabriel's Hospital
Century 21 New Horizons Realty	Hilmerson Collision Center/Captain	Schlenner Wenner & Co.
Comfort Keepers	Ron's Hot Tub Rental	Spectrum Marketing Services
Coborn's Superstore	Horizon Health	SweetWater Resort
Crow Wing Power	Kush State Farm Insurance	Vacuum Cleaner Outlet & Service Center
Domino's Pizza	Little Falls Business Association	Vernon Sales Promotions
Double Duce Bar & Grill	Little Falls Radio	Walmart
Franciscan Sisters	Lost Lake Design	West Side Discount Liquor
Gas Service Company	Mid Minnesota Federal Credit Union	Widseth Smith & Nolting
Grand Casino Mille Lacs	Minnesota Power	
Gumdrop Tree	Mississippi Connections	
Habitat for Humanity of Morrison County		

An additional thank you to our event volunteers they are:

Adelle Chisholm, Larson Abstract Company

Melinda Fietek, Larson Abstract Company

Mark Fyten

Mark Gerbi, RA Randall Agency

Tom Hoggarth, Evergreen Equipment

George Hooper, Minnesota Copy Systems

Erica Keep, Grand Casino Mille Lacs

Connie Kostreba, Trobec's Bus Service

Lori Kush, Kush State Farm Insurance

Bonnie Lampert, Cygnature Title & Abstract

Cassie Pender, Highland Senior Living

Luci Prosapio, Morrison County United Way

Tar & Sandy Smith, GoldSmith Jewelers

Bethany Schubert, Trobec's Bus Service

Tina Theisen, Highland Senior Living

Vicki Villebro, Horizon Health

Stacy Ziegler, Lost Lake Design

Greg Zylka, Coborn's Superstore

Join us for the 2012 Golf Outing, **Monday, August 6**. Thank you to our many sponsors, golfers and volunteers!

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

September

- 3 ~ Living History Day - 10:00 a.m. - 5:00 p.m., Charles A. Lindbergh Historic Site
6 ~ Lindy Greeter Committee Meeting - Noon - Pizza Ranch
7 ~ Little Falls Business Association – Noon - Chamber of Commerce
8 – 10 ~ Used Book Sale - Carnegie Library
9 – 11 ~ We Honor Thee Display - Little Falls Soccer Fields
9 ~ Deer Hunter's Banquet - Falls Ballroom
10 ~ Little Falls Arts & Crafts Fair - 8:00 a.m. - 6:00 p.m. - downtown Little Falls
10 ~ Antique & Collectable Fair - 8:00 a.m. - 6:00 p.m. - LeBourget Park
11 ~ Little Falls Arts & Crafts Fair - 9:00 a.m. - 4:00 p.m. - downtown Little Falls
11 ~ Lone Eagle Auto Show / Swap Meet - 7:00 a.m. - 4:00 p.m. - Morrison County Fairgrounds
11 ~ Antique & Collectable Fair - 9:00 a.m. - 4:00 p.m. - LeBourget Park
13 ~ Heartland Symphony Season Ticket Kick Off - 5:00 - 7:00 p.m. - Zoomski's Midtown Cafe
16 ~ Friday Morning Coffee - 7:30 - 9:00 a.m. - Emblom Brenny Funeral Service
16 ~ Pheasants Forever Banquet - Falls Ballroom
17 ~ Deployed Service Members Benefit - 4:30 p.m. - 9:00 p.m. - Camp Ripley
18 ~ Vietnam Veterans Biennial Open House - 10:00 a.m. - 2:00 p.m. - Camp Ripley
18 ~ Morrison County Historical Society 75th Anniversary Dinner - 6:00 p.m. - Royalton American Legion
20 ~ Sporting Clays Event - 3:00 - 6:00 p.m. - LeBlanc Rice Creek Hunting & Recreation
22 ~ Business After Hours - 4:30 - 6:00 p.m. - Bank of the West
24 ~ Kid's Day - 9:00 - 11:00 a.m. - Morrison County Fairgrounds
24 ~ Nature Photography Day - 9:00 a.m. - Crane Meadows Wildlife Preserve



Little Falls Area Chamber of Commerce
200 First Street NW
Little Falls, MN 56345
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