



Detroit Lakes

CHAMBER NEWS

November 2011
Volume 18 No. 10

Official Newsletter of the Detroit Lakes Regional Chamber of Commerce

Showcase your business November 10

You are invited to host a booth and attend the **DL Chamber's Business Showcase** on November 10th. This Business After Hours Expo will be at the Holiday Inn Conference Center from 5-7PM. The room will be filled with information, door prizes, food, wine tasting, cash bar and of course, lots of networking.

The Holiday Inn will also be treating us to wine tasting and their chef's specialties. Sample great desserts, appetizers and wine while making local business connections. The networking does not have to stop at 7PM, make your way down the hall to the Holiday Inn Beach Bar for music by Dan Holt and more socializing.

The Business Showcase is sponsored by the Holiday Inn and MMCDC. If you would like to reserve a booth or become a sponsor please call the Chamber office at 218-847-9202. Tickets are available in advance by calling or stopping into the Chamber. Advanced tickets are \$5 for DL Chamber members and \$7 for non-members.



Bright Lights in DL this season

The DL Chamber's Promotion and Events Committee once again brings you
Light Up the Lakes!

This cooperative promotion is designed to promote Detroit Lakes as a fun-filled, bright and busy destination with activities for everyone this holiday season. Here are just a few of the highlights:



- Nov 4-6th Holiday Hoopla—Shopping promotional weekend around town
- Nov 28th Parade Party—intersection of Washington and Holmes starting at 5pm
- Nov 28th Santa's Grand Parade of Lights, 5:30pm
- Dec 2-4th Holiday Hoopla Part II—more shopping and door prizes
- Dec 3rd FREE Kid's Movie-benefits the BC Food Pantry, 10am
- Dec 3rd FREE Sleigh Rides-downtown, noon-3pm
- Dec 10th FREE Kid's Movie-benefits the BC Food Pantry, 10am
- Dec 10th FREE Sleigh Rides-downtown, noon-3pm
- Dec 14th Canadian Pacific Holiday Train—Holmes St Crossing, 4:15pm
- Dec 17th FREE Sleigh Rides-downtown, noon-3pm

PLUS sponsor events of all shapes and sizes from sales to concerts, open houses to food events!

If you would like to be a part of this promotion, there is still time. You could sponsor an event, have a float in the parade*, sponsor a costumed character in the parade or have your business event added to the line-up of activities. Space is limited, call the Chamber for more information! Find Light up the Lakes on Facebook too!

*parade entries are free, however businesses must be a Light Up the Lakes sponsor to be eligible for the prize packages.

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The Mission of the Detroit Lakes Regional Chamber of Commerce is to advance a vibrant business and tourism economy through service, advocacy, networking and innovation.

We're Working for You:

Sept. 2011	YTD
• Walk-Ins 301	2,711
• Phone Calls 542	5,810
• Visitor Guides Mailed 274	9,355
• Website Visits 8044	111,917

Online newsletter at:
www.VisitDetroitLakes.com/chamber/about/newsletter

Next to the home page, the most viewed page on VisitDetroitLakes.com was the coupons offered by businesses!

Carrie's Curios



Fundraisers, Holiday Parties, Family Get-togethers, Concerts, Deer Camp, Girls Get-away Weekends and maybe your Holiday Cards. What do these all have in common? They can be great places for you to network!

At the Chamber's "How to Network" session in October we asked... "Can the people closest to you accurately describe your business/job in less than 30 seconds?" (Or are they like my 11 year old who says "Mom just goes to meetings.>") And beyond that, can YOU describe your job accurately and in a way that helps people envision your perfect client?

I encourage you to take the opportunities of the next couple of busy months to "train" your friends and family to be your best sales force. Help them to be excited about all the services and help you can provide to their network of friends and family!

Carrie Johnston
Your Chamber President

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School to Work Success Continues

~Submitted by Vern Schnathorst, STW coordinator for DLHS

School-to-Work (STW) in Detroit Lakes began its 16th year of continued success when school resumed this fall. A SPECIAL THANKS TO ALL WHO HAVE MADE THIS POSSIBLE! Without the many fine business partners, individuals and organizations that participate, we would not be able to offer the many career exploration activities we do.

The mission of STW in Detroit Lakes is to allow students to recognize, explore and advance their natural interests and abilities in the pursuit of careers. Because of your help, students are able to participate in many work-based learning activities such as field trips, job shadowing and internships. Students also learn important job-seeking skills such as creating resumes and cover letters and job interviewing skills. Students are given opportunities to earn college credit while in high school. The ultimate goal is to help students with their transition from K-12 education into post-secondary and into the world of work in meaningful rewarding careers.

Why should businesses get involved or what benefits can businesses expect? First students see the importance and relevance of what they are learning in school and gain a better understanding of what is needed to succeed in today's workforce. Your business receives increased visibility and awareness. There are more interested students/potential employees who have seen and experienced your business firsthand. Your business will have a stronger connection to the community.

If you would like to learn how your business can be involved and benefit from a School-to-Work partnership, please contact Vern at the high school at 847-4491 ext. 2119 or e-mail him at vschnathorst@detlakes.k12.mn.us. Again, thanks for all you do for our students and our community!



A first dollar of profit was presented to **Forest Edge Gallery** owners (center) Pat Shannon and Helena Johnson by Tourism Committee members (l-r) Justin Wogleitner, Gary Thompson, Mary Richards, Dan Berg, Jean Erickson and (not pictured) Cleone Stewart.

Member Renewals

Thanks to the following members who renewed their Chamber membership Sept. 21–Oct. 25. DL Chamber memberships renew throughout the entire year; for a complete list of members see www.visitdetroitlakes.com/chamber/

- Advance Security
- Mayor Matt Brenk
- Color-Tek Coatings, Inc.
- Eagle Associates
- Finest Auto Body
- Brad Laabs Guide Service
- Lakeview Greenhouses
- M State BES
- Ken Shroyer
- Steel Wood Supply
- Thomas Fire & Safety Equip.

The DL Young Professionals meet the 3rd Thursday of every month, 5:30pm at the Holiday Inn, Detroit Lakes.



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Chamber Ambassador Visits



Ambassadors making calls in October were (back) Brian Haire, Erika Johnson, Julia Okeson, Denise Eggebraaten, (front) Carrie Johnston, Carroll Clark, Kristen Kohler. Not pictured are Melissa Heimenz and Marcus Lacher.



A Progress Sign was presented to **Ted Anderson, Anderson Bus & Coach** of Frazee. In addition to the school buses and nine coach buses, Anderson now has two limo buses in his fleet. He purchased the bus company from his grandfather in 1984.



Ambassadors stopped by the Frazee Incubator of **M State BES**, located at 119 Main Avenue East, Frazee. **Erika Johnson** (3rd from left) is the Incubator Manager. They offer office space and business education and resources to support and grow small businesses in the community.



Ambassadors participated in the Ribbon Cutting for the expansion of **M State BES**, Detroit Lakes. They have added 4 more offices to their existing 9 spaces on the DL Campus. The Chamber ambassadors are pictured with M State staff and BES advisory board members.



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Member News

Congratulations to **KDLM 1340** on celebrating their 60th Anniversary!

Essentia Health has named Peter Jacobson as President of Essentia Health-St. Mary's; also Senior Vice President of Essentia Health West Region-Minnesota.

Midwest Minnesota Community Development Corporation (MMCDC) has received \$4.6 million in small business loan funding from the U.S. Treasury.

Blue Sky Inc., received accreditation honors through the Commission on Accreditation of Rehabilitation Facilities for its excellence in community support.

Bremer Bank welcomes Kristi McKenzie as a personal banker.

AmericInn has made plans to send 55 care packages to deployed soldiers from the DL Armory. Boxes will be packed on Nov. 10th in conjunction with an Open House.

Welcome New Members

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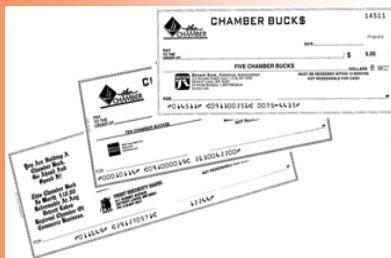
Don't forget about Chamber Bucks

DL Chamber Bucks are a perfect fit for everyone, and they are available all year long!

Chamber Bucks come in \$5, \$10, \$20 and \$50 increments. They are issued like a check and can be redeemed at any DL Chamber Member business.

They are also great for incentives, door prizes and employee gifts.

Chamber Bucks help strengthen our economy by



Please be sure your employees know how easy it is to accept Chamber Bucks! Any questions call 847-9202.

Tourism Director Update



They're up! The Lake Country Scenic Byway Association received a federal transportation grant through the Scenic Byways in 2008 for an interpretive byway with a spur north on Hwy 71 to Itasca State Park. This byway was recognized by the state as a scenic route in 1999.



The tangible result of the project that the public gets to see are two large historic signs along the Byway. One is located at the Height of Land town hall and the other in Aargo Township, close to the intersection of the Two Inlets road and Hwy 71.

Don Tschudi, pictured left, installed the signs with the help of volunteers. The sign face provides history of the area, with the wording required to be approved by a qualified historian. The back side will feature an interpretive sign that lets the traveler know where they are on the byway and more information about what is located nearby. When in the neighborhood, please stop for a look!

Cleone Stewart, Tourism Director

project. Part of the project involved contracting with an agency to prepare an Interpretive Master Plan. In other words, they would advise on what the byway's story should be and how to tell it. As you may recall, the Lake Country Scenic Byway is the 88 mile route along Hwy 34 from Detroit Lakes to Park



David Bergman, Explore Minnesota Tourism regional rep presented options with their programs at the September 27 Resort Cracker Barrel at **Five Lakes Resort**. Other presentations included Invasive Species by the DNR and recycling by Sandy Gunderson. The Cracker Barrel is a Tourism Committee event.

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Are you a Sunrise or Sunset or Both?

You are invited to the upcoming Networking Events

Sunrise Socials 7:30-8:30am

Nov 18th, To be Announced

Dec 16th, Midwest Bank

Sunset Socials 5:00-6:30pm

Jan 2012—Host needed



DL Newspaper hosted the October Sunset Social

If your business would like to host a Sunrise or Sunset Social please call the Chamber Office.

Business Gives—rescheduled!

Wed. November 16th ~ 12Noon-2PM at the DL Chamber Office

FREE LUNCH INCLUDED (must pre-register by Nov 11th)

Strategies for Smart Giving: When to Say “Yes” and How to Say “No”

This **free workshop** helps businesses better understand why and how they give and how they can be more strategic about what they give and to whom – in other words, when to say “yes” and how to say “no” to the many requests for assistance from nonprofit and community groups.

In today’s economic climate, having a thoughtful plan for your company’s community giving is even more important. Your business might have fewer resources to contribute, while at the same time the requests for help are growing. You are committed to making your community a healthy and strong place for your employees and your neighbors, but know you can’t respond to each and every request.

The goals for this workshop are to give you:

- the framework for a giving plan that will help you be more strategic about your giving
- tools to help implement that plan, and
- an opportunity to share experiences and best practices with your business colleagues.

At the workshop, you’ll receive a copy of the **Minnesota Business Giving and Community Involvement Workbook**. Using forms from the workbook, you will leave with the outline of a giving plan, including goals and criteria for giving, contributions policies and procedures, and suggestions for an effective decision-making process. For more information on this program or to register, contact: Carrie@VisitDetroitLakes.com or 218.847.9202

Contact your local legislators

Senator Amy Klobuchar (DFL)
202.224.3244
senator.klobuchar@senate.gov

Senator Al Franken (DFL)
D.C.: (202) 224-5641
St. Paul: (651) 221-1016
St. Peter: (507) 931-5813

Seventh District Collin Peterson (DFL)
218.847.5056

Rod Skoe (DFL)
Senate District 2
651.296.4196
sen.rod.skoe@senate.mn

Gretchen Hoffman (R)
Senate District 10
651.296.5655
sen.gretchen.hoffman@senate.mn

Keith Langseth (DFL)
Senate District 9
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What's Happening!

November 1 - December 31 Light Up The Lakes Holiday Events

November 2011

- 2 **Tourism Committee, 8am, Chamber**
- 2 **Ambassadors, 9:30am, Chamber**
- 3 DLHS Musical "How to Succeed in Business Without Really Trying", 7:30pm, DLMS
- 3 "What's new in Quickbooks" webinar hosted by Mosaic Cons., 10am, Chamber
- 4 Zorongo Flamenco, 7pm, Holmes Theatre
- 4-5 **Holiday Hoopla Promotion, participating DL Chamber businesses**
- 5 & 6 DLHS Musical, DL Middle School (Sat. 7:30pm, Sun. 3pm)
- 8 **Promotions & Events Committee, 8:30am, Chamber**
- 10 **Chamber Business Showcase, 5-7pm, Holiday Inn**
- 10 AmericInn Cares and Open House, 4-9pm, AmericInn
- 10 & 12 DLHS Musical, 7:30pm, DL Middle School
- 11 **Executive Committee, 7:30am, Chamber**
- 11 Veteran's Day
- 12 25th Anniversary & Bazaar Fest, Washington Square Mall
- 16 **Board of Directors, 7am, Chamber**
- 16 **DL Business Gives Seminar, 12-2pm, Chamber**
- 17 **DLYP Social, 5:30pm, Holiday Inn on the Lake**
- 17 Butch Thompson Trio, 7pm, Holmes Theatre
- 17-19 Holmes Art Show, Holmes Ballroom
- 18 **Sunrise Social, 7:30am**
- 18 Lorie Line, 7:30pm, Holmes Theatre
- 19 Lakes Area Community Concert Band, 4pm, Holmes Theatre
- 24 Happy Thanksgiving!
- 28 **Parade Party, 5pm, Washington Ave and Holmes St**
- 28 **Santa's Grand Parade of Lights., 5:30pm, Library to Front St**
- 28 American Cancer Society Tree Lighting, 6pm, Library
- 28 Photos and Wishes with Santa, 6-8pm, Washington Square Mall

December 2011

- 2 "The Nutcracker" Ballet, 7:30pm, Holmes Theatre
- 2 Humane Society Tuxes & Tails, 6pm, Holiday Inn
- 2-4 Boys Bantam B Hockey Tournament, Kent Freeman Arena
- 3 Christmas at Emmanuel, 10am-2pm, Emmanuel Community
- 3 Marshmallow Foundation Open House, 9am-2pm, Lucky Dog
- 4 Tamarac Holiday Open House, Tamarac National Wildlife Refuge
- 4 Holiday Magic at the Mall, 5-7pm, Washington Square Mall

www.VisitDetroitLakes.com/calendar