



Detroit Lakes

October 2011
Volume 18 No. 10

CHAMBER NEWS

Official Newsletter of the Detroit Lakes Regional Chamber of Commerce

Detroit Lakes Business Gives

Wed. October 5th ~ 12Noon-2PM at the DL Chamber Office Lunch included (must pre-register)
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 or to register, contact: Carrie@VisitDetroitLakes.com or 218.847.9202

Sunrise, Sunset...

No, this is not Fiddler on the Roof... but the Chamber is building on our tradition of great networking opportunities.

October 13th: The Detroit Lakes Newspapers is hosting a **Sunset Social** Open House 5-6:30PM. Stop into their offices at 511 Washington Ave, enjoy a few fall refreshments and mingle with fellow chamber members. Not so good at networking or new to the area? Consider coming early for the "How to Network" workshop given in the DL Newspapers Conference Room from 4:30-5PM. Brush up on your networking skills and learn good habits to make social situations less awkward.

October 28th: Rural MN CEP will be hosting our monthly **Sunrise Social**. Join us 7:30-8:30AM at their offices at 901 Roosevelt Ave. Coffee, business updates and local news will be shared around the room.

October 19th: the DL Young Professionals will host their monthly Lunch and Learn. The topic for October is "How and Why should I serve on a Board of Directors?" The DLYP will also be meeting socially on Thursday, Oct 20th at the Holiday Inn Beach Bar. Bring a friend and meet local young professionals.

To attend one of these events simply RSVP to Becca at 218-847-9202.

Don't forget the Business Expo on November 10th!



Essentia Health's LeAnn Mouw and Jean Evans welcomed Chamber members to the Sept. Sunrise Social

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:

August 2011	YTD
• Walk-Ins 414	2,410
• Phone Calls 656	5,268
• Visitor Guides Mailed 296	9,081
• Website Visits 16,948	103,873

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

In August, the online Visitor Guide had **525** visits! Canadian viewership is strong with **360** visits to the web page for Canadians.

Carrie's Curios



October brings great chances to network. From Sunset and Sunrise Socials to Fundraisers, Tours and Workshops you will be sure to meet new people this month. In an effort to help your employees learn best practices, the DL Chamber will be offering a "How to Network" session on Oct 13th.

A quick 1/2 hour session will walk them through: where to network and get good business leads, what you should bring to expos, events and social meetings, how to get good conversations going and what to do after a networking event is done.

So mark your calendars and encourage new employees to attend "How to Network" Oct 13th, 4:30-5PM at the DL Newspaper (Sunset Social to follow). RSVP's appreciated to me.

~Carrie Johnston, Your Chamber President
carrie@visitdetroitlakes.com

From the Chair



Recently, we partnered with MState BES to bring speaker Brent Stromme back to Detroit Lakes. For those of you who have heard Brent, you know him to be an engaging, funny and enlightening speaker. He lives and breathes entrepreneurship and he's a shining example for all budding entrepreneurs! Brent's message talked a lot about passion and to not be afraid of failure. He suggested having people around you to "do life" with, making sure you have someone who can lift you up.

In thinking about the role of the DLRCC, I think the Chamber is a resource to "do business" with. Where can we lift you and your business up? Can we help you do some of the heavy lifting? The Chamber wants to be YOUR resource, so please let us know how we can assist you. And if you ever get to hear Brent Stromme speak, definitely take advantage! It's so encouraging to hear the success stories of local people thriving in the business world, both in our community and beyond!

~LeAnn Mouw
2011-12 DLRCC Board Chair

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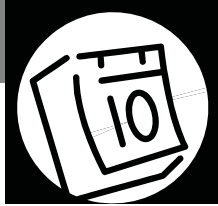
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Nov 10th Expo



Save the Date of November 10th, 2011. The DL Chamber will be hosting it's annual Fall Business Expo at the Detroit Lakes Holiday Inn from 5:00-7:30PM.

This event is a great way to host a booth, showcase your business and meet fellow DL Chamber members. We will have great food, drinks, and door prizes. See the insert in this newsletter for more information. Call 847-9202 to reserve your booth space.

Super Service Award to Val Voigt

Val Voigt, of **Detroit Lakes Floral and Gifts** (pictured with Dawn Olson) was awarded a Super Service Award by the DL Chamber Promotions and Events Committee. Val's commitment to great customer service and a grand gesture to a tourist made her nomination for this honor strong. Val was surprised by family and friends, presented with a mug of candy and \$25 in Chamber Bucks.



If you would like to nominate a Chamber member for a Super Service Award contact the Chamber.

Member Renewals

Thanks to the following members who renewed their Chamber membership Aug. 26 - Sept. 20. DL Chamber memberships renew throughout the entire year; for a complete list of members see www.visitdetroitlakes.com/chamber/

Amerigas
Avon (Shelly Brogren)
Blue Sky Resort
Eagle Lake Resort & Spa
Holiday Station Store
Indigo Signworks
Lakes Processing
Little Sugar Bush Resort & RV
Mary Kay (Terri Nelson)

Maplelag Resort & Conf. Center
Midwest MN Comm. Dev. Corp.
JCPenney Co.
Rolling Acres Boarding Kennels
Marty Solmon Home Construction
Tamarac Nat. Wildlife Refuge
Viking Coca-Cola
Yellow Book USA

THANKS

Thank You to presenter Brent Stromme, **M State BES** and to all the businesses that attended the "Standing on the Edge of Success" workshop in September. Brent's inspirational approach to business helps everyone remember their passions and fuels our drive towards success.

Did you know the Detroit Lakes Regional Chamber is serving our members and downtown DL by keeping up with downtown construction news? We are also sending out a weekly Downtown E-news to all business and property owners. If you would like to receive this E-news update each Friday, please contact Carrie@VisitDetroitLakes.com



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Chamber Ambassador Visits



Ambassadors who made visits in September included Terri Nelson, Erika Johnson, Carrie Johnston, Carroll Clark, Dave Karsnia and Michele Baker



Carroll Clark presents Mike Nordby and Mandi Hoffman, **Modern Insurance Services**, with a First Dollar of Profit. They handle policies from a variety of companies and are located at 1135 Washington Avenue, Detroit Lakes



Michele Baker presents **Principle Mortgage Group, Inc.** with a First Dollar of Profit.; (l to r) Anthony Bosch (Loan Off.), Robert Layton (Vice Pres.), Gregg Wolf (Pres.). A mortgage broker that specializes in purchasing, refinancing, and lending; located at 1135 Washington Avenue, Detroit Lakes



The Chamber P&E Committee and the Ambassadors welcomed back area teachers. Pictured (front) Mari Radke, Carroll Clark, Jessica Burhans, Carrie Johnston; (back) Marcus Lacher, Mandi Hoffman, Amy Wolf, Paul Sandman, Matt Boeke

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Member News

Congratulations to **Noah's Home Furnishings** as they celebrate 28 years in business!

Beth Pridday, Director of **M State BES**, has been selected by the Nat. Assoc. for Comm. College Entrepreneurship to speak at the 9th Annual Conference in Oregon. This is the third time that Pridday has been given the honor of speaking at this national conference.

Taunia Suckert, **SJE Rhombus**, was elected to the Minnesota Chamber of Commerce Board of Directors for 2011-12.

Harmony Massage welcomes Brenda Cocon as their newest massage therapist.

Tamarac National Wildlife Refuge awarded Fran Mattson their Volunteer of the Year Award.

The **Detroit Lakes Area College Foundation** has named two new Board Members: Stacey Gravelle of **DL Newspapers** and Ashley McNally of **Emmanuel Community**.

Jennifer Mrozek, CFO at **Marco, Inc.** was named one of the Top Women in Finance for 2011.

October Celebrates MN Manufacturing

DID YOU KNOW? Each MN manufacturing job supports another 1.3 jobs elsewhere in the economy through supplier purchases and employee spending. In all, manufacturing accounts for nearly 800,000 jobs or about 29 percent of all jobs in Minnesota.



Manufacturing has the second-largest payroll of any business sector in the state, providing \$16.1 billion in 2009 wages.

Manufacturing exports brought more than \$17.2 billion into the Minnesota economy in 2010.

I Spy... A DL Chamber Member!



These Chamber members were "spied" displaying their Chamber Member decal in their front windows!



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You are invited to the upcoming Sunrise Socials Networking

Oct. 28: Rural MN CEP
All socials are 7:30-8:30AM
Bring your business cards!
If you would like to host a S.S.
please call the Chamber.

Tourism Director Update



This summer some new faces got a fresh look at Detroit Lakes. The national antique auto judging meet, state firefighter's conference and national K9 trials all brought some folks to Detroit Lakes who might never have been here before. The K9 trials brought officers and their dogs from IN, NJ, FL, MD, WI, IA, CT, NY, NC, LA, TX, TN. That's a lot of exposure to Detroit Lakes to people who might not have discovered our community otherwise. From what I've heard, all these events (as well as others) were well organized and exposed the attendees to several fun places and times after hours.

In August 2006, a Canadian FAM tour was hosted along our Minnesota Pine to Prairie Birding Trail. FAM is short for Familization – a tour in which communities provide lodging and food to visitors to acquaint them with the area. Community reps along the MN trail were considering working with a trail in Manitoba in some way. When the folks from Manitoba stayed overnight in Detroit Lakes, they were treated to complimentary rooms at The Lodge on Lake Detroit.

The two birding trails were connected in May 2009. Last month, we held an International Trail meeting in Fergus

Falls. In talking with the reps from Manitoba Conservation, they said they were spending the night at The Lodge on Lake Detroit (on their dollar) and wanted recommendations on a steak dinner. A couple days later, I received this email: "It was very enjoyable to get the opportunity to stay at The Lodge on Detroit Lake again and our meal at Fireside was phenomenal. What a great restaurant! The sunset that night was spectacular. You are very lucky to have such beautiful amenities close at hand in Detroit Lakes."

This is the second time that the group from Winnipeg has returned to pay for their rooms in our community. So you see, exposure to our community from an initial event will bring return visitors to Detroit Lakes. Thank you to all the volunteers that give of your time to showcase Detroit Lakes during your event and to the business community who greets these visitors with a smile and memorable customer service!

Cleone Stewart, Tourism Director



Tourism Committee members (l-r) Dan Berg, Dave Larson, Carrie Johnston, Justin Wegleitner and (not pictured) Cleone Stewart checked out the soccer fields Sept 7. Wegleitner explained there are five fields, plus a youth field, concession stand and new state-of-art lights.

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Chamber Board Profile: Doug Froke

We'd like to introduce one of the members of the Chamber board, Detroit Lakes Schools Superintendent, Doug Froke. Doug and his wife of 18 years moved to DL five years ago with their two sons. He enjoys all kinds of sports, yard work, working out and watching TV. Doug strives to keep the importance of impacting young lives in the forefront of educator's minds. Doug doesn't often sit still as he also serves on the Sanford Advisory Board, Boys and Girls Club Board of Directors and with Kiwanis. As a DL Chamber Board member, he sees a great opportunity to connect with DL area's business community and get a feel for the business climate. He likes Detroit Lakes because there is so much to do here, but it is the people make this community attractive.



Essentia's Ribbon Cutting

The newly opened clinic facility is connected to Essentia Health St. Mary's Hospital and offers many enhancements over the previous site. The two-story clinic offers 90 exam rooms and nine procedure rooms for medical staff and visiting specialists. The design has allowed for larger, more comfortable exam rooms, more efficient communication between staff members and improved patient privacy. Laboratory and imaging services are conveniently located in the same building and there's a pharmacy with a drive-up window. A new parking lot on the east side of the medical campus, just off of Frazee Street East, is open to patients and hospital visitors.

"We're committed to providing our community with care as close to home as possible," says Dr. Abigail Ring, Chief Medical Officer for Essentia Health St. Mary's. "The new clinic will allow us to hire more physicians and other healthcare providers. We'll also bring in more specialists so people don't have to drive to Fargo."



The Detroit Lakes Chamber Ambassadors helped Essentia Health St. Mary's staff cut the ribbon on their new facility on September 12th

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)
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651.296.4196
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Gretchen Hoffman (R)
Senate District 10
651.296.5655
sen.gretchen.hoffman@senate.mn

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Senate District 9
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Kent Eken (DFL)
House 2A
651.296.9918
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What's Happening!

Lakes Area Farmer's Market, Tuesdays & Saturdays, 10am-2pm, People's Park
 Nature Movies, Sundays, 2pm, Tamarac National Wildlife Refuge
 "Why Treaties Matter" Smithsonian Exhibit, Becker Co. Museum, Tu-Sat 10-4pm

October 2011

- 1 Walk for DL Let's Go Fishing, 10am, DL City Beach
- 1 Fall Festival, 10am-4pm, Tamarac National Wildlife Refuge
- 1 Damien Home Tour, 12:30-4pm
- 1 World Fest—Wust el Balad, 7:30pm, Holmes Theatre
- 2 Oktoberfest, Frazee Event Center
- 3 "Why Treaties Matter" Smithsonian exhibit opening, 1pm, Becker Co. Museum
- 5 **Tourism Committee, 8am, Chamber**
- 5 **DL Business Gives "Strategies for Smart Giving" Wkshp, 12-2pm, Chamber**
- 5 **Ambassadors, 9:30am, Chamber**
- 6 **Lake Country Scenic Byway Fall Color Tour**
- 6 Skippyjon Jones, 1pm, Holmes Theatre
- 7 A Toast to Tamarac, 4-8pm, Richwood Winery
- 7 Kathy Mattea, 7:30pm, Holmes Theatre
- 8 Lucky's Loype Pumpkin Run, Maplelag Resort
- 8 Lions Club Harvest Moon Ball Fundraiser, 6pm, Pavilion
- 8 Fire and Ice Benefit for St. Mary's Foundation, 6pm, The Fireside
- 9 The Big Sit, Tamarac National Wildlife Refuge
- 11 **Promotions & Events Committee, 8:30am, Chamber**
- 13 **"How to Network", DL Newspapers, 4:30-5PM**
- 13 **Sunset Social, DL Newspapers, 5-6:30PM**
- 15 Sustaining Life: How Human Health Depends on Biodiversity, Holmes Th, 10am
- 19 **Board of Directors, 7am, Chamber**
- 19
- 19-21 Kids Day Out, 8am-5pm, Detroit Lake Community and Cultural Center
- 20 **DLYP Social, 5pm, Holiday Inn on the Lake**
- 24 Managing Your Pain, 12pm, Essentia Health St. Mary's
- 28 **Sunrise Social, 7:30-8:30am, Rural MNCEP, Workforce Center**
- 28 A Tribute to Duke Ellington, 7:30pm, Holmes Theatre
- 29 Sugar and Spice Craft Faire, 10am-3pm, Frazee Elementary School
- 29 Lakes Lifestyle Expo for Women, 9am- 4pm, Holiday Inn

November 2011

- 4-5 Holiday Hoopla Promotion, participating DL Chamber businesses
- 3-4 DLHS Musical "How to Succeed in Business Without Really Trying", DLMS

www.VisitDetroitLakes.com/calendar