



Detroit Lakes

CHAMBER NEWS

September 2011

Volume 18 No. 9

Official Newsletter of the Detroit Lakes Regional Chamber of Commerce

Are you Standing on the Edge of Success?

Do day-to-day tasks keep you from being innovative? Have you lost the spark of inspiration that brought you to this line of work? You need to grab a co-worker and come to M State on Sept 14th.

DL Native Brent Stromme will present his wealth of knowledge from being an entrepreneur, leader, visionary and following his passion. Brent can help you steer clear of business landmines, stay focused in the midst of being overwhelmed, and breath hope and life into your mission and vision.

Made possible by the DL Chamber in partnership with M State Business & Entrepreneurial Center

Standing on the Edge of Success ~ Brent Stromme, Webcast America

9:00 am to 10:00 am, Sept 14th

M State Conference Center

\$10 per person, call the BES Office at 218-844-5420 to reserve your ticket.



It is nearly time to Light up the Lakes

The DL Chamber's promotion and events committee is busy making plans to help your business have a prosperous holiday season. The 2011 November and December Light up the Lakes Campaign needs your help. Your business can support the community events being planned. Here are just few ways you can be involved:



- Sponsor an event: 3 weekends of horse drawn sleigh rides, 2 Saturdays with kids movies and the Grand Parade are all provided to the public free of charge.
 - Sponsor the campaign: cooperative marketing packages are available.
 - Participate in Santa's Grand Parade: always the Monday after Thanksgiving.
 - Participate in the shopping promotion weekends: keeping our shopping local benefits us all.
 - Encourage your staff to help with all the volunteer opportunities.
- For more information please call the Chamber office.

National Police K9 Trials in DL!

The Detroit Lakes Police Department (DLPD) is proud to announce Detroit Lakes is host to the 2011 US Police Canine Association (USPCA) National Police Dog I Trial **September 18-23, 2011**. A 5K Walk/Run is planned for **September 17th**.

The National Trial draws the top Police K9 teams from across the United States and Canada for a week long competition in which 150-200 K9 teams are expected. The K9 teams will compete in 6 events: obedience, suspect search, article search, agility, criminal apprehension, and criminal apprehension with gun fire. An impressive public demonstration will showcase these events. Events are free and open to the public. For more information go to www.uspca2011dl.com



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:

July 2011	YTD
• Walk-Ins 578	1,996
• Phone Calls 869	4,612
• Visitor Guides Mailed 343	8,785
• Website Visits 22,361	86,925

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

Are you planning an ad in the 2012 Visitor Guide or do you have an online coupon? In July, the online Visitor Guide had **583** visits and the online coupon page had **8951** visits!

Carrie's Curios



Sometimes Minnesotans get asked "Why do you live here?" My answer is Four Seasons; and fall is the best. Farmer's Markets, pumpkins and mums are in season! All the stores have great sales! Leaves around the Lakes are the best in the US! Lots of tourists still in town enjoying our lakes, using our services, shopping, eating and exploring our region.

HAPPY FALL!

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

From the Chair



Wow! Summer flew and "back to school" is now on the calendar. Our Ambassadors welcomed over 300 new teachers with a welcome packet and coupons. Thank you to the businesses that participated in this annual practice.

Speaking of calendars, the Chamber needs your help in identifying events dates for the 2012 calendar. These dates are published online and in various publications. If you have a date (or dates) you'd like to promote, please be sure to call or email the chamber at dlchamber@visitdetroitlakes.com Including your important dates help visitors (whether here on business or leisure) make plans on how they spend their time in our community.

Did you know your business can be seen at the Mall of America, the MN Visitors Centers and the MSP airport? If you participate in the 2012 Visitors Guide, your business is promoted online as well in 60,000 printed copies that are mailed directly to those that inquire, distributed both locally and across the state. If you have an interest in advertising, please contact the Chamber.

As always, thank you for the part you play in making our community a great place to live, work and play!

~LeAnn Mouw
2011-12 DLRCC Board Chair

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Member Renewals

Thanks to the following members who renewed their Chamber membership July 27-August 25. DL Chamber memberships renew throughout the entire year; for a complete list of members see www.visitdetroitlakes.com/chamber/

America's Best Value Inn & Suites
 Atheneum Graphics, Design Studio
 Beeson Law Office
 Budget Host Inn
 Burger King
 CBI Business Services
 Charlie's Ottertail Tubing
 Counselor Realty
 DL Window & Door
 Dead Shot Estates Condo. Assoc.
 Fair Hills Resort
 Family Resource Center
 Five Lakes Resort
 Forest Hills RV Resort & Golf
 Green's Plumbing & Heating
 Hedahl's Parts Plus
 Hintermeister Schultz & Sletmoen, PLLP
 Hough Inc.
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 J & K Marine
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 LA Lawn Service
 La Barista
 Lakeland Mental Health Center
 Lakes Brewed Awakening
 Lakes Radio
 Lakeside Tavern
 Land O'Lakes Purina Feed
 M State
 Marquart, Paul
 Mollberg, Kim CPA
 Morningside Motel
 Mosaic Consulting Inc.
 Murray, Jack
 Norby's Dept. Store
 Northwestern Mutual Financial Network
 Penney, JC Co.
 Porter, LuAnn

PRO Systems Corporation
 RMB Environmental Lab
 Shooting Star Casino & Hotel
 Spaceman Storage
 State Farm Insur.—Greg Hildenbrand
 Strawberry Lake Christian Retreat
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 Tomlinson & Sons
 Tri-State Diving
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 Verizon Wireless
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 Weum Chiropractic Clinic
 Wildflower Golf Course



Pet Care Systems breaking ground in July on their \$4.2 million expansion in DL


Thanks

Thank you to Marcus Lacher—**MState**, the City of DL Parks Dept and over 120 vendors that helped make the 2011 Arts & Crafts in the Park a great success.



Thanks to 2011 Crazy Daze Co-chairs: Jill Mack-**ACS** and Beth Pridday- **MState** for coordinating the event; filling downtown Washington Ave with lots of fun, food and bargains.





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Chamber Ambassador Visits



Ambassadors stopped by the **Becker County Historical Society & Museum** to see the changes and remodeling being done and meet Executive Director, Amy Degerstrom.



Jessica Burhans presented a First Dollar of Profit to Jodi Zeller of **Curves**. Located at 831 Washington Avenue, Curves provides a total body workout offering exercise, strength training, and nutrition programs for women of all ages.



Ambassadors making visits in August were (l to r): Terry Haus, Thomas Winters, Kristen Kohler, Dave Karsnia, Jessica Burhans and Melissa Hiemenz.



The 2011 Ambassador of the Year Award was presented to **Harland Thompson**. He is a faithful and energetic volunteer for the Chamber Ambassadors. Harland also volunteers his time with other Chamber committees, his church and numerous service groups, all who are fortunate to receive his service!

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Cracker Barrel

Wednesday, September 28, 9 am-11:30 am at Five Lakes Resort

The Chamber's Tourism Committee has scheduled a Resort Cracker Barrel for September. Anyone with an interest in tourism or lodging will gain knowledge from attending. Dave Bergman, regional rep from Explore Minnesota Tourism will share the latest in tourism. Other topics will include: Is your area lake threatened by Zebra Mussels and invasive species (DNR), and updates from Becker County, Chamber and Tourism Bureau. Of course the session will include a Q and A session on challenges and successes in the lodging industry. Everyone is welcome. Please let the Chamber know by Monday, September 26 if you plan to attend.



Detroit Lakes Business Gives

Strong Businesses; Strong Communities. Since the late 1960's, Minnesota businesses have been recognized nationally for their corporate citizenship. This leadership continues today and the Detroit Lakes Regional Chamber of Commerce is pleased to join more than 30 other Minnesota communities in a program to support and recognize local businesses for their efforts to build strong communities through their charitable contributions and community involvement.

Detroit Lakes Business Gives is associated with Minnesota Business Gives, a program managed by the Minnesota Chamber of Commerce in partnership with local chambers. The program grew out of a statewide project called Building Business Investment in Community (BBIC).

BBIC researchers interviewed close to 600 businesses of all sizes and types throughout Minnesota. That research confirmed that, regardless of size, there is strong support by businesses for charitable giving and community involvement. Businesses give back to their local communities in many ways in addition to cash contributions—donation of products and services, support for employee volunteerism, and leadership for community causes are just a few.

Minnesota Business Gives recognizes there is a strong foundation of businesses committed to making their communities good places to live and work. The challenge is to find ways to build on that foundation—to assist businesses in being strategic in their giving and to recognize them for their efforts.

Minnesota Business Gives was created to carry out this work and to support its implementation in local communities. On October 5, 2011, **Detroit Lakes Business Gives** will sponsor *Strategies for Smart Giving: When to Say "Yes" and How to Say "No"*, a two hour workshop that gives businesses the tools to develop a business plan for their giving. In May 2012, the Chamber will recognize those businesses in the Detroit Lakes area that have made the commitment to designate two percent or more of their pre tax earnings to support community organizations and activities. For more information on this workshop call Carrie at 218-847-9202.

Businesses in the Detroit Lakes region are significant contributors to the quality of life in our community.

Detroit Lakes Business Gives will strengthen, expand and recognize those efforts.

Strong Businesses; Strong Communities.

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You are invited to the upcoming Sunrise Socials Networking

Sept. 23: Essentia Health

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



What are some things the Chamber and Tourism Bureau do in regard to tourism? Although the Chamber's focus is on members and the Tourism Bureau centers on bringing overnight visitors to the city, both work to bring tourists to our area.

Here are some activities/events the Chamber and Tourism work on:

- Website – calendar of events, online visitor and meeting guides, maps
- Facebook, twitter, YouTube sites
- Annual Visitor Guide, Coupon Book and Winter Trails Map
- Fall Color Routes and Snowflake brochures
- Fishing, birding and trail condition reports (online and phone hotline)
- Events – Arts & Crafts in the Park, Festival of Birds, Fireworks, WE Fest Shuttle, Cruise DL Nights, Landowners Dinner
- Promote Sunny in DL sunfish sculptures, Ag tourism
- Providing information on Detroit Mountain Recreation Area and Aquatic Invasive Species
- Marketing Detroit Lakes throughout the Midwest and Manitoba
- Multi-community promotion through Heartland Tourism (with Explore Minnesota Tourism), Lake Country Scenic Byway, Pine to Prairie International Birding Trail, Heartland Trail Extension
- Chamber's Tourism Committee visits to tourism businesses,

annual Resort Cracker Barrel, partnering on travel shows

- Travel Information Center affiliate with Explore Minnesota Tourism, providing state tourism publications to travelers
- Track visitor inquiries by phone, walk in and web
- Participate in visitor profile surveys

With the exception of the last listing, the items on the list are worked on daily or throughout the year. These activities and publications are some of the ways we use to get the word out about what a fun place Detroit Lakes is to visit and the many things to do while you are here. Many times the Chamber relies on businesses like yours to help us get the message out, through sponsorships and ads. Thank you for your participation in making it happen!

By the way, mark your calendars for Wednesday, September 28 to attend the Cracker Barrel at Five Lakes Resort. The ninth annual Fall Color Tour along the Lake Country Scenic Byway (DL to Park Rapids to Walker and Itasca State Park) is scheduled for Thursday, October 6. Between the two coach buses, 100 people or more find out annually what's in our backyard. You're invited to join us!

Cleone Stewart, Tourism Director

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Thank You

On August 30th, the Chamber Ambassadors and Promotions & Events Committee welcomed back 300 area teachers by giving them a bag filled with information, coupons, gifts and an apple.

Thanks to the area businesses and organizations who donated items for the bags and door prizes: **ACS/Verizon, American National Bank, Becker Pet & Garden, Ben Franklin Crafts, Budget Blinds, Central Market, Country Kitchen, Friends of Tamarac Nat. Wildlife Refuge, Historic Holmes Theatre, Lakeshirts, Lucky Dog Boarding & Training, M State, M State BES, Maurice's, Modern Heating & Plumbing, Norby's Dept. Store, Papa Murphy's, Richwood Winery, Travel Travel, Washington Square Mall, and Wells Fargo Bank.**

Thanks to Promotions & Event Committee members who assembled the bags: Jill Mack, Viva Klundt, Stacey Gravelle and Paul Sandman.

Member News

Congratulations to Mary Jo Zweerink on celebrating 25 years of employment with **Consolidated Abstract.**

Detroit Lakes Jaycees donated \$4,350 to **Essentia St. Mary's** to purchase pediatric beds. The funds were raised by participants in the Northwest Water Carnival bed races.



The Chamber's Tourism Committee toured the Miss Brenda Dae on Big Detroit Lake by the **Holiday Inn** in August. Rocky Ballinger (second from left), owner of **Vintage Yacht Cruises**, explained that the 1910 yacht is available for cruises and dining. On hand were (l-r) Gary Thompson, Justin Wegleitner, Carrie Johnston, Dave Larson, Scott Mehlhaff and (not pictured) Cleone Stewart.

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
651.296.3205
sen.keith.langseth@senate.mn

Kent Eken (DFL)
House 2A
651.296.9918
rep.kent.eken@house.mn

Paul Marquart (DFL)
House 9B
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Contact Us

Carrie Johnston... President
 Carrie@VisitDetroitLakes.com

Cleone Stewart... Tourism Director
 Cleone@VisitDetroitLakes.com

Jean Erickson... Office Coordinator
 Jean@VisitDetroitLakes.com

Becca Arndt... Membership
 Services Coordinator
 Becca@VisitDetroitLakes.com

Phone: 847-9202 FAX: 847-9082
 dlchamber@VisitDetroitLakes.com
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What's Happening!

September 2011

Lakes Area Farmer's Market, Tuesdays & Saturdays, 10-2pm, People's Park
 Nature Movies, Sundays, 2pm, Tamarac National Wildlife Refuge

- 2 Farewell to Summer Event, BW Premier The Lodge on Lake Detroit
- 2-4 Jammin' at the Loon Ranch, Heisler's Country Campground, Vergas
- 2-5 Western MN Steam Threshers Reunion, Rollag, MN
- 3 Annual End of Summer Luau, Holiday Inn
- 3-4 Laddies Loppett Mountain Bike Stage Race, Maplelag Resort
- 3-5 Shady Hollow Flea Market, (last weekend this year)
- 4 Live at the Lodge, 5-8pm, BW Premier The Lodge on Lake Detroit
- 7 Tourism Committee, 8am, Chamber**
- 7 Ambassadors, 9:20am, Chamber**
- 9 Walk to End Alzheimer's, 1-6pm, Union Central
- 10 Dick Beardsley 1/2 Marathon and 5K, Pavilion
- 10 Humane Society Fundraiser Raffle, 6pm, Speak Easy,
- 11 A Tribute to 9/11 with John Berry, 7pm, Holmes Theatre
- 13 Promotions & Events Committee, 8:30am, Chamber**
- 14 Standing on the Edge of Success with Brent Stromme, 9am, M State**
- 14 Cruise Night DL, 4-9pm, Cruise around DL Lake at 7:30pm, West Lake Drive
- 15 United Way Community Celebration, 4:30-6:30pm, DL Pavilion
- 16 "Paw for the Course" Golf Tourney, Detroit Country Club
- 17 K9 5kWalk/Run, 9am, Pavilion
- 17 Leather & Leavez Motorcycle Rally, noon, Zorbaz
- 18-23 US Police K-9 Assoc. Nat. Police Dog Trials, www.uspca2011dl.com
- 19-23 Rotary Blood Screening, 7-10 am, Essentia Health
- 21 Board of Directors, 7am, Chamber**
- 23 Sunrise Social, 7:30-8:30am, Essentia Health St. Mary's**
- 23 Firefighters Dance (Billy D & The Crystals), 9pm-1am, Pavilion
- 24 Caravan du Nord, Alison Scott, Nicholas Mrozinski, The Feelin' Band, 7pm, Holmes Thtre
- 25 Antique Auto Fall Foliage Tour
- 28 Tourism Cracker Barrel, 9-11:30am, Five Lakes Resort**

October 2011

- 1 Walk for DL Let's Go Fishing, 10am City Beach
- 1 Fall Festival, 10am-4pm, Tamarac Nat Wildlife Refuge
- 1 Damien Home Tour, 12:30-4pm
- 1 Wust el Balad, 7:30pm, Holmes Theatre
- 1-2 Oktoberfest, Frazee Event Center
- 3 "Why Treaties Matter" Smithsonian exhibit opening, 1pm, Becker Co. Museum

www.VisitDetroitLakes.com/calendar