



# CHAMBER Connection

Serving the communities of Columbus, Forest Lake, Lent, Linwood, Scandia, Stacy, and Wyoming

## Help Us Welcome New Teachers to Our Area

For more than 30 years the Forest Lake Area Chamber of Commerce has hosted a luncheon for our new teachers. It is a wonderful opportunity to let them know that they made a great decision in choosing to accept employment here. It is also a chance for you to showcase your business to possible new residents and future customers. See the enclosed registration materials on page 7.



Forest Lake Area Chamber of Commerce  
Volume 21, Issue 8 • August 2004

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### OUR MISSION

The Forest Lake Area Chamber of Commerce is an organization representing business and industry, working together to advance the economic well being of its members and the community.

**GOLF REGISTRATION  
INFORMATION ENCLOSED**



**BUSINESS AFTER HOURS  
Registration Information, p. 9**



**MARK YOUR CALENDARS –  
Annual Meeting, September 23  
at Eko Backen**



## Welcome New Members

### **Alyce Taylor**

MaryKay Independent  
Consultant  
651-464-5999

### **Investment Centers of America**

#### **Greg Lindeberg**

1650 S. Lake Street  
Forest Lake, MN 55025  
651-464-1023

#### **Tranquil Journey**

Antoinette Tyler  
968 S. Lake Street  
Forest Lake, MN 55025  
651-334-9055

#### **Cathleen Cary**

## Zemke Bookkeeping and Consulting

Carrie Zemke began Zemke Bookkeeping and Consulting two years ago when she decided she wanted more time with her family and more control over her work life.

Zemke, who was the staff accountant for a mid-sized manufacturing company, had already been doing freelance bookkeeping for eight years when she decided to make that her sole profession.



**Carrie Zemke**

Today, she keeps books for a wide variety of businesses, from golf courses to gas stations to insurance offices. She focuses on small businesses, and their needs and specializes in QuickBooks and Peachtree accounting software.

Zemke provides set-up, training and on-going support for businesses, depending on their needs. She recommends that new businesses get their accounting systems set up and computerized as soon as possible. That will make their records cleaner and more complete and allow the business to concentrate on moving forward.

Some of Zemke's services range from bank reconciliation and tax reports only to full-service bookkeeping including invoicing, bill paying, deposits, payroll and budgeting. Payroll services include processing and quarterly and annual reports, which include w-2's and 1099's.

"I offer my clients flexible, customized services," Zemke says, which includes quarterly profit and loss statements and balance sheets. Zemke reviews all reports to flag any problem areas that should be addressed. She'll also recommend changes that may increase revenue or cut expenses.

Zemke and her husband both attended Forest Lake High School and have lived in Wyoming for the past seven years. Zemke Bookkeeping and Consulting has been a member of your Chamber for two years and Carrie says she is looking forward to participating in more events as her three children become older.

Zemke offers day, evening and weekend appointments and will meet your scheduling needs. You can reach Zemke Bookkeeping and Consulting at 651-462-2992.

FROM  
THE  
CHAIR



## What does your Chamber do for you?

This question is one I have asked, and been asked, frequently over the past two years. It is a question that demands to be asked of any civic and/or professional organization to which one may belong. If you do not receive a satisfactory answer to this question, you are most likely going to dedicate your valuable time and money to more worthy causes.

With any organization, the answer to this question is tied to your perceived return on your investment. The return on your Chamber membership investment can be, and sometimes is, a direct result of your involvement in its activities, programs and committees. Your pride and satisfaction of membership will be evident through your participation in committees, programs and other activities. Conversely, your dissatisfaction will be evident through your absence and ultimately, your decision to leave the Chamber.

To those members who repeatedly give of themselves to participate in Chamber events and support the Chamber through the invaluable donation of their time and money, I give my sincerest gratitude.

For those members or ex-members who are or have been dissatisfied with the Chamber, I ask that you please allow the Chamber the opportunity to address your concerns. There is no greater loss to the Chamber than a member who leaves if we failed to make that member proud to be a part of our organization.

The Chamber staff is always ready to work towards making this a better organization for its members so please do not hesitate to contact them at 464-3200. If I can be of any assistance in helping make the Chamber a better place for you, please take a moment to drop a note in the mail to my attention at the Chamber (56 East Broadway, Suite 108, Forest Lake) or feel free to email me at [rob@gaughan.net](mailto:rob@gaughan.net).

Sincerely,

*Rob Griffin*  
Gaughan Properties

We accept Visa or  
MasterCard for all  
Chamber events.



## Patronize Your Fellow Chamber Members

Looking for a day of pampering or a fresh new look? Look no further! Contact one of the Chamber businesses below.

### **Carousel Beauty Shop**

633 S. Lake Street  
Forest Lake, MN 55025  
651.464.3331

### **LaGrande Salon & Day Spa**

56 E. Broadway, Suite 160  
Forest Lake, MN 55025  
651.464.4371

### **Roxy's Total Image**

1031 S. Lake Street  
Forest Lake, MN 55025  
651.464.5706

## Member Notes

The Balloon Shop's Lue Schneller was one of 22+ workers that constructed the world's largest balloon arch over the Mississippi River to greet the Grand Excursion Flotilla on July 3, 2004.

# Thank You Renewing Members

The following members have renewed their investment in their Chamber of Commerce. Please utilize their services whenever possible:

**All In 1 Catering**  
**Birchwood Health Care Center**  
**Birchwood Mortgage Company**  
**Blockbuster Video - Forest Lake**  
**Country Inn & Suites of Forest Lake**  
**DB Signs**  
**Fairview Lakes Regional Health Care**  
**Hallberg Marine Inc.**  
**Home Depot**  
**Investment Centers of America Inc.**  
**JNT Landscaping**  
**LaGrande Salon and Day Spa**  
**Lakes Snyder Drug**  
**Lino Lakes State Bank**  
**Norman Quack's**  
**Play It Again Sports**  
**RE/MAX Hermes Minnesota**  
**Thomas Turry DDS**  
**US Bank**  
**Xcel Energy**

**FROM  
THE  
PRESIDENT**



Why does a community grow? What attracts people to an area? Is growth always an indicator of a healthy community?

Interesting questions especially in light of some of the questions that we get from people who have already chosen to move here. "Where can I catch the bus to get to work in the city in the morning?" I am sorry we have no public transportation here. "Then how am I going to get to work?" Makes you wonder how much research people do about the services etc. they will

need from their new community of choice.

Is it the home prices and the variety of types of housing that attracts them? Is it the schools? Once they are here what will they expect and what will they begin to demand that they expected to find. Some of these are growing pains issues for a place like Forest Lake and the surrounding area.

What is a healthy community? Most people think of quality of life things. A growing community needs to look at those quality of life issues and constantly work on them. Most of the people moving here now did not do so because we have the lowest taxes in the metro area. And although they appreciate the conservative budgeting philosophy of the cities in this area, they are willing to pay for less traffic congestion and a few amenities like a community center. They are even willing to work on these projects to see that they happen.

If we, as a community, fail to improve our quality of life issues as the area grows, we will earn the reputation as a community that does not care about what our citizens and businesses want and are willing to pay for. Residents and businesses will look for a different community to call home.

Building a healthy community is necessary for continued growth.

*Debby*

debby@flacc.org

651-464-3200

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## THANK YOU!

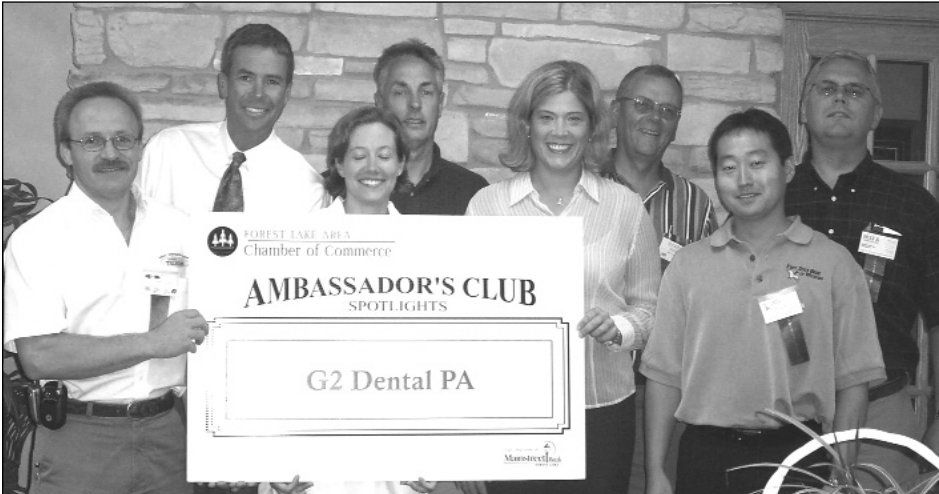
Thanks to AmericInn Forest Lake for donating a nights stay to the Chamber for Ken Warner from the Willmar Lakes Area Chamber of Commerce, who facilitated our Annual Planning Session.

Thanks also to Colleen Nielsen for graciously allowing us to use her home for our Annual Planning Session.

# July Ambassadors

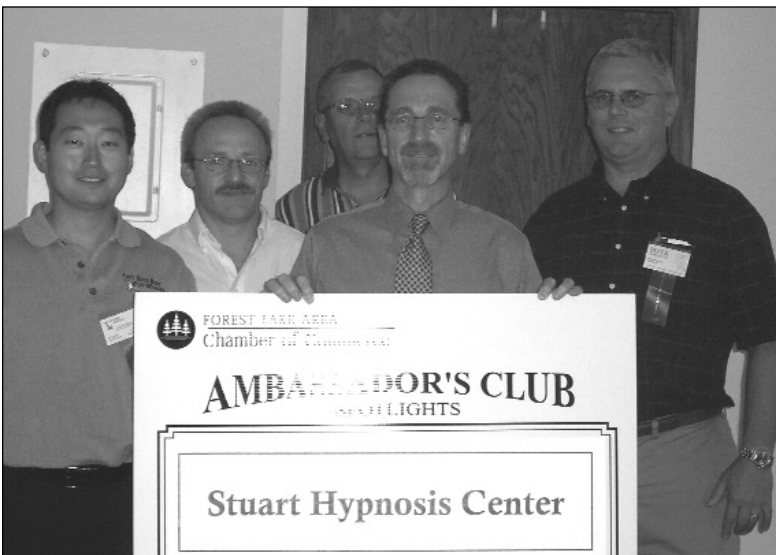
## THE A TEAM

Members of the Forest Lake Area Chamber of Commerce volunteer their time to make "Ambassador Visits" to local businesses each month. If you would like a visit from the Ambassadors, please call the Chamber office at 651-464-3200. The Ambassadors' Corporate Sponsor is Mainstreet Bank. The Ambassadors visited the following businesses in June:



### G2 DENTAL

**Bob Schmidt, Dr. Greg Koch, Dr. Debra Wynia, Dr. Greg Harvey, Tracy Koch, Randy Mattson, Nate Wilner and Dale Hebeisen**



### STUART HYPNOSIS CENTER

**Nate Wilner, Bob Schmidt, Mark Stuart, Randy Mattson, Dale Hebeisen**

## Calendar of Events

### August

- 3 Three's A Charm Ambassadors
- 4 Program/Activities Committee
- 5 Membership Committee
- 9 Golf Tournament
- 12 Board of Directors Meeting
- 18 Marketing Committee Meeting
- 24 Business Education Day
- 26 a.m. Connection

### Community

- 3 Farmers' Market/Arts in the Park
- 6-7 Relay for Life
- 10 Farmers' Market/Arts in the Park
- 17 Farmers' Market/Arts in the Park
- 24 Farmers' Market/Arts in the Park
- 31 Farmers' Market/Arts in the Park



## Customer Contacts By Staff in June

Calls Answered for Chamber President (not counted elsewhere) . . . . .	147
Demographic Info Request . . . . .	31
Emails . . . . .	606
Event, Chamber or Member Queries . . . . .	131
General Business Referrals & Maps . . . . .	99
Government, Social Agency or Organization Referrals . . . . .	30
Moving Packs Requested . . . . .	9
New Member Inquiries . . . . .	5
Specific Member Referrals . . . . .	48
<b>Total Contacts . . . . .</b>	<b>1109</b>
Walk-in Visitors Included Above.	181
Unique Visitors to Website . . .	1393
Total Number of Visits to Website . . . . .	2044

### OUTGOING MAIL COUNT IN JUNE

(excluding Newsletter & Bulk Rate Mailings)	
Apartment List . . . . .	0
Bills . . . . .	15
Tourist Info . . . . .	0
Invoices . . . . .	62
Miscellaneous . . . . .	20
Member Communications . . . . .	24
New Member Info . . . . .	3
Demographic/Moving/New Resident Packs . . . . .	5

## Welcome, Kelly

Please welcome Kelly Coleman as our new receptionist. Kelly has been with us since mid-June and is doing a fabulous job. Kelly has adapted well to all the phone calls and walk-ins seeking information about our area, as she has lived in the Forest Lake area for 30 years. Please stop in and introduce yourself. Her hours are Monday thru Friday 8:30 a.m. to 5:00 p.m.



We recently said good-bye to Candi Swenson who left us to accept a partnership position in a trucking company. We wish her all the luck in her new adventure!

## BETTER BUSINESS BUREAU ALERT

The Better Business Bureau is alerting everyone about a scam called "phishing." Phishing is an e-mail scam in which fraudsters attempt to convince consumers to reveal personal information — such as their credit or debit account numbers, checking account information, Social Security numbers, and banking account passwords — through official looking fake Web sites or in a reply e-mail.

Do not reply to unsolicited e-mails or respond by clicking on a link within the unsolicited e-mail message. Contact the actual business that supposedly sent the e-mail to verify if it is genuine. Some links are set up to look as though they go to a trusted company, but do not.

For the full story and more information on how to avoid being a victim of this scam, please visit the BBB Web site at [www.mnd.bbb.org](http://www.mnd.bbb.org).

## August Refreshment Host

**Thank you!**

### Window Worx

The Refreshment Host supplies the Chamber with coffee, pop, and snacks for meetings held at the office. The cost is \$30 in cash or supplies.





**FOREST LAKE AREA**  
**Chamber of Commerce**

# Business Education Day

This is your opportunity to welcome teachers new to ISD #831, St. Peters, International Language Academy and North Lakes Academy, meet with school administrators, and mingle with other Chamber members. This event is open only to Chamber member businesses and is a perk of membership.

You are also invited to sponsor a new teacher(s) as a special "welcome" to our community. All sponsoring businesses will be acknowledged on the program and in the monthly newsletter. If you sponsor a new teacher, you may also reserve table space to display your business's information and promotional items or gifts to the new teachers.

**Tuesday, August 24, 2004**  
**American Legion Post #225**

355 W Broadway, Forest Lake

**Display set-up:** 10:00-11:00 am

**Registration:** 11:30 am

**Lunch:** Noon

**Adjourn:** 1:00 pm

**Deadline: Wednesday, August 18**

**TO BE ELIGIBLE FOR DISPLAY SPACE YOU MUST SPONSOR AT LEAST ONE NEW TEACHER AND RESERVE YOUR SPACE AHEAD OF TIME**

- Your display must be set up by 11:00 am. We reserve the right to refuse late set-up
- Individual registrations for door prizes will not be permitted because of the delay it causes in the line.
- All new teachers' names will be put in a container ahead of time and any business that wishes to offer a prize drawing should let us know at the registration table.

**DETACH & RETURN**



Business name \_\_\_\_\_

Name(s) of business representative(s) attending

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total number of business reps attending @ \$11.00 each

Total number of teachers you wish to sponsor @ \$11.00 each

Total payment due \$ \_\_\_\_\_

Reserve a free display space – must sponsor at least one teacher (Limited to 25 total display spaces due to time and space constraints)

Method of Payment

Check enclosed     Bill me (members only)

Master Card     Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Print name exactly as shown on card:

\_\_\_\_\_

Signature \_\_\_\_\_

**Make your reservations now by returning this form.**

■ **MAIL TO:**

FLACC, PO Box 474, Forest Lake, MN 55025-0474

■ **FAX:** 651-464-3201    ■ **EMAIL:** chamber@flacc.org

■ **ONLINE:** www.flacc.org

# Business takes the driver's seat to get Minnesota moving

By David Olson, president, Minnesota Chamber of Commerce

For the last five years, governors, legislators and policy makers have struggled to create a comprehensive transportation plan for Minnesota and have seen their efforts dashed because of regional rivalries, charges of social engineering, politics, and lack of funding. The Minnesota Chamber, having been part of some of those debates, determined that the time has come for a different line of attack. Rather than addressing transportation issues regionally, biting off a chunk and then infusing funding for improvements, the Minnesota Chamber is developing a transportation blueprint that uses input from business sectors rather than regional segments to focus on what is needed to grow Minnesota's economy. The quality of a transportation system directly relates to business' ability to manage bottom-line competitiveness.

The Chamber hopes this approach delivers both tactical and strategic results. Business sectors know what is needed to get goods and services to market and employees to and from work. In a series of forums around the state, the Chamber heard, for example, that finance and commerce companies want more new highway lanes and transit choices because their

concerns are moving people not cargo. The retail industry, however, needs to move packages quickly and support improvements for trucks and air freight facilities. Agriculture and food processing support efforts to expand ten ton road capacity. Manufacturers mention their need for an outer ring beltway, metro area bottleneck improvement, and air cargo capacity. The health care industry points out that fewer nursing homes and more assisted living will increase demand for transit and alternative modes of transportation. Every business wants a transportation system that allows goods, services, and people to get where they need to go predictably and efficiently.

The tactical contribution of this input will help produce Minnesota Moves, a blueprint that serves the entire state with a transportation system designed for real-life business needs. It will weigh the merits of bus versus rail, highways versus toll ways, easing metro bottlenecks versus improving rural connections, the need for waterways, air, and rail improvements. The recommendations will be based on what will do the most to keep Minnesota's economy moving.

And keeping Minnesota's economy moving may be the most

persuasive strategy in the Minnesota Legislature. The most detailed, obvious, and logical transportation blueprint will collect dust if the politics do not succeed. The Minnesota Chamber will work with all organizations advocating a statewide transportation vision, including the Itasca project, to meld our goals into one plan with statewide support. The Minnesota Chamber plan will look for support that crosses county as well as party lines. With this, the Chamber can make the strongest possible case that that Minnesota's economic future and viability depend on thoughtful legislative action.

A critical part of the political strategy, of course, is funding. The Chamber has identified a steering committee that is now at work on the plan that will include a five, 15 and 25 year funding plan that will show Minnesotans exactly what they will get for their money. The plan will be laid in detail in September and will be ready for delivery to the Governor and the legislature for the 2005 session. Specific recommendations and priorities are still under debate but all parties agree that Minnesota Moves will be a transportation improvement plan that works for all businesses in one state.



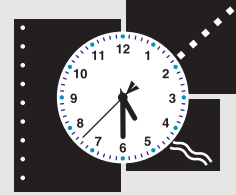
FOREST LAKE AREA  
**Chamber of Commerce**

***Save the date for the largest Business After Hours of the year!***

# East Metro Business After Hours

**Participating Chambers:** Apple Valley, Burnsville, Forest Lake, Midway, Northern Dakota county, River Heights, Saint Paul area and Woodbury

You don't want to miss the largest Business After Hours of the year! Come and enjoy this event featuring business displays, a silent auction presented by TDS Metrocom, networking among metro area business leaders, hors' d oeuvres, beverages and much more. Over 300 business owners, top business executives, managers and community leaders will be in attendance.



**Thursday,  
 September  
 30, 2004**

**4:30 p.m. - 7:00 p.m.**

**Minnesota State  
 Fairgrounds  
 Progress Center**

**1265 Snelling Avenue North,  
 Saint Paul**

**Booths:**

- \$150 for members
- \$250 for non-members
- \$25 for electricity

**Ticket price: FREE to attend!**

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**East Metro Business After Hours Booth Registration Form**

Booth for member \$150     Booth for non-member \$250

**To register: on-line at [flacc.org](http://flacc.org); call 651-464-3200; fax to 651-464-3201**

Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company Name \_\_\_\_\_

Payment Method:  Check     Mastercard     Visa    Total \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Print Name exactly as shown on Card \_\_\_\_\_

**Please make checks payable to:** Forest Lake Area Chamber of Commerce • PO Box 474 • Forest Lake, MN 55025  
 Phone 651-464-3200 • Fax 651-464-3201 • [www.flacc.org](http://www.flacc.org)

Payment must be received with your reservation. Cancellations must be made 48 hours prior to the event for a full refund.



Take an hour to mix and mingle with other Chamber members while enjoying a light breakfast. If you don't have an entire hour, don't worry — stay as long as you want.

# a.m. Connection

***A convenient, fun way to uncover new business leads by networking and meeting other Chamber members at a member's place of business.***

- No Fee                      ■ No Program
- Coffee, Juice and Rolls

**Bring business cards** (staple a business card to a dollar bill and drop in the fishbowl for the opportunity to have lunch with another member)

**Thursday, August 26 • 8:00-9:00 a.m.**

**Forest Lake Area Youth Service Bureau**

244 N. Lake Street • Forest Lake, MN 55025

**Please R.S.V.P. by Wednesday, August 25 @  
651-464-3200 or fax form to 651-464-3201 or e-mail  
to [chamber@flacc.org](mailto:chamber@flacc.org)**

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Company \_\_\_\_\_ Number Attending \_\_\_\_\_

We would love to host a future a.m. Connection





FOREST LAKE AREA  

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**Chamber of Commerce**

Where Business and Success Meet

PO Box 474  
Forest Lake, MN 55025-0474

**[www.flacc.org](http://www.flacc.org)**

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