



CHAMBER Connection

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

THURSDAY, SEPTEMBER 30, 2004

East Metro Business After Hours

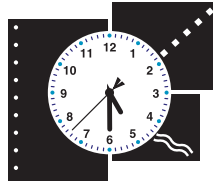
Participating Chambers: Apple Valley, Burnsville, Forest Lake, Midway, Northern Dakota County, River Heights, Saint Paul Area and Woodbury

4:30 p.m. – 7:00 p.m.

Minnesota State Fairgrounds Progress Center
1265 Snelling Avenue North, Saint Paul

FREE TO ATTEND! • FREE FOOD! • FREE PARKING

See Sponsorship and Booth Information on page 9.



Reference Protection

Enclosed you will find a valuable brochure that discusses your rights and responsibilities as an employer to get and give references about current, past and potential employees. The new law, which goes into effect on August 1, 2004, gives employers protection from prosecution as long as certain guidelines are followed. *Thank you to Sherman Insurance Agency for underwriting the cost of the brochures for our members.*

**GOLF REGISTRATION
INFORMATION ENCLOSED**



**Business Education Day
Registration Information, p. 7**



Forest Lake Area Chamber of Commerce
Volume 21, Issue 7 • July 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.



Customer Contacts By Staff in April

Apartment Lists Requested	3
Calls Answered for Chamber President (not counted elsewhere)	181
Demographic Info Request	43
Emails	750
Event, Chamber or Member Queries.	131
General Business Referrals & Maps	78
Government, Social Agency or Organization Referrals	29
Moving Packs Requested	7
New Member Inquiries	5
Specific Member Referrals	67
Total Contacts	1460
Walk-in Visitors Included Above. .	166
Unique Visitors to Website . . .	1323
Total Number of Visits to Website	1883

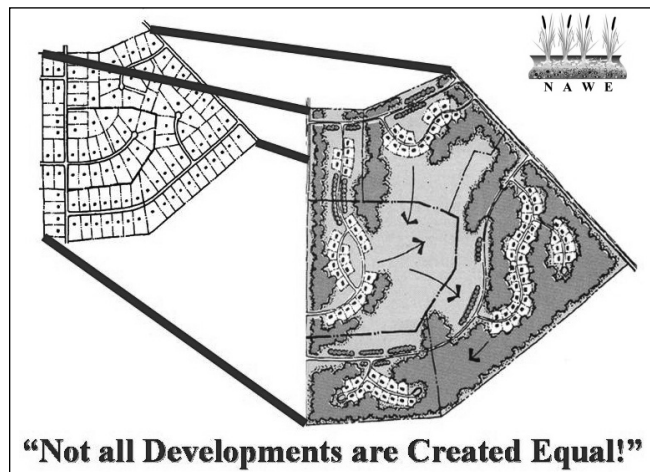
OUTGOING MAIL COUNT IN APRIL

(excluding Newsletter & Bulk Rate Mailings)	
Apartment List	0
Bills	17
Tourist Info	3
Invoices	43
Miscellaneous	3
Member Communications	335
New Member Info	1
Demographics/Moving/New Resident Packs	4

* BUSINESS OF THE MONTH

North American Wetland Engineering PA

North American Wetland Engineering PA (NAWE) is not your typical engineering firm. The company bills itself as an ecological engineering company that specializes in "innovative wastewater solutions for industry, residential developments, small communities, and single family homes."



NAWE is owned by long time Forest Lake resident Curt Sparks, who jokes that he is still a newcomer to the area—he's only lived here for 27 years. Those 27 years have been busy ones. Sparks has been active on several area citizen groups, including the Forest Lake Town Board, the Township Planning Commission, the Citizen Lake Monitoring program, the Washington Solid Waste Advisory Commission, the Washington Soil and Water Conservation District, and the Forest Lake Watershed Management Organization. Sparks was also instrumental in starting Lake Area Recycling, the first multi-material and curbside recycling program in the Twin Cities.

Sparks began NAWE 1997, following a 20-year career with the Minnesota Pollution Control Agency. When planning his engineering firm, Sparks says, he knew it had to be rooted in his firm beliefs about conservation, so NAWE focuses on environmental protection and "doing the right thing." That focus has obviously been successful—the company and its projects have received numerous awards for conservation, including three of them just this spring. Two projects, one in Minnesota and one in Wisconsin, received Earth Day awards from the US Department of Agriculture. The same month, NAWE received the prestigious Minnesota Environmental Initiative Award for their development of decentralized wastewater management.

North American Wetland Engineering PA joined your Chamber in 2003 after finding new office space as a result of contacts they received from your Chamber. NAWE is located in Town Square and can be reached at 651-255-5050 or check their website at www.nawe-pa.com.

FROM THE CHAIR



“Not our location is important, but the direction in which we move.”

— LEO TOLSTOY

For a Chamber always on the move, whether literally or figuratively, it is important to choose the right direction. From membership growth to moving twice in one year, your Chamber continues to move forward as it works for the businesses it represents. We are all fortunate to have Debby Feist as the driving force behind this progress, and the guiding wisdom of Deb Oaks as the 2003-2004 Chair of the Board of Directors.

Thank you to both Debs for all of their hard work during the past year.

As the incoming Chair of the Board of Directors I have the benefit of learning from, and building upon, all of the work done by those who have selflessly given of themselves in the past. Each month, I have the opportunity to share a morning with the other Directors of the Board, each of whom give of their time (and often, money) very generously. I believe in my heart that my fellow Board members are but a sampling of the generous and successful businessmen and women the Forest Lake area has to offer.

These men and women help guide the Chamber in the right direction and their actions as businesspeople help guide the community in the right direction through the jobs, products, services and taxes their businesses provide. Whether you choose to call Forest Lake home for your business, or you are located elsewhere and do business in Forest Lake, never forget that the location is not what matters. You are, by virtue of joining the Chamber and actively participating in commerce, a part of the movement in the right direction.

There is no doubt this Chamber is moving in the right direction when its own receptionist steps down in order to start running her own trucking business. We should all be as proud of the brave new entrepreneurs in our community as I am of Candi Swenson for her choice. We will all miss Candi at the Chamber but her choice to operate her own company, whether locally or nationally, is the epitome of what the Chamber stands for and I wish her the best.

This Chamber is an engine with no fuel without the active participation of its members. I encourage you to engage yourself and challenge other businesses to be a part of the movement this year by joining the Chamber. Thank you for this opportunity to serve the Chamber through the upcoming year.

Sincerely,

Rob Griffin

Gaughan Properties

Board Changes

At the beginning of your Chamber's fiscal year, the Board of Directors also sees some changes.

Thank you Wendy Rychley, CPA, and Beth Ahlgren, formerly of Westaff, for your past board service. You both brought a new vitality and richness to the Board.

Welcome Michelle Anderson, Vast Innovations, and Vicky Savage, UpToDate Bookkeeping, to the Board.

Thank you to our Past-Chair, Debra Oaks, Forest Lake Travel, for a job well done this past year.

Congratulations to Rob Griffin, Gaughan Properties, who assumes the position of Board Chair for our 2004-2005 fiscal year.

a.m. Connection July 29



The next a.m. Connection will take place on Thursday, July 29 at 7:30 am at Edward Jones

& Company, 255 Highway 97, Suite 7A, in Forest Lake. 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. Please register by calling the Chamber office, 651-464-3200, or online at www.flacc.org.

Thank You Renewing Members

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

**Lakehomes.com Realty-
Buck Schott**
**AmericInn Motel - North
Branch**
Doc Savage Productions
**Fairview Lakes Regional
Health Care**
Falcon Ridge Golf Course
Gavia Inc.
**Keller Williams Premier
Realty - Leistner**
Lake Area Bank
McDonald's - Wyoming
**North American Wetland
Engineering**
**Norway Electric Company,
Inc.**
**Peppermint Parlor &
Eatery**
R.A. Gwizdala Co.
**Search Co Real Estate
Appraisers**
Spirit FM WLKX-FM
Trinity Mortgage
Village Inn Restaurant

FROM
THE
PRESIDENT



Get involved

WOW!!!! This is one huge newsletter with a bunch of inserts. It is the beginning of our new year and our members are seeing a value in reaching out to other members.

In addition we are gearing up for, what you can see, will be a busy time for us. We are presenting you with all sorts of ways to get involved with your

Chamber to get the most from your membership.

I should mention that we will no longer have our concession stand at the Hay Day Races. The profit margin no longer justified the staff and volunteer time it took to organize. Out with the old and in with the new? Well maybe it is just a better focus on the old. I think among other things you will find some fun additions to our Golf Tournament and the price is the same as it was for the last two years. Get a team together or sign up individually. We put together teams all the time.

Make your Chamber New Year's Resolution to do one more thing with your Chamber this year. If you are not sure what to do, give me a call and I can come up with something that will be fun and productive and tailor made for you.

Debby

debby@flacc.org
651-464-3200

Welcome New Members

Just Two Bikes
15449 Forest Blvd. N
Hugo, MN 55038
Jim Dugelman
651.426.1548
www.justtwobikes.com

Gabriel Communications
806 11th Avenue SE
Forest Lake, MN 55025
Anne. R. Gabriel
651.982.9700
www.getgabriel.com

Member Notes

Associated Northland/Sherman Agency is now Sherman Insurance Agency.

Meadows on Fairview Now Open!

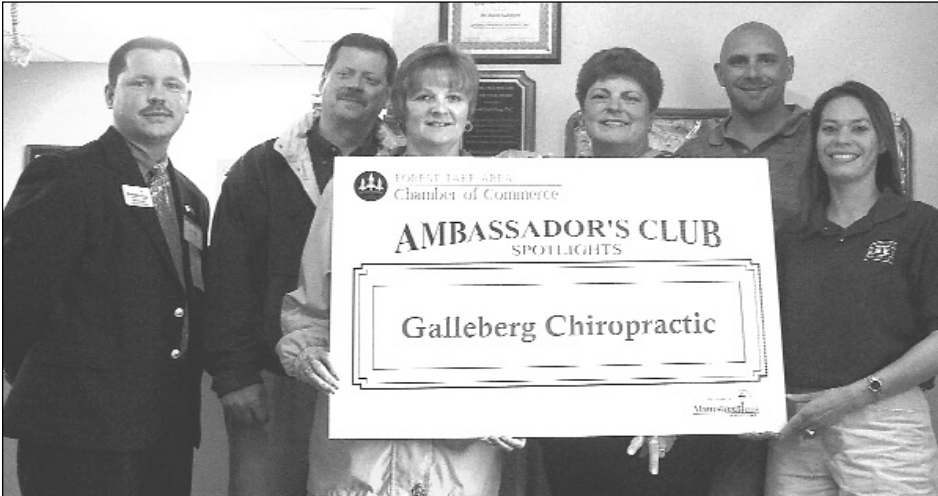
25565 Fairview Avenue
Wyoming, MN 55092
Mary Ann Cooper
651-982-6228

Grand Opening: Sunday, July 25

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:



GALLEBERG CHIROPRACTIC CLINIC
Dr. David Galleberg & Dr Jessica Wille

Ambassadors: Marge Strand, Renee Waddell, Jim Christensen & Jim Friend



BRUCE'S FOODS - Lisa George

Calendar of Events

July

- 1 Business of the Year Nominating Committee
- 5 Office Closed to observe July 4th Holiday
- 6 Heinz 57 Ambassadors
- 7 Program/Activities Committee
- 8 Board of Directors Meeting
- 21 Marketing Committee
- 30 Membership Orientation

Community

- 3 July 4th Parade
- 4 Fireworks
- 6 Arts in the Park--Marty Sonnek
- 13 Arts in the Park--Dance Tech and Dare to Breathe
- 20 Arts in the Park--Savanna Blue
- 25 Rotary Somerfest
- 27 Arts in the Park--Songs of Hope



July Refreshment Host

Thank you!

Heartland Payment Systems

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.



THANK YOU!

A huge thank you to Joni McPherson of McPherson Graphics, Inc for her volunteer efforts with our logo and our newsletter. Joni has been volunteering to do the newsletter layout. So the wonderful new look can be credited to her.

Grow Minnesota! Growing jobs

By David Olson, president, Minnesota Chamber of Commerce

Last fall, the Minnesota Chamber of Commerce, in partnership with 27 local chambers statewide including the Forest Lake Area Chamber of Commerce, launched Grow Minnesota! This is a private-sector led business retention and expansion effort designed to build Minnesota's economy by growing jobs.

To date, we have visited more than 300 companies across Minnesota with the goal of visiting more than 500 in total by the end of the summer. While it is too early to make solid conclusions about our findings, more than half of the companies we visited have experienced an increase in profitability in the past two years. Just over one-third of the companies plan to build new facilities or expand their existing facilities in the next three years and more than half of the companies expect to add jobs in the next year. It appears that the economic outlook is brighter for Minnesota employers, but all is not well when it comes to public policy issues.

Feedback received from our visits show widespread concern about the quality and cost of health care. The amount of time it takes to secure environmental or building permits is also near the top of businesses concerns. Transportation is also frequently mentioned, including the need for more air passenger and freight services to their communities. Finally, many companies have expressed frustration over the disconnect between higher education offerings and the type of jobs available in their communities. These policy concerns are also consistent with those we are hearing from our members around the state as we conduct our policy development sessions this month and they will be incorporated into the development of our 2005 legislative agenda.

About one-fourth of the companies we have visited request some form of follow up assistance ranging from job training to permitting assistance with the Pollution Control Agency to steel price forecasts and energy conservation.

Grow Minnesota! is currently accepting applications from local chambers who would like to join our list of partners and participate in the program next year. Our local chamber partners have become leaders in their community when it comes to expanding business and growing jobs. If you are interested in learning more about Grow Minnesota! or would like to schedule a visit to your company, please contact Kendra Shank at 651-292-4674 or growminnesota@mnchamber.com.



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 _____

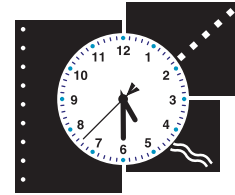
Make your reservations now by returning this form.

■ **MAIL TO:**

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

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

■ **ONLINE:** www.flacc.org



East Metro Business After Hours

Your Chamber's **East Metro Business After Hours** trade show and networking event will be held on Thursday, September 30 at the Minnesota State Fairgrounds. Partnering annually on this event with up to seven other local Chambers of Commerce, this is the largest Business After Hours of the year.

Business After Hours provides the best inbusiness-to-business networking, business displays, great food and much more. The event is free to attend and typically attracts over 300 business leaders from the Metro Area.

Business After Hours Sponsorship Investments:

► **\$3,000 Presenting Sponsor**

Presenting Sponsor will be recognized as such in all marketing and promotional materials for the event: "East Metro Chambers' Business After Hours Presented by _____"

- Presenting Sponsorship of the Chambers' largest After Hours Trade Show of the year
- Two complimentary booths at the event
- Additional exhibit space as needed (for example, you may display products at the main entrance of the Exhibit Hall or in other prime area of event facility)
- Logo recognition in all pre-event marketing avenues including brochures, invitations sent to entire membership of each participating Chamber (approximately 6,500 business leaders), advertising in local newspapers and publications including three

advertisements in The Business Journal prior to the event.

- Name recognition on Saint Paul Area Chamber of Commerce website. Website receives 400,000 hits from 15,000 visitors each month. (saintpaulchamber.com) And the Forest Lake Area Chamber of Commerce website (flacc.org) which receives 3000 visitors per month.
- Logo recognition on event signage
- Follow-up recognition in Chamber membership emails

\$1,000 Premier Sponsor

- ■ Two complimentary booths
- Logo recognition in all pre-event marketing avenues including brochures, invitations sent to entire Chamber membership and advertising in local newspapers and publications (advertising TBD. In the past, value of advertisements has been over \$4,500)
- Name recognition on Chamber Websites
- Logo recognition on event signage

\$500 Contributing Sponsor

- ■ One complimentary booth
- Name recognition in all pre-event marketing avenues including brochures, invitations sent to entire Chamber membership, website, advertising in local newspapers and publications
- Logo recognition on event signage

BOOTHS: \$150 for members; \$250 for non-members
\$25 for electricity

.....
 Yes, we will sponsor Business After Hours at this level (circle one): \$3,000 \$1,000 \$500

Please reserve us ____ booth space(s) ____ member ____ non-member ____ Electricity

To register: on-line at 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 _____

Print Name exactly as shown on Card _____

Please fax to 651-464-3201 before July 16, 2004.