John and Sarah Pacchetti’s home health care business is poised for growth: the Department of Labor projects that home health aide will be the fastest growing career of the next decade. But their choice of vocation isn’t just about economics, it’s personal.

While the need for senior care is culturally driven – roughly 10,000 people a day are turning 65, with senior care projected to surpass child care in three years – both Sarah and John have experienced firsthand the challenges of caring for fragile family members.

While John has coped with aging parents, before Sarah opened the Rochester office of their Home Instead Senior Care franchise, she tended to her ailing grandmother, Eleanor. “She was in Charter House, and I visited her daily,” says Sarah. “She died while I was starting the business.” Their time

Continued on Page 3

“The goal of Home Instead Senior Care – to help seniors stay independent in their own homes – resonated deeply.

Sarah Pacchetti, Co-Owner Home Instead Senior Care
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**Chamber Board of Directors**

- **Tim Weir**, Olmsted Medical Center
- **Mitch Stevenson**, Rochester City Lines/Heartland Tours
- **Ahmad Siddiqui**, Sana’s Gifts & The UPS Store
- **RE/MAX of Rochester**
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- **Grandeville at Cascade Lake**
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- **Lisa Clarke**, IBM Corporation
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- **Melissa Brinkman**, Angie Bowman, Aaron Benike, Chair-Elect
- **Chair of the Board**
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**HEALTHCARE YOUR WAY IN THE SKYWAY**

NOW OPEN to provide free, fast, quality healthcare to University of Minnesota students and non-urgent walk-in services to the general public!

**OMC’s Skyway Clinic** is now located at the skyway level of the 318 Commons building, immediately above the Loop Bar. +

**Olmsted Medical Center**

**President and CEO**

**James Pedersen**

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**Chamber Member Spotlight**

together sparked her interest when John first brought her the idea of investing in a senior care franchise. “In the end, on her deathbed, the one thing she kept saying was, ‘I want to go home.’”

The goal of Home Instead Senior Care— to help seniors stay independent in their own homes— resonates deeply. The fact the business model offered services that were psycho-social, not medical, fit Sarah’s background, a Masters in counseling psychology and a Psychology undergrad.

When they learned the first client of the original Home Instead Senior Care in Omaha, Nebraska was the owner’s grandmother, Eleanor - the name only not of both Sarah and John’s grandmothers, but also of their daughter – they saw it as a sign.

The timing was also right. Sarah had always wanted to start her own business, a dream ready to be realized after a decade of following John’s military career around the country. When John launched a technology startup with another veteran, allowing them to live anywhere in the United States- they chose to move to Rochester.

In addition to it being a return to Sarah’s hometown, the city captivated John. “During my time in the military, I was able to see the entire U.S.,” he says. There was nowhere more appealing than the Rochester he experienced at their wedding. “When we actually moved, I was so impressed that people really were that friendly, that I wrote a letter to the editor, saying ‘Minnesota Nice’ is real!”

In the ten years since they launched the business, they’ve grown from a staff of one to 199 employees, becoming a top ten percent Home Instead Senior Care franchise out of 1,000 worldwide. Two years ago, they added another office in Mankato, with a territory that covers most of southern Minnesota. To date, they’ve provided 500,000 hours of caregiving to over 1,200 clients.

“It’s a success story built from the ground up. After passing a rigorous screening process and completing corporate training, Sarah set up shop in a tiny office across from the Rochester Rec Center. “I was the only employee at first,” says Sarah. She started meeting with discharge planners and social workers, and began the work of introducing a new type of business to the area. “Sarah made in-roads in southeastern Minnesota so others would understand the need for non-medical care,” says John.

Why home care? An overwhelming number of seniors want to continue living at home as long as possible. Sometimes all that’s needed for a senior to remain in his or her home is a little companionship or help with daily chores such as meal preparation or light housekeeping. Others require overnight care, personal care assistance, medication reminders, or an escort to doctor’s appointments. In-home care is typically cheaper than assisted living and nursing homes; depending on the level of service, $50-26/hour.

“We want to come in and do things with them, not for them,” says Sarah. “It’s about maintaining independence. We could look at it as a piece of preventative care for adults.” For example, “One of our clients was losing weight,” says Sarah. “Just having us there to take her grocery shopping, and fix her meals, helped.” They also provide relief for the client’s family.

The highest percentage of senior caregivers are family,” says John. “Which leads to stress, loss of productivity in other areas of their life, and can take its toll on their own health.” Bringing in a paid caregiver can provide not only welcome relief, but also peace of mind for family struggling to do it all.

“When we began, people didn’t understand the concept,” says John. “We’ve seen a growth within the mindset of people. We see more pre-planning than caring for emergent needs, and a higher percent of our clients have long-term care insurance.”


The best part? “The difference we make in families lives,” says Sarah. “I actually had a client’s daughter say to me, ‘You’ve given me relief in my life.’”

Key to success? “We both had passion and believed in it, this means something to me,” says Sarah.

On a business level, “We provide as much customer service to our caregivers as we do to our clients.” In an industry where turnover is near 100 percent, theirs is twenty. “We still have many of our original caregivers. We balance the needs of our clients with taking care of our caregivers.”

Chamber membership also provided valuable opportunities for marketing, networking, and connection. “The Chamber is a good steward of the business community. There’s a lot of support within the Chamber and we greatly appreciate that,” says John.
Here comes the Boom

The 76 million Americans born between 1946 and 1964 – the “baby boomers” – are beginning to become senior citizens. The leading age of the wave turned 65 in 2011. Across the nation, 10,000 boomers per day are hitting retirement age.

What will happen next?

The 65-plus population, approximately 40.3 million in the U.S. in 2010, is expected to reach 54.8 million by the end of this decade, as 40 million baby boomers turn 65.

For the next 20 years, more and more baby boomers will hit their 60s, 70s, and 80s. By 2030, the ranks of those 65+ will swell to 72 million. By 2050, the age group of 65 and older will have increased by 120 percent.

What about Minnesota?

There are 1.5 million baby boomers in Minnesota. By 2030, we will have 1.2 million persons over 65, or one out of every four Minnesotans.

Demographic Realities*

- Between 2000 and 2030, Minnesota’s population over 65 will double, from 600,000 to 1.2 million.
- Between 2000 and 2050, our population over 85 will nearly triple, from 90,000 to 250,000.

The proportions are increasing.

- The proportion of the state’s population over 65 will rise from 12% in 2000 to 24% in 2030, when one out of four Minnesotans will be over 65.
- Because life expectancies have increased, the proportion of the older population that is over 85 will rise dramatically beginning in 2030, increasing from 12% in 2030 to 22% in 2050.

*Info from MN Department of Human Services: Aging 2030 – Preparing Minnesota for the age wave: Are we ready for the age wave? Aging 2030 is a joint venture between Minnesota’s Department of Human Services, Board on Aging and Department of Health, in conjunction with several other state agencies, to prepare Minnesota for the coming age wave of baby boomers and a permanent shift in the age of our state’s population.

What’s the impact?

This segment of the population reaching retirement – and social security and medicare eligibility – will strain entitlement programs.

In 1940, life expectancy was 63.5 years, 9 million Americans received Social Security, and workers outnumbered beneficiaries 159 to 1.

By 2010, life expectancy was 78.3 years, 39 million people received Social Security, and the ratio of workers to retirees became 2.9 to 1.

This was before the first baby boomer hit 65.

By 2020, 64 million people will be eligible for Medicare – one-third more than today.

The trillion dollar question?

Financing the increases in Social Security and Medicare.

How will this affect my business?

Putting aside the unanswered questions about what’s going to happen with government entitlement programs, every business owner – and employee – is going to be impacted by this population shift.

One issue that seems to stand out for business:

Impact on labor pool and workforce

Minnesota’s labor shortage is only going to get worse. As greater numbers of the boomer workers retire, employers face a shortage of younger workers to replace them.

On the flipside, as more aging workers delay retirement, they may also be coping with chronic or disabling health issues.

Business owners may also see more employees – maybe even yourself - drawn into the role of caregiver for aging family members. Nationwide, about half (49%) of the workforce expects to be providing eldercare in the coming five years.

The additional responsibility can take a toll on the worker’s productivity and performance, attendance, and physical and emotional health. The impacts are personal, professional and ultimately economic.

What can you do?

Consider implementing policies to support working caregivers at your workplace. Identify the policies, benefits and services that best fit your company size and position in the marketplace now – and also start thinking about the future. Examples include:

- Flexible and reduced hours, work at home and telecommuting options
- Promoting Wellness programs
- Employee Assistance Programs (EAP)
- Offer eldercare support, resources and referral services to employees
- Long-term care insurance covering spouse and parents/parents-in-law
- Flexible spending and dependent care accounts

Learn more

Inform yourself and your employees. Our community has many services and resources specifically for older adults and their families. The Chamber Member businesses listed below are great advocates for seniors. Check out the Chamber’s online business directory for more helpful businesses, organizations and services at www.rochestermnchamber.com

A Sampling of other Resources:

- Southeastern Minnesota Area Agency on Aging, Inc. (507) 280-6944.
- Senior LinkAge Line: 1-800-333-2433. Statewide phone-based service to help caregivers find local support services.
- MinnesotaHelp.info: An online directory of resources for older adults and caregivers.
- ElderCare Locator: www.eldercare.gov – U.S. Administration on Aging, locate resources for older adults in other states.
- Home Instead Senior Care: Free online information resources on a variety of topics for seniors. Contact John or Sarah Pacchetti at (507) 285-1700 for more info.

Thank You to the Chamber Businesses who sponsored this section:

Giving with Purpose

The Rochester Area Foundation can help you make a meaningful impact with your giving.

We offer a variety of tools to help you put your charitable intentions into action. We’ve helped hundreds of people create a lasting charitable legacy.

We can help you too!
June 4 Business Expo
The Expo will be held at the Mayo Civic Center Exhibit Hall, with featured area placements in Health and Wellness or Hospitality.
Tuesday, June 4, Open to the Public Noon - 4 p.m.; Chamber Members only 5-7 p.m.
Mayo Civic Center
Civic Center Drive
Cost: Members Free, Public 12-4: $5 per person

June 5 Legislative Recap
Now that the legislative session has ended, join our legislators and legislative leadership to hear the outcome.
Wednesday, June 5, 11:30 a.m. - 1 p.m.
Rochester Golf & Country Club
3100 Country Club Rd SW
Cost: Member $25, Non-Member $35, includes lunch

June 6 Business After Hours
AM Espresso is a free and convenient way to network at a member’s place of business while enjoying coffee and continental breakfast.
Friday, June 7, 7:30 - 9 a.m.
Keller Williams Premier Realty
2705 Commerce Dr NW
Cost: Free, no registration necessary

June 7 Women Entrepreneurial Roundtable
The Women Entrepreneurial Roundtable is a resource for small business owners who want to grow their business.
Friday, June 21, 7:30 - 9 a.m.
Chamber of Commerce Boardroom
220 S Broadway, Suite 100
Cost: Free (Registration required)

June 8 Fuel Young Professionals Summit
The goal of the VP Summit is to help young professionals enhance their professional skill-set, instill community engagement, and inspire Young Professionals to connect with each other and build a community of young professionals. More info pg. 7.
Doubletree Hotel
150 S Broadway
Cost: Fuel Members $40, Non-Fuel Members $60, includes light breakfast and lunch.

June 9 Young Professionals 2nd Annual Comedy Night
Network with fellow young professionals and learn more about what Fuel Rochester has to offer. This special FAMILY FRIENDLY event encourages Fuel Members to bring their Families to enjoy time together.
This event will be alcohol free, and have an ice cream “bar” complimentary along with some fun activities for the whole family!
Thursday, June 13, 5-7 p.m.
Salvation Army Caring Partners Center
115 NE 1st Ave Rochester
Cost: Free, no registration required

June 19 Prof. Dev.: Generations in the Workplace
Send your inter-generational workplace teams to learn how to overcome generational differences that can create miscommunication and conflict within the cross-generational team and the entire workplace.
Wednesday, June 19, 9 - 11 a.m.
Canadian Honker Events at the Ramada
1557 10th St SW
Cost: $20 Members, $25 Non-Members, includes breakfast

June 20 Business After Hours
Join us for networking, door prizes, hors d’oeuvres and refreshments. You won’t want to miss this FREE, valuable, award-winning networking opportunity.
Thursday, June 20, 5-7 p.m.
Knutson Construction
5985 Bandel Rd NW
Cost: Free, no registration necessary

June 21 Legislative Recap
Now that the legislative session has ended, join our legislators and legislative leadership to hear the outcome.
Wednesday, June 21, 5-7 p.m.
Rochester Golf & Country Club
3100 Country Club Rd SW
Cost: Member $25, Non-Member $35, includes lunch

June 22 Women Entrepreneurial Roundtable
The Women Entrepreneurial Roundtable is a resource for small business owners who want to grow their business.
Friday, June 21, 7:30 - 9 a.m.
Chamber of Commerce Boardroom
220 S Broadway, Suite 100
Cost: Free (Registration required)

June 23 Fuel Young Professionals Summit
The goal of the VP Summit is to help young professionals enhance their professional skill-set, instill community engagement, and inspire Young Professionals to connect with each other and build a community of young professionals. More info pg. 7.
Doubletree Hotel
150 S Broadway
Cost: Fuel Members $40, Non-Fuel Members $60, includes light breakfast and lunch.

June 24 Business After Hours
Join us for networking, door prizes, hors d’oeuvres and refreshments. You won’t want to miss this FREE, valuable, award-winning networking opportunity.
Thursday, June 24, 5-7 p.m.
Knutson Construction
5985 Bandel Rd NW
Cost: Free, no registration necessary

June 25 Women Entrepreneurial Roundtable
The Women Entrepreneurial Roundtable is a resource for small business owners who want to grow their business.
Friday, June 25, 7:30 - 9 a.m.
Chamber of Commerce Boardroom
220 S Broadway, Suite 100
Cost: Free (Registration required)

June 26 Fuel Young Professionals Summit
The goal of the VP Summit is to help young professionals enhance their professional skill-set, instill community engagement, and inspire Young Professionals to connect with each other and build a community of young professionals. More info pg. 7.
Doubletree Hotel
150 S Broadway
Cost: Fuel Members $40, Non-Fuel Members $60, includes light breakfast and lunch.

June 27 Business After Hours
Join us for networking, door prizes, hors d’oeuvres and refreshments. You won’t want to miss this FREE, valuable, award-winning networking opportunity.
Thursday, June 27, 5-7 p.m.
Knutson Construction
5985 Bandel Rd NW
Cost: Free, no registration necessary

June 28 Fuel Young Professionals Summit
The goal of the VP Summit is to help young professionals enhance their professional skill-set, instill community engagement, and inspire Young Professionals to connect with each other and build a community of young professionals. More info pg. 7.
Doubletree Hotel
150 S Broadway
Cost: Fuel Members $40, Non-Fuel Members $60, includes light breakfast and lunch.

June 29 Business After Hours
Join us for networking, door prizes, hors d’oeuvres and refreshments. You won’t want to miss this FREE, valuable, award-winning networking opportunity.
Thursday, June 29, 5-7 p.m.
Knutson Construction
5985 Bandel Rd NW
Cost: Free, no registration necessary

July 1 Women Entrepreneurial Roundtable
The Women Entrepreneurial Roundtable is a resource for small business owners who want to grow their business.
Friday, July 1, 7:30 - 9 a.m.
Chamber of Commerce Boardroom
220 S Broadway, Suite 100
Cost: Free (Registration required)
Generations in the Workplace
Managing Today’s Multi-generational Workplace
Wed., June 19, 9 - 11 a.m.
Canadian Honker Events at the Ramada
Members: $20, Non-Members: $25

Keynote: Annette Roter, Ph.D., Director Leadership and Management Development, Mayo Clinic
An unprecedented five generations will soon be in the workforce simultaneously, creating never-seen-before challenges for managers, HR professionals and employees alike. Send your inter-generational workplace teams to learn how to overcome generational differences that can create miscommunication and conflict within the cross-generational team and the entire workplace.

Register online at rochestermnchamber.com or call 288-1122.

Sponsors: MAYO CLINIC, smartH2O

I Know I Can Readers
This year a record-setting 75 volunteer business leaders read and distributed the book I Know I Can to 2,100 students in 75 3rd grade classrooms in Rochester and surrounding communities during “I Know I Can” week in May.

Chad Behnken
“T’ve lived in Rochester my whole life and the last 10 months have truly been eye-opening, inspiring me to be more involved in the community. I’m grateful for this experience and hope many others have the opportunity to be a part of LGR.”

Michael Garner
“This journey has been deeply personal for me. I’ve discovered dozens of new friends, built my self-confidence, and have challenged my beliefs. I find I have a renewed hope for this community’s future and my place in it.”

Terri Alfred
“Beyond the adventures and diverse education, I’ve been most impacted by the connections I’ve made with classmates. My life has been greatly enhanced by the wisdom, enthusiasm and compassion of these community leaders.”

Colleen Landherr Maddox of Rochester Community and Technical College read to 3rd grade students in Amy Landherr’s classroom at Franklin Elementary.

LGR Class of 2013 graduates
The 2012-13 Leadership Greater Rochester class wrapped up their year with graduation in May. Some class members offered to share the impact of their LGR experience:

Chad Behnken
“I’m grateful for this experience and hope many others have the opportunity to be a part of LGR.”

Michael Garner
“This journey has been deeply personal for me. I’ve discovered dozens of new friends, built my self-confidence, and have challenged my beliefs. I find I have a renewed hope for this community’s future and my place in it.”

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Chamber President, John Wade, and RAEDI President, Gary Smith, attended the 2013 BIO International Conference in Chicago in April. Pictured with Katie Clark Sieben, Commission of Minnesota Department of Employment and Economic Development (DEED).

2013 BIO International Conference
The Biotechnology Industry Organization (BIO) is the world’s largest biotechnology trade association. The BIO International Conference offers exposure for economic development opportunities with a global audience from 65 countries.

Sign up to go Cruising with Local Leaders
Wednesday, August 14
Treasure Island Resort & Casino
2:30 p.m. - 10 p.m
Cost: $50

Join Rochester business leaders and community members at Treasure Island Resort & Casino in Red Wing for an informative and fun-filled day with members of the Rochester City Council and Olmsted County Board of Commissioners. City and County administration will also be in attendance and participating in the local issues discussion. $50 cost includes bus transportation to and from Red Wing, cruise, forum and buffet dinner.

Register online at www.rochestermnchamber.com.

Sponsors:

Fireworks: Red, White & Blue Campaign
Mayor Ardell F. Brede has announced a proposal to raise private money to support the City’s annual 4th of July Fireworks Show. Mayor Brede is asking for private contributions in any amount but specifically in categories of: Red - $250 plus, White - $500 plus, Blue - $1,000 plus. Contributions in these categories will be acknowledged in all publicity (unless wishing to remain anonymous) and can be individual or businesses. For contributions of $2,000 or more a “Gold” category will be created. Gifts of $1 to $250 will be clustered by total dollars contributed as “Sparklers”. All contributions can be mailed to the Mayor’s Office, 201 4th Street SE, Rochester, MN 55904-3782, or dropped off at the City Clerk’s desk. Checks can be made out to “Mayor’s Promotional Account”.

Updates on Rochester Area Chamber of Commerce Advocacy for our membership
Register online at rochestermnchamber.com on the events tab or call (507) 288-1122.
List of Exhibitors by Area:

HOUSING
- AmeriInn Rochester Airport

MEDICAL:
- Mayo Clinic
- Mayo Clinic

RETAIL:
- Morningstar Cycle

SPOONS & SHOVELS
Ribbon Cuttings Around the Town

Chamber Announces Board of Directors Nominating Committee

The Chamber’s Nomination Committee for the upcoming 2013-2014 Board of Director vacancies has been determined. Brent Buchan, Chair-Elect of the Board was designated as the Chair of the Committee. Other Board representatives include Scott Heck, Current Chair, Melissa Brinkman, Past Chair, Greg House and Tessa Leung.

www.rochestermnchamber.com
HGA Architects & Engineers has appointed Hal Henderson, AIA, to its Board of Directors for 2013. Henderson is vice president and director of the firm’s Rochester office. He will serve alongside seven other board members and executive leaders representing HGA’s offices in Rochester and Minneapolis, Minnesota; Milwaukee, Wisconsin; Los Angeles, San Francisco and Sacramento, California; and Washington, D.C.

Brennan Family Chiropractic and Nutrition Center is pleased to welcome Dr. Whitney Rudesill to the clinic. Dr. Whitney Rudesill received her Doctorate of Chiropractic from Northwestern Health Sciences University in Bloomington, MN.

Lower Photography had 4 out of 4 submissions accepted to the June Professional Photographers of America International Print Competition 2013; Seldom does any professional photographer get 4 out of 4 acceptances in this very stiff competition.

HGA Architects & Engineers hired Maren Bruasek as an interior designer in the Rochester office. Bruasek has approximately six years interior design experience specializing in healthcare, higher education, performing arts, and corporate work.

Home Federal appointed Timothy Bartlett to the position of Director of Operations. Tim joins Home Federal from Grinnell State Bank, Grinnell, IA where he served as Vice President of Information Technology and Director of IT. He received his B.A. in Business Management from Buena Vista University, and Master of Public Administration and Master of Accounting from Drake University in Des Moines, IA.

Cardinal of Minnesota, Ltd. is proud to welcome Sky Ruyton as their newest Program Director. Sky comes to Cardinal with 11 years of developmental disability and mental health experience. A Rochester native, he’s worked as a Behavior Therapist supporting individuals with Autism Spectrum Disorders.

Rochester Indoor Golf Center was awarded Minato Golf’s Top 100 Fighter for the second time. The award recognizes outstanding fitting and customer service. Rochester Indoor Golf Center is the only golf store in Southern Minnesota to ever receive that award.

Submit a Business News Item
Visit rochestermnchamber.com and click on the Marketing tab. Submission deadline is the 10th of the month prior to month of publication.

Altra Federal Credit Union is pleased to welcome Tracey Beyer as Real Estate Loan Originator. She was recently a Mortgage Banker for River Valley Bank in Sheboygan, WI. Beyer’s experience also includes Operations Manager for Weilage Corporation in Mankato, MN where she focused on customizing insurance programs and financial plans based on customer needs. She also worked as a Technical Support Specialist.

Wolter & Raak will merge into the practice of Hawkins, Ash, Baptie & Company, LLP Accounting firm, headquartered in La Crosse, WI. The acquisition is effective August 1, 2013. With the addition of Wolter & Raak, Ltd, Hawkins Ash Baptie will have eight offices, five in Wisconsin and three in Minnesota. Wolter & Raak offices in Rochester and St. Charles, Minnesota will remain open, and operate as offices of Hawkins Ash Baptie.

Sola Salon Studios Austin Lucas (507) 273-3318 www.solasalonstudios.com
Sound Tronics Productions Tom Bridges (507) 438-1888
The Chocolate Escape Rachel Yenter (507) 282-3140 www.thechocolatescape.com
MEMBER THANK YOU SPOTLIGHT

Refashion received a hand delivered box of cookie treats from Tank Goodness in May - a sweet reward for Chamber membership!

Next month this could be you!

Too many printer issues on your plate? Marco’s Managed Print Services can take care of everyday printing tasks, so you have time for other things... because you have bigger fish to fry.

Want to know how much money you could save? We’re all ears.

Savor worry-free print services

marcomnet.com
Partner with Enventis

When you partner with Enventis, you receive the expertise of a trusted communications solutions provider with more than a century of industry success. Leverage Enventis’ regional fiber network for your business needs. Ask our sales representative about the following solutions:

- Voice and VoIP
- Data and Internet
- Managed and Hosted Services
- IT Services