



Tools for Success – Business Marketing

Thursday, October 11 & Thursday, November 8
8:30 - 10:00 am

Business Marketing is never easy – there is no clear way to identify in which market your marketing dollar brings you your greatest value. A solution may be developing a long term marketing plan. Join us for this two part series with in-depth discussions on what it takes to create a strong, unique brand and how to use strategic branding to your advantage in your marketing and advertising efforts.

These sessions will provide real world situations and a step-by-step guide to help your organization better stand out in today's competitive advertising landscape. You'll walk away with the tools to understand your target consumers, insights into social media, traditional media and non-traditional media and gain practical information that you can immediately apply in your organization.

These sessions will be led by Scott Hondl, owner of Johnson Group, a St. Cloud and Minneapolis based advertising agency.

Cost is \$40 per person per session, \$75 per person for both sessions. To register visit www.littlefallsmnchamber.com or call the Chamber (320) 632-5155 or email ginav@littlefallsmnchamber.com.



Business Trick or Treating

Wednesday, October 31
3:30 - 5:00 pm

Participating businesses

To register your business as a trick or treat stop for children ages 12 and under visit www.littlefallsmnchamber.com. There is no fee to participate or be listed in the ad in the Morrison County Record. We do ask that you purchase treats for the trick or treaters, approximately 800 - 1,000. To be included in the event promotional advertising you must register by **Monday, October 22**, by clicking on the above link, calling the Chamber (320) 632-5155 or email ginav@littlefallsmnchamber.com

Welcome to our newest member!

Abrasive Blast Supply

Shannon Martinson

15480 17 Ave NE, Little Falls MN 56345

1-877-909-7848

shannon@abrasiveblastsupply.com

www.abrasiveblastsupply.com

Abrasive Blast Supply is your Minnesota based distributor of abrasive blasting equipment, abrasives and respiratory equipment.

Board of Director Election

The annual Board of Director election will be held in October and will be done via Survey Monkey. Look for that opportunity the week of October 22nd. Members who have opted out of electronic communications will receive a paper ballot.

From the Desk of the CEO

Debora K. Boelz



As I am writing this, I am preparing to attend the MN Chamber of Commerce Executive's fall conference. As a state organization, we meet twice a year and regionally we meet quarterly. There is always a lot of energy in the room when it is filled with chamber people!

Greater Mankato Growth, Inc. (GMG), which is the name of the organization that was formed when the chamber merged with the convention & visitors bureau and the county economic development organization, is hosting this year. The opening session focuses on why Mankato chose to combine these 3 organization, the structural 'nuts & bolts' that

allow for it to effectively function, and the 'lessons learned' from the integration. Thank you to the Board of Directors for budgeting for this opportunity.

Another successful Fair weekend is in the rear view mirror! *Thank you to the Morrison County community for rolling out the welcome mat to the thousands of visitors this weekend. It truly takes the community to stage this event.*

Former Little Falls Community School Principal Maxine Strege shared her copy of a special newspaper that was printed in 1987. *The 20 page newspaper titled "Little Falls Today" highlighted the community's assets, including history, governance, business and industry, law enforcement, education, medical and care facilities. Then Chamber Manager Dave Hochhalter had a guest column that included the Chamber's tag line "Businesses Working to Build a Better Community". I had never read that line before.*

The publication had a great piece titled "The Value of Shopping at Home". Being this was before the popularity of on-line shopping, the article addressed buying local. Here it is:

"From time to time, we all lose sight of the value and contributions the local merchants make to a community. The bright lights and action of the big city can become attractive. But, before you pack up the family and head out of town to spend your money, consider these questions.

Who contributes to the local charities involved in the community? Who supports your local softball, bowling, golf, volleyball teams, etc.? Who always donates to the high school yearbook? Whose advertising support the local newspaper and radio stations? The areas of your community where the impact of the local businesses is felt are countless. Businesses love to invest and support the local community because they know that if the community is prosperous and healthy, they are too!

The real question is: how can we expect them to support the community if we don't support them by shopping in their stores and using their services? The answer is: WE CAN'T!

When people of our community spend their money elsewhere, it goes to help other communities grow and prosper. Doing business with people that you know in your own town only makes good sense. Figure in the personal service and strength of guarantees you can receive from people you know and see every day. No one backs a product like the person that wants you to buy from them again. You may find a cheaper price out of town, but you won't find a better bargain anywhere than in your own hometown."

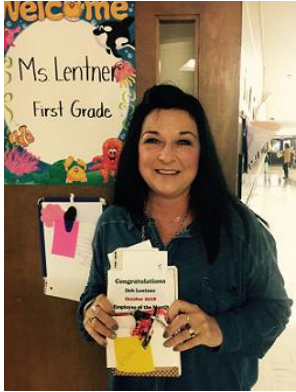
In the quote above, I updated the term businessmen to businesses. Other than that, the message from 31 years ago stays the same. Thinking local helps all of us!

My annual thank you goes out to Tim Witucki. *Tim graciously keeps the grass mowed around the Welcome to Little Falls sign on south highway 10. And each year he declines payment. I appreciate you, Tim!*

In closing, *the election year hype is only going to ramp up in the month of October. When weighing in on candidates choose information from a trusted source and vote on November 6th.*

Congratulations to our October Employee of the Month

Deb Lentner, Little Falls Community Schools – Lincoln Elementary



The Little Falls Area Chamber of Commerce is pleased to announce our October Employee of the Month, Deb Lentner, Little Falls Community Schools – Lincoln Elementary. Deb has been a first grade teacher for the past 32 years with the Little Falls School District.

Larry Edgerton states about Deb: “Ms. Lentner is all about making positive connections with students and families. Deb is passionate about her job and strives to always do what is best for the students.”

Deb states: “I have been blessed to be a part of the Little Falls District for 32 years. Teaching is my passion. Thank you for nominating and choosing me as the Little Falls Area Chamber of Commerce Employee of the Month. I am truly humbled and honored.”

Thank you to our October Employee of the Month sponsors: **CHI St. Gabriel’s Health at Home, Dominos, Falls Floral, Fitness Connection, Fresh Hair Professionals, Great River Arts, LeBlanc’s Rice Creek Hunting & Recreation, Minnesota Fishing Museum Hall of Fame & Education Center, Pizza Ranch, The Royal, ServiceMaster Clean by Retka, Silker Studio, Vacuum Cleaner Outlet & Service Center.**

Congratulations Deb Lentner!

Election Day – November 6

What's on the Election Day ballot in 2018?

All Minnesota voters will have these races on their ballot: U.S. Senator U.S. Senator (special election) U.S. Representative Governor & Lt. Governor, Secretary of State, State Auditor, Attorney General, State Representative, Judicial offices

Voters may have one or more of these races on their ballot: County Officers, City Officers, School Board Members, Township Officers, Hospital Board Members Local ballot questions

Friday Morning Coffee

Friday, October 19

7:30 - 9:00 am

CHI St. Gabriel’s Health

815 2 St SE, Little Falls

sponsored by:



CHI St. Gabriel’s Health at Home and hospice services allow individuals to live life on their own terms. Services are provided to patients in the comfort of their own homes, whether you live in your own home or an assisted living or care facility.

Networking is a powerful tool. After announcements, at 8:00 am, four attendees will have the opportunities for 30 second testimonials for another Chamber Member business.

Lunchtime on Location (LOL)

Wednesday, October 24

noon

Morrison County Historical Society Charles A Weyerhaeuser Memorial Museum

2151 Lindbergh Dr. S., Little Falls

sponsored by:



Morrison County Historical Society is a nonprofit organizations devoted to preserving and sharing Morrison County’s history. It owns and operates The Charles A Weyerhaeuser Memorial Museum in Little Falls, MN. The museum sits at the confluence of the Mississippi River and Pike Creek and features exhibits and research materials related to county history.

There is a \$5.00 fee to attend. Make your reservation by emailing Gina at ginav@littlefallsmnchamber.com or call the Chamber (320) 632-5155 by Monday, October 22, to ensure we have enough food for all who wish to attend.

Lindy Greeters Visits

Thank you for your membership! Photo's are from member visits made in September. Lindy Greeters *Dore Arnold, Schlenner Wenner & Co.*; *Aubrey Hoggarth Cook, Edward Jones*; *Shelly Stoner, ReMax Central MN*; *Jenifer Odette, Brandl Motors* visited the following members to thank them for their continued membership. The businesses were treated to a Chamber mug full of treats.

Arthur Bernard Johnson VFW Post #1112



Pictured left: Lindy Greeters *Shelly Stoner, ReMax Central MN* and *Aubrey Hoggarth Cook, Edward Jones*; *Trisha Geschwill, Arthur Bernard Johnson VFW Post #1112*; Lindy Greeter *Dore Arnold, Schlenner Wenner*

& *Co.* and *Janis Kunkel, Arthur Bernard Johnson VFW Post #1112.*

The **Arthur Bernard Johnson VFW Post #1112** is a fraternal organization of Veterans that have been deployed and fought for our country. They welcome all veterans that have done so much for our Country and especially welcome returning Veterans of Iraq and Afghanistan. Stop by the VFW for our drink specials, we are located at 1210 3 Ave NE, Little Falls.

Collection Bureau of Little Falls



Pictured left: Lindy Greeter *Aubrey Hoggarth Cook, Edward Jones*; *Mark Verkuilen, Collection Bureau of Little Falls*; Lindy Greeters *Dore Arnold, Schlenner Wenner & Co.* and *Shelly Stoner, ReMax Central MN.*

The **Collection Bureau of Little Falls** is your full service collection agency specializing in: medical, retail, telecommunication, utility and dishonored check collections. Contact the Collection Bureau of Little Falls by emailing: cblf@uslink.net

First Avenue Dental



Pictured left: Lindy Greeter *Shelly Stoner, ReMax Central MN*; *Dr. Melvin Bauer, First Avenue Dental*; Lindy Greeter *Dore Arnold, Schlenner Wenner & Co.* and *Dr. Suzette Olson, First Avenue Dental.*

Dr. Melvin Bauer came to practice general dentistry at **First Avenue Dental** in 1989. Dr. Suzette Olson started practicing general dentistry at First Avenue Dental in 2001. Together the dentists and their knowledgeable staff provide timely, personalized, friendly dental care for the entire family. For more information visit www.firstavedental.com

Great River Arts



Pictured left: Lindy Greeter *Aubrey Hoggarth Cook, Edward Jones*; *Jill Moore, Great River Arts*; Lindy Greeters *Dore Arnold, Schlenner Wenner & Co.* and *Shelly Stoner, ReMax Central MN.*

Great River Arts is where creativity meets community. Serving the greater Morrison County area, they offer a variety of artistic experiences, from live theater and music performances to revolving visual art exhibits, as well as art classes for youth and adults. Their mission is to enrich lives through the arts and become the art hub for the Morrison County area, playing a significant role in sustaining the community's artistic and economic vibrancy. For more information www.greatart.org

Welcome New Businesses

Lindy Greeters *Dore Arnold*, **Schlenner Wenner & Co.**; *Aubrey Hoggarth Cook*, **Edward Jones**; Jenifer Odette, Brandl Motors Shelly Stoner, ReMax Central MN visited the following new businesses and welcomed them to the Little Falls and Morrison County Business community. Each new business was treated to a Chamber mug full of treats.

Abrasive Blast Supply



Pictured left: Lindy Greeters *Shelly Stoner*, **ReMax Central MN** and *Jenifer Odette*, **Brandl Motors**; *Shannon Martinson*, *Jason Johnson*, **Abrasive Blast Supply - ABS**; Lindy Greeter *Aubrey Hoggarth Cook*, **Edward Jones** and

Julie Klasen, **Abrasive Blast Supply - ABS**.

ABS Supply and its team members are not only in the sandblasting supply business, they are in the people business. In getting to know you and your business, they try to become a valuable member of your team to keep your operations running smoothly and safely.

When you need parts, service, equipment or a service call, the person you talk to on the phone will be the one who gets you what you need when you need it. Their simple way of doing business has lead to a group of satisfied customers from coast to coast that are able to concentrate on what really matters; getting the job done. Call them for all of your abrasive blasting needs 1-877-909-7848 or visit www.abrasiveblastsupply.com

Luxe Salon & Boutique



Pictured left: *Tanna Lukasavitz*, **Luxe Salon & Boutique**; Lindy Greeters *Aubrey Hoggarth Cook*, **Edward Jones**; *Shelly Stoner*, **ReMax Central MN** and *Jenifer Odette*, **Brandl Motors**.

Luxe Salon & Boutique specializes in trendy women's products and hair services that are fabulous, affordable and comfortable. With the majority of our boutique prices below \$50, there is something for every woman and within every budget. Their goal is to help encourage women to try new styles with each season, without the guilt of spending a fortune.

The same goes for the salon. At Luxe, our independent stylists are here for you! Each Luxe stylist has a different product, color line, schedule and service list that can accommodate most anyone.

Luxe Salon & Boutique hope to empower our customers with the confidence and flair, with each and every visit! For more information visit www.luxelittlefalls.com

Thank you to our September Friday Morning Coffee (FMC) sponsor Minnesota Computer Systems



Pictured above from the left: Shane Gordan and Mike Houghton, **Minnesota Computer Systems**

Thank you to our September Lunchtime on Location (LOL) sponsor Design Electronics



Pictured left: Steve Andres, Sarah Kloss and Austin Hoheisel, **Design Electronics**.

Thank you to our Arts & Crafts, Market Place and Man Cave Fairs Volunteers

We would like to thank our many volunteers who gave of their time and talent to ensure the success of the 46th annual Arts & Crafts, 7th annual Market Place and 3rd annual Man Cave Fairs. They are as follows:

Dore Arnold	Denise Czech
Sister MaryLou Eltgroth	Ashley Effinger
Dan Hanowski	Trish Herdering
Debbie Hill	Kyle Hoggarth
Tom Hoggarth	Julie Kapsch
Amanda Kjeldergaard	Zac Klosowski
Megan Kruse	Andy Norgaard
Kevin McLean	Brian Mackinac
Patty Mackinac	Molly Nelson
Dave & Roxi Paul	Linda Paycer
Ashley Posterick	Gloria Priola
Melissa Prozinski	Brenda Rudolph
Barb Stavish	Mona Steinke
Bill Tschida	Michelle Waldvogel
Kelsey Walkoviak	Sheila Watercott
Jodi Weaver	Julie Witucki
Diane Zalasin	

Lindy Greeters Visits

Thank you for your membership! Photo's are from member visits made in September. Lindy Greeters *Dore Arnold, Schlenner Wenner & Co.*; *Aubrey Hoggarth Cook, Edward Jones*; *Shelly Stoner, ReMax Central MN*; *Jenifer Odette, Brandl Motors* visited the following members to thank them for their continued membership. The businesses were treated to a Chamber mug full of treats.

Tractor Supply Company



Pictured left: Lindy Greeter *Dore Arnold, Schlenner Wenner & Co.*; *Tom Schreiber, Tractor Supply Company*; Lindy Greeter *Aubrey Hoggarth Cook, Edward Jones*; *Chris Mayer, Pauline Boser and Jaimie Landowski, Tractor Supply*

Company and Lindy Greeter Shelly Stoner, ReMax Central MN.

Tractor Supply Company is the largest operator of rural lifestyle retail stores in America. Founded in 1938 as a mail order tractor parts business, Tractor Supply Company owns and operates over 1,700 stores in 49 states supplying basic maintenance products to home, land, pet and animal owners. Visit our Tractor Supply Company at 1800 1 Ave NE, Little Falls or www.tractorsupply.com

Chamber Board / Staff Listing

2016-2018

Cindy Brey, SweetWater Resort
Pete Mooney, The Source Computing
John Thielen, Chair of the Board, Thielen Meats
Laurie Whitlow, PrimeLending

2017-2019

Tim Matros, Five Pines Senior Solutions
Jill Moore, Vice Chair of the Board, Great River Arts
Rosi Przybilla, Treasurer, Marshik Insurance Agency
Rob Ronning, Pine Country Bank

2018-2020

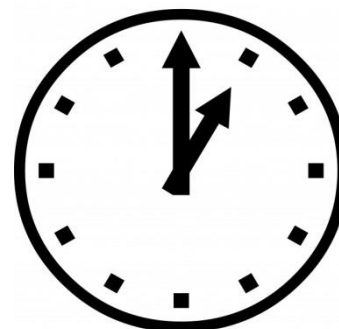
Steve Andres, Past Chair of the Board, Design Electronics
Dr. Allison Girtz, Secretary, Allison Zak D.C., LLC
Patrick Watercott, Vernon Sales Promotion

Chamber Staff

Debora K. Boelz, President/CEO
dboelz@littlefallsmnchamber.com
Mary Bednarek, Office, Arts & Crafts Fair and Financial Coordinator
mary@littlefallsmnchamber.com
Gina Vetter, Project & Volunteer Coordinator
ginav@littlefallsmnchamber.com



Standard time returns
 Sunday, November 4



Policy tour, grassroots at foundation of Minnesota Chamber advocacy

By Doug Loon

Speaking with a single voice is at the heart of the statewide business community's success at the Capitol. The Minnesota Chamber is proud to lead that conversation in conjunction with our 2,300 members and our local chamber partners. We are well underway in shaping our agenda for the 2019 Legislature, which convenes Jan. 8.

The Minnesota Chamber represents companies of all sizes and types across the state. Our common goal is to advance and enact public policy that will help grow all our businesses and the overall state economy.

Our agenda is only as strong as it resonates with our members. That process begins in October with our [statewide policy tour](#). It's an opportunity to network with your peers, discuss public policy changes to help business grow jobs, and to learn how to engage in our grassroots efforts.

In addition, the Minnesota Chamber is distinctive among state chambers in our relationship with local partners. Forty-plus local chambers are formal members of the Chamber Federation by adopting shared legislative priorities. These partners expand our reach across the state and are on the front lines when we issue a "call to action."

Our policy team is your full-time government affairs team at the State Capitol. Whether you are located 30 miles or 300 miles from the Capitol, your voice is amplified as a member of the Chamber Federation. You have a front-row seat to daily deliberations in the Legislature. You have access to key policy-makers.

While many trade associations represent interests specific to their industries, the Chamber Federation is unique. The shared Chamber agenda reflects the broad range of issues that are on the radar of all businesses – no matter their size, type or location – and have a dramatic impact on their bottom lines.

We track everything from taxes, transportation and health care to education/workforce, environment and energy policy. Our efforts are as important to a Main Street business Worthington or an industrial park tenant in Warroad as it is to a precision manufacturer in Monticello or a Fortune 500 company in Minneapolis.

Our professional lobbying team has a distinguished record in shaping public policy; the credit goes to our statewide grassroots network. Local chambers of commerce, as well as a diverse Minnesota Chamber membership, are central to delivering results.

Please join us on our statewide policy tour at a location near you, and make your voice heard in the 2019 legislative session. Hear what Minnesota companies are forecasting for growth and what it means for the Minnesota Chamber's legislative agenda to grow our economy together.

Doug Loon is president of the Minnesota Chamber of Commerce – www.mnchamber.com.



October Calendar of Events

The Little Falls Area Chamber of Commerce events and meetings are in bold. For an expanded list of community events, visit our website at <http://www.littlefallsmnchamber.com>

October

- 2 ~ **Lindy Greeter Committee Meeting**, noon, Perkins Restaurant & Bakery, 201 16 St NE, Little Falls
- 2 ~ House Concert featuring Tony Kapinos, 6:00 pm, Linden Hill Historic Event Center, *608 Highland Ave., Little Falls*
- 3 ~ Little Falls Business Association, noon, Pine Country Bank, [1201 1 Ave NE, Little Falls](#)
- 3 ~ Transitus of Saint Francis, 7:00 pm, Sacred Heart Chapel, St. Francis Convent, [116 8 Ave SE, Little Falls](#)
- 4 ~ Morrison County Record Hello Beautiful Event, 4:00 pm, Falls Ballroom, [15879 Hwy 27, Little Falls](#)
- 4 ~ Open Mic Night, 7:00 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 6 ~ Petite Picasso Art Class, 10:30 am, Great River Arts, [122 1 St SE, Little Falls](#)
- 6 ~ ZooFest, 11:00 am - 3:00 pm, Pine Grove Zoo, *1200 W Broadway, Little Falls*
- 6 ~ Mini Monet Art Class, noon, Great River Arts, [122 1 St SE, Little Falls](#)
- 9-10 ~ CHI St. Gabriel's Advocates Bling It, Lindbergh & Franciscan Room, CHI St. Gabriel's Health, [815 2 St SE, Little Falls](#)
- 11 ~ **FALS Tools for Success - Business Marketing**, 8:30 - 10:00 am, Chamber of Commerce, [200 1 St NW, Little Falls](#)
- 11 ~ **Chamber Board of Directors**, 11:00 am, Chamber of Commerce, [200 1 St NW, Little Falls](#)
- 11 ~ Horizon Health Harvest Ball, 5:30 pm Social, 6:30 pm Dinner, 7:00 pm Entertainment, Falls Ballroom, [15879 Hwy 27., Little Falls](#)
- 11 ~ Kiwanis Club Trivia Challenge, 6:00 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 12 ~ 14 Friday's Series: Charles Gilbert Kapsner Salon 2018, 6:30 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 13 ~ Free Art 2nd Saturday, 11:00 am, Great River Arts, [122 1 St SE, Little Falls](#)
- 18 ~ CHI St. Gabriel's Advocates Craft & Vendor Fair, 8:00 am - noon, Lindbergh & Franciscan Rooms, CHI St. Gabriel's Health, [815 2 St SE, Little Falls](#)
- 18 ~ Fall Family Fun Day, 1:00 pm, Minnesota Fishing Museum, *304 W Broadway, Little Falls*
- 18 ~ Centering Prayer, 6:00 - 7:00 pm, Gathering Space, St. Francis Convent, [116 8 Ave SE, Little Falls](#)
- 19 ~ **Friday Morning Coffee**, 7:30 - 9:00 am, CHI St. Gabriel's Health, Sponsored by: **CHI Health at Home**, [815 2 St SE, Little Falls](#).
- 19 ~ 14 Friday's Series: Monroe Crossing, 6:30 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 23-25 & 30 ~ Great River Arts Youth Halloween Clay, 4:00 - 5:15 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 24 ~ **Lunchtime on Location (LOL)**, noon, Morrison Country Historical Society Charles A. Weyerhaeuser Memorial Museum, [2151 Lindbergh Dr. S., Little Falls](#). Sponsored by: **Morrison County Historical Society Charles A. Weyerhaeuser Memorial Museum**
- 26 ~ White Sidewalls Concert benefitting CHI St. Gabriel's Advocates, 6:00 pm, Falls Ballroom, [15879 Hwy 27., Little Falls](#)
- 26 ~ 14 Friday's Series: Small But Noteworthy, 6:30 pm, Great River Arts, [122 1 St SE, Little Falls](#)
- 27 ~ Growers & Makers Markets, 10:00 am - 3:00 pm, SPROUT Marketplace, [609 13 Ave NE, Ste. 8, Little Falls](#)
- 29 ~ CHI St. Gabriel's Advocates Heartland \$6 Sale, CHI. St. Gabriel's Health, [116 8 Ave SE, Little Falls](#)
- 30 ~ An Evening in France, 5:30 pm, Linden Hill Historic Event Center, *608 Highland Ave, Little Falls*
- 31 ~ **Business Trick or Treating**, 3:30 - 5:00 pm, participating businesses

LITTLE FALLS AREA

Proudly Serving Morrison County Since 1888

200 1 St NW

Little Falls MN 56345