Like many of you and your families we are gearing up for a very busy school year. What is different as to how the MetroNorth Chamber is getting ready for school is that we are gearing up to connect with students to help fill current and future positions at your organizations. Our local students are your emerging workforce. We have a variety of initiatives to showcase north metro businesses, current job openings and future career opportunities. Throughout the year will be looking for business partners for a variety of our initiatives. For instance, speakers in the classroom, hosting tours at your facility, job shadowing and internship opportunities, and more. There’s no need to wait, though; if you know that you would be interested in connecting with students via one of these programs, contact us. We will ensure that we find the best way to connect you. We are also excited to be spearheading our student recruiter program with several schools this fall. So, if you hire 15 to 17 year olds let us know and we will promote your job openings within the schools and try to find you applicants – at no cost to you! This is all part of our ongoing mission to strengthen the business community.

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Membership Resource Director

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Office Manager
DJ Hartley  
Sales Manager
Mitchell Piepho  
Workforce & Business Development Manager

Find us on:
- LinkedIn
- Facebook
- Twitter
- Instagram
- YouTube

**Employee Recruitment**

Students aren’t the only population with whom we want to promote your businesses and career opportunities. Adults who are looking to relocate, want a career change, or are current residents just simply unaware of the great possibilities in their own backyard are the target of our upcoming MetroNorth Works publication. Not only is it a great tool to brand the north metro region as a great place to live and work but it will also showcase specific industries, businesses, and career opportunities. So if you are hiring, need some help with employee recruitment, and/or want to help strengthen this region’s image as a great place to work, you should be part of this publication! We have extended the deadline to allow more companies to advertise in the publication, which will be distributed for free throughout the region. Contact us ASAP to take advantage of this resource.

**Rum River Beer Fest!**

Your Hops & Vines Club has organized a very exciting fall after-hours. Join them on Wed, Sept 25 from 4-7 pm for an evening of networking while enjoying craft beer samples in a souvenir glass for you to keep. Also included are entertainment and door prizes, all happening under a big tent outside of Realty One Group in Andover. Route 47 will have their food truck on site as well. A full list of participating breweries can be found on our website or Facebook event pages. $25 in advance. Many thanks to event sponsor Realty One Group.
Property Tax Relief

One of the many ways in which we advocate for business is through a strong partnership with the MN Chamber and other local chambers of commerce; together we are part of a coalition called the Minnesota Chamber Federation. As stated by MN Chamber President Doug Loon, “for the second time in two years, the Minnesota Chamber Federation helped lower the statewide business property tax. Minnesota businesses will see another reduction in their statewide property tax, thanks to the efforts of the Federation in concert with the Senate majority.”

This fixed cost is paid by all businesses whether they own or lease property, regardless of whether they are profitable. Minnesota business property taxes are among the highest in the nation, and second highest for some properties. The state levy represents about 27% of a total property tax bill. The state business property tax levy will be reduced from $784 million to $737 million for taxes payable in 2020. Businesses will see this reduction on their tax statements this fall.

This is proof positive of the Minnesota Chamber Federation’s focus on strengthening the statewide business climate to improve the lives of all Minnesotans.”

Supporting Businesses Who Trade

Many Minnesota companies are actively engaged in trade as a core component of their business – including many here in the north metro. Billions of dollars of Minnesota goods and services are exported just to Canada and Mexico, our largest trading partners. In fact, over 233,000 Minnesota jobs are supported by U.S. trade with Canada and Mexico alone. This is one of the reasons why the MetroNorth Chamber of Commerce supports the United States-Mexico-Canada-Agreement (USMCA), as Minnesota’s businesses, employees and economy are direct beneficiaries of this partnership.

The USMCA will help modernize trade rules, create a level playing field for U.S. businesses, and strengthen ties with our biggest trade partners. Part of our mission is to support and empower businesses to strengthen our communities and promote economic prosperity. Trade has allowed businesses – from small entrepreneurs trying to achieve their dreams, to large businesses employing thousands - to do just that. Trade creates stable jobs and supports long-term economic growth. Trade is a key piece of what businesses need to survive and thrive in this rapidly changing, global economy. Adding additional barriers and costs to accessing the Canadian and Mexican markets will not only reduce our local businesses’ opportunities for growth but potentially jeopardize their current competitiveness and existing jobs. We therefore have sent a letter to our federal delegation urging them to ratify the USMCA when they return to Washington and help our local businesses continue to grow and thrive.

Legislative Roundtables

Do either of the above issues – property taxes or trade – keep you up at night? What are the factors keeping you from growing your businesses? The MetroNorth Chamber is hosting a series of Legislative Roundtables this fall with north metro elected officials. This is an opportunity to express your concerns, hear what’s happening at the Capitol, and develop connections with key policy makers. Our first two Roundtables are with Senators Jim Abeler and Michelle Benson. If you live or work in their districts we invite you to attend; seating is limited at both locations so an RSVP is required. Our meeting with Senator Abeler is September 5, 1 pm, at Vista Outdoors in Anoka. The Roundtable with Senator Benson is September 10, 9 am, at 21st Century Bank in Ham Lake. Contact the Chamber ASAP to confirm.

If you are interested in joining a committee or learning more, contact the Chamber. We’d love to hear from you!
How Small Businesses Can Compete with Online Giants

What makes your business stand out from the competition? What keeps your customers coming back instead of using the latest online shopping app?

The number one factor is relationships!

We live in a world where everything is at our fingertips, except for face-to-face customer interactions. One of the benefits of being a small business owner is that you have that closer connections to your customers than the big online competitors. Here are some tips to use these connections to grow your business.

Tip #1  Engage With Your Customers.
This means great customer services at your physical location, but also engaging in social media or personal responses to their online reviews. Direct engagement also is great feedback on how to meet your customers changing needs.

Tip #2  Easier Customer Experience
If you have a product-based business, do you have an online store for your products? If yes, consider adding a local pick-up option. “The option to pay for a product and pick it up from a local location helps 44% of consumers make a purchasing decision” - Forbes.com.

Tip #3  Brand Your Business
Branding isn’t only your logo. It’s about your business’ story and how you can help your customer be better or do something easier. It’s your business’ personality. Look at any popular website or social media account, they’re captivating their audience with their personality. How can you get your brand’s story to your audience? What is your business’ personality and is it resonating with your audience? Spend more time on social media telling your story, showcasing your expertise, and interacting with others.

Tip #4  Connect with the Community
Your main source of income is most likely from your community, so you need to BE in the community. Make it so that your business is the one being mentioned when someone is asking for a recommendation for “xyz”. Join us at Working with Women or Sunrise; consider being on a committee. All are great opportunities to build your connections to the community. Visit us at metronorthchamber.org for upcoming dates and locations, attend an upcoming Connecting 101 meeting at the Chamber, or meet with one of our team members to find out how our many events, programs, and resources can help YOU compete.

Anatomy of an Office Fire

One of our valued chamber members, Murphy Bros., experienced a devastating fire this past May which destroyed their office. Luckily no one was hurt, but it has disrupted every facet of their business. They put together a video with actual (time-elapsed) footage, Anatomy of an Office Fire, ‘in hopes that you will learn from our misfortune and never experience something like this in your own life.’ You can find the link on our website; we encourage you to watch and share with your employees as a valuable training tool.

Blazing a Leadership Trail

In early August, members heard a dynamic, fast-paced presentation by national speaker Tony Rubleski. Tony provided insights from several known leaders – how they blazed their trails of leadership, from their failures to their successes. When Stefani Havel, the event sponsor, was asked for her thoughts on the presentation, she said:

“I heard Tony speak about 7 years ago with another local Chamber and his message and book on Mind Capture was fascinating! I was transitioning into a leadership role, so I bought his book and implemented many of his sales ideas and solutions that were great! I often arrange book clubs for my team & local referral partners. When Tony saw my posting about a recent book club, he immediately sent me a copy of his Trailblazer book. I was impressed by the stories and the inspiration in each of them, so when I heard there was an opportunity for him to visit the TC market I knew I wanted to be a part of it and hear him again! My takeaway was the 7 characteristics of Trailblazers and the 3 that he shared: Persistence, Lifelong learners & thick skin!”

~ Stefani Havel, Wells Fargo Home Mortgage
In late August we hosted our own version of the Great Minnesota Get Together – our State Fair inspired appreciation party. Members enjoyed appetizers, games, and prizes – with a blue ribbon winner, of course! Some of our favorite moments are captured below:

While there can be only one State Fair get together, there’s another, amazing, get together just around the corner: your 2019 Gala! Join us at the legendary Champions Club at Target Field, where you will be treated as a VIP from the moment you enter the players parking lot and walk in via their exclusive doors. There are a variety of sponsorship options available to highlight your company’s presence throughout the evening, or contact us if you would like a custom-made, Champions-worthy sponsorship for your business.

**Our Great MetroNorth Get Together**

While there can be only one State Fair get together, there’s another, amazing, get together just around the corner: your 2019 Gala! Join us at the legendary Champions Club at Target Field, where you will be treated as a VIP from the moment you enter the players parking lot and walk in via their exclusive doors. There are a variety of sponsorship options available to highlight your company’s presence throughout the evening, or contact us if you would like a custom-made, Champions-worthy sponsorship for your business.

The Next Great MetroNorth Get Together

While there can be only one State Fair get together, there’s another, amazing, get together just around the corner: your 2019 Gala! Join us at the legendary Champions Club at Target Field, where you will be treated as a VIP from the moment you enter the players parking lot and walk in via their exclusive doors. There are a variety of sponsorship options available to highlight your company’s presence throughout the evening, or contact us if you would like a custom-made, Champions-worthy sponsorship for your business.
Ribbon Cuttings

Blaine Festival
50th Anniversary
For 50 years, Blaine Festival has been an annual celebration with weekend-long events for the whole family. Held at Aquatore Park in Blaine, there’s a wide variety of entertainment with something for everyone.
Blaine 612.308.6566

House of Oilworx
Welcome
Located in Northtown Mall, we provide the highest quality, broad-spectrum, 100% TCH-free CBD products to local and global customers.
244 Northtown Drive NE Blaine
612.440.7060

Tradition Mortgage
Welcome
Our core focus is providing first class mortgage banking services to our clients, designed with their financial wellness in mind.
100 Village Center Drive, Suite 244 North Oaks
612.414.4809

Walmart Andover
New Service
We now offer Grocery Pickup & Delivery: shop Walmart’s huge selection of groceries online and we’ll have them ready when it’s convenient for you.
1851 Bunker Lake Boulevard NW Andover
763.354.1559

Sierra Pacific Mortgage-Lisa Korus
Welcome
Integrity is the cornerstone of our business. We believe a mortgage should be about building relationships and helping customers achieve their home financial goals; it's not just a transaction.
10400 Baltimore Street NE, Suite 120 Blaine
952.451.3434

DBS Residential Solutions
Grand Opening
We are the local experts for foundation repair, concrete leveling, and basement waterproofing. We can help get the right solutions for your home.
1584 93rd Lane NE Blaine
612.216.1121
106.1 BOB FM
Bob Pobul, Account Executive
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CaliberCollision.com
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DeliberateReachStaffing.com
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Federal Ammunition
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FederalPremium.com
Ammunition

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GotchaCovered.com/
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OEBInc.com
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Professional Coaching

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RapidsHonda.com
Auto Sales/Service

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JoeyOrrey.com
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Clothing

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Mortgage Lending

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Sue Melchior, Independent Zyia Representative
Fridley, MN
763.350.9312
sue.melchior@yahoo.com
MyZyia.com/ZYIAW/SUE
Clothing
New Member REFERRAL Program Winner

July

DERRICK WHITING
Whiting & Associates

American Family Insurance

July and August Renewals: Thanks for Your Continued Support!

ACE Solid Waste, Inc.
Admire the Hue Painting
Advantage Accounting & Tax Service
Alexandra House
Alloy Brewing Company
ALLTest & Inspection, Inc.
Anoka Technical College
Anoka-Ramsey Community College
Arbor Oaks of Andover
Blaine Accident & Injury Center
Bob’s Produce Ranch
Bunker Hills Golf Club
BW Portrait Art
Catalyst Chiropractic and Rehab
Cedar Management
City of Fridley
Cyber Advisors, Inc.
Dailey Companies
DBS Residential Solutions, Inc.
doTERRA Essential Oils-Barb Pabst
Edina Realty-The Grotewold Real Estate Team
Edward Jones-Nate Klauser Experimac
Famous Dave’s of America
Fitness 1st Training
Gries Lennhardt Allen
Hail Pro LLC
Holiday Inn Express & Suites-Coon Rapids
Hope for the Community
J.B. Picture Framing Studio
Kenneth M. Wasche, P.C.
Kimberly A. Nybo Insurance Agency
Landings of Blaine
Lupus Research Foundation
Malmborg’s Garden Center
Metro Self Storage
Mike Kraft Architects
Minnesota School of Music
Muddy Cow Bar & Grill
North Suburban Eye Specialists-Blaine
North Suburban Eye Specialists-Coon Rapids
Pancheros Mexican Grill
Park Dental Coon Rapids
Park Dental Riverdale
Professional & Workforce Training
QC Dance
Realty ONE Group Choice
Riverdale Travel
Scenic Sign Corporation
Schaaf Floral
Semper Fi MarinesS
Signs Now
Speedpro Imaging
Spring Lake Park School District 16
Sveda
The Dwelling Place
The Estates at Arbor Oaks
The Harris Group-Ameriprise Financial
The Paul Ekstrom Realty Team
Timeless Elements Med Spa Blaine
U.S. Bank-Andover
U.S. Bank-Anoka
U.S. Bank-Blaine
U.S. Bank-Coon Rapids
U.S. Bank-Ramsey
U-Haul Center of Blaine
Von Hanson’s Meats
Weber Johnson Public Affairs
Welcome Wagon
Wells Fargo Bank-Andover
Wells Fargo Bank-Blaine
Wells Fargo Bank-Coon Rapids
Wells Fargo Bank-Northtown
Wells Fargo Bank-Riverdale
White Pine Senior Living
Young Living Essential Oils-Dawn Holm

COMMITTEES/GROUPS: SEPTEMBER/OCTOBER

<table>
<thead>
<tr>
<th>Ambassadors</th>
<th>Sept 10 &amp; Oct 8, Chamber, 4 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blaine Business Council</td>
<td>Oct 24, TPC Twin Cities, 7:30 am</td>
</tr>
<tr>
<td>Board</td>
<td>Sept 11 &amp; Oct 9, Chamber, 7:30 am</td>
</tr>
<tr>
<td>Connecting 101</td>
<td>Sept 19, Chamber, 8:15 am</td>
</tr>
<tr>
<td>Executive</td>
<td>Sept 3 &amp; Oct 1, Chamber, 3 pm</td>
</tr>
<tr>
<td>Hops &amp; Vines</td>
<td>Sept 4 &amp; Oct 2, TBD, 4:44 pm</td>
</tr>
<tr>
<td>Marketing 201</td>
<td>Oct 17, Chamber, 8:15 am</td>
</tr>
<tr>
<td>Sunrise – 1st Friday</td>
<td>Sept 6 &amp; Oct 4, Tavern Grill-Blaine, 7:30 am</td>
</tr>
<tr>
<td>Sunrise – 3rd Friday</td>
<td>Sept 20 &amp; Oct 18, Sticks &amp; Stones-Blaine, 7:30 am</td>
</tr>
<tr>
<td>Workforce Development</td>
<td>Sept 23 &amp; Oct 28, Chamber, 12 pm</td>
</tr>
<tr>
<td>Working With Women</td>
<td>Sept 25 &amp; Oct 23, SBM Fire Station #3-Blaine 9:15 am</td>
</tr>
<tr>
<td>Rum River Beer Fest</td>
<td>Sept 25, Andover, 4:45 pm</td>
</tr>
</tbody>
</table>

Please note: The MetroNorth Chamber will be closed on Monday, Sept. 2 in observance of Labor Day
Thank you 2019 Signature Sponsors!

Gold:
- Mille Lacs Corporate Ventures
- 21st Century Bank

Silver:
- MidWestOne Bank

Bronze:
- Mate Precision Tooling

Golf: financial one
- Your Solutions Credit Union

Gala: Open

TWIN CITIES ORTHOPEDICS
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  - 13838 Aberdeen St. NE, Ham Lake, MN
  - P. 763.754.1700  F. 763.754.1557
  - www.house2homedesignstudio.com