



CHAMBER NEWS

A publication of the Waconia Chamber of Commerce

April, 2012

West Metro Chambers Networking Event



Success Strategies for Building a Business and Personal Brand that Stand Out from the Crowd

Friday, April 27, 2012

7:30-9:30a.m.

Hazeltine National Golf Club
1900 Hazeltine Drive, Chaska

Speaker: David McNally

International business speaker and best-selling author

This interactive, high energy workshop will provide practical tools for participants to go from surviving in the current economy to thriving!

Cost: Member-per person \$35, Non-Member-per person \$40

Additional Attendee*: Member-\$25, Non-Member \$30

Up to 5 Attendees: Members \$100, Non-Members \$120

*Discount applies to multiple attendees from same company

Presented by:



Thanks to our sponsors:



Shop Waconia

Be a part of the Sister Saturday Excitement!

Get in the Swag Bag!

On Saturday, May 12, hundreds of women will flock to Waconia for the 8th Annual Sister Saturday. Many of them will line up EARLY to get one of 100 Swag Bags! Why will they line up so early? Because they are filled with fun items from participating businesses & 2 lucky bags have a \$50 Waconia Bucks check!

Women come from MILES around with their mothers, daughters, sisters & girlfriends to enjoy Waconia.

Don't miss this great opportunity to market your business to SHOPPERS in Waconia.

Cost: \$20 members/\$25 Non-members Call 952-442-5812

You know what's outside our window? GREEN GRASS! That means Island View Golf Club is open for business and that means the **Waconia Open 6th Annual Chamber Golf Scramble** will be here before you know it!

Save the date-**Monday, July 16** and plan to...

- Sponsor a Hole • Rustle up a Foursome
- Attend the "After Celebration" (good grub & you can wet yer whistle!)



This year's theme is **Wild West**-you know you've got an old cowboy hat, a bandana and/or boots stuck somewhere...OK, maybe the boots aren't ideal for golfing, but for the reception, for sure! This event is open to the community, so invite your non-Chamber friends so they can see how much fun we have!

So saddle up Pardner', it's going to be a rip roarin', rootin'-tootin' day!

Monday, July 16 Shotgun start 11:00am Details coming soon!

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Lights, Camera, ACTION!

By Kellie Sites, President

Photo courtesy of Lynn Laumann Photography



LIVE from the In Towne Marina on the shores of LAKE WACONIA!

WOW! Who knew you could change the date of the Minnesota Walleye Opener with just a few weeks to go! The best thing to come out of the swirling controversy about changing the date of the opener for this year is that we're getting extra press. KSTP would not have been filming live from Lake Waconia before the opener if it were not for Senator Bakk's proposed amendment to change the date of the opener to May 5th, 2012.

For the record: the 2012 Lake Waconia Governor's Fishing Opener will be held on May 12th! This will also be the date for the 8th annual Sister Saturday—a shopping tradition for walleye fishing widows everywhere. There are 30 businesses participating in Sister Saturday! It's not too late to get something in the swag bag if you want. Just \$20 dollars and 100 items to the Chamber by May 7th.



So - think about that KSTP truck and hundreds of other media and shoppers walking or driving by your shop or business—are you pleased with how it looks?

Does it need greenery? Paint? A new door mat? First impressions and curb appeal matter to customers, potential new business owners, travel writers, visitors who tell others about the great town Waconia is.... We have lots of Chamber member businesses to help with your sprucing up needs! Check out your membership directory or the website for members who can do a great job for you. Please use Chamber members first and let them know why you picked their business! Need ideas for inside or out? Give us a call! We love to refer!



Chuck Stevenson, Handy Home Pro, caught in the act of sprucing up Jim Gilbert's Wild Bird Store!



Chamber, MnSCU – partners in forging the ‘skilled worker state’

By David C. Olson

MINNESOTA
CHAMBER of
COMMERCE

Minnesota’s economy continues its rollercoaster ride, but one theme is common. Employers, whether enjoying good times or bad times are challenged to find skilled workers.

We’re acting on your concerns. The Minnesota Chamber of Commerce is partnering with the Minnesota State Colleges and Universities (MnSCU) system to gain a better understanding of employers’ current and future workforce needs. Critical to the success of our effort is the participation of local chambers of commerce and your members to ensure your voices are heard.

The Minnesota Chamber, with support from MnSCU, the Minnesota Department of Employment and Economic Development and a variety of other organizations, will convene a series of meetings across the state. Our conversations with business and industry representatives are the beginning of a two-step process.

The first step is to identify employer needs across the spectrum of the workforce. To that end, we’ll conduct 40 focus groups. Each session will be tailored to a specific industry. The topics are health care, information technology, manufacturing, engineering, energy and transportation. This workforce assessment initiative will engage business leaders in developing precise projections of how many workers, in what sectors, and with what kinds of skills will be needed throughout the state.

To identify the meeting that best serves your needs, and to register, go to www.mnworkforceneeds.eventbrite.com. There is no cost to attend.

The second step is to ensure that the higher end system listens and responds. Information collected at these meetings will be used by MnSCU and other higher ed institutions to examine the range of their curriculum – from certificate and degree programs to worker retraining to custom training.

MnSCU Chancellor Steven Rosenstone underscored the importance of the initiative: “Armed with this data, we can ensure that higher education is delivering the right academic programs and preparing graduates with the skills necessary for the success of Minnesota’s businesses and communities.”

Rosenstone, as well as President Eric Kaler, his counterpart at the University of Minnesota, earn high marks for reaching out to the business community. They understand that maintaining a highly skilled and well-educated workforce is essential to a strong Minnesota economy. I’ve witnessed the efforts of MnSCU first-hand as a former president of its Board of Trustees.

Rosenstone deserves credit for taking these open forums on the road. It’s not without risk. Business leaders will be watching closely to see if higher ed institutions answer their call. Bottom line, however, these conversations provide an opportunity for Minnesota to distinguish itself as the “skilled worker state.”

We look forward to partnering with MnSCU on this most important project. Please join us around the state, and let us know what it takes to raise Minnesota’s economy to the next level.

David Olson is president of the Minnesota Chamber of Commerce. For more information, visit the Web at www.mnchamber.com.

CALLING ALL SPONSORS and VOLUNTEERS!

Thanks so much to these
Waconia sponsors so far:

Golden Walleye:

Lola's Lakehouse
Mackenthun's Fine Foods
Russel Dittmar

Silver Walleye:

Carver County
Island View Golf Club
Lancer Catering
Waconia Farm Supply
Xcel Energy

Bronze Walleye:

CD Products
Centurylink
InTowne Marina
Island View Dining
Parley Lake Winery
Ridgeview Medical Center
Sovereign Estate Wine

Northern Pike

KleinBank
Mediacom Business
Elkay -Medallion Cabinetry

Largemouth Bass

Fabrion of Greater Minneapolis
Holiday Station Stores
Koch Bus Services
KWIK Trip
Locher Brothers
Security Bank
Carver County Fair
Bolton & Menk
Waconia West Carver Rotary
Melchert, Hubert, Sjodin PLLP

Muskie

Terra Waconia
Hopper's
Mocha Monkey
Green Olive Catering and Deli



Don't miss this once in my lifetime opportunity to be a sponsor for this outstanding media and community event. Just seeing that KSTP truck at the In Towne Marina on Wednesday gave me goose bumps! Imagine 4,500 people at the Community Picnic seeing your business name on the banner!

There are 6 different levels of sponsor opportunities for you to choose from. Maybe you'd rather buy some raffle tickets for your employees? That's a great way to help out too.

The event is almost here, then it will be over. But the lasting effects of over \$6000,000 worth of media exposure will be felt for years to come!

Thanks so much to everyone who has sponsored or volunteered thus far. This couldn't happen without your support.

If you would like to be a sponsor or volunteer, let us know! You can go to our website to download a packet or volunteer. www.destinationwaconia.org

For a full list of official sponsors thus far, check out this website: www.mngovernorsopener.com



Member News & Happenings

Community Raffle Tickets are still on SALE!

Just \$5/ticket gets you a chance to win a \$28,000 Crestliner boat package, an Arctic Cat youth ATV, or one of 5-\$100 Waconia Bucks! Buy 'em at In Towne Marina, Mackenthun's, Waconia Farm Supply, City of Waconia and in the Chamber office!



Spring Open House at Lighthouse at Waconia-Saturday, April 7 9:00-11:00am



Join Lynda for coffee, donuts and get an update on their construction progress. Take home a spring plant and register to win "Dinner for 2" at Lola's Lakehouse!

Lighthouse at Waconia-500 South Cherry Street, Waconia www.npsenoirliving.com

Relay For Life of Waconia Kick Off & Cancer Awareness Day in Carver County- Wednesday, April 11 6:30pm – 8:00pm / Short Program at 7:00pm

Information on Relay For Life, Cancer Education and Resources from Ridgeview Medical Center & the American Cancer Society, Cancer Prevention Study-3 (CPS-3), Relay Team Packets, Photo slide show from the 2011 Relay, Raffle Tickets, Kids Activities, food, FUN and MORE! Free & open to the community! Waconia High School Auditorium-1400 Community Drive, Waconia www.relayforlife.org/waconiamn



Gigantic Booksale at the Waconia Library-Saturday, April 14 9am-3pm



The Waconia Friends of the Library will hold their spring booksale on April 14 from 9 am-3 pm at the library. Thousands of books for sale at \$5 a bag AND this year something special: **A VINTAGE BOOKSALE!** Through the generous donation of a library patron, the library will hold a special sale for over 1500 *vintage* and *first edition* books at far below market prices. This Vintage booksale will be held in the Waconia Teen room and books will be sold on an individual book basis.

For those with scanners, a \$10 fee will be charged for the booksale and it allows you to scan both the regular booksale and the vintage booksale. Waconia Public Library-217 South Vine Street, Waconia www.carverlib.org

Waconia Farm Supply-Garden Center Season Opening-Saturday, April 19

Stop by the Waconia Farm Supply Garden Center & greenhouse! Featuring hanging baskets, 4 pack of flowers & vegetables, and a large selection of yard & garden décor. They also have bulk garden seeds-including 4 types of sweet corn, green beans & peas.

Hours: Monday-Friday 7:30am-8:00pm, Saturday 7:30am-5:00pm, Sunday 10:00am-4:00pm
Waconia Farm Supply-corner of Hwy 5 & 284



Walk on Waconia-Saturday, April 21 8:00am



The 7th annual Walk On Waconia is an organized opportunity to walk or run around beautiful Lake Waconia. **100% of the proceeds will benefit the Waconia United Food Shelf.** Events: 5.5 mile Walk, 5.5 mile Run, 10.2 mile Walk, and 10.2 mile Run (Medals to top 3 male & female finishers in the running events.) For more information including registration, see www.zapevent.com/listactivities.aspx?eventid=2188

Boogie Blast at St Joe's-Saturday, April 28 6:00pm-Midnight



Live music, dinner, silent auction, and more! Tickets available from any St Joe's family or the school office.

St Joseph's Church & School-41 First Street, Waconia www.boogieblast.org

Monthly Chamber Luncheon



Thursday, April 26, 2012

11:45AM-1:00PM

Location: Island View Dining

Address: 7795 Laketown Parkway, Waconia

Topic: Money for Business & Entrepreneurship

Guest Speakers: John Sullivan, Carver County CDA

Berny Berger, Microenterprise Program Coordinator

Southwest Initiative Foundation

\$20 per member, \$25 for non-members RSVP Required!

Walk-ins will not be guaranteed.

Please RSVP by Monday, April 23

cgesinger@destinationwaconia.org or **952-442-5812**

*Payment will be accepted in advance or at the door.

Please note that **you will be billed** for all meals reserved and walk-ins not guaranteed.



Chamber Calendar-April 2012

- 5 Coffee Connection at Augustana Emerald Crest 8150 Bavaria Rd, Victoria 7:30-9:00am
- 11 Chamber Board Meeting-Maple Conference Room, City Hall 11:45am-1:15pm
- 12 Retail Committee Meeting-Recap Marketing meeting Maple Conference Room 8:00-9:30am
- 19 Ambassador Meeting Chamber Office Time 8:45 am
- 26 Chamber Luncheon at Island View Dining 11:45-1:00 "Money for Business"
- 27 West Metro Chambers Networking Event at Hazeltine Golf Club featuring David McNally