



# CHAMBER NEWS

*A publication of the Waconia Chamber of Commerce*

March, 2012

## Shop Waconia

### Welcome New Members!

#### BIG Athletics

\**Andy Long*

761 Marketplace Drive

Waconia, MN 55387

952-442-1915

along@impactgroup.us

www.BigAthleticsWaconia.com

Retail-Sporting Goods

#### Edina Realty-Catherine Seck

\**Catherine Seck*

1643 Oakpointe Drive

Waconia, MN 55387

612-599-3028

CatherineSeck@EdinaRealty.com

www.CatherineSeck.edinarealty.com

Realtor

## ESCAPE TO THE ISLANDS

**SATURDAY  
MARCH 3<sup>RD</sup>  
IN WACONIA**

**GOTTA  
GET THERE!**



Great Shopping

Games

Giveaways

Good Times

Stop at Participating Business for **GREAT DEALS & GREAT FOOD!**

Enjoy the **Home Party Boutique** Hosted at Factory Direct Furniture Express

1st 50 Shoppers get a **Grab Bag** of Goodies!

Enter to **WIN** a **WACONIA ESCAPE** at participating business!

Drawing for the **GETAWAY** @ Lola's Lakehouse after 5:00PM

**DESTINATIONWACONIA.ORG**



#### Participating Businesses:

AmericInn

Clearwater Clothing

Curly Willow Floral

Factory Direct Furniture Express

Green Olive Deli & Catering

Heavenly Patchwork Quilt Shop

Hopper's Bar & Grill

Jim Gilbert's Wild Bird Store

Lola's Lakehouse

Mocha Monkey

Real Deals on Home Décor

The Stash

Waconia Farm Supply

Waconia Trading Company

Yetzer's Home Furnishings & Floorcoverings

#### Locher Bros.

\**Tim "Jonesy" Huckreide*

18098 365th Ave

Green Isle, MN 55338

507-326-5931

Jonesy@locherbros.com

www.locherbros.com

Beer Distributor

#### Paws Inn Resort

\**Jodi Theis*

8127 Yale Ave.

New Germany, MN 55367

952-353-8006

sscrimgeour@cbburnet.com

www.JIMandSALLY.com

Real Estate Experts

#### Precision Eye Care

\**Dr Heather Tuttle*

753 Marketplace Drive

Waconia, MN 55387

952-442-2015

precisioneyecaremn@gmail.com

www.precisioneyecaremn.com

Optometrist & Optical Health Care

#### Waconia Moravian Church

\**Dr Rev Amy Gohdes -Luhman*

209 E 2nd Street

Waconia, MN 55387

952-442-2920

wmoravian@gmail.com

www.waconiamoravian.org

Church

#### Willems Cabinets & Woodworking

\**Tom Willems*

PO Box 65

Cologne, MN 55322

952-466-2522

tpwcabinet@aol.com

www.willemscabinets.com

Custom Cabinet Shop

#### Inside this issue:

Page 1 Member news & events

Page 2 Message from Kellie

Page 3 Minnesota Chamber news

Page 4 Ambassador Visits

Page 5 Member Updates & Happenings

Page 6 Luncheon News & Calendar



It is time.

By Kellie Sites, President

Photo courtesy of Lynn Laumann Photography



As I was channel surfing the other day, *The Lion King* caught my attention. If you've seen it, you'll remember the scene where Rafiki realizes that Simba is alive and needs to head back home to take care of the pride.... he is ecstatic and exclaims, "It is time!"

That's the way I feel about Waconia. It is time! This year there will be more events and visitors coming from out of town than ever before. Many will move here....many will tell others about the great time they had here.... many are your new customers and clients....

It is time to:

- ◆ Make plans to shine up the outside/inside of your business
- ◆ Set some goals for growth
- ◆ Do what you do...best
- ◆ Know your fellow business owners and know what they do
- ◆ Incorporate fish into your spring décor and advertisements
- ◆ Spread only truth
- ◆ Post good things on Travelocity about your experiences in Waconia
- ◆ Attend a Chamber event that is new to you
- ◆ Refer a Chamber member business
- ◆ Dance like Snoopy
- ◆ Know your legislators
- ◆ Be intentional
- ◆ Write a thank you note
- ◆ Read an inspiring book
- ◆ Do unto others as you would have them do unto you
- ◆ Do what you love
- ◆ Focus on the positive
- ◆ Don't dwell on the past
- ◆ Let go of old grudges
- ◆ Believe!



What is it time for you to do? Let us know how we can help....



## Smarter budgeting for better results

By David C. Olson

MINNESOTA  
CHAMBER of  
COMMERCE

Business owners and managers don't go a week without paying attention to their company's bottom line. Number crunching is likely drawing extra scrutiny these days with Tax Day around the corner. It's reasonable to ask: Am I receiving the greatest return for the taxes I pay?

Ensuring profitability is top of mind for businesses. As they prosper, so do their employees and their communities. Yet, many companies are staring at less than desirable balance sheets in today's fragile economy. While government may resort to increasing taxes and fees to boost its income, businesses must be cautious. They run the risk of lower sales – and reduced profits – if they increase the cost of their goods and services.

The solution? Businesses must become sharper in controlling costs and more creative in delivering their processes. The Minnesota Chamber of Commerce is sending the same message to policy-makers – with urgency.

The state general fund – at present – has a projected surplus for the two-year budget cycle that ends in June 2013. But the budget structure remains out of balance in the long term. An aging population is at the root of the problem. As we grow older, we demand more public services. At the same time, our workforce is shrinking and fewer individuals are paying the taxes to support the necessary public services.

We're not going to change those demographics, so government must become smarter at how it budgets.

Yes, businesses recognize that government is obligated to deliver programs in good times and bad times. Public health offices cannot simply deny services to Minnesotans when tax collections fail to keep pace with costs.

Government, however, can adopt the entrepreneurial spirit we see displayed by companies across this state. Businesses stake their everyday livelihoods on the ability to re-examine and rethink their operations. Government must do so, too. Budgets must be focused on priorities and outcomes rather than inflationary increases and formulas that might not deliver the results Minnesotans demand.

The Minnesota Chamber of Commerce and its local partners are confident that government can display that same level of creativity. In fact, it's being done.

Results-oriented budgeting is a three-step process: Agree on total revenue, set priorities, and measure the outcomes of priority programs. Done correctly, the results deliver financial savings and better public policy. Witness the state of Washington that had allocated more money to reduce student class sizes on the assumption that student learning would improve. The data collected showed that smaller class sizes did not have a positive impact on student achievement. The money subsequently was redirected to produce better results.

Local governments across Minnesota are paving the way as well. Hardly a week passes without headlines trumpeting another example of governments exploring and collaborating in public-sector and public-private partnerships to deliver quality services at a lower per-unit cost.

Creativity and innovation with a focus on results have enabled businesses to survive the recession and, in many instances, emerge stronger. Similar principles must guide government if Minnesotans are to succeed in our post-recession "New Normal." Let's lay the groundwork for outcome-based budgeting this year so we may have a more productive session in 2013 when lawmakers will likely be challenged once again to balance the state's checkbook.

David C. Olson is president of the Minnesota Chamber of Commerce. For more information, visit [www.mnchamber.com](http://www.mnchamber.com).

## Ambassador Visits



Catherin Seck accepting her 1st Dollar of clear profit from the Ambassadors

### *Edina Realty - Catherine Seck*

Owner: Catherine Seck

612-599-3028

[www.CatherineSeck.EdinaRealty.com](http://www.CatherineSeck.EdinaRealty.com)

Welcome new member Catherine Seck with Edina Realty! Catherine is certainly not new to Waconia. Having grown up here, she knows this area well. She's been in real estate for the past 8 years, with 21 years of sales experience prior to that. Voted Super Real Estate Agent for the past 3 years, she would love to help you with your real estate needs!

### *Precision Eye Care*

Dr. Heather Tuttle

753 Marketplace Drive

952-442-2015

[www.precisioneyecaremn.com](http://www.precisioneyecaremn.com)

As a fully licensed and equipped optometric practice, Precision Eye Care offers a complete range of eye care services. Whether the eye care issue involves correcting refractive errors with eyeglass or contact lenses or just helping you find an awesome set of frames, their experienced team will identify and implement the best eye care solutions possible!

Welcome to Waconia and Welcome to the Chamber!  
Here the Ambassadors & City representatives join Dr. Tuttle in a ribbon cutting ceremony.



First Dollar! Congrats to Dr. Heather Tuttle and her associates, Jason Hetlund and Jason Tuttle.



## Save the Date!

6th Annual Waconia Chamber Golf Scramble - Wild~Wild West!  
Monday, July 16th shot gun start at 1pm Island View Golf Club

## Member News & Happenings

### Hairball at Lake Waconia Event Center-Saturday, March 3

The world's ultimate "80's" Rock" impersonation act, recreating the good-time, party atmosphere of the decade with unmatched authenticity.

Doors Open at 8:00, Music begins at 9:00 Tickets: \$15

Lake Waconia Event Center-8155 Paradise Lane, Waconia

**Upcoming Events: Swinging Country Band-March 17**



### 17th Annual Alligator Gumbo at Waconia Moravian Church, Sunday March 4<sup>th</sup>

**4:30pm– 7:00pm.**



A bit of the Bayou right here in Waconia! Spicy homemade gumbo with real alligator! For the not so adventurous, there will also be chicken gumbo and chicken noodle soup and homemade pie for dessert. Free-will donation to raise money for youth church camps. All are welcome!

Waconia Moravian Church-209 East 2nd Street, Waconia [www.waconiamoravian.org](http://www.waconiamoravian.org)

### Memorial Blood Drive –Tuesday, March 6 Noon-7PM @ Faith Lutheran

This blood drive is held by Chamber member, Memorial Blood Center, will support Chamber member, Ridgeview Medical Center, and will be hosted at Chamber member, Faith Lutheran Church. Donating blood only takes about an hour. What a great way for our community to come together for the good of others! All blood types are in critical need right now so please consider donating blood now. You could help save a life!



952-913-6624 or [memorialbloodwaconia@gmail.com](mailto:memorialbloodwaconia@gmail.com) to schedule an appointment-walk ins only if slots are available.

### St. Patrick's Day Lunch Buffet @ Good Samaritan/Westview Acres

**Friday, March 16 11:30-1:30pm**

Traditional Irish meal & entertainment will be served at Westview Acres- Corned Beef and cabbage, boiled potatoes, Irish soda bread and Mint pie. \$12 per person~ **Reservations required.** 952-442-7130

Special music from the Center for Irish Music in Mpls! [www.good-sam.com](http://www.good-sam.com)

Westview Acres-433 5th Street West, Waconia



### LIVE baby bunnies at...

**Lynn Laumann Photography-Mar 16-17**



Make your appointment now for your keepsake photos! Orders guaranteed by Easter.

Call 952-442-8249

[www.laumannphotography.com](http://www.laumannphotography.com)

### LIVE baby bunnies at...

**Taylor Hubbard Photography Mar 16-17**



Make your appointment now for your keepsake photos! Orders guaranteed by Easter.

Call 952-442-2711

[www.taylorhubbardphoto.com](http://www.taylorhubbardphoto.com)



### 12th Annual Dollars for Scholars Campaign underway!

District #110 Dollars for Scholars program awards scholarships to Waconia High School graduating seniors to assist with tuition at a post secondary education institution or costs associated with military enlistment. All money raised will be distributed through scholarships to 2012 graduating seniors. Last year almost \$13,000 was raised for 22 scholarships and this year's goal is \$15,000 for 40 scholarships.

For your convenience, you may now donate directly online. Visit [www.district110foundation.org](http://www.district110foundation.org) to make your tax-deductible donation. **Donations are requested by March 20** to determine the number of scholarships to be awarded in May.

# Monthly Chamber Luncheon

**Thursday, March 22, 2012**

**11:45AM-1:00PM**

**Location: Island View Dining**

**Address: 7795 Laketown Parkway**



**Topic: Hwy 5 & Waconia Road Construction**

**Guest Speakers: Diane Langenbach, MNDOT  
and Susan Arntz, City Administrator**

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

Walk-ins will not be guaranteed.

**Please RSVP by Monday, March 19**

**[cgesinger@destinationwaconia.org](mailto: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-March 2012

- 1 Coffee Connection-Carver County Historical Society 7:30-9:00am
- 3 Escape to the Islands-Discover treasures all over Waconia! Shop-Dine-Play!
- 7 Chamber Board Meeting-Maple Conference Room, City Hall 11:45am-1:15pm
- 8 Retail Committee Meeting-Maple Conference Room 8:00-9:30am
- 15 Ambassador Meeting Chamber Office Time 8:45 am
- 22 Chamber Luncheon at Island View 11:45-1:00 Road Construction
- 26 Chamber Pak Deadline! April-May mailing
- 29 Chamber After Hours-KleinBank 53 Main Street West, Waconia 5:00-7:00pm