



# CHAMBER NEWS

*A publication of the Waconia Chamber of Commerce*

April, 2013

## WACONIA CHAMBER OF COMMERCE



## BUSINESS, HOME & FAMILY EXPO

*...over 70 businesses participating!*

### Prizes

#### MAN CAVE STARTER KIT

Recliner from Yetzer's Home Furnishings & Floor Coverings!

#### YOUTH BICYCLE

From SPOKES!

#### MUCH MUCH MORE!

...Massage, Chocolate, Landscaping, Food...

### Guests

10am - noon

**MEET WALLY SHAVER** Voice of Golden Gopher Hockey on Gopher Radio

**10am | JIM GILBERT, NATURALIST** New book "Minnesota's Outdoor Wonders" & He'll answer questions about your own backyard

**11am | SCOTT OLSON, ROLLERBLADE INVENTOR** Learn from local inventor about his new RowBike & sign up for a lesson on pavement or Skyride at Skytrack

**noon | KISS - KEEP IT SIMPLE SOAP** Learn how to make soap from goat milk with Karen Buckingham & take a sample home

**1pm | RISING STAR DANCE ACADEMY** Showcase of Stars

**2pm | DOJO KARATE DEMONSTRATION** Learn the benefits of karate

**3pm | GOT A FLAT TIRE? LEARN TO FIX IT!** Justin Ratzlaff  
SPOKES Bike & Ice Cream Shop

**All Day | LEGAL SEMINARS, MEDIA CENTER** with Melchert Hubert Sjodin PLLP

10:30a | Kelly Dohm, Partner - What Every Employer and Employee Needs to Know

11:30a | Thomas Larkin, Partner - Succession Planning for Small Businesses

12:30p | Racheal Holland, Partner - Real Answers to Real Property Questions

1:30p | David Melchert, Partner - Estate Planning - Which Documents Should You Have in Place?  
(Wills; Trusts; Powers of Attorney; Health Care Directives)

2:30p | Kelly Dohm, Partner - What Every Employer and Employee Needs to Know

### Coffee Connection-

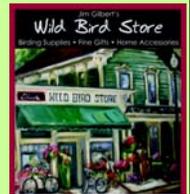
**Thursday, April 4 7:30-9AM**

**Jim Gilbert's Wild Bird Store**

**48 W Main St, Waconia**

Think Spring-think new connections!

Join us for coffee & networking in the midst of Pat's spring finery!



Be a part of the Sister Saturday Excitement!

### Get in the Swag Bag\*!

Hundreds of women will flock to Waconia on Saturday, May 11, for the 9<sup>th</sup> 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 to SHOPPERS in Waconia.**

**Cost: \$25 to be "in the bag" only.**  
Call 952-442-5812

\*Please note-if you are already participating in Sister Saturday at the \$100 level, you will automatically be included in the Swag Bag !

### Inside this issue:

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## “What is *your* mountain?”

By Kellie Sites, President

Photo by Taylor Hubbard Photography



That is the question that Tim and Jon Schmidt asked at our luncheon last Thursday. I wish everyone could have been there! For those of you who were not, I'm going to give you a few highlights and some of the take-aways that I got. For those of you who were there, thank you for being there and I would love to hear your take-aways, too.

Tim Schmidt is the co-author of the book, “What Really Works.” He and his colleague, Paul Batz, did surveys around the world and came up with a dynamite book to help inspire you to live the life you imagine. This book is all about the seven F's: Faith, Family, Finances, Fitness, Friends, Fun and Future. It's in its third printing since 2010!

So, the topic of our luncheon, Five Killer Life Lessons from the Summit of Mt. Rainer, was super inspiring! The first question they asked was, What is your Mountain?

I have to say, the March luncheon was a bit of a mountain for me... I had prepared and planned ahead of time, then at seemingly the last minute, there was a crevasse. Who would be able to speak? What would be of value to our Chamber Members? I remembered buying a great book at Mocha Monkey months ago and asking Jon if Tim would ever be up for speaking to our chamber. He thought that might be an option back then. So, I took that chance and talked with Jon. It was my good fortune that Jon and his dad were about to spend 5 days together, and yes, they would be up for presenting at the March luncheon.

Hurray! I made it over the crevasse... and brought those of you who attended, with me, tied together. That was another question they asked, “Who are you tied to and who is tied to you?” It was quite thought provoking as they explained the dangers of climbing the mountain and being confident in who you were tied to... and thinking about who was tied to you. Do you have a good role model or mentor? Are you a good role model and mentor? What about your future? Commit and go for it! Are you having fun? Do you have friends?

How well are you doing at blending the 7 F's? I highly recommend Tim's book, sold at the Mocha Monkey. Jon and Tim enjoyed doing this presentation together and have offered it up to other groups in Waconia. Theirs was truly an inspiring, basic, no nonsense, easy to follow, great message with many things to take away...

Jon Schmidt  
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Potter, Barista, Adventurer  
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## Small businesses face minefield at Capitol

By David C. Olson

MINNESOTA  
CHAMBER of  
COMMERCE

Business leaders expected to be wearing their hard hats this year at the Legislature. Now it appears that full body armor may be in order. The change in political landscape – DFL control of the House and Senate as well as the governorship – assured that many pent-up spending and policy demands on their agenda would be unleashed, and business would be the likely target. We held out some hope early on because of the pro-jobs, pro-economy agenda many more moderate DFL candidates ran on in the last election.

As we head into the midpoint of the legislative session, it's worse than we ever imagined. It's critical that the statewide business community sends a united message to the Capitol: You can't be pro-jobs and anti-business. Your legislators need to understand that now is the wrong time to raise taxes on small businesses, the backbone of our state's economy.

The budget shortfall, as expected, has taken center stage. Though the sales tax on business-to-business transactions was dropped by Gov. Mark Dayton, the proposed budget still contains too much spending, too many taxes and not enough spending reform. He proposes to raise taxes by \$1.8 billion – three times more than the temporary, short-term deficit of \$627 million. That's a far cry from his characterization that he is solving the shortfall in a fair and balanced approach. The governor's proposal, unfortunately, is the floor. The Senate and House targets are even bigger. Proposed spending increases outpace the growth of the Minnesota economy by 2 1/2 times.

The governor's commitment to create a fourth tier in personal income taxes is a direct hit on the small businesses and entrepreneurs that flow business income through personal income taxes. The governor wants to increase the top rate to 9.85 percent, which will impact 21,000 of Minnesota's most successful businesses. House Democrats upped the ante by proposing a temporary surcharge on the highest wage-earners, raising the rate to 11 percent, second highest in the nation.

Income tax increases represent only a slice of the legislative assault on small businesses. Among the other measures:

- You'll be paying higher insurance premiums to fund the new health insurance exchange, regardless of whether you participate in the exchange.
- You better brace for an increase in the state's minimum wage; some proposals make the wage higher than the national rate.
- You could face higher street improvement utility fees (read: higher property taxes) under a bill that allows taxing for street improvements.
- You could be paying more taxes for transit under a higher metro sales tax. Another proposal creates transit tax districts for additional assessments.

These are just a few of the anti-business pieces of legislation that are under consideration. The bottom line equals additional costs for small businesses. Lumped together, the wallop is significant and gives business decision-makers serious pause whether to locate or expand their operations in Minnesota.

Our message is clear: We cannot afford to spend more than incoming revenues. Minnesota's economy is growing about 2 percent, and the governor wants to spend at an 8-percent pace. That is unsustainable without raising taxes year after year on hardworking taxpayers. Government must start spending more effectively and efficiently.

Many legislators are fooling themselves. I have been at this stuff a long time. Never in my career have I heard from so many small, medium and large employers. They don't like what they are seeing and hearing, and they won't sit still with increased pressures. They have choices: Pass along the costs to consumers, reduce expenses which may mean eliminating jobs or lowering wages and benefits, or move operations out of state. Minnesota loses under any of those scenarios.

If there was ever an opportunity to bring some reality to their conversations, it is right now.

David Olson is president of the Minnesota Chamber of Commerce – [www.mnchamber.com](http://www.mnchamber.com).

## AMBASSADORS



Cathy Nielsen, Thad Wilen, Jeff Schulz and Joyce Willems all celebrate with new member, RAM Buildings, Inc!

### RAM Buildings, Inc

Thad Wilen 320-282-8527 Winsted, MN

[Thad@RamBuildings.com](mailto:Thad@RamBuildings.com)

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

This premier, Post Frame contracting firm can get everything done for you! Amazing buildings, including the AmericInn of Waconia. They specialize in quality— custom outbuildings and can take care of every detail for you, including landscape design for outdoor living. In business since 1998, I recommend that you check out their website to really see what they can do. Welcome to the Chamber, Thad!

### ELITE *Good health on the GO!*

Beth Schrupp and Erica Hoese

36 West Main Street Waconia 612-720-4929

Open M-F 7-9am, 11-1pm 3-4pm

Noon on Tuesdays— free Salsa class

7-8pm Wednesdays free boot camp

Beth and Erica are thrilled to have a business on Main Street and welcome everyone in to try a shake. The Shake/Aloe/Tea combo is a great meal alternative and will fill you up for 3 hours. With over 40 difference recipes, you are bound to find something you will enjoy. Family friendly with great area for kids.



Beth & Erica with their first dollar of clear profit! Ambassadors enjoy a sample of aloe, tea and a shake—ready for foosball! Joyce Willems, Danielle Alexander, Beth Schrupp, Erica Hoese, Cathy Nielsen & Blake Pool.



New Member, Danielle Alexander with the Ambassadors and her first dollar of clear profit! Blake Pool, Cathy Nielsen, Danielle Alexander, Jeff Schulz and Joyce Willems.

### Danielle Alexander Design LLC

Danielle Alexander 952-358-0260

[info@daniellealexanderdesign.com](mailto:info@daniellealexanderdesign.com)

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

Danielle, a graduate of the Art Institute in Minneapolis, started her own graphic design business in 2011. She does Business to Business and Business to Client marketing and excels at photos & photoshop. Danielle is a savvy professional and can help you with your Social Media and website design. She enjoys branding for businesses as well as designing just the right invitation for your wedding or special party. Welcome to the Chamber, Danielle!

## Member News & Happenings

### Annual Rotary Flower Sale-now through April 9

**Support your local Rotary!** Purchase a dozen long stem red Roses or Spring Bouquet today for only \$22. A great gift or recognition for employees, clients, customers & loved ones. Plus, when you buy your bouquet, you receive exclusive coupons totaling \$40 in savings from Waconia area restaurants & businesses including Island View, Pizza Ranch, Rey Azteca & more! Funds will be used by the Waconia West Carver Rotary to support local and international activities.

**Be sure to place your order by April 9th! Orders will be delivered on April 18th.**

Contact Doug Morey to place your order. 612-702-0548 or [dmorey@mtifinancial.com](mailto:dmorey@mtifinancial.com)



### Cancer Awareness Day/Relay For Life of Waconia Kick Off-Saturday, April 6

#### 10:00am-Noon @ Muller Family Theatre

Hear about life-saving treatments found at Ridgeview Medical Center and how programs such as Relay For Life are changing the face of cancer forever. Free & open to the community, but preregistration is requested by contacting 952-442-8084. [www.relayforlife.org/waconiamn](http://www.relayforlife.org/waconiamn) An opportunity to socialize with friends following this event is being offered at Terra Waconia Restaurant, 140 W. Main Street. The cost of lunch is \$12, payable at lunch. The lunch options are: soup & sandwich; salad entree with grilled fish; or quiche with a mini salad. If you are attending lunch, please note that when you call to register.



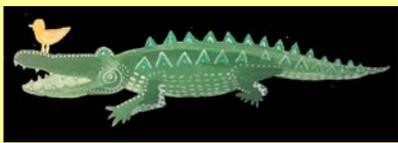
### Open House at Taylor Hubbard Photography-Thursday, April 11 4:00-7:00pm

After a busy year of settling into their new studio home in downtown Waconia, Taylor is very excited to invite you to an Open House. There will be food, beverages, prizes to win, their photobooth setup with a photostrip as party favor to keep! Bring your friends, family & co-workers!



**NEW LOCATION!** Taylor Hubbard Photography-44 West First Street, Waconia [www.taylorhubbardphoto.com](http://www.taylorhubbardphoto.com)

### Got Gumbo? 18<sup>th</sup> Annual Alligator Gumbo at Waconia Moravian Church Saturday, April 6 4:00pm– 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 homemade chicken noodle soup and homemade pie for dessert. Free-will donation to raise money for youth church camps. Great Eats, Great Cause & a whole lot of Fun & Hospitality. All are welcome!

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

### GRAB YOUR GOLF CLUBS & GET SWINGING!

Safari Island is offering indoor golf practice from **March 24<sup>th</sup> through April 30<sup>th</sup>**. Indoor golf practice will be held in the gymnasium using our batting cage netting. First come; first serve basis with 4 spot rotation, if there is a wait, a 30 minute time limit will go into effect for users.



**Tuesdays 7:00-9:00pm, Saturdays 9:00-12:00pm (3/30 & 4/27 only), Sundays 5:00-7:00pm (3/24, 4/7, 4/21, 4/28)**

**Cost:** \$5.00/person per visit (members & non-members) For more information, call Safari Island at (952) 442-0695.

### Walk on Waconia-Saturday, April 20 8:00am



The 8th 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.)

This event comes at a time when food shelf donations have decreased and they are in need of stocking up for the busy summer months. Your help makes a difference! For more information including registration, see

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

# Monthly Chamber Luncheon

**Tuesday, April 30, 2013**

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

**(Doors open at 11:30am)**

**Location: Island View Dining**

**Address: 7795 Laketown Parkway**



**Guest Speaker: Congresswoman Michele Bachmann**

Representative Bachmann will provide us with a Federal legislative update. Don't miss it!

**\$25 per member, \$30 for non-members RSVP Required!**

Walk-ins will not be guaranteed.



**Please RSVP by Thursday, April 25**

**[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-April 2013

- 4 Coffee Connection @ Jim Gilbert's Wild Bird Store (48 West Main St, Waconia) 7:30-9:00am
- 6 Business Home & Family EXPO @ Waconia High School 9:00am-4:00pm
- 9 Tourism Board meeting - AmericInn of Waconia 9 -10am
- 10 Chamber Board Meeting-Maple Conference Room, City Hall 11:45am-1:15pm
- 11 Retail Committee Meeting- Maple Conference Room 8:00-9:30am
- 18 Ambassador Meeting Chamber Office Time 8:45 am
- 30 Chamber Luncheon at Island View Dining 11:45-1:00 Federal Legislative Update