



# CHAMBER NEWS

*A publication of the Waconia Chamber of Commerce*

November, 2013

## D.E.A.R. Saturday, 11/9

*Divas Enjoying Awesome Retail*

**Gather your Diva girlfriends, moms, sisters & co-workers and start hunting for the perfect gift for you or your loved ones!**



**9-5pm Shopping**

**10:00am FREE Fashion Tips & Tricks Waconia Theatre-Screen 1**

**11:00am Tablescaping @ Yetzer's Home Furnishings & Floorcoverings**

*Get ideas on how to pull together a table with items from all over town PLUS free Chocolate Sampling from Laketown Chocolates.*

**1:00pm Holiday Appetizers & Wine Sampling @ Mackenthun's Fine Foods**

*Get ideas for holiday appetizers PLUS wine sampling from Schram Vineyards!*

**Scavenger Hunt ALL DAY-Spell "D-E-A-R" and enter to win a basket of Waconia!**

**Wear your "Blaze Orange" for specials at these participating businesses:**

*AmericInn, BIG Athletics, Clearwater Clothing, Curly Willow, DMA Dentistry, Jim Gilbert's Wild Bird Store, Laketown Chocolates, Mackenthun's Fine Foods, Salon Trendé, Sovereign Estate Winery, The Consignment Shop, The Stash, Trending Upward Thrift Shoppe, Waconia Farm Supply, Waconia Trading Company, Waterfront Therapeutic Massage & Wellness, Yetzer's Home Furnishings & Flooring*

**PLUS receive additional specials at these bars & restaurants:**

*D'Vinci's, Green Olive Deli, Ground Round, Hopper's Bar & Grill, Lola's Lakehouse, Mocha Monkey, Waconia Lanes, Waconia VFW Post 5462*

### Elite Waste

*\*Troy Schuette*

845 Corporate Drive  
Jordan, MN 55352  
952-445-4301  
troy@elitewastedisposal.com  
www.elitewastedisposal.com

Trash Collection

### The Saloon

*\*Paul Trnka*

16 Elm Street South  
Waconia, MN 55387  
952-442-9072  
waoniasaloon@gmail.com

Bar & Grill

### VFW Post 5462

*\*Art Bollman*

125 West 1st Street  
Waconia, MN 55387  
952-442-4820

Non-profit

### Coffee Connection-

**Thurs, 11/7 7:30-9:00a.m.**

Balance Life-135 S Olive St, Waconia  
Is your business networking life in "balance"? Stop by...

### Waterfront Therapeutic Massage & Wellness

*\*Darci Rothstein*

4 East Main Street  
Waconia, MN 55387  
darci@waterfrontwaconia.com

Massage Therapy & Wellness

### West Metro Shuttle LLC

*\*Josh Guetzkow*

145 Arnica Drive  
Watertown, MN 55388  
952-843-8558  
westmetroshuttle@gmail.com  
www.westmetroshuttle.com

Airport Transportation

**New Chamber Members~**

**Welcome!**

*We look forward to promoting these businesses!*

### 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



## The Guest Experience

**Building customer loyalty and employee engagement**

By Kellie Sites



So, I just really, really, **really** want you to attend this month's luncheon with Stevie Ray. I mean you and everyone you work with. I want the people who do training and HR to attend, and the boss... if that's you, please come! Restaurant Manager? Please come! Everyone will benefit!

Stevie Ray will get you energized and will help you look at things in a whole new way. He'll be presenting something new, called the Guest Experience, Building customer loyalty and employee engagement. Whether you're manufacturing, practicing law, injecting needles, serving food or selling shirts... you will benefit from this luncheon!

The date of the luncheon is Thursday, November 21<sup>st</sup> at Island View Dining. Go ahead and put that on your calendar right now! Remember to RSVP so we can save a seat for you. This will be a popular luncheon and I'm hoping that you'll be there too. With many people in attendance, that means a lot of networking for you! YES! You'll learn some new networking tips from Stevie Ray too. This is such great value. Looking for a corporate activity? This will be a great time to check out what Stevie Ray's Improv Company can do for your business.

I just can't WAIT for this event! I hope you'll join us. Don't forget to RSVP by Friday, November 15<sup>th</sup>... you can actually hit reply to this email and let us know right now. Invite anyone you want to! This is a great opportunity to share what the Waconia Chamber of Commerce offers to someone who is not yet a member.

Did I mention fun? When was the last time you laughed out loud? Studies show this is a great health benefit. We want you to be healthy!

So – I hope I'll see you at the luncheon – if not before at the Coffee Connection or during DEAR Hunting day!



## One legislative session neither builds, nor derails our economy

By David C. Olson

MINNESOTA  
CHAMBER of  
COMMERCE

Minnesota's economy has been receiving high marks lately. Unemployment is dropping, and tax collections were up in FY 2012-13. We moved to No. 8 on Forbes' annual list of Best States for Business, up markedly from last year.

If you missed these reports, no worries. The Dayton Administration and the majority party leadership are quick to reiterate the state's current economic successes – and take credit by holding high the 2013 Legislature's actions.

Witness a recent newspaper commentary by State Revenue Commissioner Myron Frans, who wrote, "This year, we worked with the DFL majority in the Legislature to pass a fair and balanced budget. ... The results have been good for Minnesota."

The Minnesota Chamber of Commerce and our local partners remain cautiously optimistic as we work to keep Minnesota's economy moving forward. But we all must ask the question: "What's driving today's economic results – actions by the 2013 Legislature or previous Legislatures?"

Of course, it's the latter. You don't need to sit on the Federal Reserve Board to understand the dynamics of an economy. Current successes – or failures, for that matter – are a product of decisions made years ago. We won't know the actual impact of 2013 legislative decisions for at least five years.

However, we can report – and policy-makers should pay attention – to the immediate reactions of job-creators to actions taken in 2013. The annual Minnesota Business Barometer Survey, taken in July and August and sponsored by the Minnesota Chamber and Himle Rapp and Company, provided valuable insight.

Minnesota employers are more optimistic about the economy than they have been in recent years, but they are sending serious red flags about the state's business climate. Seventy-one percent of the respondents said the 2013 tax bill will have a somewhat or very significant impact on their operations. In addition, 37 percent believe Minnesota has a better business climate compared with other states, but 26 percent say it's worse – the lowest level of confidence in the 10 years of the survey.

Even more worrisome is that business owners have little confidence that current policy-makers will do the right thing to keep Minnesota competitive. Two-thirds say the Governor and Legislature do not understand the challenges of running a business. Of those, 78 percent say politicians may understand the basics of running a business, but they don't understand how government can get in the way of a business being successful.

The recent report from Minnesota Management and Budget also shows that Minnesota's tax collections are now negative and underperforming expectations for the first quarter of FY 2014, which is the budget passed by the 2013 Legislature. This is another troubling sign that all is not well for Minnesota's economic growth and fiscal stability.

Understanding and facilitating economic change is a long-term and never-ending process. Our approach must be balanced and focus on improving the overall business climate for the benefit of all sizes and types of businesses. Economic progress also requires a new mind-set among Democrats and Republicans alike. We must get beyond the outmoded strategy that raising taxes to spend more will result in better outcomes. And simply cutting spending won't produce the public service outcomes and infrastructure that are necessary to develop and grow our economy.

Redesigning services to deliver better value is the best strategy with promise for both short-term and long-term success. We've poked at the edges, but we've not stayed the course with a serious effort. It's hard work and requires creativity as well as political backbone. Minnesotans can do their collective part by giving policy-makers the license to promote change that capitalizes on today's evolving economy. Follow that course of action, and everyone can point with pride to a vibrant economy.

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

## Ambassador Visits

### The Saloon

**Owner: Paul Trnka**

**16 Elm Street South, Waconia**

**952-442-9072**

**Hours:** Sunday-Thursday Noon-Midnight,  
(Open at 11:30 Sunday Viking Game Days!)

Friday & Saturday Noon-2:00a.m.

Home of "Hot, toasty buns!"

Lunch & Dinner available every day!

Bean Bag Tournaments on weekends, as well as pool and dart leagues. Live Music too!



Owner Paul Trnka with his first dollar of Clear Profit! Ambassadors welcome new member, The Saloon!



### 9Round

**Manager: Tamara Stuart**

**246 West Main Street, Waconia**

**Phone: 952-442-2711**

**www.9Round.com**

**Hours: Monday - Saturday**

**See websites for times!**

9Round is a specialized fitness center dedicated to serving clients who want a unique, fun & proven workout that Guarantees Results! The 9Round is a 30minute program in a circuit format that fits in your schedule. Tamara Stuart receives her first dollar of clear profit above. Welcome to the Chamber!

**Ribbon Cuttings! One of our favorite parts of the job. We welcome these businesses to Waconia!**



**Trending Upward Thrift Shoppe**



**Wells Fargo Home Mortgage**



**9Round**

## Member News & Happenings

### Happy 7<sup>th</sup> Anniversary to Salon Trendé!

Salon Trendé would like to thank their awesome clients for an amazing journey the last 7 years. Their team would like to offer you 15% off 1 retail item or 20% off 2 or more retail items Nov 8 and 9, some exclusions apply. They are excited for what the future holds for Salon Trendé, and sharing this journey with all our clients. Check out our website, [www.salonrende.com](http://www.salonrende.com) and don't forget to sign up for our new online booking! See you soon!

Salon Trendé

Salon Trende-542 Elm Street S, Waconia 952-442-1361

### Shop Local Advertising Opportunity this Holiday Season

The Patriot will be publishing "Shop Local" pages as a reminder to readers to shop local businesses this holiday season – for Black Friday, Small Business Saturday and all throughout the holiday season. 5 zones to let you target your market. Ads start at only \$40 and will be published on November 14 & 21 and/or November 16 & 23. **Rates are for both weeks and include full color!** Contact Terri Dammann at 952-442-6819 or [terri-dammann@ecm-inc.com](mailto:terri-dammann@ecm-inc.com) by Friday, November 8<sup>th</sup> if you are interested in advertising.

### Memorial Blood Drive –Thursday, November 14 Noon-7PM @ Trinity 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, Trinity Lutheran Church & School. Did you know that donated red blood cells last only 42 days, so the need is constant!

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

### SW Corridor Transportation Coalition Open House-November 14 5:30-8:00pm

**You are needed!** to help raise awareness of the importance of Highway 212 and the need to complete construction in this corridor as well as the need for improvements to Highway 5. Join the SW Corridor Transportation Coalition for a Town Hall Meeting with local legislators and Mn DOT representatives to discuss the future of US Highway 212 and Highway 5 and the options for additional funding including:

- Corridors of Commerce Program
- Transportation Economic Development Program
- Local Road improvement Program
- Revenue increases at the state and federal levels
- Right of Way Acquisition Loan Fund

5:30-6:30 SWCTC Town Hall discussion with legislators, 6:30-8:00 Open House regarding Highway 212

**Chaska Community Center-1661 Park Ridge Drive, Chaska**

### Limited Edition Santa Portraits @ Taylor Hubbard Photography

**Saturday, November 16<sup>th</sup> 9am-1pm or Thursday, December 5<sup>th</sup> 4pm-7pm**

Please call 952-442-2711 for more information or to reserve this limited edition session today!  
Taylor Hubbard Photography-44 West 1st Street, Waconia [www.taylorhubbardphoto.com](http://www.taylorhubbardphoto.com)

Taylor Hubbard  
PHOTOGRAPHY  
[www.taylorhubbardphoto.com](http://www.taylorhubbardphoto.com)

### Save the Date: Chamber Holiday Social

**Thursday, December 19th 5-8pm**  
**Mocha Monkey/Green Olive Catering & Deli**  
**Great food, beverage in a festive atmosphere!**  
**Watch for your invitation SOON!**





# November Chamber Member Luncheon

Thursday, November 21

11:30 - 1:00PM

Island View Dining

7795 Laketown Parkway, Waconia, MN

**Guest Speaker: Stevie Ray**

**“The Guest Experience”**

Building customer loyalty and employee engagement.

We will also be recognizing “Waconia Business Gives” participants!

*\$25 Members, \$30 Non-Members\**

*includes program, meal, beverage, tax & gratuity*



Please RSVP by **Friday, November 15**

**cgesinger@destinationwaconia.org 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 are not guaranteed.*



- 7 Coffee Connection @ Balance Life 135 South Olive Street, Waconia 7:30-9:00am
  - Tourism Committee Meeting @ City Hall Maple Conference Room, 9:15-10:30am
  - 9 D.E.A.R. Hunting in Waconia-Retail & Dining Specials all over town
  - 13 Board of Directors Meeting 11:45-1:00pm in Oak Conference Room
  - 14 Retail Committee Meeting 8:00-9:30am Maple Conference Room
  - 21 Ambassadors Meeting 8:45am in Chamber Office
  - 21 Monthly Chamber Member Luncheon at Island View Dining 11:30am-1:00pm
  - 28-29 Thanksgiving Holiday-**We're thankful for all of our Chamber Members & Volunteers!**
- The Chamber office will be closed Thursday & Friday. Enjoy the holiday with your friends & family!