



Monthly Newsletter

www.ChisagoLakesChamber.com

December 2010

Serving the communities of Chisago City, Lindstrom, Center City and Shafer

Upcoming Meetings & Events

- December 1: Board Meeting 4:00 p.m.**
 Chamber Office & Information Center
 30525 Linden Street, Lindstrom
- December 7: Annual Meeting & Holiday Gala**
 Location: Parmly LifePointes
 28600 Fairway Lane, Chisago City
 RSVP by December 1st

SMALL TOWN CHRISTMAS December 3, 4 and 5



Enjoy Small Town Festivities and Shopping Local this Holiday Season. Visit Local Shops and Restaurants for Specials and Great Giveaways!

CENTER CITY, FRIDAY, DECEMBER 3

Wreath Contest-Decorate one or more wreaths. Register at City Hall Wednesday & Thursday 9am-3pm or Friday 9am-Noon. \$50 cash prize winner announced at the FREE Old Time Movie at 7pm.

LINDSTROM, SATURDAY, DECEMBER 4

Carnival games, face painting, sleigh rides, bonfire, marshmallow roasting, CLHS Brass Ensemble, Santa & Mrs Clause arrive to turn on the Christmas Lights, Santa Lucia Carolers and take pictures with Santa. Bring a donation for the local food shelf and Anonymous Santa. Enjoy free hotdogs, brats, chips & beverages. Festivities hours 4:30-7 p.m.

CHISAGO CITY, SUNDAY, DECEMBER 5

Northern Lights Parade at 4:30pm! Hot cocoa, s'mores, Santa, and carol with CLHS choir after the parade. Grand Marshal Chuck Gramling will flip the switch and light up downtown Chisago City at 5pm, then Santa and his elves arrive! Bring your letter to Santa, including your name and address. There will be a collection for Anonymous Santa and our local food shelf. We will have a warm stove with cider, cookies and s'mores to keep you toasty.

SHAHER, SATURDAY, DECEMBER 4

Craft show, 9am-4pm at the Shafer Creamery. Children's activities 11am-3pm. Free photos with Santa and concessions available.

What's Happening This Month

December	1-4	Bachman's Photography Special
December	1-5	Picket Fence Gals Sale
December	1-26	Festival Theatre 'A Christmas Carol'
December	3	Inter-County Cooperative Open House
December	3	Center City Wreath Contest
December	3-5	Small Town Christmas
December	3-31	The Sweet Swede Retail Store Open
December	4-5	WineHaven Holiday Festival
December	4	Shafer Creamery Craft Sale
December	4	Lindstrom's Tree Lighting
December	5	Chisago City Lighting Festival
December	5	Parmly Advent Tea & Bake Sale
December	7	Annual Meeting & Holiday Gala
December	11	Sankta Lucia Program-Chisago Lake Lutheran
December	11	Circle of Friends Annual Christmas Party
December	11-12	WineHaven Holiday Cheers!
December	18	Lindstrom Antique Mall 20/20 Sale
December	25	Christmas Day!
December	31	New Year's Eve!

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2010 Board of Directors

Officers:

President: Jim Green, Edward Jones Investments
Past President: Tom Kieffer, Farmers Insurance Group
President-Elect: John Renaker, Northwoods Roasterie
Treasurer: Cory Lindgren, Lindgren & Associates
Secretary: Craig Stockel, Thrivent Financial

Directors:

Karen Anderson, Frontier Communications
Loretta Anderson, Hazelden
Mary Cordts, Parmly LifePoints
Renee Dabill, Renee Lynn Photography
Bob Jennissen, Security State Bank of Marine
Matt Silver, Chisago County Press

Executive Director: Tangi Schaapveld
Office Manager: Laurie Doughty

How to contact us:

Chisago Lakes Area Chamber of Commerce
P.O. Box 283 – 30525 Linden St.
Lindstrom, MN 55045

Phone: 651.257.1177

Email: clacc@frontiernet.net

Web: www.ChisagoLakesChamber.com



A Note from the Chamber Board:

Tangi Schaapveld

As 2010 comes to a close, 2011 planning has long been underway. The rhythm of the year is planned and events dot the calendar. Sometimes it is difficult to think about Christmas in September but that is when the planning begins. The Chamber has four main events: Celebration of the Lakes - January, Home Show - February, Triathlon - July and Community Golf Tournament - September. We are involved in many community events including the newly added Small Town Christmas.

The Chamber is working on calendars, events, community guide, maps, brochures and advertising for the year to come. We are working on better communication with the members and community with the weekly newsflash, monthly newsletter, and informative luncheon speakers. As we try to get everything in, we do miss a few. Please remind us if you have an event or idea you would like to share. To get the most out of Chamber Membership, I encourage you to get involved. Network at our luncheons, join an event planning committee and/or volunteer your time and ideas. There is always room for us to improve and the best ideas come from you.

Our big project this year was the Chisago Lakes Area Tourism brochure, featuring area historic sites, parks and recreation. We are also reaching out to our neighboring communities to share ideas, events and resources. Last year we got involved with the National Heritage Committee and we look forward to joining the St Croix Valley Regional Tourism Alliance in 2011. As we meet with other communities we see opportunities to share our wonderful area with a broader base.

I want to thank all of you who donate your time and energy to the Chamber and the Community. We are blessed to have numerous events and opportunities that give back the Chisago Lakes Area. This Chamber would not be able to operate without you, the members and volunteers. Countless hours go into planning and orchestrating behind the scenes for any successful event. There are many who give all year long, and we thank you.

'Tis the season for giving...not only of gifts, but of time. Thank you for your generosity!



“A Christmas Carol” which opened on Thanksgiving weekend will run for four more weekends before it closes on December 26th. The Charles Dickens classic tale was adapted specifically for the Festival Theatre stage in 1996 by James Walker.

Tickets are \$13.50 for youth - \$26.00 for adults
Visit www.FestivalTheatre.org or call 715.483.3387



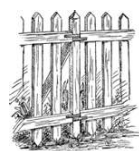
The Sweet Swede Candy Shoppe Premium Chocolates

The Sweet Swede's storefront will be open
December 3 - December 31

Thurs. & Fri. 11:30am-6 pm, Sat. 11:30 am - 5 pm
12615 Lake Blvd, Lindstrom

www.TheSweetSwede.com

651.387.1214



PICKET FENCE GALS SALE

DECEMBER 1-5

Wednesday 3-7

Thursday-Saturday 9-6

Sunday 11-5

Enjoy walking through rooms packed with antiques and great finds. Downtown Lindstrom

651.257.3370

www.PicketFenceGals.com

November 10th Board Meeting Highlights

Secretary's Report:

October minutes reviewed and accepted as written.

Treasurer's Report:

Treasurer's report reviewed and accepted.

Committee Reports:

• **Tourism – Tangi**

Mailings were sent to all Chisago Lakes Area Businesses requesting Small Town Christmas specials offered. Area EDA's have contributed to the promotion of Small Town Christmas again this year. The Chamber will produce a brochure and poster to be distributed throughout the area before Thanksgiving.

• **Celebration of the Lakes – Renee**

The group discussed the cost and time invested in the Hot Air Balloons and the return on the dollar. The Board shared the Balloons at the event have been a trademark and are much more valuable than the monetary gain. Kids Pro Ice has confirmed they will host their 2 Day State Finals at the 2011 Celebration.

New Business:

- **Gala 2010** - Location and date of the Gala were discussed. Gala location to be held at Point Pleasant Heights again this year on Tuesday, Dec 7th.
- **Chamber Dues** – 2011 dues were discussed with a slight increase needed for next year. Board chose to continue including luncheons with Chamber dues.

Old Business:

- **Chamber Board 2011** – Three open seats on the Board in 2011, with three or more candidates. A nominating committee will provide a slate of candidates to be voted on at the Annual Meeting.

Executive Director's Report: Tangi

- Home Show meetings have resumed with registration open chamber members early.
- The Chamber will partner with the MN Chamber Energy Smart program to help local businesses save money through energy updates.
- The Chamber would like to join the St Croix Valley Regional Tourism Alliance (SCVRTA), a group focused on marketing the Valley.
- Minnesota Visitors Guide ad will be placed in 2011 along with Wild Mountain and Tanger Outlet.



Celebration of the Lakes

January 29-30, 2011

This family celebration is a great way to enjoy the winter in the Chisago Lakes Area. The Hot Air Balloons will be returning again this year along with Kids Games, Helicopter Rides, Kids Pro Ice State Finals, a 5K/10K Race, Golf on the Ice and more!

Sponsorship forms have been mailed out and our press deadline is fast approaching. To sponsor or volunteer for this fun weekend, call 651.257.1177 or visit www.ChisagoLakesChamber.com

CHISAGO LAKE LUTHERAN CHURCH

'SANKTA LUCIA PROGRAM'

Saturday, December 11th at 9:00

Coffee and treats will be served at 8:30 a.m.



SANKTA LUCIA

The girl wakes very early – long before dawn on a cold, dark night deep in December. Dressed in her white gown, she quietly hurries to the kitchen to bake a special treat. Soon, the house is filled with the aroma of fresh bread and saffron. She arranges the warm, golden buns on a tray and makes her way out of the kitchen. The midwinter darkness closes in around her except for the glow of a crown of candles. She heads toward her parents' room to bring them their special breakfast. Joined by her brothers and sisters now, she sings songs of hope and the promise of the light that will soon fill the earth. The Christmas season has begun! This is the tradition of Sankta Lucia celebrated in Sweden and by Scandinavian families around the world.

Join us on Saturday morning, December 11th as the Kichi Saga Swedish Club presents our version of this traditional festival in the Fellowship Hall. Local youth will participate in the program. A freewill offering to benefit the club's scholarship fund will be taken.

Come and enjoy a moment of beauty, peace, and goodwill in the midwinter darkness.

VÄLKOMMEN!

Chisago Lake Lutheran Church

1 Summit Ave, Center City

651.257.6300

Parmly's Annual Advent Tea & Bake Sale **Sunday, December 5 2-4 p.m.**



Begin the Advent season with family and friends while sharing Christmas goodies. Special music provided by "Sweet Memories". In the Spirit of Giving, donations are appreciated for The Family Pathways Food Shelf Program.

Determine What is Working and What is Not in Business

by: MBA Editorial Team, BestManagementArticles.com

In your business, there will come many times when you have to study, evaluate and rethink your business practices. It is important that you know how to determine what is working and what is not in business and that you know how to focus on what is working and abandon what is not working.

A business cannot thrive and prosper if the tactics being used by that company are not really working. If your business seems to be in a rut, it may be due to using strategies that are not beneficial to your company. You need to take time to look at your business and determine your amount of success.

You can start by looking at an overview of your sales. Has business increased, decrease or stayed the same. If you are not seeing an increase, then you need to look for reasons why. For instance, how are your advertising techniques working? Advertisement is a way to get new potential customers interested in your product or services. If you are not seeing an increase in customer interest, then you need to try something different in this area.

Monitor how your customers are responding to customer service. Different customers respond in different ways to the same tactics, but all of them respond in a negative way if they feel they are not being taken seriously. Customers need to feel special and know they are your number one concern. If the routine you use has become boring to your employees and clientele, then it is time to look for a more exciting way to approach and handle your customers.

Here are some suggestions to help you determine what works and what doesn't work in your business.

- Keep a record of all the techniques you use, then compare the results.
- Record customers response to your techniques
- Compare results over a specified amount of time
- Compare sales on a weekly, monthly and yearly basis
- Provide a way for your customers to comment on your services

Keep in mind that what works for one business will not necessarily work for another, even if they are the same type of business. There are many things that determine the need of a company.

For example, your location plays a big role in what tactics will work for your company. You can have two identical companies in two different locations and the way each one needs to be run will be different. It will depend on the type of environment surrounding the business, the competition and the average income for that area.

Tactics that have worked in the past may become outdated and you may need to disregard them and look for new modern ways of running your business. Customers get bored with the same old thing time after time. They look for fresh new ideas that grab their interest and spark their curiosity. However, if you have a technique that works and continues to bring in the customers, don't abandon it. Only lose the ones that have lost their pizzazz.

When you find techniques that do work, be sure to elaborate on them. Show consumers that you are paying attention to their needs and listening to their comments. Don't be afraid to try something new, if it doesn't work, move on to another idea until you find ones that do. You will begin to see happy customers and an increase in your business when you are using techniques that really work...

2011 HOME, GARDEN & BUSINESS SHOW

February 26-27



The 2011 Home, Garden & Business Show is sponsored by Chisago Lakes Community Education, Chisago County Press and Chisago Lakes Chamber. You are invited to be an exhibitor. This event will be promoted and well-advertised in the Chisago County Press, Search, School Review, Community Ed Catalog, posters and flyers. Chamber members receive an \$80 discount off the booth fee with your paid 2011 Chamber membership. To register call Chisago Lakes Community Education at 651-213-2603. Registration forms are available at www.ChisagoLakesChamber.com.

LAYSB News!

LAYSB means developing healthy relationships, meaningful involvement and relevant learning experiences for struggling local youth and families! Donate to LAYSB before the end of the year and your donation will be matched dollar for dollar up to \$4000! Please go to www.ysblakesarea.org to pay by credit card, or send donations to LAYSB 244 N Lake Street, Forest Lake, MN 55025. Thank you!

Parent Support Meetings

Every Thursday, 6:30-7 p.m.

Jackie Hays, Parent Education and Support Coordinator, will be available to discuss parenting challenges and possible ways to handle them. Parents interested in attending should RSVP with Jackie at 651.464.3685.

Our Place: Teen Recovery Support Group

Tuesdays, 6-7:30 p.m.

This all addictions recovery support group is for teens ages 13-19 who have a desire to remain abstinent from drugs, alcohol and other addictive behaviors.

November Luncheon Meeting



Eichten's Bistro and Market

November's luncheon was held at the Chisago Lakes Chamber office with 44 members/guests in attendance. **Tangi Schaapveld** thanked **Eichten's** for catering this month's lunch. **Eichten's** is a family operation that has now spread to the East Coast. They offer luncheon specials Wednesday through Sunday along with a variety of cheeses and buffalo. Chamber announcements were Small Town Christmas, Celebration of the Lakes sponsorships, Annual Meeting & Holiday Gala, Home Show, Anonymous Santa Concert fundraiser. **Shari Bachman, Bachman's Photography**, announced their upcoming special of half off any portrait sitting from December 1-4. **Renee Dabill, Renee Lynn Photography** will again be hosting the annual Holiday Open House November 26-28th – Santa Photos \$10. **Gary Gerke** invited all to the Veteran's Dinner on November 11th. Guest speakers were **Jill Curran** and **Kelly Spors** with Energy Smart. They gave informative presentation on ways to save money and energy. There are many different ways to reduce energy usage, small changes up to larger building improvements. Changes will pay for themselves quickly. There are Federal tax incentives, County loans and rebates available to help business owners.

ANNUAL HOLIDAY OPEN HOUSE

Friday, December 3
8:00 a.m. – 4:30 p.m.

20% Storewide Discount & Discounted Subscriptions for the Inter-County Leader
Meet our staff and enjoy hot cider & cookies.

The Advertiser/Leader Office
Main Street, St. Croix Falls 715.483.3296



CHAMBER MEMBERSHIP

If someone asked you why do you belong to the Chamber what would you say? Would you be able to tell them about all the benefits that are extended to you and your business? Your benefits include:

- * Weekly Newsflashes
- * Website Listing
- * Networking and referral opportunities
- * Informative Monthly Luncheons
- * Monthly Newsletter, which you are welcome to submit your business events/promotion
- * Many Sponsorship and advertising opportunities
- * Opportunities to participate in community events to broaden exposure
- * Free classified listing in Community Guides, distributed to more than 20,000 homes and businesses
- * Display business information in the Chamber Office
- * Home, Garden & Business Show early registration and discount on booth registration

'Circle Of Friends' 10th Annual Christmas Party

Saturday, December 11th

12:00-2:00 p.m. 8th Grade or under

2:00-4:00 p.m. 9th through 12th Grade



FREE event for families with special needs children and their siblings. Photo with Santa, decorate cookies, make crafts and have fun! Sponsored by Family Pathways and St Gregory's 8th grade confirmation class.

St. Gregory's Catholic Church
38725 Forest Blvd, North Branch

LINDSTROM ANTIQUE MALL

12740 Lake Blvd, Lindstrom
651.257.3340

20/20 SALE!

Saturday, December 18, 2010

Browse two full floors of antiques.

Items over \$20 are 20% OFF (unless marked)

BACHMAN'S PHOTOGRAPHY SMALL TOWN CHRISTMAS SPECIAL!



Get Half-Off any portrait sitting December 1-4
Call 651.257.9380 now for your appointment.

Featured Business – December 2010



Welcome to Gustaf's Galleries for the Holidays

Come enjoy Swedish Almond Cake with Lingonberries, fresh coffee and a stress-less shopping atmosphere.

Gustaf's Galleries is home of three distinctive galleries: Up North Fine Art & Framing, The Art of Friendship Gallery, and Välkommen Gallery.

Visitors will find collections of original fine art, fine art crafts, and unique gifts reflecting who we are here in the Northern Midwest. We invite you to experience our Northern Culture expressed at Gustaf's - our heritage, visual arts, faith, ethnic roots, and character traits that make us Minnesotans. Come enjoy the works of many hands and hearts, and then we'll pour you a cup of dark Scandinavian coffee.

Since 1973, **Up North Fine Art Gallery** has shown exceptional regional art and fine art crafts. Artists are from states including Minnesota, Wisconsin, Iowa, the Dakotas, and Michigan.

The **framing studio** is well known in our region for incomparable framing designs and craftsmanship. Just 30 minutes from the Twin Cities and 20 minutes from the St. Croix River Valley, our studio enjoys customers from Minneapolis, to Stillwater, to Elk River, and to Wisconsin.

The **Art of Friendship Gallery** exhibits upscale gifts which all express encouragement. Collectibles from artist Jim Shore are a definite favorite. Some visitors have told us we have the best selection of unusual heart-warming greetings they've seen in central Minnesota.

Välkommen Gallery exhibits artwork and unique gifts from Northern Europe including Sweden, Norway, Finland, Denmark, Germany, and the Czech Republic. Unique Scandinavian art is crafted with handmade frames from Sweden and Norway.

Holiday Hours are Monday - Saturday 10-5, Sun.-12-4; Visit our website www.GustafsGalleries.com or give us a call at 651.257.1821 or 651.257.2575.

Quote for the Month

*Business will continue to go where invited
and remain where appreciated.*

~ Author Unknown ~

OPPORTUNITIES ABOUND FOR SAVING ENERGY – AND MONEY

Considering an energy-efficiency upgrade at your business in the coming months? First do some research and know what financial incentives are available to you.

Whether upgrading lights, the furnace or the roof, Chisago Lakes Area businesses have a variety of financial incentives that can greatly reduce the cost of installing energy-efficient equipment that will also reduce their energy bills. Xcel Energy offers its commercial electric and natural customers a wide array of rebates for upgrades ranging from LED or T-8 fluorescent lights to high-efficiency water heaters to motor improvements. Some "custom" rebate opportunities, such as adding insulation or upgrading the roof, are only granted on a pre-approval basis. That means the project details must be reviewed by Xcel Energy engineers before purchase and installation.

Xcel Energy also offers rebates for businesses that install solar photovoltaic panels.

Another funding opportunity: Local governments also offer low-cost loans to help businesses pay for energy improvements. Chisago City, for instance, offers businesses 2.5% interest loans of up to \$7,500, while Lindstrom building owners can apply for forgivable loans of up to 60% the project costs, capped at \$24,000. If the building owner stays in the building for at least 10 more years, the loan is 100% forgivable. Center City also offers a low-cost loan program.

There are also occasional grant opportunities offered through the state along with federal tax incentives worth checking into.

To help members learn about these financing opportunities and evaluate energy-saving opportunities at their businesses, the Chamber will soon be partnering with Energy Smart, a non-profit program affiliated with the Minnesota Chamber of Commerce. You will be contacted by Energy Smart in January. But meantime, if you're interested in receiving energy-related assistance sooner, feel free to contact them directly at 651.292.4652 or info@mnenergysmart.com.



HOLIDAY FESTIVAL

Saturday, December 4th 10:00 a.m. - 5:00 p.m.
Sunday, December 5th 12:00 a.m. - 5:00 p.m.

Tis' the season to deck your wine racks for the upcoming holidays! We'll have several new wines to sample, freshly brewed mulled wine, special treats and plenty of holiday cheer!

HOLIDAY CHEERS!

Saturday, December 11th 10:00 a.m. - 5:00 p.m.
Sunday, December 12th 12:00 a.m. - 5:00 p.m.

A celebration of the holidays and staying warm. Enjoy sampling mulled wine at the winery. Visit all the wineries over the weekend and complete your wine trail passport for a complimentary glass of wine and a chance to win a wine basket. For more details, visit www.ThreeRiversWineTrail.com



ARBY'S Gift Card Promotion



Great gift item! For every \$20 gift card purchased, receive a card valid for a free combo meal of your choice. Promotion runs through December 18th, 2010

12400 Lake Blvd, Lindstrom 651.257.1500



NORTHWOODS ROASTERIE

Coffee and Pie Night

Every Friday Night! 5-9pm

Come enjoy coffee and fresh baked pies!

12710 Lake Blvd, Lindstrom

www.NorthwoodsRoasterie.com 651.257.5240

MN Chamber Update

Business Community Up to the Task

By David C. Olson

Minnesota voters sent a decisive message to the state's policy-makers that their primary concerns are their jobs and the economy. Their message also reflects the priorities of the statewide business community as we prepare for the 2011 Legislature.

The circumstances are daunting. The demand for government services is far outstripping available revenues. Only 75 percent of Minnesota students graduate from high school, and of those entering the higher education system, nearly 40 percent need remedial education. Minnesota's lengthy and cumbersome permitting process has forced business expansions out of the state. Minnesota's energy costs continue to rise with no plans for needed future base-load electricity.

The Minnesota Chamber of Commerce and its statewide network of local chamber partners stand ready to resolve these issues and move our economy forward. The solutions won't be easy. Yet bold changes are necessary if Minnesota is to stay competitive in the national and global economies. The opportunity is now.

Maximizing the state's existing resources is the top priority. Legislators should focus on how to effectively and efficiently spend the \$33 billion general fund. The best news is that most of the Minnesota Chamber's agenda can advance with little or no additional state spending. Yet our recommended changes in other areas of public policy are vitally important to the economic livelihood of all Minnesotans.

Our priorities for the 2011 Legislature:

Budget reform and service redesign: The \$33 billion general fund should be targeted toward solving our most pressing statewide problems and building the infrastructure required to develop our economy. Reforming the budget and redesigning public programs and services are critical if we are to sustain vital public programs and make them more effective.

K-12 education reform: Employers more than ever need a world-class workforce to compete in the worldwide marketplace. Minnesota continues to have one of the widest achievement gaps in the country among racial groups as well as across socioeconomic levels. Changing demographics also are contributing to workforce shortages. Our policies are aimed at producing a world-class workforce while closing the achievement gap. We led a broad-based coalition last year on these efforts, and the momentum continues.

Environmental review and permitting reform: Businesses continue to be frustrated by the cost and time to apply for and receive approval for a variety of permits from state agencies. We need sensible regulations to foster economic development while still maintaining current health and environmental standards. Initial reforms were made this year, but more work remains.

Energy: Minnesota is approaching a dangerous crossroads in its ability to provide a reliable supply of electricity at competitive prices. Notwithstanding increased conservation targets and new investments in renewable energy, additional base-load electricity still is necessary for businesses and households alike. It's essential that we remove the state's bans on consideration of new nuclear and coal-fired power plants.

There is no single remedy to move Minnesota forward. Each proposal is a slice of the pie. Advanced collectively, however, the changes will make a difference. The business community and policy-makers are in excellent position to forge policies that will keep and create jobs in Minnesota.

David Olson is president of the Minnesota Chamber of Commerce. For more information visit www.mnChamber.com.



Minnesota Chamber of Commerce
The Voice of Business