



# Monthly Newsletter

www.ChisagoLakesChamber.com

September 2011

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

## Upcoming Meetings & Events

- September 14: Board Meeting 4:00 p.m.**  
 Chamber Office & Information Center  
 30525 Linden Street, Lindstrom
- September 15: Chamber Member Luncheon 11:30**  
 Time: 11:30 a.m.  
 Speaker: John Driscoll, Executive Director of  
 MN Adult Services  
 Location: **Hazelden – CORK Center**  
 15245 Pleasant Valley Road, Center City

## What's Happening This Month

- |           |       |   |
|-----------|-------|---|
| September | 1     | Chamber Community Golf Tournament         |
| September | 1     | All Is Wellness Grand Opening             |
| September | 2     | Pleasant Valley Orchard Opens for season  |
| September | 3     | Shafer Corn Maze Opens for season         |
| September | 5     | Labor Day                                 |
| September | 6     | School Opens                              |
| September | 7-11  | Picket Fence Gals Sale                    |
| September | 9     | Hwy 8 Design - Open House                 |
| September | 10    | Gammelgarden's 'Running of the Meatballs' |
| September | 10    | Wine & Chocolate Cruise                   |
| September | 10-11 | St. Bridget's Block Party                 |
| September | 10-11 | Hay Days                                  |
| September | 13    | Frontier Digital Marketing Webinar        |
| September | 14    | Parmly Vital Aging Expo                   |
| September | 17-18 | Lindstrom Antique Mall 20/20 Sale         |
| September | 18    | Amador Apple Festival                     |
| September | 24    | Carrie Elkin & Danny Schmidt Concert      |
| September | 24    | Wine & Cheese Cruise                      |
| September | 30    | LAYSBS 'Black Tie to Blue Jeans Night'    |

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**September Refreshment Host!**  
**Center Lakes Association**  
**651.213.6650**

## Chisago Lakes Community Golf Tournament Thursday, September 1<sup>st</sup>

- 12:00pm Registration & Team Photos
- 1:00pm Shotgun Start
- 5:30pm Dinner, Awards & Prizes

A 4-person scramble tournament with three divisions: men, women and mixed. The mixed division must have at least two women.

Register your team today! Sponsorship opportunities are available. Sponsorship and registration forms are available at the Chamber office or at [www.ChisagoLakesChamber.com](http://www.ChisagoLakesChamber.com)

A portion of the proceeds this year will go towards Lakes Area Youth Service Bureau. The mission of LAYSBS is to ensure the success of youth by providing healthy and meaningful alternatives for at risk youth.

## **2011 Board of Directors**

### Officers:

President: John Renaker, Northwoods Roasterie  
Past President: Jim Green, Edward Jones Investments  
President-Elect: Craig Stockel, Thrivent Financial  
Treasurer: Cory Lindgren, Lindgren & Associates  
Secretary: Loretta Anderson, Hazelden

### Directors:

Bob Jennissen  
Bob Gustafson, Farmers Insurance Group  
Dan Brown, Chisago Lakes Achievement Center  
Matt Silver, Chisago County Press  
Miriam Aaland, Parmly LifePointes  
Renee Dabill, Renee Lynn Photography

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](mailto:clacc@frontiernet.net)

Web: [www.ChisagoLakesChamber.com](http://www.ChisagoLakesChamber.com)



### **A Note from the Chamber Board:**

*Matt Silver*

Where has the summer gone? It seems like yesterday we were planning the Celebration of the Lakes looking out at snow falling. The spring/summer has been a busy one for the Chamber to say the least. Since January, the Chamber has been active in many community events including the Celebration of the Lakes, The Home and Garden Show, Karl Oskar Days, the Carp tournament, the Chisago Lakes Triathlon and Ki Chi Saga Days just to name a few.

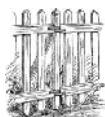
The chamber is currently serving on many committees, but the one that sticks out in my mind is the tourism committee. What better group to serve on that committee than the one that represents virtually every business in the area? In the last few years, the chamber has been instrumental in some great tourism projects that have really brought new visitors to our area.

Besides being a crusader for local businesses, the Chamber play a vital part in the success of the Chisago Lakes Area. Tangi, Laurie and the rest of the

Chamber go above and beyond their job descriptions when it comes to promoting the area. If you could see all the tourism, downtown, county wide and celebration meetings they attend over the course of the year, it would blow you away.

Our member numbers have been steady to increasing for the last two years. I think that is a testament to how hard our chamber works to promote local business and networking in the area. In a time of economic uncertainty, to have an increasing number of new chamber members is amazing. Whenever I ask a business if they would like to join the chamber, I usually get the same question. What will the chamber do for me? I used to be perplexed on how to answer that question, but after being part of the chamber for so long now, it is a simple answer. You get out of the chamber what you put into the chamber. I know that sounds simplistic, but the reality is, it's true. If you put an effort to come to chamber meetings, reach out to other chamber members the rewards will come back to you. You may not see it on your bottom line immediately, but you will notice it in your relationships around town and by referrals. We have an amazing chamber that is made up of wonderful people. If you belong, but are not involved, I would highly encourage you to get involved. Whether that be volunteering, coming to meetings or serving on a committee, either way, just get involved.

### **PICKET FENCE GALS SALE**



**September 7-11**

Wednesday 3-7

Thursday-Saturday 9-6

Sunday 11-5

Enjoy walking through rooms packed with unique treasures. Downtown Lindstrom.

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

651.257.3370

### **NORTHWOODS ROASTERIE**



12710 Lake Blvd, Lindstrom

**Coffee and Pie Night**

Every Friday Night! 5-9pm

Come enjoy coffee and fresh baked pies!

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

651.257.5240

### **Highway 8 Design Open House Friday, September 9<sup>th</sup> 8am-1pm & 4-7pm**

Businesses and Public are invited to preview the Hwy 8 downtown Lindstrom design. You will have a chance to look over the proposed design, ask questions and have input before it is finalized and sent to MNDOT. Meeting at the Chamber office, 30525 Linden Street, Lindstrom.

## August 10<sup>th</sup> Board Meeting Highlights

### Secretary's Report:

July minutes reviewed and accepted as written.

### Treasurer's Report:

Treasurer's report reviewed and accepted.

### Committee Reports:

#### • **Golf Tournament**

Team registration and Sponsorships are coming in.

#### • **Chisago Lakes Triathlon – Tangi**

There were 1800 participants and 160 volunteers helping this year. Triathlon went well, with positive remarks by local merchants/retailers.

### New Business:

#### • **Highway 8 Design**

The design committee is nearly finished with the Hwy 8 visual portion. The board agrees that the proposed Swedish Red light poles would seem to be a distraction to the overall design look meant for the downtown area. Tangi will approach the design committee on this.

#### • **Holiday Gala** – a committee will form in September to plan this year's Holiday Gala.

#### • **2012 Budget Committee** – a committee consisting of the current, past and future president will meet with Cory and Tangi to start the budget formation for the upcoming year.

### Executive Director's Report: Tangi

Among items reported to the board were:

- Website hits were up 634 from a year ago.
- New Chisago County biking maps and Lindstrom historical walking maps are complete and available.



20880 Olinda Trail, Scandia  
651.433.5053

### **First Annual 'Running of the Meatballs'** September 10

Gammelgarden Museum is sponsoring a unique fundraiser to help pay for repairs to its old church, Gammelkyrkan.

The first ten meatballs to roll down the hill and into the hole will win prizes. Grand prize is \$500. Other prizes consist of rental from Hallberg Marine, Ironwood Golf Range year membership.

More information at [www.GammelGardenMuseum.org](http://www.GammelGardenMuseum.org)



### **DIGITAL MARKETING MAGIC PYRAMID: INTEGRATING EMAIL, SOCIAL MEDIA AND SEARCH TUESDAY, SEPTEMBER 13, 11:00 AM**

Email, social media and search are the cornerstones of the 'Digital Marketing Magic Pyramid.' Together they can help any company or organization grow their online presence.

Join Frontier Communications at this FREE one-hour Webinar to learn about:

- \* Driving search ranking with content marketing and customer comments
- \* Building email lists and satisfying your readers
- \* Extending email content to social networks
- \* Leveraging events, notables and news cycles to your advantage
- \* Google+ : The Facebook killer?

Space is limited. Register at [www.Frontier.com/digital](http://www.Frontier.com/digital)

### **Morning Marketing Meeting**

Please join us for coffee, donuts and lively discussion.  
This webinar will be rebroadcasted at the Chamber office  
Thursday, September 29 at 8am

## **LAYSB News!**

244 N. Lake St, Forest Lake  
651.464.3685 [www.YSBLakesArea.org](http://www.YSBLakesArea.org)



### **Black Tie to Blue Jeans Night** Friday, September 30, 2011 6:00 p.m. Vannelli's by the Lake in Forest Lake, MN

Please join us for **Black Tie to Blue Jeans Night** as Lakes Area Youth Service Bureau celebrates 35 years of service to area youth & families.

The event will feature local youth musicians including Forest Lake High School Jazz Ensemble. Plan to bid on our silent & live auction items by JJ's Auction Service. We also have a Barley & Vine draw! The dress code is up to you! Wear jeans, black tie or your personal combination – be comfortable and enjoy the evening.

Individual tickets are \$60 and \$50 each for two or more! All proceeds of this event support our Youth Enrichment and Leadership programs in Washington, Chisago and Anoka counties. Sponsorships are available. For more information and to purchase your ticket, call 651.464.3685 or go online to [www.YSBLakesArea.org](http://www.YSBLakesArea.org)

## August Luncheon Meeting



Picnic Lunch at Wild Mountain

The August luncheon was held at **Wild Mountain Recreation**, a second generation business. **Craig Stockel**, president-elect, thanked **Wild Mountain** for sponsoring and catering this month's luncheon. Thank you also to **St. Croix Regional Medical Center** for being our July Chamber refreshment host. Chamber announcements included thanking all our wonderful 160+ volunteers who helped make the triathlon a success. The Chamber Tournament is Thursday, September 1<sup>st</sup>. **Point Pleasant Heights** will be celebrating their 25<sup>th</sup> Anniversary today with an open house from 1-3. Ki Chi Saga Days are August 19-21. Member announcements were from **Laura Haseltine**, **Victory Lane Quick Oil Change** who introduced herself and passed out coupons for oil change. **Karl Kornowski** promoted **St. Bridget's** upcoming Block Party in September. **Amy Frischmon**, vice president and co-owner of **Wild Mountain** gave a quick overview of all aspects of operation. **Amy** has 20 years of business marketing knowledge and she shared some of that information with us. A website is the most important marketing a business can invest in. Make your website a mobile site. **Amy** has contacts that help set this up. A Facebook page is free and is necessary. Keep it honest by allowing all comments to be posted. Make sure this is a corporate page and not a friend page. Also make it easy to find your Facebook page. You can do incentives on your page, there is analytics available too. Twitter is also essential for marketing, along with YouTube. Have your Face Book, Twitter and YouTube on every page and on every email you send. It is important that you have Google Alert for both your business and yourself. This will send you alerts whenever anything new shows up on the web regarding you.

*Back to*  
**School** 🍎🍎

*School starts Tuesday, September 6<sup>th</sup>!*

## Quote for the Month

The absolute fundamental aim is  
to make money out of satisfying customers.  
~Sir John Egan~



### TAYLORS FALLS SCENIC BOAT TOURS

#### Elvis Cruise

Friday, September 16 7-9pm \$27.50/person  
Enjoy a narrated scenic tour, a live performance by  
Steve Marcio, hors d'oeuvres and full cash bar

#### Boss Grant & the Johnny Cash Revue

Friday, September 23 7-9pm \$27.50/person  
A scenic tour paying tribute to the Man in Black. Enjoy music  
and hors d'oeuvres as you take in the beautiful St. Croix River.



Season passes are 15% off! Hurry and place your order for your 2011-2012 season pass at Wild Mountain before rates go up! Sale ends October 3<sup>rd</sup>! Visit [www.WildMountain.com](http://www.WildMountain.com) or call 651.465.6315 for more information or to purchase your season pass.

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

651.465.6315



11125 Lake Blvd., Chisago City

[www.RoomForGrowing.com](http://www.RoomForGrowing.com) 651.257.2441

### **FALL PROGRAM STARTS TUESDAY, SEPTEMBER 6**

Room For Growing Educational Learning Center offers a flexible comprehensive preschool educational program and nurturing stimulating environment for infants and toddlers. Our educational center cares for children six weeks to eight years old, with a summer discovery program to age ten years.

- Stimulating Educational Programs led by qualified staff.
- Infant and Toddler programs with primary care givers.
- Preschool and school age programs build a firm foundation for children to be lifelong learners.
- Safety first. All our facilities have modern security systems.
- Parent Partnership with open and trusting relationships.
- Nutritious meals. Breakfast, lunch and snacks.
- Extra-curricular classes taught by professional instructors.

*"The right fit for your child"*

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

## Featured Business – September 2011



### Pleasant Valley Orchard

~A local fall tradition~

When Jim Birkholz and Judy Erickson started Pleasant Valley Orchard in 1990, they began with 71 acres of cornfields, pastures, a 1920's dairy barn and a vintage pole shed. Since that time, 3000 apple trees covering 12 acres, five acres of strawberries and five acres of pumpkins have transformed the farm. And the vintage pole shed is now the apple shed housing the store, kitchen and support facilities.

In 1993, Pleasant Valley Orchard opened the doors to the old barn and began selling apples. In 2011, they will open for their 18th fall season beginning Labor Day Weekend! And in doing so, continue a local fall tradition.

Many things have changed over the years, but a couple of things remain constant. Our focus is to provide a family friendly atmosphere and high quality apple and bakery products and, hopefully, a wonderful experience for our customers.

Pleasant Valley Orchard offers a fun fall experience for the whole family! Situated as it is, the orchard offers sweeping views of the St. Croix Valley in full fall dress. You will enjoy the charm of our apple shed and vintage barn. In addition to your favorite Minnesota Grown apples, you will find an amazing array of pumpkins, bakery and gift shop.

Traditional orchard activities include pick-your-own weekends, hayrides, farm animals, kid's corral, nature trail, and picnic area. Special activities include music at the orchard on select Saturdays and Old Fashioned Pie Social and Brat Feeds on Sundays, with proceeds benefiting community organizations.

One of the most popular items at the orchard is our hand-dipped caramel apples. You can start your Saturday or Sunday morning with a cup of Orchard Blend Coffee, made by Northwood's Roasterie, and a fresh baked apple scone or turnover. And then there are the apple pies!

Back in the day, we put up our blue MNDOT signs and advertised in local newspapers. Today, traditional marketing has been supplemented with a web site, <http://www.pleasantvalleyorchard.com>, email marketing and you can find us on Facebook!

#### PLEASANT VALLEY ORCHARD

17325 Pleasant Valley Road, Shafer

Located south of Shafer, off Hwy. 8 or 95

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

651.257.9159



#### VITAL AGING EXPO

Wednesday, September 14<sup>th</sup>

10:00am – 3:00pm

A free event for all community members age 50 and older are invited to come. Keynote speaker is Connie Goldman, an award winning independent radio producer, author and public speaker. Vitalize! Wellness Centre, 28210 Old Towne Road, Chisago City. For more information call 651.257.7957.

### St. Bridget of Sweden Catholic Church



Saturday, September 10, 6pm – 10pm

Sunday, September 11, 11am – 4pm

Saturday enjoy *The Rockin' Hollywoods* and a Pig Roast and Sunday will have *Elvis*, Booya & burgers! Both days will have kids games, bingo, silent auction, raffle, country store and more!

Free admission ♦ Hwy 8, Lindstrom

## Shafer Corn Maze

'WELCOME TO THE DRAGON'S LAIR 2011'

September 3 – October 30

Fridays, 3-9pm, Saturdays & Sundays Noon-9pm

Over 4 miles of paths within 12 acres of corn. Complete the challenge, find all 12 checkpoints and enter drawing for prizes!

**New Challenge:** 1<sup>st</sup> person every Saturday and Sunday to find the 'princess' receives a free pass for 'Stalkers of the Corn'.

**FSI – Farm Scene Investigation:** Farmer Joe is missing and appears to be foul play. Collect evidence to find the weapon, suspect and location of where the crime took place. Every week in October the solution will change.

**Farm Tracks:** a game for young investigators.

Other attractions include **Adrian Fisher Rope Maze, Farm Petting Zoo, Pony Hop Races, Corn Bag Toss, Milk the Cow and Stalkers of the Corn.**

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

651.353.0675



**Wine and Chocolate Cruise on the St. Croix River**  
 Saturday, September 10<sup>th</sup> 6:30-9:30 p.m.

**Wine and Cheese Cruise on the St. Croix River**  
 Saturday, September 24<sup>th</sup> 6:30-9:30 p.m.

Delight your senses as you cruise the beautiful St. Croix River on the elegant **Taylor's Falls Princess** paddleboat. Enjoy fine food, great **WineHaven** wines, **Eichten's** cheeses and some of the best chocolates. Cruise tour includes wine sampling, live music, cash bar and reserved seating with a buffet style meal including choice of Roast Prime Rib with baked potato or Boneless Chicken Breast on a bed of wild rice served with a Chardonnay & Mushroom Sauce. Both entrées are served with assorted breads, Caesar salad, vegetable and dessert. Cost is \$44.50 per person plus tax and gratuity. Reservations and prepayment are required. Embark from Scenic Boat Tours, Taylor's Falls. Boarding time is 6:15 p.m.

For reservations call 651.465.6315

## Lindstrom Antique Mall

**20/20 Sale!**  
**September 17-18**

Storewide Sale – 20% off all items over \$20.00  
 unless marked 'firm' or already on sale.

Downtown Lindstrom 651.257.3340



2011 is the 45th year of the now famous Sno-Barons Hay Days Grass Drags. This event has grown every year and is now recognized as the largest snowmobile event in the World. It has been referred to in many publications as the "Grand Daddy of them All". The first race was in November of 1967. Through the years as the result of land development, the race has been held at many different locations. Sunrise Township, Minnesota, is the current site of Hay Days, located at 38740 Oriole Ave, Sunrise Township. More information at the Sno-Barons hotline at 763.274.0235 or visit [www.SnoBarons.com](http://www.SnoBarons.com)

## All Is Wellness

*Balance for Body, Mind and Spirit*  
 11347 North Ave, Suite #3, Chisago City

**GRAND OPENING CELEBRATION**  
**THURSDAY, SEPTEMBER 1<sup>ST</sup>**  
**11am-2pm & 5-9pm**

Prize drawings for free massages, readings, and reiki sessions. Discounted specials and package options will be available for those who make appointments the day of the celebration.

Meet the therapists:

Jackie Briggs, **Jackie Briggs Therapeutic Massage**: Swedish Massage, Deep Tissue, Sports, & Seated Chair Massage, Reiki, Ear Candling

Vicki Milbrandt Cross, **Poised With Serenity Massage**: Swedish Massage, Connective Tissue Massage, Deep Tissue Massage, Trigger Point Therapy

Jeanne Crescenzo, **Light of the Soul, Inc**: Spiritual Intuitive Medium, Reiki, Theta Healing, Crystal Chakra Therapy, Higher Self Portraits, Classes & Events.

Treats and refreshments will also be available! Come and see us and have some fun!



**Carrie Elkin & Danny Schmidt**  
 Saturday, September 24<sup>th</sup> 7:30 pm

Special Split Bill Show! Roots & Acoustic Funk, merged into a much greater whole...a performance of great energy and spirit... and one that audiences seem to be able to connect with emotionally, spiritually and intellectually.

Danny Schmidt is best known for his riveting poetic lyrics and Gypsy spirit Carrie Elkin is best known for her incredibly soulful and dynamic vocals.



**SVEN SHOES AND GIFTS**  
 Hwy 8 - Chisago City

Visit Sven's Comfort Shoes and Gifts for great shoes, clogs and gifts. Sven's features the famous Sven Clogs along with many brands of comfortable quality shoes.

[www.SvensShoesandGifts.com](http://www.SvensShoesandGifts.com) 651.257.4598

# Labor Day

★ ★ ★ ★ ★

## September 5th

### AMADOR APPLE FESTIVAL

37475 Park Trail, Almelund  
September 18<sup>th</sup> 11am-4pm



Great things to eat: Hot Apple Butter on Apple Pie, Apple Desserts, Hot Apple Butter Ice Cream Sundaes, Swedish Sausage on a Stick, Caramel Apples, Apple Cider, Fresh Popcorn, Sour Apple Snow Cones, Burgers, Brats, Taco-in-a-Bag, & more!

Fun Family Activities: Special Museum Displays, restored log cabins and farm buildings, quilt display, old time movies, arts & crafts, silent auction and lots more!

All proceeds and donations go towards Immigrant Log Farm Project.

## Pleasant Valley Orchard

SEASON OPENS SEPTEMBER 2  
10AM-6PM DAILY



Get ready for fall with our early variety of apples, have a caramel apple, or a freshly baked apple scone or turnover, shop and take a walk on the nature trail! We are planning for another great fall! Hayrides, music at the orchard, brat feeds, pumpkins, caramel apples-all the elements that make a trip to the orchard special!

Open 10am-6pm daily.

17325 Pleasant Valley Road, Shafer

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

651.257.9159

### MN Chamber Update

#### A call for comprehensive federal immigration reform

By David C. Olson

The federal government is failing Minnesota by not adopting comprehensive federal immigration reform. The resounding message was delivered at a series of forums conducted earlier this year by the Business Immigration Council, of which the Minnesota Chamber of Commerce is a leading member.

Immigrants contribute broadly to Minnesota from their role in the social fabric of our communities to being a source of

new business starts. Especially important, immigrants are a vital ingredient in the workforce today and in the future. Yet their potential is not being fully realized due primarily to the lack of comprehensive federal immigration reform.

Frustrated by federal inaction, many state and local governments have become involved. The result, unfortunately, is a patchwork of proposals, making a national system almost impossible. Employers increasingly report that they spend inordinate time and resources recruiting and determining if immigrants are authorized to work in this country.

Seven forums were conducted and made possible, in part, by the Minnesota Funders Collaborative, which is comprised of the Minneapolis Foundation and other organizations. The audiences were a blend of local business owners, teachers, religious leaders, labor leaders, farmers and government representatives.

Though they represented diverse backgrounds, participants were aligned that comprehensive reform must include four things:

- A means of resolving the status of anyone who is in the country, but not authorized.
- A more accurate and efficient means of checking the immigration status of potential employees.
- A plan for adjusting the flow of immigrants to our rate of economic growth.
- Provisions to make sure our borders are secure.

The Business Immigration Council pledges to bring these concerns to the attention of federal policy-makers. Among our goals, we seek to ensure that: Unauthorized immigrants can become documented; immigrants waiting to work can be brought in; verification of workers is affordable and accessible; plans for future immigration can expand and contract with the needs of the business and immigrant communities.

Minnesotans are clearly frustrated with what they view as a broken immigration system. The problems are well documented, and now we must convince our federal lawmakers to take action on comprehensive reform. I've personally delivered the message to Minnesota's congressional delegation. Local chamber of commerce representatives reinforced the concerns during their annual trip this month to Washington, D.C.

Immigrant workers can help fill our worker shortage if we have a federal immigration system that works. Reform, to be successful, must modify existing policies without creating more obstacles for workers to connect with employers.

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



Minnesota Chamber of Commerce  
The Voice of Business