APRIL 2019 ROCHESTER AREA CHAMBER OF COMMERCE

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| | |

*Denotes at large members of the Executive Committee

MISSION

VISION

VALUES

Collaboration | Diversity | Innovation Integrity | Proactivity



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ement



Bissonette

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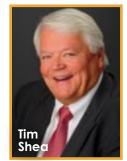




507-424-5666



BUSINESS MANAGER 507-424-5699



DIRECTOR OF SALES AND DEVELOPMENT 507-424-5663

Annual Member And Community Celebration

ROCHESTER AREA CHAMBER OF COMMERCE

| April 12 | Time | 6:00 p | |
|----------------------------------|----------|---------------------|--|
| Hilton Rochester Mayo Clinic Are | | | |
| Table \$600 | Individu | al Ticket \$ | |

You are invited to attend the Rochester Area Chamber's Annual Member and Community Celebration.

Join us as we see the inside of the new Hilton Rochester Mayo Clinic Area hotel for the first time and enjoy an evening of great food, entertainment, and networking.

This party will be short on speeches and long on fun!

REGISTER NOW! http://bit.ly/raccAMC or call (507) 288 - 1122

SPONSORS











Calendar of Events



SHOP LOCAL FIRST SERIES

Location 125 Live 125 Elton Hills Dr NW

Time 11:30 am - 1:00 pm

Sponsor Spectrum Reach

April 16

MEMBER ORIENTATION

Location 125 Live 125 Elton Hills Dr NW

Time 8:00 - 9:00 am

Sponsors 125 Live, Sam's Club

April 19

WOMEN'S ROUND TABLE

Location Jaguar Communications Video Conference Center 220 South Broadway, Suite 100 **Time** 7:30 - 9:00 am Sponsors Mayo Clinic, Think Bank

April 12 _____

ANNUAL MEMBER CELEBRATION

Location Hilton Rochester – Mayo Clinic Area 10 E Center St

Time 6:00 - 11:00 pm

Sponsors Wells Fargo, Mayo Clinic, Olmsted Medical Center, HGA, Rochester International Airport, Destination Medical Center

April 18 _____

BUSINESS AFTER HOURS

Location Altra Federal Credit Union 3833 Cascade Creek Rd NW

Time 5:00 - 7:00 pm

Sponsor Altra Federal Credit Union

April 19

2019 LEGISLATIVE PREVIEW

- Location Rochester Golf & Country Club 3100 Country Club Rd SW
 - **Time** 7:30 9:00 am
- Sponsor West Bank

May 3 _____

AM ESPRESSO

Location Haley Comfort Systems 4320 US Highway 52 N

Time 7:30 - 9:00 am

Sponsor Haley Comfort Systems

NEW CHAMBER SERVICE!

convenient review. See pages 5 and 6 for a full list.



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Join the Rochester Chamber for a Lunch & Learn on how data is the new currency that will keep your customers shopping locally first.

Spectrum

Chamber Continues Shop Local First Campaign

Launch of Phase 2 – April 5th 11:30-1 p.m. 125 Live

The Chamber is continuing its Shop Local First Campaign in a variety of ways. The first session, in partnership with Spectrum Reach, will be quarterly "Lunch and Learn" sessions focused on ways to increase your local customer traffic, engagement and loyalty. Each session will be a hour and a half of instruction with time for discussion and Q & A. Lunch will be provided. All sessions will be held at 125 Live at no cost to you. Please go to the Chamber website to register.

Since shopping doesn't stop once the holidays are over, neither does the Chamber's Shop Local First Campaign. We urge you to proudly display your Shop Local First poster to remind your customers and would be customers that Shopping Local First helps build a stronger community. If you want or need additional posters, please stop by or contact the Chamber at 507-288-1122.

Shop LOCA First 💟

SUPPORTED BY THE ROCHESTER AREA CHAMBER OF COMMERCE

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Shop Local First Series

April 5, 2019 11:30 a.m.-1:00 p.m. 125 Live, 125 Elton Hills Drive, Rochester, MN 55901.

Register to attend by clicking this ad.

Women's Round Table

Co-chaired by Zoey Jantsan, realtor and entrepreneur, and Jennifer Teske of the United Way, the Women's Round Table is a very popular program at the Chamber. Focused on women's professional and leadership development, each month brings different speakers, focus, and invaluable time for networking and small group discussion. April's speaker is Rev. Emily Carlson, Lutheran Pastor, Director of Communications for the Southeastern MN Synod of the Evangelical Lutheran Church and Post Bulletin weekly column author of "Holy Everything." No registration is required. If you haven't attended a round table-check one out. Great content, great networking and opportunity for civic engagement.



Rev. Emily Carson



Jennifer Teske



Zoey Jantsan

Opportunities to Increase Your Personal or Organizational Effectiveness

SCORE: Leveraging Technology to Market **Your Business**

Location: Merchants Bank (3586 55th St NW) Date/Time: Tuesday, May 7, 2019, 10:45am-12:00pm **Cost:** \$10

Details: Leveraging Technology to market your business through digital marketing like Facebook, Twitter, Instagram, LinkedIn, Pinterest, YouTube. We will also cover Search Engine Optimization, SEO and event and email marketing.

Business Expert Series Deep Dive: Essential Sales Skills - Shortening the Buyer Journey

Location: WSU-Rochester (400 S Broadway, Ste 300) **Date/Time:** Thursday, May 9, 2019, 1:00pm–3:30pm **Cost:** \$50

Details: Learn about factors influencing how buying decisions are made, techniques to uncover buyer needs and how to improve your ability to successfully communicate that value to the buyer. This program will benefit both new and experienced sales professionals who want to improve their ability to effectively communicate value and to develop stronger relationships with their customers.

Microsoft Excel Training - Advanced

Location: RCTC Heintz Center, Room HC109 Date/Time: Tuesday, April 9, 8:30am-12:30pm **Cost:** \$99

Details: Maximize the Excel program by learning tips and techniques in this course. You will discover how to create pivot tables and macros to filter and summarize data quickly and easily. This course will also go into advance functions and formulas. You will learn how to maximize Excel to conduct data analysis.

RCTC - Administrative Professionals Conference

Location: RCTC Heintz Center, Room HB117 Date/Time: Wednesday, April 17, 8:15am - 4:45pm Cost: \$125

Details: This conference is geared towards celebrating the role of an Administrative Professional. The day is set up as an opportunity to re-energize yourself while gaining new skills and techniques to assist you in playing a vital role in the success of your organization. This conference will provide you an opportunity to network with the other professionals while attending educational sessions that relate directly to your position.

SCORE: Women's Round-Table - Marketina Strategies and Tools

Location: Cambria (400 S Broadway) Date/Time: Tuesday, April 30, 2019, 5pm-6:30 pm

Cost: \$10 Details: Join us to learn marketing strategies and

tools from a panel of experts and small group discussions.

You will discover who needs your product or service and the many social media platforms they are using. We will help you turn your followers, subscribers, acquaintances, and friends into a buyer.

EquityLogic Series Common Language: Communicating with Respect; Gender **Equity and Respect**

Location: Woodlake Meeting Center (210 Woodlake Dr) Date/Time: Tuesday, May 14, 2019, 8:00 AM-10:00 AM Cost: \$40

Details: This session presents values-based interactive training that develops norms for communication and increases awareness of barriers to interpersonal connectivity. Activities include exploring intent versus impact, the ladder of inference, and reflective listening. In addition, this session provides a learning piece on gender equity and gender respect in the workplace.

MINNESOTA SMALL BUSINESS DEVELOPMENT CENTERS SOUTHEAST REGION

SBDC offers FREE educational and confidential business consulting services for operational success at all life cycle stages of a small business.

Services are offered by experienced business and subject matter experts including:

OPEN

- Access to Capital and Loan Packaging Financial Analysis and Assessment
- Accounting Systems and Literacy
- Marketing and Research
- Marketing Plan Development
- Feasibility Analysis
- Startup Assistance

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- Business Plan Development
- Electronic Commerce/Web site
- Development.



SPOTLIGHT ON: Real Deal Home Decor, Rochester MN.

POWERED BY

SB.



Two months later, she opened her doors and the business continues to grow. Her store products range from home décor, women's clothing, unique nick knacks, jewelry, accent furniture, and so much more! She has an online boutique and uses Facebook live to show off her various products.

"The SBDC helped get this whole business started! They led me step by step to make this dream a reality."





Ashley Moberg went on a girls' weekend getaway 3 years ago, and she had her first experience at a Real Deals. Immediately upon walking in she had the warm fuzzles and for the next 3 years, she talked about how she wanted to open a Real Deals in Rochester!

Moving forward with her idea of starting her own business, Ashley contacted the Real Deals franchise and received all the information from them. The franchise told her that she needed a business plan to submit to them along with a letter from her banker stating that they would loan the money to start her business. Several of the bankers she visited recommended that she meet with the Small Business Development Center (SBDC) to help her with her business plan and help her package a Small Business Administration (SBA) Ioan.





1926 College View Road SE [Rochester, MN SS904] 8:00am - 4:30pm | 507-285-7536 | semmabdo@gmail.com | http://rochesterbdc.com/ | rotc.edu RCTC is a member of Minnesota State and an equal opportunity employer/educator

City of Rochester Launches Online Engagement Tool

In March 2019, the City of Rochester launched Polco, an innovative engagement platform where residents can directly provide input to the local government decision-making process.

City Administrator, Steve Rymer states, "The use of Polco is reflective of the City's commitment to diversifying engagement tools, specifically through the use of innovative technology. Over the next year, we will work to get community members signed up and using Polco, while utilizing other channels as well."



More participation.

Make it possible for busy and thoughtful residents who struggle to attend in-person events to provide meaningful input through improved accessibility.



Good government.

Better transparency and structured communication delivers better community connectivity, buy in, and resiliency.

Polco's civic engagement tool improves how city teammates and residents communicate. Polco delivers the ease and accessibility of an online survey combined with the verification and reliability of in-person engagement.

Rochester residents begin giving input by downloading the Polco app for Android or iOS, or by visiting https://polco.us/ and creating an account. Polco's platform is available via web, mobile app, email, and any place Polco e-ballots are found online. This service is free to all Rochester residents.



Get Engaged Today!

https://polco.us/rochestermn



YMCA RESPONDS TO COMMUNITY CHILD CARE NEEDS

February 2019 The Y welcomed over 45 families to their open house on Saturday, February 9. The new Early Childhood Learning Center, located near Lourdes High School on 2364 Valley High Dr. NW, offers full-day child care for kids ages 6 weeks to 5 years.

Families had the opportunity to take guided tours of the center, meet staff and beloved Y mascot Sneakers, and learn more how the Y supports families to learn, grow, and thrive.

"I am proud to be a part of a team that offers families guality child care focused on learning through play. Our goal is to provide kids with experiences and guidance that nurtures their individuality and supports lifelong learning as they grow," said Abrina Trom, program director for the Rochester Early Childhood Learning Center.

Designed with kids in mind, the bright, colorful classrooms are equipped with interactive whiteboards to accommodate curiosity and any learning style. Learning through play is easy in creative spaces that stimulate a child's social emotional growth.

The new Early Childhood Learning Center opened Monday, March 4 and is enrolling in their infant, toddler, preschool and Pre-K classrooms. The Y offers need-based scholarships for tuition and Y membership is not required to enroll.

The Y's early childhood learning programs have earned national accreditation by the National Association for the Education of Young Children, a 4-Star Parent Aware rating and are licensed by the State of Minnesota.

To learn more, visit ymcamn.org/rochestereclc or call 507-200-4024.





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PUBLIC AFFAIRS UPDATE

DAY AT THE CAPITOL

This year's Day at the Capitol resulted in both collective impact for our region and personal impact for each of the 125 Chamber member participants, the Leadership Greater Rochester cohort, and the high school students from Byron, Mayo and Lourdes. The day was packed with action ranging from small group meetings with key committee leaders to a rousing rally led by KTTC's Caitlin Alexander and Matt Benz that included the Rochester area elected delegation. Attendees were also able to meet with Minnesota Department of Transportation Commissioner Margaret Anderson Kelliher and have an exclusive meeting with Governor Walz. You can see the entire program at https://www.rochestermnchamber.com/advocacy-resources. Thank you to all the DAC participants for making a difference for our region!

01 ADVOCACY TRAINING



More than 120 Day at the Capitol attendees kicked off their morning with a facilitated conversation about advocacy and best practices.

03 COMMISSIONER KELLIHER



Attendees received an exclusive meeting with MnDOT Commissioner Margaret Anderson Kelliher and heard about the Governor's t.ransportation priorities for 2019.

02 TRAVEL



The attendees arrived to the Capitol bright and early thanks to the efficient and comfortable transportation provided by Rochester City Lines.

04 MEETING LEGISLATORS



DMC Executive Director Lisa Clarke (middle) meeting with Representative Duane Sauke (25B). More than 25 legislator meetings were scheduled for DAC attendees

6 DAC was very productive and provided me the opportunity to have time with key legislators and executive branch leaders, including Governor Walz and MNDOT Commissioner Anderson Kelliher, all of whom directly impact the future of our airport. Day at the Capitol was well organized and very valuable for me and other attendees. -John Reed, Executive Director, Rochester Airport Company

05 RALLY IN THE ROTUNDA





civic service and engagement.



Attendees participated in a rally led by Caitlin Alexander and Matt Benz from KTTC.





Governor Tim Walz spent a considerable amount of time answering questions and talking with the group about critical economic issues

10

PUBLIC AFFAIRS UPDATE

06 SENATE CHAMBER

DAC attendees gained access to the MN Senate Chamber and spoke with Sen. Carla Nelson about

– Thank You To Our Sponsors –––––

PLATINUM: City of Rochester, Mayo Clinic

SILVER: BBA Aviation, Rochester International Airport, Signature Flight Support

BRONZE: Allegra Marketing Print Mail, Bolton & Menk, DMC, Rochester City Lines, Rochester Community and Technical College, Southern Minnesota Municipal Power Agency, Winona State University Rochester

BOOSTER: Minnesota Energy Resources, People's Energy Cooperative, RSP, Wells Fargo,

07 MEETING WITH GOVERNOR

PUBLIC AFFAIRS UPDATE

Eggs & Issues: State Budget Insights

Chamber members gathered on Friday, February 22 to connect with Minnesota Management & Budget Commissioner Myron Franz, and listen to him present on the Governor's budget plan, mere days after its initial release.

Attendees had the opportunity to ask specific questions of the Commissioner and witness a dialogue between Franz and State Elected Officials from the region.

Contact Mike Schnell, Government Affairs Manager, mschnell@rochestermnchamber.com for more information.



HUBSOURCE UPDATE

Layer Your Hiring Strategy

What does it mean? Why should you do it?

Whether or not someone is looking for a job, they may see information about your company. When your company is looking to hire workers make sure to layer your hiring strategy. In other words, make sure that your posting – whether is an ad for a job or some news about your organization - is visible on multiple channels. For example, once your organization posts a job, you should also include that link on Facebook, Twitter, and Instagram. One and done is not sufficient.

Hubsource makes it easy for employers to do this - to layer - your job postings by including social media links right on your company profile. Once you post a job on Hubsource, you can easily share the job to your various social media channels, expanding its presence and driving more candidates to apply.

Do you have questions about integrating social media into your recruitment strategy? Are you wondering about other strategies for layering your hiring process? Contact Sam Gill, Workforce Development Manager, by emailing saill@rochestermnchamber.com.



AMBASSADORS CELEBRATING CHAMBER MEMBERS

The Rochester Area Chamber of Commerce is happy to welcome the following businesses, who are investing in our community, celebrating a new location, new ownership, major renovations, or anniversaries. Reach out to your fellow Chamber members to congratulate, introduce yourself, and or offer your business services.



01 Allegra Printing (507) 282-6112 | www.allegrarochestermn.com



03 Lutheran Social Services (800) 582-5260 | www.lssmn.org



05 Real Estate Equities (651) 389-3817 | www.reeapartments.com



RIBBON CUTTINGS



04 Med City Animal Hospital (507) 258-9011 | www.medcityanimalhospital.com



06 Rochester Community Pharmacy

(507) 322-6124 | rochester-community-pharmacy.business.site



07 Rochester Public Schools & Mavo Clinic (507) 538-3000 | www.rochester.k12.mn.us (507) 293-2622 | www.mayo.edu

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NEWSREELS

Healing Rhythms Music Therapy, LLC



www.healingrhythmsmt.com/ **Siobhan Kelley**, MT-BC, joined the Healing

Board-Certified Music Therapist. She is

a graduate of Southern Methodist University in Dallas, TX, her hometown, with a Bachelor of Music Degree in Music Therapy. Siobhan developed a passion for medical music therapy and has joined our team to provide music therapy services for adult palliative care patients, pediatrics, and is taking appointments for children and adults with disabilities in our clinic. Join us in giving Siobhan a warm Minnesota welcome to our community!

PrairieCare Medical Group PrairieCare

www.prairie-care.com

The PrairieCare Medical Group (PCMG) Southern MN recently hired Dr. Christopher Sola to lead the expansion of adult care services in Rochester and Mankato. Dr. Sola is a nationally recognized, board-certified adult psychiatrist with a history of collaboration and leadership that has earned him numerous awards. Trained at Mayo Clinic, he served in numerous leadership positions in adult psychiatry at Mayo including Medical Director of the Inpatient Medical Psychiatry unit. He also worked at the Cleveland Clinic. Dr. Christopher Wall, Founder of PCMG Southern MN notes, "I've known Dr. Sola and have followed his work for nearly two decades. I am thrilled that he is willing to bring his spirit of innovation and teamwork to our adult mental healthcare landscape. We believe Dr. Sola will lead our teams to develop new approaches to complement existing community services." The new Rochester building is located at 5255 Members Parkway NW off of West Circle Drive.

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WELCOME TO **OUR MEMBERS** Thank you for your investment

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Salient oils is a family owned company that supplies essential oils and hemp oil products for a more holistic approach to your health and wellness needs. We have over 80 unique essential oils. as well as all natural skincare products.

RENEWING **MEMBERS** Thank you for your continued investment in our community.

AAA Insurance Allegra Audrey Betcher Bisbee Income Tax Service Boy Scouts of America – Gamehaven Council Brauer Roofing Inc. Canteen Vending Rochester Culligan Water of Rochester Domaille Engineering, LLC Econo Lodge Endres Window Cleaning

Farmers Insurance – Jill Fasbender Agency Flaherty & Hood, P.A. Fortress Insurance & Financial Services Gerard A. Goulet - Long-Term Care Insurance Specialist Health -N- Healing Hermitage Farm Center for Healing High Forest Bobcat Service, Inc. Hirshfield's Decorating Center Implant & Periodontal Professionals Integrated Technology Engineering Junge's Flooring Knutson Construction Services Rochester, Inc. Kruse Lumber Co. Logic of English Mantorville Economic Development Authority Meadow View Veterinary Clinic MN Adult & Teen Challenge

MEMBERSHIP

Simple Home Method

www.simplehomemethod.com (507) 206-0679

Simple Home Method offers home organization services to help clients create homes filled with belongings they love, enabling them to make lasting change and live their ideal lives. Simple Home Method specializes in KonMari, the best-in-class tidying method developed by Marie Kondo and made famous by her best-selling book, "The Life-Changing Magic of Tidying Up," and the companion Netflix show, "Tidying Up with Marie Kondo." Over one or more sessions, Simple Home Method teaches clients how to make decisions about what to keep, recycle, toss, or donate. Clients learn how to simplify, organize, and store the items they keep, so that they can maintain an organized home forever.

The Mayen on Broadway www.berkshirecommunities.com (507) 218-2890



Introducing The Maven on Broadway, Downtown Rochester's preeminent new residences located in an unrivaled waterfront setting across from the Zumbro River, steps from Skyway access to The Mayo Clinic. Sophisticated alcove, one and twobedroom, and penthouse residences are seamlessly designed with sleek, carefully chosen finishes to create your Luxury Launchpad. We invite you to experience the new benchmark of luxury living in Rochester, The Maven on Broadway.

Olmsted Financial Group Pure Rock Studios of Rochester, LLC Rochesterfest Ronald McDonald House Ryan & Grinde, LTD Sam's Club Seeds of Wisdom Service Pros Plumbing & Heating Sexton Public Affairs, LLC **SLR** Computers Southern Woods Townhome Association Steve Gentry Construction Tech Doctors The Brittanys of Rochester, LLC Trademark Uniforms, Inc. Velair Property Management Viking Electric Supply Volunteers of America @ High Pointe Watson Recycling Zumbro Valley Health Center





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Masood Dehnavifar, J.D. Trust Department Manager

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