

**April 2003**

**A Publication for the  
Members of the  
Marshall Area  
Chamber of Commerce**

## “Stand Up... Step Out... LEAD!”

### Pat McGill to address Chamber, Leadership Academy on May 6

On Tuesday, May 6, the participants of the Marshall Leadership Academy will be recognized at a special event open to all chamber members.

Speaker for the event will be Pat McGill, back to speak to the Chamber by popular demand!

Pat is a dynamic communicator who can empower your organization for positive and practical change. Building vital teams among all kinds of people is Pat's forte. Pat has been a business owner for over ten years and an educator for over thirty-five. She currently serves as an adjunct professor for Iowa Lakes Community College and Buena Vista University, teaching courses in Human Relations and Psychology. She currently holds a master's degree in

education from St. Mary's University, and is a National Speakers Association member. A

Blandin Community Leadership graduate, Pat has held many leadership positions in community, church and educational associations.



She will apply her wide range expertise to her presentation to the Academy. Her topic for the evening will be “Stand Up.... Step Out.... LEAD!” Pat's “can do spirit” is infectious, and her combination of wit and humor

will captivate everyone who attends.

See the enclosed insert for information on making your reservations for this fun and motivational event. It is certain to be an evening that you will not want to miss!

## Chamber Membership Drive kicks off on April 22

April 21-25 has been designated as Chamber Membership Drive week, focusing on promoting the chamber and recruiting new members. The Board invites you to become involved in some special ways.

The week will begin with a kickoff event open to all businesses, including current and prospective members, to highlight the Chamber's role and position in the community, and the benefits of being a Chamber member. (Watch your Friday FAX for more information about this event, open to all!)

Each Board member is putting together a team to spend 3 ½ hours recruiting colleagues, clients and customers to join the

Marshall Area Chamber of Commerce. The teams will be competing against each other to see who can bring in the most members during the week-long drive.

Assisting in the membership drive will be Joan Testa, of Chamber Development Services, Inc. Joan will provide training for volunteers participating in the drive, and sharing information about the benefits that Chamber membership provide.

If you would like to be a part of a team, contact a Board member. Please call the Chamber office at 532-4484 if you would like more information about the kick-off event being planned.

# Minnesota Chamber to lead economic development initiative

## Primary focus to be retention and expansion of existing businesses

The Minnesota Chamber of Commerce, over the past year, has been working on a private sector, statewide economic development initiative to strengthen and expand Minnesota's private sector employer base. The Minnesota Chamber has a proven track record of uniting the business community on key public policy issues. This track record, along with a powerful network of local chambers, makes the Minnesota Chamber the perfect organization to launch this effort.

Over the last decade, the Minnesota Chamber has made the business environment more competitive by reducing workers' compensation costs, reforming the property tax system, making health care coverage more flexible and restructuring business regulations. Minnesota has a better story to tell and now is the time to tell it. Over the last two years, more than 50,000 Minnesotans have been laid off. Over the last 4 years, Minnesota has lost more than 38,000 manufacturing jobs, erasing any gains made in the 1990's. It is time for the private sector, the Minnesota Chamber in partnership with local chambers across the state, to lead an effort to retain Minnesota companies and set a direction for private sector job growth in the future.

It is not our intent to compete with the hundreds of public sector and public/private partnerships that now exist. Many of these programs are focused on "deals." It is our goal to focus on retaining and growing private sector jobs statewide, not moving a business from one community to another. A statewide initiative will minimize competition among Minnesota

communities, particularly between greater Minnesota and the Twin Cities. A statewide approach gives us more to sell – great small towns, vibrant regional centers and a major metropolitan area.

Our primary focus will be on retaining Minnesota businesses and encouraging them to expand here. Many Minnesota employers will tell you that they receive letters and visits from other states in an attempt to attract the company to another state with incentives. How many times do we, as Minnesota business organizations, visit those same companies to let them know we appreciate their location in Minnesota and ask them how we can help retain and expand their companies? In partnership with local chambers, we have the opportunity to visit thousands of Minnesota businesses each year. It will allow us to identify state and local concerns that we, as chambers, can address. In addition, we can refer requests for other types of assistance to other private or public organizations, like the local EDA.

In addition to a solid retention program, we will identify and publicize trends affecting the development of our state's economy and recommend responses to these trends. We will also process inquiries of businesses considering a Minnesota location or expansion, and when appropriate, market the state to the nation and the world.

We plan to work closely with the Minnesota Department of Trade and Economic Development, and our initial



David Olson

conversations with Commissioner Kramer have been very positive. Local chambers may choose to also work with their local economic development organizations. The advantage of a private sector led effort can not be ignored however. Business owners are much more likely to share information and key

concerns with their peers. With the Chambers in the forefront, I am confident that we will meet our goal of growing private sector jobs and position Minnesota's economy for growth decades in the future.

*Article provided by David Olson, President, MN Chamber of Commerce*

## Nominating Committee set to begin work

Are you interested in taking a greater role in the leadership of the Marshall Area Chamber of Commerce?

Within the next few weeks, the Chamber's Nominating Committee will meet to begin the process of identifying candidates to serve on the Chamber's Board of Directors.

Members of the Board serve three year terms, and are responsible for determining the direction and programming of the MACC. Nominees should be active in the Chamber of Commerce, and willing to work to assist the Chamber in reaching its strategic goals.

For more information about serving on the Board of Directors, and the role that the board plays in the Chamber's operations, please contact the Chamber office at 532-4484.

Successful candidates will assume their position on the Board on October 1, 2003, and serve through September 30, 2006.

Coming in May.....

# Customer Service Excellence

Take the best of Disney®, Nordstroms® and other **WORLD CLASS** customer service organizations, add 20 years of personal experience in customer service, sprinkle in over 150 books and articles, mix them together, and this is the result! In this half-day workshop with trainer Joe Constant, participants will learn:

- ➔The **TOP TEN** service mistakes customers hate
- ➔The **TOP TEN** service details that customers rave about
- ➔Learn the **MAGIC WORDS** they love as well as those they despise
- ➔Discover the secrets of the **WORLD'S PREMIER COMPANIES**
  - ➔**SEVEN CRITICAL ELEMENTS** to achieving excellence
- ➔Handling problems and complaints - how to be a **FANTASTIC** fixer
  - ➔Understanding and using  
**NINE COMMUNICATION TECHNIQUES**
- ➔How to identify, meet and then **EXCEED** customer expectations
- ➔How to **REMEMBER NAMES** and other important details
- ➔How to create that “**WOW**” experience and dazzle your customers

This is a very participation-oriented learning experience. It is not just theory. You can start using these ideas immediately. At our workshop, you definitely get to “**PRACTICE WHAT WE PREACH!**” Thousands of participants have attended this workshop and rated it as outstanding.

**Wednesday, May 14**

Choose from one of two workshop sessions:

**8:30 AM to 12 Noon or  
1:30 PM to 5 PM**

- ✓ Cost per participant is \$59 for Chamber members  
Non-members can register for only \$79.  
*(discount for four or more registrants from the same organization)*
- ✓ Call the Marshall Area Chamber of Commerce at  
532-4484 to register or for more information.
- ✓ Space is limited to the first 35 registrants for each  
session-so **CALL NOW!**
  
- ✓ This will be the most enjoyable training experience you  
have ever had! All workbooks and materials included in  
your registration fee.



Joe is a lifelong resident of the Upper Peninsula of Michigan with the exception of 2 years where he lived in Minneapolis and worked for Dale Carnegie Corporation as an area manager and instructor.

He has owned nine different businesses and has had up to 200 employees. He has experienced plenty of success as well as many failures to share with his audiences, and he does so in a fun, relaxed and interactive way.

Joe currently owns and operates Constant Training and has national clients as far away as Hawaii as well as many clients throughout the Midwest. He has his Masters Degree with a focus in adult education from Northern Michigan University.

Joe currently resides in Marquette with his wife Ann and two sons, Adam age 14, and Alex age 13.

# April Business Briefs

## Guide to Marshall Underway

Our annual "Guide to Marshall" is getting close to publication. A joint project of the MACC and the Marshall Independent, the guide provides up-to-date information about Marshall for our visitors, prospective employees and new residents.

The Chamber distributes thousands of guides each year through our motels, major employers, direct mail for inquiries, and at many special events held throughout the community. The guide is also inserted in the Marshall Independent.

Publication has been delayed slightly, to allow us to include new members who join the Chamber during our April membership drive. If you would like to advertise your business or organization in the 2003 Guide to Marshall, call your ad representative at the Marshall Independent, 537-1551 TODAY.

## Update your business directory information

As a part of the preparations for publishing our "Guide to Marshall" we have been busy updating your business information. We're checking to see that we have your primary contact person listed correctly, along with your phone and fax numbers, information about your email address and web site, and the correct number of full and part time employees currently with your company.

We are also asking that you check your 15-word business description, and make any updates that may be needed. Remember, this information is used not only for our "Guide to Marshall", but also on our web page business directory.

## Made in China

Minnesota Technology, Inc. recently conducted a study on the impact of China-based manufacturing on Greater Minnesota manufacturing companies. This survey comes amid mounting national concern over low-wage competition from China and other countries, where factory workers earn less than \$1 an hour and multinational corporations are aggressively courted with tax breaks and other incentives.

The MTI survey results confirm that competitors have hurt a significant number of manufacturers in Minnesota:

- ◆52% of companies surveyed indicated they face Chinese competition
- ◆50% of these firms indicated their business has been hurt by this fact
- ◆On average, these respondents indicated they would lose 20% of their business in 2003-increasing to 35% over the next 3-5 years
- ◆42% of those polled say China has no impact on their business

Jobs have been particularly impacted in the electronics and metalworking industries. This puts additional stress on the Greater Minnesota economy as jobs in those industries are among the highest wage positions in the manufacturing sector.

Many Greater Minnesota manufacturers believe they can address some of these competitive pressures through a stronger emphasis on sales and marketing efforts. Minnesota Technology, Inc. believes in order to compete in the future, Minnesota firms will have to develop new business strategies such as focusing on proprietary products and high-tech production processes to keep ahead of foreign competitors.

For more information on competition from China, visit <http://www.minnesotatechnology.org/publications/reports/index.asp>.

## Pride in the Tiger Foundation inducts four new members into the Hall of Honor

The Pride in the Tiger Foundation recently announced the induction of four new members into the Pride in the Tiger Hall of Honor. They include **Glenn Mattke**, a former Marshall School District teacher, counselor, and coach; and a former SSU Athletic Director; **Ken Noyes**, a certified public accountant, who served as Chairman of SSU's Religious Center Capital Campaign, the Marshall Schools Community Facility Commission and the Marshall Schools Facilities Information Committee; **Art Olson**, a lifelong resident of Marshall and Marshall business man, who is presently serving as Chairperson of the Weiner Memorial Medical Center, is a past member of the Marshall School Board and was a Lyon County Commissioner; and **Jackie Zerr**, a former Marshall School District teacher, who has been an active volunteer in the community as a member of the Countryside Council, Guardian Ad Litem, and Hospice Board of Directors.

The 2003 Hall of Honor Banquet is scheduled for Saturday, April 26, 2003 at the Marshall Golf Course beginning with a social hour at 5:30 p.m., followed by dinner at 6:30 p.m. Tickets are \$25 per person and may be purchased through the Marshall District Office, Mr. Cool's, from Foundation Board members or by calling Betty Aune at 532-3798.

## Crazy Days set for Thursday, July 24

This year's Crazy Days event will be held on Thursday, July 24 from 7 AM to 8 PM.

# Upcoming Events

April 1	Downtown Council Meeting, 8AM, CC Office
	Marshall Leadership Academy, 4PM, Schwan R&D
April 2	Board of Directors Meeting, 11:30AM, CC Office
	Blandin Group Meeting, 4PM, CC Office
April 3	MAMA Meeting with Volunteer Clearinghouse, 9AM
	Ambassadors, 11AM, CC Office
April 4	Industrial Development Committee, 12 Noon, Nickel
April 8	Marshall Leadership Academy, 4PM
April 9	Volunteer Clearinghouse, 10 AM
April 10	Retail/Commercial Development, 8:30 AM, CC Office
April 11	Industrial Development Committee, 12 Noon, Nickel
April 14	Government Affairs Committee, 12 Noon, Nickel
April 15	Marshall Leadership Academy, 4 PM
April 16	Executive Board, 8 AM, CC Office
	CVB Board Meeting, 10AM, CC Office
April 17	Ambassadors, 11AM, CC Office
April 18	Industrial Development, 12 Noon, CC Office
April 21	Chamber Membership Drive Week
April 21	Business After Hours – US Bancorp, 5:30PM
April 22	Marshall Leadership Academy, 4PM
April 25	Industrial Development Committee, 12 Noon, Nickel
April 29	Blandin Community Advantage Training
April 30	Blandin Community Advantage Training

*Meeting times and locations may change. Please call the Chamber office for additional information about upcoming committee meetings.*

## Looking for a way to reach other business people?

Inserts can now be placed in the Chamber Perspectives for your business or organization.

Just deliver 500 copies of your flyer printed on 8 1/2 by 11 inch paper to the Chamber office by the 25th of the month, and we will insert and mail your information for just \$40! If you mailed 500 pieces individually, your postage alone would cost \$170. We'll save you \$130 plus all the hassles!

(And there's no envelope, label or label costs, either!)

You'll be reaching 500 of Marshall's top business people, and getting your message out quickly and efficiently. Give it a try today!

Also ask about our mailing labels and envelope imprint services, if you prefer to do it yourself.

**Another Member Benefit of the Marshall Area Chamber of Commerce**



**Have you accessed your chamber this month?**

**Here's What's Been Happening at the Chamber:**

- ◆ Marshall Dollars Sales
  - ◆ Business Referrals
  - ◆ Ambassadors Visits
  - ◆ Community Tours
  - ◆ Committee Meetings
  - ◆ Marshall Leadership Academy Sessions continue
    - ◆ Web site Business Directory Updates
    - ◆ Business After Hours
  - ◆ Membership Drive planning
    - ◆ ID Marketing Survey underway
    - ◆ 12 Blandin Community Advantage Focus groups
    - ◆ Community Festival Planning
    - ◆ Reaccreditation

and much more!!!!

**Thank to to everyone who has renewed their chamber membership this month. We appreciate your support!**

## Employer workshop focuses on getting more done with less

In this time of economic turndown, managing and motivating people, every employer needs to get increased performance out of fewer people. Figuring out how to be flexible while demanding accountability can cause a manager extreme stress, unless they understand how flexibility and accountability work together can increase a manager's ability to get the job done.

To help employers gain this understanding, Hands-On Leadership will be held on Friday, April 25, from 9 AM to 3 PM at Jackpot Junction Convention Center.

The seminar speaker, Bruce Tulgan, will introduce principles and best practices of a new management philosophy that will help you transform the day-to-day demands of employees into levels of high performance.

For complete workshop information, or to register, call Minnesota West's Marshall Center at 537-7051. Cost to Register is just \$59, and includes lunch and refreshments.

## Know your employers rights and responsibilities with Guard Service

The Uniformed Services Employment and Reemployment Rights Act (USERRA) provides protection and rights of reinstatement to employees who participate in the National Guard and Reserves. Highlights of the law follow.

### Applicability

♦USERRA applies to all employers and protects full-time and part-time positions. The law applies only to military service under federal--- not state--- authority.

### Deployment

♦An employee must give advance notice --- either written or verbal --- of upcoming military service of any type.  
♦Employees must be excused from work to attend inactive duty or annual training.  
♦After a period of more than 30 days of military leave, an employer has the right to request documentation of military orders.

### Employee Benefits

♦Employers are not required to pay an employee on military leave.

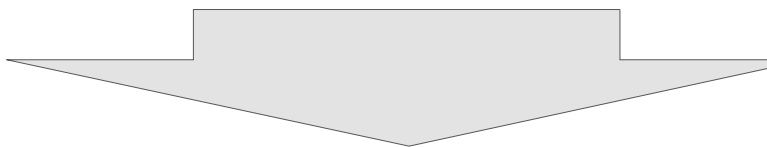
♦An employee cannot be required to use earned vacation for military leave.  
♦All pension plans in which benefits are earned for length of service are protected.  
♦Employees on military leave for a period of 30 days or less pay the normal employee cost for employer-provided health care coverage. After that, they must pay up to 102% of the total premium for up to 18 months.

### Re-employment

♦There is a five-year cumulative service limit with a single employer --- with notable exceptions --- on the amount of voluntary military leave an employee can use and still retain reemployment rights.  
♦Reservists returning to their civilian jobs must be reinstated with the seniority, status, and rate of pay they would have obtained had they remained continuously employed.

For more information, visit [www.esgr.org](http://www.esgr.org). The site includes a complete explanation of the law, frequently asked questions, and an employers resource guide.

# Click here!



## [www.marshall-mn.org](http://www.marshall-mn.org)

**Your link to Marshall area information!**

**Add us to your list of favorites!**

- ♦Business Links
- ♦Community Organizations
- ♦Community Calendar & Area Events
- ♦City & County Information
- ♦Visitor & New Resident Assistance



# Understanding Local Government Aid

## Pair of bills would alter the way that local government aid is allocated to Minnesota cities

The system by which the state gives money to cities and counties for the provision of government services needs a major overhaul, according to top-level state officials, including the governor himself.

But local units of government caution that changes to LGA will cause deep cuts in local services, and leave them without the flexibility to raise taxes locally.

Local government aid has two purposes: to reduce property taxes, and to bring equity to communities by providing state money for services, including police and fire, road maintenance and administration.

Advocates say local government aid is critical to communities with low population growth and low property values, as well as for large urban cities with ever-growing needs. But critics say local government aid is flawed because it distributes money based on previous spending habits.

The history of local government aid can be traced to a 1971 property tax reform measure called the "Minnesota Miracle", ushered in by Gov. Wendell

Anderson, that relieved local property taxes of much of K-12 education funding. Likewise, local government aid also aims to keep property taxes in check by distributing state sales and income taxes to needy cities.

Today, only cities receive local government aid. So exactly how is an individual city's aid allocation determined?

A two-part formula considered the "grandfathered" 1993 aid appropriation and a city's "need" and its "ability to pay". The formula for determining need considers population, population decline, housing built before 1940, and commercial and industrial property values.

In 2002, \$565 million was distributed to Minnesota cities under the LGA program. The City of Marshall receives approximately 33% of its \$8,434,946 2003 General Fund budget from local government aid payments. Other income includes local property taxes, licenses and permits, franchise taxes, fines and other charges for services.

Governor Tim Pawlenty has proposed a short-term fix through his proposed

2004-2005 budget, which includes a deep \$1.16 billion dollar cut in state aid. If approved by the legislature, Marshall would see a reduction in its LGA by \$507,591 in fiscal year 2003, and an additional \$1,164,440 reduction in 2004. And, if proposed levy limits are enacted, cities would have little recourse other than to look at deep cuts in the services they currently provide to their residents, according to Marshall City Administrator Mike Johnson.

According to both Senator Dennis Frederickson and Representative Marty Seifert, the proposed cuts will hit rural Minnesota districts hard. Both indicate that cuts will occur, however, are willing to work with other legislative leaders to find some compromise that lessens the impact on rural communities.

At least two bills have been introduced so far this session in the House of Representatives to address the issue on a longer-term basis. So far, neither bill has a Senate companion.

*Information in this article excerpted from Session Weekly, a publication of the Minnesota House of Representatives.*

**New Marshall Dollars are redeemed at the Chamber office anytime during regular business hours. If your business is uncertain of how to redeem Marshall Dollars, call us to find out more!**

## Give the Gift of Marshall Dollars!

Do you recognize outstanding employees, special clients, or special days with a gift? Why not do it with Marshall Dollars? By giving Marshall Dollars, you, your employees, clients and the Marshall business community all benefit. And remember, Marshall Dollars can be purchased and given all year round. Call or stop by the Chamber office today for more information.



**Marshall Area  
Chamber of  
Commerce**

The Chamber serves 370 members and has been helping the Marshall area prosper since 1930.

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Chamber of Commerce**  
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**2002/2003 Board of  
Directors**

**Officers**

**James Carr**  
Chair  
(The Carr Companies)

**Todd Bock**  
(Northwestern Mutual  
Financial Network)

**Deb Boulton**  
(BH Electronics)

**Maja Pogatchnik**  
(First Independent Bank,  
Town & County Agency)

**Rise Mitchell**  
Past Chair  
(Market Street Mall)

**Directors**

**Jeff Bragg** (Slumberland)  
'03; **Brian Hart** (The  
Computer Man) '03; **Bob  
Kaufman** '05, (Minehart,  
McKee & Associates); **Jacki  
Knigge** (The Daily Grind)  
'05; **Tim Ludewig**  
(Minnwest Bank) '04,  
**Howard Miller** '04,  
(Schwans); **Bill Mulso** '03  
(SSU); **Steve O'Connor** '05  
(Marshall Public Schools);  
**Tom Ries** '05 (HyVee); **Dick  
Slieter** '05 (WMMC); **Bill  
Toulouse** '04, (Quarnstrom,  
Doering)

**Chamber Staff**

**Tracy Veglahn**,  
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**Cami Rosenboom**,  
Project Manager

The Chamber Perspectives is published twelve times each year by the Marshall Area Chamber of Commerce as a service to our members. Comments and contributions are welcome. Please call us with corrections or additions to our mailing list.



**Business  
After Hours**

**US Bancorp  
(1310 Madrid Road)**

**Monday, April 21  
5:30 to 7:00 PM**

If you haven't had an opportunity to tour US Bancorp's new building at 1310 Madrid Road, this is the perfect time to do so! Learn more about US Bancorp's Business Equipment Finance Group and the services they provide. Also hear more about the career opportunities they offer here in Marshall.

**This event is free and open to all MACC Members and their guests.  
Refreshments will be served. Please plan to attend!**

Mark your calendars now.....

May's Business After Hours will be hosted by  
**Weiner Memorial Medical Center**

**Monday, May 19**



**Marshall Area  
Chamber of Commerce**  
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Marshall, MN 56258

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