

May 2003

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

# Welcome New Members!

## Chamber Membership Drive Nets 79 New Members!

Thanks to the hard work of our Membership Drive volunteers, the Chamber was successful in gaining 79 new members during its drive on April 22-24. Thirty-five volunteers helped to spread the word about the benefits of membership in the Chamber, and the value of the Marshall Area Chamber of Commerce in the community.

"We welcome all of our new members", said Maja Pogatchnik, event co-chair, "and we hope that they will get involved in the Chamber. This week was a great testimonial about how the Chamber can work for business, and we want our new members to take advantage of it."

The top sales team consisted of Stan Holmberg (Community First Bank) and Maja Pogatchnik (Town & Country Agency), who signed 15 new members. Second place sales went to the team of Deb Boulton (BH Electronics), Joe Cool (Mr. Cool's Clothing) and Betty Roers (SSU), signing 11.

"The value of using volunteers in leadership positions within their organizations to represent Chamber businesses is a great advantage in reaching out to business owners," explained event chair Maja Pogatchnik. "There is no substitute for having someone who is actually a member and active volunteer of the Chamber communicate with other businesses and encourage them to join the Chamber."

Boulton added "Membership is an avenue for interaction and networking with other local businesses, something that has long been encouraged in the BH Electronics organization. It helps to keep us abreast of issues impacting the business community, especially with what's happening at the Legislature." Our thanks to Cellular One for providing cell phones for volunteers to use during the

drive.

Next month's Chamber Perspectives will feature profiles of our new members. Please welcome them to the Chamber!



*Chairman of the Board James Carr and Drive Co-Chair Deb Boulton "pin" Stan Holmberg (Community First Bank) for his outstanding efforts.*

### Thank you to our Drive Volunteers! We couldn't have done it without you!

**Maja Pogatchnik** (Town & Country Agency), **Stan Holmberg** (Community First), **Deb Boulton** (BH Electronics), **Joe Cool** (Mr. Cool's Clothing), **James Carr** (Carr Properties), **Steve Sammons** (Marshall Ford), **Todd Bock** (Northwest Mutual Financial Network), **Dick Slieter**, **Mary Schreurs & Deann Holland** (WMMC), **Steve O'Connor** (Marshall Schools), **Rise Mitchell** (Market Street Mall), **Russ Labat & Connie Nuese** (Mshl Independent), **Bob Kaufman** (Minehart McKee), **Tim Bird** (A&B Business Equipment), **Eric Luther** (Burger King), **Eric Eben** (Hoffman & Brobst), **Frank Mangan** (Wells Fargo), **Bill Toulouse** (Quarnstrom, Doering), **Liz McLaughlin & Gordon Crow** (TSFC), **Michelle Full**, **Sandy Erxleben & Roger Tjosaas** (Bremer), **Tim Ludewig & Jeff Hoover** (Minnwest Bank), **Linda Erb** (CVB), **Jeff Bragg** (Slumberland), **Tom Ries** (HyVee), **Chuck Myrbach**, **Mike Rich**, **Betty Roers** (SSU), **Brian Hart** (Computer Man), **Jay Cattoor** (Cattoor Oil)

## New Health Rules Limit Second Hand Smoke in the Workplace

The Minnesota Clean Indoor Air Act (MCIAA) was enacted in 1975 to protect public health by restricting smoking in offices. The rules were amended in 2002 to include new requirements for offices, factories, warehouses, and similar places of work.

The new rules, effective September 23, 2003, will regulate ventilation requirements in smoking-permitted areas of offices, factories, warehouses, and similar places of work.

The new ventilation and separation requirements include the following:

1. The smoking-permitted area must be maintained at a negative pressure with respect to adjacent or connected nonsmoking areas.
2. Air from a smoking-permitted area must not be re-circulated into a nonsmoking area.
3. Air from a smoking-permitted areas must be exhausted directly to the outdoors; and
4. The smoking-permitted area must have one of the following: A continuous physical barrier with closed doors, except to permit entering and exiting, that separates the smoking-permitted area from areas where smoking is not allowed; or a ventilation system that ensures that all air that crosses the boundary between the two areas is unidirectional flow.

Ventilation requirements must be certified by a professional engineer of a firm certified by the government.

For more information, businesses should contact the Minnesota Department of Health at 651-215-0909 or 1-800-798-9050.

## SBA Warns of Fraudulent Calls

The US Small Business Administration is cautioning small businesses to be wary of telephone callers who imply that they are connected with the agency, asking for privileged financial or personal data. Some callers are also soliciting fees for products or membership.

In some instances, the callers have attempted to obtain specific financial or employee data relating to the contacted business, sometimes asking the business to confirm information the caller already has. In some cases, callers have requested specific personal data, such as social security numbers or mother's maiden name.

Businesses need to be aware that the US Small Business Administration neither solicits membership fees, nor contacts businesses to obtain sensitive information, unless it is a part of a particular matter pending before the agency, such as a SBA loan application.

## Get Ready for the "Sounds of Summer"

**Mark your calendars now and plan to attend a great new event planned to entertain the residents of Marshall and the surrounding area!**

In July of 2002, The Schwan Food Company, celebrated its 50th anniversary with a 10-day celebration in our home town of Marshall, Minnesota. The festivities included a parade, air show, open-air concerts, and many other fun and exciting activities for people of all ages.

And, since we all had such a fantastic time, we've decided to create a new summer festival to continue the fun! Sounds of Summer will be held from August 22 – 24, 2003.

## Our Thanks...

To April Business After Hours host US Bancorp for their hospitality. Eighty Chamber members attended this fun networking event on Monday, April 21.

The food was great, the fellowship was fun, and the program on US Bancorp's business divisions was very informative. Special thanks to Director of Marketing Krista Bjella for her help in putting the event together.

Door prize winners included: Barb Rechtzigel (Minnwest Bank), Sherry Ristau (Southwest Minnesota Foundation), Karen Wambeke (Bremer Bank), Jeff Gunvalson (Great Plains Natural Gas), Frank Mangan (Wells Fargo), and Lori Babcock (Bremer).



Businesses interested in hosting an upcoming BAH or other networking event can call Cami at 532-4484. Business After Hours is free and open to all Chamber members and their guests.

A tentative schedule of events is being developed, for three days of music and fun in the sun, and festival volunteers will begin discussing sponsorship packages with local businesses shortly.

For more information about what's happening or to volunteer to help, call the Chamber office at 532-4484.

A new Sounds of Summer web site will be available soon to keep everyone updated.



# Upcoming Events!

## Achieving Customer Service Excellence

**Wednesday, May 14, 2003**

Two sessions to select from:

**Morning Session - 8:30 AM to 12 Noon**

**Afternoon Session - 1:30 PM to 5 PM**

Instructor: Joe Constance

President, Constrant Development

Does your staff realize how customer service impacts recurring sales and the profitability of your business? Does your organization focus on the customer as much as it should? Are there ways you could improve customer service.

Your time is valuable, and this program is designed with that in mind. The program is facilitated by Joe Constance, President of Constant Training. He has experienced both tremendous success, as well as significant failure in his career, so brings many "front line" experiences to share related to customer service and life in general. You will be actively involved in creating the experience. It is a fun-- fast paced-- comfortable experience.

**An investment in customer service training pays big dividends and it does so quickly.**

**Cost to attend is only \$59 for Chamber members. Groups of 4 or more will receive a discounted rate of \$50.**

For more information, or to RSVP, please call 532-4484 or [chamber@starpoint.net](mailto:chamber@starpoint.net).

## New Member Reception

**Wednesday, May 21, 2003**

**4 to 5:30 PM**

Marshall Area Chamber of Commerce Office  
317 West Main Street

Please join us for a special reception to welcome our new chamber members! (Any Chamber member looking for more information about the Chamber is welcome to attend!) We'd like to learn more about your business and share more about what the Chamber can do to help your business grow and prosper. Members of the Chamber's Board of Directors will be on-hand to greet you.

Refreshments will be served.

RSVP by calling the Chamber at 532-4484, or email us at [chamber@starpoint.net](mailto:chamber@starpoint.net)

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## SAVE THE DATE! Annual Chamber Golf Outing

**Monday, July 21, 2003**

Shotgun Start at 1 PM

Marshall Golf Club

Don't miss the fun! Prizes! Networking!  
Cost includes golf, cart, a Chamber golf shirt, dinner and beverages. Full details available soon.

Plan now to attend!

# May Business Briefs

## Chamber contributes Marshall Independent column

Beginning with the April 12 issue, the Marshall Area Chamber of Commerce is contributing a column to the Marshall Independent's newly expanded weekend edition.

The column, which will run weekly, will highlight information about events and activities at the Chamber, along with information about a variety of business related topics.

The first articles in the series outlined the history of chambers of commerce, the chamber's membership drive, and information about an upcoming technology forum to be held in Marshall in mid-May.

Watch for continuing articles each Saturday, and learn more about your chamber of commerce.

## 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.

## VOLUNTEERS NEEDED:

Help direct the activities that are required to make the Marshall Area Chamber of Commerce a successful catalyst for Marshall's business community.

## Be A Board member.

Contact the Chamber office at 532-4484 for more information.

## Marshall Leadership Academy Recognizes 21 Graduates!

Twenty-one participants have completed the 2003 Marshall Leadership Academy.

Rural communities need leaders who not only understand the future but also help to create it. Issues change, as does the pool of leadership within rural communities, so continuing to add additional leaders to community is vital. Rural community leaders must pay attention to the global trends, population shifts, cultural diversity, economic restructuring, health care reform and telecommunications technology. Community leaders, who understand and can manage change, work cooperatively, and plan creatively will make the biggest impact on reshaping their communities.

The Marshall Leadership Academy program is designed to help current and emerging leaders understand the dynamics of the community and the role leadership shares in building healthy communities. This program brings together men and women of diverse backgrounds to share a common commitment to the future health of the Marshall Area.

This program was developed to foster effective leadership networks for collaborative work. The program is now in its fifth year.

*"New Leaders build bridges, establish free spaces where citizens can be supported as community change agents and problem solvers, and continuously foster the emergence and growth of New Leaders."*

Watch for profiles of this year's Academy class in an upcoming Chamber Perspectives.

## State Auditor Pat Awada meets with Industrial Development Committee

The Chamber's Industrial Development Committee hosted State Auditor Pat Awada at their weekly meeting on April 25. Awada was in Marshall meeting with field staff from the Auditor's office and wanted the opportunity to meet with local business leaders to discuss areas of concern.

Awada discussed the function of the Auditor's office, which is charged with auditing Minnesota's 87 counties and several first class cities. The office also audits other communities, if sufficient resources are available. Stating that she understands concerns with the current budget discussion, she noted that her office is facing a 15 % cut under the Governor's budget proposal.

She also fielded questions from the committee, primarily concerning the report prepared by her office concerning local government aid and its role in city budgets. Awada stated that LGA was intended to provide base services throughout the state, and to buy down local property taxes in areas where there is not a sufficient tax base to do so alone.

Other questions concerned her definitions of "essential vs. non-essential services", standards for county reserve levels, and the concept of consolidation of county governments through joint powers agreements.

# Upcoming Events

- May 1 Ambassadors, 11 a.m., CC Office  
May 2 Industrial Development Committee, 12 p.m., MGC  
May 6 Downtown Council Meeting, 8 a.m., CC Office  
Marshall Leadership Academy Graduation, 6 p.m., MGC  
May 7 Board of Directors Meeting, 11:30 a.m., YMCA Tour  
May 8 Retail & Commercial Development, 8:30 a.m., CC Office  
May 9 Industrial Development Committee, 12 p.m., MGC  
May 12 Government Affairs Committee, 12 p.m., Wooden Nickel  
May 13 PrairieNet Consortium Meeting, 3 p.m., MMU  
May 14 Customer Service Training, 8:30 AM and 1:30 PM  
May 15 Ambassadors, 11 a.m., CC Office  
May 16 Industrial Development Committee, 12 p.m., MGC  
May 19 Business After Hours – WMMC, 5:30 p.m.  
May 21 Executive Board Meeting, 8 a.m., CC Office  
Convention & Visitor Bureau Board Meeting, 10 a.m.  
May 23 Industrial Development Committee, 12 p.m., MGC  
May 26 Office Closed for Holiday  
May 30 Industrial Development Committee, 12 p.m., MGC

*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
    - ◆ NEW Web site
    - Business Directory
  - ◆ Business After Hours
- ◆ Membership Drive planning
  - ◆ ID Marketing Survey continues
- ◆ Team meeting with Blandin Foundation
  - ◆ Community Festival Planning
  - ◆ Reaccreditation

and much more!!!!

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

# May 10 - 18 Celebrates National Tourism Week

The week of May 10-18 recognizes National Tourism Week. In honor of the event, the Marshall Area Chamber of Commerce, along with sixty other organizations from across the state will be visiting local businesses to distribute copies of the Spring/Summer edition of Minnesota Explorer to increase awareness of the importance of visitors to our local community.

Tourism is a key sector of Minnesota's economy, comparable to agriculture in

its contribution to the gross state product.

The Minnesota tourism industry employs 135,400 people, generating \$3.8 billion dollars in payroll.

Although Marshall may not see itself as a tourism destination, we do see a significant impact to our economy due to the visitors coming to the community for educational activities, sporting



events and business opportunities.


An investment of just \$1.00 in tourism marketing, yields a return of \$4.60 in state and local taxes, according to

Linda Erb, Executive Director of Marshall's Convention & Visitors Bureau. "Tourism dollars can also be expected to turn an additional four times in the community, providing important revenue for our local business community."

**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.



# 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



# THANK YOU!

The Marshall Area Chamber of Commerce extends a special thank you to the many Chamber members and community leaders who participated as speakers for the 2003 Marshall Leadership Academy. Topics in this year's Academy included: Leadership Orientation, Blandin Community Advantage, City of Marshall, Rural Issues, Lyon County, Health Care, Education, Business & Industry, Public Safety, Quality of Life and Creating the Vision.

Thank you to the following speakers for their assistance and support of the business community and its employees by sharing their expertise:

Jennifer Hey and Ron Hagemeyer, American Business Development Assoc.  
Joe Amato, Southwest State University  
Mike Johnson & Glenn Olson, City of Marshall  
Mike Reynolds, City Council Member  
Dean Champine, Greg Lewis, Jeanine Barker, Chris Winter, John Biren, Diane ---  
, Lyon County  
Dick Slieter & Mary Schruers, Weiner Memorial Medical Center  
Shana Zahrboch, Affiliated Community Medical Center  
Steve Strautz, Wilson O'Brien Realtors  
John DeCramer, BH Electronics / Micro-Tech Services  
Brian Bjella, US Bancorp  
Mike Ziebell, The Schwan Food Company  
Mark Burau, Archer Daniels Midland  
Carla Solsaa, Maurices  
Rob Yant, Marshall Public Safety  
Doug Zimmer, Lyon County Sheriff's Office  
Brian West, Minnesota State Patrol  
Paula Curry & Jody Gladis, Marshall Police Department  
Dr. David Danahar, Southwest State University  
Dr. Ron Wood, Minnesota West Community & Technical College  
Cynthia Celander, Chris Bussman and Jack Houseman,  
Marshall Public Schools  
Charles Carerra, Marshall Fine Arts Council  
Ruth Ascher, United Way  
Sandy Erxleben, Bremer Bank  
Diane Gunvalson, Western Community Action  
Don Robertson, Southwest State University  
Kert Reedstrom, Western Mental Health Center  
Chris Sorenson, Lincoln-Lyon- Murray Human Services

The Marshall Leadership Academy is sponsored by the Marshall Area Chamber of Commerce in cooperation with our members. The Leadership Academy Steering Committee for 2003 was comprised of **Maja Pogatchnik** (First Independent Bank, Town & County Agency), **Deb Boulton** (BH Electronics), **Paula Van Overbeke** (Lyon County), **Diane Gunvalson** (Western Community Action), **Ruth Ascher** (United Way of Lyon County) and **Sandy Erxleben** (Bremer Bank). All are graduates of the Leadership Academy.

Special thanks to Mike Johnson, Rob Yant, Cynthia Celander, Mary Schruers, Gordon Crow and Paula Van Overbeke for coordinating special presentations.

*Watch for details on the 2004 Marshall Leadership Academy.  
Brochures should be available in November, 2003.*

## Question & Answer

**Q: Are there any restrictions on "Going Out of Business" sales? We are closing one of our stores and would like to hold one.**

**A:** A "Going out of business sale" or "Close out sale," "Bankruptcy sale," or sale of other similar names can only be held in anticipation of the imminent termination of a business.

Holding a false "going out of business sale" is illegal and restrictions that apply are in place to help business owners understand why such a sale might be deemed illegal. A sale is considered false for the following reasons:

- ◆If the sale has continued at the same location or market area for more than 120 days.
- ◆If the business has increased its inventory for the sale by purchasing or ordering an unusual amount of merchandise during the sale or during the 90 days before the sale began.
- ◆If the business, or any of its directors, has advertised any other sale as a "going out of business sale" during 120 days before this sale began.
- ◆If the sale has continued after a date on which the business has indicated that the business would terminate.

This law is enforced by the Minnesota Attorney General. Some local jurisdictions have additional licensing or other requirements for going out of business sales. It is recommended that retailers check with the city before conducting such a sale. (There is no such requirement in the City of Marshall.)

## Marshall Area Chamber of Commerce

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

**Marshall Area  
Chamber of Commerce**  
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Box 352B  
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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**,  
President and CEO  
**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

## Weiner Memorial Medical Center

**Monday, May 19  
5:30 to 7:00 PM**

It's American Hospital Month, so what better place to celebrate than with Weiner Memorial Medical Center, located at 300 South Bruce Street. If you have not had the opportunity to see the many changes that WMMC has made to their facility during their recently completed remodeling project, here's the perfect chance!

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

**Watch for information  
about upcoming BAH events!**



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Chamber of Commerce**  
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