

# Commercial Properties Targeted in Small Cities Grant Process

## Surveys first step in application for grant funding

Marshall's downtown businesses may have an additional opportunity to access state funds if Marshall is successful in an application to the Small Cities grant program in November.

The City was awarded almost \$1.4 million in funds to complete a comprehensive project encompassing single family housing, rental rehabilitation, and commercial redevelopment program in 2000.

The application for 2003 is expected to encompass similar projects.

52 rental units and eight single family homes were rehabilitated as a part of the 2000 project, and thirty-nine downtown businesses benefited through the program.

The State of Minnesota receives approximately \$50,000,000 from the federal government each year to fund the program. One half of the funds are given to "entitlement communities" --- including St. Paul, Minneapolis and Duluth. The remaining fifty percent of that amount (about \$22 million) is available to cities, counties and townships who make application to the program, according to Rick Goodeman, Executive Director of the Southwest Minnesota Housing Partnership.

Goodeman will serve as the chief grantwriter

in completing Marshall's upcoming proposal, as he did successfully in 2000. Western Community Action will again administer the project if funding is received.

### Small Cities Grant Facts

**Program Purpose:** To provide decent housing, a suitable living environment and expanding economic opportunities for persons of low-and-moderate income.

**Objectives that must be met:**

- ◆Benefit to low-and-moderate income persons
- ◆Elimination of slum and blight conditions
- ◆Elimination of an urgent threat to public health and safety

**Maximum Comprehensive Grant:** \$1.4 million

**Commercial SCDP Loans can be used for:**

- ◆Exterior renovations
- ◆Structural repairs, and repairs to Mechanical repairs and replacements, Electric system repairs
- ◆Windows and doors
- ◆Accessibility modifications
- ◆Signage
- ◆Energy improvements

Last year there were 107 grant submissions, but only 38 projects were funded statewide.

So how can Marshall increase its potential for funding under the program?

Participation from businesses and building owners in the target area is crucial. The state looks at indication of interest and community participation as a major component in building the community's case for funding.

The Chamber will again participate by surveying commercial properties in the target area. If you are a downtown business owner, but do not receive a survey, your completed survey from the fall of 2002 is already on file and can be used during this grant cycle as well.

A tip sheet outlining the program and eligible commercial repairs is available from the Chamber, along with a map of the target areas for both housing rehabilitations and commercial rehabs.

Businesses with questions about the program can call the Chamber at 532-4484 for more information.

# Solid session for Minnesota Business

## Providing a climate for business success

The Minnesota Legislature extended its work a week beyond the official deadline but in the end, the session was a winner for business issues. The following results demonstrate the Chamber's effectiveness in shaping a climate where Minnesota's businesses can succeed.

### Fiscal

The Minnesota Legislature resolved the \$4.5 billion budget deficit for fiscal years 2003, 2004 and 2005 without new state taxes. Legislators used a combination of spending cuts, efficiencies and reforms as well as fee increases.

### Civil Justice Reform

After five years of legislative and grass roots efforts, the Legislature passed a law that increases the threshold of fault from more than 15% to more than 50% before a company could be held liable for 100% of lawsuit damages. Job reference

legislation passed the House but not the Senate. It will be considered again in the 2004 session.

### Transportation

Minnesota will see a total of \$800 million to \$900 million in new transportation dollars through \$400 million in state bonding paid for by \$37 million from administrative savings from the Minnesota Department of Transportation. This money will leverage approximately an additional \$400 million in federal transportation funding.

### Health Care

At the urging of the Minnesota Chamber, the state now allows HMO's to offer products with higher co-payments for office visits and prescription drugs. This change will



David Olson

give consumers more options and create new products that will help push the market towards higher quality and more cost-effective care. The Chamber also made progress on mandate review with a bill to establish a public review process to analyze the costs, benefits and patient outcomes for proposed insurance mandates.

The business community also weighed in on maintaining the reliability of the state's electric system; replacing the Profiles of Learning with new statewide academic standards; and defeated environmental legislation adverse to businesses. This progress is the result of a unified network of local chambers across Minnesota and their commitment to growing Minnesota's economy.

Excerpts from an article by  
David Olson, President,  
Minnesota Chamber of Commerce

## Do you know about [www.mnpro.com](http://www.mnpro.com)?

It's a free website to advertise Minnesota buildings and land, including those located here in Marshall. Businesses can also search for properties at no cost!

The MNPRO website was created by the Minnesota Department of Trade and Economic Development (DTED) to promote Minnesota commercial real estate, and specializes in Greater Minnesota properties. We use the site's information to assist companies that are looking to expand their businesses in our area, as well as making the information available to the public.

There is no charge for searching or

listing commercial land and buildings for sale or lease. Searching doesn't require registration—just use the menu choices on the left side of the screen. To enter your land or buildings, however, click "Register", choosing a username and password. You can then enter your properties using the Add/Edit menu choices.

If you are a property owner, and need help to list a building or piece of property on MNPRO, we would be happy to help you do so.

While you're in MNPRO, check out Community Profiles—local infrastructure data on Minnesota's cities, listing statistics often desired when research



ing business sites.

Questions about Marshall's community profiles or existing commercial listings can be addressed to the Marshall Area Chamber of Commerce. If you have more general questions about the MNPRO site and how it works, contact Judy Parker, Program Administrator at 1-800-657-3858.

# Introducing the 2003 Marshall Leadership Academy Class:



**Sarah Ackerman**

*Marketing & Grant Writing Coordinator, Western Mental Health Center*

Sarah currently is

involved with Heart to Heart, and SW MN Fundraising Professionals group. She believes that without strong leaders to make recommendations and do the necessary research, the community would not be able to be successful and grow. Sarah lives in Marshall.

community activities revolving around children and planning activities.



**Denise Brewers**

*Administrative Director, Prairie Home Hospice*

Denise, her husband Stan, and their children live in Marshall and

have been active community participants. Currently, Denise is serving on the Heart to Heart board of directors, on the evangelism committee at her church as well as teaching Sunday School. She also helps with Meals on Wheels, and is an American Red Cross First Aid and CPR instructor. She is planning on continuing with her current activities and looking at new challenges as they come her way.



**Karin Elton**

*Reporter, Marshall Independent*

Karin believes that good leadership is important to keep communities vital

and active. Her volunteer activity includes being a volunteer reader tutor at Lynd Public Schools. Karin and her husband live in Russell.



**Al Antony**

*AVP – Business/Ag Banker, Wells Fargo Bank*

Al and his wife Jeanine along with their four sons live in Marshall. Al has been on

the staff at Wells Fargo Bank for over 24 years. He is presently serving on the Financial Advisory Board of the Southwest Minnesota Foundation and is interested in getting involved with the YMCA, Prairie Home Hospice or the United Way in the future.



**Debra Carrow**

*Director of Support Services, Minnesota West Community & Technical College*

Debra has

been known to create a cool brochure from time to time during her busy volunteer schedule. She has active with Holy Redeemer school and the Marshall High School as well as the alumni association at SSU and SDSU. Debra is looking to change her focus toward other service areas in the future. Debra and her husband Duane live outside of Marshall and have three children.



**Teresa Harris**

*Manufacturing Manager, Ice Cream Plant, The Schwan Food Company*

Teresa and her husband, Van moved to

Marshall from Salina, Kansas. Teresa presently is a board member for the United Way of Lyon County and is interested in future volunteer opportunities. Her personal skills include fundraising experience, budgeting, and project management.



**Melissa Bresnahan**

*Manager, McDonalds of Marshall*  
A native of South Dakota, Melissa attended Southwest State Univer-

sity and would like to be involved in



**Kevin Honetschlager**

*Job Service Area Mgr*

Kevin and his wife Linda along with their three children reside in Marshall.

Kevin is serving presently on the board for Southwest Human Resource Association, is a member of the Service Cooperative Tech Planning group and is a volunteer for the many activities that his children participate in.



**Sheila Leonard**  
**Lyon County Coordinator, Retired Senior Volunteer Program**

Sheila is currently working with

the American Red Cross of Lyon County's disaster team, the City of Tracy Planning Commission and the Tracy Christmas Festival Committee. Sheila and her husband Bob live in Tracy and have three grown children. Sheila would like to become involved in the local fair board.



**Mark Mather**  
**Sergeant, Lyon County Sheriff's Office**

Mark has worked with the Lyon County Sheriff's

Office for the past 15 years. He, his wife Jean and their three children live in Marshall. Mark is currently active at First Lutheran Church and previously was a volunteer for the Boy Scouts, and different athletic events. He is interested in looking for a position on a city board or commission.



**Betty Myers**  
**Director Health Information/Business Services, Weiner Memorial Medical Center**

Betty and her husband Curt live in Marshall. Their two adult sons live in

the Minneapolis area. Betty is working with the Stephen Ministry program at her church and would like to become active in the Library or Western Community Action programs.



**Teri Nelson**  
**Credit Representative, Great Plains Natural Gas Company**

Teri has been an active member of the

United Way of Lyon County, Shades of the Past, and St. Stephen Lutheran Church. Teri and her husband Daris live here in Marshall and join spending time with their children and grandchildren. Teri plans to become involved with health care issues as well as children's group that focus on their well-being.



**Lowell Rademacher**  
**Sergeant, City of Marshall**

Lowell started working for the police department for 34 years. He is a

member of MN-West advisory board for training police officers, ex-officio Marshall Crime Fund, coordinator of Marshall Community Emergency Fund and a Member of Minnesota Law Enforcement Memorial Honor Guard.



**Kim Sanow**  
**Administrative Assistant/Office Manager, US Bancorp**

Kim, her husband Jerry

and their four daughters live outside of Tracy. Kim has been active with the Marshall Area Christian School and is currently on the Community Involvement Team at US Bancorp. Kim plans to use her strong leadership, people, visionary, administrative and marketing skills to continue her history of service to many organizations in the Marshall area.



**Steve Schwan**  
**Regulatory Affairs Manager, Government Affairs, The Schwan Food Company**

Steve has a

BA Criminal Justice degree from Washington State University and a MA degree in Political Science from Western Washington. Steve is currently active with the Big Buddies Program and Habitat for Humanity of Lyon County. He plans to become more active in economic development and city government issues.



**Steve Semler**  
**Director of Curriculum, The Schwan Food Company**

Steve, his wife Grethen and their two daughters

recently relocated to Marshall from the Twin Cities. Steve is currently working on his dissertation in Human Resource Development and plans to become more active in education and business partnerships, MLA, and community economic development in the future.



**Monica Senden**  
*Registered Nurse, Weiner Memorial Medical Center*  
 Monica has been a WMMCRN for 23 years.

Monica is married with three college age children. Monica is active on the advisory board for Tyler REM as well as volunteering for the Ghent community & St Eloi Church in Ghent.



**Steve Sletten**  
*Patient Accounting, Weiner Memorial Medical Center*  
 Steve's skills include being creative,

analytical, and problem solving. He has a love for exploring a number of options. Steve, and his wife enjoy volunteering with activities involving their children. In the future Steve plans to work with technology and information systems to help people and business achieve maximum interaction.



**Jim Smalley**  
*Program & Planning Specialist, Southwest Minnesota Private Industry Council*  
 Jim and his

wife Sara Runchey live in Ghent. Jim is currently serving as a board member of the Women's Rural Advocacy Programs. His personal skills include grantwriting, computer skills including PowerPoint, budgeting, and marketing.



**Nancy Wetterau**  
*Housing/Family Development Director, Western Community Action*  
 Nancy, her husband Jim

and their daughter live in Marshall. Nancy is currently involved in the March of Dimes Walk-a-thon as a team leader, St. Stephen's Lutheran Church and the All Aboard Child Day Care Center. She plans to use her skills in event planning, writing and editing, and project management.



**Tricia Zimmer**  
*Assistant Lyon County Attorney, Lyon County*  
 Tricia is currently involved in many organizations

including acting as President of the Lincoln/Lyon County Bar Association, a Big Buddies Board Member, a United Way Board Member and a member of Women of Today. Tricia, her husband Steve and their son live in Marshall.

**The next Marshall Leadership Academy will begin in Winter, 2004. Program brochures will be available in October of this year.**

**If you, or someone from your company might be interested in attending the Academy, feel free to contact us for more information, and we'll be sure to send your program information as soon as it becomes available.**

# Question & Answer

**Q:** I employ a large number of minors in my stores during the summer. Are there any restrictions on the number of hours minors can work?

**A:** If your business does under \$500,000 a year in sales or gross revenue, you must comply with the Minnesota Child Labor Act, which states that minors under the age of 16 cannot work more than eight hours in a 24-hour period, and may only work between the hours of 1 AM and 9 PM. Minors between the ages of 16 and 17 may work between the hours of 5 AM and 11 PM.

Businesses that do over \$500,000 a year in sales or gross revenue are also covered by federal law. Federal laws do not differ from state laws except when pertaining to minors employed during the school year. If you employ minors under the age of 16 during the school year, federal law states that they may not work after 7 PM, may not work more than 3 hours per day, and may not work more than 18 hours a week. There are no special restrictions on minors between the ages of 16 and 17.

**Q:** How about restrictions on the equipment that they can operate?

**A:** Minors under the age of 16 can't operate machinery, including farm-type tractors, snow blowers, lawnmowers, and garden equipment. They are also restricted from operating drills, sanders, meat slicers, bakery equipment and numerous other machines.

For a complete list of prohibited occupations for minors, visit [www.doli.state.mn.us/childlbr.html](http://www.doli.state.mn.us/childlbr.html), or call the MN Dept of Labor and Industry at 1-800-342-5354.

# Upcoming Events!

Get the latest information at  
[www.marshallsoundsofsummer.com](http://www.marshallsoundsofsummer.com)



**It's time to celebrate! It's summertime in Marshall, and there's no better place to live and do business!**

In honor of our special hometown, we're planning an exciting new summer festival, Marshall Sounds of Summer. Here's what's on the drawing board!

#### Thursday, August 21

- ♦Jazz in the Park
- ♦Teen Dance

#### Friday, August 22

- ♦Pancake Breakfast
- ♦Morning Yoga
- ♦Kid's Central
- ♦Robert Schwan Focus on Sounds of Summer Photo Exhibit
- ♦Party in the Park with Amusements, Pony Rides, Mini- train rides, Petting Zoo, Carnival Games and Concessions
- ♦Street Dance: Performances by the winner of the KKCK Battle of the Bands contest, Screamin' Cactus and regional favorite Kory and the Fireflies

#### Saturday, August 23

- ♦Fun Run
- ♦Festival Parade
- ♦Farmer's Market
- ♦Robert Schwan Photo Exhibit
- ♦Kid's Central
- ♦Sportsmen's Club Fun Shoot
- ♦Party in the Park with Amusements, Pony Rides, Mini- train rides, Petting Zoo, Carnival Games and Concessions
- ♦Kids Night at the YMCA
- ♦Street Dance: Performances by The Schwan Men, Bus 9 and Special Entertainment to be announced soon!

#### Sunday, August 24

- ♦Robert Schwan Photo Exhibit Awards
- ♦Splash Dance
- ♦Ice Cream Social
- ♦Free Swim at the Aquatic Center
- ♦Skate Park Demonstration
- ♦Party in the Park with Amusements, Pony Rides, Mini- train rides, Petting Zoo, Carnival Games and Concessions

Groups or organizations interested in participating or hosting a special event should call the Marshall Area Chamber of Commerce office at 532-4484 for information on how you can become involved in all the fun!

Funding for Sounds of Summer will be provided by local businesses and organizations. For up-to-date information on the Sounds of Summer celebration, visit the Chamber web site at [www.marshall-mn.org](http://www.marshall-mn.org) and follow the festival links, or visit [www.marshallsoundsofsummer.com](http://www.marshallsoundsofsummer.com).

## 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. See insert for full  
details. Plan now to attend!

## AgFest Wednesday, August 13, 2003

Join us for an evening of fun and  
great food, recognizing the  
importance of agriculture to the  
Marshall area.

- ♦Mixed Grill serving from 5:30 to  
7:30 PM at the Lyon County  
Fairgrounds
- ♦Music
- ♦Beer Garden
- ♦Rolle Bolle Tournament & Prizes

# June Business Briefs

## Chamber nominates new board members for 3-yr. terms

The following candidates have been nominated to serve three-year terms on the Chamber's Board of Directors:

- ◆Mark Buss (Bremer Bank)
- ◆Steve Strautz  
(Wilson O'Brien Realtors)
- ◆Shana Zahrbock  
(Affiliated Community Medical Center)
- ◆Deb Boulton (BH Electronics)
- ◆Maja Pogatchnik  
(Town & Country Agency)
- ◆Bill Mulso (SMSU)

Each year a nominating committee, led this year by immediate Past Chairman Rise Mitchell, meets to name candidates for these board positions. Candidates have been personally contacted and have accepted the challenge and responsibility of the directorship.

## Do you receive our Friday Fax?

Does your business receive a copy of our "Friday Fax?"

This one to two page publication is packed with information about what's happening in the Chamber and the community. It contains just the information that you need --- no lengthy news articles to read --- so it's a breeze to keep up on what's going on!

During the Legislative Session, it also contains information about the latest legislation that impacts your business.

Friday Fax is available in several

formats. According to the Chamber's by-laws, this article serves as public notification of this year's nominees. Additional names of candidates can be nominated by petition with the signatures of at least twenty (20) qualified members in good standing in the Chamber. Such petitions must be filed with the Nominating Committee within ten (10) days after notice has been given of those already nominated.

If no petition is filed within the designated period, the nominations will be closed, and the nominated slate of candidates shall be declared elected by the Board of Directors. If the event of additional nominations, an election will be held by mail.

Boulton, Pogatchnik and Mulso are returning members of the Board, serving second terms, while the remainder of the nominees will replace out-going board members.

You can elect to have it sent to you via your fax machine. To do so, we just need your fax number.

Your other alternative is to have Friday Fax emailed to you. Both HTML and a pdf version are available. The HTML version functions just like a web page, complete with links to additional information. The pdf version looks just like a printed version, but Adobe Acrobat reader must be installed on your computer, however, it is available free by visiting the Adobe site at <http://www.adobe.com/products/acrobat/readstep2.html>.

We would be happy to add as many people from your organization as you would like to our email system. Please contact us with their email addresses, and we will add them to the list.

## Technology Workshop Scheduled for Wednesday, July 16

Is your business ready to take the next step in the information age and find out how the internet, E-Commerce, supply chain management and other electronic tools can make your business more profitable. It's easier and less costly than you think.

A coalition of state organizations will present a workshop here in Marshall on Wednesday, July 16 aimed at showing you how these tools can prepare your business for the future with more efficient operations and increased productivity.

The workshop is aimed at retail and service businesses, small manufacturers and community leaders.

The workshop will be held at Southwest Minnesota State University on July 16 from 8:30 AM to 11 AM. The cost to attend is only \$10, and preregistration is encouraged.

Register online at [www.dted.state.mn.us](http://www.dted.state.mn.us) and click on "Meetings and Events". To receive a workshop brochure, contact the Minnesota Workforce Center at 532-6236. Brochures are also available at the Chamber office.

Sponsors include the Department of Economic Security, Department of Trade and Economic Development, the University of Minnesota Extension Service, the Minnesota Association for Rural Telecommunications, the Minnesota Telecom Alliance, and America's Job Bank.

## 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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www.marshall-mn.org

### 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

# Marketing Your Small Business

## Strategies for success in promoting your products

You can have a spectacular product or service, but if no one knows about it, you still have it at the end of the day. Many small-business owners fall short of effectively marketing their goods and services, resulting in lost revenues and lower profits. In addition, during economic downturns, marketing budgets are first to be sacrificed, which further erodes sales and financial stability. As a prerequisite to developing effective marketing, it is important to do some homework.

First, know who you are. How are you perceived by your customers in your current market. What is your business identity or brand? Second, know your competition. What are their strengths and weaknesses, and what differentiates you from them? Finally, know your current customers. How old are they, how often do they make purchases, how far do they drive to make purchases, how much do they spend--- you can not know too much about your existing clients.

Now you are ready to plan a coordinated marketing strategy. Remember, marketing has three goals--- convince new customers to buy, convince existing customers to buy more, and convince existing customers to buy more often. Here are some suggestions:

**Timing is important.** Make sure your marketing reinforces an already positive climate to purchase your product or service.

**Be unique.** Stand out in the crowd. You are competing with billions spent by other companies to influence marketing decisions.

**Focus on your message.** Craft a message

that conveys well-being and image in the minds of your customers. Remember that successful campaigns express underlying feelings --- fun, excitement, romance, health or status--- as a result of the sale.

**Measure results.** Don't spend limited resources without finding out that you are on the right track.

**Think outside the box.** Explore nonconventional markets and marketing tactics.

**Do PR.** Don't overlook public relations to get your message across.

**Take the personal approach.** Be personal with your customers and give yourself local appeal. Use your small size as an advantage.

**Include employees.** Involve, inform, and train every member of your staff in your marketing initiatives. Current employees are your best ambassadors.

**Target your audience.** Choose your advertising carefully, and make sure they correlate to your target audience. Advertising outside your market area had diminishing returns.

**Covey urgency.** Give your customers a sense of urgency in their decisions. Give them a reason to buy NOW!

Remember, marketing dollars are limited for most small businesses. With thoughtful creative planning, those dollars can get a lot further.



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Chamber of Commerce  
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