

June 2003

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

New Conceal & Carry Law to Impact Employers

New legislation goes into effect May 28, raising questions for businesses

Minnesota's new Conceal and Carry Law goes into effect on May 28, leaving many employers with questions on how to react to the legislation.

The new law simplifies the procedure and substantially lowers the standard for obtaining a permit to carry a handgun. As a result, the number of legally carried handguns in Minnesota is expected to increase from 12,000 to over 100,000. The law also restricts the ability of public and private entities to bar individuals lawfully carrying a handgun on their property.

Employers need to deal not only with their own employees, but with customers, vendors, and the general public, so a working knowledge of the various rules of the legislation is needed. Here's a brief overview of some key information:

The Act identifies several areas where handguns can not be barred. For example, the owners of multi-unit residential housing can not prohibit tenants or their guests from possessing or carrying firearms on the premises. Individuals can not be prohibited from possession handguns in any parking facility or parking area. Nor can a property owner bar a tenant from permitting guns on leased premises.

Commercial Property

A business owner, however, has the authority to decide whether handguns will be allowed on their business property. A conspicuous sign must be posted at every entrance, stating that the owner or tenant "Bans Guns in these Premises." The sign must be at least 187 square inches in area,

(approximately 12 by 16 inches) with black Arial typeface at least one and a half inches in height set against a bright contrasting background.



In addition, the required sign must be posted within a lateral distance of four feet from the entrance, and the bottom of the sign must be four to six feet above the ground. In addition, the business must personally inform the person of the

posted request and demand compliance. An owner or tenant that posts its establishment and gives "personal notice" to every person is entitled to have any person who brings a gun onto the property removed by law enforcement for trespassing.

The Workplace

Employers, either public or private, may establish policies that restrict the carrying of firearms by employees while on the job. Employers should add a written policy to their employee handbooks addressing this issue. Employees can be disciplined or terminated for having guns in the workplace, but employers may not prohibit employees from lawfully possessing firearms in the company's parking area.

Educational Institutions

Finally, the Act specifically provides that public post-secondary institutions may establish policies that restrict the possession of firearms by students. The law made no specific provisions for private colleges and universities.

Victory on Joint and Several Liability

Vote signals success on long-standing Chamber priority

In the last week of the 2003 Legislative Session, the Legislature approved the Civil Justice Coalition's joint and several liability reform bill. This was a significant victory on a long-standing priority for Minnesota businesses as well as local governments, school districts and non-profit organizations.

This legislation raises the threshold of fault from "more than 15%" to "more than 50%" before a party can be held liable for 100% of lawsuit damages when other defendants can not pay. Defendants found 50% or less at fault are now only responsible for damages equal to their percentage of fault. It also brings Minnesota in line with thirty-nine other states in the country.

Minnesota employers, local governments, school districts and non-profits—often the target of lawsuit abuse for their perceived "deep

pockets" will be less likely to be pulled into lawsuits. Injured citizens will obtain faster justice as the result of the reduced number of questionable lawsuits clogging our courts.

The other reason this victory is significant is that it demonstrates that a united, long term grass roots effort can be effective. The Minnesota Chamber led Civil Justice Coalition has pushed this issue for a number of years. Members of the Coalition include cities, school districts, other business associations and many local chambers of commerce. It proves, once again, that we can work with a diverse group of organizations on issues where we share a common goal. I am hopeful that we can work with



David Olson

these same groups on issues like health care mandates and energy which are major cost drivers for all of our organizations.

The Civil Justice Coalition will now focus their efforts on passing job reference legislation. The inability to obtain any information about potential employees is a significant issue for Minnesota's small busi-

nesses. Lack of information about past performance can have a significant impact on a small staff, not to mention potential safety issues. In addition, the lack of information about past performance penalizes good employees.

(MACC Note: Local legislators Seifert, Frederickson, Vickerman, Magnus and Kubly all voted to approve the legislation.)

*This article provided by David Olson,
President of the
Minnesota Chamber of Commerce.*

Marshall Leadership Academy Graduates Twenty-One

Keynote speaker Pat McGill challenged the graduates of the 2003 Marshall Leadership Academy to "Stand Up, Step Out and Lead!" during the Academy's graduation event on May 6.

The Academy is a result of the Chamber's commitment to develop new community leaders, and to encourage others to become more involved in the issues... and opportunities.... facing our area.

During the past seven year period, forty-seven people have had the opportunity to attend Blandin's Community Leadership Program through grants from the Blandin Foundation and support from the



Southwest Minnesota Foundation. This year a new leadership team of ten has been formed through a new program, the Blandin Community Advantage program to look at Marshall's economic assets.

An additional one-hundred and fifteen people have participated in our Marshall Leadership Academy.

Profiles of the graduating class will be published in the July edition of Chamber Perspectives.

Information and applications for the 2004 Academy will be available in the fall. For more information, or to be placed on our Academy mailing list, please contact the Chamber at 532-4484.

Upcoming Events!



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 its home town of Marshall, Minn. 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. The tentative schedule of events includes:

Friday, August 22

- ◆Pancake Breakfast ◆Kid's Central ◆Robert Schwan Photo Exhibit
- ◆Party in the Park with Amusements, Pony Rides, Mini- train rides and Petting Zoo ◆Midway Carnival Games and Concessions
- ◆Street Dance: Performances by the winner of the KKCK Battle of the Bands contest, and regional favorite Kory and the Fireflies
- ◆The Schwan Food Company Viva la Vida event

Saturday, August 23

- ◆Festival Parade ◆Robert Schwan Photo Exhibit ◆Kid's Central
- ◆Party in the Park with Amusements, Pony Rides, Mini- train rides and Petting Zoo ◆Midway Carnival Games and Concessions
- ◆Teen Dance at the YMCA
- ◆Street Dance: Performances by The Schwan Men and Special Entertainment to be announced soon!

Sunday, August 24

- ◆Robert Schwan Photo Exhibit Awards
- ◆Splash Dance – Marshall Aquatic Center
- ◆Party in the Park with Amusements, Pony Rides, Mini- train rides and Petting Zoo ◆Midway Carnival Games and Concessions

Additional events are being planned as well, including several sports events and more entertainment.

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.

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!

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

New Feature at Monthly Business After Hours

A new feature has been added to the Chamber's monthly Business After Hours events.

A monthly drawing will be held for \$25 in Marshall Bucks, sponsored by Weiner Memorial Medical Center.

Here's how it works: At each BAH event, the names of **all** Chamber member businesses will be put in a hat, and **one business name** will be drawn. If anyone from the member business is present, they win the Chamber Bucks.

If no one from the business is present, the dollars will be retained for the next monthly drawing, increasing the size of the pot until someone wins!

If you haven't already attended a Business After Hours event, plan to do so! They are a great way to network with your fellow business people in a relaxed atmosphere, while learning more about our monthly host business.

Minnesota Chamber Policy Development Session set for June 16

The Minnesota Chamber of Commerce will host a Policy Development Session in Marshall on June 16.

The purpose of the meetings is to obtain input on key issues to build the business agenda for 2004 and briefly recap 2003. Members of the MN Chamber will be invited to attend, along with key members of the Marshall Area Chamber's Government Affairs and Board of Directors. Information from the session will also help MACC develop our legislative agenda for 2004.

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. The street will be closed in downtown Marshall from 6 AM until 6 PM.

The day also features a kiddie parade, and a penny carnival to be held at the new downtown park.

Watch for more details in July!

2003 Guide to Marshall Now Available

The 2003 Guide to Marshall is hot off the press, and available to your business!

The Guide features information about the community of Marshall, and can be utilized for employee recruitment, and to help Marshall area visitors navigate the community.

If your business would like extra copies of the Guide (distributed in the May 20 Marshall Independent), please call the Chamber office at 532-4484.

Customer Service Excellence seminar judged a great success

The Chamber sponsored two customer service workshops on Wednesday, May 14 facilitated by Joe Constance, Constant Training. Sixty-one employees from Chamber member businesses participated in the 3 1/2 hour workshops, and 68% felt that their expectations were exceeded by the presentation!

Our thanks to Joe for a great seminar, and lots of valuable information!

Recycling Services for Businesses

Postage paid boxes that can be used to send printer cartridges or cell phones free to a recycling center for quick and easy disposal are now available from Waste Wise. This service is free to your business. You will receive the collection boxes and prepaid UPS shipping labels, then just put the phones or printer cartridges into the box and drop it in the mail.

To order your recycling boxes contact Amy Keiser at 651-292-4681 or akeiser@mncchamber.com. Just indicate the type of box you need and you will receive the boxes within 14 days.

Minnesota Waste Wise is a member-supported, private nonprofit 501(c)3 corporation, which is an affiliate of the Minnesota Chamber of Commerce.

Their mission is to help businesses and organizations reduce waste by offering technical and informational services to their members to help them effectively manage their solid waste challenges.

For more information on how your business can reduce waste, please call MWW at (651) 292-4681.

Marshall Housing Boom Continues

Did you know that there are currently six new residential developments under development within the City of Marshall?

The new developments will add 376 new residential lots on 218 acres and will ensure that a variety of options will be available to residents wishing to build new homes in our community.

Upcoming Events

- June 2 Workforce Committee Meeting, 12 p.m.
- June 3 Downtown Council Meeting, 8 a.m.
- June 4 Board of Directors Meeting, 11:30 a.m.
- June 5 Ambassadors, 11 a.m.
Staff Training – Mini-Institute, All Day
- June 6 Industrial Development Committee, 12 p.m.
Chamber Action News Deadline, 12 p.m.
- June 9 Government Affairs Committee, 12 p.m.
- June 10 PrairieNet Consortium, 3 p.m.
- June 11 Education Committee Meeting, 7:30 a.m.
Volunteer Clearinghouse, 10 a.m.
Housing Committee Meeting, 4 p.m.
- June 12 Retail & Commercial Development, 8:30 a.m.
- June 13 Industrial Development Committee, 12 p.m.
- June 18 Executive Board Meeting, 8 a.m.
Convention & Visitor's Bureau Board Meeting, 10 a.m.
Healthcare Committee Meeting, 12 p.m.
- June 19 Ambassadors, 11 a.m.
- June 20 Industrial Development Committee, 12 p.m.
- June 27 Industrial Development Committee, 12 p.m.

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 600 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 600 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 600 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
- ◆ Customer Service Seminar
 - ◆ Technology Seminar
 - ◆ NEW Web site
 - Business Directory
- ◆ Business After Hours
- ◆ New Member Reception
 - ◆ 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!

Downtown Council Meets with City Engineer

The Downtown Council met with City Engineer Glenn Olson to discuss pending plans to change the parking layout on Third Street in downtown Marshall.

According to Olson, several designs and layouts were considered prior to determining that diagonal parking would increase the total number of spaces from 8 to 13 on the west side of the street, with parallel parking on the east adding five additional parking spaces on the high traffic street.

The new design preserves the turn

lanes from Third Street onto Main Street, however the left turn lane on the other end (near the Post Office) has been eliminated, and vehicles will need to “stack” at the four-way stop to make turns.

The new layout has attempted to accommodate vehicles turning into and out of alleyways, however, sight lines may be somewhat restricted if larger vehicles are parked in the spaces immediately next to the alleys. The handicapped parking space next to the Library was also retained, and with the new diagonal layout, should also provide enough space for van parking. The street will be seal-coated and then re-stripped with the new parking layout. Quipping that “It’s

only paint!”, Olson indicated that the City would continue to monitor how traffic flows with the new design through the summer months.

He also indicated that the City would like input from downtown merchants concerning long-range planning, including whether it would be advantageous to make alleys one-way, improved directional signage, and the development of a plan to add more parking in the downtown area.

Upcoming Downtown Council meetings will focus on these issues, along with upgrades to existing parking lots, and plans to improve snow removal from downtown sidewalks.

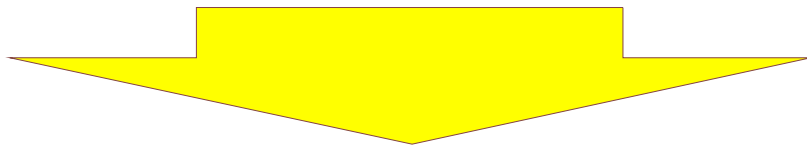
New Marshall Dollars are redeemed at the Chamber office anytime during regular business hours. If your business is uncertain of how to redeem Marshall Dollars, call us to find out more!

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

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



Gutknecht talks health care

Health care you cannot afford is neither safe nor effective.

According to the National Health Statistics Group, health care expenditures will constitute a whopping 17-percent share of gross domestic product (GDP) by 2011. That is why I am pursuing two common-sense measures to keep health care costs down: medical savings accounts and prescription drug market access.

On April 8, 2003, I introduced the Minnesota MSA Empowerment Act of 2003. This Act is a pilot program for Minnesota's public employees. It allows Americans to plan and save for health care – tax free. I am pleased to have bi-partisan support from the Minnesota delegation.

For too long, the federal government has stood between Americans and affordable prescription drugs. Congress must act this year by directing our own agency, the Federal Food and Drug Administration (FDA), to allow the safe importation of FDA-approved pharmaceuticals.

Large pharmaceutical manufacturers have long been charging American consumers substantially more for the same prescription drugs sold in the United States than in Canada and other industrialized countries. American consumers are fed up. More than one million Americans are finding importation to be a viable alternative. No one should have to cut pills in half or shrink the grocery budget in order to afford their prescription drugs.

What does this mean for Minnesota businesses?

Americans spend \$117 billion per year on prescription drugs. Importation could save 35-percent, leaving \$41 billion in the pockets of American consumers.

The financing of prescription drug expenditures has rapidly shifted from consumer out-of-pocket spending to private health insurance. In fact, the private health insurance share has increased from 24-percent in 1988 to 46-percent in 2000. Many small businesses can't afford the increasing costs of insurance premiums. We all know that it's difficult to recruit employees without offering health care benefits.

Chamber members can help by:

- Sharing examples of rising insurance and health care costs
- Submitting testimony for hearings
- Publicly endorsing MSA and importation legislation
- Calling House and Senate members to request their support.

Your bottom line is at stake. Call us at 800-862-8632 if you want to help stem the tide of escalating health care costs.

*This article was prepared by
Congressman Gil Gutknecht,
MN District 1*

WMMC Business After Hours Door Prize Winners

Winners of door prizes at the May 19 Weiner Memorial Medical Center BAH were:

- ♦ Kevin Honetschlager
- ♦ George Marshall
- ♦ Krista Bjella
- ♦ James Carr
- ♦ John DeCramer

The first member business drawn in our new Progressive Drawing (see June Business Briefs for complete details) was Culligan Water Conditioning.

However, members must be present to win, so \$25 in Marshall Dollars will be added to the pot for our next Business After Hours event. Our next Progressive Drawing will be worth \$50!

Question & Answer

Q: I'm concerned that a virus could destroy my computer files. Suggestions for protecting my business?

A: Viruses passed through email can threaten the confidentiality, integrity or availability of your information. Stolen employee records could lead to identity theft or loss of privacy. Information kept on a computer with Internet access is at risk to theft or damage, and can result in lost revenue for your business. Following are simple recommendations that you can do to protect your information.

♦ Don't open email attachments from strangers, or unexpected attachments from people you know. Attachments can plant programs on your computer that corrupt or steal your information. Configure mail software to not preview or automatically open messages.

♦ Beware of passing on a great joke, game or tool from a friend. You may be passing on a virus.

♦ Don't download games, tools, documents, spreadsheets or executable software unless you know it is from a reputable source.

♦ Have a company-wide tool for detection of viruses and regularly update your tool's virus definitions.

♦ Backup all files, software, and configuration data from all computers, to allow you to restore systems and data to what existed before an incident.

For more information on email viruses and computer security, visit the National Institute of Standards & Technology (NIST) Web site at www.nist.gov.

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
317 West Main Street,
Box 352B
Marshall, MN 56258
Phone: 507-532-4484
Fax: 507-532-4485
chamber@starpoint.net
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

Getting Past No

Help employees deal with organizational change in the workplace

Dealing with organizational change is a daily challenge in today's workplace. That said, you can make the process far less painful by creating an environment that naturally assumes employees are an active and integral part of the solution process.



1. Accept the fact that employees have the right to resist imposed change. People have the right to ask "why?" in response to imposed change. Resistance to change is natural.
2. Create an environment where it's safe to voice concern about an impending change. To deal with resistance, it's important to understand what is causing it. Keep the lines of communication open to achieve a level of understanding.
3. Listen to what employees have to say. Every resistor to change has a slightly different opinion on what he or she would like to see change. There is seldom a single reason for resistance.
4. Respect what employees have to say. Don't make value judgments on the reasons provided for resisting.
5. Agree with their concerns. This is that extra step beyond simply "respecting" what they have to say. It's calming for an employee to hear, "You might be right."
6. Respond to what they have to say. Every change contains some leeway. Some amount of compromise can lower the barrier to resistance.
7. Communicate what is causing the necessity of change. A lot of the resistance springs from the simple desire to know why something is happening.
8. Communicate the alternatives you've considered. Being able to discuss the work and thought that has gone into a change demonstrates that the change wasn't just an arbitrary one.
9. Communicate the advantages of your choice. Why is the change a good one, and what benefits will it deliver?
10. Communicate the disadvantages of your choice. Nothing is more certain to increase resistance to change than the notion that there are no risks with a proposed change.
11. Communicate what will not change. Put change in perspective by emphasizing that many things employees have taken for granted will stay the same.

—Kim Rock is a manufacturing specialist at Minnesota Technology's Fairmont office. You can reach him at krock@mntech.org.



**Marshall Area
Chamber of Commerce**
PO Box 352 B
Marshall, MN 56258

PRST STD
U.S. POSTAGE
PAID
MARSHALL, MN
PERMIT NO. 1210

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.