

**Kanabec Area Chamber of Commerce**  
 200 South Highway 65, Suite 1  
 Mora, Minnesota 55051  
 320 679-5792 800 291-5792  
[www.kanabecchamber.org](http://www.kanabecchamber.org)

**President:**  
 Char Weidendorf

**Vice President:**  
 Maddie Amundson

**Secretary:**  
 Jamie Voelk

**Treasurer:**  
 Bill Daher

**Board of Directors:**  
 Maddie Amundson  
 Bill Daher  
 Tom Jones  
 Sandy Juettner  
 Sara Lentz  
 Scott Moe  
 Jamie Voelk  
 Char Weidendorf

**Chamber Executive Director:**  
 Karen Onan Amundson

**Committees:**

**Economic Development:**  
 Lead: Jamie Voelk  
 Members: Bill Daher  
 Sandy Juettner  
 Scott Moe

**Events:**  
 Lead: Maddie Amundson  
 Members: Bill Daher  
 Tom Jones  
 Sandy Juettner  
 Sara Lentz  
 Scott Moe  
 Jamie Voelk  
 Char Weidendorf

**Government Affairs:**  
 Lead: Tom Jones  
 Members: Jamie Voelk

**Tourism:**  
 Lead: Sandy Juettner  
 Members: Char Weidendorf

**Newest Chamber Members:**

**Southern MN Municipal Power Agency (SMMPA)**

**Nosbusch Auctions Inc.**

**Tower View Manufactured Housing Community**

**As a Member of the Kanabec Area Chamber of Commerce**  
 you are cordially invited to


*Coffee with Kanabec Area Regional Economic Network*

Casual Mingling with your fellow Chamber Members

**Tuesday, June 10, 2008**  
 7:30 a.m.

Build & Strengthen Business to Business Relationships

*Hosted by Kanabec State Bank at their new location, 730 Forest Avenue East*



Please join us for light conversation, coffee, & a morning snack.  
 Kanabec State Bank employees will be available to answer questions and will also give us a tour of their new, beautiful facility.

*Hosted by the Kanabec State Bank & the Kanabec Area Chamber of Commerce ~*  
 320-679-5792 [www.kanabecchamber.org](http://www.kanabecchamber.org)

Any business with an interest in joining the chamber is welcome to participate in any of our coffee meetings. Membership information is present at all of our meetings. We will happily respond to your inquiries.

Please join us for a continuation of May's

*Coffee with Kanabec Area Regional Economic Network*

Tuesday, June 24th, 2008 at 7:30 a.m. ~  
 At the Union Street Grill ~ (formerly the Mustang Steakhouse)  
 Coffee and Breakfast will be provided.

Our hosts, Ronald Sieloff and Sarah Long will educate us on the topics of medical assistance and estate planning.  
 Please come with your questions as this will be a perfect opportunity to ask them!  
 Get informed about these timely, often misunderstood subjects.

*Hosted by Sieloff and Associates P.A., 221 So. Union #3*  
 & the Kanabec Area Chamber of Commerce ~  
 Please R.S.V.P. to Karen Amundson.  
 email: [karen@kanabecchamber.org](mailto:karen@kanabecchamber.org) / phone: 320-679-5792 Commerce

**2008 Kanabec Chamber of Commerce High School SCHOLARSHIP WINNERS:**  
 Kodie Roelofs from Mora H.S. & Kelsey Kapinos from Ogilvie H.S. ~ Each awarded \$500.00 scholarships,  
 \$500.00 was also awarded to the Kanabec County Ambassador's Program.

D-I-S-C-O-U-R-S-E

## SPOTLIGHT ON CHAMBER BUSINESSES ~

### ANDERSON PASSE & ASSOCIATES AND DALA OF MORA BUSINESS PROFESSIONAL WOMEN (BPW)



In 1983, Dale Anderson started a 2 man surveying company out of his home called Anderson Land Surveying. 2008 marks 25 years of serving East Central Minnesota. In January of this year, the name was changed to Anderson Passe and Associates in order to recognize the merger of Anderson Land Surveying with Passe Engineering that took place in 1996.

The company now employs approximately 20 surveyors, engineers, technicians, and administrative staff in 3 locations: Cambridge, Minneapolis, and Hudson, WI. The Cambridge office is home to two Professional Land Surveyors and one Professional Engineer in addition to a staff of 5 technicians. Dale Anderson and Kyle Roddy handle the duties on the surveying side, and Brent Roshell is the engineering contact.

Our survey department has the capabilities to service nearly any sized project while still maintaining the small town personal touch. Tasks such as boundary surveys, flood plain surveys, subdivision platting, topographic surveys, right of way surveys, access easement surveys, and construction staking are all performed on a daily basis.

Brent and his staff have a great deal of experience in rural section road design, urban road and utility engineering, commercial site design, environmental and wetland issues, and creating grading and drainage plans.

Our longstanding local presence has given us the opportunity to become familiar with many different county, township, and city policies which allows us to act as liaisons between local government and our clients. From concept to final plans, we have the knowledge and resources to guide you every step of the way. Stop in or give us a call for a free estimate today!!

Anderson Passe & Associates, 200 3<sup>rd</sup> Avenue NE, Suite 100, Cambridge, MN 55008  
763.689.4042 • 763.689.6681 fax • [www.andersonpasse.com](http://www.andersonpasse.com)

## DALA OF MORA BPW

The mission of BPW is a straightforward one, to achieve equity for all women in the workplace through advocacy, education, and information. Our local chapter strives to uphold the mission of BPW USA. We are a growing organization, and currently have over twenty members.

Our season runs from September through May. Regular meetings are held on the fourth Monday of each month at Freddie's on Highway 65 in Mora. Social time begins at 5:00 pm followed by dinner, a business meeting and a guest speaker. We have two special events each year, the National Business Women's Week Luncheon (October) and Girls' Night Out (December). In the months where we have special events, a regular meeting is not held. At the end of each season, we hold an Installation of Officers where an executive committee is established for the following year. During the summer months, our newly appointed executive committee spends time together to plan for the upcoming year of meetings and events for our local chapter.

The NBWW Luncheon highlights and celebrates working women in our community. This event also hosts our Silent Auction to benefit our Scholarship program. The proceeds from this event fund scholarships that are awarded to graduating high school senior girls. Additionally, for the past several years, we provided a "Bridging the Dream" scholarship to Pine Technical College for a woman returning to school.

At our Girls' Night Out fundraiser, proceeds benefit one or two charitable organizations within our community. Money raised comes from a Silent Auction, freewill donations and proceeds from ticket sales. We always strive to make this a fun event, and attendees enjoy buying the baskets from the auction as Christmas presents!

We always welcome guests to our meetings, and I hope that you will have an opportunity to join us during the 2008-2009 season of Dala of Mora BPW.

Submitted by Bridget Petersen - Dala of Mora BPW President



## ***DIRECTOR'S COLUMN ~ BY SANDY JUETTNER***

Dear Members,

Every 5-10 years there's a dip in the economy; some business owners will throw up their hands and let their sales slide. They don't think they have any options.

Others will view it like the weather, sometimes it's hot, and sometimes it's cold. Those are the business owners who know they have options – they can crank up the heat (apply more time and energy to their marketing efforts) and/or pile on more clothes (find creative ways to approach customers and design deals).

Which are you?

Now is a perfect time to look at everything you do and question whether you're getting the kind of business you're looking for.

Are you sending the right message?

Are you communicating your uniqueness and using all the tools available to you?

### **Marketing your Business:**

You may have great products and services, but if no one knows what you offer and why they should buy from you, you won't sell a thing.

Marketing is not an event or a campaign or a brochure. **Marketing is every word we speak or write to someone outside of our businesses.**

Marketing encompasses media advertising, direct mail, coupons, brochures, websites and business cards. It also includes everyday activities such as answering the phone, going to a Chamber or networking meeting, interviewing job candidates, sending an email, providing a referral, returning a phone call and contacting a supplier. In fact, marketing is everything you do on a daily basis. Anytime you make any kind of contact with anyone outside our businesses, you're marketing.

Having a good marketing attitude means understanding that:

- Marketing is in every contact you make- writing or speaking
- Every employee markets your business
- Marketing develops relationships
- Marketing is profitable; it describes and builds business recognition
- Marketing is anything you do that leaves an impression of your business
- Marketing is part of everything you do.

Be creative! What are some new ways you can get the word out about your business? What makes you unique? Communicate that difference.

Economical ways to advertise locally are newspaper and radio ads, coupons, networking groups like the Chamber and others, direct mail, flyers, special sales and events, email and internet advertising.

Marketing takes planning. You need to understand what your business is about, what you want to accomplish, who you're selling to, and how you're going to go about it.

Define your goals, develop your plan, implement your plan, and measure your results.

Most importantly, look toward the future and make the decision to move forward with a positive marketing attitude. It will make a difference.

*Sandy Juettner, Juettner Marketing  
Board of Directors -Kanabec Area Chamber of Commerce*





Mora's 126<sup>th</sup> Birthday Celebration ~ May 17, 2008 ~ Photo Montage

