

# Edina Chamber of Commerce

— Business to Business —

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## General Membership Meeting

**January 28th, 2008, 11:30 a.m. – 1:00 p.m.**  
**Interlachen Country Club, Edina**

*Speaker: Patrick Reusse*



Patrick Reusse is a sports columnist who writes three to four columns per week for the Minneapolis Star Tribune and is a talk radio personality on Saturday Morning Sportstalk™.

Saturday Morning SportsTalk features

Patrick and Joe Soucheray, columnist for the St. Paul Pioneer Press, as they join forces every Saturday morning to regale Twin Cities radio listeners with their talent and antics, presenting the latest SportsTalk.

Joe and Pat have been entertaining their audience with over 20 years of AM 1500 KSTP SportsTalk, presenting humor, insight and guests who are both famous and infamous in the world of sports. Rated as the “Number One Sports Show,” SportsTalk consistently delivers a loyal audience that actively participates in this highly amusing and informative sports feature.

Patrick has also written a book titled Minnesota Vikings: The Complete Illustrated History. The book follows the team's beginnings in the 1960s through its four Super Bowl appearances in the 1970s to its present status as an elite football franchise. Patrick will have copies available for purchase and signing at the meeting.

## Government Relations

### Budget shortfall: We're in this together

By David C. Olson



The state budget forecast confirms what all Minnesotans have felt in their pocketbooks for several months. The national recession is having a dramatic impact on finances in the public and private sectors. We're all in this together, and we all must do our part to chart a course in this uncertain economy.

The numbers underscore the state's predicament. The general fund for FY 2010-2011 - beginning July 1, 2009, and ending June 30, 2011 - shows a projected shortfall of \$4.8 billion. On top of that, the state faces a deficit of \$426 million in the current biennium.

The short-term picture already has worsened with the release of the latest unemployment figures and resulting impact on reduced state tax revenues. And nearly everyone expects the projected shortfall to widen in the February budget forecast.

The statewide business community, more than ever, is insisting that state government run more efficiently. That can be accomplished only if government focuses on major restructuring and reducing spending.

Employers are experiencing the same difficulties as government with stagnant revenues and upward pressure on expenses. Businesses are responding by analyzing operations - determining what they do best and how they do it for less money. Government needs to follow suit.

Policy-makers will need to make difficult decisions especially considering the dominance of two items in the budget. K-12 spending represents 42 percent of the general fund, and health and human services another 28 percent. Together, that's more than two-thirds of the pie.

Structural reforms are critical, and they will be accomplished only by sorting those programs and services that truly should be a responsibility of state government - and then exploring and implementing innovative approaches to their delivery.

Here are some suggestions that have been made by our members during our recent statewide meetings:

- Target resources to those in need. For example, Medical Assistance long-term care eligibility

requirements could be tightened to reduce caseloads.

- Finance individuals rather than institutions. Student financial aid could be increased while state aid to colleges and universities is declining, thus helping to offset tuition increases for low- and middle-income students.
- Utilize competition. State services could be competitively sourced. For example, public-sector employees could compete with private-sector companies in bidding for certain services. Contracts would be awarded based on cost and quality of services provided.
- Reduce overhead expenses. Defined contribution retirement plans could replace defined benefit plans for new hires.

Attention to restructuring state government and reducing spending is at a critical juncture as the oldest baby boomers become eligible for early retirement. As a result, fewer people will be paying taxes and more people will be demanding state services, especially in health care.

Growth in tax revenues in the next 20 years will not keep pace with the previous two decades, regardless of the economy. The resulting trends bear attention and action.

It's important to give our lawmakers guidance in balancing the budget.

In that regard, the Minnesota Chamber - in conjunction with our local chamber partners and broad-based membership - is compiling and will be advancing specific recommendations. Our action items will include spending cuts as well as identifying areas where state government can be more efficient, producing the same or better results for less money.

Minnesotans cannot afford the status quo. Failure to restructure will result in more ineffective services and/or higher taxes. Neither one is acceptable if Minnesota businesses are to stay competitive in today's rapidly changing and global economy.

David Olson is president of the Minnesota Chamber of Commerce. For more information, visit the Web at [www.mnchamber.com](http://www.mnchamber.com).

## 2008-2009 Officers

**Jill Noack**  
Board Chair

Gabbert & Beck – Galleria

**Kurt Daugherty**

Past Chair

TDS Metrocom

**Jeff Holds**

Chair Elect

Phoenix Technology Solutions, LLC

**Dave Lee**

Treasurer

Wipfli

**Arrie Larsen Manti**

Chamber President

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Director At Large

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**John Bower**

Express Employment Professionals

**Brad Beard**

Fairview Southdale Hospital

**Sean Wenham**

Merrill Lynch

**Jon Barnett**

EdinAlarm

**Gordon Hughes**

City of Edina

**Ric Dressen**

Edina Public Schools

**Mike Kallas**

Kallas & Associates

**Sarah Kostial**

M&I Bank

**Lance Leupold**

Comcast Cable

**Michelle Swanson**

Xcel Energy

**Jennifer Rehder**

FilmTec Corporation

**Joe Arends**

North American Banking Company

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## From the Board Room

### Chamber Membership “mix”

As you may remember in the November newsletter, I shared some information relative to the breakout of our membership mix. It was a chart with geographical information that depicted where in the

Twin Cities our membership comes from. We have expanded on the information and below you will find two new charts that show members by business category, and by number of employees.

I thought this information would be helpful for your respective companies relative to how your industry is represented among the total membership both in company size and type of industry. It also serves as a tool to gage where we are at as a chamber, especially relative to where we are low or void in certain business categories.

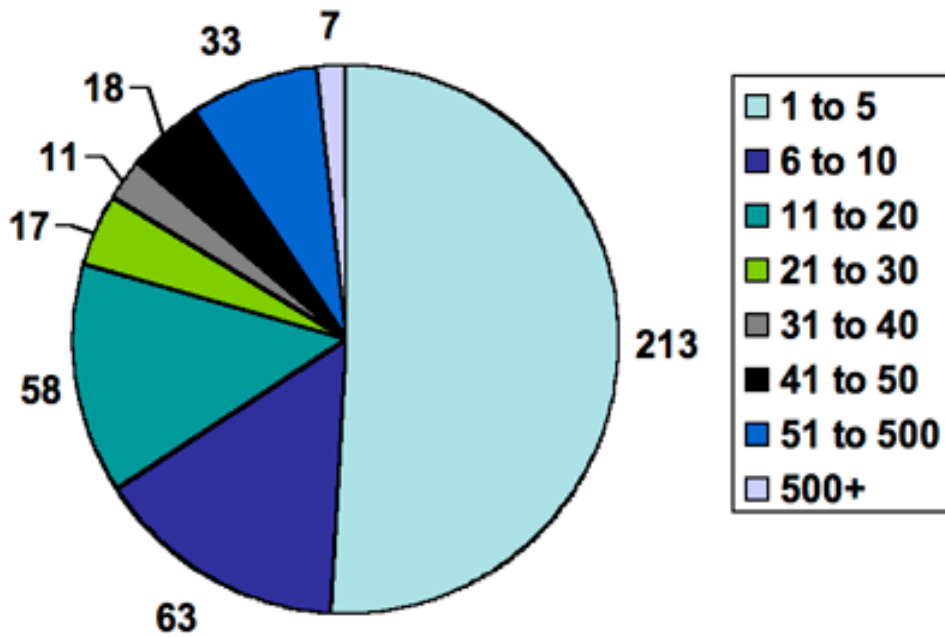
At quick glance, it appears that approximately 70% of our membership has 10 or less employees. As it relates to specific business categories, almost 50% of the total membership is comprised of Service (includes businesses such as auto repair, catering, health & fitness, printing and utilities) and Finance/ Investment companies. And, just 5% are Hotels, Government and Healthcare. The other 50% is broken up among the remaining 11 categories.

*See graphs on the following page*

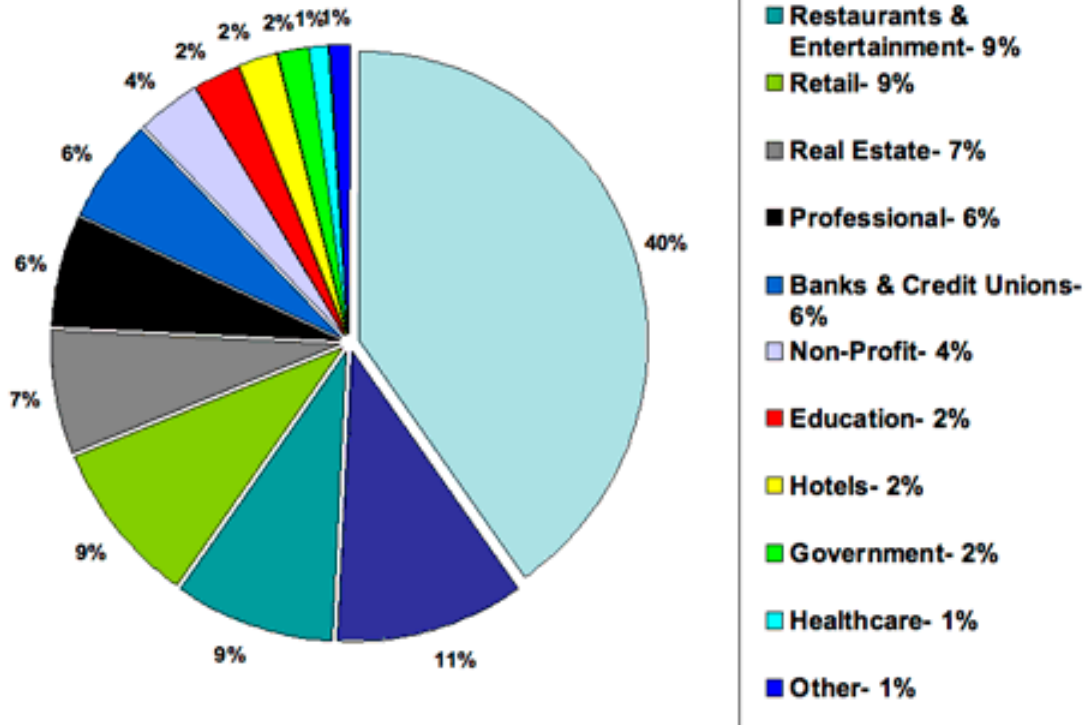
I believe in the coming year it will be important to remain as diverse as possible within these categories in order to keep our membership total as strong as it currently is. Edina continues to see new development both in commercial and residential and with that brings new community businesses and business people which will only help to further develop our Chamber membership.

Thanks to all of you for a wonderful and prosperous 2008 for the Edina Chamber. I would like to personally wish you all a very Happy, Healthy and Prosperous 2009!

## Chamber Members by Number of Employees



## Chamber Membership by Business Category



## New Member Welcome

**City of Edina - Mary Brindle**  
6901 Paiute Drive  
Edina, MN 55439  
(952) 941-7746  
mbrindle@comcast.net

Mary is our newly-elected Edina City Council member. A long-time volunteer with the Edina Crime Prevention Fund, Edina Morningside Rotary Club and a host of many community organizations. She is also employed part time by the Edina Community Foundation.

**Highland Bank**  
5270 W 84th St  
Bloomington, MN 55437  
(952) 858-4525  
Patti Hutton  
www.highlandbanks.com

Highland bank is a family owned community bank with 8 Twin city locations. At Highland Bank they put the customer First, and make banking easy!

**March of Dimes**  
5233 Edina Industrial Blvd  
Edina, MN 55439  
(952) 835-3033  
Bob Gustafson  
www.marchofdimes.com

The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. They carry out this mission through research, community services, education and advocacy to save babies' lives.

**West Elm**  
3821 Gallagher Dr  
Edina, MN 55435  
(612) 578-7581  
Lara Olson  
www.westelm.com

West Elm is a part of the Williams-Sonoma Family, which includes all of the Pottery Barn Brands. West Elm was founded in 2002 to provide modern, affordable, accessible, and available home furnishings. They feature fresh and modern style with global influences, clean lines, and distinctive color. Their merchandise is available to "Grab and Go," as everything is carried on site.

**Northwestern Mutual**  
5201 Eden Ave #200  
Edina, MN 55436  
(952)698-7039  
Jason Vaughan  
Jasonvaughan@nmfn.com

Jason specializes in working closely with business owners helping them with Risk Management & Wealth Accumulation. Jason and his team follow a common principle; work hard and smart for your clients, maintain relationships with communications, and follow through on commitments.

**Qwest**  
426 Fairview Ave N  
St Paul, MN 55104  
Justin Gaspar  
(651) 767-3645  
Justin.gaspar@qwest.com

Qwest is a leading provider of voice, video, and data services in United States and throughout the world. For more than a century, homes and businesses have relied on their dependable dial tone connection. They pride themselves in the strength and vitality they bring to each and every community.

## Renewed Members

A-1 Travel - *Since 2006*  
Christensen, Laue, PA - *Since 1988*  
Cooks of Crocus Hill - *Since 1999*  
Doherty HRO - *Since 2005*  
Edina Properties - *Since 1972*  
Eliot Management Group (EMG) - *Since 2006*  
Event Architects - *Since 2007*  
Housh (City Council) - *Since 2001*  
International Parts Supply Corp. - *Since 1991*  
Le Bourget Aero Suites - *Since 2005*  
Luxury Media Group, Inc. - *Since 2007*  
Merrill Lynch - Wenham - *Since 2004*  
Oilily - *Since 2006*  
Sandy's Promotional Stuff - *Since 2000*  
Slattery Sales Group - *Since 1996*  
Sodexo Food Services - *Since 2006*  
Sofitel Minneapolis - *Since 2006*  
State Farm Insurance Agency - Roisum - *Since 2004*  
Sun Newspapers - *Since 1972*  
TDS Metrocom - *Since 2003*  
Tornier - *Since 2007*  
Vick Photography - *Since 2006*

*Thank you for your ongoing support of the Edina Chamber of Commerce!*

## Dropped Members

Alliance Bank - *Since 2001*  
Ben Bridge Jeweler - *Since 2006*  
Kaleidoscope - *Since 2007*  
Minnesota Community Accupuncture - *Since 2007*  
Minnesota Heart Clinic - *Since 2006*  
Schrader & Companies - *Since 2007*  
Lakeshore Weekly News - *Since 2005*  
MidCountry Mortgage - *Since 2003*  
Minnesota Timberwolves - *Since 2004*  
Starbucks Coffee - Galleria - *Since 2006*

## Ambassadors of the Month



### **Richard Train, Personal Trainer**

My mission is to transfer essential knowledge about diet, nutrition, anatomy and strength training through my services as a Personal Trainer. I accomplish this by training, on a one to one basis, about muscle development and retention in order to accomplish each person's individual goals.

My background with physical activities includes over 40 years of strength training, more than 20 years of athletic competition and 2 years of bodybuilding competition.

A large portion of my time is devoted to studying and researching the effects of exercise physiology and aging (aging – well we are all aging).

My cliental typically may be a man or woman from 15 to 80 years of age attempting to develop their physical abilities.

## Diplomat of the Month



### **Rebecca Lynch, Restaurant Sales Coordinator, Sofitel Minneapolis**

Rebecca Lynch works at Sofitel Minneapolis as a Restaurant Sales Coordinator planning and detailing all of the events in the two restaurants Chez Colette and La Fougasse.

Chez Colette is a classic style brasserie presenting the hearty dishes of French regional cuisine. Enjoy our famous French onion soup or our Eggs Benedict. La Fougasse specializes in fish and seafood dishes. La Fougasse boasts an atmosphere of brightly colored tiles, fireplaces and an open demonstration kitchen. I can accommodate groups up to 40 people in either Chez Colette or La Fougasse. For more information or to schedule an appointment, please contact Rebecca Lynch, to see how the Sofitel

Minneapolis can create a one-of-a kind experience for your next event!



## Edina City Corner

### Centennial Lakes Park to open for ice skating

Centennial Lakes Park, 7499 France Ave. S., features a 10-acre lake for skating. Ice is groomed daily by maintenance crews. The Centrum building will be open during park hours for concessions, skate rental and warming.

Regular concessions stand and skate rental hours are 4 to 9:30 p.m. Monday thru Friday, 10 a.m. to 9:30 p.m. Saturday and noon to 9:30 p.m. Sunday and most other non-school days. Skate rental is \$5 per pair, and sled rental is \$7 per hour. There is no charge to skate. Photo identification must be given as a deposit for sled and trainer rentals. For more information on the Park, visit [www.CentennialLakesPark.com](http://www.CentennialLakesPark.com).

### Police Officers presented Departmental Commendations

The Edina City Council publicly thanked seven police officers and helped Police Chief Mike Siitari present them with Departmental Commendations for their bravery and quick-thinking in recent incidents. "The heroic actions of these officers demonstrate the commitment they have to protect and serve our community," Siitari said. "They truly made a difference in people's lives. I am proud to serve the community with these officers."

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## Member Announcements



### Al Mueller to become Western Bank SVP, Chief Credit Officer

Western Bank announced today that Al Mueller will be promoted to Senior Vice President, Chief Credit Officer in January 2009. Congratulations to Al!

## At Your Business Break

**Join us Friday, January 9th from 7:30AM to 9:00AM at Juut Salonspa**

Juut Salonspas is a collection of eight premium salonspas in Minnesota and California. From the spirit of the beauty specialists who regard themselves as "Daymakers" to the uplifting and inspiring atmosphere of it's locations, Juut Salonspa seeks to transcend traditional salons by providing for it's guests not only premium hair and spa services, but a combined experience of peace, restoration and abundance that replenishes and brings guests to a state of full aliveness.



**RSVP to the Chamber Office by noon on January 7th.**



**Thanks to Comcast Business Services  
for hosting Decembers's AYBB**

 **MINNESOTA STATE UNIVERSITY MANKATO**  
*at*  
**7700 France**

**Join us Friday, February 6th at 7:30 to 9:00 AM at Minnesota State University-Mankato's Edina location.**

Whether you're considering a fresh start in graduate studies or want to finish a degree you began earlier, our 7700 France facility brings to the metropolitan area an opportunity to make it happen now. You'll enjoy the legacy of excellent instruction, expert faculty and lifelong rewards - all without the costly and time-consuming commute to Mankato.

**RSVP to the Chamber Office by noon on Wednesday, February 4th.**

*Women Inspiring Success in Edina*

# WISE



## Resolve to Get Organized!

Near the top of most everyone's New Year resolutions list is Getting Organized. With a new year comes the chance to start fresh in our organizing efforts. So even if clutter and disorganization have kept you from what you want in your work or life, you can make a change. Join us to learn the seven things you can resolve to do to be more productive and organized everyday!

Louise Kurzeka has been helping people make the most of their time and space since 1992. Co-founder of Everything's Together®, she is a nationally recognized organizing expert. Louise was a regular guest on HGTV's TIPical MaryEllen Show and contributes



Join us at P.F. Chang's China Bistro  
Friday, January 16th, 11:45am to 1:00pm



RSVP the Chamber Office at 952-806-9060 by Wednesday, January 14 by noon.

## 2009 Emerald Gala Sponsors

Thank you to all our Sponsors!



\$10,000    *Presenting Sponsor*    \$10,000

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\$5000    *Diamond Sponsors*    \$5000

Fairview Southdale Hospital

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\$3000    *Ruby Sponsors*    \$3000

Edina Liquor

---

\$2000    *Raffle Sponsor*    \$2000

International Dairy Queen

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\$2000    *Premiere Corporate Sponsors*    \$2000

Richfield Bloomington Credit Union / Xcel Energy / Wipfli / Abdo, Eick & Meyers

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\$1500    *Corporate Table Sponsors*    \$1500

Bremer Bank / Comcast / Commerce Bank / France Avenue Physicians / Galleria Kallas & Associates / Merrill Lynch / M&I Bank / Network One / New York Life / North American Banking Company / RF Moeller / Westin Edina Galleria / Warners' Stellan Appliance / Washburn McReavy



# **TOMORROW'S LEADERS**

A Relationship Adventure For Edina's Emerging Leaders

## **“On the Fast Track”**

*Lunch: Speed Networking.*

**Join Us Tuesday, January 13th**

**11:30 am – 1:00 pm**

**Kip's Irish Pub**

Kip's Irish Pub is located inside the

Minneapolis Marriott West

9960 Wayzata Blvd,

St. Louis Park.

This is a joint event with the Twin West

and Wayzata chambers.

*Cost is \$25.*

## Photo Gallery



The group from Comcast hosted a great AYBB in December. Thank you!



Thank you to all of our models who volunteered for our 4th Annual E-Squared Fashion Show in December, all who attended had a great time!



Chamber staff, Lisa Marsden; Santa and Butch Sprenger of Destiny Homes.



Our December new members and our special guest, Santa Claus.



We were entertained by the Edina Chorale at our December meeting.

# Calendar

## January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9 <b>AYBB</b> 7:30am 9:00am	10
11	12	13 <b>TOMORROW'S LEADERS</b> 11:30AM to 1:00PM	14	15	16 <b>WISE</b> 11:45AM to 1:00PM	17
18	19	20	21	22	23	24
25	26	27	28 <b>GMM</b> 11:30AM to 1:00PM	29	30	31