

Park Rapids Lakes Area Chamber Connection



Green Your Business Simple Steps Toward Sustainability

You don't need a consultant or an expert to make many energy saving improvements at your workplace. Here is a list of ideas for you that you can share with your supervisor and property manager.

- Do the easy things – turn off computers and lights off at night.
- Recycle paper, cans and glass.
- Keep room lights off until they're needed and install "occupant sensors" that automatically turn lights off when no one is present.
- Use a programmable thermostat.
- Annually tune up HVAC systems and clean filters frequently.
- Control sunlight through windows with shades, solar screens, solar films, curtain or drapes.
- Install efficient lighting that can reduce energy needs by as much 60 percent.

•Buy Energy Star-rated appliances, printers and computers.

•Set computers and monitors to power-down during off-hours.

•Encourage duplex printing and use recycled paper.

•Have an energy audit done of your business and make improvements.

•For an excellent overview of energy saving tips and strategy to reduce consumption download the EPA's [Putting Energy Into Profits](#).



Upcoming Events

Annual Brochure Week and Spring Golf Week – another way your Chamber assists you...

Have your latest and greatest brochures and flyers to us by for our **Annual Brochure Week on April** Our lodging members come in to stock up their brochure racks for the summer. Make sure they can pick up information for their lodge and guest cabins on your attractions and upcoming events.

2010 Spring & Fall Golf Week's are June 7 - 16, 2010 and September 13 - 22, 2010.

2010 Golf Week Flyers/Coupons will be ready to be picked up during Brochure Week.

St. Urho Days

Menahga, honors St. Urho (Pronounced "oorho"), the patron saint of Finland, with a statue recreating his mythical battle with giant grasshoppers. He is reputed to have used his "splendid and loud voice" to chase the grasshoppers out of pre-Ice Age Finland (when the climate was much milder) and save the grape harvest. The Finns love him.

At least, the ones in America do. St. Urho was reportedly invented in the 1950s by a couple of Minnesota Finns as a joke. Today it's taken seriously enough that St. Urho Day (the day before St. Patrick's Day) is officially recognized in all 50 states.

Friday & Saturday March 12 -13, 2010
For more information call:
Dorothy Ollaiketo - 218-564-4754

this issue

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Last Chance to be included in the 2010/2011 **Happy Pack!**

Please take a moment to review your **Happy Pack** materials and get your contracts and payment in. The **Happy Pack** is a great way to drive business to your store and raise awareness of the products and services you have to offer. If you would like us to send you another contract or have any questions concerning this advertising opportunity, please give us a call at the Chamber.

218-732-4111

**March Chamber
Business After Hours
March 4, 2010
Coldwell Banker,
Clack & Dennis
Real Estate**

4:00 pm - 6:00 pm

**Refreshments will be served
Bring your Business Card for a
door prize drawing.**

**Non Profit Partner
Hubbard County Food Shelf
Cash donations given on March 4th will be
matched by Coldwell Banker (up to \$500)**





Member Spotlight

Zenergy

Monica Quaschnick
West Central Telephone
308 Frontage Road
Sebeka, MN
218-837-5151

The Future of Energy. Now.

The name "Zenergy" come from the term "zero-energy" Simply put, zero-energy means making as much energy as you use. A houses or business that generates energy equal to what it consumes is a zero energy building.

Goal: Zero Energy:

It's a lofty goal. The good news is we can all make an impact, first by changing our energy habits and wasting less. Next we can use solar and wind to complement the traditional utility power most will still need. Finally, we'll make renewable energy a bigger part of the energy mix - until we can make as much energy as we use.

Leaders. Pioneers.

This might sound like uncharted territory, but we aren't afraid to go first. Our parent company West Central Telephone Assoc. has made a tradition of diversifying into new technologies and places. As WCTA, we were first to build our fiber infrastructure and bring fiber technology to Sebeka and surrounding areas, including a dedicated telecom and computer help-desk. We also pioneered the use of solar and wind as backup power for WCTA telephone systems, increasing safety and reliability. We have continued this tradition, tackling the newest and best in renewable energy technologies to reach our latest milestone. Building on WCTA reputation and experience, we are proud to launch Zenergy, provider of renewable energy products and services.



Ambassador Views ,Visits, Ribbon Cutting, Open Houses

Andrea Frank (ACS), **Kelly Simonson** (Park Rapids Chamber) **Talaine Collins** (TruStar Federal Credit Union) **Katie Magozzi** (Park Rapids Chamber) **Diane Dennis** (Coldwell Banker) **Lori Longworth** (Coldwell Banker) **Lezli Zimmerman** (HAPA) **Amanda Haugen** (Hubbard Studios) **Steve Haugland** (Primerica) **Linda Haugland** (Primerica) **Cheri Macklanburg** (Citizens National Bank) **Candy Gulsvig** (Affinity Real Estate) **Jeanie Cobby** (Citizens National Bank) **Rose Higgins** (State Bank) **Debbie Haas** (Northwoods Bank) **Grethe Kurtzweg** (Country Financial) **Kent Fritze** (Northwoods Bank), **Sadie Etter** (Coldwell Banker)

Mission Statement

The goal of the Ambassadors is to serve as highly visible good will representatives of the Park Rapids Lakes Area Chamber of Commerce by creating positive public exposure.

February Business After Hours



Woodland Court Apartments 300 Court Ave. Park Rapids, MN

Woodland Court Apartments held the February Business After Hours. Woodland Court is conveniently located across from the courthouse in Park Rapids. Woodland Court is a safe and supportive community where friendships and a sense of belonging come naturally. Features include easy accessibility, elevator, community room, guest room, tub room and a noon meal. There is also a weekly grocery bus and a beauty/barber shop next to the community room. Woodland Court is located close to medical facilities. Rental assistance is available to those who qualify. Call the site office for availability and application information. **218-732-9312** Chamber Ambassadors pictured with Dawn McClean



Non Profit Partner - Living at Home Beth Waller and Susan Ramse (Living at Home) Pictured with Chamber Ambassadors

Presenting the 2010 Chamber Board of Directors Nominees

The Nominating Committee of the Park Rapids Lakes Area Chamber present their choice of Nominees for the 2010 Board of Directors.

We invite you to contact Board President Diane Dennis if you wish to be considered for a seat on the Board.

We thank Dale Macklanberg, Dorset Liquors, representing Retail; Jennie Anderson, Red Bridge Inn, Representing Lodging; and Diane Dennis, Coldwell Banker Clack & Dennis Real Estate, representing Service; for their dedicated service and leadership to the Chamber.

We thank Floyd Frank, Round Bay Resort, Cynthia Jones, Riverbend Home Expressions and Bob Seifert, Coborns for accepting another term of service to your Chamber Board.

Peter Young, Y Steak House Service

Park Rapids is going through challenging times. It is changing in unexpected ways. My goal as a Board member of the Chamber of Commerce is simple. To help join together the different members of the community and in doing so grow holistically.

Let us set our sights high, and on common paths.

Chris Goplerud, Beds Plus Retail

I am co-owner of Beds Plus. I am a graduate of St. Cloud State University with a degree in Business Economics. My wife Deanne and I grew up in Park Rapids and our twin 15 year old boys currently go to high school here.

I am excited about the opportunity to serve as a Chamber of Commerce Board Member and the growth and well being of the Park Rapids Community.

Ed Becker, In-We-Go Resort Lodging

My wife, Sara, and I own In-We-Go and have been active in the Park Rapids Chamber for many years, Most recently I have served on the Tourism Marketing Committee

I am looking forward to being more active and effective in a leadership role representing lodging during these challenging economic times.

Who's hitting the trail?

The University of Minnesota has conducted an ambitious and unique study of Minnesota recreational trail user groups that is providing trail management and promotion information. The study revealed that recreation trail users total trip spending was \$2.41 billion and that physical activity was among the top three highest percentages for six of the ten groups surveyed. When on the trail, nearly half of all recreational trail users noted some concerns that impacted their experience.

Heartland Trail Association

A group interested in the formation of a Heartland Trail Association will meet on Friday March 19, 2010, 10am, Northwoods Bank Conference Room.

All interested people are welcome to attend this meeting. Please call Katie at 218-252-4111 for more information,

Governor's Fishing Opener Meeting

Park Rapids Lakes Area Chamber is forming a core committee and will definitely submit a strong application for the 2012 Governor's Fishing Opener. Watch for email reminders and plan to attend on **Friday, March 19 at 1pm, Northwoods Bank Conference Room.**

Powerful Marketing tips for small business

1. Print your best small ad on a postcard and mail it to prospects in your targeted market.

People read postcards when the message is brief. A small ad on a postcard can drive a high volume of traffic to your web site and generate a flood of sales leads for a very small cost.

2. No single marketing effort works all the time for every business, so rotate several marketing tactics and vary your approach. Your customers tune out after awhile if you toot only one note. Not only that, YOU get bored. Marketing can be fun, so take advantage of the thousands of opportunities available for communicating your value to customers. But don't be arbitrary about your selection of a variety of marketing ploys. Plan carefully. Get feedback from customers and adapt your efforts accordingly.

3. Use buddy marketing to promote your business.

For example, if you send out brochures, you could include a leaflet and/or business card of another business, which had agreed to do the same for you. This gives you the chance to reach a whole new pool of potential customers.

4. Answer Your Phone Differently. Try announcing a special offer when you answer the phone. For example you could say, "Good morning, this is Ann Marie with Check It Out; ask me about my special marketing offer." The caller is compelled to ask about the offer. Sure, many companies have recorded messages that play when you're tied up in a queue, but who do you know that has a live message? I certainly haven't heard of anyone. Make sure your offer is aggressive and increase your caller's urgency by including a not-so-distant expiration date.

5. Stick It! Use stickers, stamps and handwritten notes on all of your direct mail efforts and day-to-day business mail. Remember, when you put a sticker or handwritten message on the outside of an envelope, it has the impact of a miniature billboard. People read it first; however, the message should be short and concise so it can be read in less than 10 seconds.

Watch next months Newsletter for more tips.....

Town Hall Meeting

Rep. Brita Sailer and Sen. Rod Skoe are planning a series of town hall meetings in District 2B on March 6 in hopes of getting feedback from constituents about their state government. Please join them at 7 p.m. to 8:30 p.m. at the Frank White Education Center Community Room in Park Rapids, 301 Huntsinger Ave.



*March Chamber Business
After Hours*

**Coldwell Banker - Clack &
Dennis Real Estate**

**Thursday, March 4, 2010
4:00 pm to 6:00 pm**

**Please join fellow Chamber members for
Fun, Food, Beverages &
Networking**

**Non Profit Partner
Hubbard County Food Shelf
Cash Donations received on March 4th will be
matched by Coldwell Banker (up to \$500)**

Ambassador Visits continued.....



Park Rapids Ford

Roger Anderson (General Manager) Dave Bergman(Sales) Hey Jane (Sales)

1205 Park Ave. S. 218-732-3353

The new Park Rapids Ford sells & service all new Ford cars, trucks and suv, and all models of used. Our Service Department has factory trained Ford, Dodge, Chrysler and Jeep.

Open M - F 8 am - 6 pm (Sales) M - F 7:30 - 5 pm. (Service)



Northern Bait

Dave May
614 Main Ave. S.
218-732-5113

In business since 1946. It is family owned and operated. We sell wholesale and retail.



Beagle Books

Jennifer Willis-Geradts
112 3rd St. W.
218-237-2665

www.beagle-books.com/beagle-books@arvig.net

Beagle Books is the independent bookstore in Park Rapids. We can get any book for you, even if it's out of print.

Jennifer Willis-Geradts (owner) pictured with Chamber Ambassadors



The Detail Shop

Ryan Leckner
810 Henrietta Ave
218-732-7888
detailshop@arvig.net

Complete Auto and Boat detail service.
Complete line of auto accessories. Moved into new shop in July of 2009

Member News



Minnesota's Newest AFLAC District Sales Coordinator

I have recently accepted a promotion to District Sales Coordinator for the Park Rapids, Walker, Bemidji and North to the Canadian border district. I am calling it the "Headwater's District".

My new position continues to focus on servicing my current accounts and opening new accounts. In addition I am very excited to be recruiting and training new AFLAC Sales Associates. I have seven agents on my team currently and am looking to add quality members. I will be doing some traveling and will be

acquiring a new office location within the next few months. Be looking for the AFLAC duck to make its appearance soon!

If you have any supplemental insurance needs for your business, yourself, or if you know someone who would be a good fit for my team please contact me!

Kristi L Smythe

218-255-0630

kristi_smythe@us.aflac.com

March 2010 Calendar of Events

Live Music at Terrapin Station, March 3rd - at 7pm, Stone Soup* with Chris Hanke Drummer extraordinaire! Come ready to dance. **March 26th**, at 7pm, Charlie Parr, Peidmont Slide Guitar Resonator Blues, **March 28th**, at 7pm, Tom Feldman, Gospel Finger style Rhythm & Blues, for more information on up coming performances please call Brian at 218-652-3091 or [visit imaninatural.com](http://visit.imaninatural.com) for a complete Schedule.

3-Chili Cook Off, from 11:30am to 2:00pm, at the Park Rapids American Legion, to register or for more information please call 218-732-3364 or e-mail Jean at jean@parkrapidsenterprise.com or Candy at candy@parkrapidsenterprise.com or Betty at betty@parkrapidsenterprise.com. This Chili Challenge will benefit Hubbard County Food Shelf.

4-Chamber Business After Hours, from 4pm to 6pm, at Coldwell Banker Clack & Dennis (101 Main Avenue South Park Rapids) Come one come all for some Food, Fun and good conversation. The Hubbard County Food Shelf will be featured as well and Colwell Banker has pledged to match your Food shelf cash donation that night by up to \$500! For more information please call the Park Rapids Chamber at 218-732-4111.

5-Coffeehouse musician Elisa Korene, at the Park Rapids Area Library, At 6:30pm, for more information please call 218-732-4966, **Space is limited. Advanced registration is required. RSVP for all events are appreciated. Funded by the State of MN Legacy Amendment

6-Benefit dinner and silent auction for Katrina Olafson, at the Eagles Club in Park Rapids, from 4:30pm to 7:30pm. She is 5 years old and was born here in Park Rapids prematurely in 2004. She has been living with renal failure since birth. Now she is in need of a kidney transplant. She is the granddaughter of Talaine Collins. We re having a Free will offering, taco supper and silent auction. We are also having Live Music preformed by Make the most / Rift / and Jon Wayne and The Pain from 8 pm till 1am coverer charge is \$5.00, We are accepting donations for the silent auction by contacting Bonnie at 218-732-0597 or 218-252-1499. All proceeds will be used to help defer the cost associated with the kidney transplant.

6-Rainbow Rendezvous, (36571 County Highway 35, Waubun) 10k skate, 16k classic, 6k skiing tour, for more information please contact Amy Xu at 612-991-4912 or visit info@rainbowresort.com

9-16-23-30-Terrapin Tuesdays * Drumming Circle with the Brothers Burn Mountain, at 7pm, *Terrapin Tuesdays will begin with a 4 week series of Drumming circles. Come with a drum to play and catch a few songs by The Brothers Burn Mountain! For more information please call Brian at 218-652-3091.

11-Catch a fish and help a kid! Eat at the Kinship Fish Fry on Friday, March 11, from 5pm to 7pm, at the Park Rapids American Legion, Bid on unique silent auction items, enjoy a fish dinner with homemade desserts, and know that you are helping Kinship Connect Adults with Kids and Put Hope in Their Hearts!

12-Blueberry Pines presents "The Event of the Season" Teenage Sensation Richie Lee as "Buddy Holly", Performing Live with Mid-America Music Hall of Fame members Wayne Luchua as "Roy Orbison" and Bobby Vee's forming touring band "The Shadows" on Friday, March 12 - Showtime 8:00 till midnight, show includes both sit down and dance sets. All Seating will be reserved. Tickets are \$20.00 each, first come first serve. Note we will be offering a Special Show Buffet and our normal Friday Fish Specials, All you can eat cod, and filet of Walleye. Also note we will not have regular menu items tonight Friday, March 12. For more info or for Tickets call Blueberry Pines at (218)-564-4653, you can also check out our website at www.blueberrypinesgolf.com.

12-13-St. Urho Celebration, in Menahga, fro more information please contact Dorothy Ollanketo at 218-564-4754.

13-St. Joseph's Area Health Services Auxiliary presents: the Concordia Percussion Ensemble and Marimba Choir Concert, at 4pm at the Park Rapids Area High School Auditorium Tickets Presale: Adults \$15; students/children \$10 At the Door: \$18 Tickets available at Beagle Books, St. Joseph's Gift Shop, and from all auxiliary members or by calling 218-732-0992 or 218-652-4535 This 2010 spring musical offering is a fundraiser for St. Joseph's Auxiliary's pledge to the "Helping Our Growing Community Grow Healthier" building campaign.

18 & 25-Poetry workshop with Luann Muhm, at the Park Rapids Area Library, at Noon, for more information please call 2218-732-4966. **Space is limited. Advanced registration is required. RSVP for all events are appreciated. Funded by the State of MN Legacy Amendment

19-A Heartland Concert Association Concert Jasper Wood, at the Park Rapids High School Auditorium, at 7:30pm, Jasper Wood presents a program including music by Beethoven, Debussy and Pokofiev and a selection of master violinist's most popular arrangements, Admission by Season ticket only adults \$40.00 students \$5.00 and parents with minor children \$85.00. For tickets or more information please contact Bobbie Zigmant at 218-732-9293, or Karen Andress at 218-652-3082, or Fred Rogers at 218-237-5263.

20-21st Pole Pedal Pant Winter Triathlon, (36571 County Highway 35, Waubun) 10k skiing, 7k bike, and 7k run, for more information please contact Amy Xu at 612- 991-4912 or visit info@rainbowresort.com

20- LAKE GEORGE AREA ASSOCIATION FISH FRY, at the Lake George Café, from 5:30pm to 8:00pm, Adults=\$8, Children 5-9=\$4, Under 5=Free, for more

27- Minnesota Crime Wave - authors Carl Brookings, Ellen Hart and Wm Kent Kruger, at the Park Rapids Area Library, at 11:00am, for more information please call 218-732-4966. **Space is limited. Advanced registration is required. RSVP for all events are appreciated. Funded by the State of MN Legacy Amendment



Chamber of Commerce

New Members

Petro Pete's, LLC

Michele Mahowald
401 Park Avenue
Park Rapids, MN 56470
2187325067
petropetes@arvig.net

Petro Pete's is now locally owned by Michele & Shawn Mahowald. We have updated our Coffee Bar with new coffees & cappuccino. Buy 5 cups and get the 6th free. We are increasing our breakfast & lunch choices also.

Smokey Hills Outdoor Store

Brad Sharp, Manager
Smokeyhillsoutdoorstore.com
218-237-5099
Hwy 71 North
Park Rapids, MN 56470

We specialize in Northern Minnesota sales of outdoor equipment, Ice Castle Fish Houses and Accessories. We custom design our product to accommodate your particular fishing lifestyle by offering you numerous fish house options. Your road licensed Ice Castle House, featuring deluxe double pulley suspension with retractable wheels can be used year round as a hunting shack in the fall or use as a trailer for hauling snowmobiles, four wheelers, motorcycles and other toys as well!

Announcing the 2010 Miss Park Rapids Pageant

We are bringing back the Miss Park Rapids Pageant to be held Saturday, April 10, at the High School Auditorium.

We're taking a little different approach to this pageant than some may be familiar with. We will be working hard to promote education, public speaking, poise and appropriate attire.

All contestants will be asked to do a two minute speech on some aspect of this community. It will be about something they are passionate about in the community, something they would like to change, or their vision for the future.

A rectangular poster with a red border and a blue shadow. At the top, two yellow crowns with red hearts and blue stars are positioned on either side of the title. The title "Miss Park Rapids Pageant" is written in a large, black, cursive font. Below the title, the date and time "April 10, 2010 - 6:30 p.m." and the location "Park Rapids High School Auditorium" are written in a pink, sans-serif font. In the center, "Grades K-11" is written in a black, sans-serif font. Below that, "For Info Call" is written in a small black font, followed by "Park Avenue School of Cosmetology, 218-732-2962" and "park.avenue.school@hotmail.com" in a pink font. At the bottom, "Find us on Facebook: Miss Park Rapids Pageant" is written in a black font.

Miss Park Rapids Pageant

April 10, 2010 - 6:30 p.m.
Park Rapids High School Auditorium

Grades K-11

For Info Call
Park Avenue School of Cosmetology, 218-732-2962
park.avenue.school@hotmail.com

Find us on Facebook: Miss Park Rapids Pageant

We are also working to have a great program to hand out the night of the event with pictures of the contestant, bios and two special sections. One of the sections will highlight women from Park Rapids who have gone on to do great things who are no longer with us. The first one who came to mind is Dolores Clack.

The second section will include women in the area who are achieving great things now. Doctors, lawyers, the Mayor, City Council, School Board, County Government, etc. I am working with Angie Kuehn at the high school and her Business Professionals of America students to pull these sections together. We are also working with Angie and her Desktop Publishing class on creating the program.

As the event grows, our goal is to establish to an educational scholarship in future.

Please email us or call the Park Avenue School of Cosmetology at 218-732-2962 or email us at park.avenue.school@hotmail.com for more information or to register as a contestant.

Kristine Walsh
Park Avenue School of Cosmetology
306 Main Ave. S.
Park Rapids, MN 56470
218-732-2962
parkavenuecosmetology.com
park.avenue.school@hotmail.com



Park Rapids Lakes Area
 Chamber of Commerce
 P.O. Box 249
 Park Rapids, MN 56470

Address Service Requested



Remember Your ABC's ...Always Buy Chamber...

Meeting Calendar March 2010

- Chamber Board of Directors Meeting - Tuesday, March 9, 7:30am
Chamber Meeting Room
- Lake Country Scenic Byway - Friday, March 5, 8:30am
Osage Community Church
- Special Event Meeting - Chamber Thursday, March 11, 8am
Chamber Meeting Room
- Chamber Board Retreat-Tuesday, March 23, 8am, 3M Wonewok
Conference Center
- Downtown Business Association Monthly meeting- 8 a.m.
Wednesday, March 3 at Jack Pine Java.
- Heartland Trail Association, Friday March 19, 2010, 10am,
Northwoods Bank Conference Room
- Governor's Fishing Opener Meeting; Friday March 19, 2010, 10am,
Northwoods Bank Conference Room

Chamber Board of Directors

President: Diane Dennis
President Elect: Andrea Frank
Vice President: Joseph Scharber
Treasurer: Bob Seifert

Chamber Stats

Webstats

Number of unique visitors : 5736
 New visitors- 59.24%
 Average pages per visit -
 Total pages viewed -
 14,420

Visitor Center

Visitors assisted by
 GSA

Discovery Guides
 Mailed

Members At Large

Jennie Anderson, Floyd Frank,
 Kent Fritze, Dan Howland,
 Cynthia Jones, Julie Larson,
 Dale Macklanburg,
 Dennis Mackedanz, Eileen Reish

Thank You to January Renewing Members

All Veterans' Memorial in Hubbard
 Ameripride Service
 Cabin Care Specialists
 Casey's General Store
 Forest & Floral Garden Center
 Itasca State Park Rapids Enterprise
 J & B Foods
 Moore Springs Resort
 Park Rapids Floral
 Park Rapids Rotary
 Pregnancy Resource Center
 Professor Nils Olde Tyme Photos
 R & R Resort
 Round Bay Resort
 Kueber Agency, State Farm Insurance
 Steffel Advertising
 Wallace Law Office
 Waste Management
 Whistlestop Parcel Center & MN Licenses

*For a complete list of members please visit
www.parkrapids.com
 Click on Business Directory*

Chamber Staff

Executive Director
 Katharine B. Magozzi
katie@parkrapids.com

**Office Assistant - Every Friday News
 Ambassador Liaison**
 Kelly Simonson
kelly@parkrapids.com

Office Manager, Event Coordinator
 Jane Larsen
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Contact the Chamber
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