

# CHAMBER NEWS

1979 Celebrating 33 years 2012

Newsletter from the Cannon Falls Area Chamber of Commerce

507/263-2289/email: [tourism@cannonfalls.org](mailto:tourism@cannonfalls.org) [www.cannonfalls.org](http://www.cannonfalls.org) January 2012 Vol. 25 No. 1

## Happy New Year!



The beginning of a brand new year is an appropriate time to say **THANK YOU** for your continued support of the Cannon Falls Area Chamber of Commerce. The 2012 Chamber member investments will be mailed out within the next two weeks. Balancing the economic times and the costs of doing business Your Chamber Board worked very hard to make sure that the membership investments are equitable. Here are a few of the ways your investment dollars are used:

### *Business Advocacy*

*Work Force Issues*

*Chamber Member Business Expo*

*Special Events, Community Festivals, Community Projects, Special Promotions*

### *Networking Opportunities*

*Certificates of Origin*

*Information, Publicity and Marketing Available 365 days a year*

## 2012 Chamber Board of Directors

Serving on the 2012 Chamber Board are:

Annette Bing

Don Crandall

John Peterson

Glenn Christian-2012 Chair

Ron Freeberg

Mark Sjoquist

Luke Cooreman-2012 Vice-Chair

Dave Lorentz



A huge thank you to Jim Althoff who has just completed his sixth year as a Chamber director! Next time you see Jim, be sure to thank him for his dedicated service and leadership. Jim will be formally recognized and thanked at the February 9th breakfast meeting.

## Mayor Robinson to Speak at Chamber Breakfast

Please plan to join us on **Thursday, February 9** when Mayor Robby Robinson will give a "State of the City" address to Chamber members. The breakfast will be held at the Cannon Falls City Hall beginning at 7:30 a.m. with a catered breakfast from Country Kitchen.

Tickets for the breakfast are **\$8.00** and **SHOULD BE ORDERED IN ADVANCE**. This is a catered breakfast so we need your help and cooperation to plan accordingly. You can reserve your tickets by emailing the Chamber at [tourism@cannonfalls.org](mailto:tourism@cannonfalls.org). You can purchase your ticket in advance by stopping by the Chamber office. Chamber office hours are 10 a.m.—4 pm. Monday through Friday. **Deadline** to order tickets is **Monday, February 6**.



# Cannon Falls Business Expo~March 18

Chamber Member businesses will have the opportunity to promote their business at the Cannon Falls Business Expo that is scheduled for Sunday, March 18 in the atrium at the Cannon Falls High School. The annual FFA Annual Toy Show that will be held in the fieldhouse at the high school the same day helping us increase our audience. Here's what you need to know:



- ◆ Booth spaces are approximately 8 ft deep x 10 ft wide. With a 6 ft. rectangular tables available
- ◆ Business exhibitors will be allowed to sell merchandise at the expo.
- ◆ The Expo will be advertised and promoted in area newspapers, radio stations, on the Chamber's website and on Facebook.
- ◆ Exhibitors also have another promotional opportunity at the expo. Designated space will be available for exhibitors to host 10 or 25 minute mini-workshops .
- ◆ Merchants Bank has generously offered to sponsor a "Lunch and Learn" training event to help exhibitors maximize the return on their expo experience. This event will be held on TUESDAY, FEBRUARY 28 from 11:30 a.m.—1 p.m. There is no charge for this event, but because box lunches will be provided participants are asked to pre-register. Watch your email for more info on this training session.
- ◆ **REGISTRATION FORMS FOR THE EXPO WILL BE EMAILED OUT TO CHAMBER MEMBERS THE WEEK OF JANUARY 16**

The Cannon Falls Business Expo will spotlight the goods and services that are available locally. The Cannon Falls Area Chamber of Commerce works hard on your behalf to promote local business and keep dollars in Cannon Falls. This is your opportunity to highlight your business to potential customers who may not be familiar with your business. It is also a great time for you to showcase goods and services that your business offers. Now more than ever it is important for us to work together to promote Chamber member businesses. Think about what makes your business unique. What services do you provide that not all are aware of?

## Member News . . .



### Lorentz Meats

Organic Prairie, a brand of delicious organic meats produced by the same farmer-owned co-op as Organic Valley, recently announced it had signed a partnership with Lorentz Meats of Cannon Falls. The partnership will allow Organic Prairie to consolidate regional production, increase capacity and sustain its high standards of quality.

According to Mike Lorentz, the partnership with Organic Prairie makes it possible to expand their capacity and to serve a larger segment of the farming community allowing them to continue their commitment to healthy foods and the farms that provide them.

Lorentz Meats specializes in organic and grass-fed meat, and their commitment to transparency was recognized in Michael Pollan's *The Omnivore's Dilemma*. Lorentz Meats is a full-service facility, processing and finishing a wide variety of high-quality organic products from grinds and sausage to portion-cutting and packaging of beef, turkey, chicken, and pork.

As pioneers of the organic meat industry, Organic Prairie farmers began producing delicious meats without the use of antibiotics, synthetic hormones, persistent pesticides or GMOs back in 1996. Organic Valley is America's largest cooperative of organic farmers and one of the nation's leading organic brands. Organized in 1988, it represents 1,658 farmers in 35 states and three Canadian provinces, and achieved \$619 million in 2010 sales. Focused on its founding mission of saving family farms through organic farming,

## Welcome to New Members

The following businesses and organizations have expressed interest in the future of Cannon Falls by investing in the Cannon Falls Area Chamber of Commerce. They deserve **support** and **patronage** from you as a fellow Chamber member. Be sure to take the time to **visit** them and **thank** them for their support!

**Thora Mae's Antiques**

**Soulfisher Collision**

**Cannon Valley Coffee House**

Plus Welcome Back to:

**Fireside Lounge & Supper Club**

**Promote and support our community—USE and REFER others to Chamber Member Businesses!**

## Getting to Know You...Chamber Member Business Profile

### Soulfisher Collision LLC



Welcome to new Chamber member, Mark Norton and his business...Soulfisher Collision! Soulfisher Collision is located in the former Johnson Collision building at 1717 North Hwy 20.

Soulfisher Collision offers a unique customer-focused collision repair experience with a commitment to customer satisfaction. Mark and his staff take the time to fully explain the damage assessment process, arrange for transportation during the repair process, handle details of the repair with the insurance companies, communicate with the customer during the repair process, deliver the repaired vehicle when promised in its pre-loss condition and follow up to ensure customer satisfaction. Soulfisher Collision guarantees their work for as long as you own the vehicle.

For more information you can contact Mark at 507-263-5160/ 800-266-1412 or visit the website at: [www.soulfishercollision.com](http://www.soulfishercollision.com). Business hours are 8 a.m.—5:30 p.m. Monday through Friday and Saturday from 9 a.m.—Noon. Appointments are available.

### Business After Hours...Another Way to Promote Your Business

Looking for another way to promote your business and let your fellow Chamber members know just exactly what products and services your business provides? Why not consider hosting a Business After Hours event.



A Business After Hours is an opportunity to network with your fellow Chamber members in a less formal atmosphere. The Business After Hours host(s) provide hors d'oeuvres and beverages at their place of business and Chamber members are invited to attend at no charge. Typically an After Hours event takes place from 5—6 or 6:30.

After hours not a possibility? Maybe you would rather host a "Business Before Hours" like Cannon Valley Specialties did this past December. If you are interested in hosting an After Hours event please contact the Chamber.

## 2012 Chamber Board Goals

- ◆ Increase Chamber Membership
- ◆ Promote Cannon Falls Businesses/Tourism in the most cost effective way
  - ◆ Launch a “Shop Local/Buy American” Campaign
    - ◆ Promote and encourage Chamber Dollars purchase
  - ◆ Tourism/Visitor Information During Peak Tourism Season. May be accomplished in any combination of the following:
    - ◆ Information Kiosk at Trailhead: Get information posted before Memorial Day
    - ◆ “Tourist Information” locations: See if any local businesses are interested in being designated as Tourist Information locations.
    - ◆ Volunteers:
- ◆ Strengthen Membership and Encourage Their Involvement
  - ◆ Survey Membership to get their input: Quarterly
  - ◆ Business to Business Networking
    - ◆ Business After Hours or Business Before Hours events
- ◆ Utilize Social Media
  - ◆ Facebook
  - ◆ You Tube

## CALENDAR OF EVENTS

|            |           |  |
|------------|-----------|--|
| <b>Jan</b> | <b>17</b> | <b>Business Expo Planning Mtg—8 a.m.—Old Market Deli</b>           |
|            | <b>25</b> | <b>Nature Valley Grand Prix Planning Mtg—8 a.m.—Merchants Bank</b> |
|            | <b>31</b> | <b>Business Expo Planning Mtg—8 a.m.—Old Market Deli</b>           |
|            | <b>31</b> | <b>Fun Fest Planning Mtg—10 a.m.—Old Market Deli</b>               |
| <b>Feb</b> | <b>2</b>  | <b>Chamber Board Meeting—11:30 a.m.</b>                            |
|            | <b>9</b>  | <b>Chamber Breakfast Meeting—7:30 a.m.—Speaker: Mayor Robinson</b> |
|            | <b>14</b> | <b>Business Expo Planning Mtg—8 a.m.—Old Market Deli</b>           |
|            | <b>28</b> | <b>Business Expo Planning Mtg—8 a.m.—Old Market Deli</b>           |
|            | <b>28</b> | <b>Fun Fest Planning Mtg—10 a.m.—Old Market Deli</b>               |
|            | <b>29</b> | <b>Nature Valley Grand Prix Planning Mtg—8 a.m.—Merchants Bank</b> |

### Looking Ahead:

**Mar 18 Cannon Falls Business Expo—11 a.m.—4 p.m.—Cannon Falls HS Atrium  
(watch for more details)**

**NOTE: SCORE Reps will schedule appointments for FREE business counseling at the CF Chamber Office the third Tuesday of each month. Appointments must be made in advance. Call the Chamber for more information. 507-263-2289**

**For a current listing of events and activities check out the Chamber’s website at:  
[www.cannonfalls.org](http://www.cannonfalls.org)...click on “Events this Month”.**