

CHAMBER NEWS

1979 Celebrating 39 years 2017

Newsletter from the Cannon Falls Area Chamber of Commerce

507/263-2289/email: tourism@cannonfalls.org www.cannonfalls.org November 2017 Vol. 30 No. 10

22nd Annual Deck the Falls ~ November 25th

Planning is underway for the 22nd Annual Deck the Falls day in Cannon Falls. The success of this event totally hinges on participation and enthusiasm from Chamber members. This is **OUR** kick-off to the holiday shopping season. This is **OUR** time to let people know about the goods and services that are available right here in Cannon Falls. This is **OUR** community holiday event when we light the community Christmas tree. As a Chamber member, this is **YOUR** event, so what can **YOU** do to help make it successful?



There are several ways you can participate:

- **PARADE:** Have a unit promoting your business in the parade.
- **HOLIDAY DRAWING:** Give a donation toward the Deck the Falls drawing to give away Chamber dollars. The amount given will be determined by the amount that is donated. The donations are divided up and given away as Chamber dollars...so your donations go right back into the community! **Please consider a donation of \$25 or \$50 toward the drawing.** It's a **Shop Local** campaign in action!
- **PROMOTION/MARKETING:** Deck the Falls is advertised and promoted on the web, through area newspapers and radio stations and on Facebook. Also, as we have done in years past, the Chamber will publish a handout brochure listing all of the activities that are being planned at the individual businesses. This information is also posted on the Chamber's website and will be promoted on the Chamber's Facebook page.

Please contact the Chamber office with your plans **TODAY** so that together we can make this event a success!

Chamber Breakfast Meeting Scheduled for November 30th



Mark your calendars and make plans to attend the next Chamber breakfast meeting when our guest speaker will be Cannon Valley Trail Manager Scott Roepke, who will be on hand to share what's in store for the future on Cannon Valley Trail.

The Cannon Valley Trail has been an important asset to economy of our community for the past 31 years. Come and learn about the planned improvements, updates and added amenities that are in store for OUR trail.

The breakfast is scheduled for **THURSDAY, NOVEMBER 30th** beginning at **7:30 a.m.** at the Cannon Falls City Hall. Please plan to attend! Tickets for this breakfast cost **\$9.00** 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. You can purchase your ticket in advance by stopping by the Chamber office. Chamber office hours are 10 a.m.—4 pm. Mon-Fri.

→Deadline to order tickets is: **Monday, November 27th!**

Don't be left out of the loop!

24th Annual Business Recognition Luncheon ~ December 7th



Chamber members are invited to attend the 24th Annual Business Recognition Luncheon on Thursday, December 7th when Lisa Havelka, Southern Regional Manager of Explore Minnesota-the Minnesota Office of Tourism will be our guest speaker sharing Explore Minnesota's tourism message—**Tourism IS Economic Development**.

Did you know that tourism in Minnesota is a \$14.4 billion industry, employing 259,500 people in the leisure and hospitality sector? In 2016 alone, Explore Minnesota generated 3.5 million trips to Minnesota and more than \$388 million in traveler spending. Tourism is economic development for Minnesota. Lisa will share information on the economic impact of all aspects of tourism on Cannon Falls and other communities in

Southern Minnesota.

Lisa Havelka serves as the Southern Regional Manager for Explore Minnesota. In that capacity she works with the 36 counties of the southern Minnesota on marketing programs and marketing content, industry relations including outreach and education, tourism marketing and staff support. She also coordinate's the Annual Minnesota Governor's Pheasant Hunting Opener.

This year's luncheon is scheduled to be held from 11:30 a.m.—1 p.m. at the Cannon Golf Club. Thanks to sponsorship dollars from Cannon Auto Repair, Cannon Falls Smiles, Dakota Electric Association, Hancock Concrete, Mayo Clinic Health System-CF, Minnesota Energy Resources Corporation and Xcel Energy, **ONE complimentary ticket will be sent to each Chamber member business in early November**. Additional tickets can be purchased for \$15/each.

To **RSVP** your attendance or order extra tickets contact the Chamber : Email: tourism@cannonfalls.org Phone: 507-263-2289. **Reservation Deadline is DECEMBER 1ST!!**

Getting to Know You...Chamber Member Business Profiles

The Gathering Room—Jennifer Quade



Introducing *The Gathering Room*-a private, warm and inviting space that is perfect for your gathering of family, friends and/or colleagues. The facility can accommodate up to 140 people.

The Gathering Room is located at 31257 64th Avenue Path- near the Cannon Mall. It is owned and operated by Jennifer Quade, who opened the facility in November of 2016. Amenities include: 60" round tables, a 50" TV and a projection screen that is available. There is ample parking. Party décor is also available for rent.

For more information or to book your next gathering contact Jennifer
Phone: 651-260-8260 ~ Fax: 507-263-2609 ~ Email: jenniferquade768@gmail.com.

Anne Knocke, Licensed Massage Therapist

Anne Knocke, LMT has a private practice dedicated to improving orthopedic health for women of all ages. She utilizes a variety of modalities to treat issues ranging from stress and muscular pain to headaches and joint dysfunction. Her practice is located at 118 4th Street North in downtown Cannon Falls.

You can contact Anne at:
Phone: 507-508-8974
Email: aklmt@massagetherapy.com
Website: ak.massagetherapy.com

10 Steps to Avoid Scams from the Better Business Bureau

There are thousands of new scams every year, and you can't keep up with all of them (we know, we try!). But if you can just remember these TEN THINGS, you can avoid most scams and help protect yourself and your family.

1. **Never send money to someone you have never met face-to-face.** Seriously, just don't ever do it. And really, really don't do it if they ask you to use wire transfer, a prepaid debit card, or a gift card (those cannot be traced and are as good as cash).
2. **Don't click on links or open attachments in unsolicited email.** Links can download malware onto your computer and/or steal your identity. Be cautious even with email that looks familiar; it could be fake.
3. **Don't believe everything you see.** Scammers are great at mimicking official seals, fonts, and other details. Just because a website or email looks official does not mean that it is. Even Caller ID can be faked.
4. **Don't buy online unless the transaction is secure.** Make sure the website has "https" in the URL (the extra s is for "secure") and a small lock icon on the address bar. Even then, the site could be shady. Check out the company first at bbb.org. Read reviews about the quality of the merchandise, and make sure you are not buying cheap and/or counterfeit goods.
5. **Be extremely cautious when dealing with anyone you've met online.** Scammers use dating websites, Craigslist, social media, and many other sites to reach potential targets. They can quickly feel like a friend or even a romantic partner, but that is part of the con to get you to trust them.
6. **Never share personally identifiable information** with someone who has contacted you unsolicited, whether it's over the phone, by email, on social media, even at your front door. This includes banking and credit card information, your birthdate, and Social Security/Social Insurance numbers.
7. **Don't be pressured to act immediately.** Scammers typically try to make you think something is scarce or a limited time offer. They want to push you into action before you have time to think or to discuss it with a family member, friend, or financial advisor. High-pressure sales tactics are also used by some legitimate businesses, but it's never a good idea to make an important decision quickly.
8. **Use secure, traceable transactions** when making payments for goods, services, taxes, and debts. Do not pay by wire transfer, prepaid money card, gift card, or other non-traditional payment method. Say no to cash-only deals, high pressure sales tactics, high upfront payments, overpayments, and handshake deals without a contract.
9. **Whenever possible, work with local businesses** that have proper identification, licensing, and insurance, especially contractors who will be coming into your home or anyone dealing with your money or sensitive information. Check them out at bbb.org to see what other consumers have experienced.
10. **Be cautious about what you share on social media** and consider only connecting with people you already know. Be sure to use privacy settings on all social media and online accounts. Imposters often get information about their targets from their online interactions, and can make themselves sound like a friend or family member because they know so much about you.

Welcome to New Members!



The following businesses and individuals 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** and **thank** them for their support!

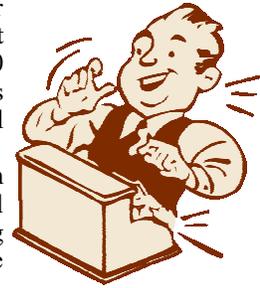
Anne Knocke LMT

The Gathering Room—Jennifer Quade, owner

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

Think Local~Shop Local~Support Local Businesses Buy and Use Chamber Dollars!

Looking for a way to help support the local economy? How about purchasing Chamber Merchandise Certificates (aka Chamber Dollars)! Chamber Dollars can **ONLY** be spent at Chamber member businesses. The certificates are printed in increments of \$5 or \$10 dollars. They are consecutively numbered and have no expiration date. Chamber dollars also have the Chamber's Corporate Seal placed over the number. The corporate seal leaves a raised surface over the number on the certificate that is detectable to the touch. Chamber Dollars are accepted as cash in the purchase of goods and/or services from Chamber member businesses. The whole concept behind the program is to help the local economy and keep shopping dollars in Cannon Falls. Instead of giving cash, or giving gift certificates for non-local businesses, consider using Chamber Dollars the next time you need to purchase a gift for someone.



Did you know that in the past five years, over \$114,000.00 worth of Chamber Dollars have been purchased? That's \$114,000.00 that stayed right here in Cannon Falls!

The program is very simple to participate in. Chamber Members simply accept Chamber Dollars as a payment for goods or services, and then turn them in at the Chamber office to receive a check for the amount of certificates that have been turned in.

Some other simple rules to follow are: Do not alter the face of the certificates. Do not accept a certificate that has been altered in any way and make sure you can see & feel the corporate seal over the number.

To make the program work for everyone, **customers should not be allowed to "cash-in" their certificates** but should use them to actually purchase something. If a customer doesn't use the whole amount of the certificate however you can give change.

Think local, shop local and support your fellow Chamber members!



2017 Chamber Gold Level Sponsors

Cannon Falls Smiles

Mayo Clinic Health System—Cannon Falls

CHAMBER CALENDAR OF EVENTS

Nov	2	Chamber Breakfast—7:30 a.m.—City Hall—David Fenley ADA Compliance
	2	Chamber Board Meeting—11:30 a.m.—Brewsters Bar & Grill
	24	Thanksgiving Day—Chamber Office Closed
	25	Deck the Falls
	30	Chamber Breakfast—7:30 a.m.—City Hall—Scott Roepke, Cannon Valley Trail
Dec	7	Annual Business Recognition Luncheon—Cannon Golf Club—Lisa Havelka "Tourism IS Economic Development"
	22	Last day to purchase and pick up Chamber Dollars before Christmas
	25	Chamber Office Closed

For a current listing of community events and activities check out the Chamber's website at:
www.cannonfalls.org...click on "Events this Month".



At Cannon Falls Chamber