

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

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Trick or Treat Trot ~ Tuesday October 31

The Children's Trick or Treat Trot will take place on **TUESDAY, OCTOBER 31ST from 4—5 p.m.** **There will not be a parade nor will any streets be shut down for this event.** Children and their parents are invited to walk door-to-door **via sidewalks** to businesses to trick-or-treat. Businesses outside of the downtown area are encouraged to participate. Call the Chamber if you are interested and we'll help find you a spot!

The Cannon Falls Police Department will be on hand to monitor and assist at intersections in the downtown business district.

FOR SAFETY, ALL CHILDREN MUST BE ACCOMPANIED BY AN ADULT. Please alert your employees to possible traffic delays and to drive with caution.



Chamber Breakfast Meeting Scheduled for November 2nd



Mark your calendars and make plans to attend the next Chamber breakfast meeting when our guest speaker will be David Fenley ADA/Access Coordinator with the Minnesota Council on Disability.

There has been a recent surge in lawsuits around the state targeting businesses for not removing physical access barriers as determined by the Americans with Disabilities Act (ADA). In response to this surge, the Minnesota Council on Disability (MCD) has dedicated staff and resources to aid business owners in their efforts to meet ADA obligations. Part of this involves meeting with local businesses to raise awareness about what must be done to avoid lawsuits. By attending this presentation you will gain the tools and knowledge you need to meet all of your obligations under the ADA and building code. MCD will present the ADA basics, the most common fixes and technical guidelines, and all the resources you will need to avoid lawsuits.

David Fenley, a certified access specialist, has been with the Minnesota Council on Disability since 2014. He transitioned from legislative work to ADA education and outreach around Minnesota. Fenley currently informs entities around the state about AFA obligations and Minnesota's Accessibility Code.

The breakfast is scheduled for **THURSDAY, NOVEMBER 2ND** 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, October 30th!**

This is one Chamber Breakfast that you will not want to miss!

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!



Cannon Falls GrandStay Hotel

LegalShield/IDShield—Eric A. Weerts, Ind. Associate Mgr

Siem Building, LLC—Brad & Steve Wick

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

22nd Annual Deck the Falls ~ November 25th

It's time to start making plans for the 22nd Annual Deck the Falls day in Cannon Falls and its success 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. **DEAD-LINE TO SUBMIT INFORMATION TO BE INCLUDED IN THIS HANDOUT IS WEDNESDAY, NOV 1ST.** This information is also posted on the Chamber's website and will be promoted on the Chamber's Facebook page.
- **SMALL BUSINESS SATURDAY:** Deck the Falls day is also "Small Business Saturday" when shoppers are encouraged to shop locally and support small business. Here are some ideas...
 - * Promote your business with outside displays
 - * Promote your business with a "Bounce Back" coupon that will be distributed during the Deck the Falls parade.
 - * Have special music or activities in or outside of your business: hot cocoa, popcorn, roasted nuts, singers, musicians etc.
 - * Visit <https://www.americanexpress.com/us/small-business/shop-small/> for FREE SIGNAGE to promote Small Business Shop Small Saturday.

Please complete the following and submit to the Chamber office no later than Nov. 1ST.

I/my business _____ would like to contribute to the Deck the Falls event by:

___ A cash donation to go toward the Deck the Falls drawing. \$ _____ (enclosed)

___ I will have a special event, sale or activity at my business on Nov 25. SEND DETAILS by Nov 1ST!

___ Parade Entry with the theme of _____

___ All of the above!

Please contact the Chamber office TODAY with the answers: 507-263-2289, email: tourism@cannonfalls.org

Parting Thoughts...by Patricia Anderson

Back in 1988, three years after I was hired by the Cannon Falls Area Chamber of Commerce, the Chamber published its first newsletter. Pete Hollister who was the chair of the board at the time, coined the phrase...“Doing Things Most People Think Just Happen”

This phrase still aptly describes the work of the Chamber of Commerce. The Cannon Falls Area Chamber of Commerce began in 1979 when a group of local business people decided to organize. According to the records, the general purpose of the organization was...”. The advancement of the civic, commercial, industrial and agricultural interests of the City of Cannon Falls and the surrounding area.

Now 38 years later, the Chamber has a membership of over 175 businesses and individuals, which means in essence, I have over 175 bosses, each of whom have their own vision as to what the Chamber should be doing...but collectively all share the broad basic guiding principle...that The Cannon Falls Area Chamber of Commerce exists to support its membership in the business community through: enhancement of civic pride; advancement of existing businesses; encouragement of new business development; and establishment of the organization as a creditable voice on public policy issues affecting the Cannon Falls area.

I have announced my retirement to the Chamber Board of Directors and will be leaving the position of Chamber President by the end of the year. As I look back on the 32 years that I have worked for the Chamber there have been many changes since 1985. I remember being told that I should bring a book to work because the time would get long during the 3 hours that the office was open and that I would probably get bored. I was told that my primary duty was to answer the phone and that I'd have to write a couple of checks here and there!

During the course of any given year I have worn many hats at the Chamber including... being the bookkeeper, secretary, webmaster, newsletter writer and editor, fundraiser, advertising consultant, event organizer, historian, janitor, ambassador, receptionist, membership solicitor, and more.

I've done things I never dreamed I would do including radio interviews, and televised interviews. I have had the opportunity to:

- Work in conjunction with the City of Cannon Falls in planning the visit of President Barrack Obama.

- Work with Hollywood when the movie company filming “Here on Earth” in Welch rented our civil war cannon as one of their movie props.

- To Meet and get to know Col. Colvill's great-great nephew George Wheat, only to find out that we share some common relatives!

- To Meet and host 3 former governors: Rudy Perpich, Arne Carlson and Tim Pawlenty, plus MN Supreme Court Justice (and former Viking) Alan Page and various Congressmen, Senators and elected officials throughout the years

- I've had the opportunity to coordinate the Olympic Torch Run when it came to Cannon Falls in 1996

- To Work with the Special Olympics organization

- To be a part of the steering committee when the Vietnam Nam Memorial Moving Wall came to Cannon Falls

- To be a part of the steering committee for the restoration of the Colvill Memorial and plan/coordinate two Civil War Memorial Events in conjunction with that.

- In 2004, to be a part of the steering committee that planned Cannon Falls' Sesquicentennial

- And to work with and help coordinate a visit by WCCO Radio and TV personalities for their “Going to the Lake” visit to Cannon Falls just last year.

One of the many joys I had with my job at the Chamber was to meet people who came to Cannon Falls some to visit and others to research their genealogy. Often times I would know of some of their ancestors and sometimes it would turn out that we were related or nearly related by some strange twist of fate.

For me, it has been an honor to work for this organization and to get to know and work with so many local businesses people over the years.

My great-grandfather Magnus Lundell settled on a farm in rural Cannon Falls in 1852. I grew up on a farm 6 miles east of Cannon Falls near White Rock. Cannon Falls has always been my home and Cannon Falls will always have my heart. I want to say **THANK YOU** to the Cannon Falls Chamber of Commerce for giving me the opportunity to work not only for the organization but for my hometown for the past 32 years!

Getting to Know You...Chamber Member Business Profiles

LegalShield/IDShield—Eric Weerts



LegalShield has been protecting people for more than 40 years making sure that everyone has access to legal protection no matter how traumatic or trivial the situation.. Today IDShield, a division of LegalShield continues that mission by providing identity protection to more than a million people throughout the United States and Canada.

Local LegalShield/IDShield representative and new Chamber Member Eric Weerts will work to provide you with equal access to the liberty, equality, opportunity and justice that everyone deserves and expects. By using the services of LegalShield/IDShield theft protection services people have the opportunity to be proactive regarding their legal and identity theft protection needs. Eric has been with the company since December 2016.

For more information you can contact Eric at 507-460-6641 or email at: eawLS2017@gmail.com. You can find out more information on the website at: www.legalshield.com/hub/ericweerts

Cannon Falls Real Deals—Nancy & Don Crandall

Real Deals on Home Décor is a franchise with 75 locally owned and operated stores across the U.S. and Canada. **Cannon Falls Real Deals** is a locally owned shoppe offering fun, fresh and affordable home décor including seasonal items. The shoppe also offers a boutique with the latest in ladies' fashion trends, clothing and accessories for all ages and sizes including trendy tops, leggings, jeans, jackets, shoes, scarves, jewelry and much more right here in Cannon Falls!

Cannon Falls Real Deals is a shopping destination—with new merchandise arriving weekly there are so many fun things to discover! There is something for everyone and always something new. Need ideas for a gift? Nancy and Don encourage you to come out and see what **Cannon Falls Real Deals** has to offer.

The **Grand Opening** of the shoppe is scheduled for **October 12th-14th**. Check out the everyday home décor to brighten your home including lamps, vases, pictures, mirrors, clocks and more, as well as Halloween and Fall décor items with Christmas items coming soon. The boutique will have the latest in fall fashions now that the chill is in the air.

Regular business hours will be Wednesday—Friday 10 a.m.—6 p.m. and Saturday 10 a.m.—5 p.m. To keep up on the latest news about upcoming special holiday events and more from the shoppe, follow them on Facebook. You can reach them by phone at: 507-263-DEAL (3325), or by email at: cannonfalls@realdeals.net Find out more on the website at: www.realdeals.net/cannonfalls

Cannon Falls Real Deals is located at 1233 4th Street South, Cannon Falls (in the former Grandpa's Garage location—south end of the building). Check it out...you're going love it.



Thanks to everyone who supported this year's
Chamber Golf Tourney/Fundraiser!

This year over \$7000 was raised for the work of
YOUR CHAMBER!

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 turned been 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 they 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

Oct	5	Chamber Board Meeting—11:30 a.m.—Merchants Bank
	31	Trick or Treat Trot—4 p.m.
Nov	2	Chamber Breakfast—7:30 a.m.—City Hall—David Fenley ADA Compliance
	2	Chamber Board Meeting—11:30 a.m.—TBD
	25	Deck the Falls
	30	*Chamber Breakfast—7:30 a.m.—City Hall—Scott Roepke, Cannon Valley Trail (*further details will be in the November newsletter)

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