

# ADVANTAGE

A PUBLICATION OF THE **ROCHESTER AREA**  
CHAMBER OF COMMERCE

## Destination Medical Center In the middle of everywhere



## member SPOTLIGHT:

At a local, state, and national level, Destination Medical Center's strategic vision is transforming Rochester into a vibrant urban center that is bringing investment and spurring economic growth.

Destination Medical Center

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## 2016-2017 chamber board OFFICERS

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Lisa Clarke, *DMC Economic Development Agency*

**Chair-Elect**  
Greg House, *House Chevrolet Co.*

**Past Chair**  
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Emily Benner, *Preventice*  
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Dr. Leon Clark, *Mayo Clinic*  
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Alyssa Fordham-Vagt, *CRW architecture + design group*  
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James Kelly, *Construction Partnership, Inc.*  
Samuel Kwainoe, *Farmers Insurance*  
\*Tessa Leung, *Söntés Catering and Grand Rounds Brewing Company*  
Matt Morehead, *Carlson Capital Management*  
Michael Muñoz, *Rochester Public Schools*  
Nate Nordstrom, *BrandHoot*  
Kevin Patton, *Flowers by Jerry Lux Boutique/ Flowers by Jerry and Greenhouse*  
Michelle Pyfferoen, *Rochester Community and Technical College*  
Joselyn Raymundo, *Rochester Home Infusion*  
\*John Reed, *Rochester Airport Co.*  
\*Myron Salz, *Centerstone Plaza Hotel Soldiers Field*  
Gary Smith, *Rochester Area Economic Development, Inc.*  
Rolf Thompson, *National Eagle Center*  
\*Denotes at large members of the Executive Committee

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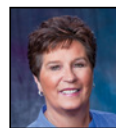
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## the chamber's MISSION:

To **Lead, Inform, Advocate, Advance** and business interests for members; to promote a healthy community and a growing economy.

## chamber OFFICE HOURS:

Monday - Friday  
8:00am - 5:00pm

Chamber office is closed on legal holidays.

The Jaguar Communications Video Conference Center is available to Chamber Members by request pending availability. To request and book usage, contact Chamber Administrative Specialist Cindy Dunbar.

**Billing questions?**  
Contact Finance Coordinator Paula Hofstad.

# upcoming EVENTS:

To register online and to learn more about these events as well as events scheduled throughout the year, visit [www.RochesterMNChamber.com](http://www.RochesterMNChamber.com) or call 507-288-1122.

These events are possible **THANKS** to our **SPONSORS**

MARK YOUR CALENDAR

friday  
**JAN 6<sup>TH</sup>**

**AM Espresso** 7:30am - 9:00am  
Elks Lodge and Charlie's Eatery & Pub | 1652 US-52

AM Espresso is a convenient way to network at a member's organization while enjoying coffee and continental breakfast.

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co-host SPONSORS:



monday  
**JAN 16<sup>TH</sup>**

**Dr. MLK, Jr. Breakfast** 8:00am - 10:00am  
Mayo Civic Center Exhibit Hall | 30 Civic Center Dr SE

22nd annual Dr. Martin Luther King, Jr. We Have a Dream Breakfast by the Rochester Chamber of Commerce Foundation in partnership with the Diversity Council and the NAACP.

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tuesday  
**JAN 17<sup>TH</sup>**

**Lunch with the Experts** 11:30am - 1:00pm  
Jaguar Comm Video Conf Ctr | 220 S Broadway, Ste 100

This small business education series gives participants the opportunity to learn from industry experts featured in Expert Advice columns from the Advantage magazine.

expert SPEAKER:



thursday  
**JAN 19<sup>TH</sup>**

**Business After Hours** 5:00pm - 7:00pm  
Cambria | 400 S Broadway #105

This premier monthly networking event brings hundreds of business people together for networking, door prizes, hors d'oeuvres and refreshments.

host SPONSOR:



friday  
**JAN 20<sup>TH</sup>**

**Eggs & Issues** 7:30am - 9:00am  
Rochester Golf & Country Club | 3100 Country Club Rd SW

Each event features a guest speaker and allows time for Q & A. Our local legislators will also be on hand to discuss issues that affect you, our community and your organization.

series SPONSORS:



host SPONSORS:



thursday  
**JAN 26<sup>TH</sup>**

**New Member Lunch** 11:30am - 1:00pm  
Willow Creek Golf Course | 1700 48th St SW

If you're a new Chamber member, attend this event to learn more about the Chamber's programs and services, and to share information about your organization.

series SPONSORS:



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## CHECK OUT OUR CHAMBER ROUND TABLES

The Chamber welcomes you to get involved in our free monthly round tables. Visit our event calendar for more information on these upcoming events and to register for those that best suit your and your organization's needs. All members of the Rochester Area Chamber of Commerce are welcome to attend. In addition, prospective members are invited to attend twice before setting up a meeting to discuss whether Chamber membership is right for your organization. Learn more about our monthly round tables at [RochesterMNChamber.com/round-tables](http://RochesterMNChamber.com/round-tables).

**DIVERSE INTERESTS ROUND TABLE** Staff contact: Kaylie McGregor, Workforce Development & Education Coordinator  
**NON-PROFIT ROUND TABLE** Staff contact: Mike Schnell, Government Affairs Coordinator  
**WOMEN'S ROUND TABLE** Staff contact: Meghann Southwick, Events Manager

## february SAVE THE DATES

**FEB 2<sup>ND</sup>** Annual Member Celebration  
Rochester Int'l Event Ctr | 7333 Airport View Dr

**FEB 17<sup>TH</sup>** Eggs & Issues 7:30am - 9:00am  
Rochester Golf & Country Club | 3100 Country Club Rd SW

**FEB 3<sup>RD</sup>** AM Espresso 7:30am - 9:00am  
Bear Creek Services | 3108 US-52

**FEB 22<sup>ND</sup>** Atypical Tea 3:00pm - 5:00pm  
TBD

**FEB 16<sup>TH</sup>** Business After Hours 5:00pm - 7:00pm  
Clemons | 1000 12th St SW

For more events and information, visit [RochesterMNChamber.com](http://RochesterMNChamber.com)

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# In the middle of EVERYWHERE

Picture a compass in your hand with the Destination Medical Center (DMC) putting you in the middle of everywhere – **investment, growth, health, education, community, innovation, medicine, culture, recreation.** DMC is a strategic initiative, a roadmap, to transform Rochester into a vibrant urban center, bringing **investment** and spurring economic **growth.**

Growth doesn't happen overnight, but the transformative vision is becoming reality for this 20-year, \$5.6 billion economic development initiative, one of the largest in the country. Lisa Clarke, Executive Director, DMC Economic Development Agency (EDA), says the focus of the DMC EDA is to lead the implementation of the DMC Development Plan. "The progress made in 2016 shows that investors and developers are confident in the economic impact of DMC and are fueling the momentum to help achieve our goals."

### A NEW DIRECTION THROUGH DMC

The DMC vision is to make Rochester the premier global **health** and wellness destination while creating a desirable location where innovative thinkers and businesses can thrive. "I chose to relocate to Rochester because of DMC," said Joselyn Raymundo, owner, Rochester Home Infusion. "I realized the tremendous potential of partnering with a world-class medical center in a welcoming business community, and I knew this was the place where my business would succeed."

As companies embrace the opportunity in Rochester for their business to succeed and workforce grows, major **education** assets including the University of Minnesota Rochester subdistrict, and the more than 45 two- and four-year institutions of learning within a 90-mile radius, are key to fueling job growth, ensuring that great careers can be born and flourish here.

### PAVING THE WAY TOGETHER

Rochester's skyline is dotted with cranes, and projects consistent with the DMC Development Plan have made substantial progress. Developers, builders, architects, and businesses are aligning with the **community** to create

vibrant places in all six DMC subdistricts. Participation and innovative ideas are instrumental to success. The public is engaged, and the right people are in place to lead this effort. "We want to create projects that preserve our history, improve the quality of our environment and integrity of our community. With the DMC initiative, we are experiencing an increased interest in development and that's creating jobs," said Aaron Benike, president, Benike Construction.

Rochester will encompass a life science research campus at Discovery Square, a collaborative place where **innovation** and advancements in **medicine**, education, technology and patient care take place every day. New developments, including housing, hotels, retail, restaurants and other businesses located in the Heart of the City, Downtown Waterfront and St. Marys Place, will inspire dynamic places to live, work and play, filled with **culture** and **recreation.**

It takes more than a compass to put you in the middle of everywhere. It takes partnerships with state, county and city officials, as well as business owners, civic groups and citizens to transform Rochester's future, joining together to arrive at a destination that everyone can be proud of and where residents, patients, and visitors all feel welcome.



### CHATEAU THEATRE

A taskforce was established to lead the planning for restoring the Chateau Theatre, an important part of the city's culture, redesigning it to serve as a multi-purpose performing arts space.



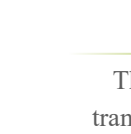
### ST. MARYS PLACE

Concept designs were developed for St. Marys Place that will create a walkable, active commercial district north of Second Street, enhancing connections to neighborhoods, improving traffic flow, and ensuring a safe, comfortable pedestrian environment.



### DESIGN GUIDELINES

In partnership with the University of Minnesota Metropolitan Design Center, DMC Design Guidelines were developed to encourage a viable urban environment to meet the needs of patients, visitors, employees and residents.



### TRANSIT AND TRANSPORTATION

The City of Rochester is conducting four integrated transit studies to create a transit system that will meet the needs identified in the DMC Plan: Downtown Transit and Circulator; Downtown Street Use; Parking and Travel Demand Management; City Loop Study.



### ENERGY AND SUSTAINABILITY

With support from the McKnight Foundation, an energy and sustainability manager will be brought on board in 2017 to help implement the DMC plan.

### INVESTMENTS

More than 15 projects are underway at various stages of development in the DMC District, which include affordable and market rate housing, retail, hotels, restaurants and more. With more than \$150 million in private investment, DMC is on track to reach the \$200 million threshold that unlocks \$585 million in public funds spanning 20 years.



### HEART OF THE CITY

A design team was chosen to plan public space in Heart of the City, where healthcare meets hospitality in the center of Rochester's downtown. The goal is to show Rochester's true personality while creating attractive places living in harmony with economic growth opportunities.



### DISCOVERY SQUARE

A strategic real estate developer for Discovery Square was announced and Mayo Clinic will add about 2 million square feet of collaborative space to accelerate new advancements in medical research, technology and patient care. Groundbreaking for the first project is expected to take place in 2017.



### PROTOTYPING

In collaboration with the Rochester Downtown Alliance and Rochester Art Center, PlaceMakers Rochester Prototyping Festival was held. More than 5,000 people provided feedback on public amenities or projects designed to bring health into the built environment.



### PROJECTS LAUNCHED

Doors were opened in Discovery Square, including the historic Conley Maass Building and 501 on First luxury apartments. The \$115 million Alatus 2nd Street Development Project was approved, which will add more than 347 residential units, restaurant, commercial and retail space in the St. Marys Place subdistrict.





# non-profit IN FOCUS

**IRONWOOD IS SPREADING JOY & CHANGING LIVES**

Article contributed by Jaimi Stejskal, Program and Marketing Director at Ironwood Springs



If you haven't experienced Ironwood Springs, you need to! Nestled along the peaceful Root River just 15 miles south of Rochester, Ironwood Springs offers a tranquil setting away from the chaos of everyday life. Ironwood is a non-profit organization that

provides an environment to help discover the joy of living out your purpose in life. Come on out and visit Ironwood's exceptional facilities and experience warm hospitality from a caring team.

The organization can provide lodging for groups, large or small: family gatherings, corporate retreats, church and school groups, and volunteer teams, just to name a few. Lodging includes 26 private rooms and suites in the Miracle Lodge and Conference Center, 6 rustic all-season cabins and a 45-site campground with water and electric hookups. Call for more information about creating a unique experience to meet your needs.

Ironwood Springs also offers many activities including: snow tubing over the winter months, flying across the river on a zip line, miniature golfing, challenging yourself on the low ropes course, taking aim on the archery and BB gun range, swimming in the heated outdoor pool, petting small animals at the mini farm and walking scenic trails stretching over 160 acres. The Castner Indoor Arena is home to the Ironwood Springs horse program which offers trail rides, wagon and sleigh rides, private and group lessons and horsemanship summer camps for youth. The arena is available to rent for shows, clubs and individuals.

Core programs focus on youth, military and people with disabilities. Youth programs provide Bible-based camps and retreats throughout the year. Operation Welcome Home is a military program that provides free weekend retreats for military service members and families, allowing for time to refresh and reconnect. These retreats are free through donations from individuals and business partners throughout the community. People with physical or cognitive disabilities can participate in programs that empower and help them connect with others.



Ironwood Springs' uniquely accessible facilities, activities, and programs facilitate an environment that allows families to share the experience, regardless of ability.

Need to reduce the noise in your life? Let Ironwood Springs show you how! Book your team planning session at Miracle Lodge, bring the kids or grandkids out for snow tubing or a trail ride, volunteer, and support their mission with a tax-deductible donation. To find out more about Ironwood Springs Christian Ranch, visit [ironwoodsprings.com](http://ironwoodsprings.com) or call 507-533-4315.



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**Value #7: The Value of Being a Good Community Citizen.**

We give willingly to and are actively involved in the support of our communities, because they provide us our success.

ROCHESTER AREA  
CHAMBER OF COMMERCE

DiversityCouncil



## PRESENT THE 22nd Annual DR. MARTIN LUTHER KING, JR. *We Have a Dream* BREAKFAST

This family-friendly event will feature a keynote presentation from LOUIS ALEMAYEHU. As an award-winning poet, musician, educator and community elder, Louis crosses and challenges the boundaries between generations, cultures, disciplines, and art forms.

MAYO CIVIC CENTER, MONDAY, JANUARY 16TH, 2017

\$175 Table of 8 Sponsorship (includes reserved seating)

\$10 for individual seats, pre-registration requested

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## CHAMBER BOARD HIGHLIGHT WITH NATE NORDSTROM, FOUNDER OF BRANDHOOT



**When did your involvement with the Chamber begin, and why did you decide to join the Board of Directors?**

Day 1 of our company, BrandHoot. I've always felt the Rochester Area Chamber of Commerce is one of our region's most valuable and impactful organizations. That's why I accepted a board position. As a Chamber Board Member, I aim to provide another voice for small businesses and our growing tech community. The Board is a great group of change-makers and leaders from whom to learn and

connect. I enjoy my Board involvement and attending ribbon cutting celebrations when I was a Chamber Ambassador.

**What has been the most positive/rewarding experience in your work with the Chamber?** Seeing people make new connections and watching their business grow.

**What testimonials do you have to share about the Chamber with our membership?** I frequently tell people that my Chamber membership, and choosing to get involved, is one of the best early decisions I made as a young business owner.

**What goals do you have for the Chamber and Board?** To continue strong growth and watching out for the needs of all business types and sizes. Every piece of the puzzle plays an important part. Our city has a great future and I'm excited to continue working, playing, and living with my family and business right here in Rochester.

# LOCAL LEADERS

## PEOPLE, PLACE, & EXPERIENCE

Article contributed by Jenna Bowman, Executive Director of the Rochester Downtown Alliance



In March of 2016, the Rochester Downtown Alliance (RDA) launched a brand refresh. We were fortunate to have worked with a locally owned small business, White Space. As an organization, we gained a better understanding of ourselves by defining our purpose, vision and values. We also used the refresh as an opportunity to dive into focusing on what makes downtown Rochester unique: People, Place and Experience.

This focus is being exemplified in the work and initiatives completed or in progress in the downtown area. Whether it be the revitalization of the historic Conley-Maass building, Heart of the City planning or reuse planning of the Chateau Theatre, each project represents the uniqueness of downtown Rochester. That is something we should all be proud of.

It is without question that 2017 will be another momentous year centered on People, Place and Experience. One thing that is unwavering about downtown Rochester is that we are incredibly fortunate to have a vast array of locally-owned small businesses. Many of these businesses have been serving their customers for years, whether Rochester area residents or patients. These customers include several generations. This type of commitment to our community is what makes downtown Rochester so unique and memorable. It also helps as we continue to attract and see new locally-owned small businesses

open and take on this type of commitment. When it comes to place, downtown Rochester is filled with nooks where the spirit of our community can be felt. This can be found in historic buildings as well as newly constructed spaces. The identity found in spaces continues to grow as our downtown enhances and develops.

As a community, we are experiencing a time unlike any other. It is a time where we are attempting to learn, develop and implement the very best for Rochester. We are incredibly fortunate to have this type of opportunity. It is vital that we all look to the future and embrace the work being done today, that it is largely for the generations of the future. It is for the children sitting in our classrooms and those who are just entering the world. What Rochester will they grow to learn, appreciate and find authentic? In this momentous and important time, let us remember and celebrate all that makes us unique: People, Place and Experience. Let us push to require the very best investments for the generations of tomorrow.

“It is vital that we all look to the **FUTURE** and embrace the work being done today is largely for the **GENERATIONS** of the future.”

- Jenna Bowman



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## A WORD OF ADVICE:

### HELP YOUR WEBSITE DOMINATE LOCAL SEO BY FOCUSING ON YOUR NAP

Contributed by PJ Calkins

Local search engine optimization (SEO) is growing in importance as people are searching for “near me” and “local” more frequently now than ever. If you own a local business and you haven’t focused effort on improving your local SEO, you are missing out.

One of the largest ranking factors that website owners can control, as reported by moz.org, is what information is listed on review and social websites like Yelp, Google+, and Facebook. Name, Address, and Phone (NAP) need to be consistent and localized to the area you would like to target throughout the entire internet. Up to 36% of your website’s ranking factor relates to your Google+ page and other website signals about your business. If your NAP is not consistent, search engine robots don’t have the capabilities to detect a slight NAP variation to direct the correct search rank value from all those websites to yours.

**WHAT ARE YOU TO DO?** Local businesses looking to improve their SEO can find help from online resources at places like moz.org and semrush.com. These websites will run analysis of the top websites attributing rank value to find any inconsistencies in your NAP. Updating all of the websites that have variations in your NAP or don’t have you listed at all will have a big impact on improving your rank for people searching for your services locally.

PJ Calkins is an expert at identifying client needs, marketing strategies and business solutions. He has managed over 4.5 million dollars in PPC advertising and analyzed almost 1 million unique website visitors across dozens of websites & industries. Because of his lengthy experience running a small business, he also has tons of experience in problem solving and creative brainstorming. Have questions or need help? Email PJ Calkins at [pj@sbdci.com](mailto:pj@sbdci.com).

## ROCHESTER AREA CHAMBER OF COMMERCE 2017 LEGISLATIVE PRIORITIES

During each legislative session, the Rochester Area Chamber of Commerce focuses on key issues faced by our members. The 2017 legislative priorities are featured topics for the upcoming Eggs & Issues events with our local legislators and key policy leaders from around Minnesota on hand to answer your questions and discuss these topics in depth.



### HEALTH INSURANCE

Create better **AFFORDABILITY** and stability in the health insurance market. Oppose new insurance and care delivery mandates that increase the cost of health care.



### TAXES

Provide **MEANINGFUL TAX RELIEF**: Eliminate the statewide business property tax, enhance research-and-development tax credit, conform estate tax to federal law and provide income tax relief for pass-through companies.



### TRANSPORTATION

Pass a **LONG-TERM TRANSPORTATION BILL** that includes roads, bridges, airports and transit. Work to bring Minnesota into conformity with REAL ID.

# government AFFAIRS & ADVOCACY

## COMMUNITY MATTERS: WHAT'S AT STAKE IN THE UPCOMING 2017 LEGISLATIVE SESSION?



Minnesota Chamber President Doug Loon presents about what to expect in the 2017 session.

The What's at Stake in the Upcoming Legislative Session event brought about déjà vu. Due to political squabbling, vetoes from the Governor, small verbiage errors and missed deadlines, the 2015 and 2016 legislative sessions pushed many of the important issues for Minnesotans into 2017. When Minnesota Chamber of Commerce President Doug Loon took to the podium, he was looking with optimism to what the future will hold for Minnesota.

The Rochester Area Chamber of Commerce legislative priorities on transportation, taxes, health insurance and workforce were the key issues at the event. Different funding options were discussed for transportation ranging from a general gas tax increase to dedicating funds related to transportation such as automotive parts and car rentals which are already going into the general fund. The dedication of these funds could go a long way helping to solve the problem of inconsistent transportation funding allowing for City, County and State governments to move forward with large transportation projects needed to keep infrastructure from completely deteriorating. Many hope to see a long-term transportation plan that deals with roads, bridges and transit pass both houses and be signed by the Governor in 2017.

The 2016 Tax Bill, which was declared the "Don't Stop Believin'" bill by sponsor Greg Davids, was tripped up at the Governor's desk and subsequently pocket vetoed due to a verbiage error that had the possibility of costing the State millions of dollars. In 2017, the House and Senate are both expected to pass significant tax reform bills. Negotiation

with the Governor is going to be a key component to getting the needed relief on three issues where Minnesota is a tax outlier: Social Security taxes, statewide business property taxes and estate taxes. Both businesses and individuals will play a key role in getting tax reform across the finish line and signed into law with their lobbying efforts aimed at their local legislators and the Governor.

Tackling the giant issues caused by rising premiums, reduced options and a quirky online system with Minnesota's health insurance program will be the first issues addressed by the 2017 legislature. Although there is agreement on issues the people of Minnesota are currently facing, the causes of those issues face significant disagreement between the majority and minority caucuses. Nobody is sure what the final health insurance solution looks like, but there is likely to be compromises made by all involved to come to a solution that begins to stop the bleeding that we are currently facing.

Lack of workforce is not an issue the legislature can resolve, but Loon talked about how the State of Minnesota and working with businesses and higher education institutions can continue to discover more ways to assure that our students have the appropriate training necessary to fill the jobs we need. Lack of bodies, along with a large group of retiring boomers, is leading to a workforce crunch that everyone will have to come together to help solve.

Overall, those in attendance left the event with hope for what the 2017 legislative session can accomplish. There may be bumps and disagreements along the way, but with those in St. Paul pointing in the same direction and working to accomplish great things for Minnesota, there are high expectations for what 2017 will bring the State.

### THANKS TO OUR SPONSORS

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# EGGS & ISSUES: CURING THE HEALTH INSURANCE CRISIS



Come for the breakfast, leave with answers to your questions about what's happening at the legislature. Don't miss your opportunity to interact with our area legislative team at another packed slate of Eggs & Issues in 2017.

Our expert speakers and legislative panel will be discussing the issues that are in the news and important to both you and your business.

At the first Eggs & Issues on January 20th, we will hear from **Representative Matt Dean, Chair of the Health and Human Services Finance Committee** and member of the Health and Human Services Reform Committee in a discussion of what can be done to improve Health Insurance in Minnesota as well as the other vital pieces of legislation that are making their way through Minnesota's Legislature.

As always, we will have a question and answer period as part of our local legislative panel, and Chairman Dean will be available during this time to answer questions as well. This will be a great opportunity for everyone to meet the new legislative team that is representing our area.

## SAVE THE DATE FOR THE 2017 DAY AT THE CAPITOL



### MARCH 8<sup>TH</sup>

#### DAY INCLUDES:

- Continental breakfast and kick-off
- Coach bus transportation
- Lunch with political leadership
- Programming in the afternoon
- Reception joining Chamber members from across SE MN

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## SAVE THE DATE FOR OUR UPCOMING EGGS & ISSUES

This long-standing, ever-popular series gives attendees the opportunity to discuss the issues that affect their business and community with our area legislators over breakfast. Each session covers a different, fascinating topic and features an expert speaker on a current issue concerning the membership.

Area legislators are regular attendees and participants on the legislative panel. These programs are quite interactive, with the audience of business and community leaders providing questions and feedback on the issues.

BE SURE TO MARK YOUR CALENDAR FOR ALL OF OUR UPCOMING EGGS & ISSUES EVENTS FOR 2017!

- **JANUARY 20<sup>TH</sup>** EGGS CURING THE HEALTH INSURANCE CRISIS
- **FEBRUARY 17<sup>TH</sup>** A "TAX"ING CONVERSATION
- **APRIL 14<sup>TH</sup>** WHAT DRIVES MN TRANSPORTATION? ISSUES

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For more information, contact Government Affairs Coordinator Mike Schnell by calling 507-424-5666 or by email at mschnell@rochesterminnchamber.com.

# Ribbon Cuttings & Ground Breakings

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Pasquale Presa, Owner | New Business  
www.penzdentalcare.com | Restaurants

## CHARLIE'S EATERY & PUB



1654 US-52 | 507-285-9229  
Charlie Brannon & Nhut Tran, Co-owners | New Location  
www.charlieseateryandpub.com | Caterers, Restaurants

## COULEE BANK



1110 6th St NW | 507-289-0137  
Brad Sturm, CEO | New Location  
www.couleebank.net | Banks

## PENZ DENTAL CARE



2001 2nd St SW, Ste 110 | 507-200-4620  
Matt & Kate Penz, Owners | New Business  
www.penzdentalcare.com | Dentists

## SLOW COAST SPA



884 Zumbro Woods Ln NW, Oronoco | 507-272-5967  
Andria Booth-Kowalczyk, APRN, CNP & Owner | New Business  
www.slowcoastspa.com | Spas, Beauty & Day

## DAYS INN & SUITES SOUTH



3595 Commercial Dr SW | 507-206-4675  
Rikesh Patel, Owner | Remodel  
Hotels, Motels and Other Accommodations

## GAGE EAST APARTMENTS



3265 19th St NW, Ste 150 | 218-428-5351  
Rick Klun, Executive Director | New Organization  
www.centercityhousing.org | Non-Profit Organizations, Housing

## THINK MUTUAL BANK



253 Penny Lane NE | 507-536-3040  
Amanda Keller, Branch Manager | New Location  
www.thinkbank.com | Banks

## THOMPSON'S GARAGE DOOR



6101 Bandel Rd NW | 507-281-1349  
Jim Thompson, President | 25th Anniversary  
www.thompsonsgaragedoor.com | Building Materials

## WHO'S NEW IN TOWN, MOVED OR CELEBRATING A MILESTONE?

Each month's Ribbon Cuttings & Ground Breakings, Chamber Member & Business Newsreels (pg. 20-21), and New & Renewing Members information (pg. 22-23) is a **GREAT OPPORTUNITY FOR YOUR BUSINESS** to use as a resource. Reach out to your fellow Chamber members to **congratulate, introduce yourself, or offer your organization's services!** Don't forget to seek out members at various Chamber events to help our new members feel welcome.

## WANT TO PARTICIPATE IN A RIBBON CUTTING FOR YOUR BUSINESS?

The Rochester Area Chamber of Commerce welcomes the opportunity to help you make your ribbon cutting and grand opening a special event. For guidelines that can assist you in making arrangements for your event, visit our website at **www.RochesterMNChamber.com** or contact **Meghann Southwick** at **(507) 424-5662** or send an email to **msouthwick@rochestermnchamber.com**.

# highlights from CHAMBER FOUNDATION



## WHY DIVERSIFY MY WORKFORCE: PERSON-CENTEREDNESS AND EMPLOYMENT: A VIEW FROM THE SELF-ADVOCACY MOVEMENT

Contributed by Wilbur Neushwander-Frink, The ARC of Minnesota SW; Self-Advocates Minnesota SW Community Organizer and Playwright and Director for Aktion Club Theatre and the United We Stand Players



The Self-Advocacy Movement, civil and human rights movement for people with disabilities, arrived in the United States in the early 1970's. One of the primary values held by the movement is "I am a person first." The Self-Advocacy Movement is strong in Minnesota.

Many people have discovered and developed their leadership skills working on issues important to them through the Minnesota Self-Advocacy Movement. One of these issues is employment. Many people who identify as self-advocates or advocates want to have access to community employment and gain the necessary skills to find jobs of their choice.

One of the leadership strategies people learn about and practice is understanding "person-centeredness." This idea has been around since the early Self-Advocacy Movement and is now taking hold in Minnesota through the Minnesota Olmstead Plan. Person-Centeredness, according to Kendrick from his 2000 presentation called, "When People Matter More Than Systems," is something that begins "within people and radiates outward towards others... it is a set of qualities in each of us that is very dependent on our deeper values and aspirations as to what constitutes a good person." Person-Centeredness is more than just ideas or programs on paper. It is about getting to know who a person really is beyond labels and what they want in their life.

In this networking meeting, we will look at person-centeredness from the viewpoint of the Self-Advocacy Movement. We will look at how labels detract from getting to know who a person really is. We will also discuss the idea of "power relationships" and what that means in understanding person-centeredness. This meeting will feature interactive exercises and discussions and key ways of learning in the Self-Advocacy Movement. Once we understand the critical importance of person-centeredness, it can help us to understand what a person really wants in his/her life and can help set them up for success.

To learn more about this topic, attend **MAXABILITY'S TRAINING ON PERSON-CENTEREDNESS AND EMPLOYMENT** featuring keynote speaker, Wilbur Neushwander-Frink on **FEBRUARY 22ND** at Wood Lake Conference Center from **8:30 - 10:30AM**. To save your seat for this **FREE** event, register at: [RochesterMNChamber.com/Events](http://RochesterMNChamber.com/Events)

## LGR ALUMNI HIGHLIGHT Q & A WITH KREG KAUFFMAN OF KAUFFMAN LAW FIRM

**Where do you volunteer your time?** Shortly after I started my law firm, I met a young family whose breadwinner sustained a traumatic brain injury. Knowing I needed some education on this subject, we contacted the Rochester Brain Injury Community Committee (BICC) which met at St. Mary's Hospital at that time. This changed my professional life. As a result of BICC, I have actively been involved in several organizations that provide services (whether medical, psychological, vocational, recreational, or legal) for persons with disabilities or special needs, including the Southeastern Minnesota Center for Independent Living (SEMCIL), Wing House, Bear Creek Services, Ability Building Center, Inc. (ABC), the Minnesota Brain Injury Alliance, and the Iowa Brain Injury Alliance.

**How did LGR factor into your volunteerism?** Leadership 2000 opened my eyes to the volunteer opportunities in this community. First, the program itself introduced us to areas of the community that we likely would not have known about otherwise. Second, at the end of the year, we were given a booklet that listed numerous volunteer opportunities available to Leadership 2000 graduates, as well as the opportunity to contact the agencies that interested us.

**What is your vision for our region?** I have seen many communities in Iowa and Minnesota where downtown is dead and buildings are literally boarded up. Fortunately, we don't have this problem in Rochester. However, we may have different problems moving forward. DMC and UMR will literally change our community. With these changes comes the recognition that some groups may be left behind. I have attended meetings of the group In the City for Good. My vision for Rochester includes a community moving forward, with projects like DMC and UMR recognizing the needs of and being inclusive of everyone so that no one is left behind.



### INTERESTED IN MORE INFORMATION ABOUT LGR?

Contact Julie Brock, Executive Director, to get connected with LGR opportunities. Also, be sure to check out future issues of the Chamber Advantage as we showcase LGR Alumni and volunteers who are making a positive impact on our future and regional workforce.

# 2016 FOUNDATION GOALS

Another year passed, and here at the Rochester Chamber of Commerce Foundation we have been busy making strides in the Workforce Development and Education arena. This time last year we laid out our goals, in July we gave a progress report, and now we are happy to report our gains in 2016 and how those gains are shaping our future.

### 2016 GOALS:

#### Increase the workforce talent pool through internships and increased knowledge of under utilized workforce talent

- We employed 3 interns at the Chamber of Commerce, with 1 hired on as staff in December, and 1 intern at the Chamber Foundation
- In partnership with Workforce Development, Inc., we placed 15 summer interns with little to no work experience in local businesses, with 3 hired on as staff at the end of their internships
- In partnership with MaxAbility taskforce, we offered 5 MaxAbility information sessions with 339 people in attendance, published 12 MaxAbility articles in the Advantage magazine, and offered a career fair connecting people with differing abilities with area businesses

#### Increase experiential learning opportunities for regional students

- 141 Byron High School students placed as job shadows
- 120 John Adams 7th graders in career day experiences
- 70 Students from Student and Family Engagement (SAFE) program involved in 14 business tours and a career fair with 25 businesses
- 1900 students from 16 schools at STEAM Summit

- 38 LGR leaders graduated and 31 in current class
- 23 Full Circle Classroom Educators

#### Increase the number of volunteers in our Classroom Connection programming by 25%

We are proud to report a 72% increase in our business volunteers. In addition to the experiential learning opportunities, we also coordinated mentors and speakers to enter regional classrooms as guest speakers, panelists, and experts.

#### In addition to exceeding our goals, we also have exciting news to report:

The Chamber Foundation has its own website at [RochesterMNChamber.com/Foundation](http://RochesterMNChamber.com/Foundation) where you will be able to learn more about the work we do and how to be involved.

With help from the Chamber of Commerce, the Chamber Foundation was able to complete the prototype phase of our one-stop-shop for all things workforce in Southeast Minnesota. We are currently in the build phase and will have a full launch in quarter three of 2017. Keep track of our progress and see a demo of the prototype at [hubworks.mn](http://hubworks.mn)

The Chamber Foundation has a fundraising campaign you can join to continue the good work we are doing to develop, attract, and retain the right talent fit. For more information, please contact Paul Richardson at [prichardson@rochestermnchamber.com](mailto:prichardson@rochestermnchamber.com).

# ON THE HORIZON FOR 2017

We are facing a workforce shortage across our region and with the help of our community partners, we are going to do our part to develop, attract, and retain the right talent to our area.

### DEVELOP

We have a strong school system in our area, and with the addition of career and technical focused campuses and programs, we are sending the message that all work is important and valued. However, without exposure to the numerous career pathways, students are left with more questions about their future than answers. We want to continue to open up more doors for students through job shadows and internships.

Experiential learning is essential for our future workers. When students are able to learn through their experiences, the learning sticks. To help educators create more experiential learning opportunities, we have launched our **experiential learning grant**. It will grant educators the time and resources to make a powerful change in their curriculum for students to experience more of their future now.

### ATTRACT

In the Rochester area, we make believers. Built on big ideas, we are a community of thinkers, collaborators, and go-getters, always striving to realize the next great thing. This is the message we want to herald out past our borders. With our community partners, we are developing a **"Realize Rochester Area"** relocation package to send to those looking to move here and become part of our dynamic growth.

### RETAIN

Through [hubworks.mn](http://hubworks.mn), we will have a way for job seekers to search SE MN for opportunities ranging from internships to full time positions, by skill or by job title, or even by company culture. Businesses and organizations offering jobs on [hubworks.mn](http://hubworks.mn) will have a company culture page to highlight what makes



their workplace unique. On this page, employers will showcase their mission, core values, and the benefits of working for their organizations.

According to a 2016 Deloitte University study, 66% of workers between the ages of 21 - 34 report they will leave their current jobs in the next five years. This staggering statistic, coupled with the need for 50,000 people to move to Minnesota just to maintain a .5% labor growth rate, paints a bleak economic picture. However, in the Rochester region we are dreamers and innovators. Businesses can build the foundation of what the study identifies as the biggest indicator for an employee to stay: "Put employees first, and they should have a solid foundation of trust and integrity."

Working with our employers, the Rochester Chamber Foundation is dedicated to finding the right talent fit for those seeking work in our region. [Hubworks.mn](http://Hubworks.mn) will make this possible, while helping us showcase our region's biggest asset: a welcoming business community that understands their employees' success leads to their overall success.



If you are ready to realize your role in the Chamber of Commerce Foundation through giving of your time, talent, or donations, please contact Julie Brock, Executive Director, at [jbrock@rochestermnchamber.com](mailto:jbrock@rochestermnchamber.com) to learn how you can help make believers who want to realize their place in Southeast Minnesota.



# recapping 2016 EDUCATIONAL INITIATIVES

## STEAM SUMMIT

Each year the **STEAM SUMMIT** encourages **MIDDLE AND HIGH SCHOOL STUDENTS** each year to engage in the fields of **SCIENCE, TECHNOLOGY, ENGINEERING, ART/DESIGN, AND MATHEMATICS**, by connecting them to area businesses and organizations with career or educational opportunities in these fields through a day of **INTERACTIVE LEARNING**.

The future success of Southeast Minnesota's economy depends on a **WELL-PREPARED** pipeline of students with the **EDUCATION AND SKILLS** needed to keep the SE MN region's business and industry competitive. The addition of the Arts this year expanded the scope of the Summit, which highlighted the importance of creativity to innovation.



### STUDENTS

- **79%** felt they **LEARNED** something they could not have in a classroom
- **46%** **IDENTIFIED A CAREER** or field they would like to pursue in the future
- **20%** identified Art & Design as the field they are most interested in
- **"I LOVED IT!** It opened me up to so many possibilities."



### EDUCATORS

- **Over 80%** felt the addition of the **ARTS WAS BENEFICIAL** to the STEAM Summit and made the event applicable to more of their students
- **100%** agree the STEAM Summit allows their students to **MAKE CONNECTIONS** between their academic work and career interests
- **62%** say the STEAM Summit shows them **NEW ACTIVITIES** or **WAYS TO ENGAGE** their students in the classroom.



### EXHIBITORS

- Exhibitors at the STEAM Summit gained:
- "The opportunity to **SHARE** our industry."
  - The ability to "**CONNECT** with students who are also possible future employees."
  - "It **RAISED AWARENESS** of our organization and what **RESOURCES** we present to the community."
  - **82%** say exhibiting at the STEAM Summit was **BENEFICIAL** to them or their organization.

## BYRON JOB SHADOW

In partnership with Byron High School, this year 141 students were placed into job shadow positions for a day within our area businesses. 56 unique businesses and organizations across all different fields and industries participated to provide the students these impactful opportunities. We believe this is a critical time for our future workforce to gather **REAL-WORLD EXPERIENCES** as they begin to choose the individual paths they will take upon graduating high school. Our goal is for the students to see first-hand how **SKILLS AND PASSION** come together to create a **SUCCESSFUL CAREER**. With your help we can make a **REAL IMPACT** on these students, and allow them to take the first steps in determining their future endeavors!



### STUDENTS

- **85%** say this experience helped them **IDENTIFY** whether or not they will **PURSU**E THE CAREER they shadowed in the future.
- For **26%** this job shadowing opportunity was their **FIRST EXPERIENCE** in a work environment.



### HOSTS

- **65%** of job shadow hosts felt they or their organization **BENEFITED** from this experience
- **47%** of host survey respondents identified this as their **FIRST TIME** offering job shadow opportunities
- "We see job shadows as a way to **PROMOTE THE PURSUIT OF CAREERS** in our business, which helps to develop future employees."
- "It was nice for us to sit down and tell them not only what we do, but **WHY** we do it."
- "It allowed us the opportunity to **SHARE OUR COMPANY'S MISSION AND VISION** with the youth that could potentially participate in our market sector."
- We gained "the ability to say that we are doing our part to **HELP ADDRESS THE WORKFORCE ISSUE** in the greater Rochester area."



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# Annual Member Celebration

## REFLECT ON THE PAST REALIZE THE FUTURE

FEBRUARY 2<sup>ND</sup> | REGISTRATION NOW OPEN

The Rochester Area Chamber of Commerce's Annual Member Celebration is an opportunity for the membership to come together to celebrate their accomplishments for the past year while focusing on future goals and initiatives of the Chamber. The event also showcases the **Ambassador of the Year, Volunteer of the Year, Non-Profit of the Year, Small Business of the Year and Large Business of the Year** award winners.

This annual gala celebrates the ever-growing success of our business community. With over 600 members in attendance, this premier event features power networking, great food, and recognition of the achievements of our members.

Join us as we **REFLECT** on the past, and **REALIZE** the future at the Rochester International Event Center on Thursday, February 2nd from 5:30 - 9:30pm.

**COST: \$35 per ticket. Table sponsorship is also available at \$220 for a half table of 4, \$440 for 8, and \$550 for 10.**

Table sponsorship will provide your business with recognition at the event and business logo signage at your reserved table. Table placement is prioritized by sponsorship level, then by date of registration. The earlier you register, the more priority your organization will receive for seating so be sure to register early by calling 507-288-1122 or by registering online.

### 2017 Award Finalists:

#### LARGE BUSINESS OF THE YEAR

Knutson Construction  
Rochester City Lines  
Think Mutual Bank

#### SMALL BUSINESS OF THE YEAR

City Auto Glass  
EDGE FITNESS INC  
Tilson's Auto Repair

#### NON-PROFIT OF THE YEAR

Charter House  
Madonna Living Community  
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## 3 ways to STAY CONNECTED with the CHAMBER OF COMMERCE

- 1 VISIT THE CHAMBER ONLINE**  
[WWW.ROCHESTERMNCAMBER.COM](http://WWW.ROCHESTERMNCAMBER.COM)  
for the most up-to-date information on Chamber events and issues. The site features an interactive events calendar, a membership directory search engine, and all you need to know to get involved.
- 2 ATTEND CHAMBER EVENTS**  
Whether it's networking, government affairs, education & workforce, or professional development, there is no shortage of events for members. Get involved and keep informed by visiting the events page on the site.
- 3 LISTEN TO KROC'S CHAMBER CHAT**  
During Rapid Rich Peterson's Monday morning show, Chamber staff and guests inform the public of actions the Chamber is taking on behalf of the community. The Chamber also introduces new businesses to the region, and promotes Chamber events and programs. Chamber Chat airs the 3rd Monday of the month at 7:45am on KROC 1340AM.

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## MEMBER TESTIMONIALS: “ Shortly after The Bee Shed became a member

“ **NETWORKING, MARKETING, SPONSORSHIPS, ADVOCACY & EDUCATION** is what embodies the Rochester Area Chamber of Commerce. The opportunities that I have experienced are endless and the Chamber has **HELPED ME GROW** in every area of my life. I look forward to future events and partnerships developed through the Chamber! ”

- Jennifer Martin, Senior Group Sales Manager with the Kahler Hospitality Group

Have a testimonial about your Chamber experience you would like to share? Email your comments to Communications Manager Vanessa Carroll at [vcarroll@rochestermnchamber.com](mailto:vcarroll@rochestermnchamber.com).

in late May my business partner, Chris Schad, and I attended the New Member Luncheon. I thought it would be a good networking opportunity, and it certainly was, **AND THEN SOME.** We met two folks who are in the grocery business and asked if they would consider carrying our honey in their respective stores. After a couple of follow up visits, one store is now carrying our products. Needless to say, the **RETURN ON INVESTMENT** on our membership dues has already been **OUTSTANDING.** ”

- John Shonyo, Co-Owner of The Bee Shed

# LOCAL NEWSREEL IN & ABOUT THE TOWN

## TREASURE ISLAND RESORT & CASINO

welcomes **Jeana Kunkel** as Entertainment Manager and **Tom Seaberg** as Hotel and Convention Sales Manager. Kunkel has 20 years of extensive experience in the international music industry, including roles such as Artist Manager, Production Manager, and Promoter. Kunkel has organized concerts, festivals, and events for up to 65,000 attendees in America and Europe with top musical artists. She is excited to work with Treasure Island and continue to bring world-class entertainment to the Event Center, as well as high-quality entertainment in and around the resort and casino. Treasure Island Resort and Casino is also pleased to announce the hiring of Tom Seaberg, as Hotel and Convention Sales Manager. Seaberg has over thirty years of experience in the Hospitality industry, including 13 years in Casino Hotel sales.



**ABC 6 NEWS** is excited to share the addition of three new employees. **Bethany Stoltenburg** joins as a Marketing Outreach Specialist. Focusing on strengthening the station's community presence while developing marketing initiatives, she is eager to utilize her experiences from C.H. Robinson & BCF Technology to accomplish this. The sales team welcomes expansion with two new members. After graduating from Winona State University, **Breanna DeSart** knew ABC 6 News was a natural fit because of the newsroom's ever-changing thrill and excitement. **Jonathan Ressie** joins the sales force bringing event marketing and sales expertise from years of radio experience. With the growth of Rochester, joining ABC 6 News was a no-brainer for Ressie.



**MLT GROUP**, a Rochester, Minnesota based digital marketing and web development company, celebrates **30 years in business**. To celebrate, MLT Group is rolling out a variety of exciting new services to better meet their clients' needs, including eBlast campaigns, online identity optimization, and referral building. MLT Group will also host an open house in the Spring of 2017. For more information, call MLT Group at 507-281-3940.

**KEEFE ACCOUNTING** Powered by H & R Block, **moved** from its Elton Hills location to the **River Center Plaza** (formerly known as Northbrook) at 1615 N. Broadway. The office opens for the new tax season on January 3, 2017. A ribbon cutting ceremony will be held at 11:30am on Friday, January 6th, with an open house on Saturday, January 7th, from 10am to 3pm. All are welcome to attend!

**CHARTER HOUSE** is excited to share that **Corey Jordan** has joined the Sales and Marketing Team. He will assist individuals considering a move to a senior living community from the first visit to the transition to their new home. For more than 30 years, Charter House has been the choice for those who value an active and independent lifestyle. At Charter House, the needs of the residents come first. Charter House looks forward to having Jordan join the dedicated and talented group of staff who support their residents and guests.



**COULEE BANK** is excited to announce the addition of **Kris Richard**, Mortgage Loan Officer to the newly opened location on 1110 Sixth Street NW in Rochester. Richard comes to Coulee Bank with over 23 years of banking and administrative experience. In her free time, she enjoys volunteering at her church and in her children's school. "Kris is a solid mortgage lender and will be a great resource for customers. Her experience and commitment to community service make her a great fit for Coulee Bank. Richard adds to the roots that we are growing in the Rochester community" according to Coulee Bank CEO Brad Sturm. For more information on the new Coulee Bank location and Richard, please visit [www.couleebank.net](http://www.couleebank.net)



**MARCO** is pleased to announce the addition of **Christina Welke** as a Technology Advisor. Welke will be specializing in IT/Voice and Managed Services, and will be supporting clients in Southeastern Minnesota including Rochester, Red Wing, Winona and surrounding communities. Welke has been a business owner for the past 12 years as an event designer and consultant for the Creatives Side Event Design. Marco is excited to have Welke on the team as we continue to support companies of various sizes and industries with their technology planning.

**NORTH RISK PARTNERS – C.O. BROWN DIVISION**, an independent insurance agency with fourteen offices across Minnesota, recently hired two new advisors. **Joseph Wollner** and **Marna Rickheim** joined the agency's commercial lines department as service advisors, delivering dedicated support to North Risk Partners commercial insurance clients. The two work closely with the department's risk advisors who act as each business's strategic partner for reducing risk through custom insurance programs, education, and value-added services in the areas of human resources, safety, and wellness. Both Wollner and Rickheim work at the division's Rochester location.



**EO JOHNSON BUSINESS TECHNOLOGIES** earns **Elite Distinction for 2017**. The EO Johnson service team earned nationwide recognition for 2017 from Ricoh, an industry leader, with the prestigious RFG Circle of Excellence Certified Dealership award. This program recognizes Dealers who provide outstanding service and support. To be eligible for this certification, all Ricoh technicians needed to pass a series of tests to assess their hardware, software and network connectivity competency.

## KRAUS-ANDERSON CONSTRUCTION COMPANY

(KA) Rochester office, one of the Midwest's oldest and largest commercial general contractors and construction managers, has hired **Brandi Bakken** as business development manager and **Matthew Jech** as project engineer. Bakken comes to Kraus-Anderson from ABC's KAAL-TV in Rochester where she was an account executive generating new business for the station through marketing strategies. She received her B.S. in Broadcast Meteorology. Jech served as a field engineer for Minneapolis-based Mortenson Construction. He received his Agriculture Engineer Technology degree from the University of Wisconsin-River Falls. Kraus-Anderson has also promoted **Andy Johnson** from project manager to preconstruction services manager. He is a LEED green associate and earned his B.S. in Construction Management from Minnesota State University, Mankato. Johnson has been with KA since 2013.



## SUBMIT A BUSINESS NEWS ITEM

Do you have news about a business event you'd like to share or more information about an award, milestone, promotion or new hire than you can pare down to 70 words? Email your news item to [vcarroll@rochestermnchamber.com](mailto:vcarroll@rochestermnchamber.com). **Submission deadline is the 10th** of the month prior to month of publication. You can also include a photo as a part of your submission. Newsreels are included in The Chamber Advantage magazine at a first-come, first-serve basis. For guidelines, visit [RochesterMNChamber.com](http://RochesterMNChamber.com), click on the Member Center, navigate to Marketing, and expand the News Release section.

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**DID YOU KNOW** the Chamber website averages about **20,000 PAGE VIEWS** monthly from **8,000 UNIQUE VISITORS?**

People visiting this site are **BUSINESS LEADERS**, from **YOUNG PROFESSIONALS** to **CEO'S**, those who live here and those considering a move to the area. Visitors on this site are the **PEOPLE YOU WANT** to do business with! Find out how you can **HEIGHTEN YOUR WEB PRESENCE** by contacting Marketing & Communications Manager Vanessa Carroll, [vcarroll@rochestermnchamber.com](mailto:vcarroll@rochestermnchamber.com)

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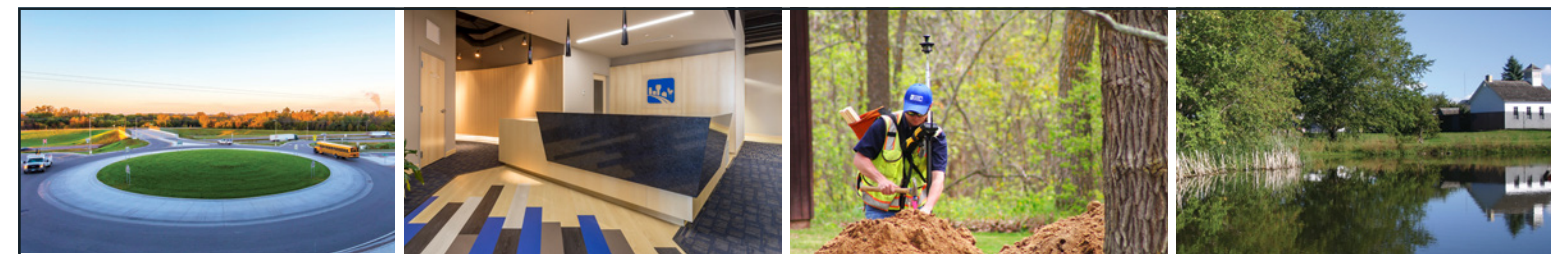
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| Apollo Music Group               | Hartman Complete Lawn Care          | Rochester City Lines /Heartland   | Wells Fargo Bank, NA - Northside    |
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| AV Logic, LLC                    | iHeartMedia                         | Rochester Home Infusion           | Superior Dr NW                      |
| Bob's Construction, Inc.         | International Union of Painters and | Samaritan Bethany, Inc.           | Wells Fargo Bank, NA -              |
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| Comfort Inn & Suites             | Services                            | Sue Madden Agency                 | Wells Fargo Bank, NA -              |
| Construction Laborers' Local 405 | Marketplace                         | Super 8                           | Stewartville MN                     |
| Cook's Pantry                    | Meadow Estates Association          | Take Shape For Life - Mike Madden | Wells Fargo Home Mortgage -         |
| CrossFit Progression             | Midwest Signtech of Rochester       | The Commission                    | 37th St NW                          |
| Days Inn & Suites South          | National Pawn Co. of Minnesota      | The Funeral Lady                  | Wells Fargo Home Mortgage -         |
| EDGE FITNESS INC                 | New York Life - John R. VanCamp     | Thrive by LeVel - Raquel Johnson  | 55th St NW                          |
| Epilepsy Foundation of Minnesota | Northern Heights, North Townhouse   | - Independent Brand Promoter      | Wells Fargo Home Mortgage -         |
| Express Employment Professionals | Association                         | LV-2325                           | Greenview Pl SW                     |
| Express Employment Professionals | Nova Academy of Cosmetology         | Titan Development and Investments | Wells Fargo Private Client Services |
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- |  |   |  |
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from  
**ROCHESTER AREA**  
CHAMBER OF COMMERCE

The Rochester Area Chamber of Commerce staff wishes our 1,500-plus members a Happy New Year! Thank you all for the support you provide to our programs through your membership and sponsorship. Here's to a successful and prosperous 2017 and beyond!

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