

# THE Voice

2018 Mayor Brown's  
State of the City

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2018 NEWSLETTERS

JANUARY 2018

FEBRUARY 2018

**THE Chamber**  
GRAND FORKS • EAST GRAND FORKS

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**Staff**

**Barry Wilfahrt**

President/CEO

barry@gochamber.org

**Kimberly Strom**

Vice President of Operations

kimberlys@gochamber.org

**Emberly Lietz**

Membership Director

emberlyl@gochamber.org

**Annette Glomstad**

Finance Director

annetteg@gochamber.org

**Tina Neil**

Communications Director

info@gochamber.org

# Chamber News

## Over 175 students Have a Career Conversation

175 UND, NCTC and Crookston college students spend 1-2 hours shadowing area business people during the third annual Career Conversations Week. More than 40 employers listed job shadowing opportunities on the Northern Valley Careers web site and students responded in a big way filling most of the shadowing opportunities offered.

"Historically, 60% of the students who participate in the career conversation experience indicated they are more likely to seek employment in the Grand Forks region after graduation as a result of the job shadowing experience which is why we do this," according to Barry Wilfahrt, Chamber President.

The Career Conversations week is coordinated by Job Service, The Chamber and the Greater Grand Forks Economic Development Corporation.

The Job Shadow week is part of a much larger community wide workforce development effort. For several years the Chamber, EDC and Job Service have collaborated to involve more than 75 local human resource professionals to develop and implement an ever evolving plan to help meet local employer's growing workforce needs. Recently the City, CVB and Grand Forks County joined the effort which includes the recently released "Grand Forks is Way Cooler" branding campaign.

## Way Cooler Video Goes Viral.

The humorous "Way Cooler Than You Think" video premiered at the Mayor's State of the City event in February. It is getting rave reviews and has over 16,000 views. If you would like to share the video on your organization's social media accounts, that would be a great way to help spread the Cooler word. You can find a link to the Facebook post here and a link to the video on Youtube here.

The creative team is led by videographer and Chamber member Paul Hoplin from Twin Tandem Studios. Video Narrator, Collin Hanson from The 701 gave us a couple teasers for the next three videos that are still in production. According to Collin, "We will be creating one really soon about trying different winter activities! The two other videos that we have created, which are to be released later on in the year, involve our unique celebration of potatoes (Potato Bowl Week) and the beauty of our fall season, where we "scientifically" rate the leaves from various locations around the region."

The fun promoting our area continues!!

**WAY COOLER THAN YOU THINK**  
◦ GREATER GRAND FORKS ◦

[CLICK HERE TO VIEW VIDEO](#)

## Minnesota Chamber Session Priorities

The Minnesota Chamber of Commerce launched its legislative agenda at its annual Session Priorities event Tuesday, outlining initiatives to grow the state's economy for the benefit of all Minnesotans.

Four major priorities will frame the Minnesota Chamber's lobbying at the Capitol. The GF/EGF Chamber supports these priorities as part of the Minnesota Chamber Federation.

"We made headway on several fronts at the 2017 Legislature, boosting investments to grow Minnesota's economy. There's additional opportunity this year. Leading our agenda, the federal tax bill creates the need and opportunity for our Legislature and Gov. (Mark) Dayton to rightsize Minnesota's tax system for the benefit of individuals and businesses alike," said Todd Paulson, chair of the Minnesota Chamber Board of Directors in a news release. He is vice president and chief financial officer at RTP Co. in Winona.

The top priorities this year, according to the Minnesota Chamber of Commerce, are:

- **Tax competitiveness:** Reduce high tax burdens that continue to rank among the top barriers to economic growth and improvement.
- **Workplace mandates:** Minimize workplace regulations so businesses spend less time complying with laws and have more time innovating and creating jobs.
- **Transportation:** Provide long-term funding for roads, bridges and transit.
- **Workforce and Affordability:** Ensure a talented workforce has access to affordable housing, child care and health care, and remains among Minnesota's greatest assets.

Paulson applauded local chambers of commerce for their commitment to a strong economy, the news release reported.

The Minnesota Chamber Federation represents about 40 local chambers of commerce statewide united with the Minnesota Chamber representing business.

## Annual Meeting Follow-up

Governor Burgum addressed more than 500 local business people who attended the Chamber Annual Meeting. Since then local leaders met with representatives from the state delegation that accompanied the Governor as part of the Grand Forks Main Street Visit. A recap of the groups SWOT analysis for Grand Forks is below. This is great input and a solid list of action steps for various groups and the city to work on in coming months.



## Save the date for State of the City with EGF Mayor Gander



Join the Chamber and the city of East Grand Forks for a luncheon on April 18th to hear Dr. Steven Gander, the Mayor of East Grand Forks, give his State of the City address. Find out his prospective and plans for East Grand Forks. Sign up coming soon!

**April 25 • 11:30 am to 1:30 pm**

**Civic Center in EGF**



## New Intern to Focus on Marketing Internships



*Andre Washington*

Now it's an Intern's turn to establish Internship Opportunities! Andre Washington has been hired in a joint internship with the Chamber and UND Career Services. In coming weeks, Andre will be developing a package of materials that showcase and detail the many benefits an internship offers both businesses and students alike. Andre will then be contacting various businesses and non-profits to sit down and discuss with them the benefits and process of hiring an intern.

Andre brings extensive communications, marketing and management experience to the position. For nearly eight years, Andre resided and worked in many foreign countries. In Kurdistan, Iraq, he hosted academic panels and discussions with elite Kurdish students on topics of diversity, intercultural issues and international relations. He delivered persuasive pedagogy to crowds of Chinese community members, enticing them to invest their support and resources in his English schools located in Nanchang, Nanjing, and Chengdu, China.

In Seongnam, South Korea, he recruited, trained and supervised new and veteran, native and non-native ESL teachers.

Andre has also lived and worked in Indonesia, Singapore and Spain. He believes that that having had the experience of consistently jumping from one country to another, extensive exposure to foreign cultures, communities and competencies has re-engineered his perspectives on many personal and societal issues.

Andre was born and educated in Southern California. He arrived in Grand Forks, North Dakota January 2017, and worked for a stint with UND's International Center, where he delivered speeches, recruited and trained students to serve as International Peer Mentors.

Andre is currently a graduate student, researching strategic marketing and global communications management at UND. He intends to pursue one career in corporate communications, and another in non-profit organizational management.

The Chamber welcomes Andre as he looks forward to strengthening the bridges between UND and our Grand Forks and East Grand Forks communities.

## Face It Together

### **Addiction at Work: Tackling the Opioid Crisis and Building Long-Term Wellness:**

This seminar was held at the Chamber on Wednesday, February 28. It was oriented towards employers and business leaders to help better understand addiction, define successful recovery, and recognize the vital role of the employer in sustaining long-term wellness.



## UAS Industry Growing

The UAS Industry is growing steadily in the Grand Forks regions. According to a survey of approximately 37 UAS companies there are now 375 people working in this industry, with 2017 payroll of \$28 million and additional goods and services purchased of an additional \$22 million for a total direct economic impact of \$50 million. This is a very impressive growth number for an industry that did not exist in Grand Forks just a decade ago.

## Grand Forks Mayor State of the City Recap

Mayor Brown addressed a crowd of over 600 at the 16th Annual Mayor State of the City event. This Chamber/City collaboration showcases the many great things happening in our community and region and offers a snap shot into what lies ahead for our community. The mayor talked about more downtown development, continued strong support for the business expansion and an investment in key infrastructure that supports business.



## Be part of the Shark Tank



The 2018 Chamber Shark Tank is set for May 2nd at the Empire Art Center. This year we have had several businesses step up to offer services to the preliminary round winners and overall winners. As an example several GF marketing firms have agreed to provide a free two-hour consultation on marketing for winners in the preliminary round.

If your business has something they would like to offer to preliminary round winners please contact [info@gochamber.org](mailto:info@gochamber.org) to discuss further.

# Grand Forks, ND I Main Street Community

January 18th, 2018 Community Visit

February 16th, 2018 Visit Debrief

## Overview

As the third largest community in the state of North Dakota, Grand Forks can provide leadership in the engagement of young adults, a focus on outdoor recreation and a strong variety of high quality art offerings. Through the Main Street Visit discussions and tours, it became evident that greater collaboration and connection between the city, the University and the Airforce Base could enhance the overall community experience. Following the Flood of 1997, the community was wise in the creation of community gathering places within the downtown zone, and a continued focus will help Grand Forks serve as a shining example for the state.

Below you will find the brief SWOT analysis created by the representatives from the state who were able to attend the Grand Forks Main Street Visit in January. Strong engagement and collaboration between Grand Forks and State Agencies will be an example for all Main Street Communities in the future.

Strengths	Weakness
<ul style="list-style-type: none"> <li>• Greenspace utilization</li> <li>• Support for arts</li> <li>• High school downtown campus</li> <li>• K-12 Engagement and participation in student activities</li> <li>• Promotion of downtown development</li> <li>• “Way Cooler” marketing kits for recruitment</li> <li>• Sponsored events (ie. Happy Harry’s Blues on the Red)</li> <li>• Freezeway</li> <li>• Young city population and VP Group (300+)</li> <li>• Leveraging of financial grants and endowments</li> <li>• Clustering of human services, health services and shelter</li> <li>• Proximity to Turtle River State Park</li> <li>• Proximity to Canadian tourism market</li> <li>• Grassroots millennial engagement - Evolve, 1M cups, Start up drinks, 6 authorized block chain groups, Slack channel</li> </ul>	<ul style="list-style-type: none"> <li>• Community Separation between Downtown, UND, South End Development and Airforce Base</li> <li>• Amenities and Social Offerings for Youth below the age of 21</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Partnerships between UND and Downtown</li> <li>• Location of UND programs in Downtown</li> <li>• Downtown Corridor</li> <li>• Enhanced engagement with students and local career opportunities (align AP classes with career discussion)</li> <li>○ Experiential learning; Importance of Internships</li> <li>• Activate street and Alley Level Retail and Offices</li> <li>• 16-21 Year Old Activation Plan</li> <li>• Promote Grand Forks as good community for Millennials and younger</li> <li>• City Organizations must Engage UND Students</li> <li>• Leveraging UND and Air Base to Promote Private Sector Business (EERC, Med School, Law School, Research and Aviation)</li> <li>• Connecting Turtle River State Park and City</li> <li>• Collaboration to East Grand Forks and Minnesota; Collaboration points to Canada</li> <li>• Encouraging replication of the North Equipment program of paying for employee’s education (best practice)</li> <li>• CTE directors - connect with Wayde &amp; Michelle</li> </ul>	<ul style="list-style-type: none"> <li>• Inability to respond to downtown housing demands of 21st century workforce</li> <li>• Community resistance to downtown Investments</li> <li>• Competition from other cities attracting graduates</li> <li>• Competition from other cities attracting retirees (depends on healthcare, activities, services)</li> <li>• Cost of addiction (vs cost of prevention)</li> </ul>

**Future learnings Needed:** Childcare, housing, infrastructure lifespan/quality, New American workforce

# Ribbon Cutting



Emberly Lietz,  
*Chamber Membership Director*

The Chamber Ambassadors would love to meet you and celebrate your business with a ribbon cutting ceremony. If you are interested, please contact our membership director at 772-7271 or [emberlyL@gochamber.org](mailto:emberlyL@gochamber.org) to schedule a ribbon cutting event.



Safari Market & Restaurant



True Colors



Minnkota Power Cooperative



**The Chamber's annual Spring Membership Drive is set to take center stage March 20th!**

*This year's theme is "Shooting for the Stars", a Hollywood movie theme. We are currently accepting prizes which will be awarded to our volunteers who work ambitiously to bring in new chamber members.*

**Prize ideas include but are not limited to:**

- Gift Cards/Certificates
- Concert or Theater Tickets
- Debit Cards
- Tickets to Sporting Events
- Electronics
- Hotel Stay
- Golf Package
- Gym Membership
- UND Gear
- Movie/Hollywood Themed Items



**CLICK HERE FOR CURRENT CONTRIBUTOR LIST**

The Prize & Donor List will be in "The Voice" E-Newsletter & Member2Member each week until the end of the Drive. The newsletter and Member2Member are emailed to 3,000 contacts and shared on our Facebook and Twitter pages. These promotions reach thousands of people!

**If you would like to contribute a prize, or want information on how to be a Membership Drive volunteer, call us at 701-772-7271 or [Email Emberly](#)**

**Thank you for helping us promote business in our community!**



# February



## BUSINESS AFTER HOURS

***It's the talk of the town!***

*This is one of the many networking opportunities The Chamber offers for its members and their employees.*



*Hosted by: River View Health*



**THE Chamber**  
**Business After Hours**  
**2018**

**Thursday, March 15, 2018**

**4:45pm ~ 7:00pm**

Hosted by:



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**Minnkota Power** invites all Chamber Members and their employees to join them for a fun Business After Hours event! Take a tour of their new facility!

**Free Admission – Complimentary hors d'oeuvres & beverages  
- Great door prizes - Progressive cash drawing**

**Stop in...Enjoy the fun and take advantage of great networking opportunities. You might even win \$900 our progressive cash drawing! We'll draw the name of one Chamber Member business. If someone from that organization is present, they win!!**

Because of the business nature of this event, no children under 18 may attend.

# Ambassador Meeting



*We are the welcoming arm of The Chamber.*

*We welcome new chamber members and businesses with ribbon cutting ceremonies. We assist with registration and greeting at Chamber functions, and we participate in The Chamber's annual Membership Drive.*



*Ambassadors Meeting at Choice Health & Fitness*

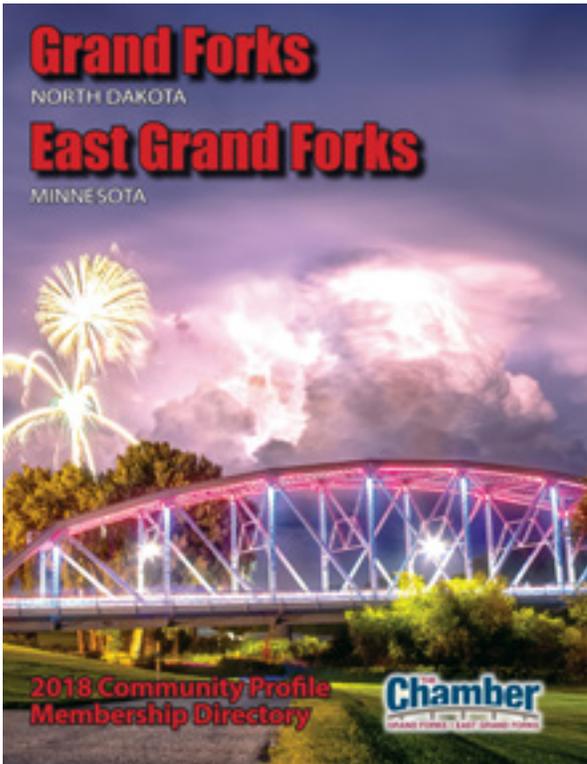


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## Community Profile Membership Directories Available!

A limited number of additional copies of the 2018 Chamber Community Profile Membership Directory are available for waiting rooms and workforce recruitment purposes.

Contact Tina at [info@gochamber.org](mailto:info@gochamber.org) for additional copies.

[CLICK HERE TO VIEW BOOK](#)

*Find out more about the Greater Grand Forks Community as well as our members by looking at our Community Profile/Membership Directory written by Pulitzer Prize winner Mike Jacobs.*

# C O M M I T T E E

*The Chamber meets and exceed the needs of our diverse business community and over 1080 Members through the work of our Standing Committees*

C  
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### Chamber Agriculture Committee

Co-Chairs:

Carah Hart, Red River Farm Network and Brandon Heider, Frandsen Bank

February 2018 Meeting Update:

Vice President of the American Sugarbeet Growers Association and Hallock, Minnesota farmer Dan Younggren updated the Chamber Ag Committee on the progress of the upcoming farm bill and other topics impacting agriculture in Washington D.C. Younggren said, “You hear anything from it (farm bill) will be done next week to it being done sometime next year. Sooner would be better than later.” The Chamber Ag Committee is also planning ahead for the City to Farm Tour and annual banquet.

The Chamber Ag Committee meets at True North Equipment Resource Center Tuesday, March 13 at 7:30 a.m.

We’ll get an overview of John Deere Ag technology.

AG



# BUSINESS BRIEFS



## The National Grocers Association Honors Kristi Magnuson Nelson with Top Award

LAS VEGAS, Nev. (Sunday, February 11) – The National Grocers Association (NGA) recognized industry leaders with top awards during the 2018 NGA Show in Las Vegas.

*Kristi Magnuson Nelson*  
Grocers Association

The Women Grocers of America (WGA) presented the Women of the Year Award to Kristi Magnuson Nelson, President and CEO of Hugo's Family Marketplace. Kristi grew up working in the family grocery business in Grand Forks, North Dakota. Since taking on the lead position of the family business, Kristi has lead Hugo's expansion to include a total of ten grocery stores located in Grand Forks, East Grand Forks, Crookston, Thief River Falls, Jamestown, Grafton and Park Rapids and 5 liquor stores located in Grand Forks, East Grand Forks, Jamestown and Grafton. Kristi has been awarded the National Grocers Association Spirit of American Award, as well as the North Dakota Grocer of the Year Award. She was named one of Prairie Business Magazine's Top 25 Women in Business in 2016.

"Congratulations to Kristi, who has proven herself to be a true leader throughout her career in the food industry," said NGA President and CEO Peter Larkin. "Her vision and leadership have been an integral part of the success of Hugo's Family Marketplace, and she is a steadfast champion for the independent supermarket industry."

The Woman of the Year Award recipient must exemplify the true characteristics of a leader with passion for the independent grocery industry. Recipients are strategic thinkers, standout representatives within their company or organization, and have the perseverance to face almost any challenge presented to them.

## Matthew Marquart, DO, Joins Altru Advanced Orthopedics

Grand Forks, N.D. – Matthew Marquart, DO, joins the team at Altru Advanced Orthopedics. Dr. Marquart, a board certified orthopedic surgeon, is trained in all facets of foot and ankle care and general orthopedics including ankle, knee and hip replacement and advanced reconstruction of the foot and ankle.

"Understanding that each patient has different needs and expectations, I strive to involve the patient in their treatment as much as possible," states Dr. Marquart. "Shared decision making allows me to do what is right and appropriate."

Dr. Marquart earned his Doctor of Osteopathic Medicine at Western University of Health Sciences in Pomona, California. He completed his orthopedic surgery internship and residency at Genesys Regional Medical Center in Grand Blanc, Michigan. He went on to complete his foot and ankle fellowship at Michigan Foot and Ankle International in Pontiac, Michigan.

Outside of work, Dr. Marquart enjoys spending time with his family, watching and playing sports, spending time on the lake, fishing and traveling. He also enjoys teaching medicine to medical residents and students, as well as the community.

## Five UND School of Medicine and Health Sciences students receive major Giving Hearts Day scholarships

GRAND FORKS, N.D.—The University of North Dakota School of Medicine and Health Sciences (SMHS), in partnership with Dakota Medical Foundation (DMF), is pleased to announce that five scholarships worth \$12,500 each have been awarded to five randomly chosen UND SMHS students. The scholarships are part of Dakota Medical Foundation's annual Giving Hearts Day, which concluded on February 8, 2018.

SMHS Giving Hearts Day Scholarship winners for 2018 include:

- Hannah Fiser
- Brett Johnson
- Erica Nelson
- Michelle Sanders
- Shelby Wassink

Full-time SMHS students in any of the School's eight degree-granting programs—doctor of medicine, medical laboratory science, sports medicine, occupational therapy, physical therapy, physician assistant studies, master of public health, and graduate students in the departments of biomedical sciences and clinical and translational science—who registered for the opportunity were eligible to win. Donors who gave \$1,000 or more to the SMHS through the DMF website were given the chance to win the right to name one of the scholarships.

In all, the UND School of Medicine and Health Sciences raised over \$30,000 on Giving Hearts Day, all of which was matched by DMF for a total of more than \$60,000 for students—a remarkable sum for a first-time event.

Lowering all students' debt has been a priority of SMHS leaders in recent years. In a recent survey administered by the Association of American Medical Colleges (AAMC), graduating medical students cited their "ability to pay off debt" as one of their top concerns entering the medical profession. This concern affects students' choice of specialization and practice location, which, in turn, has an effect on the physician workforce in North Dakota.

# BUSINESS BRIEFS



## CHOICE FINANCIAL HOLDINGS, INC. TO ACQUIRE TWIN CITIES-BASED VENTURE BANK

Grand Forks, N.D.— Choice Financial Holdings, Inc. is pleased to announce that pending regulatory approval, it has entered into an agreement to acquire Venture Bank, a bank specializing in business banking with four locations in the Minneapolis area including Bloomington, Golden Valley, Eagan and Roseville. Choice Financial Holdings, Inc. is the parent company of Choice Financial Group (“Choice Financial”), a community bank with 19 locations in 17 communities in both North Dakota and Minnesota. This partnership will mark Choice Financial’s first expansion into the Twin Cities market and the combined banks will have approximately \$2 billion in total assets.

“It’s such a unique opportunity to be able to partner with an organization that in so many ways is similar to our own. From our shared PeopleFirst approach that focuses on partnering with local businesses to our belief in employee-focused values that better the places we live,” says Brian L.

## Megan Kipp, PA-C Joins Altru’s Gastroenterology Team

Grand Forks, N.D. – Megan Kipp, PA-C, joins the gastroenterology team at Altru Health System. She sees patients at Altru Professional Center and Altru Hospital.

“My philosophy is to treat each patient with compassion and empathy; taking the time to listen to concerns and providing the highest standards of medical care,” states Megan. I believe medical decision-making is a patient-provider relationship, where patients

Johnson, CEO at Choice Financial. “In addition to our cultural alignments, we have similar performance records as strong and fast-growing community banks, and we share a vision for growth and financial strength.”

As part of this transaction, Choice Financial is also pleased to announce that it has secured commitments for over \$100 million in capital locally to help finance the transaction. “We continue to be committed to North Dakota and the communities we serve,” says Johnson. “We are proud that 100% of funding will come from local investors in our communities and that they share our vision for growth.”

“At Choice Financial, we are always looking at ways to grow and diversify. With so many similarities in our culture and passion for putting PeopleFirst in everything we do, partnering with Venture Bank seemed like a natural fit,” says Chris Johnson, Choice Financial Grand Forks President. “We continue to be committed to Grand Forks and the surrounding North Dakota communities we serve. You can expect the same great service from the people you know and trust.”

and their family members work with the provider to meet patient goals.”

Megan earned her Bachelor of Science degree at the University of Nebraska-Lincoln in Lincoln, Nebraska. She went on to complete her Master of Physician Assistant Studies at the University of Nebraska Medical Center in Omaha, Nebraska.

In her free time, Megan enjoys outdoor activities like camping, hiking and horseback riding. She loves to spend time with family and her two dogs.

## Altru’s Board of Directors appoints Brad Wehe as new CEO

Longtime CEO Dave Molmen announces his retirement



Dave Molmen, CEO

Grand Forks, N.D. – Altru Health System announced today that its Board of Directors has chosen Brad Wehe as the organization’s next Chief Executive Officer, effective January 1, 2019. Wehe will succeed

Dave Molmen, current CEO, who has announced his retirement. Molmen will continue in his role until the end of this year and work alongside Wehe to fully integrate him into the responsibilities as CEO.

The leadership succession plan has been in development for the past two years through the work of Molmen, Altru President Dr. Eric Lunn, the executive team, and Altru’s Board of Directors. This work ensures continuation of Altru’s mission and vision, as well as its Bold New Era in Care.

“Brad Wehe is a dynamic leader who



Brad Wehe, Chief Executive Officer

understands all dimensions of the healthcare landscape, from clinical operations to patient care and the daily challenges of Altru’s physicians and staff,” states Kris Compton, chair of Altru’s Board of Directors. “He was instrumental in the launch of Altru’s New

Era, and is well on the way to making it real. Dave’s vision for improving the health of our communities is unparalleled, and Brad is ready to move that vision forward.”

Altru’s Bold New Era is a commitment to the region’s physical and economic health. It includes the completion of a brand new 21st century hospital, expanded clinic and emergency services, and extensive deployment of new technology. It also expands efforts in population health to engage with residents throughout their lives to keep them well.

Wehe says he’ll build on the foundation for community commitment that Molmen began. “I’m looking forward to being focused and assertive on a well-defined strategy along with building upon more innovation and creativity which will enhance the delivery of care that we provide our patients across the region,” states Wehe.

*Welcome*

**Helm Enterprises**

Ron Corrick  
309 West Highway 66  
PO Box 57  
Drayton, ND 58225-0057  
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(C) 701-520-0187  
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Quotable Kids Speech & Language Clinic provides pediatric speech-language therapy services in ND and MN. Quotable Kids also offers parent workshops and resources for parents, teachers and the community.

**Dakota Medical Foundation**

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Fighting Hawks Magazine is a full-color print magazine that features original content about UND athletics. Complimentary copies are available throughout the Greater Grand Forks area.

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# January 31-February 27 Membership Renewals

**The following businesses know the value of their Chamber Membership and have renewed their membership in The Chamber-GF/EGF. GIVE THEM A VISIT!**

Adams Family Farms, Partnership  
Alerus Corporate Center  
Anderson Appraisal Service, Inc.  
Archives Coffee House  
Curtis Fischer Tax Service LLC  
EGF Rod & Gun Club  
Frandsen Bank & Trust - S. Wash  
Garage Innovations  
GF Blue Line Club  
GGF Convention & Visitors Bureau  
GGF Symphony Orchestra  
Girl Scouts - Dakota Horizons  
GoodInsurance - Bonnie Baglien  
Grand Forks Montessori Academy  
Grand Sky Development Company, LLC  
Greenberg Realty-Stacey Galstad  
Gregory J. Norman Funeral Chapel  
InvisiMax  
Laser Systems

Liberty Business Systems, Inc.  
Midco  
My Card Guys  
Network Center  
Newman Outdoor Advertising  
Odney  
Pokrzywinski Financial  
Porta-Mix Concrete, Inc.  
Quentin Burdick Job Corp  
RDO Equipment Company  
Red Pepper East, Inc.  
Red River Valley Motorcyclists  
Revive Nutrition  
Snap Fitness / TCP, LLC  
Sterling Carpet One Floor & Home  
Ultima Bank Minnesota-Loan Production Office  
United Way of Grand Forks, E. Grand Forks & Area  
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Drop off your cotton or cotton blend stained, torn, old clothes  
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**2017 Newsletter  
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**AUGUST 2017**

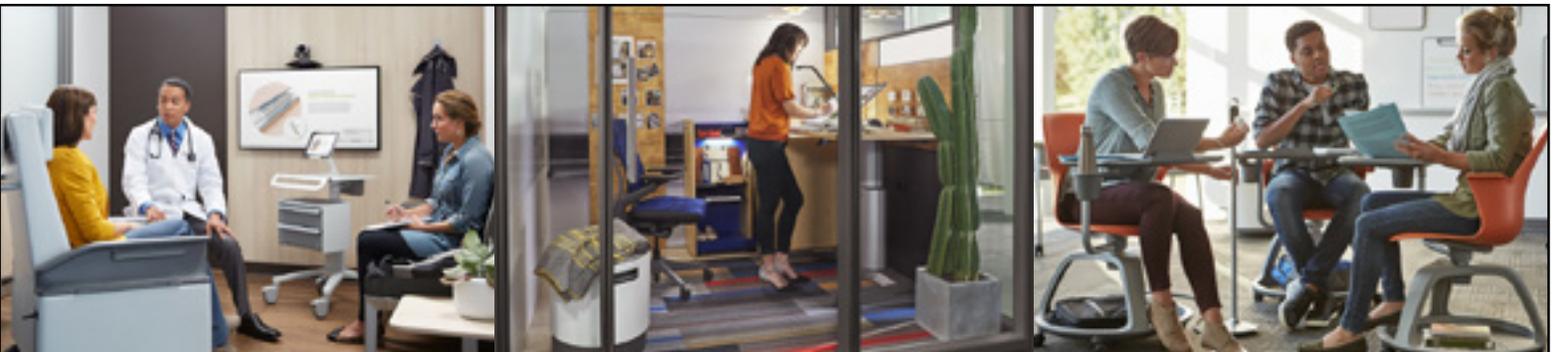
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# MARKETING MADNESS SEMINAR

The Chamber is excited to bring you Marketing Madness!

A half day seminar focusing on the following 3 marketing topics:

- Marketing Success Starts with a Plan
- Effective Visual Advertising
- Selling on the Internet - The RealTruck Experience

Tuesday, March 13 ~ 1:00-4:30 pm ~ Ramada Inn

## Agenda:

- 1:00 pm - Welcome & Introductions
- 1:10 pm - Marketing Success Starts With a Plan
- 2:10 pm - 10 minute Networking Break
- 2:20 pm - Effective Visual Advertising
- 3:20 pm - 10 minute Networking Break
- 3:30 pm - Selling on the Internet - The RealTruck Experience
- 4:30 pm - Seminar concludes

### Cost:

\$49.00/person ~ Chamber Member  
\$59.00/person ~ Non-Member

**REGISTER NOW**

Reservations not cancelled 3 business days prior to event will be billed.

### Selling on the Internet - The RealTruck Experience Ecommerce - what are you waiting for?

11% of what was sold in America was sold online in 2017. Projected to be over 50% in less than a decade.

- It's not too late
- Get going
- Learn as you go
- Turn it up
- Be useful
- Ask Anything

### The RealTruck story

- Zero to 100 million & another "over night" 20 year success story.
- Right from North Dakota - Guiding Principle's drove everything
- Who & why before how then how becomes easy

### Marketing Success Starts With a Plan

*It's ironic that the most effortless-looking marketing is almost always meticulously planned in advance. While it can be easy to convince yourself that you can't afford to build a memorable brand, the most critical difference between amateur marketers and their professional counterparts is often strategic, not financial. In fact, planning acts as a leveler in the world of communication, allowing smaller companies that use strategy to outperform the efforts of their competitors who don't. When it comes to your company's brand, thinking ahead will get you ahead, and Hal Halliday will share some of the keys to a powerful plan.*

Presented by: Greg "Hal" Halliday,  
President, Anchor Marketing

### Effective Visual Advertising

*See how a company logo can make or break an advertising campaign in this presentation by Scott Telle, the award-winning creative director from the Ad Monkeys advertising agency. Back by popular demand, this lively discussion identifies several key ingredients found in many of today's best print, online, and billboard advertising.*

Discussion will cover:

- Good copywriting
- Meaningful layout
- Powerful imagery
- And more...

Bring your thinking cap and be ready for some fun!

Presented by: Scott Telle, Ad Monkeys

Presenter: Scott Bintz ,  
Entrepreneur | Investor | Adviser | Adjunct | Professor | Founder of RealTruck.com | A Good Kind of Crazy  
Scott Bintz is on a mission to make people's lives better. Currently involved in a number of business ventures from advising brands and e-commerce strategy consulting to board member duties and limited speaking engagements. Scott is an experienced expert in e-commerce, business strategy, digital marketing, search engine optimization & company work culture building. Find out more about Scott at [scottbintz.com](http://scottbintz.com)

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Seating is  
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Sign up today!

# MARCH

## Brown Bag Seminar



**THE Chamber**  
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FOR THE LIFE OF YOUR BUSINESS

### Transitioning from Co-worker to Supervisor



Retired CMSgt David Duncan will conduct a discussion about the tools needed to help in transitioning from being a co-worker to being a supervisor. At this seminar we will explore the following areas for discussion:

- Communication Skills
- Situational Leadership Skills
- Change Management Skills
- Conflict Management Skills

Presented by:

David Duncan, Director of Complaints Resolution for the 319 ABW Office of the Inspector General and Retired CMSgt, United States Air Force

**Wednesday, Feb. 21, 2018**

**11:30am – 1:00pm**

The Chamber, 202 N 3rd St

**\$20/Person – Chamber Member  
(Includes Lunch)**

**\$30/Person – Non-Member  
(Includes Lunch)**

**Registrations are  
available online only.**

**To register and add the event  
automatically to your calendar click  
the register button below.**

**REGISTER NOW**

Seating is limited to 30 Attendees. Sign up soon!  
Reservations not cancelled 3 days prior to  
event will be invoiced.



### FEBRUARY BROWN BAG SEMINAR Workplace Active Threat Response and De-escalation Techniques

Presented by:

Lt. William Macki, Uniform Patrol Bureau  
Commander, Grand Forks  
Police Department

# E-Newsletter Advertising

# EDUCATES

# THE Voice

Official Publication of The Chamber - GF/EGF

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