

**Business Update**

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New Members

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Brown Bag

THE

**VOICE**

[www.gochamber.org](http://www.gochamber.org)



*UND President Armacost highlights university / community connection during the first ever virtual Wake Up To UND event. From University Ave improvements, city support for the Nissler School of Business to UND Athletics and student engagement at local businesses the partnerships are many.*

*Both new leaders sharing their enthusiasm for Grand Forks, the college and the students!*



*Check  
Out Our*



*Events*

**Executive Committee**

**Chair: Paula Anderson**

Sterling Carpet One

**Chair Elect: Dave Zavoral**

RJ Zavoral & Son's, Inc

**Past Chair: Josh Brown**

Bell Insurance Services, LLC

**Tony Telken**- Lithia Ford Lincoln

**Josh Grinde**, Right Choice Electric Inc

**Tommy Kenville**, ISight RPV Services

**Barry Wilfahrt** - The Chamber GF/EGF

**Board of Directors**

**Christopher Adams**, Adams Family Farms

**Jeff Barta**, Achieve Therapy

**Dennis Bona**, NCTC

**Mike Dunn**, Construction Engineers

**Shanna Field**, Wintrust Mortgage

**Rachel Gornowicz**, Countrywide Sanitation

**Peter Haga**

**Tony Hodny**, Red River Biorefinery

**Curt Kreun**, District 42 ND Senator

**Brian Leach**, Golf Center

**Meloney Linder**, UND Public Affairs

**Keith Lund**, GF EDC

**Anna Rosburg**, Alerus Center

**Lisa Swanson**, Hugo's Retail Support Center

**Justin Valinski**, Columbia Mall

**Jill Wilson**, Edgewood Healthcare

**Sr Military Advisory to the Board**

**Col Cameron Pringle** - GFAFB

**Chamber Staff**

**Barry Wilfahrt**

President/CEO

[barry@gochamber.org](mailto:barry@gochamber.org)

**Kimberly Strom**

Vice President of Operations

[kimberlys@gochamber.org](mailto:kimberlys@gochamber.org)

**Emberly Lietz**

Membership Director

[emberlyl@gochamber.org](mailto:emberlyl@gochamber.org)

**Tina Neil**

Communications Director

[tina@gochamber.org](mailto:tina@gochamber.org)



*Barry Wilfahrt,  
Chamber President  
and CEO*

*“Overall,  
the business  
community has  
been very, very  
resilient, and  
will continue  
to be resilient  
moving into  
2021,” -  
Wilfahrt.*

As the local economy weathers the continuing effects of the corona virus pandemic, Barry Wilfahrt said the region is doing better than he would have thought six months ago.

In a live question-and-answer session last week, with Herald Publisher Korrie Wenzel, Wilfahrt spoke optimistically about the business community as it works through the pandemic's historic disruption. Wilfahrt acknowledged the need for continued local, state and federal support for businesses as they work through the pandemic. He said the economic climate, particularly for retail businesses, will look very different as the region moves forward.

In illustrating that point, Wilfahrt noted the unemployment rate in the county stands at 4.1%, a significant drop from the height of the pandemic in April and May and about 1.8% higher than pre-pandemic levels. Tracking cell phone GPS data and taxable sales shows more people are out and about in the community, as consumers adapt to the new retail and hospitality landscape.

Wilfahrt credits the Paycheck Protection Program, brought about by federal CARES Act legislation in late March, with reducing the unemployment rate, giving businesses time to respond to the pandemic, and setting up protocols to keep customers and workers safe. The program gave forgivable loans to businesses to keep workers on the payroll. “Of all the programs that are out there – and there are a bunch of them – the PPP program was the one that helped the business community by far the most,” Wilfahrt said.

While COVID-19 has hastened the decline of some businesses, retail in the region is not dead, Wilfahrt said. For example, he noted, Grand Forks has 16% more people employed in retail compared to cities of similar size across the nation. Still, the pandemic has altered the future of what retail shopping will look like going forward.

“I think you’re going to see the retail landscape is going to change, and it’s going to change on a permanent basis,” he said.

Wilfahrt urged local business owners not to give up hope if they are struggling, and to seek out programs to provide them with assistance in adapting to the pandemic. Those programs include North Dakota Economic Resiliency Grants, Grand Forks’ recently created low-interest loan program called C-Run, and an East Grand Forks and Polk County grant program.

“There definitely are some funds there that can help mitigate some of the challenges that some of those highly impacted businesses qualify for,” Wilfahrt said. Diversity and Inclusion Training



## Ag Appreciation Banquet Plans Change

The Ag Appreciation Banquet has undergone a complete shift this year. Instead of the banquet, Chamber Agribusiness Committee members and Chamber staff have put together a producer list. Producers will receive an appreciation thank you card, flyer outlining Ag Committee activities along with a gift card from a Chamber member business. According to Ag Committee Cochair, Cedric Citrowske, True North Equipment, "the advantage of doing this, is the list of active producers is a very targeted list." "We are reaching the producers with the thank you".



## The Chamber will Host a Candidates Forum on October 14, 2020

The Government Affairs Committee of the Grand Forks/East Grand Forks Chamber will be live streaming the candidates forum on both Zoom and Facebook Live on Wednesday, October 14, 2020 starting at 6:00 p.m. Schedule as follows: 6:00pm – District 18 and 7:00pm District 42. **Zoom Meeting ID: 824 7576 9204, Passcode: FORUM.** The zoom account is limited 100. So if you cannot get on Zoom please join us on Facebook Live at: <https://www.facebook.com/THECHAMBERGFEFG>

Chamber Government Affairs Co-chairs, Garth Rydland, from Valley Memorial Homes and Stacey Dahl, Minnkota Power Company will moderate the Forums.

## Wake Up to UND 2020 Virtual Event

New Faces. New Places. Grand Forks Mayor, Brandon Bochenski and University of North Dakota President Andy Armacost shared a conversation with a new format that helped get the message across.



UND and The Chamber developed an event that was both meaningful and different. And with the theme of 'New Faces. New Places' that was adopted, it was a great opportunity to have the new UND president and the new Grand Forks mayor talk about their collaborative spirit and shared goals." This event was moderated by Meloney Linder, UND's vice president for marketing and communications and Chamber board member.

Armacost started the conversation by saying what a pleasure it has been for him and his wife, Kathy, to settle in Grand Forks. "The welcome we've received has been enthusiastic and warm – even if it's been from a six-foot distance," he said with a smile. "We know from experience that the physical appearance of our campus and community is important," Armacost said.

Bochenski agreed, adding that the civic warmth which the Armacosts have experienced also drew him to Grand Forks. "This is a very family-friendly community, and it's a safe and welcoming place," he said. "Your kids can walk to the park four blocks away and you don't have any worries. You just know they're going to enjoy themselves and come back."

[CLICK HERE](#) to watch this event.

## Building Inclusive and Equitable Workplaces

The Fargo Chamber has developed a series of sessions on diversity and inclusion. They have invited our membership to participate. We encourage you to review the session topics and participate in any or all of them. There is no charge.

We're excited to launch a new virtual education series, "Building Inclusive and Equitable Workplaces," available at no charge for all businesses and individuals beginning this fall.

Developed by topic experts and business leaders, this six-part series provides sessions focused on inclusive workplace practices. "Building Inclusive and Equitable Workplaces" works alongside employers to build even better workplaces where all individuals are welcome, invested in and engaged in work they find rewarding. By equipping employers with practical strategies, they will be positioned to develop, or build upon, their own diversity, equity and inclusion vision, not only to better their business and industry, but for a better Fargo Moorhead West Fargo metro.

**Mission:** To engage business & industry in the development of inclusive workplace practices

**Vision:** To support productive workplace pathways and meaningful career opportunities for all

Each virtual training series takes place from **10 to 11 a.m.**

The schedule and topics are as follows:

- **October 22:** Cultural Competencies:  
What They Are & Why They Are Important
- **November 5:** Enhancing Your Employer Brand: Recruitment, Retention & Engagement Strategies Through a Diversity, Equity & Inclusion Lens
- **November 12:** Creating A Diversity, Equity & Inclusion Scorecard:  
How to Define Success & Measure It

Presented by:

**Kira Kimball**

*Chief Innovation Officer & Certified Diversity Professional  
Marsh & McLennan Agency*

[CLICK HERE](#) to register TODAY!

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Grand Forks International Airport  
[www.gfkairport.com](http://www.gfkairport.com)



This year the Chamber Golf Classic took place at Valley Golf Course in East Grand Forks on Thursday, September 10, 2020. There were 28 teams that participated in the event. The weather was beautiful and everyone had a great time.

## THANK YOU

to all who participated and sponsored this event.



# ANNUAL CHAMBER MEMBERSHIP DRIVE



## RE-FOCUS ON THE FUTURE



The 2020 Membership Drive has re-focused and is off to a great re-start! **19 BUSINESSES HAVE JOINED** The Chamber with our Membership Drive volunteers and staff. Proving that they too, are Focused on the Future! The Drive will continue through October 16th. To join the Chamber, click the JOIN tab at [www.gochamber.org](http://www.gochamber.org) or contact Membership Director, Emberly Lietz at [EmberlyL@gochamber.org](mailto:EmberlyL@gochamber.org) or 701-772-7271.

**NOW IS THE PERFECT TIME TO JOIN AND FOCUS ON YOUR BUSINESS'S FUTURE!**

FREE MARKETING  
LANDING PAGE

FREE NETWORKING  
EVENTS

AFFORDABLE  
ADVERTISING OPTIONS

SEMINARS &  
LEADERSHIP  
TRAINING

# IT'S A PERFECT TIME TO JOIN THE CHAMBER!

# POLAR BEAR SCRAMBLE



 KING'S WALK | SATURDAY, OCTOBER 17  
GOLF COURSE | 701.787.5464 | KINGSWALK.ORG

DON'T MISS OUT!  
**UND HOMECOMING AT HOME 2020!**



For more UND Homecoming information and activities visit [www.UNDalumni.org/homecoming](http://www.UNDalumni.org/homecoming)



# We're Here for You

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"The Sanford Health Plan team has been a **reliable partner** and is leading the charge in **finding new and innovative ways** to deliver services and control costs."

— Jason Schoolmeester, Vice President of Human Resources, LifeScape, Sioux Falls, SD

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# SEPTEMBER 1 - SEPTEMBER 31 Membership Renewals

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

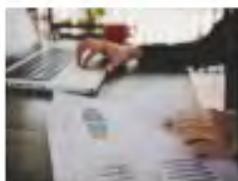
All About Moving, Inc.  
Anchor Marketing  
Appraisals & Real Estate Research, Inc.  
Asche Insurance Agency  
Attainable Wealth  
Becker Marketing Consultants  
Big Jim's East Side Tire  
Blue Moose Bar & Grill  
Canad Inns  
Crary Real Estate-Jack Wadhawan  
Days Inn  
Elle Interiors  
First Command Financial Services  
FOB NoDak  
Grand Forks Marathon  
Henningsen Cold Storage Co.  
HOPE Evangelical Covenant Church  
ICON Architectural Group  
Inspire Pharmacy  
Knights Inn and Suites  
Mary Kay Cosmetics - Jane Brueske, Sales Director  
Medica Health Insurance  
Miller Motivations, LLC  
Monarch Travel & Tours

Nate's Canopy & Tent Rental  
New Vision Truck Accessories  
New York Life  
Norby's Work Perks  
North Dakota Surgery Center  
Northland Custom Woodworking Inc.  
Overmoe & Nelson, Ltd.  
Pete and Amanda's Barbershop  
Probitas Promotions  
Ralph Engelstad Arena  
Red River Regional Council  
ReMax Grand, LLC  
Rodeway Inn  
Ruffing It Doggie Daycare, Overnight Center & Grooming  
Steven Swanson, D.D.S.  
T-Global, Inc.  
Thrivent Financial - Chad Erickson  
TruHome Property Solutions  
Veterans of Foreign Wars Post 1874 and Auxiliary  
Wakefield Hearing Center  
Waxing the City  
Widman's Candy  
Wintrust Mortgage

## THANK YOU

## MARKET CAPTURE DATA TOOLS

Be sure to check out the "Market Capture Tools" on the Chamber web site at [www.gochamber.org](http://www.gochamber.org)  
If you have any questions feel free to call Barry at the Chamber **701-317-1555**



Click button to access a list of interactive data tools analyzing the local market and visitors. Follow the link under each description to interact with the data.

**CLICK HERE**

# Ambassador Meeting

Hosted by:  
**Valley Corn Maize**

**We are the "welcoming arm" of The Chamber**

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



The Chamber Ambassadors were at **Valley Corn Maize** outside of East Grand Forks. This was the location of their 11th annual group photo. Here's a sneak peek. Thanks to Tina from The Chamber who took the group photos you see here. The photo that will grace the cover of the Herald's Tabloid special edition in the spring was taken by Zach Daly with **ISight RPV Services**! You will have to wait a few months before we reveal those. The Ambassadors had so much fun posing for the photos and as you can see, the location brought out the kid in them!

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

*For those who stand above the crowd by their dedication to our community.*



**2016 Henry Havig Winner**  
**Marijo Shide**  
GFAFB Civic Leader



**2017 Henry Havig Winner**  
**Lonnie Laffen**  
JLG Architects



**2018 Henry Havig Winner**  
**Jim Bradshaw**  
Strata Corporation



**2019 Henry Havig Winner**  
**Kristi Magnuson-Nelson**  
Hugo's Family Market Place

COMMUNITY SERVICE

## Henry Havig Nominations NOW BEING ACCEPTED **2020 Henry Havig Award For Community Service**

Nominations are now being accepted for the 2020 Henry Havig Award for Community Service. This is The Chamber's most prestigious award and is given annually to those special individuals who stand above the crowd by their dedication to our community through community service in multiple volunteer leadership roles. It is an award that recognizes individuals who have provided exemplary voluntary leadership service to our community over a long period of time and in a broad spectrum of community activities. Nominees must be at least 36 years of age and have proven leadership qualities, commitments to community based organizations and the desire to improve the quality of life in our community. The Havig Award for Community Service is given in memory of a great community leader. Henry Havig was president of the board of the chamber in 1955-1956 and was a long time successful businessman who contributed greatly to our community as a member of the Grand Forks City Council and a life-long contributor to the YMCA.

**Please complete and return a nomination by: Monday, November 20th, 2020**

- **Mail to:** The Chamber at 202 N. 3rd St., Grand Forks, ND 58203 or
- **Email to:** [info@gochamber.org](mailto:info@gochamber.org)

Additional information regarding the nominee may be included when submitting the nomination. The Selection Committee is comprised of the past recipients of the award. This award will be presented at **The 2021 Chamber Annual Event**.

### **Nominations shall include:**

- 1. Nominee's Name.**
- 2. Leadership qualities, organization memberships, youth involvement, community service and other pertinent and relevant information.**
- 3. Name and signature of person submitting the nomination.**



# OCTOBER BUSINESS AFTER HOURS

hosted by:

**Grand Forks Country Club**

794 12th Avenue NE  
Grand Forks, ND

THE  
**Chamber**  
Business After Hours  
2020

**FREE  
ADMISSION**

- Complimentary  
Hors d'oeuvres,  
Beverages
- Great Door Prizes
- Progressive Cash  
Drawing is at \$500

**Thursday, October 15, 2020**  
**4:45pm - 7:00pm**

**Grand Forks Country Club** invites all Chamber Members and their employees to join them for a fun Business After Hours.

**Stop in...** Enjoy the fun and take advantage of great networking opportunities. You might even **WIN \$500** in 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.  
ND Smart Restart COVID-19 guidelines will be followed.*

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

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

Watch our site for...





# NEW MEMBERS

### **HealingTree Integrative Health Clinic PLLC**

Dr. Korina St. John  
& Dr. Megan Bolek  
2520 S Washington St., UNIT B  
Grand Forks, ND 58201  
(P) 701-757-4325

[info@healingtree.clinic](mailto:info@healingtree.clinic)  
[www.healingtree.clinic](http://www.healingtree.clinic)

We combine acupuncture and physiotherapy to help you heal from the inside out and top to bottom. We treat anything from anxiety, depression to digestive, reproductive, and pain issues. Heal better. Feel better today with HealingTree IHC.

### **Drain Savers**

Jordan Bowles  
Grand Forks, ND 58201  
(P) 701-765-3227

[drainsaversllc@gmail.com](mailto:drainsaversllc@gmail.com)  
[www.drainsaversllc.com](http://www.drainsaversllc.com)

Drain Savers LLC is a Sewer and Drain Cleaning company specializing in sewer cleaning and unclogging of: Main Sewer Lines, Sinks, Floor Drains, Bathtubs and Showers, Toilets, Mop Sinks, Laundry Lines and Standpipes We also offer Video inspection of Sewer Lines and 24 Hour Emergency Service. Ask us about our New Customer Discount!

### **Red Door Pediatric Therapy**

*Referred by Brian Woinarowicz*  
Kelli Ellenbaum  
2810 19th Ave S  
Grand Forks, ND 58201  
(P) 701-222-3175

[kelliellenbaum@reddoorpediatric.com](mailto:kelliellenbaum@reddoorpediatric.com)  
[www.reddoorpediatric.com](http://www.reddoorpediatric.com)

Red Door Pediatric Therapy provides speech, occupational, physical therapy services, counseling and reading support services. We focus on ability; we use a child's interests and strengths to pave the way for success.

### **Custom Graphics, Inc.**

Brian Minks  
2501 3rd Ave. N.  
Fargo, ND 58102  
(P) 701-237-5685

[info@customgraphicsinc.com](mailto:info@customgraphicsinc.com)  
[www.customgraphicsinc.com](http://www.customgraphicsinc.com)

Don't blend into the crowd, stand out and get noticed with products from Custom Graphics, Inc.! We create a variety of products including decals, displays, wraps and signage.

### **Red River Biorefinery, LLC**

Tony Hodny  
2355 N 39th St  
Grand Forks, ND 58203  
(P) 701-757-7300

[Tony.Hodny@redriverbiorefinery.com](mailto:Tony.Hodny@redriverbiorefinery.com)  
[www.redriverbiorefinery.com](http://www.redriverbiorefinery.com)

Red River Biorefinery is an advanced ethanol production facility which produces high-grade ethanol for use in hand sanitizers products, fuel-grade ethanol additives, animal feed, and renewable natural gas.

### **Dusso Photography**

*Joined with volunteer Kathy Snider*  
Robert Dusso  
Grand Forks, ND 58201  
(P) 218-230-4325

[Bobby@dussophoto.com](mailto:Bobby@dussophoto.com)  
[www.Dussophoto.com](http://www.Dussophoto.com)

Let us help with your company image starting with Headshots, Product Photography and Corporate Branding.

Still time with the fall colors for Senior and Family Portraits. Check us out @ [dussophoto.com](http://www.dussophoto.com)

### **AmericInn By Wyndham Crookston**

*Joined with volunteer Cory Dallager*  
Cory Dallager  
1821 University Ave.  
Crookston, MN 56716  
(P) 218-281-7800

[crookston.mn@americinn.com](mailto:crookston.mn@americinn.com)  
[www.americinn.com](http://www.americinn.com)

AmericInn by Wyndham Crookston is located along Hwy 2 in Crookston, MN and features a 24-hour front desk. Opened in 1997, we have 50 rooms, Complimentary Breakfast, Heated Pool and Hot Tub. We also offer Guest Laundry and specialty suites with a whirlpool and fireplace.

### **Luscious Boutique**

Mary Kippen-Morgan  
2800 S. Columbia Rd. STE 457  
Grand Forks, ND 58201  
(P) 701-331-2323

[lusciousboutiquegf@gmail.com](mailto:lusciousboutiquegf@gmail.com)  
[www.shoplusciousboutique.com](http://www.shoplusciousboutique.com)

Luscious Boutique is located in the Columbia Mall next to Scheels. We offer on trend women's clothing, jewelry, handbags, accessories and gifts. Check out our new line of local graphic tees and sweatshirts for yourself or for a great gift option. We are open Monday-Saturday from 12pm-7pm.

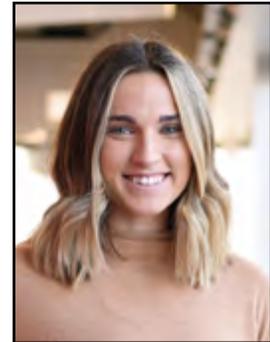


# BUSINESS BRIEFS

## David Sogge and Emily Gruber Join ICON Architectural Group



David Sogge



Emily Gruber

David Sogge and Emily Gruber have joined the team at ICON Architectural Group. Sogge is a project manager at the firm's West Fargo office and Gruber is a marketing coordinator at the Grand Forks office.

With over twenty years of architectural and project management experience, Sogge brings great design expertise in the retail and hospitality industries. David is originally from Northwood, ND and graduated from Montana State University in Bozeman with a Master of Architecture degree. He spent many years in the Las Vegas area, collaborating with architectural firms across the country. In his free time, David enjoys spending time with his daughter, a UND graduate, and being outdoors.

Gruber is originally from Big Lake, Minn. and graduated from the University of Minnesota Crookston with a Bachelor of Science in Communication. She has spent the last two years in the Grand Forks area working in the marketing field.

## Sanford Health East Grand Forks employees honored as Network Employees of the Year



Two Sanford Health East Grand Forks clinic employees received a special surprise during a team town hall Sept. 1.

Bruce Viessman, vice president of network operations, Dan Olson, executive director of network operations, and Theresa Larson, vice president of nursing and clinical operations, were there to present Casey Naastad with the 2020 Sanford Health Network Clinical Management Employee of the Year award and Katie Gavere with the Sanford Health Network Clinical Employee of the Year award.

Coincidentally, each of them had nominated the other for her respective awards. Casey is a manager at the Sanford East Grand Forks Clinic and Katie is a clinical care leader there. "Casey and Katie, the work you've both done is outstanding, as is the amount of overwhelming positive feedback we've received about each of you from your supervisors, peers and those you've served," Bruce said. "It is clear you each inspire those around you on a daily basis with the way you demonstrate our values, act selflessly on behalf of

our employees, patients and their families, and continue to push the boundaries of excellence in your given lines of work."

In recognition of these honors, each of the winners received \$1,000 and a trophy with a special message from Kelby Krabbenhoft, Sanford Health president and CEO. In addition, the network leaders presented them each with a "celebration in a box" filled with gift cards and everything needed for a special celebration at home with their families.

## Congratulations to Administrative Assistant, Linda Bedard, for celebrating 20 years at Prairie Harvest Mental Health.



Linda Bedard

Linda has held different positions in the 20 years of working at PHMH, which include Direct Care Worker/ Medication Monitor, Representative Payee/

Receptionist, Receptionist, Office Assistant, now Administrative Assistant.

Prairie Harvest Mental Health provides community based and facility based services to adults with serious mental illness. Quality of life is greatly enhanced through improved living environment, access to services and programs and the opportunity for employment."

# BUSINESS BRIEFS

## Dr. Vinita Parikh Joins Valley Bone & Joint Clinic



*Dr. Vinita Parikh, M.D.*

Valley Bone & Joint Clinic in Grand Forks is proud to announce the addition of Dr. Vinita Parikh, M.D. An experienced

anesthesiologist and interventional pain management specialist, Dr. Parikh's expertise in anesthesia and interventional pain will allow Valley Bone & Joint Clinic to better address the demand for quality healthcare in the Red River Valley.

A Grand Forks native, Dr. Parikh graduated from Creighton University School of Medicine in Omaha, Nebraska. She is a member of the American Board of Anesthesiology, Pain Medicine Board Subspecialty. Dr. Parikh completed her residency at the Loyola University Medical Center in Maywood, Illinois, and has also completed a fellowship in interventional pain medicine through the Cornell Tri-Institutional program in New York City, where she was fellow of the year. She will be a member of Valley Bone & Joint Clinic's multidisciplinary team, providing patients with effective treatment options to increase functionality and comfort throughout their daily lives.

"A specialist with Vinita's in-depth knowledge of anesthesia and pain management is exactly what every healthcare team strives to find," says Valley Bone & Joint Clinic's Dr. Robert Clayburgh. "Her skillset is unmatched, and I'm excited to see the impact she will have on our patients."

## Prairie Business Names Alerus Among 50 Best Places To Work

Alerus is pleased to announce it has again been named one of the region's 50 Best Places to Work by Prairie Business

magazine. To be considered for the award, companies must be nominated by their employees, who provide anonymous responses to questions gauging topics including the company's work environment, growth

opportunities, and employee morale. This year's honorees were selected from more than 1,400 employee nominations received from companies in North Dakota, South Dakota and western Minnesota.



This is the fourth consecutive year Alerus has been recognized as a Best Place to Work.

"Our culture is centered on supporting each other and fostering mutual respect so we can take the best care of our clients," said Alerus Chairman, President and CEO Randy Newman. "Building a company's culture is a long-term investment, and our team has worked very hard to make Alerus an employer

of choice. To receive this recognition from our employees for four consecutive years is extremely gratifying, humbling, and motivates us to continue making our company a great place to work."

## Cleaning service expands to Grand Forks and increases offerings during pandemic, also helping area non profits and cancer patients

Trisha Lake's steps toward opening and growing her business is the epitome of hard work.

Lake is the owner and CEO of Fargo-based TLC Cleaning, a flourishing company that handles contracts for both commercial and residential properties. Earlier this month, Lake opened her newest location – this one in Grand Forks. That bolsters her portfolio even more, with additional operations in Fargo and Detroit Lakes, Minnesota. Lake said her company is currently among the Top 3 percent of cleaning services nationally.

TLC Cleaning office in Grand Forks has leased a building to house its operation at 910 S. Washington St. Lake is especially excited about her new opportunities north of Fargo. [CLICK HERE](#) for more information.

# BUSINESS BRIEFS

## Longest Table Wins Prestigious International Award

The International Downtown Association (IDA) has recognized the Community Foundation of Grand Forks, East Grand Forks & Region and Greater Grand Forks Young Professionals with the Downtown Achievement Pinnacle Award for its work and initiatives related to The Longest Table.

Each year, IDA recognizes outstanding projects as winners of the Downtown Achievement Awards which identify improvements to urban centers by dedicated organizations around the globe. The industry's highest recognition, the Pinnacle Award, represents the most creative and inspiring innovations in urban place management. During a comprehensive review, this year's projects were awarded by a jury of IDA members. The Longest Table won in the category of marketing, communications, and events.

The Longest Table welcomes residents for a free dinner in a welcoming environment with people they may not have known, to foster stronger connections, exchange stories, and share ideas about their community. Following the event, residents are invited to apply for micro-grants to get their ideas off the table and into action. More information about the Longest Table is available at [longesttablegf.com](http://longesttablegf.com).

The 2020 Downtown Achievement Awards are sponsored by Grow with Google. Additional information on the Pinnacle award winners can be found online at [downtown.org](http://downtown.org) in early October.

### Evolve Grand Forks Names Executive Director



*Maggie Duchenev*

The Board of Directors of Evolve Grand Forks is pleased to name Maggie Duchenev Smith as its new Executive

Director. She begins her role on Wednesday, September 23.

Smith served as the Chief Programs Officer at Valley Educational Associates, a human services nonprofit in Hatfield, Massachusetts. "Maggie brings a wealth of nonprofit experience to the table, and it's clear she thinks in innovative ways with an eye on impacting her community. We know she'll be a great asset to our organization," said Brandon Baumbach, board president of Evolve Grand Forks.

In her home state of Massachusetts, Smith was one of the pivotal players in connecting three nonprofits to form a work-skills collaboration with a big box grocer. She also significantly increased event sponsorship and overhauled organizational branding. She has been involved in her community in numerous ways, including serving on the board

of the Chicopee Chamber of Commerce and the Young Professionals Society of Greater Springfield.

"Her penchant for working collaboratively is one of the many things that set Maggie apart," said Amy Whitney, director of UND's Center for Innovation, who served on the search committee. "The entrepreneurial ecosystem of Grand Forks has enjoyed unprecedented collaboration in recent years, and I have no doubt Maggie will further that work."

Smith holds a Master's of Public Administration from the University of North Dakota and a Bachelor's of Forestry from the University of Tennessee. She is also a graduate of the Leadership Institute for Political and Public Impact. She has a talent for dad jokes, drinking decaf coffee, and culinary exploration.

"The City of Grand Forks is a mine of resources for innovative people. I am looking forward to being an instrumental part of helping entrepreneurs succeed and drawing new interest to the 701 Coworking Space," said Smith.

# BUSINESS BRIEFS

## **Alerus commits \$2 million to sponsor Alerus Center, support regional economy**

*Spectra's naming rights, sponsorships and sales division negotiates deal*

Alerus Center, and Spectra, the venue's provider of Venue Management, Food Service & Hospitality, and Partnerships jointly announced today a 10-year extension to Alerus' naming rights and sponsorship agreement for the facility. The new agreement, with negotiations led by Spectra's naming rights, sponsorship and sales arm, represents a \$2 million commitment by Alerus from January 1, 2022, through December 31, 2031. Both Alerus Center and Spectra are proud to call Alerus a true partner, one that's been a champion for the Grand Forks community and venue for the past 20 years.

Stakeholders and community members gathered at the Alerus Center today to formally announce the naming rights extension. Speakers included Chris Wolf, Alerus Northern Valley Market President; Anna Rosburg, General Manager of Alerus Center; Grand Forks Mayor Brandon Bochenski; and Julie Rygg, Executive Director at Greater Grand Forks Visitors Bureau.

Ms. Rosburg said, "Alerus Center has been a part of the

Grand Forks community for almost two decades. Our staff is dedicated to providing premier entertainment and events that stimulate economic growth and improve the quality of life for Grand Forks area residents. With Alerus' support, we are able to continue doing exactly that for our neighbors."

"We are proud to partner with Alerus again for another 10 years," said Laurie Kemmit, Regional Vice President of Partnerships for Spectra. "Having a steadfast, local naming rights partner with a genuine and demonstrated interest in the community such as Alerus is critically important, and we are fortunate to be able to continue this partnership well into the future."

Mr. Wolf commented, "Our roots in Grand Forks run deep, and we take pride in being a partner our community can rely on, in certain and uncertain times. For the past 20 years, the Alerus Center has positively impacted the regional economy and boosted the quality of life for its residents. We are excited to renew our sponsorship for another 10 years and continue supporting our community and its financial future."

Mayor Bochenski said, "For almost 20 years, the Greater Grand Forks area citizens have been provided with a space to host and attend events. These

events are critical to getting business done and making memories. Alerus continues to be a pillar in our community and their continued investment in Alerus Center will allow more of our residents to enjoy first dates and first dances, concerts, conventions, and football games. Our city is very fortunate to have a hybrid facility like this that helps to provide entertainment to the community, drive economic impact to local businesses, engage community partners, and improve the quality of life in the region."

Ms. Rygg commented, "Tens of thousands of visitors come to Greater Grand Forks annually due to our many events, and the Alerus Center is central to hosting such events.

When people travel to our communities for concerts, trade shows, conventions and sporting events, they create strong economic impact as they spend millions of dollars staying in our hotels, eating in our restaurants and shopping in our stores."

To commemorate the naming rights extension, Alerus is updating signage throughout the facility.

**ALERUS  
CENTER**

# Ribbon Cutting

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](mailto:emberlyL@gochamber).



Emberly Lietz,  
Chamber Membership Director



PAC Northern Rose Dedication



Grand Forks Clinic - Ground Breaking



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Election Day Dave

There are all kinds of voters. Like Early Ed, Vote-By-Mail Marie or Election Day Dave. They have one thing in common: they want to have a say in this election. They verified their voter information and figured out how and when to cast their votes. Having a plan ensures their voices will be heard.

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# REA CURBSIDE TO GO

Friday, October 9th



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# ALERUS CENTER

## UPCOMING EVENTS

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**OCTOBER 3:**  
EVERYTHING BUT THE GAME TAILGATE

**OCTOBER 17:**  
ANYTHING GOES SALE

MORE INFORMATION:  
[WWW.ALERUSCENTER.COM](http://WWW.ALERUSCENTER.COM)

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# OCTOBER

## Brown Bag Seminar

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



## Marketing Your Business for the Holidays

**Wednesday, October 21, 2020**

### Discovering the Pathway to Motivating Your Employees

The holiday season represents an opportunity to capture some serious revenues for many small businesses in the valley. However, during this pandemic we have seen consumers change their buying habits out of concerns for safety...and some of these new behaviors have taken away revenues from local businesses! Attend this Brown Bag session to learn about creating a marketing plan to strengthen you holiday revenues. **Topics include:**

1. Getting the most out of Small Business Saturday
2. Projecting a more conscious and humane persona in marketing messaging
3. Increasing your social media reach
4. Prioritizing customer service
5. Partnering with a local charity
6. Cross marketing benefits



Presented by:

**Eric Giltner**

*Senior Area Manager, Grand Forks SBA Office*

*The Chamber's Small Business Committee provides educational programing for the local business*

**Wednesday, Oct. 21 2020**

**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  
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**Seating is limited to 26 Attendees Sign up soon!  
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- Bell Insurance Services LLC
- Blue Moose Bar & Grill
- Bremer Bank
- Brown Corporations
- Countrywide Sanitation
- East Grand Forks Economic Development Authority
- Express Employment Professionals
- Flynn Wright / Midcontinent
- Forum Communications Printing
- gCariveau & Associates
- Grand Forks Park District / Choice Health & Fitness
- Grand Forks Park District / Kings Walk Golf Course
- Grand Forks Public Library
- Grand Forks Public Schools
- Grand Forks Public Schools (SPA)
- Grand Forks Regional Airport Authority
- HealingTree Integrative Health Clinic PLLC
- Hugo's Retail Support Center
- ICS, Inc.
- ISight RPV Services
- Kenny's Music
- Level Brand
- Mainstream Boutique
- Miller Motivations, LLC
- Networking Specialists, Inc.
- Network Center
- Northern Roots Boutique
- Northland Community & Technical College
- Northwestern Mental Health Center
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- ReadITech IT Solutions
- RiverView Clinic
- True North Resource Center
- UND Energy & Environmental Research Center
- UND Marketing & Communications
- United Way of Grand Forks, East Grand Forks & Area
- University of Minnesota Crookston
- Valley Senior Living
- Vilandre Heating, Air Conditioning & Plumbing
- Vogel Law Firm
- Wall's Medicine Center
- Xcel Energy



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**Contact Tina at the Chamber for more information 772-7271 or e-mail: [Tina@GoChamber.org](mailto:Tina@GoChamber.org)**

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