

THE Voice

Official Publication of Grand Forks - East Grand Forks Chamber of Commerce

Vol 7 Issue 3

March 2011

Chamber To Hold Buxton Data Briefing Sessions

Buxton Inc., a Fort Worth, Texas, retail analysis firm was hired by The Chamber, The GGF CVB, The Cities of GF & EGF and the EGF EDHA to conduct a retail analytics study. The data, which came out of an enormous database that includes spending patterns of 95 percent of American households based on frequently updated credit card information was presented by Chas Stoker recently.

"We're the good Big Brother," said Chas Stoker, a vice president with the firm, by way of assurance.

Using the spending data, Buxton breaks U.S. consumers into 60 different segments, from the super-duper rich to the dirt poor, from urban sophisticates to farmers in the hinterlands, from black to white, young to old. Each of these segments has a different lifestyle with relatively predictable tastes. College students prefer Esquire, farmers prefer Field & Stream and blue-collar suburbanites prefer Better Homes & Garden, that sort of thing.

For the Grand Forks area, the two single biggest segments among its 25,400 households, according to Buxton, are "steadfast conservatives" and "college town communities."

The steadfasts are older, blue-collar folks with conservative tastes. They'd rather shop at J.C. Penney than the Gap, rather hangout at the VFW than go to a concert. The Internet kind of confuses them and they'd rather get their news in the paper and network TV. With Nova's demographics in the 55-and-older bracket, they're probably the ones watching that show.

The college towners are young college grads or students who favor the Gap, J. Crew and new electronic gadgets. They like movies, concerts, museums and the Internet, which they'll use for everything from downloading music to buying concert tickets. They're probably the ones watching "Family Guy," popular with the youth bracket, though it also scores well among groups through middle age.

Three seminars/discussion groups will be held in March and April to review the Buxton Retail analytic firm retail propensity data from the recently completed study. **Local business people are invited to attend any of the three sessions to learn more about the regions customer base and their propensities and to discuss how to best use this information to increase business.**

The sessions are:

Tuesday March 8th - 11:30 a.m. – 12:45 p.m. (Lunch will be served, \$7 charge for lunch)

Tuesday March 22 8 a.m. to 9:15 a.m. (No charge, continental breakfast will be served)

Tuesday, April 5th 8 .m. to 9:15 (No charge, continental breakfast will be served)

All of the Buxton Date Briefing Sessions are at the Chamber office. Cost of lunch will be collected at the door for the March 8th Session. (Must RSVP by 12noon March 7th for this session)

Register for any of the sessions by calling the Chamber office at 772-7271 or email info@gochamber.org.



INSIDE

See page 2 for What's Inside

Join The Chamber in Spain - 2012

8 days in Barcelona & Madrid....more info coming end of March...



Mission Statement

"The Chamber of Commerce creates an environment that encourages business success while enhancing the quality of life in our region."

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Chamber News

**GF Day at the Legislature
March 3rd & 4th**

Join us for Grand Forks Day at the Legislature March 3rd and 4th. Our group will meet with Governor Dalrymple (invited) to brief him on progress of key Grand Forks issues in the legislature. The evening of the 3rd we will host a casual social hour at the Toasted Frog in downtown Bismarck for Grand Forks Legislators where you can hear first hand about Bills and issues of particular interest to you. On the 4th you can attend committee hearings before returning to Grand Forks.

MN Budget Dominates Inter-governmental Retreat

Representatives from the EAST Grand Forks City Council, Mayor Stauss, EGF EDHA, Polk County Commission, NCTC, the Chamber and MN Representative Deb Kiel spent a half day talking about issues affecting local units of government and the business community in NW MN.

Maintaining services with less resources was the theme of the discussion at the annual East Grand Forks inter-governmental retreat. Balancing the business climate and tax rates relative to our ND neighbors was a big concern for business attendees, while coming up with enough revenue to continue to offer services taxpayers have come to expect was the theme repeated by public sector representatives.

The group meets quarterly to share information and discuss direction of EGF, Polk County, NCTC, the EGF School District and the East Grand Forks business community. To be included on the list of invitees to the next meetings contact the chamber office.

Washington St. Underpass Changes Could Stretch 2 Miles

The GF/EGF Metropolitan Planning Organization (MPO) has retained the consulting firm KLJ to study possible improvements to Washington Street. Public meetings will be held in mid-march and the study should be completed by the end of this year. The study will look at the possible replacement or rehabilitation of the railroad underpass structure

It is very important business and property owners along North and South Washington get engaged in the process of repairing/replacing the underpass along Washington. The Demers/Washington Intersection will also be studied. The potentially affected area extends from 17th Ave south to 8th Ave North, an almost two mile stretch along Washington Street.



The Chamber is looking for a couple business and property owners two along this stretch to represent the local business community in this process. Please contact Barry at the Chamber if you are interested, 772-7271 or barry@gochamber.org.

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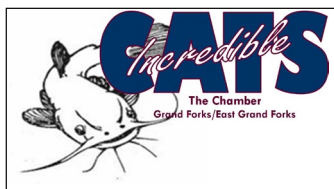
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Cats Incredible Lottery Drawing to be Held March 16th, 2011

On February 15th, The Chamber started accepting entry applications for the 2011 Cats Incredible tournament. The top 15 finishing teams from the previous year are guaranteed entry as long as the team stays the same and the entry



is submitted by the 15th of February. This year, all

15 teams turned in applications and will be competing in the 2011 tournament.

As of this time, The Chamber has received over 160 applications to fill the 150 available slots. The lottery drawing to determine the 150 teams that will compete in the The Chamber/Cabela's 24th Annual Cats Incredible fishing tourna-

ment will be held on March 16th at 7:30pm at the Eagles Club in East Grand Forks.

Once the teams have been drawn to fill the tournament, the remaining applications will be on a waiting list to compete. Cats Incredible will be held July 30 & 31, 2011 on the banks of the Red River. A community festival is also planned along with the tournament in LaFave Park, behind Cabela's.

The drawing will start at 7:30pm at the Eagles Club in East Grand Forks in conjunction with the Red River Valley Catfish League's Annual Meeting. All potential participants as well as the public are invited to attend the 7:30pm drawing.

"We continue to see great interest in this tournament. Once again,

we have entries from as far away as Arizona, Florida, Nebraska and South Dakota", said Cats Incredible Tournament Chair, Karry Kylo. "We've also got some new fun and exciting activities planned for the community on the banks of the river."

Chamber To Hosts Final Legislative Forum of 2011

The Chamber's Government Affairs Committee will be hosting the final Saturday Legislative Forum at Grand Forks City Hall in March. Forums are open to the public and begin at 9:30am until 11:00am.

March 19, 2011

The forums are a platform for the public to interact with our legislators and ask questions of them. They are open to the public to attend.

Thank You For Renewing Your Membership

The following businesses know the value of their Chamber Membership and have renewed their membership in The Chamber - GF/EGF. Please visit them for your purchasing needs.

5 - Star Collision & Glass Center
AmericInn Motels & Suites
Associated Construction
Barb Lander
Cariveau Brothers Construction
Center Court Fitness Club
City of Grand Forks
Culver's of Grand Forks
Curtis Fischer Tax Services
Curtis Tanabe, D.D.S.
Dell-Comm, Inc
Evergreen Insurance
Farm & Ranch Guide
Gate City Bank
Gate City Bank - 24th Ave South
Gate City Bank - DeMers Avenue
GGF Convention & Visitors Bureau

Grand Forks Center for Sleep
Grand Forks County Soil Conservation District
Grand Forks Public Library
Grand Forks Senior Center
Home of Economy
J. S. Home Inspection
John Clayburgh, D.D.S.
LaFarge Dakota, Inc
Liberty Tax Service
LM Wind Power
Merry Maids
Minnkota Enviro Services, Inc.
Morelli's
Orbitcom
P.D. Sproule
Premier Signs, LLP

Ramada Inn
Red River Valley Motorcyclists
Red River Valley Potato Marketing Association
Rhino Contracting
Riverview Clinic
Rose Flower Shop
Sacred Heart Catholic School
Seven Clans Casino
Stamart Truck Stop
Stennes Funeral Home
Steven Swanson, D.D.S.
Taco John's
Tractor Supply Co.
Village Family Service Center

Welcome New Members

Red River Valley Motorcyclists

Tim Gowan
PO Box 13864
Grand Forks, ND 58208-3864
(218) 695-2820
info@rrvmnd.org
www.rrvmnd.org

The Red River Valley Motorcyclists (RRVM) is an all-volunteer, registered North Dakota non-profit organization in Grand Forks. The RRVM Annual Motorcycle Show has generated \$69,500 for area charities since 2001.

JTC, Inc

822 S 46th St
Grand Forks, ND 58201
701-746-0600
todd@jtc-construction.com
www.jtc-construction.com
JTC Inc. is a general contractor and developer located in Grand Forks, North Dakota. The company was formed in 2007 by Todd Innes and John McLeod. JTC Inc. specializes in commercial development and construction.

Perkins Restaurant (Columbia Rd)

Tim Brandt
1305 S Columbia Rd
Grand Forks, ND 58201
701-746-0493
obent@midconetwork.com

Sadie's Couture Floral & Event Styling

Sadie Gardner
Grand Forks, ND
701.317.3255
sadie@sadiesfloralnd.com
www.sadiesfloralnd.com
We are a full-service floral & event design company. We use fresh flowers to create events that are unique, elegant and memorable for your special occasion. Through personal consultation we create beautiful, fresh floral designs that will perfectly enhance your event. Consultations are by appointment only.

Ambassador Ribbon Cuttings

Ribbon cutting's are held for new businesses, remodels, new construction, new locations, etc. If you would like to schedule a ribbon cutting from The Chamber's Ambassador group, contact Jennifer Walsh at The Chamber, 701-772-7271 or jenniferw@gochamber.org



You & Eye Eyewear

The Ambassadors helped welcome new business and chamber member, You & Eye Eyewear with a ribbon cutting.



Heavenly Stitches

The Ambassadors helped welcome new business and chamber member, Heavenly Stitches with a ribbon cutting.

National Ag Day - Did You Know?

Mike Hergert, RRV Farm Network & Chair of The Chamber's Agribusiness Committee

March 15th is National Ag Day. It falls during National AgWeek, March 13-19, 2011, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by American agriculture.

As the world population soars, there is even greater demand for the food, fiber and renewable resources produced in the United States. Agriculture provides almost everything we eat, use and wear on a daily basis, and is increasingly contributing to fuel and other bio-products.

According to actual business records of 245 Red River Valley Farms enrolled in the Farm Business Management program at Northland Community and Technical College, the average farm spent \$651,196 in 2009.

The next time you find yourself driving around, put some dollar signs on a couple things you pass by. Polk County, MN farmers raised 17 million bushels of spring wheat in 2009; at the current price of \$9 a bushel, that crop would be worth more than \$150 million. Grand Forks County's wheat crop is valued at about \$90 million.

During the sugarbeet processing campaign, the American Crystal Sugar Company factory in East Grand Forks ships more than \$1 million worth of sugar daily. American Crystal Company sent out \$521 million in beet payments to growers for the 2009 crop.

America's farmers provide food and fiber for 155 people in the US and abroad, and fuel this region's economy.

BRIDGING THE FINANCING GAP

Sometimes projects need a boost when trying to cross over from concept to reality. AE2S Nexus helps bridge that gap. We focus on creating solid plans, aggressively pursuing funding options, and assisting you with implementation to make sure your project is on solid ground.

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www.AE2SNexus.com



A Month in Pictures



Northstar Telcom Business After Hours



Buxton Study Public Info Roll Out



Mayor's State of the City Lunch



Mayor's State of the City Lunch



Northstar Telcom Business After Hours

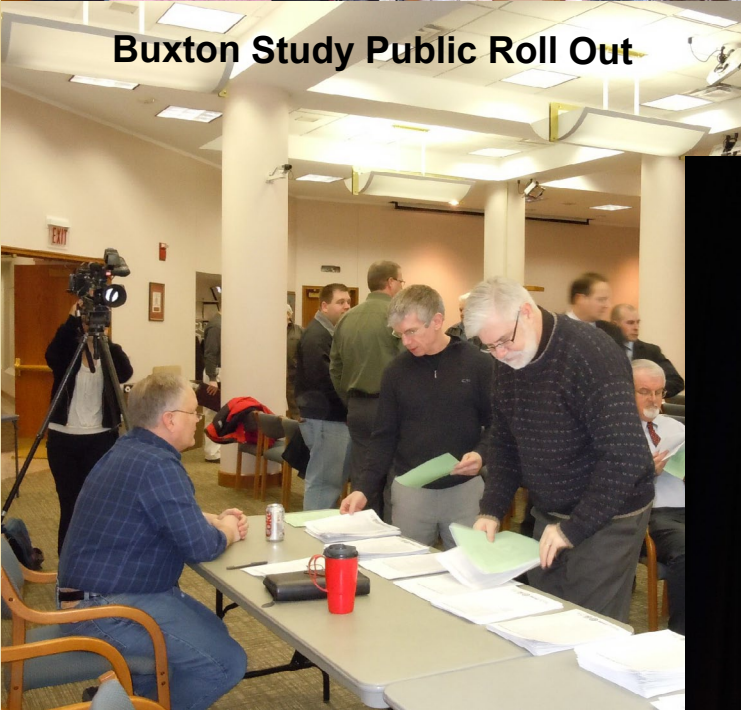
A Month in Pictures

February Brown Bag Seminar



Northstar Telcom BAH

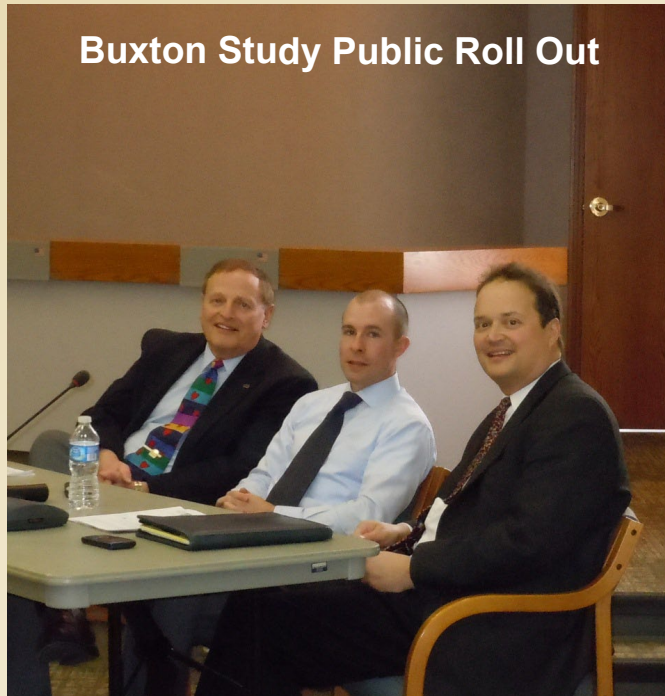
Buxton Study Public Roll Out



Mayor's State of the City Address



Buxton Study Public Roll Out



Northstar Telcom BAH



Johnson Name CEO of Choice Financial

The Choice Financial Board of Directors named **Brian Johnson** as chief executive officer of the bank on February 2, 2011.



Johnson has been with the company since 1999, and most recently held the position of chief operating officer. He has also held the position of chief credit officer, and served as market president for the bank's

Grand Forks and Walhalla locations. Johnson is a member of the company's board of directors, senior credit committee, and executive management team.

"Mr. Johnson has played a key role in the on-going growth and success of our company," states Tom Campbell, Choice Financial board chairman. "With his en-

ergy, passion and unmatched commitment to his customers, we have experienced significant growth and kept our Midwestern roots at the core of our business."

Johnson, a native of Walhalla, N.D., graduated from Jamestown College with a business management and economics degree. He serves on the Grand Forks-East Grand Forks Chamber of Commerce board of directors and was named a Rising Star by Northwestern Financial Review in 2006. Brian and his wife Necole reside in Grand Forks with their four children.

Alerus Financial Receives Awards

Alerus Financial is pleased to announce it has received four Service Industry Advertising Awards (SIAA), including:

- Gold – Newspaper Ad-Series – Debit Rewards "More"
- Gold – Corporate Brochure

- Silver – Television Ad-Series – GenX [link to YouTube videos]

- Silver – Annual Report

Of the nearly 2,000 applicants, only 390 awards were given. SIAA are the only advertising awards to specifically recognize the achievements of the service industry. More information about SIAA can be found in this fact sheet.

Encourage Your Employees to Join the YP's

Do you have young professionals working at your company? Would you like them out networking, meeting other young professionals and developing lifelong business relationships to sustain or advance your company?

Continued on pg. 9

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Member FDIC



Business Briefs

The Greater Grand Forks Young Professionals organization provides this opportunity. The group of local young professionals is committed to enhancing our community, creating connections and investing in each other.

Encourage your young, talented employees to take the first step by offering to pay their membership fees. Only \$35 for a year's worth of connection-building, skill developing, community engagement and merrymaking! Membership form is available at ggfyp.com/ about or see what this vibrant group's been up to at ggfyp.areavoices.com. If you should have any questions regarding membership you can email Charlene Wifall at marketing@ggfyp.com.

Jackson Joins Gaffaneys Office Solutions

Gaffaneys Office Solutions of Grand Forks is pleased to welcome **Dennis Jackson** to the staff as a Commercial Office Furniture Account Executive. Dennis brings over 15 years of experience to the furnishings team

at Gaffaneys and will be responsible to serve clients in Grand Forks, East Grand Forks, and the surrounding communities.



Dennis has extensive experience in the areas of space planning, office design, and in providing furnishing solutions to a wide variety of clients. As a part of the team at Gaffaneys Office Solutions,

Dennis brings a background of working closely with architects, interior designers, and general contractors on new construction projects and interior remodels.

Tweten Promoted at Gate City Bank

Gate City Bank has promoted **Lori Tweten** to Assistant Vice President.



Tweten is the Customer Service and Sales Supervisor at the Bank's Grand Forks Downtown Office, located at 501 DeMers Avenue. She graduated from the University of North Dakota and

has been employed with Gate City Bank since 1983.

Tweten lives in Grand Forks with her husband, Thomas, and has two sons.

Nistler Promoted at Choice Financial



Paul Nistler of Choice Financial has been promoted to Assistant Vice President – Business Banking for the Grand Forks market.

Continued on pg. 10

Bachelor's Degree Offered in Grand Forks:

- Business **NEW!**
optional concentrations in Human Resources, Management, Marketing
- Organizational Leadership **NEW!**

Graduate Degrees Offered in Grand Forks:

- MBA: Executive, Management, Health Care, Human Resource Management
- Master of Science in Strategic Leadership

Online Degrees:

- MBA: Accountancy, Health Care, HR Management, Management
- Master of Science in Strategic Leadership
- Master of Project Management
- MSN: Nurse Administrator, Nurse Educator
- Diploma/ADN to MSN: Nurse Administrator
- RN to BS, Major: Nursing
- Bachelor's in Business
optional concentrations in Human Resources, Management, Marketing
- Bachelor's in Accounting
- Bachelor's in Organizational Leadership

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Classes are held at 1407 24th Avenue South, in the Southpoint Business Center.

Learn how you can live your life and earn your degree at a free information session

Tuesday, March 24, NOON – 1 PM*
or call Lindsie at 738-8320

* Lunch will be provided. Please RSVP by noon, March 21, to kexner@umary.edu.



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Business Briefs

Nistler has worked at Choice Financial since 2008, most recently as a Credit Analyst. He has 21 years of banking and small business experience since earning his bachelor's degree in Banking and Finance from the University of North Dakota, Grand Forks, N.D.

Altru Names Wehe COO

Altru Health System announced this week that **Brad Wehe** will assume the position of Chief Operating Officer.



"Brad has provided strong leadership for health care throughout the region," said Dave Molmen, Altru's Chief Executive Officer. "The next several years will be exciting times as we continue to look for ways to reinvest in the communities we serve. With Brad's leadership and the commitment of our physicians and staff, Altru will continue to reach ever higher to deliver the best health care available."

As COO, Wehe is responsible for the coordination and oversight of daily operations of the health system. He participates with the President, Chief Executive Officer, and Board of Directors in charting the course of the health system in meeting the needs of the community.

Part of Altru since 1989, and in leadership roles since 1991, Wehe most recently served as Administrative Director of Regional Operations. In this role, he worked closely with regional partners to identify the needs of all the communities we serve. "I want to carry these experiences through to this new role as we look for ways to build programs and services to fit the needs of region's diverse communities," stated Wehe.

A Grand Forks native, Wehe has been part of many key health-related initiatives. Most recent has been his collaboration with the Grand Forks Park District in the development of Choice Wellness Center. Wehe serves on several boards including the North Regional Health Alliance, Mayo Physical Therapy Alumni Association, and Mayo School of Health Related Sciences. In addition to achieving a doctorate in physical therapy, he is also a member of several national associations.

EAPC Teams With Meteodyn

EAPC Wind Energy, a full service wind energy consulting firm with offices in Grand Forks, ND, Norwich, VT, and Buenos Aires, Argentina, has entered into a Sales Representation agreement with Meteodyn of Nantes, France, with North American Headquarters in Philadelphia, PA, to sell Meteodyn WT, the world's leading Computational Fluid Dynamics (CFD) software tool for wind resource assessment in complex terrain.

As the number of wind energy projects continues to grow, the number of projects being planned in complex terrain is increasing as the less complex sites have already been developed. This creates a greater need for sophisticated tools such as Meteodyn WT to model the wind flow and accurately predict wind energy production and turbulence, where the traditional models are no longer valid.



Jay Haley, a Partner with EAPC says, "We are very pleased to be representing Meteodyn WT. We have looked at a number of CFD software packages in the last few years and have concluded that Meteodyn WT is the best available. We use it in our own consulting work and see it as complimentary to WindPRO and WASP, the industry standard software tools that we also sell and use daily in our practice.

WindPRO and WASP are well proven in less complex terrain, and Meteodyn will fill the gap when we are working on more complicated sites with steep terrain or forested regions."

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PRAIRIE HARVEST MENTAL HEALTH



Hosted by **Alerus Center**

Thursday, March 17, 2011

4:45pm - 7:00pm

Hosted by:



Free Admission

Complimentary hors d'oeuvres and drinks ~ Lots of Great Door Prizes ~ Progressive cash drawing is at \$300! ~ NO RSVP Needed

The Alerus Center invites all Chamber Members and employees to help celebrate their 10th Anniversary at their Business After Hours on March 17th. Stop by and take advantage of great networking opportunities while you are there. You might even win \$300 in our progressive cash drawing! We'll draw the name of one Chamber Member business. If someone from that business is

Business After Hours is a great time to network, catch up with friends, coworkers and clients in a fun and casual way. Spread the word and plan to attend the next Business After Hours.

A Chamber & SCORE Brown Bag Seminar

LIMITING FRAUD IN THE WORKPLACE



This workshop is intended for business owners and business managers who want to decrease the likelihood of fraud in the workplace. Many businesses experience significant losses due to misuse or theft of assets. We will examine common methods used by fraudsters and discuss several preventative and evaluation measures businesses can use to protect their assets. These methods will range from simple in-house solutions to more complex outsourced solutions.

Presented By: Robert Dosch

Robert is an Associate Professor in the UND Department of Accountancy. His teaching responsibilities include auditing and fraud examination courses.

Seating is limited. Sign up soon!

Reservations can be made at

772-7271 or email info@gochamber.org with the

names of those attending.

RSVP deadline is March 22, 2011.

Wednesday March 23, 2011

11:30am – 1:00pm

The Chamber

202 N. 3rd St, Grand Forks

\$20/Person (Includes Lunch)

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

Member Referrals Made By
The Chamber In 2011:

346

Total for February: 201

Certificates of Origin Signed
By The Chamber In 2011:

4

Total for February: 3

New Resident Packets
Distributed By The Chamber
In 2011:

43

Total for February: 26

Check Out The Chamber Calendar of Events Here
www.gochamber.org

Number of Member Exposures for February (statistic includes internet search engine visits): 467,229

Top Member Directory Views/TCS Page Views for February

	<u>Dir.</u>	<u>TCS</u>		<u>Dir.</u>	<u>TCS</u>
Lisa's Soy Scents	586	89	Greenmill Restaurant	55	10
Garbonzo's Pizza & Arcade	580	17	Aaltos	556	6
Happy Joe's	571	14	Blue Moose Bar & Grill	555	5
Space Aliens	570	13	4th Street Eatery	555	N/A
1st Liberty Fed. Credit Union	565	30	Ameriprise Financial-Debbie Albert	553	7
Dakota Harvest Bakers	560	N/A	Applebees	553	N/A
McDonalds Gateway Dr.	559	N/A	Mama Maria's Italian Restaurant	553	N/A

2011 Regional ATHENA Award Nominations Now Being Accepted!

**Would you like to recognize an outstanding individual
for his or her leadership qualities?**

The ATHENA Award honors individuals for professional excellence, for providing valuable service to their community and for assisting women in their attainment of professional goals and leadership skills.



Nomination submission deadline is Friday, March 18, 2011.

For more information and a nomination form please visit:
www.gochamber.org or contact Kim at 772-7271.

The recipient will be announced at a reception on
May 26, 2011.