

Promoting the Alexandria Lakes Area as the ultimate destination to “live, work, play and prosper.”

## Official Newsletter of the Alexandria Lakes Area Chamber of Commerce

NOVEMBER 2020 | VOLUME 112 | ISSUE 11

# Positivity is a choice

By Tara Bitzan, Executive Director, Alexandria Lakes Area Chamber of Commerce

Positivity is a choice. Sometimes it is a very challenging one. When Chamber Board President Robyn Snyder of Winning Edge chose “*Be Positive, Do Positive*” as the Chamber theme for the year, no one had any idea what was in store for us. A downtown fire, a pandemic, racial tensions, political unrest... all make it quite challenging to stay positive. However, in many ways, all of those challenges made it easier for some to DO positive.

It’s during times of challenge that many people, businesses and organizations rise up and magnify their good deeds. The fire destroyed homes and businesses. People lost jobs. The community rallied. Donations of clothing, food, water, supplies and money were abundant. The pandemic hit forcing businesses to close and nonprofits to cancel fundraising events. The community rallied. Gift cards and take-out orders increased and donations came in to nonprofits despite event cancellations. When racial tensions flared due to bad things happening elsewhere in the state and nation, the community rallied. Peaceful protests, walks and rallies were held, and new educational campaigns were created. POSITIVE THINGS HAPPENED!

Throughout 2020 people have felt afraid, sad, dejected, anxious, concerned and so many other feelings in varying degrees. The good news is those feelings can often be overcome by “positive” feelings of gratitude, celebration, appreciation and thankfulness.

Don’t give up now Alexandria! It’s not easy but we can do this. Think positive, act positive, do positive. Soon this will be behind us!



## Membership Directory

The Chamber is working on the 2021 Membership Directory and we need your help! Each member was mailed a request form for updating your profile information. If changes need to be made to your account, please indicate those changes on the form and return it to the Chamber, or log in to your online member portal to update the information. Advertising opportunities are also available in the directory!

Questions? Call 320-763-1489 or email [jess@alexandriamn.org](mailto:jess@alexandriamn.org).

## Upcoming Chamber Events

### Listen & Learn

“*Resilience in Manufacturing*” by Jim Seifert of Fafinski Mark & Johnson, PA  
Thursday, November 5 from 8:30 - 9:30 am  
Virtual Event - visit [www.alexandriamn.org](http://www.alexandriamn.org) for registration link

### Wake Up Alexandria!

Friday, November 6 from 7:30 - 8:30 am  
Alexandria Area YMCA |  
Virtual Event - visit [www.alexandriamn.org](http://www.alexandriamn.org) for registration link  
Nonprofit of the Day: St. Mary’s School

### Wake Up Alexandria!

Friday, November 20 from 7:30 - 8:30 am  
Bruckner Mediation |  
Virtual Event - visit [www.alexandriamn.org](http://www.alexandriamn.org) for registration link  
Nonprofit of the Day: Butterfly Hill Nature Preschool



Visit Alexandria MN



Alexandria Lakes Area Chamber of Commerce



[alexlakesareachamber](https://www.instagram.com/alexlakesareachamber)

Chamber Horizons, USPS 330070, is published monthly by the Alexandria Lakes Area Chamber of Commerce.  
Periodicals postage paid at Alexandria, MN 56308. Postmaster: Send address changes to

Alexandria Lakes Area Chamber of Commerce | 206 Broadway St, Alexandria, MN 56308  
320-763-3161 | [www.alexandriamn.org](http://www.alexandriamn.org)

# Chamber News

## Board slate approved

At its October meeting, the Chamber Board of Directors approved its final slate of candidates. These board members will begin their three year terms in January 2021.

**Craig Buysse**  
Anderson Funeral Home  
(representing Professional Services)  
Term #2 effective 1/1/21 thru 12/31/23

**Matt Gilbertson**  
Viking Bank  
(representing Banking/Finance)  
Term #2 effective 1/1/21 thru 12/31/23

**Lynn Jenc**  
Alexandria Public Schools  
(representing Education)  
Term #2 effective 1/1/21 thru 12/31/23

**Kelly Jenzen**  
Johnston Law Office  
(representing Professional Services)  
Term #1 effective 1/1/21 thru 12/31/23

**Brad Lenertz**  
Alexandria Clinic-Alomere Health  
(representing Healthcare)  
Term #1 effective 1/1/21 thru 12/31/23

**Shari Prause**  
Arrowwood Resort & Conference Center  
(representing Lodging/Tourism/Hospitality)  
Term #1 effective 1/1/21 thru 12/31/23

## Market your events!

Want to get the word out about your event? Add it to the Douglas County Community Calendar. It's easy! Visit [www.alexmncalendar.com](http://www.alexmncalendar.com) and click "add an event." Qualifying Chamber member events will be included in the Events at a Glance eBlast, reaching more than 1,000 emails weekly.

For information, call Katie at 320-335-2869 or email [membership@alexandria.mn.org](mailto:membership@alexandria.mn.org).

## USPS Statement of Ownership, Management and Circulation

**UNITED STATES POSTAL SERVICE®** Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)

1. Publication Title: **Chamber Horizons**  
2. Publication Number: **133-0070**  
3. Filing Date: **10-1-2020**  
4. Issue Frequency: **Monthly**  
5. Number of Issues Published Annually: **12**  
6. Annual Subscription Price: **\$15**  
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®):  
**206 Broadway St, Alexandria, MN 56308-1417**  
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer):  
**206 Broadway St, Alexandria, MN 56308**  
9. Full Name and Complete Mailing Address of Publisher, Editor, and Managing Editor (Do not leave blank):  
**Tara Bitzan**  
**206 Broadway St, Alexandria, MN 56308**  
10. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box:  None

11. Publication Title: **Chamber Horizons**  
12. Issue Date for Circulation Data Below: **November**

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	236	236
b. Paid Circulation (By Mail and Outside the Mail)	12	12
c. Total Free or Nominal Rate Distribution (Sum of 15a, 15b, 15c, and 15d)	224	224
d. Total Free or Nominal Rate Distribution (Sum of 15a, 15b, 15c, and 15d)	236	236
e. Total Free or Nominal Rate Distribution (Sum of 15a, 15b, 15c, and 15d)	0	0
f. Total Distribution (Sum of 15b and 15e)	236	236
g. Copies Not Distributed (See Instructions to Publishers #4 (page 93))	0	0
h. Total (Sum of 15f and g)	236	236
i. Percent Paid (15b divided by 15h times 100)	100%	100%

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13. Electronic Copy Circulation

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies	0	0
b. Total Paid Print Copies (Line 15b) + Paid Electronic Copies (Line 13a)	12	12
c. Total Paid Distribution (Line 13b) + Paid Electronic Copies (Line 13a)	12	12
d. Percent Paid (Both Print & Electronic Copies) (13b divided by 15h x 100)	5%	5%

17. Publication of Statement of Ownership:  If the publication is a general publication, publication of this statement is required. Will be printed in the **November** issue of the publication.  Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: **Tara Bitzan** Date: **8-25-20**

## Planning for 2021?

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# Wake Up Alexandria

Wake Up Alexandria is a networking event held the first and third Friday of each month from 7:30 to 8:30 am at a Chamber member location. A dollar gets you in the door, with all proceeds donated to a nonprofit Chamber member.

## October Hosts



**Habitat for Humanity of Douglas County | Oct. 2**  
1211 N Nokomis St. NE  
Nonprofit: Jingle Bells Foundation

Habitat for Humanity of Douglas County was established in 1997 and through the help of many volunteers has provided safe, affordable home ownership for many families within Douglas County.



**Straight Up with Irmadene | Oct. 16**  
Nonprofit: Productive Alternatives

Irmadene Hanson is the CEO of Straight Up Leadership, a Personal Growth and Development Company. She is a consultant, trainer, coach and author who specializes in individual and team relationships, the importance of asking key questions, mindset and empowerment.

# Listen & Learn

Listen & Learn is a one-hour virtual event hosted by the Chamber. It offers information, education and resources on topics that impact the community. Call 320-763-3161 or email [info@alexandriamn.org](mailto:info@alexandriamn.org) for details. The event is no charge and open to the public.

**Thursday, November 5 from 8:30 - 9:30 am**  
via virtual event. Register at [www.alexandriamn.org](http://www.alexandriamn.org).

## Resilience in Manufacturing Building COVID-19 Resistant Businesses

This virtual event presented by Jim Seifert, head of Manufacturing Practice at Fafinski Mark & Johnson, PA, is geared toward manufacturers but relevant to all businesses. Seifert will examine the three scenarios of the COVID-19 pandemic and the implications of these for manufacturers, discuss which manufacturers are thriving amid the global pandemic and why, and share suggestions on how to continue to build COVID-19 resistant businesses.



Jim Seifert, head of Manufacturing Practice at Fafinski Mark & Johnson, PA

Seifert holds a master's degree in Manufacturing Systems and is a licensed patent attorney who spent the last 36 years serving as the Chief Legal Officer to several iconic Minnesota manufacturers including Ecolab.

## Advertise your job opening!

Looking to expand your team? The Alexandria Chamber recently launched a new and improved job board! While you're sharing your job opportunities on social media, don't forget the Chamber also has a place on its website to post your available job openings AND view submitted resumes. Simply log into your online portal and click "submit a job". For questions, reach out to Chamber staff at 320-763-3161 or [info@alexandriamn.org](mailto:info@alexandriamn.org).



QUESTIONS?  
OR QUOTES?

Contact:  
**Bruce Strandskov**  
Cell: 320-760-1507  
[bruce@rosecityinc.com](mailto:bruce@rosecityinc.com)

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# Membership Team

Volunteers on the Membership Team visit new member businesses to welcome them to the Chamber. They also serve as mentors and liaisons, supporting new members with introductions, information, and education on membership benefits.

## October Visits



**John Buck Accounting, PLLC**  
John Buck, Owner

John Buck Accounting, PLLC of Alexandria offers personal and corporate tax return filing, bookkeeping and financial statements for small business and more. John has been providing accounting services for 7 years.



**McCarten Design**  
Courtney Bitzan & Kari Ziesemer, Owners

McCarten Design is owned by Kari Ziesemer and Courtney Bitzan. The full-service home design company offers building design, interior design, budget development and project management, as well as property maintenance services.



**Glow. Airbrush Tan Studio**  
Nicole Mehrer & Allie Janssen, Owners

Glow. Airbrush Tan Studio is owned by Nicole Mehrer and Allie Janssen. Both are trained in airbrush tanning and use all-natural solutions to create a customized color to offer classic, rapid, or bridal glows.

## Welcome! *October new members*

### Palmer Creations

Jim Palmer  
107 East Minnesota Ave.,  
Glenwood  
(320) 634-4024  
jim@palmercreations.net  
www.palmercreations.com

### Salvation Army of Douglas County

Roger Schultz  
805 Fillmore St.  
(979) 219-6602

### WELL & Company

Sandy Lauer  
1103 Broadway St., Ste. 102  
(320) 314-3828  
information@  
wellandcoalex.com  
www.wellandcoalex.com

### Pinnacle Consulting Group

Scott Gullickson  
22393 Sunrise Dr., Glenwood  
(320) 424-0729  
scott@scottgullickson.com  
www.scottgullickson.com

### Spot On - Lindsa Heinecke

Lindsay Heinecke  
(262) 565-7028  
LindsayH@spoton.com

*Please consider these new members for your personal and professional needs, and welcome them to our network!*

## Stay in the know!

Stay up-to-date on local news and events by subscribing to Chamber email communications. Whether you want to receive all communications or just specific types, we'll get you set up!

Contact Katie at 320-335-2869 or [membership@alexandriamn.org](mailto:membership@alexandriamn.org) for assistance.



Cyndi, Care Transition Coordinator

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# Ambassadors

The Ambassadors are volunteers who extend the public relations arm of the Chamber. They attend business open houses, groundbreakings and ribbon cuttings; welcome new businesses to the area; and commemorate relocations and major remodels. They are out making business visits the second Wednesday of every month.

## October Visits



### Living Tree Massage/Bodywork | Expansion

Michelle Lehn, Owner/Certified Massage Therapist & Reiki Master

Living Tree Massage/Bodywork recently expanded into the suite next door and added The Grove. This is a multi-use, rentable space for micro-weddings, baby/wedding showers, game night and other small gatherings.



### Mobile Shenanigans | New Business

Kevin Ricker, Owner/Driver

Mobile Shenanigans serves the Alexandria area and beyond. It offers 18 and 25-passenger buses for weddings, sporting events, private parties and more. It provides pick up and drop off services at locations of the customers' choosing.



### RM Tattoo & Body Piercing | New Location

Molly Fitzgerald, Tattoo Artist; Randy McKernan, Owner-Operator/Tattoo Artist

RM Tattoo & Body Piercing moved into its new location at 1203 Broadway St. in early spring after a fire destroyed its previous location downtown in February. The company specializes in custom tattoos and body piercing.



### Tacker's Barbershop | New Ownership

Jesse Truijlo, Self-employed Barber; Jeff Tacker, Owner/Barber

Tacker's Barbershop, formerly Kyle's Barbershop, is now owned by Jeff Tacker. After purchasing the shop, Tacker completed a major remodel with new floors, paint and décor. The staff specializes in men's cuts and good conversation.

## Market through eBlasts!

Chamber eBlasts are an effective benefit of membership that can get your information out to more than 1,000 emails. For every five eBlasts a member sends in a year, they receive one free! Contact Lauren at [marketing@alexandriamn.org](mailto:marketing@alexandriamn.org) or 320-763-3163 for details.



*Happy Thanksgiving*  
We are thankful for all our loyal customers!

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# Business Buzz

The Minnesota Retailers Association recognized **Past & Present Home Gallery** with its Customer Experience award in the 2020 Minnesota's Retail Champions program. Owners Jeff and Lynelle Lanoue were honored at the Retail Rally event held virtually October 7. Minnesota Retailers Association representatives will present the award during an event at Past & Present Home Gallery on Tuesday, November 10 at 3 p.m.

Fred Ruic, an employee of **Alexandria Industries**, received the 2020 Emerging Leader Rising Award from the National Tooling and Machining Association (NTMA). Ruic will be recognized during Manufacturing Engage 2020, a precision manufacturing conference powered by NTMA.

**Connect Interiors** (previously Hannaher's Workplace Interiors) received its national certification as a Women's Business Enterprise by the Women's Business Enterprise National Council. Connect Interiors also received certification as a Women Owned Small Business by the Women Owned Small Business program.

The **Runestone Electric Association** (REA) Board of Directors announced the hiring of Al Haman as CEO of the electric cooperative. Haman has served as interim CEO since March. He will continue as REA's Manager of Operations and Engineering, a role he has served in since 2008.

**JLG Architects** placed 101 on the Architectural Record Top 300 Firms this year. The Top 300 list ranks architecture, architecture/engineering, and architecture/engineering/construction firms that are headquartered in the US by revenue.

**Mid-Minnesota Federal Credit Union** put together care packages for emergency responders in Douglas County and delivered them throughout the county. This was part of an annual tradition called Credit Unions Forward Day, which gives credit unions an opportunity to "pay it forward" in their communities on Monday, October 12.

To include your business news in the Chamber Horizon Newsletter, email information to Lauren at [marketing@alexandriamn.org](mailto:marketing@alexandriamn.org).



## Looking for a job or looking for an employee?

On October 22, the Minnesota Department of Employment & Economic Development (MNDEED) launched a new campaign called **#GoodJobsNow** highlighting career opportunities across the state - and the Douglas County area is no exception to those opportunities!

The simple goal behind this campaign is to connect job-seekers and employers. MNDEED launched an interactive map with videos and posts from Minnesota employers highlighting their openings and we want YOUR BUSINESS to join in with videos and social media posts highlighting your openings!

These videos or social media posts should include the hashtag **#GoodJobsNow**, and address some of the following topics:

- Your name and company
- One unique aspect about your company or culture that job seekers should know?
- What jobs are you hiring for?
- What skills are you looking for?
- Do you offer on-the-job training for those skills?
- How can people learn more about these opportunities?

We strongly encourage you to take part in this campaign and post to social media as well as share your posts with the communications director of MNDEED, Jen Gates. She can be reached at [jen.gates@state.mn.us](mailto:jen.gates@state.mn.us) or 651-358-0300.

Don't forget to tag the Alexandria Lakes Area Chamber of Commerce on social media to reach our followers too - @alex-lakesareachamber!

*"A smile is happiness  
you'll find right  
under your nose."*  
- TOM WILSON

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