

Edina Chamber of Commerce

— Business to Business —

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www.edinachamber.com

General Membership Meeting

Wednesday, March 25th, 11:30am to 1:00pm
Edina County Club

Michael Belot is the Tournament Director for the PGA of America and the 2009 PGA Championship at Hazeltine National Golf Club. He is responsible for all of the planning surrounding the 2009 PGA Championship- from parking and traffic, to marketing and public relations, he is kept very busy.

Michael is originally from Kohler, WI and a graduate of Kohler High School. He graduated from the University of Minnesota with a major in Sport Management and minor in Business Administration from the Carlson School of Management. He is currently in pursuit of an MBA from the University of Saint Thomas.

Michael has already gained in-depth and varied experience in his short career. He was an Operations Intern for the 1999 Greater Milwaukee Open. While attending the University of Minnesota, he worked for the Men's Athletic Department helping to organize a variety of events such as the Great Gopher Sports Auction and a number of donor events along with many other activities. While working and attending school, he was hired as an Operations Intern by the 2001 NCAA Final Four in Minneapolis where he helped to plan and organize many of the events associated with this prestigious tournament.

Shortly after graduation, he was hired to be the Operations Coordinator for the 2002 PGA Championship at Hazeltine National Golf Club. The PGA of America promoted Michael to Operations Manager and moved him to the 2004 PGA Championship at Whistling Straits in Kohler, WI. After finishing his assignment at the 2004 PGA Championship, Michael went to Medinah Country Club for the 2006 PGA Championship where he was promoted to Tournament Director. Upon conclusion of that Championship, Michael moved back to Minnesota to begin work on the 2009 PGA Championship as Tournament Director.

While in the midst of preparing for the 2009 PGA Championship, Michael has already been assigned as the Tournament Director for the most prestigious golf event in the world, the 39th Ryder Cup Matches, to be held at Medinah Country Club in Medinah, IL.

Michael and his wife Katie reside in Eden Prairie, MN with their son Oliver.

RSVP the chamber at 952-806-9060 by March 23rd at noon.



Government Relations

Get ready for impact of state budget cuts

By David C. Olson



Death, taxes and budget cuts. When asked about the things in life that are certain, the first two are the most common response. It's time to add "budget cuts" to the list at least for 2009.

By this June, Minnesota will have a new biennial budget. The ledger must be balanced as required by our State Constitution. Right now the shortfall between expected revenues and spending in current law is \$4.8 billion. After the February forecast, the gap will likely grow to at least \$6 billion or almost 20 percent of the state's general fund.

Budget cuts are as certain as the sunrise. Even if the state's big-spenders have their way and we require our state's job-producers to pay higher taxes, it won't close a \$6 billion hole. Reductions in expected state spending are inevitable.

Let me make it very clear that this will be painful. It is a lot more fun to increase spending than it is to make cuts. Given this reality, what should business leaders and chamber of commerce executives do? It is time to tell the public sector, including and especially its "vendors," to start immediately to figure out how to get the job done with reduced resources.

This is not a license to tell government to "run like a business." Its responsibilities are too broad. But some common-sense practices do apply. And, the sooner we share them, the better.

First, protect the customers. When a business faces trouble, its last resorts are reducing services and raising prices. Governments and their vendors apparently don't understand. How many times do we have to hear that the first cuts will be police and fire protection, classroom teachers and plowing our streets? Far too often public officials go right to areas they know will scare their constituents. What are these officials thinking about? Politics, not their customers.

Second, protect your workforce. More often than not, layoffs mean good workers are permanently lost to the enterprise, and the affected workers and their dependents face chaotic, desperate times. When business improves - and it will - firms have to recruit and train all over again.

A better route for all is for employers and employees to agree on reduced wages and benefits, sufficient to make it through "the night." The enterprise keeps and continues to serve its customers. The trauma of job loss is minimized. And the organization is ready to rebound with the economy. There is still plenty of pain, but it need not be fatal.

Third, start now. The new budget in June and the accompanying cuts are around the corner. Every organization that receives a state check - whether it is school aid, local government aid or Medicaid reimbursement - should act immediately to reduce personnel costs, and, if possible, other overhead expenses. The negotiations won't be easy. Those who represent workers will predict dire consequences to customer service and offer tax increases as the only solution. Everyone should resist this public drumbeat and instead follow the example at thousands of businesses competing for private-sector business by protecting customers and keeping their employees even though it means lower wages and benefits.

Budget cuts are inevitable. But, this time, government customers and the customers of organizations supported by state and local governments need not be victims.

Local chambers and their private for-profit members can make this happen. We should gather our elected officials and the executives who manage tax-supported institutions. We should make our expectations clear: Maintain services by retaining workers at reduced expenses. The old way that holds customers hostage to tax increases is history.

Period. No excuses. No exceptions.

David Olson is president of the Minnesota Chamber of Commerce. For more information, visit the Web at www.mnchamber.com.

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steve@edina.org

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Member Services Coordinator

marketing@edina.org



From the Board Room

The 13th Annual Emerald Gala

What a wonderful evening at Interlachen Country Club again this year! We had a sold out event with 186 silent auction items and over \$6,000 in live auction items in addition to a wonderful dinner, chocolate

fountain and the Sevilles. What else can you ask for at an Emerald Gala?

It was really fun to see everyone having such a good time and really socializing. I think it has truly become an event that people put on their calendars early and look forward to all year long. This is just one of the many perks as a member of the Edina Chamber of Commerce.

We are so fortunate to have such active sponsors for events like these and such great venues to host us like Interlachen Country Club and Edina Country Club.

Arrie reminded me the other day that in her six years with the Edina Chamber, we have not had one price increase for our events or monthly GMM Lunches. That is truly a testament to the Chamber staff's management ability as well our member's commitment to supporting the Chamber with your attendance and sponsorships.

With Gala behind us, we can now look forward to another great event at Centennial Lakes in the spring with the Taste of Edina. We will kick off summer or should I say the end of winter, with great food samplings from area restaurants as well as wine tastings and a little music.

I hope to see you all there and thanks to all of you for making this year's Gala a success.

New Member Welcome

Edina Housing Foundation
4801 W. 50th St
Edina, MN 55424
(952) 826-0462
Joyce Repya
jrepya@ci.edina.mn.us

The Edina Housing Foundation is a non-profit corporation established by the City of Edina's Housing and Development Authority (HDA). The foundation provides home ownership opportunities for low to moderate income individuals as well as other non-profit housing organizations.

Edina Crime Prevention
4801 W. 50th St
Edina, MN 55424
(952) 826-0467
Mike Siitari
msiitari@ci.edina.mn.us

The mission of the Crime Prevention Fund is to maintain and enhance the safety of this community by providing education to the public and assistance to the Edina Police Department.

Hoey Law Office
7525 Mitchell Rd #217
Eden Prairie, MN 55344
(612) 214-4454
Jaclyn Hoey
hoeylawoffice@gmail.com

Hoey Law Office opened in the fall of 2008. It is a general practice firm that represents individuals and families for estate planning, family law and criminal defense issues. The goal of Hoey Law office is to provide a personalized level of service, tailored to the specific needs and goals of each client.

Kirkeby Resources/Breath Coaching
5913 Beard Ave S.
Edina, MN 55410
(952) 412-8861
Barbara Hammer
babshammer@hotmail.com

Barb Hammer coaches people, both at the company level and personal level. As a business and sales coach, she combines her twenty years of sales and marketing experience to effectively support sales teams of small to midsize companies. She has a commitment as a sales coach to improve the selling experience for the salesperson thus increasing sales revenue.

Lili
5757 Sanibel Drive
Minnetonka, MN 55343
(952) 935-5000
William Anderson
www.salonlili.com

At Lili, they have a fresh approach to hairstyles that allows them to take the art of hairstyling to a whole new level. Their talented hairdressers have been infused with fresh, new creative expressions they want to share with you. Change is good for the soul, and they want you to choose Lili to show you how change can work for you.

Molly Maid
9901 Lyndale Ave S
Bloomington, MN 55420
(952) 746-4999
Liz Schoenecker
liz.schoenecker@mollymaid.com

The home service professionals at Molly Maid will prepare a "Treatment" designed around the unique details of your home and your personal cleaning needs. You will experience a consistent, thorough cleaning with the highest level of personal service.

Morris Law Group, PA
7241 Ohms LN #275
Edina, MN 55439
(952) 832-2000
Heather Baron
heather@morrislawmn.com

Morris Law Group is a law firm dedicated to the formation of a lasting partnership with their clients through efficient and effective legal representation. They are committed to supporting and enhancing the welfare of their clients by providing top-notch legal advice and representation.

Timberline Roofing and Siding
5051 Highway 7 #270
Mpls, MN 55416
(952) 926-1910
Gordon Kaufmann
Gordon@timberlinemn.com

Timberline Roofing and Siding is a Minnesota-based company with over a decade of experience in roofing, siding, and any construction work that your home or business may need. If you have storm damage let them walk you through the process. They are insurance specialists and can assist you in every step of your claim.

The Bead Monkey
3717 W. 50th St
Minneapolis, MN 55410
(952) 929-4032
Tina Lilja
Dog28@att.net

The Bead Monkey was founded in June of 1993, by owner Tina Lilja. Tina had fallen in love with beading, at the age of 19. She chose to open The Bead Monkey in the well known trendy 50th and France area. Throughout the years, they have evolved into the largest retail bead store in the Midwest.

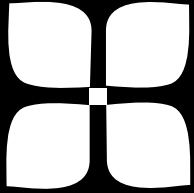
Member Announcements

destiny homes

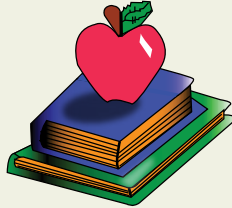
2009 BATC Remodeler of the Year Runner up

destiny-homes.com

Butch and Liz Sprenger of Destiny Homes were recently recognized as Remodeler of the Year Runner up for the past year by the Builders Association of the Twin Cities (BATC). Congratulations to Destiny Homes on this prestigious award!



EDINA
CHAMBER
OF COMMERCE



Edina Chamber of Commerce Education Committee
Presents:

2009 Teacher Of The Year
(Three \$1,000 Awards)

and

2009 High School Scholarship Awards
(Three \$1,000 Awards)

For nomination forms, please visit...

www.edinachamber.com

- All forms due by April 6th
- Return Scholarship forms to the Edina High School Counselor's Office
- Teacher of the Year Awards sent to:
Edina Chamber of Commerce
7710 Computer Avenue, Suite 134
Edina, MN 55435

Edina Chamber of Commerce 952.806.9060

Renewed Members

SHARP Upswing - *Since 2003*

Xcel Energy - *Since 1986*

Wayzata Properties - *Since 2004*

Reluminate, Inc. - *Since 2005*

Westgate Pet Clinic - *Since 1996*

Crowne Plaza Bloomington - *Since 2003*

Thank you for your ongoing support of the Edina Chamber of Commerce!

Dropped Members

Apres, Inc. Party & Tent Rentals - *Since 1995*

College Nannies & Tutors - *Since 2004*

Specialty Design Concepts, LLC - *Since 2005*

2008 US Women's Open Championship - *Since 2006*

Countrywide Home Loans - Lang - *Since 2006*



Follow this hopping bunny to the 5th Annual Easter Egg Scramble!

**Saturday, March 28th at Edinborough Park
9:00 and 9:30 a.m.**

Children ages 2-5 are welcomed \$8 per child
(this includes admission to Adventure Peak & The Playpark)

Please bring one of the following to
the chamber office by March 9th:

- Wrapped bite size candy
- Donate cash for us to buy items
- Larger chocolate Easter candies
- Easter themed stuffed animals

Call the chamber for details at 952-806-9060

At Your Business Break



JMS Custom Homes
Experience the Difference.


Join us Friday, March 6th, 7:30 a.m. to 9:00 a.m. at a Spring Preview Parade of Homes Model Home by JMS Custom Homes at 6120 Brookview Avenue, Edina

JMS Custom Homes makes building your home easy and fun

JMS Custom Homes has been building homes in the Twin Cities since 1985. In that time, we have refined the building process for our homeowners.

At JMS Custom Homes you will receive the personal attention you deserve while building your dream home. Custom designs and options for a home that meets your lifestyle.

Thanks to Minnesota State university, Mankato for hosting February's AYBB

 **MINNESOTA STATE UNIVERSITY MANKATO**
at
7700 France

MAGGIANO'S
LITTLE ITALY

Join us Friday, Friday, April 3rd, 7:30 a.m. to 9:00 a.m. at Maggiano's Little Italy® Southdale Center, Edina

There is an Italian proverb that says. "At the table, no one grows old." And so it is at Maggiano's: Time stands still when you share delicious food and drink, and good times with Family and Friends. It is by our philosophies that we strive to achieve this. We like to welcome our guests by being authentic, warm, and indulgent, while showing our sincere appreciation. Making each dish the best it can be, serve it in portions generous enough to share, at a price that makes it well worth our guests' time and money. With a delivery of perfectly executed events, attending to the details of effortless hosting, and ensuring that each guest has a memorable experience.

Ambassador from Ambassadors



Gina Halberg

Gina is the Business Development Manager for Pro Staff. Her Edina team focuses on placement of professionals in the areas of Administrative, Light Industrial, Finance and Accounting, IT, and Engineering. Gina seeks out companies with great working environments that need help growing their business and getting their work done with the help of great talent.

With locations all around the metro, Pro Staff is a professional services firm that gives job seekers the ability to take advantage of better work situations by offering long-term, short-term, contract and permanent work arrangements in leading companies. With extensive resources and access to the newest and best employment opportunities, Pro Staff will market your skills to place you in a position that meets your needs and maximizes your potential.

Gina has been with Pro Staff for over 6 years. She is a graduate from the University of Wisconsin – Madison with a degree in Human Resources and Management. Gina has been a member of the Chamber and the Ambassador Committee since 2006.

If your organization needs an extra pair of hands, or if you know anyone who is looking for their next opportunity – please contact Gina at (952) 893-0499.

Diplomat of the Month



Ari Malek

Ari Malek WSI Internet Business Consultant has been on our Diplomat Committee since early in 2005, calling on Edina Chamber members every month to survey their satisfaction with Chamber activities and to get feedback about their wishes and needs and how the Chamber may be able to address them.

Ari is the owner of WSI - Impact Web Solutions LLC, an internet marketing consulting company specializing in internet marketing, search engine optimization (SEO), search engine marketing and web development services to businesses of all sizes.

To learn more about WSI, please visit www.wsiwebimpact.com.

Ari can be reached at 952-928-9000 or by email at armalek@wsiwebimpact.com.

Women Inspiring Success in Edina

WISE

P.F. CHANG'S

C H I N A B I S T R O SM

Join us at P.F. Chang's China Bistro on Friday, March 13th, 11:45am - 1:00pm to hear from Executive Performance Coach and Human Catalyst, Jenny Evans.

Jenny Evans, founder and CEO of PowerHouse Performance Coaching, strives to continually push herself and motivate others to do the same. Evans is committed to being a catalyst that helps others reach their full potential in both their professional and personal lives.

As an Executive Performance Coach and Human Catalyst, Evans trains thousands of corporate executives across the globe on the role that performance psychology, nutrition and exercise physiology play in managing their productivity, both personally and professionally.

Evans has a Bachelor of Science degree in Kinesiology with an emphasis on Psychology, Nutrition and Mind/Body Wellness, as well as certifications as an ACE personal trainer and group fitness instructor. For over 15 years, she has educated people on overall health and performance both in-person, as well as through radio and television. She has designed and managed corporate wellness centers, regularly delivers education on teamwork and work-life balance, and has produced a yoga CD.

Evans is a top performance coach at the Human Performance Institute and is trained to teach yoga, nine types of fitness classes, and one-on-one and group personal training. She also has experience with baseline testing, program design, cardiovascular, muscular and flexibility training and nutritional counseling.

Evans is the contributing author of the book "The Corporate Athlete Advantage: The Science of Deepening Engagement" and a contributor for WhatHappensNow.com. In her personal time, Evans competes in duathlons, is an aerial arts performer and coach, and does the flying trapeze.

Jenny Evans is based in Minneapolis, Minn.

RSVP the chamber at 952-806-9060 by March 11th at noon. The event is limited to the first 36 people that RSVP.



TOMORROW'S LEADERS

A Relationship Adventure For Edina's Emerging Leaders

Edina Emerging Leaders

Topic: *Financial Strategies with Sean Wenham of Merrill Lynch*

When: Thursday, March 5th from 8:00 to 9:30am

Where: Crowne Plaza Bloomington
Highway 494 & Highway 100
5401 Green Valley Drive
Bloomington, MN 55437

Cost: \$15 for single event membership or \$50 for a six month membership

RSVP to Justin Richie at 612-723-2113

Photo Gallery



There was a great turn out for the State of The Community in February at Edinborough Park. Mayor Hovland and Superintendent Dressen update us all on Edina.



Thank you to Minnesota State University – Mankato for hosting a really fun AYBB in February.



The some of the many volunteers of the Emerald Gala 2009. Thanks for everything...



Networking with speed was the name of the game at WISE in February!

Calendar

March 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 TOMORROW'S LEADERS 8:00am to 9:30am	6 AYBB 7:30am to 9:00am	7
8	9	10	11	12	13 WISE 11:45am to 1:00pm	14
15	16	17	18	19	20	21
22	23	24	25 GMM 11:30am to 1:00pm	26	27	28
29	30	31				