

KICK OFF IS RIGHT AROUND THE CORNER

By Todd Bornhauser

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There are a couple of reasons I get excited for Memorial Day. First of all, it usually falls around my birthday, and if I am lucky, I can parlay it into a four day weekend. More importantly, it usually is the start of some very ambitious summer plans, with many more items on the To Do List than can be accomplished. It marks the start of the summer vacation season. There are always exciting plans, possible trips, and the enjoyment of great weather and friends. Northfield is no different as we plan for a very busy summer season.

What is even better than graduation - Alumni and reunions. These events bring thousands of family and friends together, to celebrate recent successes or reminisce on past accomplishments. They sleep in our lodging facilities, dine in our restaurants, and shop in our stores. It is an important economic driver in this community for the month of June.

Our hard work and efforts to promote Northfield as a tourism destination has made the Fourth of July weekend a much busier time than in years past. July also sees fields full of sporting activities and tournaments and brings in teams from near and far. To top off the fact that we are going out of our minds, we hold a Crazy Daze event, and this year, four days of Vintage Band Festival.

It starts in a very solemn manner as we remember the people who died while serving in the country's armed forces. Their sacrifice is what makes the United States the best place by far to live and be a citizen. This is quickly followed with graduation ceremonies at St. Olaf College, Northfield High School and Carleton College.

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CHAMBER BUSINESS SPOTLIGHT

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August becomes a planning month for Northfield, getting ready for the return of college students, public & private school kids, fall sports teams and numerous clubs and activities. In fact, we celebrate the end of the summer vacation season and Labor Day, one week later when we host the most famous of all Northfield festivals, Defeat of Jesse James Days.

So, do as my daughter does, and compile that bucket list of activities and events you want to accomplish this summer. There are so many things to do, places to see, stores to shop and restaurants to eat at, here in Northfield. Experience the town like a visitor and your summer will fly by. Be Local, Buy Local. Remember, the kick-off is just around the corner!



Ambassadors paid a visit the The Hideaway Coffeehouse and Wine Bar to present Joan and her staff with a Certificate of Appreciation for 10 years in business! Congratulations to Jim, Joan and their entire staff!



Business Name: TEKTON Engineers

Contact Person: Jeremy Baer

Email Address:

jeremy.baer@tektionengineers.com

Phone Number: 952-300-3340

Physical Address: 105 East 4th St
Suite 200, Northfield, MN 55057

Website URL:

www.tektionengineers.com

How did the business get started?

As every business owner knows, timing is key. Back in mid-2014, I realized that there would be an opening for a structural engineering firm located in Northfield. We began with two employees at the end of September, working out of our kitchens with the occasional meeting at the Northfield Library prior to its renovation. We opened up our office in November of 2014. Since then we have added two more employees.

What products or services do you sell?

Structural Engineering Consulting Services.

What's the one thing your business is known for over your competitors?

We strive to keep the end goal of the client in mind at every step of the design process.

Who is your target market?

Architects, heavy and light industry, manufacturers, contractors and developers, property management companies, and real estate agents. We also work with homeowners and local businesses when they require our services.

Have economic changes effected your business?

We tend are a feast or famine industry, but there is always a need for buildings and building modifications.

How do you market your business?

We market primarily by word of mouth and through our website. We done a few direct mailers and an email campaign. However, we have found hat, for professional services, shaking thands is still the best way to get things started.

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“The Northfield Area Chamber of Commerce strengthens my business by providing me the opportunities to develop and deepen relationships within the community. I have met so many folks, and learned so much about businesses that I would not have otherwise been exposed to, through my involvement in the Chamber.”

- John Thomas, Mr. JST Technology Consulting

SPOTLIGHT con't.

If you could do it all over again, what is one thing you would do differently?

Ask me that question again in 5 years. Right now we are a young company and have been very blessed with a great start, so right now I would say "nothing."

Is there anything additional you would like fellow Chamber members to know about your business?

Our name TEKTON describes our design philosophy with our customers. TEKTON is a Greek word that means "builder" or "craftsman" among other uses. The "arch-tekton" or "master builder" is where we get the word "architect." Back in the Renaissance times, the "archtekon" was the architect, engineer, and project manager. As building science has progressed over the centuries, these roles have now been divided up; but we work with the mindset of unifying the purpose of all the building professionals in order to achieve what is best for the client. The "Tekton" is someone who practices a "techne" or a craft, in Greek. This is also where we get the word "technology" from. At TEKTON Engineers we also work to combine that sense of craftsmanship and art with modern technology. Our motto is "We Support What You Do." We work to become partners with our clients, building long-lasting relationships that will last as long as the buildings we design for them. Our engineers have a wide range of experience on many types and sizes of projects. On the larger size we have experience in designing a 425,000 sq. ft. high school, multi-story manufacturing and office spaces, and large hotels and apartment buildings. On the smaller size, we have helped local businesses put on additions and homeowners build the home of their dreams. Whatever your building project, we can help.

Northfield Area Chamber
of Commerce & Tourism

11th Annual
GOLF PALOOZA

THURSDAY
June 23, 2016

11:00 am Registration
1:00 pm Shotgun Start
Dinner & Program to Follow
Willinger's Golf Club

NORTHFIELD AREA
CHAMBER
OF COMMERCE
& TOURISM

NOT JUST ANOTHER HOME & GARDEN SHOW

By Lindsay Reddy, Director of Member Services

The April 9th Northfield Area Home & Garden Show was not just your ordinary small town expo. Yes, there was a vast selection of businesses that could help with your next home improvement project, but there were so many other businesses represented. Home, garden, finance, health, lifestyle, technology and leisure. There really was something for everyone.

Nearly 550 potential customers came through the heated Northfield Ice Arena to check out what vendors had to offer. Thousands of dollars in coupons,

giveaways, prizes and donations were given out to assist businesses in their promotions. Only at the Northfield Area Home and Garden Show could you vote in the Heroes for Education contest, meet the Pink Panther, eat a pulled pork sandwich while wearing a pair of virtual reality glasses. There was a whopping 35% increase in vendors this year, 26 of them were not represented at the 2015 show! We received nothing but positive feedback from all that participated with many businesses already planning for next year!



MIKALA NORD NAMED HOSPITALITY PERSON OF THE YEAR

By Lisa Peterson, Director of Tourism

The Northfield Convention & Visitor's Bureau recognized Mikala Nord of the Country Inn & Suites as their 2016 Hospitality Person of the Year during the Hospitality Luncheon held at the Northfield Golf Course on May 4, 2015. The award is the first of its kind in Northfield and is awarded to a person who has made a positive impact on guests and visitors to Northfield. Mikala was nominated by management at the Country Inn & Suites and a panel of impartial Northfield businesspeople selected the winner.



Mikala has worked at the Country Inn & Suites for three years. "She is great with guests and always comes in with a positive attitude. Guests love her friendliness and oftentimes will write positive reviews to management on what a great employee she is. When asked what there is to do in the area, she is able to direct visitors to restaurants and attractions and helps people find what they are looking for in the Visitor's guide. No matter how busy she is, she is always available to answer questions and help guests out." said owner, Jeff Hasse.

GIRLS NITE OUT SUCCESSES

By Lindsay Reddy, Director of Member Services

Girls Nite Out has been an annual affair that just happens to take place each year during the fishing opener. Girls Nite Out has been put together by the downtown businesses in the past, but with no direct organizer the event struggled in 2015. It had been a topic of conversation at the Northfield Area Chamber of Commerce's Be Local – Buy Local committee meetings for months. As a result of these discussions the Chamber decided to jump onboard and take the reins.



The Chamber and the CVB implemented new marketing efforts that were out of reach in the past and also created an Event Passport. The Passport featured 15 participating Chamber members, their address and in store promotions. Consumers visited individual businesses to receive a stamp, and based on how many stamps were received, they were entered into a drawing for over \$400 in Chamber Buck prizes. A purchase was not necessary to obtain a stamp, but according to many business owners, the ladies were out spending money that night. Over 100 Passports have been received along with countless "thank yous" from shoppers, many of which visited all 15 businesses! It was a great night for business and shoppers alike!



March 2016 General Membership Luncheon
Left to right: Todd Bornhauser, President of the Northfield Area Chamber of Commerce; Doug Loone, President of the Minnesota Chamber of Commerce & Christopher Sawyer, President of College City Beverage



May Business After Hours at the Jon Snodgrass, Edward Jones office, co-hosted by A Team Landscaping