

**Ambassadors In Action!**

Ambassadors are an essential committee who actively participates within the Chamber to promote membership growth and retention.



Heritage Dental Ambassador Visit



Mr JST Technology Consulting Ambassador Visit



Celebrating The Northfield Area YMCA's 1 Year Anniversary at Their New Location



Jon Snodgrass Edward Jones Investment's Celebrated 10 Years as Northfield Area Chamber of Commerce & Tourism Member



**NORTHFIELD AREA CHAMBER OF COMMERCE & TOURISM**  
**QUARTERLY CONNECTION**  
**NOVEMBER 2015**



**Thank You**

By Beth Ayotte Naumann, Board Chair

As 2015 comes to a close, I am blessed to reflect on the past two years I have been able to serve as the Northfield Area Chamber of Commerce Board Chair. What a ride! Looking back on where the Chamber was two years ago and what we are able to offer today, we have made serious progress. From bringing back Chamber Bucks, to a consistent schedule of both Chamber After Hours and Morning Business Brews, programing has been top of mind. Programing that is value-focused so our members are sure to get the best out each event that takes place.

This programing is just the tip of the iceberg

have learned so much over the years that I have been involved from a board level. The chamber truly is the driving special interest house for our business. It is the place to go to network and meet new prospects. It is the place where leadership is grown, developed and mentored. It is the place that every business should invest in. I have grown personally and professionally because of the people I have been able to surround myself with thru the Chamber of Commerce. I am blessed to have had this opportunity to serve our business community as board chair. Thank you for the trust that has been put in me to take on this role. I have enjoyed it tremendously!

See THANK YOU on page 2

**I**

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**Save The Date:**

**Northfield Area Home & Garden Show**  
 Saturday, April 9, 2016  
 Location announcement coming soon!

**Golf-a-pollooza**  
 Thursday, June 23, 2016  
 Willinger's Golf Club

Front Cover Header:

Left Hand Photo: Business After Hours at Edina Realty

Right Hand Photo: Morning Business Brew at Bluewater Commercial Real Estate

**Newsletter Sponsorships now available!**

You supply 275 copies of your ad on 8.5 x 11 paper and we will include them in our new publication Quarterly Connections. Black and white or full color, single or double sided, some cost your choice!

Contact Lindsay Reddy at the Chamber Office for additional details and pricing.

www.northfieldchamber.com  
 507-645-5604  
 Northfield, MN 55057  
 205 Third Street West, Suite B  
**NORTHFIELD AREA CHAMBER OF COMMERCE & TOURISM**

THANK YOU, con't

In 2015 we launched a 'Just One More' campaign and I am hopeful that this campaign will continue on. I leave with one last request. We all know a business who has not taken advantage of all that the Chamber can do for them. I encourage you all to go talk to that business today. Share with them what you have received and ask them to join the Northfield Area Chamber of Commerce. Not sure about all of the value the Chamber can provide? I would be happy share my thoughts with you and your 'Just One More' business. Will you do your part by helping the Chamber add 'Just One More' member?

## Welcome to Northfield!



## Business Spotlight

Business Name: Sculpture Hospitality Metro South East  
Contact Person: Brett Klavon  
Email Address: B.Klavon@SculptureHospitality.com  
Phone Number: (612) 385-5289  
Physical Address: 307 S. Water St. Suite, 500  
Website URL: www.SculptureHospitality.com

### How did the business get started?

Sculpture Hospitality, formerly known as BevinTel, was formed in 1987 to primarily assist bar and restaurant owners with our liquor inventory system; Bevinco. The company began franchising in 1991 and experienced tremendous growth. Today we have expanded to all markets in the US and Canada and to 33 countries globally. We have added new products such as food inventory systems, draft beer management programs, and sales and training products making us the world's leading profit and revenue enhancement management service in the hospitality industry.

### What products or services do you sell?

Sculpture provides an all-encompassing solution for your bar or restaurant. We offer on-site auditing, detailed reporting, consulting and staff training to optimize efficiency and inventory control. Whether you're part of an international hospitality chain or an independent operator, we have customized solutions to fit your bar perfectly. The Bevchek Draft Beer system provides restaurant and bar owners with detailed, real-time data comparing sales from their Point of Sale (POS) terminals relative to real-time pours captured through Bevchek's advanced flow metering technology. The resulting data is delivered to owners and management in a meaningful format, accessible anytime

from anywhere via an Internet connection.

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

Our expert consultants will work with you in your establishment, providing services and staff training to reduce inventory loss. You can have more time to hire and train staff and execute an excellent guest experience while we handle inventory management and staff accountability.

Sculpture can ensure your business is running more profitably. Our competitors primarily only develop software and apps to do inventory control, at Sculpture Hospitality we have a professional team working with you personally to ensure your

inventory is accurate by weighing each open bottle and a accurate to 1/30th of an ounce.

### Who is your target market?

Bars, Restaurants, Tap Houses, Breweries, Pubs, Taverns, Wineries, Liquor Stores, and customize general inventory solutions. Have economic changes effected your business? Bar and Restaurants are seeking new ways to increase their profits to offset the new increase in minimum wage. Our system provides an opportunity to help them uncover hidden costs, without passing these additional costs onto the customer.

See SPOTLIGHT on page 3



The Sculpture Hospitality Team: Brett Klavon, Owner; Mary Klavon, Account Executive; Mary Franz, Auditor; Dave Berglund, Sales & Account Manager; Brad Hagen, Auditor (not pictured)

SPOTLIGHT, con't

### How do you market your business?

Post Card mailings, E-Mail, Facebook, LinkedIn and networking groups. We also belong to the MLBA, MMBA, and The Minnesota Restaurant Association.

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

We pride ourselves on our ability to tailor a suite of solutions specifically for your business. Whether profits are slipping away from over-pouring, improper yielding techniques or vendor discrepancies, we have the tools and knowledge to fix the problems and make your business more successful. Please feel free to contact Brett for more information.

## Small Business Saturday is Right Around the Corner

By Lindsay Reddy, Director of Member Services

The Northfield Area Chamber of Commerce and Tourism is excited to be participating in Small Business Saturday for the first time this year. Small Business Saturday was created by American Express back in 2010 to promote shopping locally and has experienced great growth. They provide small businesses free marketing materials for the event, along with advertising on their website and other promotional ideas.

This year the Chamber created what we are calling a Shopping Passport. The Shopping Passport will be featured in the Northfield News, on our website and Social Media. Copies will also be available at participating retailers and the Chamber Office. Consumers will have their Shopping Passport stamped at participating businesses and based on how many stamps they receive they will be entered into a drawing for Chamber Bucks'. There has been a lot of buzz about the event and we expect it to be a huge success. We even anticipate special celebrity visits from Frosty the Snowman and Rudolph the reindeer during the day.



Northfield Area Chamber of Commerce



## Northfield's 17th Annual Winter Walk

Thursday, December 10, 2015  
5:00 - 9:00 pm

### This Is Northfield - Take a Walk Back In Time at Winter Walk

By Lisa Peterson, Director of Tourism

In the heart of the holiday season, an event takes place that draws crowds from near and far. Steaming cups of hot cocoa, the sounds of hooves clippity-clapping along the streets, and candles flickering in the

breeze, creates a magically and can't miss one-night festival.

Winter Walk is set to take place on the evening of December 10, in downtown Northfield. Visitors can wander through our unique shops and enjoy beautifully decorated storefront window displays. There will be horse-drawn carriages ready to take you for a short ride, carolers strolling through downtown along with thousands of twinkling lights to guide your path! Old and young alike enjoy viewing the model train display located in the lower level of the Archer House River Inn & Suites - or watching the performance of the NAGCracker (Nutcracker) at the Northfield Arts Guild.

Santa Claus and his elves will be making an appearance as well as Frosty the Snowman and Rudolf the Rednose Reindeer! We hope you will join us, as we usher in the holiday season with this fun and festive event.

## 2015 Quarter 3 Top Chamber Buck Redeemers

1. The Rare Pair
2. The Quarterback Club
3. Froggy Bottom's River Pub & Lily PADio

Chamber Bucks make great gifts or employee incentives. Available all year in \$5, \$10 and \$25 denominations



## Ground Breakings



September 15, 2015  
Library Remodel



October 9, 2015  
Save The Depot