

10 WAYS TO GET MORE FROM YOUR CHAMBER MEMBERSHIP

By Jesse Streitz, Board President

The mission of the Northfield Area Chamber of Commerce is to lead in the creation, promotion, and enhancement of a healthy business environment for the Northfield area. A key word in this mission is "lead". YOUR participation in chamber programs and events will greatly enhance the benefits you, your business and the community derives. Along this line I offer these 10 Ways to Get More from Your Chamber Membership:

events (and who isn't?), maybe one of your employees and spouse would enjoy meeting new people from the area businesses.

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Chamber Buck

Gift Certificates



Redeemable at nearly
200 LOCAL BUSINESSES

NORTHFIELD AREA
 CHAMBER OF COMMERCE & TOURISM
 205 Third Street West, Suite B
 Northfield, Minnesota
 507-645-5604

www.northfieldchamber.com

1. Purchase and spend Chamber Bucks. They spend just like cash at nearly 200 chamber member businesses. You are hopefully spending a great share of your money locally anyway; why not use Chamber Bucks? It is a great way to say thanks to that business for being a chamber member. Stop by the chamber office to get your "bucks".

3. Visit and use the chamber website. It provides a wealth of information and is used not only by fellow members but also by visitors and newcomers to the Northfield area. A business ad on the site will reach thousands of folks at a very reasonable rate.

2. Attend the chamber annual events. If you are too busy to attend all the

4. Fully utilize the chamber packets that are provided to new residents in the area. Offer a coupon or incentive for newcomers to visit your business; you may develop a lifelong customer!

5. Attend the Morning Business Brews, Business After Hours, & Ribbon Cuttings. Remember to bring your business cards and network with fellow business owners. Host an event to celebrate

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Be Local ... Buy Local!

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a company milestone and show other area businesses what you have to offer.

6. Serve as an Ambassador or Board Member. Not only will you be helping your chamber, but you will also grow professionally.

7. Serve on a chamber committee. There may be a volunteer opportunity on one of these committees that is just right for you: Public Policy, Home and Garden Show, Golf Tournament, Membership, Economic Development and Be Local - Buy Local.

8. Join the new Northfield Area Chamber lead sharing/networking group. Only one person per business category is represented in this group. Call to see if your business category is still available. Meetings take place on the first and third Wednesday of each month from 8-9am.

9. Check and update/enhance your business listing in the chamber on-line directory. Visitors to this site are able to link directly to your website. Make sure you are welcoming and relevant!

10. Attend the First Annual Fall Gala "Beyond Bourbon Street Spirits & Spirits Ball" on October 28th, 6pm at the Grand Event Center. This event is sure to become an annual classic. Become a sponsor or purchase individual tickets; just don't miss this event!

I hope several of these ideas capture your interest. See you at a chamber event soon!



Business Name: A Team Landscaping Inc a division of Voight Home Improvements Inc

Contact Person: Amy Voight

Email Address: amy@vhiinc.com

Phone Number: 507-581-6886

Physical Address: 41229 10th Ave. Nerstrand, MN 55053

Website URL: ateamlandscape.com

How did the business get started?

Voight Home Improvements Inc was started in 2007 by Nathan Voight, a 4th generation carpenter who decided to launch his own general contracting business. A TEAM LANDSCAPING INC. our landscape design/build division was added in 2015 when Amy joined in with her 20 years of landscape design, project management and horticulture background.

What products or services do you sell? Our landscape team provides services that include installation of plants, mulch, natural stone patios and retaining walls, brick paver's and block retaining walls.



“ I feel very fortunate to have the support and dedication of our Chamber. Business owners in other communities are amazed when I share with them everything the Chamber does for Northfield. The staff work hard and are willing to try new ideas. My Chamber membership is definitely a valuable investment for my business. ”

- Jean Thares, Mainstream Boutique

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We also provide maintenance services such as weeding, plant trimming, mulching and some herbicide applications. We are involved in all areas of landscaping from client consultations to design to estimate/proposal presentations to installation and ongoing maintenance if requested or client education to do their own care.

What's the one thing your business is known for over your competitors? Creating Landscapes That Give Back.

Who is your target market? Commercial and residential property owners or managers that need landscape renovation, new construction or plant maintenance.

Have economic changes effected your business? People take pride in their homes and yards but often don't have enough time to keep up with landscape demands. Also current trends like outdoor rooms such as living spaces and kitchens provide fun opportunities to be creative and unique.

How do you market your business? Referrals from satisfied customers, participating and networking at Chamber events, local paper and radio ads.

If you could do it all over again, what is one thing you would do differently? Spend the money and hire out SEO work and web design instead of spending a ton of time trying to figure it out.

Is there anything additional you would like fellow Chamber members to know about your business? Our goal is to create outdoor environments that connect people with nature and to maintain ongoing relationships with clients that have diverse landscape needs- from design to planting and hardscape installation, consultation or maintenance. We commit to Explore, Engage and Empower.

Southern Minnesota Tourism Association

By Lisa Peterson, Director of Tourism

The Northfield Convention & Visitor's Bureau recently hosted the Southern Minnesota Tourism Association for two days of meetings and networking.

The group of nearly forty tourism professionals descended upon Northfield the week after the Defeat of Jesse James Days. They enjoyed tours of the Northfield Historical Society, a bus tour of the city, highlighting many historic points of interests including both colleges. The group also experienced the Red Barn Pizza Farm for Wednesday evening pizza night. Transportation was provided by Northfield Lines.



The CVB gave each attendee a welcome pack that included our visitor's guide, area street map, Northfield magnets and shopping and dining coupons. Many of the meetings participants had never been to Northfield and were excited about what our city has to offer visitors. We hope that they will come back with their families and spend more time here in the future!

Looking to the future, the CVB will be focusing some of its marketing efforts on building our corporate meetings and associations tourism. We will mainly focus on smaller meetings/corporate retreats of 25-50 participants. Our hotels and meeting spaces are able to easily accommodate groups of this size.

Northfield's 18th Annual

Winter Walk
 Thursday, December 8, 2016
 5:00 - 9:00 pm

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Are you ready for the premier social event of the year? Please join us for the Chamber's inaugural Beyond Bourbon Street Spirits & Spirits Ball!

For tickets please visit www.NorthfieldChamber.com

VIP Sponsorships are still available!

If you cannot make it this year, consider making a live or silent auction donation to show your support! Please Contact Lindsay at lindsay@northfieldchamber or 507-645-5604 for details.



Ambassador Visit to ServiceMaster by Ayotte

From left to right, Jim Williams, Forget-Me-Not Florist; Beth Ayotte Naumann, Service Master; Amy Voight, A Team Landscaping; LeaAnn Ayotte, Service Master; Joan Koester, Northfield News and John Thomas, Mr. JST Technology Consulting.



July's Morning Business Brew at Millstream Commons