



## What time is it??

Jennifer Bornholdt, Hub Jewelers  
2012 Chamber Chairperson

As I sit down to type this, I feel like saying Happy Spring.....but it's just early February! It has been such a mild Minnesota winter. Daylight savings time is less than six weeks away!

Thank you to so many of you who came out to our membership luncheon in January! We had record attendance and enjoyed hearing an update from Mayor Debbie Goettel on all the happenings in Richfield. It is clear that business development in our community is strong and we will be seeing many new projects going on in 2012.

Another initiative that was presented at the luncheon was the **do.town** campaign. This is an 18 month project to improve the health of our community by making changes that support healthy eating and active living choices. As a business, we can offer healthy snacks, encourage employees to get out during their breaks, and walk or ride bikes as another alternative to driving. If you are interested in committing to this initiative, you can visit the link on our city website for more information ([www.ci.richfield.mn.us](http://www.ci.richfield.mn.us)) or contact Steve at the Chamber office. We're hoping to incorporate this into a chamber function as we get closer to the summer months

I have heard from a number of members who have expressed interest in taking a more active involvement with the Chamber. Please remember there are already opportunities we've created for you, some of these include sponsoring a general membership meeting, placing a banner on the chamber's home page, or perhaps doing an insert in the monthly newsletter to promote your business. I encourage you to reach out to Steve or any of the board members if you feel like doing a little extra to extend your membership and involvement this year. You can never have too many business contacts!

In closing, please mark your calendar for the last Wednesday in February and plan to join us at the 934<sup>th</sup> Airlift Wing Officers Club. Networking begins at 11:30, with lunch and a presentation at noon. Don't forget your business cards!

~ Jennifer

## Upcoming Events

**General Membership Luncheon**  
\$20.00/member  
\$25.00/non-member

## E-Fairness Legislation

E-commerce is an important selling channel for retailers and consumers. But the sales tax system was designed before e-commerce existed. Today e-commerce is approaching a \$250 billion business.

Minnesota retailers of all sizes face a significant competitive disadvantage by having to collect Minnesota sales tax in-store, online and by phone, while online-only and other remote retailers who sell in MN do not.

Best Buy employees will present the argument for passage of e-fairness legislation at our February 29th luncheon.

**Date:**  
Wed., February 29, 2012

**Time:**  
11:30 am – Networking  
Noon – Luncheon program

**Location:**  
934<sup>th</sup> Airlift Wing Officers Club  
(off Highway 5 and Post Road, east of MSP Airport)

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**Registration Options:**

- **Online:** [richfieldchambercvb.org](http://richfieldchambercvb.org)
- **By mail:** Form on p. 4
- **Call:** 612-866-5100

## 2012 Board of Directors

### Executive Committee

Jennifer Bornholdt, Board Chair 2012  
Jim Melssen, Past Chair  
Steven Lindgren, President

<b>Jennifer Bornholdt</b> <i>Hub Jewelers</i>	612-866-7700
<b>Gordy Ecklund</b> <i>Richfield Bloomington Honda</i>	612-866-8197
<b>Mike Elliott</b> <i>LaMettry's Collision</i>	612-866-0016
<b>Bill Fillmore</b> <i>Richfield Municipal Liquor Stores</i>	612-861-9192
<b>Matt Giller</b> <i>Houlihan's</i>	612-243-7150
<b>Paul Kirby</b> <i>Best Buy</i>	612-291-2365
<b>Nicole Krolkowski</b> <i>M &amp; I, a part of BMO Financial Group</i>	612-798-3844
<b>Kim Lindeen</b> <i>Bremer Bank</i>	612-230-5944
<b>Natalie Marfleet</b> <i>Metro Dentalcare</i>	612-638-1231
<b>Anne Schultz</b> <i>Linden Hills florist</i>	612-451-8088
<b>Patti Sterbuck</b> <i>Broadway Pizza</i>	612-861-3402

### Task Forces and Committees

**Finance Co-Chairs** - Jim Melssen and Allen Helvick

**Gala Co-Chairs** – Nicole Krolkowski and Natalie Marfleet

**Golf Co-Chairs** - OPEN

**Governmental Affairs Committee** – Steve Lindgren

**Meet & Greet Committee Co-Chairs** – Kim Lindeen and Mike Elliott

**Programming Task Force Co-Chairs** – Patti Sterbuck and Matt Giller

**Economic Development Committee Co-Chairs** - Pat Brekken and Tim Carter

**Marketing Committee Chair** - Jennifer Bornholdt

Happy Valentine's  
Day!



### Grow Minnesota! bolsters Chambers' efforts

David Olson, MN Chamber of Commerce president

The Minnesota Chamber works year-round to enhance the overall environment for business and job growth in Minnesota. Our mission has been supported the past nine years through Grow Minnesota!. our private-sector economic development program aimed at retaining and creating Minnesota jobs.

"Tomorrow's Workforce" is the theme of Grow Minnesota!'s 2010-2011 program year. The annual report was released in January on our website at [www.mnchamber.com](http://www.mnchamber.com).

This year's findings echo a theme heard in several circles. Many companies are struggling to find workers in this challenging economy. When they do find workers, the individuals often lack the right skills.

Grow Minnesota!, in partnership with nearly 60 local chambers of commerce and private economic development organizations, had another impressive year. More than 400 business volunteers assisted chamber staff in conducting nearly 1,000 conversations with owners or top management of companies across the state. Twenty-three percent were revisits of companies from previous years. The successes achieved would not be possible without the participation and contributions of our local partners.

The visits provide the "eyes and ears" on the changes and, hopefully, growth at almost 1,000 Minnesota businesses. Grow Minnesota! is earning a reputation for connecting individual businesses with necessary private and public resources to address their specific challenges. This past year the program provided one-on-one assistance to 122 firms that resulted in protecting 4,900 jobs.

Equally important, Grow Minnesota! business visits provide important feedback on what's working and not working in state public policy, especially those policies that affect the development of the state's economy and job growth. The Minnesota Chamber uses information gleaned from business owners and managers to bolster our agenda at the Capitol. This year's visits reinforce our top priorities for 2012:

- Develop the best talent for our workforce – Chamber initiatives include improving K-12 teacher evaluation and aligning higher education with workforce needs.
- Make business costs more affordable – Initiatives include restructuring electric rates so they reflect the cost of serving each specific customer, implementing a state health insurance exchange, and leading the discussion on tax reform.

*Continued on p.3*

ALL WE ARE SAYING IS

**GIVE PETE A CHANCE!**

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**Thank you to renewing members in January!**

**Renewals**

- A-1 Vacuum
- Comcast
- ECM-SUN Group, LLC
- Fairchild Maddox+Leonidas, Ltd. Fairview Southdale Hospital
- Fred Babcock VFW Post #5555
- Healthways Chiropractic
- Lindstrom Law Offices
- Marty Kirsch
- Richfield Liquor Stores
- Steve Devich
- Village Shores/Market Shores
- Woodlake Veterinary Hospital

**Chamber News**

**Get to Know Your Board Members**

*We will use this space each month to profile our Board of Directors members.*



**Jennifer Bornholdt,  
Owner, Hub Jewelers**

**2012 Chair of the Board**

**Family: Husband Jason; children Jake and Julia**

**Memorable experiences with Chamber:**

- Gala – seeing people outside of the business environment
- Salute to Small Business – witnessing the support of each other.



**According to Jennifer.....**

Two Things People Should Know about the Richfield Chamber:

- Committed to the success of Richfield as a community and a strong business environment
- Creates a natural link between the business community and community organizations

**Upcoming Events**



- **March 28** - Joint luncheon with Bloomington, Edina, Eden Prairie and Richfield Chambers -- "Government Redesign" – Jim Mulder

- **April 25** - *do.town* Initiative Event
- **May** - Salute to Small Business Luncheon

**David Olson, continued from p.2**

- Ensure fairness in state rules and regulations – Initiatives include creating a permit advocate for large private-sector economic development projects as well as advocating for legal and regulatory reform.
- Be innovative and entrepreneurial in delivering government services – Initiatives include leading local and state government service redesign, supporting priority and outcomes-based budgeting and aligning public-sector compensation systems with the private sector.

The Minnesota Chamber truly has a two-pronged strategy for building the state's economy. We're still working to strengthen the statewide business climate. Plus, we're rolling up our sleeves to help companies one at a time. We're seeing results on both fronts. If your company would like a visit from Grow Minnesota!, please contact Bill Blazar, senior vice president of public affairs and business development, at [bblazar@mnchamber.com](mailto:bblazar@mnchamber.com). **DO**



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*Chair Jennifer Bornholdt and Mayor Debbie Goettel celebrate Richfield as a do.town.*

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# RESERVATION FORM

## General Membership Luncheon Meeting

Wednesday, February 29 – 11:30 am (networking) 12:00 Noon (luncheon)  
934 Airlift Wing Officers Club  
\$20.00/member; \$25.00/non-member

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email address: \_\_\_\_\_

Number of People attending: \_\_\_\_\_ @ \$20.00 (member) \_\_\_\_\_ @ \$25.00 (non-member)

**Please mail this reservation form prior to noon on February 27 to: Richfield Chamber of Commerce, 6601 Lyndale Avenue South, Suite 106, Richfield, MN 55423.**

*Thank you!*