



GET in the KNOW... ♦♦♦

Greater Wayzata Area Chamber of Commerce Newsletter

May 2010

Business After Hours at Gianni's Steakhouse

7th Annual Wayzata Art Experience

Networking is the number one reason why businesses join the Chamber. At this fast paced mixer get connected, develop leads, and build relationships. Here are a few tips to use at your next networking event.



Set a goal for meeting contacts

Networking is about connections. Decide how many new contacts you would like to meet.

Don't sell at a networking event

Don't expect to leave an event with a new client or order. You are there to build relationships. Business will follow.

Listen, Listen, Listen

Your ears are your biggest asset. You are there to listen actively to the needs of others, looking for ways that you can help their business.

Form Relationships

Get to Know... your fellow members. Stay in contact or make an appointment with those you meet.

Follow Up

Be a person of your word. Follow up within 48 hours with a personal note, card, email, or phone call.

Business After Hours

Networking Event

Thursday, May 13

4:30-6:30 p.m.

Sponsored & Hosted by

Gianni's Steakhouse

635 E. Lake Street

Wayzata, MN 55391

Complimentary Appetizers

Cash Bar

Bring lots of business cards
to exchange



SAVE THE DATE: MAY 22 & 23

Saturday 10 – 6 | Sunday 11 – 4

www.WayzataArtExperience.com

CELEBRATE SPRING and get involved in the 7th Annual Wayzata Art Experience. This exquisite event is one of the first outdoor art events in the Twin Cities, taking place downtown on Wayzata's charming Lake Street overlooking beautiful Lake Minnetonka. EXPERIENCE artist demonstrations and strolling musicians. Taste delicious local cuisine. Savor wines from around the world. ENJOY ART! Shop over 100 juried artists, including the unique Garden Art Exhibit showcasing art and ideas for your outdoor living. Check out the insert in this issue for information or how you can get involved in this exquisite event. Questions? Please contact Andrea Bader, Community Events Coordinator 952-473-9595 or email abader@wayzatachamber.com.

ATTENTION WAYZATA RETAILERS

Summer Promotional Initiatives:

A wide variety of benefits are offered to help grow your business. We urge you to explore and take advantage of the resources offered with your membership. Please consider getting involved in one or all of the promotional events:

- Trolley Kick-Off Event—May 15
- Ladies Night Out—June 24, July 29 & August 26
- Tails by the Lake—June 26
- Boo Blast—October 30

*Sign-up forms for these events are available to download on www.wayzatachamber.com.

Quarterly Retail Meeting:

On Wednesday, May 5, 2010 there will be our quarterly retail meeting from 8:00 – 9:15 a.m. at Wayzata City Hall. Retail expert **Jim McComb** will discuss the changing retail environment with ideas on how to adapt your business to meet the new challenges. We encourage you to attend this informative session. There is no fee for chamber members, \$10 for non-members. Please register 952-473-9595 or email abader@wayzatachamber.com.



GET to KNOW...

2010 Board of Directors Executive Committee

Dan Koch, Board Chair
Signature Bank

Cindy Leines, Past Board Chair
C.E.L. Public Relations

Suzanne Grandchamp,
Vice Board Chair
Grandchamp, Guyette & Cronin, PLLC

Jim Fox, Treasurer
Wells Fargo

Directors

Maari Anderson,
Roger Fazendin REALTORS, Inc.

Mark Beckstrom, Community Member

Chris Graham, Graham Jewelers

Hans Frees, Outdoor Escapes

Peter Hitch, Data Doctors

Mike Lee, David Lee Funeral Home

Michelle Lureen, Anchor Bank

Katie Monger, Copeland Buhl & Co.

Jim Starry, Sports Hut

Erin Steckler, Flagship Bank

Ellen Timmerman-Borer,
Hammer Residences

Staff

Peggy Douglas
President

Andrea Bader
Community Events Coordinator

Nicole Biskey
Membership Services Coordinator

Office Hours
8:00-4:30 p.m.
Monday-Friday
952-473-9595
952-473-6266 FAX
info@wayzatachamber.com
www.wayzatachamber.com



Dan Koch

Every May, I start scrambling at the last minute to come up with the perfect Mother's Day gifts for my wife, mom and mother-in-law. I'd venture to guess that I'm not the only person holding this newsletter right now facing the same consequences of procrastination. Maybe it's not so much about procrastination, but rather how difficult it is to properly thank the moms in our lives for all they do. If you struggle to find that perfect gift, like I often do, here are a few ideas to help get you started:

You could go with the typical flowers, jewelry, salon and spa treatments or clothes. How about, books, coffee, wine, breakfasts, lunches and dinners out on the town? Step out on the limb a little more with fitness wear, equipment or a club membership (Make sure to say the right thing in the card so as not to send the wrong message with these gifts). How about garden plants, gardening equipment or even someone to do the

gardening for you? For the record, lawn mowers are a bad idea, but Father's Day is just around the corner. If these all seem too cliché, then really step out on a limb - What mom wouldn't get joy out of a gift certificate to your local CPA, financial planner, insurance agent or computer repair guy? How about a new savings account or refinanced mortgage?

The beauty of all these ideas is that you don't have to go far to get them. Just pick up your Chamber Member directory and you'll be set. Regardless of what you get, take this opportunity to support your fellow members. If you actually use any of my later ideas we also have many good attorneys, a travel agent to help you get out of town, and a funeral home if you don't get to the travel agent in time. Happy Mother's Day to all the moms out there. Thank you for all you do every day!

Dan Koch
Signature Bank
2010 Board Chair

Spring Training is Not Just for Baseball by Peggy Douglas

That's what best-selling author and successful businessman Harvey MacKay says in his March newsletter. The premise is that after a brutal winter, Spring fever is widespread. It whets our appetite for a new fresh start. We clear out the cobwebs of winter, regroup and get down to business.

As I talk to members, I hear "signs of Spring" for the business community. Many of you have told me that business activity is slowly increasing. You have come through the "doldrums of winter" (2009) and have new energy for 2010. So what are you doing to prepare yourself and your employees to understand your customers' needs? Have you built a cohesive team? Have you talked about the fundamentals of customer service? Do

you show optimism about the future? What is your "Spring training" plan? Harvey says that preparation is essential for success in any venture. You need to practice your plan until it is automatic.

We've been lucky to have an early Spring this year. The number of people about town is increasing daily. The snowbirds are back; bicyclists are coming to use our new trail; walkers and their dogs are all over town; everyone is anxious to get out in the sunshine. From now until the end of the year is the prime time for our business community. Do you have your plan in place to capture your customer base? As MacKay says: "If Spring training is good for baseball, why wouldn't it be good for business too?"

GET KNOWN... ♦♦♦

WELCOME NEW MEMBERS!

Anne & Friends

Anne Davidson

891 E. Lake Street
Wayzata, MN 55391
Ph: 612-382-8774

Email: anneandfriends@gmail.com
Website: www.anneandfriends.com
Gifts, Art, & Specialty Retail

Blu Lite Technologies

Scott Karo

14430 Woodruff Rd.
Wayzata, MN 55391
Ph: 952-486-7622

Email: scottkaro@blulitetechnology.com
Website: www.blulitetechnology.com

Custom Electronics,
Audio/Video/Direct TV
Recruited by Jason Massie,
CrossFit SISU

BMW of Minnetonka

Margaret Dioguardi

15802 Wayzata Blvd.
Minnetonka, MN 55391
Ph: 952-303-7500

Email:

mdioguardi@twincitiesautomotive.com
Website: www.bmwofminnetonka.com
Automobile Dealership

Recruited by Tom Weber & Chris
Sorensen of FASTSIGNS Minnetonka

Waterstone Mortgage Corporation

Dan Eveland

215 Walker Ave. So.
Wayzata, MN 55391
Ph: 763-242-2974

Email: deve-

land@waterstonemortgage.com
Website: www.waterstonemn.com
Residential Mortgage Financing
Recruited by Tony & Nicole Sarenpa,
Keller Williams Premier Realty

CrossFit SISU

Jason Massie

977 E. Lake Street
Wayzata, MN 55391
Ph: 612-859-2033

Email: crossfitsisu@gmail.com
Website: www.crossfitsisu.com
Fitness Facility, Personal Training

Recruited by Jason Massie, Springer Exteriors

d.f.s. Home

Michael Miranda

728 E. Lake Street
Wayzata, MN 55391
Ph: 952-473-6700

Email: Michael@designforsalehome.com
Website: www.designforsalehome.com
Home Accessories and Design

First Choice Business Brokers

Ron Falde

810 E. Lake Street, Suite 270
Wayzata, MN 55391
Ph: 763-614-7461

Email: rfalde@fcbb.com
Website: www.fcbb.com
Business Brokerage

Creative Kids Academy

Rajiv Garg

15200 Wayzata Blvd.
Minnetonka, MN 55391
Ph: 952-473-2557

Email: ckainfo@me.com
Website: www.ckakids.com
Childcare

Minnesota School of Business

Marie Tomala

1455 County Road 101 N.
Plymouth, MN 55447
Ph: 763-476-2000

Email: mtomala@msbccollege.edu
Website: www.msbccollege.edu
College

RENEWING MEMBERS

(March 20—April 26)

Alerus Financial
B Better Business Success Coaching
Bananas for Kids
Beltz Enterprises
Ben & Jerry's Wayzata Scoop Shop
Camp Bow Wow
Coldwell Banker Burnet
EurocarsUS
Grand Promotions
Jay Switzer Business Consulting
The Marsh, A Center for Balance & Fitness
Morgan Stanley Smith Barney
On the Level, Inc.
Park Nicollet
Stonehouse Designs
Village Meats
Volnay Bistro
Waypoint Insurance Advisors
Wayzata Bay Dental Center

APRIL PHOTO GALLERY



Ambassador Visit to Riehl Designs



YP Lunch Bunch at D'Amico & Sons

BALANCING WORK AND LIFE

By Dr. Barbro Brost, The Brost Clinic



“Lagom” is a word in my native Swedish language that doesn’t have a translation in English. It means not too much, not too little, just enough. It also contains a sense of contentment.

Sometimes this sense of “lagom” is hard to find in our busy lives. Cell phones, emails, Twitter, Facebook never really allow us to disconnect and have some quiet time. We are constantly inundated with information, requests, problems to solve and decisions to make. Running your own business also adds the element of competition and the fight for survival, especially in tough economic times.

It’s easy to have work slowly take over your life and become a 24/7 endeavor. When we feel that has happened or that we are heading in that direction, take a time out. Sit down in a quiet place. Turn off the cell phone and the computer and think about what the important things in your life really are. Grab a piece of paper and a pen and write them down. This list will be different for everyone, but usually boils down to family, friends and health. Tape this list on a wall where you can see it everyday and when you get overwhelmed with work, let it help you prioritize your time.

Is working overtime in the evening really that important that you miss dinner with your family? Or is that breakfast meeting worth skipping your morning workout and undermining your health?

As a chiropractor and natural health care provider I am confronted with this everyday. People get sick and burned out because “lagom” has been overrun by the strive for success and abundance. Stress slowly breaks down bodies and physical pain and ill health is often a result. We need to learn to stop, think about what’s really important and let that be part of our everyday decisions.

Take time for breaks, exercise and wellness care. Take time for family and friends. Create a pleasant work environment so the time you spend at work doesn’t drain you. Learn to say no when things come up that tend to tip the balance the wrong way. Remember that more isn’t always better. “Lagom” thinking helps create a better balance in your life and will help keep you healthier and happier which makes everyone around you happier too.



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402 East Lake Street • Wayzata, Minnesota 55391

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MAY 2010 CALENDAR

- 4 **Executive Committee**, 8:00 a.m.
Wayzata City Council, 7:00 p.m.
- 5 **Quarterly Retail Meeting**, 8:00 a.m.
at Wayzata Community Room
- 6 **Ambassadors**, 4:00 & 4:30 p.m.
- 10 **Communications Task Force**, 11:00 a.m. at
Grandchamp, Guyette & Cronin, PLLC
- 11 **Board Meeting**, 12:00 p.m. at Hammer
WAE Planning Meeting, 5:00 p.m.
at the Chamber Office
- 12 **Ladies Night Out Planning Meeting**, 8:00 a.m. at the
Chamber Office
- 13 **Business After Hours**, 4:30 p.m. at Gianni’s
- 15 **Trolley Kick-Off Day**, 10 a.m. - 2:00 p.m.
- 18 **Wayzata City Council**, 7:00 p.m.
- 20 **Ambassadors**, 4:00 & 4:30 p.m.
YP Lunch Bunch, 12:00 p.m. at The Muni
- 22-23 **Wayzata Art Experience**, Sat. 10 a.m. - 6 p.m.
Sun. 11 a.m. - 4 p.m. on Lake Street
- 25 **James J. Hill Days Committee**, 8:00 a.m. at the
Chamber office
Membership Committee Meeting, 4:00 p.m.
- 26 **Service & Professional Task Force**, 7:45 –9:00
a.m. at the Chamber office
- 28 **YP Committee**, 8:00 a.m. at the Chamber office

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