

# Park Rapids Lakes Area Chamber Connection

## Member Spotlight

Kristi L. Smythe & Grethe Kurtzweg

### Put your cell phone away!

We live in a world hosting a myriad of handheld communication devices. How did we ever live without being able to chat, text, and talk with everyone all the time? The availability of portable communication has a huge impact on how we work and play. For most, the freedom has helped us to be more productive and successful in our professions and our personal lives.

I encourage everyone to take a serious look at how and when you use your cell phone. Are you being courteous of others with your usage and most importantly are you being safe?

The State of Minnesota has had to take a serious look at the impact of handheld communication devices on the safety of the people who call Minnesota home. There were some new statutes enacted midway through 2008 that assist us in being safe and I would like to share them with you. Knowing that we don't all have new drivers in our homes (thank goodness) I would like to start with the rules for new drivers. Those with their instruction permit and provisional licenses *may not operate a vehicle while communicating over, or otherwise operating, a cellular or wireless telephone whether handheld or hands free when the vehicle is in motion.*

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## Upcoming Events

### 11th Annual Park Rapids American Legion Fishing - February 7

Contact Jerry Benham 218-732-9657 6-8-11th Annual Community Fishing Tournament hosted by the American Legion, Park Rapids- Tickets are \$30.00 and are available here at your Park Rapids Lakes Area Chamber of Commerce Office or the American Legion. Over \$100,000.00 in Prizes. There are Raffle Prizes and Fish Prizes with a Bluegill & Crappie; Northern, Walleye & Largemouth Bass; Perch and a Bass Division. Medallion Treasure Hunt begins Jan 7th, 2009 with a Treasure Chest Prize worth over \$1000. The Fishing Contest is from 1-3:30pm. There are dinner, breakfasts and lunch Fundraisers, 11th Annual Otto Matic 3 Mile Walk/Run. The American Legion Fisherman's Ball with Past Due playing on Saturday. The event culminates with Boy Scouts Breakfast on Sunday. Community Fishing Tournament Tickets make great Christmas Gifts! See [www.parkrapids.com](http://www.parkrapids.com) for more info or contact: Jerry Benham at (218)732-9657 cell: 612-710-4610.

### RED BRIDGE FILM FESTIVAL APRIL 17 - 20, 2009

Plans are underway for the **Red Bridge Film Festival** to be held April 17 - 20, 2009 at the Park Theater in Park Rapids. A committee from the PRLAAC and related organizations have been meeting to select films and create an event for all ages.

Contact Rod Nordberg for more information  
218-237-8950

## Happy Packs



Ads are now available for purchase in the highly effective 2009-10 Happy Pack Coupon Book. This is a **Chamber Members Only** opportunity for retailers, restaurants, golf courses, attractions and more to encourage visitors to visit your business.

The Happy Pack Book is distributed exclusively through our motels, resorts, campgrounds and B&B's. **Area guests are given a Happy Pack when they check-in.** They will also be available to our visitors at the Chamber Center.

The Happy Pack is an effective, measurable way to promote your business to our visitors. **We will print 20,000 Happy Packs.**

The Chamber is offering this opportunity at a tremendous value. The cost is a little more than a 1/10th of a cent per coupon at **\$250 for the entire year.** **Don't miss out on this chance to directly reach our visitors.** **Year after year advertisers rave about the Happy Pack...**

**"Hands down, the Happy Pack delivers the highest response rate of any advertising we do!"**

Call Jane or Lezli at 218-732-4111 for more information about this advertising opportunity! Deadline for ads is March 1, 2009



P. O Box 249  
1204 Park Ave. South  
Park Rapids, MN 56470  
218-732-4111  
800-247-0054  
[www.parkrapids.com](http://www.parkrapids.com)



## Member Spotlight Continued....

For all others – *No person may operate a motor vehicle while using a wireless communications device to compose, read, or send an electronic message, when the vehicle is in motion or a part of traffic.* This means that texting while driving is out of the question. It is still legal to talk on your cell phone while driving, but many states are making that legal only with a hands-free system in use.

The base fines are still being set, but you can assume it will be at least \$120 fine for breaking this rule.

Utilize this information and share it with others. For the safety of our friends and family, while you are driving put your cell phone away!

Prepared by:

Kristi L. Smythe & Grethe Kurtzweg

P.S. Provisional drivers for the first six months can have only one passenger under 20 years of age who are not immediate family. For the second six months can have no more than three passengers under 20 years of age who are not immediate family. (unless accompanied by parent or guardian) Provisional drivers may not operate a vehicle between midnight and 5 am unless work or school related or with an adult over 25 years of age.

If you would like your story or article printed here please email or fax it to Jane a [jane@parkrapids.com](mailto:jane@parkrapids.com) or 218-732-4112

We will do a random drawing each month and your business could be highlighted HERE!



### Mission Statement

*The goal of the Ambassadors is to serve as highly visible good will representatives of the Park Rapids Lakes Area Chamber of Commerce by creating positive public exposure.*



### Business After Hours

**Lakeside Carpet  
19736 State 34  
ParkRapids, Mn  
218-732-8201**

Jane and Michael Larsen, owners pictured with Chamber Ambassadors and staff.  
A Business After Hours was held on January 8 at Lakeside Carpet. Park Rapids full service flooring store. Thank you to all that attended!



### Member Prospect

**Arro of Park Rapids, LLC  
Engineering & Land Surveying  
718 First St. East, Park Rapids, MN  
218-732-5772 or [tom.miller@arrollc.com](mailto:tom.miller@arrollc.com)**  
Corey Giwoyna-CAD Technician & Tom Miller-  
Office Manager pictured with Chamber Ambassadors.

Arro is full service land surveying & civil engineering business specializing in G.P.S. & boundary surveys, subdivisions, lakeshore, farm acreages, wetland delineation, land title surveys, construction and environmental planning.

## Ambassador Views ,Visits, Ribbon Cutting, Open Houses

We wish to thank the following Ambassadors for taking time from their schedules to assist with Business After Hours, Chamber Events & Visits: **Jeanie Coborn** -Citizens National Bank, **Talaine Collins**-Trustar Federal Credit Union, **Diane Dennis**-Coldwell Banker Clack & Dennis Real Estate, **Andrea Frank**-ACS & King's Cottages, **Kent Fritze**-Northwood's Bank, **Candy Gulsvig**-Affinity Real Estate, **Debbie Haas**-Northwood's Bank, **Amanda Haugen**- Hubbard Studios, **Steve & Linda Haugland**-Primerica Financial Services, **Rose Higgins**-State Bank of Park Rapids, **Grethe Kurtzweg**-Country Insurance , **Jane Larsen**-Chamber Staff & Lakeside Carpet, **Lori Longworth**-Coldwell Banker Clack Dennis Real Estate, **Katie Magozzi**-Chamber Director, **Krystie North**-Northway Insurance, **Cheri Macklanburg**-Citizen's National Bank, **Vicki Stewart**-Citizen's National Bank, **Sue Tomte**-Mary Kay, **Eric Wolff**-Coldwell Banker Clack & Dennis Real Estate & **Lezli Zimmerman**-Chamber Ambassador Liaison.



### New Member Visit

**Andrew Kueber - State Farm  
Hwy 34 East  
Park Rapids, Mn  
218-732-7294**

Andrew Kueber (Owner) Dawn Lachmiller & Min Klein, (Multiple Line Representatives) & Alan Johnson (Financial Service Representative) pictured with Chamber Ambassadors

Agency established in 1962 by Andrew's Dad. Andrew took over in 1992 offering insurance, banking & financial services



### New Member Visit

**Dotson's Small Engine Repair  
19431 US 71, Park Rapids, MN 56470  
218-732-3705**

Kevin & Dianna Dotson pictured with Chamber Ambassadors.

**\*Repair Lawn & Garden, ATVs, Snowmobiles and Golf Carts**

**\*Your local Honda, Echo & Mantis  
Lawn & Garden Dealer**

**\*Look for the bright RED roof**

**HOURS: Mon-Fri 9 A.M. – 5 P.M. Sat. 8:30-Noon**

# From the Executive Directors Desk..... Katie Magozzi

## Ducks Quack, Eagles Soar

No one can make you serve customers well. That's because great service is a choice.

Harvey Mackay, tells a wonderful story about a cab driver that proved this point. He was waiting in line for a ride at the airport. When a cab pulled up, the first thing Harvey noticed was that the taxi was polished to a bright shine. Smartly dressed in a white shirt, black tie, and freshly pressed black slacks, the cab driver jumped out and rounded the car to open the back passenger door for Harvey. He handed me a laminated card and said: 'I'm Wally, your driver. While I'm loading your bags in the trunk I'd like you to read my mission statement.' Taken aback, Harvey read the card. It said:

**Wally's Mission Statement:  
To get my customers to their destination in the quickest, safest and cheapest way possible in a friendly environment.**

This blew Harvey away. Especially when he noticed That the inside of the cab matched the outside. Spotlessly clean! As he slid behind the wheel, Wally said, 'Would you like a cup of coffee? I have a thermos of regular and one of decaf.' I said jokingly, 'No, I'd prefer a soft drink.' Wally smiled and said, 'No problem. I have a cooler up front with regular and Diet Coke, water and orange juice.' Almost stuttering, Harvey said, 'I'll take a Diet Coke.'

Handing him his drink, Wally said, 'If you'd like something to read, I have The Wall Street Journal, Time, Sports Illustrated and USA Today.'

As they were pulling away, Wally handed me another laminated card. 'These are the stations I get and the music they play, if you'd like to listen to the radio.' And as if that weren't enough, Wally told Harvey that he had the air conditioning on and asked if the temperature was comfortable for him. Then he advised Harvey of the best route to his destination for that time of day. He also let him know that he'd be happy to chat and tell him about some of the sights or, if Harvey preferred, to leave him with his own thoughts. Tell me, Wally,' Harvey asked the driver, 'have you always served customers like this?'

Wally smiled into the rear view mirror.. 'No, not Always. In fact, it's only been in the last two years. My first five years driving, I spent most of my time complaining like all the rest of the cabbies do. Then I heard the personal growth guru, Wayne Dyer, on the radio one day.

He had just written a book called "You'll See It When You Believe It." Dyer said that if you get up in the morning expecting to have a bad day, you'll rarely disappoint yourself. He said, 'Stop complaining! Differentiate yourself from your competition. Don't be a duck. Be an eagle. Ducks quack and complain. Eagles soar above the crowd.'

'That hit me right between the eyes,' said Wally. 'Dyer was really talking about me. I was always quacking and complaining, so I decided to change my attitude and become an eagle. I looked around at the Other cabs and their drivers. The cabs were dirty, the drivers were unfriendly, and the customers were unhappy. So I decided to make some changes. I put in a few at a time. When my customers responded well, I Did more.' 'I take it that has paid off for you,' Harvey said.

'It sure has,' Wally replied. 'My first year as an Eagle, I doubled my income from the previous year. This year I'll probably quadruple it. You were lucky to get me today. I don't sit at cabstands anymore. My customers call me for appointments on my cell phone Or leave a message on my answering machine. If I can't pick them up myself, I get a reliable cabbie friend to do it and I take a piece of the action.'

Wally was phenomenal. He was running a limo service Out of a Yellow Cab. I've probably told that story to more than fifty cab drivers over the years, and only. Two took the idea and ran with it. Whenever I go to their cities, I give them a call. The rest of the drivers quacked like ducks and told me all the reasons they couldn't do any of what I was suggesting.

Wally the Cab Driver made a different choice. He Decided to stop quacking like ducks and start soaring like eagles.

## EYE ON IT Benefits of Membership Networking

The Park Rapids Lakes Area Chamber offers many opportunities to meet people, make contacts, exchange ideas and interact with others. After all, business often involves who you know, not just what you know. That's why it's our job to make sure you know people who can help your company grow.

Nearly every Chamber event provides networking time before and after the formal portion of the program, but here are a few networking "best bets" you might want to try to get started.

**Business After Hours**  
Every first Thursday of the month, skip the usual happy hour and head to Business After Hours Hosted in restaurants and other locales throughout Park Rapids Lakes Area , Business After Hours is THE perfect place to build new business relationships by networking with many Park Rapids Lakes Area business people. Enjoy refreshments and informative exhibits.

**Annual Meeting and Awards Gala** each April, the Park Rapids Lakes Area Chamber awards the prestigious Business of the Year award and introduces new leadership before business people. We will bring together the community's best entrepreneurs and its outstanding manufacturers to recognize achievements in those fields. The event not only provides attendees with an outstanding networking opportunity, but also exposes them to the best practices used by some of the community's leading companies.

**Women's Business Luncheons:** Held every other Month. Interesting and informative topics and great networking.

## This Month's Q&A

**Q: What are Hot Deals and how do I make one?**

**A:**

Hot Deals are coupons offering special prices or options for occasions related to a member's business. The member may submit a Hot Deal through the Members Only web site or a Chamber employee may add a Hot Deal on behalf of the member. This is a **free** service to Chamber Members, although the Hot Deal must be approved through the Chamber. Click on Hot Deals listed under **Advertising** and complete the fields on the screen.



Type in an expiration date that will be viewed by the customer. The contact information is entered automatically with data from the General tab, but can be overwritten at this time if desired. Click to select the check box(es) that indicate the desired dates for this Hot Deal to run. These dates may **NOT** be changed later, although you may disable the Hot Deal and create a new one.

An icon indicating there is a Hot Deal will appear by your business listing with a direct link to the Hot Deal.

## New Members

All Chamber members are encouraged to access our many Chamber benefits

### Networking

- Business Women's Lunch-eons (fee)
- Business After Hours (fee)
- Volunteer Committees
- Chamber Functions
- Community Special Events

### Public Relations /Publicity

- Ambassador Grand Opening Visits, Open Houses and Ribbon Cuttings
- Email Blasts
- Chamber Website
- Member Certificate & Cling
- Profile in Newsletter
- Newsletter Inserts (fee)
- Business After Hours (fee)

### General Business Assistance

- Use of Chamber's Meeting Room
- Full Member Mailing Labels
- Monthly Newsletter
- Ad Placement in Chamber News
- Small Business Center
- Educational Seminars
- Lakes Area Leadership Program

### Advertising

- Official Area Discovery Guide (fee)
- Business Promotion Display at Chamber Wayside Rest Complex, Open 24/7
- Web-site listing & linking (fee)
- Happy Pack Coupon Book (fee)
- Advertising on Park Rapids Web-site
- Brochure distribution at Sport Shows via MN Office of Tourism
- Monthly Newsletter ads/ inserts (fee)
- Referrals to your business from Chamber office and other Chamber members.
- Explore Minnesota Tourism Discovery Guide distribution at Mall of America Store
- Discovery Guide distribution at Sports Shows

And More.....

### Utopia Bay Resort on Elbow Lake

Contact: Dan Finn - Owner

PO Box 831  
Park Rapids, MN 56470  
218-820-6762

Summer Resort and seasonal RV park  
located 37 miles from Park Rapids on Elbow Lake

[www.utopiabay.com](http://www.utopiabay.com)  
[utopiabay@tds.net](mailto:utopiabay@tds.net)

Welcome to Utopia Bay Resort and Seasonal RV Park, a place where memories are made. Located on Elbow Lake just 20 miles west of Itasca State Park, in northern Minnesota, a small family owned business established in the 1940's. For over sixty years our guests have enjoyed the same tranquil setting. Our resort has sixty-five acres of mostly wooded land, with a beautiful trout stream which winds over a half mile through a gorge filled with boulders and pine trees. Behind the resort is the White Earth State Forest and in front is 1500 feet of lakeshore overlooking a 27 acre island creating a private bay with breathtaking views. Elbow lake is over 7 miles long and you can also follow the channel into Little Bemidji, both lakes have exceptional fishing and are fantastic for recreational use.

### CJ's Northwood's Cottage

Contact: Neil Hensrud

37526 Sunset Dr.  
Ponsford, MN  
715-374-3340

We are fortunate to be located on one of the most beautiful lakes in the Midwest. This clear, cool lake is spring-fed and located in northern Minnesota. It is four miles long, a half mile wide and reaches depths of 90 feet. Early Native Americans felt that a lake that had no inlet or outlet was a place of bad omen or medicine, and would not fish there. In addition to its clear waters, it has excellent rainbow trout fishing. The kids will enjoy catching native crayfish off the dock. We have a sauna, fireplace and huge lakefront deck. There is a full kitchen, screened porch and washer and dryer for your convenience.

- Sauna
- Fireplace
- Boat & Motor
- Huge Deck
- Main Level Master



Artwork by Amy Larson

## Ambassador Views ,Visits, Ribbon Cutting, Open Houses Continued

## Member News



### **Allison-Ovsak Insurance Services**

**104 Park Ave, Ste 204, Park Rapids, MN 56470  
218-732-5741**

Chamber Ambassadors are pictured with owner Tammy Ovsak & Ruth Pachel executive assistant.

Allison-Ovsak Insurance Services specialize in health insurance for all market segments including commercial business, individual and seniors.

### **Ann Johnson, owner of Merry Bees to teach entrepreneur course.**

Thinking of beginning a “new venture” or improving a business initiated less than five years ago?

FastTrac, a comprehensive entrepreneurship education program, will be offered in Park Rapids, providing participants with business insights, leadership skills and networking know-how. FastTrac New Venture provides the tools to get a new business started or fine-tune an existing business, explained David Collins, executive director of the Hubbard County Regional Economic

Development Commission (HCREDC).

Businesses can range from lawn care to Mary Kay, Collins said, from veterinarians to chiropractors. The 55-and-older individual ready for a second career or a recently laid off worker may wish to consider the class.

“It’s a means of analyzing the market – and determining how to reach it,” he said.

The eight-week class will be offered from 6 to 10 p.m. Tuesdays, beginning Jan. 27 in the courthouse. Entrepreneur Ann Johnson, owner of Merry Bees, is the instructor.

**For more information, or to register, contact David Collins at 732-2256 or [dwc@hubbardcountyedc.com](mailto:dwc@hubbardcountyedc.com).**

### **Lois Greisen, Eagle Associates**

Lois Greisen, owner of Eagle Associates, celebrated seven years in business this January. The seven years have brought about an evolution created through both experience and training and development. Lois makes it a point to attend training to constantly improve her skills to better assist her clients. In 2008, Lois attended training in Reading PA in both May and November as well as several days in San Diego, CA. She is a Certified Business Coach as well as certified as an InnerMetrix Profile Interpretation Consultant. In May, 2008, Lois added consulting for KeyneLink to Eagle Associates menu of services. KeyneLink is a web based performance management system that combines Strategy Execution and performance appraisal. It is the only system that combines both and it ties in perfectly with what Eagle Associates is all about...helping businesses and individuals get results. To learn more, call Lois Greisen at 218-334-3744, email [greisen@arvig.net](mailto:greisen@arvig.net), or visit [www.eaglea.com](http://www.eaglea.com).

**The 11th annual opening celebration to Women's History Month and Northwest Minnesota Women's Hall of Fame** inductions will be Feb. 28. Northwest Minnesota Women's Hall of Fame Inductees will be Dolores P. Clack and Dr. Patricia A. Rosenbrock. These women are being recognized for their positive and significant impact on the social fabric of Northwest Minnesota. Both have left a legacy that will endure far into the future. The luncheon and program will be from 11 a.m. to 2 p.m. at the Bemidji State University Beaux Arts Ballroom.

For more information about Women's History Month Events (March), visit [www.bemidjistate.edu/calendar](http://www.bemidjistate.edu/calendar). For information about the Hall of Fame,

**Contact Lisa Peterson, Northwest Minnesota Foundation at 800-658-7859 or e-mail [lisap@nwmf.org](mailto:lisap@nwmf.org).**



# Park Rapids Lakes Area Chamber of Commerce

Park Rapids Lakes Area Chamber of Commerce  
PO Box 249  
Park Rapids, MN 56470

## Remember Your ABC's ...Always Buy Chamber...

### Meeting Calendar February 2009

- Chamber Board of Directors Meeting – February 10th - 4 pm Chamber
- Lake Country Scenic Byway – February 6th, 8:30 am Osage Community Church
- Special Event Meeting - February 11, 8 am Chamber

### Website Traffic Source Overview



37.77% [Direct Traffic](#)



14.33% [Referring Sites](#)



47.87% [Search Engines](#)

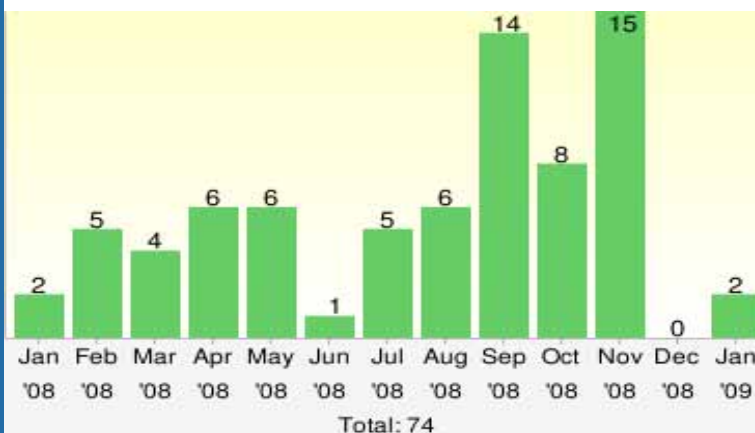
**Search Engines** 3,260.00 (47.87%)

**Direct Traffic** 2,572.00 (37.77%)

**Referring Sites** 976.00 (14.33%)

**Other** 2 (0.03%)

### New Members in 2008 (406 Active Gold Members in 01/09)



### Chamber Stats

#### Webstats

Number of unique visitors -6810  
New Visitors- 51%  
Average Pages per visit - 1.37  
Total Pages Viewed - 8973

#### Visitor Center

200 Visitors assisted by GSA  
300 Discovery Guides Mailed

### Chamber Board of Directors

**President:** Diane Dennis  
**Vice President:** Bill Steen  
**Treasurer:** Bob Seifert

### Members At Large

Jennie Anderson, Andrea Frank, Floyd Frank, Kent Fritze, Cynthia Jones, David W. Konshok, Dennis Mackedanz, Mic McCrory, Joseph Scharber, Teresa Spaeth,

### Chamber Staff

**Executive Director**  
Katharine B. Magozzi  
[katie@parkrapids.com](mailto:katie@parkrapids.com)

**Admn. Assistant , Tour Coordinator & Ambassador Liaison**  
Lezli Zimmerman  
[lezli@parkrapids.com](mailto:lezli@parkrapids.com)

**Membership , Event Coordinator & Tech Support**  
Jane Larsen  
[jane@parkrapids.com](mailto:jane@parkrapids.com)

**Guest Service/Bookkeeping**  
Sharon Fitzgerald

**Guest Service Agent**  
Cindy Gunsolus  
[cindy@parkrapids.com](mailto:cindy@parkrapids.com)

**Membership Sales**  
Mark E. Larson

**Contact the Chamber**  
218-732-4111 or 800-234-0054  
fax: 218-732-4112  
[www.parkrapids.com](http://www.parkrapids.com)