



# Chamber News

February 2010

## Our Mission

The River Falls Area Chamber of Commerce & Tourism Bureau serves its members by promoting and advocating business in our community.



The Annual Dinner is one of the largest networking events that the Chamber holds. Last year over 235 local business leaders attended. This year the theme for our event will once again be the chOSCARS. This will be the Chambers version of the famous Hollywood Oscars. You will be able to search the crowd for you favorite Hollywood stars or come dressed up as your own favorite star.

The chOSCARS will be held on Thursday, February 11, at Kilkarney Hills Golf Club. The social hour will begin at 5 p.m. which will give you an excellent opportunity to network with many of the guests and also visit our Showcase Select vendors. Dinner will begin at 6:30 p.m. with the awards ceremony to follow.

### Nominated for this years awards are:

Business of the Year, School District of River Falls and Viking Coca- Cola  
Small Business of the Year, Greg Peters State Farm Insurance and Dish and the Spoon Cafe  
Non-Profit of the Year, Our Neighbors Place and The Kinnic River Land Trust  
Citizen of the Year, Father Jerry Harris

This year we will again be doing a price break for attendees.. The first person to attend is \$50 and each additional person who attends with your group will be \$40 each.

### Upcoming Events:

February 19 - Chamber Coffee  
February 11 - chOSCARS

**Chamber Coffee**  
**Friday, February 19th**  
**8:30 - 9:30 am**  
**Chamber Office**

**Sponsored By: Heartland Montessori School**



Stop by the Chamber Office for the Chamber Coffee. The morning starts at 8:30 with some casual networking over a free cup of coffee, juice and donuts. Share what is new with your business and hear what is new with other members. Stop by for the whole hour or just for a few minutes and enter to win a great door prize (need not be present to win) sponsored by Heartland Montessori School.

Chamber Coffees are scheduled for the third Friday of each month through April so mark your calendars. Also if you are interested in sponsoring a Chamber Coffee please contact [nick@rfchamber.com](mailto:nick@rfchamber.com).

Please pass this newsletter on to additional employees or put in your lobby. Thank You!



## A Letter from our Incoming Board Chair Cedric Ellingson

Greetings Fellow  
River Falls Chamber Members!!!

I'd like to say Hi and introduce myself to all of you... For any of you that don't know me, my name is Cedric Ellingson and with my partner Don Fowell we own Bo's 'N Mine here in River Falls. My wife Lori and I, along with our kids, Bjorn, Connor, and Sigrid moved to the area from Harmony, MN in 2000. Although we live in the triangle of River Falls, Hudson, and Roberts our children go to school in Hudson, my wife teaches in Cottage Grove and we own businesses in River Falls and Hammond.

Since our move I have been doing business in River Falls. Our whole family has found the love at Jim's Barber, they do have a boy side and girl side, which works well since we are 3 and 2, I spent many many great lunches at Mainstreeter, as I follow it back I think Sherly from Johnnies may have been my bartender a time or two, and we have been customers of Lisa's at Westconsin Credit Union for quite some time... Since 2007 we have become fully intergrated into this great community many of you got to experience your whole lives. Sometimes when you grow up in a place this nice, you get the Norman Rockwell effect, you think everyone has it this good. Not very many people get to grow up in a college town, with strong family roots, 20 miles from a major metropolitan area that offers not only a Class 1 trout stream, but breathtaking views, wonderful golf courses, quaint bar and grilles, friends on the fire and police department, with a mayor that probably taught you in High School. But River Falls folks get this and I think you and I think I am very lucky to be a part of this.

I look forward to my time as the River Falls Chamber President in 2010. One of the greatest human beings I ever met was my father, Glen Ellingson and I keep the plaque he received when he was the Wayne, NE Chamber President in 1979 on my wall. I could not even begin to tell you the other influences in my life since I have come to this area, but suffice it to say, your Relay for Life people are 2nd to none in the country, the downtown business community loves this place, the schools are being led by some of the most quality people I think you will meet regardless of where you go, and last but certainly not least you have a community of people who grew up in River Falls and now live here and love it.... I grew in a community where the number one goal of most of its children was to move out, River Falls has children that grow up and contribute, there is nothing more impressive than that...

Being Chamber President is a responsibility and a privilege that I truly appreciate. If there is any way that I can help promote your business or this community please feel free to contact me anytime at 715-425-9064... I would be completely out of line if I did not mention the great people at the River Falls Chamber, Roseanne and Nick are not only wonderful professionals, but honestly believe they do this cause they love it, not only because it's a job.... But let me also state that I have met many, many, many people that are volunteers, community leaders, youth coaches that make River Falls a GREAT place to live.... Being a transplant I say Thank You for this opportunity!!!!

Cedric J Ellingson

## Advertising Opportunities

**E-mail Blast Sponsor:** Promote your business or event by sponsoring an e-mail blast. Includes your logo and a brief message about your company. \$50

**Event Sponsorship:** Each year the Chamber organizes numerous Chamber and community events. These events include: River Falls Days, Town N' Country Day, Business After Hours, Chamber Coffees and much more. Sponsoring one of these events is a great way to get your business noticed. Prices vary.

**Membership Mailing Labels:** Advertise special events or promotions to your fellow Chamber members by purchasing preprinted member mailing labels. \$50

**New Move Packet:** Capitalize on the families and individuals who contact the Chamber about moving to the River Falls area each year. Include your company information in packets sent to these new and prospective residents. \$120/yr.

**Newsletter Back Page Ad:** Advertise your company on the back page of the newsletter. \$200

**Newsletter Display Ads:** Advertise for an entire year in the Chamber newsletter with a 1.8" X 1.3" ad. \$100/yr.

**Newsletter Inserts:** Promote your business or event with a newsletter insert. 420 of your 8 1/2" x 11" flyers will be inserted in the Chamber newsletter. \$100/insert

**Website Links:** Connect your website to the Chamber website. Upgrade your membership to include a web link. \$35 link, \$60 enhanced listing with link.

*To take advantage of any of these great marketing opportunities, please contact the Chamber at 715-425-2533.*

## Board of Directors

**Cedric Ellingson**  
Chair  
Bo's N' Mine

**Jeff Schwab**  
Chair Elect  
Wireless World

**Rick Osterhaus**  
Past Chair  
School District of River Falls

**Bill Donais**  
Treasurer  
Bauman Associates, Ltd

**Patsy Linehan**  
Ambassador Chair  
Security Finacial Bank

**Bill Rasmussen**  
Hammarback,  
& Jacobson, SC

**Joleen D. Larson**  
Joleen Larson  
Agency

**Gretchen Link**  
UWRF

**Paula Korbel**  
Interior Concepts/  
Custom Cuts, Inc.

**Max Newhaus**  
Rodli, Beskar, Boles,  
Krueger & Pletcher,  
S.C.

**Kris Ainsworth**

**Missy Wilson**  
UW-RF

## Thank you for your interest in Leadership River Falls!

Leadership River Falls is a training program that brings together existing, emerging and potential leaders from the area to address community needs, strengthen individual leadership abilities and encourage participants to commit to assuming leadership roles in the community.

The purpose of Leadership River Falls is to develop leaders who are willing to accept ownership of community issues; have the skills to help others work together; have the ability to empower others to be a part of the solution; and wish to serve others above themselves.

Each year approximately 12 participants will have the opportunity to be involved in the nine-month Leadership River Falls program. All participants are expected to share three basic characteristics:

- *Ability and interest to complete the program and contribute to the future success of the River Falls community through professional and personal involvement.*
- *Have an open mind and be willing to commit to improving the quality of life in the River Falls community.*
- *Have the potential or have demonstrated an interest in community involvement.*

### Application Information:

May 1st: Scholarship application deadline

May 15th: Application due with tuition (\$800)

### Scholarship

Leadership River Falls alumni provide a partial scholarship (\$400) each year to one student. Criteria includes length of time in community, volunteering experience and financial need. To be considered for the scholarship submit your application before May 1st with a brief note describing why you would like to be considered. Notification will be on or around May 15th.

## 2010-2011 Calendar

2011-2012 Calendar available in March 2010

### Leadership River Falls Retreat:

Thursday, September 16th 2009 - 8 am - 8 pm  
Camp. St Croix, Hudson, Wisconsin

### Natural Resource Day:

Thursday, October 14th, 2010

### Heritage Day:

Thursday, November 18th, 2010

### Government Day:

Thursday, December 16th, 2010

### Community Life Day:

Thursday, January 21st, 2010

### Business & Industry Day:

Thursday, February 17th, 2011

### Education Day:

Thursday, March 17th, 2011

### Health and Human Services:

Thursday, April 21st, 2011

### Reflection/Wrap-up:

Thursday, May 19th, 2011  
Time: 1:00 pm - 4:30 pm

### Graduation: Ceremony/Dinner

Thursday, May 19th, 2011  
Time: 5:30 pm - 9:00 pm

Times are 8 a.m. to 4:30 p.m. unless otherwise noted



214 North Main Street, River Falls, WI 54022  
Phone: 715-425-2533 \* Fax: 715-425-2305  
info@rfchamber.com  
Application and more information available at  
[www.rfchamber.com](http://www.rfchamber.com)



**2010 Business After Hours**  
**4:30-6:00**

**April 20, 2010**

Cabreeco Companies LLC

**June 15, 2010**

Wireless World

**September 14, 2010**

WellHaven/ Lutheran Home Association

**November 9, 2010**

Chippewa Valley Technical College

**2010 BAH Grand Prize**

**A 9.5 Foot Perception Swifty Kayak,  
Paddle and Life Jacket**

**Sponsored by Kinni Kayak**

**For more information**

**[www.rfchamber.com](http://www.rfchamber.com)**

## Welcome to our **New Members**

Royal Credit Union  
200 Riverfront Terrace  
Eau Claire, WI 54703  
(715) 833-8167  
carlal@rcu.org

Baldwin Design, Inc  
545 10th Ave  
Baldwin, WI 54002  
(715) 688-4301  
colleen@baldwin-design.com

Clearwater Center Electrolysis and Body Waxing  
208 S. Main St. Suite 3  
River Falls, WI 54022  
(715) 426-7999

## Business Briefs

The **University of Wisconsin - River Falls** would like to invite you to join in the events of the Chancellors Inauguration week. There are many different events going on. Please check [www.uwrf.edu](http://www.uwrf.edu) for all the details. A couple of events that we would like to highlight include on Wednesday March 24 -"Bowls of Hope" Community Fundraiser All proceeds will benefit "Our Neighbor's Place" This event will take place from 5-7:00 p.m. ,in the Riverview Ballroom, at the University Center. Also the actual inauguration of the Chancellor takes place on Friday, March 25, at 2:00 p.m. in the Riverview Ballroom, University Center. Following the Inaugurations ceremony will be the Inauguration Reception 3:30 p.m., Pete's Creek, University Center. Watch next months newsletter for more information.

The 2010 **American Cancer Society** Relay For Life of Pierce County is right around the corner. In 2009, River Falls and the surrounding communities raised over \$172,000 for the American Cancer Society. The 2010 Relay For Life of Pierce County will be held on March 26-27, 2010 at River Falls High School, River Falls, Wisconsin. You can register your team today by visiting the event web site at [www.relayforlife.org/riverfallswi](http://www.relayforlife.org/riverfallswi) or by calling call Janet Burns, Event Chair, at 715-426-1152.

Greg Lackey for **Kinni Kayak** has agreed to be our Grand Prize sponsor! He will be donating a brand new 1 person Kayak, paddle and life jacket as our grand prize!!! The brand is Perception, Model is Swifty, It is a 9.5 foot kayak. He is also going to donate a trip for 2 down the Kinni to kick off and promote Business After Hours at the Choscars! He will also give away \$10 off any week day trip at each of our BAH this year

Cherrie Bergandi has been named Education Director—General Education at **Chippewa Valley Technical College** . Bergandi has served as interim Education Director—General Education for the past year. Prior to January 2009, she taught in the Communication Skills department at CVTC for six years. In her new position, Bergandi will oversee instruction in communications skills, math, chemistry, physics, economics, sociology and psychology. "We are often told by employers that communication and math skills are as important on the job as technical expertise. Cherrie will be responsible for ascertaining that our curriculum and instruction assures a good balance of those skills," said CVTC Vice President Ellen Kirking.

The **River Falls Area Hospital Foundation** has released a request for proposals from local programs that improve access to health care. Grant requests from \$500-\$25,000 will be considered. To be eligible for funding, applicants must provide or plan to provide services that improve access to health services for residents of the communities served by the hospital; demonstrate compatibility with the mission, vision and values of Allina Hospitals & Clinic; and have the demonstrated capacity to carry out the program work funded by the grant and to maintain fiscal accountability. Applications are due on Monday, March 1, 2010. More information about eligibility and the application process can be found on the foundation's website at [www.riverfallsareahospital.com/rfahfoundation](http://www.riverfallsareahospital.com/rfahfoundation).

Step back in time and "peace out" with the music of the 60's and 70's **Turningpoint's** fundraiser on Saturday, February 6th. Just one of many events taking place as part of the Hudson Hot Air Affair, this FREE concert will open with a Silent Auction at 7:30 p.m. and Concentual Unplugged will play music from the 60's and 70's until 11:00 p.m. while raising funds for Turningpoint ([turningpoint-wi.org](http://turningpoint-wi.org)) in River Falls. Turningpoint provides victims of domestic abuse and sexual violence free and confidential 24 hour crisis counseling, temporary food & shelter and support groups for women and children living in Pierce and St. Croix counties. If you would like a "groovy place" to "hang loose," we'll see you at the Best Western Hudson House Inn on Saturday, February 6th. For more information, contact Kami Telschow at Land Title (715) 377.0099, Pete Keskey at Minuteman Press (715) 377.7795 or Eldene Rosenwinkel at (651) 260.1600.



Chamber Ambassador

# Visits



## Workforce Resource Inc.



Warren Kozitza; Reis Insurance Agency, Stephanie Johnson; The Crossings by Grandstay Inn and Suites, Isaac Grover; Quality Computer Services, Erica Randgaard; Kilkarney Hills Golf Club, Stephanie Johnson; The Crossings by Grandstay Inn and Suites, Kim Masanz; Thrivent Financial for Lutherans, Justin Bangtson; Express Employment Professionals, Pat Miller; Workforce Resource, Pat Murphy; Security Financial Bank, Susan Nielson; Leaderscapes Inc., Greg Peters; State Farm Insurance Agency Greg Peters; State Farm Insurance, Brian Senoraske; Kinni Valley Chiropractic, Patsy Linehan; Security Financial Bank, Johnathan Harsdorf; Brilliant Impact Web Design, Kristin Loney; First National Bank of River Falls

St. Croix Valley Job Center, Workforce Resource Inc. is located at 625 Whitetail Blvd., Suite 120, River Falls. They are a non-profit organization that utilizes the Federal Workforce Investment Act to provide resources for dislocated workers, low-income adults and youth. They offer assistance in Career counseling, career explorations, and interviewing and employment preparation. St. Croix Valley Job Center opened in 2006 with staff from St. Croix and Pierce County. Workforce Resource has been a River Falls Area Chamber member for several years. They have benefited through the membership by networking opportunities with local businesses, receiving feedback on what employers want and need and by providing worksites for both prospective employees and participants of our youth program.

The Resource room hours are Monday through Friday, 7:30am – 4:30pm. On Tuesdays, they are open until 6:00pm. Individual meetings with counselors are by appointment. Anyone looking for a job, researching careers and developing resumes is welcome to the Resource room. For any of your work force questions or comments, you can reach Workforce Resource Inc. at 715-426-0388 or by checking out their website at [www.workforcesource.org](http://www.workforcesource.org).

## Mr. Movies



Mr. Movies is located at 120 S. Main St., River Falls. They have recently opened this new space moving from their North Main Street location. They are looking to capitalize on their new downtown location. They also like the idea of more foot traffic walking by. Although the space may look smaller they actually have the same amount of movies. Mr. Movies provides movie rentals, game rentals, sales and repair.

They have been in the River Falls area since December of 1991 and are here to provide our community and surrounding areas with entertainment and courteous customer service.

Their hours are Monday – Thursday 10:00am – 10:00pm, Friday and Saturday 10:00am - 11:00pm and Sunday 12:00pm - 10:00pm.

Pictured from left to right: Isaac Grover; Quality Computer Services, Erica Randgaard; Kilkarney Hills Golf Club, Patsy Linehan; Security Financial Bank, Stephanie Johnson; The Crossings by Grandstay Inn and Suites, Kim Masanz; Thrivent Financial for Lutherans, Pat Miller; Workforce Resource, Pat Murphy; Security Financial Bank, Warren Kozitza; Reis Insurance Agency, Greg Peters; State Farm Insurance Agency, Justin Bangtson; Express Employment Professionals, Kristin Loney; First National Bank of River Falls, Johnathan Harsdorf; Brilliant Impact Web Design



**RIVER FALLS**  
AREA CHAMBER OF COMMERCE  
& TOURISM BUREAU

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River Falls, WI 54022  
Phone. 715-425-2533  
Fax: 715-425-2305  
www.rfchamber.com

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**Forwarding Service Requested**

2008 CHAMBER Awards	<i>WESTconsin Credit Union</i> 2008 Business of the Year	<i>Bo's 'N Mine</i> 2008 Small Business of the Year	<i>Rotary Club of River Falls</i> 2008 Non-Profit of the Year	<i>Henry Dreistadt</i> 2008 Citizen of the Year	<i>Patsy Linehan</i> 2008 Ambassador of the Year	<i>Linehan Family</i> 2008 Chamber Champion
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**Thank You to our Renewing Members**

E.R.A Muske Company Real Estate - (715) 426-7330  
 Minuteman Press - (715) 377-7795  
 River Falls Spa - (715) 425-7900  
 American Red Cross - Chippewa Valley Chap - (715) 834-4182  
 Halverson Concrete Construction - (715) 425-7692  
 Kris Ainsworth - (715) 425-9755  
 Quality Computer Services - (715) 425-0440  
 Renaissance Academy - (715) 425-7687  
 Riverwalk Mercantile - (715)-425-5999  
 Pyro Magic Display - (715) 425-7157  
 Johnnie's Bar - (715) 425-9291  
 Firth Financial Professional Bookkeeping - (612) 308-7916  
 South Fork Cafe, Inc. - (715) 425-2575  
 Lund Builders - (715) 425-1130  
 Sodexo Campus Services - (715)-425-3274  
 River Falls Kiwanis Club - (715)-426-7776  
 Dish and the Spoon Cafe - (715) 426-9392  
 Expense Reduction Analysts - (715) 425-9135  
 Free Clinic of Pierce/St. Croix - (715) 307-3948  
 Free Clinic of Pierce/St. Croix - (715) 307-3948  
 Freeman Drug, Inc. - (715) 425-2255  
 H & F Home Furnishings - (715) 425-2782  
 River Valley Physical Therapy - (715) 426-7878  
 Veolia ES Solid Waste Midwest, Inc. - (715) 839-9553  
 Bo's 'N Mine - (715) 425-9064  
 YMCA Camp St. Croix - (715) 386-4380  
 A.M. Structural Engineering - (715) 426-4930

Associated Bank - (715) 426-6060  
 Baldwin Telecom, Inc - (715) 684-3346  
 Bernard's of River Falls - (715) 425-9400  
 Community Arts Base - (715) 425-7645 ext. 2  
 Cudd Bros. Construction - (715) 425-8053  
 Edward Jones -- Jim Williamson - (715) 426-6652  
 Edward Jones -- Nate Jackson - (715) 425-1050  
 Erickson Industries, Inc. - (715) 426-9700  
 First National Bank of River Falls - (715) 425-2401  
 H & R Block River Falls - (715) 425-7276  
 Heartland Montessori School - (715) 426-0350  
 Kilkarney Hills Golf Club - (715) 425-8501  
 Lunds Hardware, Inc. - (715) 425-2415  
 Minnesota Rubber & Plastics - (715) 426-4700  
 Moody's Chevrolet, Buick, Pontiac - (715) 425-2472  
 Pizza Hut - (715) 425-8172  
 Reis Insurance Agency, Inc. - (715) 425-6721  
 River Falls Mutual Ins. Co. - (715) 425-5292  
 River Falls Sportsman's Club - (715) 425-1380  
 River Falls State Bank - (715) 425-6782  
 River Falls Tire Company (715) 425-5414  
 Rodli, Beskar, Boles, Krueger & Pletcher, - (715) 425-7281  
 School District of River Falls - (715) 425-1800  
 St. Croix Valley Title Services, Inc. - (715) 425-1519  
 Integral Consulting Group, Inc. - (715) 778-5085  
 UW - River Falls Foundation - (715) 425-3505  
 West Wind Supper Club - (715) 425-8100  
 Don Page

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 1561 Commerce Court  
 River Falls, WI 54022  
 www.securityfinancialbank.com

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 www.wipfli.com

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