KEEP YOUR COOL!

Whether it’s spending the day fishing or enjoying a few hours on a paddle board, Greater Grand Forks has plenty of cool activities to help you beat the summer heat.

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GREATER GRAND FORKS
JUST GOT COOLER.
CLICK HERE TO FIND OUT MORE

WWW.GRANDFORKSISCOOLER.COM
The greater Grand Forks workforce coalition launched a workforce recruitment and retention initiative July 1st. They also unveiled, the new community slogan, “Way Cooler Than You Think”.

The theme embodies the three main topics of people/personality, place, and weather/reality. The theme is playful, has humor, and creates a sense of personality. It is also broad enough to be able to be applied to the supporting the many benefits and features of our community and organizations.

Check out to the new web site. It’s perfect for anyone who is looking to move here or who just wants to know more about our community.

www.grandforksiscooler.com

See the full story on the development of the site on the fact sheet on page 14-15 of this month’s newsletter.

Canadian Business Targeted

Simon Resch, owner of the Duty Free shop at the Canadian Border Crossing near Pembina, met with about 25 local businesses who do significant business with Canadians. Simon shared a chart which documents the direct correlation between the Canadian Dollar and the number of crossings at the Pembina Board Station. The low dollar has impacted businesses very significantly over the past 4 plus years.

Simon also shared the design of the new Boarder Station that will be constructed over the next two years on both sides of the Board crossing. This will enhance the speed with which people can cross in the US and also back into Canada further eliminating a potential objection to travel in either direction. The soon to be constructed, new Duty Free Shop, will be right in between the truck and car lanes on the South bound crossing lanes in the new design.

Finally, the group talked about collaborating with Duty Free to cross promote Grand Forks area businesses. There are also other cross promotion opportunities for Gf/EGF area businesses with Canadians that will be discussed further in coming months.
Chamber Focus Moves from Arbor Park to Sales Tax

First thanks to all of the business people who supported the construction of a new condominium complex downtown. This paves the way for further development downtown as well and also help build momentum in the GF/EGF Community.

The Chamber will also be supporting and other special election initiative in coming weeks as the City makes plans to put a half cent sales tax for 20 years for roads and water infrastructure on the ballot yet this Fall. Investments in vital infrastructure help our community grow which benefits all GF/EGF businesses.

Chamber Ag Committee Adds Producer Social Event

On August 1st the Chamber Agriculture Committee will host its first ever Producers Networking Social at Adams Farms. Local Ag producers from throughout the region will be invited to meet and mingle with local agribusinesses owners and managers. An invitation will be out in the next week.

The Chamber’s Agriculture Committee chaired by Rick Robinson, Bremer Bank and Chair Elect, Carah Hart, Red River Farm Network recently did a thorough evaluation of its programing. They have decided to keep their long standing Farm Appreciation Banquet and add the Social, which is aimed at younger producers. The Ag Committee will also continue its popular City to Farm Tour and monthly Agribusiness Programs.

Team GF Meeting Post Legislative Meeting

On June 7th, area legislators met with representatives from the Chamber, EDC, City, County and UND to talk about the recently completed ND Legislative Session. Most of the “Team Grand Fork’s” initiatives were funded. Several Legislators expressed their appreciation for the group’s clear articulation of the community’s top goals and for all of the timely information they receive during the session so Legislators can be effective on our behalf. Few communities work as effectively as Grand Forks does with its legislators for the benefit of the people living in our community and doing business in Grand Forks.

Reserve Your Spot for The September Chamber Express!

Reach over 3,000 of your fellow Chamber members! Promote your business or special offer with your flyer or brochure in over 3,000 Chamber Express packets.

Here’s how:
- Reserve your space ASAP by contacting Tina at 772-7271 or info@gochamber.org
- Space is limited to 15 inserts.
- Provide us with 3,100 copies of your flyer or brochure by Friday, August 25th.
- Cost: $250 includes a 8.5 x 11, up to 24lb flyer or brochure
- You must be a Chamber Member to advertise in The Chamber Express packets.
The Chamber Ambassadors would love to meet you and celebrate your business with a ribbon cutting ceremony. If you are interested, please contact our membership director at 772-7271 or emberlyL@gochamber.org to schedule a ribbon cutting event.

Liberty Business Systems

Northern Roots Boutique

Jensville Firearmes Training, LLC

Hugo’s Columbia Road
We are the welcoming arm of The Chamber. We welcome new chamber members and businesses with ribbon cutting ceremonies, greet at Chamber functions, and participate in The Chamber’s annual Membership Drive.

Making Life Happen

Business Loans
Commercial Line of Credit
Account Analysis
SBA Approved Lender
Checking Accounts
SEP IRAs

Taking the stress out of business banking so you can get back to living your life.

Ambassador Event

Jensville Firearms Training, LLC

We are the welcoming arm of The Chamber. We welcome new chamber members and businesses with ribbon cutting ceremonies, greet at Chamber functions, and participate in The Chamber’s annual Membership Drive.
June Business After Hours

Hugo’s/Hugo’s Wine & Spirits & Forx Rentall showcased their business while Chamber members enjoyed music, food and networked in a relaxed atmosphere.

It’s the talk of the town!
This is one of the many networking opportunities The Chamber offers for its members and their employees.

Thursday, July 20
4:45pm ~ 7:00pm
FREE ADMISSION
• Complimentary hors d’oeuvres
• Drink Ticket & Cash Bar
• Great Door Prizes
• Progressive cash drawing is at 700!

1000 S. 42nd St., Grand Forks ND
Canad Inns invites all Chamber Members and their employees to join them for a fun Business After Hours event at Playmaker All American Lounge located in Canad Inns!

Stop in...Enjoy the fun and take advantage of great networking opportunities. You might even win $700 in our progressive cash drawing! We’ll draw the name of one Chamber Member business. If someone from that organization is present, they win!!

Because of the business nature of this event, no children under 18 may attend.
Grasser Promoted to Operations Manager of AE2S Grand Forks Office

(June 20, 2017) – AE2S (Advanced Engineering and Environmental Services, Inc.) has promoted Jordan Grasser, PE, to the position of Operations Manager of the firm’s Grand Forks, ND office. Grasser has served as Project Manager or collaborated on several large water infrastructure projects for the Cities of Grand Forks, Williston, Valley City, Hillsboro, and Grafton, ND and Minneapolis and Thief River Falls, MN.

“Jordan’s team-focused approach, composed manner of managing staff, and focus on operating a successful office make him an excellent fit for this position,” said Lisa Ansley, PE, AE2S Operations Director. “In addition, Jordan will continue to serve an important role on the Grand Forks Regional Water Treatment Facility project.”

While at AE2S, Grasser’s experience has included planning, design, construction, and start-up of both ground and surface water treatment facilities utilizing a number of treatment systems, including advanced treatment methods such as membrane systems. He also has experience in discharge permitting and environmental assessment, and has collaborated efforts with multiple State and Federal agencies to accommodate client needs.

Originally from Grand Forks, Grasser holds a Master of Science degree and Bachelor of Science degree in Chemical Engineering from the University of North Dakota.

Altru Health System Honored with Mission: Lifeline Achievement Award

Grand Forks, N.D. – Altru Health System has received the Mission: Lifeline® Silver Receiving Quality Achievement Award for implementing specific quality improvement measures outlined by the American Heart Association for the treatment of patients who suffer severe heart attacks.

Every year, more than 250,000 people experience an ST elevation myocardial infarction (STEMI), the deadliest type of heart attack caused by a blockage of blood flow to the heart that requires timely treatment. To prevent death, it’s critical to restore blood flow as quickly as possible, either by mechanically opening the blocked vessel or by providing clot-busting medication.

The American Heart Association’s Mission: Lifeline program’s goal is to reduce system barriers to prompt treatment for heart attacks, beginning with the 9-1-1 call and continuing through hospital treatment.

“Altru Health System is dedicated to improving the quality of care for our patients who suffer a heart attack, and the American Heart Association’s Mission: Lifeline program is helping us accomplish that goal through nationally respected clinical guidelines,” said Lynde Quirk, STEMI & Stroke Coordinator at Altru. “We are pleased to be recognized for our dedication and achievements in cardiac care, and I am very proud of our team.”

Anchor Marketing Welcomes Mike Moody Back To Its Crew

Grand Forks, North Dakota – Anchor Marketing recently announced the addition of Mike Moody as its director of new business development. He will focus on initiating successful branding and marketing partnerships with businesses in North Dakota and Minnesota.

Before accepting this position, Moody served as business development director for Ideal Aerosmith, one of the nation’s leading manufacturers of motion test solutions. Prior to that, he worked for Roadies (Anchor Marketing’s web development subsidiary) as an account manager, helping businesses across the country to improve their online branding.

“Mike is one of the best listeners I have ever met,” say Hal Halliday, president of Anchor Marketing. “His experience, sincerity and patience make him especially good at uncovering the best ways for businesses to overcome their communication challenges.”

New staff? Business accomplishments? SHARE YOUR NEWS IN BUSINESS BRIEFS........ FREE!
Drop Tina an email: info@gochamber.org
RiverView Health recognized as one of the Best Places to Work in Healthcare

Crookston, MN – With its 410 employees, RiverView Health was recently selected by Modern Healthcare as one of the 2017 Best Places to Work in Healthcare.

The nationwide recognition program, now in its 10th year, honors workplaces throughout the healthcare industry that empower employees to provide patients and customers with the best possible care, products and services. Modern Healthcare - a leader in healthcare business news, research and data - partners with the Best Companies Group on the assessment process, which includes an extensive, voluntary, anonymous employee survey to benchmark standings against other health care facilities across the country.

RiverView Health is one of only two Minnesota organizations to be recognized for the Best Places to Work in Healthcare honor in 2017, the other in Minneapolis. Modern Healthcare awarded 150 organizations in four types of healthcare – large hospitals, small to midsize hospitals, health care suppliers/consultants and health insurance companies. On Sept. 28, 2017, Modern Healthcare will reveal RiverView’s overall placement on the list of small and midsize hospitals at the 2017 Workplace of the Future Conference. RiverView will also be featured in a special supplement in the October 2nd issue of Modern Healthcare.

The complete list of this year’s winners, in alphabetical order, is available at www.modernhealthcare.com.

EAPC Wins Marketing Excellence Awards

Grand Forks, ND (June 16, 2017) – Zweig Group, a full-service Architecture and Engineering consulting firm based in Fayetteville, Arkansas, announces that EAPC Architects Engineers has received Marketing Excellence Awards for two categories including Website and Holiday.

The Marketing Excellence Awards recognize outstanding and effective marketing in the architecture, engineering, planning, and environmental consulting industry. Awards were given in the categories of social media, holiday, special event, internal marketing, external newsletter, integrated marketing, proposal presentation, and website.

“It is exciting to compete with some of the best A/E firms in the country,” said Lori Bakken, EAPC Marketing Director. “We are continuously looking for creative ways to educate our clients on the services EAPC provides, as well as thank them for trusting us as their design partner in the AE industry.”

EAPC and all winners will be celebrated at the Hot Firm and A/E Industry Awards Conference held at the Fairmont Olympic Hotel in Seattle, Washington on September 21-22, 2017.

http://www.eapc.net

Klug, Odamtten, Gooding, and Bohl join Liberty Business Systems, Inc.

Cody Klug and Abby Odamtten, Josh Gooding, and Corie Bohl have joined Liberty Business Systems, Inc. Klug and Odamtten will work out of the corporate office in Fargo while Gooding and Bohl will work out of the Grand Forks Office. Liberty Business Systems, Inc. offers a wide array of the best office technology systems on the market. Liberty Business Systems, Inc., headquartered in Fargo, has been in business for over 30 years. Our formula of values, expertise and commitment to satisfaction has made us North Dakota’s premier provider of office technology solutions.

Also, Nick Gustafson, Service Field Supervisor; achieved certification under the Strategic Partnership In Ricoh Education (SPIRE) Program to become an authorized SPIRE Instructor. Offered to Ricoh Family Group dealers and certified by the Ricoh Services Training and Knowledge Management team, Gustafson can now deliver Ricoh services and technology training to Liberty Business Systems’ team of service technicians.
Welcome New Members

**Tidbits of Grand Forks/EGF**
Joined with Kenny Holweger
Chadwick Parkinson
PO Box 12861
Grand Forks, ND 58208
(P) 701-772-8239
wickpub@yahoo.com
www.tidbitsgf.com

Tidbits is a fun-for-everyone publication featuring interesting facts, information, trivia, and various puzzles. The paper is a free, weekly publication distributed in restaurants, grocery stores and waiting areas in the local and surrounding area. Tidbits has been an area favorite for 20 years and prides itself on offering affordable advertising.

**Profile by Sanford**
Rayna Jacobson
1375 S. Columbia Rd. STE E
Grand Forks, ND 58201
(P) 218-457-1541
rayna.jacobson@profileplan.net
www.profileplan.net

Profile makes weight loss simple, easy-to-follow, and sustainable. Backed by one of the nation’s largest health systems, Profile by Sanford is a personalized plan designed to improve the way you eat and live.

**Outlaw Concrete and Landscaping**
Joined with Kim Tolpingrud
Jaydee Weigand
1311 S. Washington St.
Grand Forks, ND 58201
(P) 701-757-0926
jaydee.weigand@gmail.com
www.outlawconcrete-landscaping.com

We are dedicated to offering a variety of high-quality concrete installation and maintenance services for residential, commercial and agricultural properties. From garage floors to parking lots, our impeccable concrete services will add value to your home or place of business.

**STEMflash LLC**
Juan & Debra Pedraza
4200 James Ray Dr., STE 201
Grand Forks, ND 58201
(P) 701-620-1928
(P) 701-620-9008
juan@stemflash.com
debra@stemflash.com
www.stemflash.com

STEMflash LLC focuses on public relations and marketing-including multimedia publications and video production-for small companies and startups in the tech and biotech sectors. The company also does marketing metrics.

**White Wash Truck Wash LLC**
Tyler Braathen
1203 N 51st St
Grand Forks, ND 58201
(P) 701-351-1106
(P) 701-552-3700
tyler@whitewatertruckwash.com

White Water Truck Wash located on the west side of Grand Forks, services vehicles for truck detailing including semi-trucks and trailers. Call to book an appointment or to hear more about the services of White Water Truck Wash.

**Greenberg Realty - Jeff and Robin Properties LLC**
Joined with Scott Telle
Jeff and Robin Snell
3651 South Columbia Road
Grand Forks, ND 58201
(P) 440-258-4449
JeffandRobinProperties@gmail.com
www.JeffandRobinProperties.com

We are ND and MN licensed REALTORS® who work as a team for home buyers and sellers. Why have only one REALTOR® when you can have two working for you!
June 1 - June 31 Membership Renewals

The following businesses know the value of their Chamber Membership and have renewed their membership in The Chamber-GF/EGF. **GIVE THEM A VISIT!**

A & L Potato Co. Inc.
Aflac - Maxine Bachmeier
Backspin Productions
Bakken Backers
Baymont Inn & Suites, Grand Forks
Charles Bridgeford, D.D.S.
CHS Ag Services
Coldwell Banker - Forks Real Estate
Curt Kreun
Dakota Carrier Network
Dakota Science Center
Dimensions Photography LLC
Eagle’s Crest Grill
Edward Jones - Matt Odenbach
Employer Support of the Guard & Reserve
Forks Chem-Dry
Grand Cities Games
Mainstream Boutique
Mike’s Pizza & Pub
Monarch Travel & Tours
Morgan Stanley
Newman Outdoor Advertising
Northern Roots Boutique
Occupational Development Center
Party City
Shooting Star Casino
Spicy Pie
Steffes Company - Grand Forks
Super Target
Tim Shea’s Nursery, Inc.
Total Relaxation
Trojan Promotions
UND Energy & Environmental Research Ctr.
Wag-N-Train
Wells Concrete

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**There are great savings and nice selections at the Home Place Thrift Store**

**701-795-9704**

1811 S. Washington, Grand Forks, ND
www.prairieharvest.net

**Call us to pick up your donations!**
(Available Monday, Tuesday or Thursday, schedule permitting)

* Furniture * Appliances * Electronics * Household Items * Clothing * Books

Drop off your cotton or cotton blend stained, torn, old clothes to be used for Prairie Harvest Mental Health’s Rag Contract.

**All Proceeds Benefit:**

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11
Grow Your Brand’s Story through Internal Communications

Internal communications is a vital piece of every organization’s communication strategy. At July’s Chamber Brown Bag, learn how to keep staff informed and engaged, serving as brand ambassadors at work, home, online and throughout the community.

At this seminar you will learn:
- Best practices for internal communications
- Ways to develop your brand’s story
- Why employees are some of your best ambassadors

Presented by:
Michelle Adolphsen & Angie Laxdal, Corporate Communications, Altru Health System

Wednesday, July 19, 2017
11:30am – 1:00pm
The Chamber, 202 N 3rd St

$20/Person – Chamber Member (Includes Lunch)
$30/Person – Non-Member (Includes Lunch)

Registrations are available online only.

To register and add the event automatically to your calendar click the register button below.

Reservations not cancelled 3 days prior to event will be billed.
Join us for this exciting TWO day event!

Engage with your fellow Chamber members to say “Thank You” for their membership and support of The Chamber. If you have an hour or more August 2nd or 3rd to deliver thank you gifts to Chamber members, let us know! Volunteer yourself, with co-workers or friends! Volunteers are welcome to include their own business card in the thank you packets.

O P E R A T I O N

THANK YOU

August 2nd
Light Breakfast, Package Pick-up .......... 7:00-9:00 am
Chamber Board Room
Membership Visits ......................... 9:00 am- 5:00pm

August 3rd
Membership Visits .......................... 9:00 am- 5:00pm
Volunteer Appreciation Social & Picnic... 4:00-6:00pm
Chamber back yard

If you would like to volunteer
CLICK HERE!
It Gets Cold Here, and That’s Cool!
Grand Forks region launches workforce recruitment & retention initiative

What started as a workforce development initiative is turning into a rally cry for the region.

“We formed a Human Resources Advisory Committee to address workforce development and we landed on something far deeper. We decided that to truly showcase our region, we had to embrace what makes us, us.” And according to Keith Lund, the incoming President & CEO of the Grand Forks Region Economic Development Corporation (GFREDC), that includes the weather. “It shapes our region, our people, and what we do on a daily basis,” says Lund.

Playing on the personality of the region, its people, and of course, the weather, AE2S Communications developed the theme: Grand Forks Region: Way Cooler Than You Think!

“We were excited to pitch this concept to the human resources advisory committee,” says Doris Cooper, GFREDC marketing & communications manager. “Yes, the Grand Forks region has a cold-weather reputation. We’re embracing that reputation and all of the other cool elements of living here.”

The Committee’s focus was to develop, fund, and implement a sustainable toolkit to support employers’ workforce recruitment and retention efforts. This is fronted by a centralized website, www.GrandForksisCooler.com, which serves as a portal into the Grand Forks region.

“We set out to help showcase our region’s personality through this website and toolkit that highlights the reasons this really is a great place to live, work, play, and stay,” says Lund. “I think we were able to come together and create something that will do just that.”

The “Grand Forks Region: Way Cooler Than You Think!” initiative has been led by the following funding partners: GFREDC, The Chamber-Grand Forks/East Grand Forks, Greater Grand Forks Convention and Visitors Bureau, UND, Grand Forks County, and City of Grand Forks, with input from an Advisory Committee comprised of human resources executives representing sectors including finance, manufacturing, UAS, utilities, engineering, agribusiness and health care.

“What I really like about the initiative is that it is universally adaptable. I’m excited about incorporating this into our community marketing,” notes The Chamber’s President & CEO Barry Wilfahrt. “It really works for all the organizations involved and that was important to us. The Grand Forks area really is cooler than you think.”
Through past studies, focus groups, and surveys, addressing workforce recruitment and retention continues to be an important economic development topic for the region and its employers.

In order to address the need for a synergistic approach to workforce recruitment and retention, a diverse Advisory Committee comprised of human resources executives representing sectors including finance, manufacturing, UAS, utilities, engineering, agribusiness, and health care was formed to provide direction and leadership to the initiative’s funding partners: the Grand Forks Region EDC; The Chamber – Grand Forks/East Grand Forks; Greater Grand Forks Convention and Visitors Bureau; University of North Dakota; Grand Forks County; and City of Grand Forks.

The Committee identified a need to develop, fund, and implement a sustainable recruitment and retention toolkit for use for organizations in the region. The Committee wanted a centralized “portal” into Grand Forks used to direct interested recruits as well as to present a united front and coordinated resources to develop a one-stop, branded entry point. This portal would provide opportunities to showcase the benefits of the region for retention of employees higher ed students.

The targeted audience generally includes boomerang professionals considering returning to the area, regional students nearing graduation, veterans and transitioning GFAFB personnel and new entrants to the region with low familiarity and weak social ties.

The Committee retained the services of local communications and marketing firm, AE2S Communications to develop a campaign around the above goals. In addition, the campaign focuses on showing the personality of the region, including not shying away from the weather or location. The campaign embraces our reality and creates opportunities to show every day life, specifically paying attention to some of the key aspects of the focus group results (family friendly, good education, etc.)

AE2S Communications developed and presented three alternative themes to the Committee. Grand Forks Region: Way Cooler Than You Think! was chosen by the Committee as the centralized theme.

The theme Way Cooler Than You Think! embodies the three main topics of people/personality, place, and weather/reality. The theme is playful, has humor, and creates a sense of personality. It is also broad enough to be able to be applied to the supporting the many benefits and features of our community and organizations.

AE2S Communications and a smaller subcommittee from the Human Resources Advisory Committee worked to develop a website, social media, advertising, toolkit, and supporting materials with a goal of a public launch at the end of June/beginning of July.

The Grand Forks Region Economic Development Corporation (GFREDC) will lead the initiative going forward. All inquiries about the initiative can be directed to Doris Cooper, Marketing and Communications Manager at dorisc@grandforks.org.