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# BUSINESS INSTITUTE

2015-2016

**Henningson & Snoxell, Ltd. presents the**  
**BUSINESS INSTITUTE**  
**offered through the I-94 West Chamber of Commerce**

**The Business Institute provides unique opportunities  
to build leadership and management skills  
that can be used both in  
business and within the community.**

I-94 West Chamber of Commerce  
PO Box 95 :: Rogers, MN 55374  
763.428.2921 :: [www.i94westchamber.org](http://www.i94westchamber.org)  
[requests@i94westchamber.org](mailto:requests@i94westchamber.org)

# BUSINESS INSTITUTE

The Business Institute provides unique opportunities to build leadership and management skills that can be used both in business and within the community.

The I-94 Chamber of Commerce is honored to count among its members local, national, and international business leaders and speakers, many of whom are willing to share their expertise.

With these resources, we are proud to offer Chamber members the Business Institute, sponsored by Henningson & Snoxell, Ltd.

The program runs from September to April, giving attendees the opportunity to learn and develop cutting-edge business practices from local and national experts while developing relationships with local business and community leaders.

The courses cover a wide variety of relevant topics and feature some of our region's — and the nation's — top speakers.

Participants who complete all eight courses will receive an I-94 West Chamber of Commerce Business Institute Certificate and will be recognized at the Business & Community Excellence Awards in April, 2016.

## Course Fees

### Business Institute Certificate - \$250

- Registration for one participant for all eight courses
- Registration for the Business & Community Excellence Awards
- Certificate presented at the Business & Community Excellence Awards
  - Must complete all courses to receive the Business Institute Certificate.
  - Must be a Member of the I-94 West Chamber of Commerce

### Business Institute Course Package - \$250

- Registration for all eight courses, which may be attended by different participants from the same company
- Membership with the I-94 West Chamber of Commerce is not required

### Individual Courses

- Member of the I-94 West Chamber of Commerce: \$40
- Non-Member: \$50

## CEO & Business Leader Round Table

Tuesday, April 12, 2016

3:00 pm to 4:30 pm

Cabela's

21201 Rogers Drive, Rogers

Meet local CEOs and join the discussion on the latest business issues.

More information will be available soon.

### Invited to Attend:

Graco

Shark Industries

J & B Group

Gries, Lenhardt, Michenfelder Allen, PLLP

King Solutions

Minnesota Chamber of Commerce

Polaris

# BUSINESS LEADER ROUND TABLE

# Social Media & Marketing

with Mark Murray,  
President/CEO, Prime  
Advertising & Design  
Tuesday, March 15, 2016  
3:00 pm to 4:30 pm  
Prime Advertising & Design  
6450 Wedgwood Rd N #100,  
Maple Grove



The digital and electronic world is changing at such a rapid pace that it's a full time job just to keep up. And when you have a business to run, you don't always have the time to not only keep up, but more importantly, to make intelligent decisions about how, when, where, and of course, how much. Join us for this informational course to keep your business updated on the latest and greatest.

## About Prime Advertising and Design:

Prime Advertising is your one-stop, full-service marketing agency with decades of experience creating successful campaigns of hundreds of local, national, and international companies, organizations, and non-profits of all sizes. Their specialization in web, multimedia, print, and community marketing allows them to deliver comprehensive strategy, design, distribution, and marketing services that align with your goals and objectives.



## COURSE SCHEDULE

Held one Tuesday a month from 3:00 pm to 4:30 pm  
Locations vary

**September 22, 2015**

**3-D Sales**

with Erik Therwanger, Think GREAT

**October 20, 2015**

**Emotional Intelligence 2.0**

**What's in a WORD?**

with Tracy David Peterson, Designed4Freedom

**November 17, 2015**

**The Power of Presence**

with Naomi Mogard, Rasmussen College

**December 8, 2015**

**How to Coach & Mentor Associates**

with Wendy Neu, Crossroads Coaching & Consulting

**January 12, 2016**

**Building Business Through Community**

with local non-profit organizations

**February 16, 2016**

**Customer Service**

with Michael Zdychnec, Minnesota School of Business

**March 15, 2016**

**Social Media**

with Mark Murray, Prime Advertising & Design

**April 12, 2016**

**CEO & Business Leader Roundtable**

Contact Donna J. Hartley at the I-94 West Chamber of Commerce  
for more information or to register  
[djhartley@i94westchamber.org](mailto:djhartley@i94westchamber.org) :: ph. 763.428.2921  
or register online  
[www.i94westchamber.org/events](http://www.i94westchamber.org/events)

## 3-D Sales

with Erik Therwanger  
Founder, Think GREAT  
Tuesday, September 22, 2015  
3:00 pm to 4:30 pm  
Cabela's  
21201 Rogers Drive, Rogers



Become a 3-D Sales Leader! With the dreams of a greater life, nearly every person has tried their hand at selling. But most quit before making their first sale. Those who continue to pursue the unlimited possibilities of a sales career often struggle to survive by operating at a 1-dimensional, or even a 2-dimensional level. Isn't it time that you experience 3-dimensional sales results? A critical component to every business and organization, sales is the key to unlimited growth. Whether you are a sales associate, sales manager, vice president of sales, or the owner of a company, 3-D Sales will add a new dimension to your sales performance and dramatically increase your career.

### Erik Therwanger - Founder, Think GREAT

As the founder of Think GREAT, Erik draws from his experiences as a U.S. Marine, executive business leader, sales professional, and entrepreneur to help organizations to achieve greater levels of success. He uniquely combines leadership development, team building, sales training, and goal-setting into strategies and techniques that empower employees, sales teams, leaders, and business owners to exceed expectations. His presentations have been requested from businesses such as Sam's Club, branches of the armed services ranging from the Air National Guard to the U.S. Marine Corps, and charity organizations like The American Cancer Society.



## Customer Service in the New Economy

with Michael Zdychnec,  
Minnesota School of Business  
Tuesday, February 16, 2016  
3:00 pm to 4:30 pm  
Minnesota School of Business  
11500 193rd Ave NW, Elk River



Perhaps one of the biggest opportunities and challenges presented by the new economy is the relationship an organization has with its customers. New technologies have created new ways to communicate, partnerships between organizations are becoming more common, and retaining existing customers has become an integral strategy of many organizations. An organization has many "customers" (internal and external) it needs to consider. The key to developing an appropriate customer service strategy may depend on whether the organization maintains an "authentic" relationship with its customers versus a "transactional" one. This class is interactive, informative, and collaborative. You'll also have an opportunity to address a customer service challenge you are facing today in your own organization.

### Topics:

- Authentic versus transactional relationships
  - Understanding the role of customer service in the new economy
  - Identifying internal and external customers
  - Exploring successful (and not so successful) customer service approaches
  - Establishing and executing a customer service strategy (what it takes at all levels)
  - Overcoming challenges and barriers to customer service execution
  - The role of the organization - the role of the individual
- Work-Place Assignment/Discussion



## Building Business Through Community

Tuesday, January 12, 2016  
3:00 pm to 4:30 pm  
Guardian Angels Engel Haus  
5101 Kassel Ave NE, Albertville

Join Local Business and Community Leaders in a discussion of how community participation and volunteering can be the most effective way to increase your business goals.

### Invited to Speak:

Rogers Mayor Rick Ihli  
Farmers State Bank of Hamel  
Allina Health

### Invited to Attend:

Rogers Lions  
Rogers Rotary  
STMA Women of Today  
Local City Officials  
STMA Rotary  
FYCC  
Memorial Blood Centers  
Hamel Rodeo  
Rivers of Hope

**BUSINESS &**  
**COMMUNITY**



## Emotional Intelligence 2.0 What's in a WORD?

with Tracy David Peterson  
Designed4Freedom  
Tuesday, October 20, 2015  
3:00 pm to 4:30 pm  
Cabela's  
21201 Rogers Drive, Rogers

### Emotional Intelligence 2.0

#### Feeling your way to promotion

Learn the advanced skills that pay top dollar in the marketplace, making you a valued asset and creating a victorious life full of promotion.

#### What's in a WORD?

#### The power packed punch

Gain insightful knowledge of how to transform your life with a WORD. Talking your way to success.

### Tracy David Peterson

Tracy is a highly regarded speaker and executive trainer who's worked with organizations such as the National Association of Insurance and Financial Advisors, Minnesota Women in Real Estate, International Executive Assistants Association, Rasmussen Business College, Chamber of Commerce, You Can Get Hired Inc, State Farm Insurance, American Family, Diversified Networking Authorities, and Biz to Biz Networking.

"Tracy's training is unbelievable! You will be amazed by the depth of her knowledge & the content she delivers. Her positivity is contagious & her passion for your success is apparent. Every encounter I have had with Tracy has made me a better person & more productive business owner. Make it a priority to hear her speak."

~ Dr. Desiree Van Bogart, President at Desired Health MN



## The Power of Presence

with Naomi Mogard  
Campus Director,  
Rasmussen College  
Tuesday, November 17, 2015  
3:00 pm to 4:30 pm  
Guardian Angels Engel Haus  
5101 Kassel Ave NE, Albertville



During this session we will explore the power of being present during our interactions with family, friends, and within our careers. With today's technology, the demands of "being connected" all the time can interfere with our relationships with others. Being present goes hand-in-hand with our ability to be "everyday leaders" and empowering others to do the same. We will discuss ideas around bringing calm and peace to our stress-filled day by being present and still getting everything done.

Naomi Mogard is the Campus Director at Rasmussen College's Brooklyn Park/Maple Grove location. She is completing her doctorate in Educational Leadership at St. Mary's University, earned an MS in Educational Leadership from Saint Cloud State University, and received bachelor degrees in Individual and Family Studies and Social Work from Concordia College in Moorhead, Minnesota. Prior to her career in higher education, she worked in the K-12 school sector.

Naomi joined Rasmussen in 2008 as Academic Dean and since then has held positions of Director of Student Affairs and Campus Director. Her passion is helping to develop "everyday" leaders within the organization and our community. She takes great pride in seeing others grow both personally and professionally, guiding understanding that true leadership is not about a position or title but about influence.



## How to Coach & Mentor Associates

with Wendy Neu  
Crossroads Coaching &  
Consulting  
Tuesday, December 8, 2015  
3:00 pm to 4:30 pm  
Jet Edge  
12070 43rd St. NE, St. Michael



The people who work around you are your champions – your trusted advisors to help ensure the work gets done right the first time. Treat each other well. Build trust. Maximize impact.

Wendy Neu worked in the corporate sector for more than 15 years in a variety of areas, including business operations, process improvement, and organizational effectiveness. Wendy is passionate about working with people who want to do more than what they are doing right now, with a focus on leaders and teams.

Wendy's work includes one-on-one coaching with senior level leaders as well as facilitated process and planning discussions with individuals and teams. She also offers a program designed especially for women in business.

