



CHAMBER NEWS



AREA CHAMBER OF COMMERCE

www.newulm.com

New Ulm Area Chamber of Commerce Connection to Local Businesses, Economic Development & Community Events
Phone (507) 233-4300 • Email: chamber@newulm.com

EMPLOYMENT LAW UPDATE

WEDNESDAY, AUG 3RD
8:00 AM - 10:00 AM

RSVP BY JULY 29!
chamber@newulm.com / 233-4300

THE COURSE WILL COVER THE MOST IMPORTANT NEW CASES, LEGISLATION, AND RULES AT THE STATE AND FEDERAL LEVEL IN THE PAST YEAR. MR. GENELIN WILL WORK BACKWARD CHRONOLOGICALLY EXPLAINING THE IMPORTANCE OF EACH NEW DEVELOPMENT AND TAKING TIME TO ANSWER QUESTIONS AND WILL WELCOME COMMENTS AND INTERACTION FROM THE AUDIENCE.

LOCATION: New Ulm Community Center

NEW ULM COMMUNITY CENTER
600 N GERMAN ST | NEW ULM, MN 56073

EVENT SPEAKER



Cory A. Genelin
GILSON & HUNTER, LLP
ATTORNEYS AT LAW

Cory Genelin is a partner in the firm of Gilson & Hunter, working primarily out of the firm's Mankato office. Cory is the Chair of Gilson & Hunter's Employment, Labor, and Benefits Practice Group. Cory is currently the Legislative Chair of the Southern Minnesota Area Human Resources Association.

A professional problem solver, Cory combines knowledge of the law with common sense and leadership experience. Cory's practice includes civil litigation, employment law, banking law, and business law.

Cory serves as employment counsel for many businesses in southern Minnesota. While no stranger to litigation, Cory excels at producing policies, handbooks, and checklists designed to keep problems from ever starting. More importantly, Cory provides his clients with the training they need to implement these policies. He is also available and responsive when employment decisions need to be made on short notice.

When counseling employers and HR managers, Cory draws on his years of leadership experience in the United States Air Force. As a decorated commander with combat experience, he understands that mission accomplishment requires consistent, fair, and thoughtful discipline. Now serving as a Staff Judge Advocate with the Air National Guard, Cory acts as in-house counsel to a flying wing with over a thousand employees, many of which are ununionized. Cory brings this in-house counsel perspective to his civilian practice; he advises clients not as an outsider, but as a team member and leader.

Cory's employment law counseling is built on his courtroom experience. He has successfully litigated over a hundred wage and hour, retaliation, harassment, unemployment, non-compete, and workers' compensation cases. Having represented both employers and employees, he is able to see a problem from all angles and anticipate the other side's moves.

In his spare time Cory enjoys coaching youth wrestling and football, fishing, hunting, gardening and spending time with his wife and four children.

EVENT SPONSORS: AREA CHAMBER OF COMMERCE MINNESOTA WORKFORCE CENTER CITY OF NEW ULM

Chamber Board Members

met July 12, 19, and 21 to set the direction of the Chamber for the 2016-2017 year, which begins September 1. Included in this board retreat were tours to three local businesses:



The first stop was at New Ulm Precision Tool Inc., where board members learned more about the company and the type of work done there, as well as the challenges in this field. Other stops included Taco Johns and 3M.



Young professionals on the panel were Eric Warmka, Minnesota Valley Funeral Home; Brandon Schmiesing, NU-Telecom; Chris Strube, Hy-Vee; Eric Bode, BoCo Realty.

3M, Taco Johns and New Ulm Precision Tool Inc. These tours were a chance for board members to learn more about specific challenges and trends in the New Ulm business community. There was also a panel discussion with local young professionals who shared their thoughts on the idea of New Ulm as a land of opportunity.

WE'VE GOT TICKETS

State Fair (discount admission) - \$10
 State Fair Midway and Ride Tickets (sheet of 25) - \$15
 State Fair Bargain Coupon Book - \$5

Ticket sales are a member benefit! We're happy to sell tickets for your upcoming events at the Chamber office. We are conveniently located and open 6 days a week! Contact us for more details: chamber@newulm.com, 507-233-4300.

Hospitality Table Sponsorship for July Perkins
 1727 S Broadway

Thanks to Perkins of New Ulm for sponsoring the hospitality table for the month of July. Please stop in to have a cup of coffee and visit YOUR chamber staff.

TIME TO JOIN!

Our year starts in September, and now is a great time to become a member of the New Ulm Area Chamber of Commerce!

10 REASONS WHY CHAMBER MEMBERSHIP IS A GOOD INVESTMENT!

- Leadership Development** - The New Ulm Area Chamber of Commerce invests money, time and energy into the development of local leaders. Member volunteers implement the Network New Ulm, Network New Ulm Youth, Women's Networking Event, Helping Young Professionals Evolve and Leadercast® opportunities.
- Publicity and Exposure** - Through the Chamber News published in The Journal, email blasts and the www.newulm.com website, we want to help publish your "good news" and information about your business. Chamber member organizations can utilize the Chamber Office as a ticket outlet for their events and promote their business through our "Featured Chamber Member" window displays.
- Chamber Dollars** - Dollar for dollar, the Chamber Dollar program ensures that monies spent stays local and is spent at Chamber Member establishments. Great for gifts, over \$150,000 in Chamber Dollars is circulated every year in New Ulm.
- Community Support** - The downtown office of the Chamber serves as a gathering point for local charities, hosts a community billboard, manages the community calendar on the website and also welcomes the many tourists that visit New Ulm. The Chamber welcomes new teachers to the New Ulm community.
- Community Leadership** - The Chamber hosts "hot topics" breakfasts that bring business leaders, citizens and community leaders together to discuss the Hot Topic of the day. Topics are chosen by the Business Action Team which consists of Chamber Member volunteers. The Chamber also leads the downtown and city beautification efforts and every spring coordinates a Career Fair for sophomores in high school to explore career opportunities available in New Ulm and the surrounding area.
- Business Development and Business Networking** - Networking helps match business needs with Chamber Members. When we know who you are, what you do and what you have, we can help "make the connection." The New Ulm Chamber also uses the resources of the Minnesota Chamber on issues of business recruitment and retention through the Grow MN program.
- Web Presence** - The www.newulm.com website receives over 7000 hits a month! The site is a joint effort between the New Ulm Area Chamber of Commerce and the New Ulm Convention and Visitors Bureau. Visitors to the site are looking for information on potential business sites, business referrals and tourist information. Chamber Members receive a free landing page on the site, can be listed under various categories in the Business Directory and can post Hot Deals and Job Postings at no additional charge. Additional advertising on the website is available for Chamber Members.
- Referrals, Referrals, Referrals** - Whether it's through the www.newulm.com website, in person or over the phone... every day we are matching Chamber Members to potential customers for their services and products.
- Willkommen Visits** - We'll come out and officially "Welcome" you with a Willkommen Visit as a new Chamber Member, for business expansions and for new management! Pictures of the visit are published in the monthly Business Trends newsletter.
- We answer the phone!** - We receive questions every day asking for things like: Chamber Member phone numbers; contact information; street directions and even funeral service times. We exist to serve and support our Chamber Members and the New

Social Media Breakfast
 New Ulm

July 29
 7:30-8:30 a.m.
 Best Western Plus

facebook.com/smbnewulm
 @SMBNU

The Power of the Inbox

What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do? This powerful seminar takes you step-by-step through the keys to effective email marketing. From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this seminar will give you the keys to the most effective marketing you can do: email marketing. Join us!

Presenter:
 Trygve Olson, BizzyWeb

Free to attend, but pre-registration is requested.
 Register at smbnewulm.com

Cruise-In in Historic Downtown

Car Hop & Shop
 New Ulm

Check out the cars and bikes!
 Shop the unique stores!

Grab a bite to eat at our great restaurants or bars!
 All makes & models welcome!
 Motorcycles too!

Aug 11 ♦ 5-8 pm

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Thanks to all the retailers and shoppers who made **Crazy Days** a success!

The shops of New Ulm were jumping with activity and the streets were hopping!

Remember to support our local economy and shop local all year long!

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