



CHAMBER NEWS

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

WILLKOMMEN NEW MEMBERS



Andrea Boettger, Design Home Center; Maurissa Montemayor (Assistant Manager), Matt Dauer (Manager), and Edward Lopez (Assistant Manager), Shoe Sensation; Donna Lambrecht, United Way of Brown County.

Shoe Sensation

The Willkommen Committee recently welcomed Shoe Sensation, located at 1704 Westridge Road, as a new member of the New Ulm Area Chamber of Commerce. Shoe Sensation is a regional chain of family shoe stores selling quality name brand shoes. They carry a large selection of men's, women's, children's casual, dress, athletic, work, and sport footwear. They have 172 store locations and plans to open 9 more this year. CEO Dave Schoengart, who came to New Ulm for the ribbon cutting and grand opening, said they look for towns that have small town feel and a lot of community support to put their stores in. He and the staff at New Ulm's Shoe Sensation said they are impressed with how welcoming the community has been and all the help they have gotten from the Chamber in getting ready to open. Congratulations, Shoe Sensation! Thank you for your investment in a chamber membership!

NEW ULM'S 29TH ANNUAL

Parade of LIGHTS

FRIDAY, NOVEMBER 24TH, 6:00 PM
4TH SOUTH TO 4TH NORTH
THROUGH DOWNTOWN NEW ULM

Parade sponsored by:
New Ulm Area Chamber of Commerce
www.newulm.com



MINNESOTA STREET WILL BE CLOSED TO PARKING FROM 1ST S TO 4TH N BEGINNING AT 4PM



#ShopNewUlm At Night
Save the date for #ShopNewUlm at Night! Thursday, December 14th from 4-7pm. Visit participating shops and be entered to win a prize package! Watch for more details in The Journal and online at www.newulm.com.



In the photo are: Kim Hanson, New Ulm Real Estate; Mary Jane Glawe, Eva Harder, and Doris Scheibel, GnomeMade Market; Ryan Domeier, Rooms & Rest Furniture.

GnomeMade Market

The Willkommen Committee of the New Ulm Area Chamber of Commerce recently visited with participants of the GnomeMade Market to welcome the organization as a new member of the Chamber! The GnomeMade Market began 33 years ago as an effort of MLC wives and grads who wanted to create items and sell them out of their basements. Today the market is a mix of art and folk art, artisan food, upcycled items, painting, knitting, pottery, and more. The GnomeMade Market takes place every year during the first weekend of November, coinciding with New Ulm's Shopping Opener and deer hunting opener. This year's event was held Nov 3-5 with 15 participating locations. Visit their website www.gnomemademarket.com for more details.

November 17
7:30-8:30 a.m.
Best Western Plus

5 Reasons Why You Need A Content Calendar

It happened again! Your company missed another big marketing opportunity because you had nothing prepared. Or you scrambled to put something together at the last minute and the message was mediocre at best.

Many of us have been there; but what can you do to prevent it from happening again (and again, and again...)? One of the biggest reasons for building a social media content calendar is to ensure you never miss those key dates that are essential to your business.

This session will cover what a content calendar is and why it's critical to the success of your social media marketing strategy. Participants will receive a content calendar template and there will be time allocated for attendees to start building their content schedule.

Presenter: Holly Anthony, Office Moxie

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



MN Job Match – a new kind of dating service

By Doug Loon, President of the Minnesota Chamber of Commerce

Workforce needs easily rank as the No. 1 concerns facing Minnesota employers. Hiring the right people is more critical than ever for companies of all sizes and types across the state.

Finding the right fit can be equally frustrating for the job-seekers.

Enter MN Job Match – a new online system for connecting employers and candidates. Launched earlier this year, this service is a joint effort by the Minnesota Chamber and Real-time Talent. Our local chamber partners are integral to spreading the word by either hosting a job matching site themselves or linking to MN Job Match.

Job listing services are not new. MN Job Match, however, uses a distinctive system to match employers and potential employees.

Traditional recruiting methods often require employers to sort through stacks of resumes or settle for less than ideal candidates. The process can be costly and time consuming, often without the payoff of an excellent hire.

MN Job Match revolutionizes the recruiting process, connecting employers with quality candidates distinctively matched to the role being filled. Its data-driven technology sorts and stack-ranks matched candidates based on alignment with job characteristics, not on how many times a keyword appears in a resume.

The platform works similar to an online dating service. And, an important point, businesses and candidates enter information on a secure https site...

To read the rest of this article, go to www.newulm.com/chamber-of-commerce/chamber/news-releases.

CHAMBER NIGHT @ THE NEW ULM STEEL



Cheer on our local New Ulm Steel Junior A Hockey Team as they take on the Breezy Point North Stars! Puck drops at 7:10 pm. Watch great hockey and network with other Chamber Members!

Friday, November 17th
New Ulm Civi Center
Tickets: \$10

Tickets purchased in advance at the Chamber include access to the VIP Welcome Room! Tickets sold at the door will not include VIP Room access.

GET YOUR TICKETS TODAY!

Contact the New Ulm Area Chamber of Commerce for more details:
507-233-4300 // chamber@newulm.com // www.newulm.com

SMALL BUSINESS SATURDAY

SAVE THE DATE



#SHOPSMALL

This Nov 25, celebrate Small Business Saturday by shopping New Ulm's local small businesses. Small Business Saturday is a holiday shopping tradition that celebrates small businesses in communities across the country. Several local businesses are participating with coupons and prize giveaways.

Watch for details in The Journal and online at www.newulm.com
#shopnewulm #shopsmall

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