

The Lake Line



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New Membership Levels Offer More Reasons Than Ever To Join LSC



Membership is a big factor behind the success of all we do at Lake Street

Council. It gives us a strong voice by showing businesses have bought

in to what we do, and the income we receive from it is vital for all our programs and services.

Over the past few years, our membership has greatly increased, more than doubling in size. Now, while pursuing new members as vigorously as ever, we're also offering renewing members the opportunity to get more for their memberships with our **new gold and silver membership levels.**

What are the benefits of gold and silver memberships? The biggest is more exposure, promotion, and name recognition for your business. Silver members get their logo

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Meet Our Newest Board Member: Candice Washington

by Joyce Wisdom

Candice Washington is a woman who knows the importance of sharing a personal story. She's quick to tell you that you don't really know a person until you know their story. So that's how we started

sharing tales one day recently. Here's what I learned about Candice Washington.

Candice works at Abbott Northwestern and has since she graduated from high school. She still possesses the same drive

and determination she had when she was younger and this is the story of how that drive and determination helped her accomplish her dreams. She started in the Abbott Northwestern kitchen washing dishes, but Can-

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OUR THANKS

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Lake Street Spotlight: Hair By Morgan

by Chris Oien

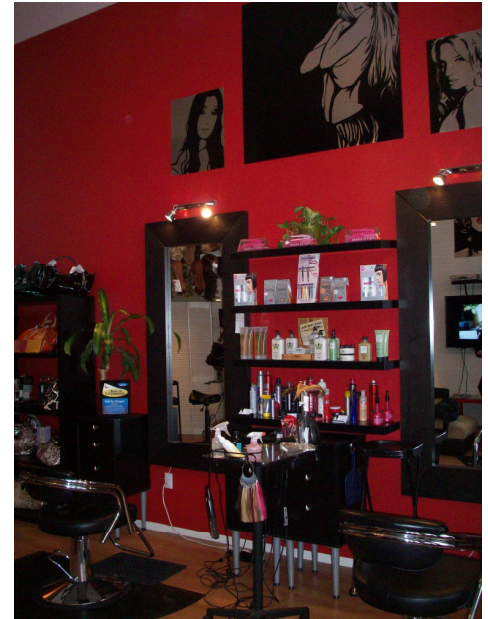
Morgan O’Sullivan has been doing hair in the Uptown area for 20 years. She worked at a variety of salons during that time, but hadn’t considered running her own business until a great opportunity came up a few years ago. She started renting space and eventually took over the property. She’s been at her current address at 718 W. Lake St. for about a year now.

As a small business owner, Morgan prides herself on taking good care of her clients. She listens, gives them all the time they need, and guarantees her work. Because of her strong customer service ethic, she’s kept her customers through all the location changes. A lot of those customers are from the suburbs, and originally came to Uptown for their hair because “they wanted to get something unique and different, something cutting edge,” Morgan says. And once they’re on Lake Street, she’s glad to point them towards other Lake Street busi-

nesses. More than once, she’s sent customers who mentioned wanting exotic groceries to Bill’s Produce right down the street. She also loves to tell people about places like the Global Market and Mercado Central. “Older ladies who come in here for the first time are amazed at the change and how different it is from what they expect,” she says.

Morgan just recently joined on as a member of the Lake Street Council. She joined because she believes there’s “strength in numbers for small businesses.” She sees real value in networking, and enjoyed Lake Street Council’s 2008 marketing panels both for the information she received and for the connections these events gave her to other local business owners. She also greatly appreciates the personal contact she gets from Lake Street Council staff, especially our Outreach and Services Coordinator, ZoeAna Martinez.

Morgan’s message for others on Lake



Street is that “it’s important to support local businesses, and each other. We should do more to get to know who we all are.” Being involved with Lake Street Council is a great way to get started doing just that.

Lake Street Council and Parking

by Joyce Wisdom

Support for parking fits with the mission and goals of Lake Street Council:

1. Lake Street Council’s role is to champion and direct ideas, energy and resources that continue the revitalization of the Lake Street corridor specifically including additional commercial parking
2. Lake Street Council recognizes that the continued re-shaping of the Lake Street corridor rests upon current market conditions
3. Lake Street Council gives voice to the values and vision of the Lake

Street business community while building bridges with the unique characteristics of Lake Street neighborhoods

4. Lake Street Council responds to Lake Street businesses’ priorities and represents their diverse interests
5. Support of additional off-street parking for the Lake Street business community has been a long-standing policy position for Lake Street Council
6. Lake Street Council believes that parking projects can provide visible improvement, adding lighting and security



Lake Street Council’s goal is a vital and prosperous community for business owners, property owners, residents and our local government. Lake Street Council tries to build collaboration with all partners, encouraging business and community stewardship that enhances investment.

Mark Your Calendars! Annual Meeting on March 17th



Lake Street Council's annual meeting is coming up soon, and you don't want to miss it. It will be on Tuesday, March 17th, 8:00 - 9:30 AM. This year we are pleased to hold the meeting at **La Vina**, the great new restaurant and banquet hall on the corner of 4th and Lake, at 3010 4th Ave. S.

This year our guest speaker will be State Senator Patricia Torres Ray. She'll have a lot to say about how small businesses like those on Lake Street can work with her and other local representatives to get their con-

cerns addressed at the Capitol. We'll also be presenting awards to deserving business and community partners, electing new board members, and highlighting our past accomplishments and future goals.

Tickets cost \$15 for members and \$20 for non-members, and are available right now on our website, www.lakestreetcouncil.org. Breakfast is included. Please get your ticket in advance on the website or calling us at 612-822-0232. We hope to see you there!

How To Save Energy Without Spending A Dime

by Nancy Kelly, *The Green Institute*

The current economy makes investing in energy efficiency seem difficult, expensive and time-consuming, but, by simply paying attention, you can save **between 5 and 20%**.

First, incorporate an energy-saving strategy into your business plan; it could include reducing energy use by 10%, replacing incandescent bulbs with compact fluorescent bulbs, replacing dirty filters on your air handlers, setting back your thermostat or shutting off your lights and appliances when the building is unoccupied. Benefits from these simple measures include:

- Clean air filters improve air flow and can save 10% of heating system energy use.
- Savings from an 8-hour 10° F setback will range from 5 to 15 % of

heating costs.

- A compact fluorescent bulb uses only 25% of the energy of an equivalent incandescent bulb.
- The Department of Energy estimates that copiers, laser printers, computer monitors and other office equipment can save up to 66% of their 24-hour power consumption if they are just turned off at the end of the work day.

Second, appoint someone the "**Energy Manager**" or point person for reviewing energy costs and for communicating energy efficiency measures to staff/tenants on a monthly basis. Staff/tenants can also be a great resource for easy opportunities for saving energy.

By understanding the energy use in your building and by optimizing your systems through better operations



and maintenance, you will be better prepared to make capital investments down the road. There are several resources available to give you some idea how efficiently you are operating now and to give you low-cost ideas. The first place to start is Energy Smart, which is an energy efficiency resource for businesses. Their web site is www.mnenergysmart.com.

Board, from page 1

dice is a woman who has always asked for more responsibility and always risen to a challenge. She learned everything there was about that kitchen, taking on lead cook responsibilities and looking for the next opportunity.

Joyce Krook Update

While Lake Street Council, its members, board, and staff continue to feel the loss caused by the retirement of Joyce Krook from her position as Allina Community Relations Coordinator, we are pleased to announce her new position with Ingebretsen's Scandinavian Gifts. We are happy that our community will continue to be enriched by her personal warmth, her candor, and by her unwavering faith in this community.

Seven years out of high school she had her first child, a beautiful daughter. Candice looked at her child and knew she had to reach farther for herself and her family. She wanted to show her children opportunity was there if you asked and knew she had to make that opportunity for herself.

There was an opening in Admitting that required typing proficiency, but Candice had never typed. So she got herself a typewriter and practiced on her own every day and every minute she could. She got that job and then she stepped up to Support Coordinator in Housekeeping.

Then she went back to school, working nights and school during the day. She got her certificate in half the time typically required. With more education and an established reputation at Abbott Northwestern for being a go-getter, she came to the attention of Daryl Schroeder and Eric Eloff, ANW executives. They encouraged her to take a role in making connections for ANW within her community. Candice lives just 6 blocks from the hospital in Midtown Phillips. She has worked with her neighbors and other community leaders in both Midtown and West Phillips for almost a decade now.

You might say Candice Washington is everything ANW is about...she was born there, she met her husband there and both her children were born there – she now has a son too. Those babies are now 12 and 14 years old, and as described by their mother, they are bright, brilliant and caring



Photo courtesy of Tom Witte, Star Tribune

young people. Oh, and her mother worked at Sears!

Candice sits on 4 community boards including Lake Street Council. She loves the hustle and bustle of Lake Street and its communities. She says everything she needs is right here.

Candice represents the best of our community both in her work and how she lives. As we left each other this day, we were reminded of a Nelson Mandela quote: "And as we let our own life shine, we unconsciously give other people permission to do the same."

VisitLakeStreet.com Launches!

After a lot of work on both the design and content, we were very pleased to officially launch our newest marketing tool, www.visitlakestreet.com, at the beginning of January.

This is the site for visitors to Lake Street, whether they're residents or here from out of town, to see where to go for food, fun, and shopping. From Calhoun Square in the west to Longfellow Grill in the east, it's all there.

In the coming year, we're going to make the site even better, and to do

that we'll need your help. See something in need of an update? Want a new description for your business? Call or e-mail us and we'll get on it right away.

And keep an eye out for some new features we hope to add later this year, including a robust news section and letting customers post reviews of their favorite businesses!



Lake Street Calendar of Events - Winter & Spring 2009

Saturday, February 14, 3 - 5 PM

"Shred the Love" Valentine's Event
920 E. Lake St. (Global Market)
Members of the public are invited to bring old love letters, photographs, teddy bears and other items that hold memories of an ex-love to shred.

February 28 & March 1

Lake Street at the 15th Annual Twin Cities Food & Wine Experience
1301 2nd Ave. S. (Convention Center)
Enjoy a weekend of lip smacking, glass clinking, mouth watering events!

Through February 28

Snowman
506 E. 24th St. (Open Eye Theatre)
An inexplicable snow falls in a small town and spring hasn't come for years. With the endless snow comes a problem: a town of frozen adults.

Through March 8

Hitchcock Blonde
2951 Lyndale Ave. S. (Jungle Theater)
What was the dark secret that caused the great Alfred Hitchcock to obsess over beautiful blondes in jeopardy?

March 12 - March 29

Conference of the Birds
1500 E. Lake St. (Avalon Theater)
This Pangea World Theater production metaphorically maps out the journey of the human spirit in its quest for truth.

SAVE THE DATE!

Tuesday, March 17, 8 - 9:30 AM

Lake Street Council Annual Meeting
8:00 - 9:30 AM, 3010 4th Ave. S. (La Vina Restaurant & Banquet Hall)
With special guest speaker State Senator Patricia Torres Ray.

Membership, from page 1

and special recognition on our website, an ad in the Lake Line, and special recognition in our weekly e-news. A Lake Street tote bag and two tickets to our November fundraiser are also part of the package.

Gold members get all of those benefits and more. They also get one additional Lake Line ad, advertising space in the booklet of our November fundraiser, and front page highlighting on our new [Visit Lake Street](#) website

that's aimed at residents and tourists. They also get two tickets to our March annual meeting.

This year, your upgrade to a gold or silver membership will have **double the impact**, thanks to a challenge grant awarded to us by the McKnight Foundation. They will match every new membership dollar we take in this year with one of their own.

We pride ourselves on being a valuable resource to the business community, and that's reflected in the praise

we get from our local business owners that you can see below. If you agree with them, we hope you'll take the time to join or renew your membership, and that you'll give our new gold and silver levels a try. We mailed out our 2009 membership applications recently, and it's always available at www.lakestreetcouncil.org, where you can also join or renew right there online, with a credit card. Or give us a call at 612-822-1912 and we'll be glad to help you out. We look forward to working with you to make 2009 a great year for Lake Street!

Lake Street Council's Value, Straight From The Horse's Mouth

by Joyce Wisdom

Relationships are the underlying foundation from which we work. It's about you, and our commitment to service for you and your business.

Our intention is to build a partnering relationship with you that stands the test of time. We are determined to be your business association of choice.

Hear it from other Lake Street area businesses; experience Lake Street Council for yourself. We look forward to working with you.

"Lake Street Council staff do a terrific job. They're professional and competent." –Paul Newman, Realty Center

"Lake Street Council exemplifies the same 'can-do' attitude we bring to our

business." –Manny Gonzalez, Manny's Tortas

"Lake Street Council's attention to our needs and attention to detail make doing business easier." – Denise Arambadjis, It's Greek To Me

"LSC responds to issues and the combined knowledge and abilities really help." - Susan Zdon, Corazon

Home-Based Business Resource Draws Crowds

by Chris Oien

On January 31st, Lake Street Council put on our first ever resource fair for home-based businesses. Held at the Midtown Global Market on a busy Saturday, the fair attracted many comers who stopped to talk with the business owners and non-profit leaders who signed up to table at the event.

The participating organizations were very happy with how the day turned out for them. "We talked to quite a few

people who are interested in starting businesses," said Kathy Bique of WomenVenture, a non-profit dedicated to providing people with the tools and support they need to earn a living. "Some people were saying, 'Oh, I didn't know who you were,' and now they're interested in taking our classes and talking to us further. We're glad to be here."

Melinda Ludwiczak, with the Hennepin County Library system, agreed. "It's great. This is the kind of event

where the library needs to be," she said.

This event was one part of Lake Street Council's efforts to reach out to the local home-based business community. Getting them involved with us will give them a stronger voice in the area, while giving us more resources and membership clout to accomplish our goals. The fair went so well that we're talking about turning it into an annual event. Stay tuned!



Los Nuevos niveles de Membresía del Consejo de Lake Street

La membresía es un respaldo y un gran factor para el éxito de todo lo que hacemos en el Consejo de Lake Street. Esto nos da una voz fuerte que demuestra que los negocios han apreciado lo que hacemos, y los ingresos que recibimos de ellos son vitales para todos nuestros programas y servicios.

Durante los últimos años, nuestra membresía ha aumentado grandemente, más del doblando de tamaño. Ahora, mientras buscamos por nuevos miembros tan vigoroso como nunca, también estamos ofreciendo con la renovación de la membresía la oportunidad de obtener más servicios con nuestros nuevos niveles de membresía de oro y de plata.

¿Cuáles son los beneficios de la membresía de oro y de plata? El más grande es más exposición, promoción, y reconocimiento del nombre de su negocio. Las membresías de plata consiguen su insignia y reconocimiento especial en nuestro

sitio Web (site), un anuncio en la Lake Line (carta de noticias), y el reconocimiento especial en nuestras e-noticias (electrónicas) semanales. Un bolso del Lake Street (de la calle Lake) y dos boletos para nuestra recaudación de fondos en Noviembre son también parte del paquete.

Las membresías de oro obtienen todos estos beneficios y más. También consiguen un anuncio adicional en Lake Line, un espacio de publicidad en el folleto de nuestro recaudador de fondos de noviembre, y en la página frontal destacado en nuestro nuevo Web site **Visit Lake Street** (visite la calle Lake) que esta dirigida hacia los residentes y turistas. También consiguen dos boletos a nuestra reunión anual de marzo.

Este año, la actualización de su membresía de oro o de plata tendrá doble el impacto, gracias a una concesión del desafío que nos dio la fundación de

McKnight. Ellos doblaran cada dólar por cada nueva membresía que obtengamos.

Nos enorgullecemos de ser un valioso recurso hacia la comunidad empresarial, y eso se refleja en la alabanza que conseguimos de nuestros propietarios de negocio locales que usted pueda ver enseguida. Si usted conviene o esta de acuerdo con ellos, esperamos que usted tome tiempo para renovar la calidad de su membresía, y que usted tratara nuestra nueva membresía de oro o de plata. Ya enviamos nuestras aplicaciones de membresía del 2009 recientemente, y está siempre disponible en www.lakestreetcouncil.org, donde usted puede también unirse o renovar su membresía, con una tarjeta de crédito. O dénos una llamada al 612-822-1912 y estaremos alegres de ayudarlo. ¡Vemos hacia el futuro para trabajar con usted y hacer 2009 un gran año para la calle Lake!

El Valor del Consejo de la calle Lake

Las relaciones son la fundación de la cual trabajamos. Es sobre usted, y nuestra compromiso hacia usted y su negocio. Nuestra intención es construir una relación con usted que continuar por largo tiempo. Estamos determinamos para ser su principal asociación. Escuchando de otros negocios del área de la calle Lake; experimente el Consejo de la calle Lake por usted mismo. Vemos futuramente para trabajar con usted.

“El personal del Consejo de la calle Lake hace un trabajo fabuloso. Son profesionales y competentes.” –Paul Newman, Realty Center

“El Consejo de la calle Lake ejemplifica lo mismo puedo-hacer actitud que

traeremos a nuestro negocio.” – Manny Gonzalez, Manny’s Tortas

“La atención El Consejo de la calle Lake hacia nuestras necesidades y la atención al detalle hacen los negocios más fáciles.” – Denise Arambadjis, It’s Greek To Me

“El Consejo de la calle Lake responde a los asuntos, y la combinación de conocimiento y las capacidades que ayudan realmente.” - Susan Zdon, Corazon

¡El Lanzamiento de VisitLakeStreet.com!

Después de mucho trabajo sobre el diseño y el contenido, nosotros estamos muy contentos de lanzar oficialmente nuestra nueva herramienta de

comercialización, www.visitlakestreet.com, a los principios de enero.

Éste es el sitio para los visitantes a la calle Lake, si son residentes o visitantes, para ver adonde ir para comer, divertirse, e ir de compras. Del Calhoun Square en el oeste al Longfellow Grill en el este, ay todo aquí en Lake.

En el año que viene, vamos a hacer el sitio incluso mejor, y para esto necesitamos su ayuda. ¿Vea algo que necesita ser actualizado? ¿Quiere una nueva descripción para su negocio? Una llamada o un email a nosotros y nosotros lo haremos enseguida.

¡Y espere nuevas características que esperamos aumentar a finales de este año, incluyendo una robusta sección de las noticias y dejando a clientes mostrar comentarios de sus negocios preferidos!

The Lake Line

Translations by ZoeAna Martinez

Our thanks to new and renewing members! October '08 - January '09:

Silver member:

Taqueria La Hacienda

Longfellow Grill, Hair By Morgan, Smith Partners, Metro Work Center, Coldwell Banker Burnet, Chino Latino, Jakris, Northland Poster Collective, Master Collision Group, CAPI, World of Wireless, Minnehaha Liquor, Lyndale Neighborhood Association, Vend-A-Wash, Bloomington Lake Clinic, Seward Redesign, Goodwill Easter Seals, Aldrich Ink, Howard Realty, East Lake Animal Clinic, Safari Express, Flo Golod & Associates

Become a member today! Apply at our website www.lakestreetcouncil.org or give us a call at 612-822-0232.

Can't get enough Lake Street news? Sign up for our weekly e-news! E-mail coien@lakestreetcouncil.org

The Lake Street Council Board of Directors meets monthly.

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The Lake Line is published quarterly by the Lake Street Council.

Engaging, serving and representing the Lake Street business community to ensure the vitality and prosperity of the commercial corridor.