

## Statewide Issues That Impact Business

### Support employers and employees throughout the COVID-19 pandemic

The legislature must first “do no harm” and instead pass measures that spur recovery and economic growth, like the Paycheck Protection Program tax conformity.

### Maintaining benefit flexibility

We support employer flexibility in determining workplace wage, benefit, scheduling and staffing decisions. Employers design benefit packages to meet their employees’ needs.

### Ensuring High-quality, affordable health care

We oppose additional mandates and taxes that drive up costs and instead, urge the legislature to improve coverage options including stability in the individual market through reinsurance.

### Transportation Investment

Current estimates indicate that the state’s transportation revenues will decline by roughly \$400 million in the current biennium we must maintain, and if possible increase general fund revenues dedicated to transportation.

### Energy and the environment

We support achieving Minnesota businesses’ sustainability goals while keeping Minnesota energy rates competitive.

## Virtual Workforce Program Gets More Students

On a typical morning, Made in Owatonna days would consist of a couple of big, yellow buses picking up about 50 students at the high school and rolling out to businesses across the community. The interaction and experience seeing what local jobs look like is the core function of the program. In a ‘normal’ year, 150 students will participate over the course of 3 program days.

Now, in covid times, this program is virtual. Students fire up their computer and away we go bringing different professions to their screen. This year, close to 450 students will join a Made in Owatonna day virtual program. That is the upside. However, nothing replaces the ability to see your business in person—we look forward to that day ahead, but in the meantime more students are getting visibility to jobs across the area.



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Official sponsor of Made in Owatonna Days

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## Federated Insurance Serving its clients and communities for more than a century

For more than a 100 years, Federated Insurance® has made its business about people. In 1904, Federated Insurance was founded in Minnesota by an association of business owners seeking more affordable property insurance, tailored to meet the needs of their industry. In the following years, the company continued to grow and diversify its portfolio of business, becoming among the nation's first multi-line insurance companies with its expansion into liability coverage. And by the end of the 20th century, it was among the largest mutual insurance - a structure that allows companies to base decisions on what's best for clients, not stockholder returns and investments - companies in the nation.

Federated specializes in business insurance and risk management services for select industries. And while its national headquarters remain in Owatonna, Minnesota, not all 2,600+ Federated employees call Owatonna home. The multi-line company - it offers property, liability, surety, auto, workers compensation, umbrella and life and disability income insurance - has service offices across the country.

But perhaps what sets Federated apart from other insurance companies is its:

- **110-year partnership with associations and buying groups:** The majority of its premiums are, in some way, connected to more than 500 state, regional, and national associations and buying group recommendations.
- **Direct distribution model:** That means marketing representatives are located across the country, serving as the direct point of contact to their clients.

Federated also has a company culture rooted in honoring commitments.

Despite the challenges of 2020, the company continued to seamlessly support its 40,000+ clients and association partners by providing them with mission-driven, pandemic-related resources. Additionally, Federated generously aided community organizations like the Owatonna Foundation, Community Pathways of Steele County, Junior Achievement, Jumpstart Owatonna, and the United Way through corporate contributions, volunteer time, and more. But perhaps its most well-known philanthropic effort is the annual Federated Challenge®. In its first-ever virtual event - held in July 2020 - Federated Insurance raised a record-breaking \$3,087,000. Every dollar was donated to Minnesota's three Big Brothers Big Sisters agencies and Big Brothers Big Sisters of America®.



An iconic building in Owatonna - Federated's Home Office is situated downtown, near Central Park.



## Pandemic hospitality trends that are here to stay Is your business prepared for visitors?

COVID-19 has given way to new trends that are here to stay. The future of hospitality has changed and the “new normal” behaviors that we have picked up over the last twelve months are not going away. Research has shown 8 out of 10 consumers said they expect to continue their current trends and habits beyond coronavirus.

Customers now have expectations of businesses and if you have not already picked up on these new behaviors, now is the time to start adapting because consumers are expecting high customer service.

***54% of all consumers say that they have higher customer service expectations than they did just one year ago.***

In addition to the upcoming 2021 Visitor Guide you will see signs placed at our hospitality business to give visitors a contactless option to discover our hospitality and events through a QR Code.



### Key Customer Service Trends for 2021



**TOUCHLESS OPTIONS**  
Digital Menus



**MOBILE ORDERS**  
Digital Reservation



**DELIVERY OPTIONS**  
FREE



**HEALTH & SAFETY**  
Sanitation Services



**CONTACTLESS CHECKIN**  
SERVICES



**CURB SIDE PICK UP**  
TO GO OPTIONS

## ► **MAINSTREET Update** | Shirley Schultz, MainStreet Director



### Need a Mother's Day gift or birthday present for someone that loves flowers or Owatonna?

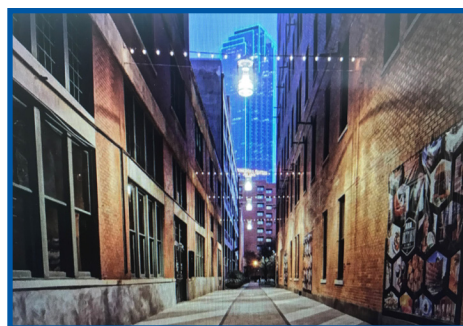
The Flower Basket Drive can help! Contact the chamber for a donation form or go to: [Owatonna.org/MainStreet/](https://Owatonna.org/MainStreet/) to the MainStreet page to download a form to sponsor a basket. 100 % of donation goes directly to the purchase, watering and fertilizing of flower baskets! The goal is 135 baskets! Thank you!!



### Think Spring, Think Farmer's Market! Saturday's May thru October.

### Downtown Thursdays

a monthly evening of Fun, Friends, Music,  
Food, and Shopping in Downtown Owatonna  
– is back for 2021! See the included insert for  
sponsorship opportunities.



### Main Street Makeover

Main Street is getting a makeover this summer on the 100, 200 and 300 blocks of North Cedar. Here's one alley inspiration photo from the streetscape plan by ISG for safe lighted alleys... only one of the design aspects. Check out website: <https://gis.isginc.com/MN/Owatonna/NorthCedarAveStreetscapeProject/> for updates and to see proposed plans. Businesses will be open thru out construction and very happy to see you!

► **A.B. Systems**

Brent Kaslow  
209 Wood Lake DR, SE, Rochester  
507-288-9397  
bkaslow@absystemsinc.net



► **Owatonna Grocery and Gourmet**

Abdulkadir Abdulle  
114 W Broadway, Owatonna  
507-413-0133  
Trackstar-09@hotmail.com



► **Graif Clothing**

Marissa Brostrom  
202 Bridge Street, Owatonna  
507-349-3000  
marissa@graifclothing.com



► **Precision Chiropractic**

Joshua Burnham  
1015 Frontage Road West,  
STE 104, Owatonna  
507-413-0962  
info@pcschiro.com



► **Inspirity**

Jennifer Libby  
8500 Normandale Lake Blvd.,  
STE 300, Bloomington  
507-213-4771  
Jennifer.libby@inspurity.com



► **Ron's Repair**

Michael Lawson  
505 W North ST, Owatonna  
507-451-8678  
mike@ronsrepair.net



► **Owatonna Fitness and Wellness Center and Fresh Café**

Reagan West  
130 E Vine ST, Owatonna  
507-668-0075  
rwestfitness@gmail.com



► **The Pointe @ Merchant Square**

Shawna Yule  
325 Florence Ave, Owatonna  
507-214-3334  
syule@lasson.net



► **(CHAMBER EVENTS)** Update



**March 23**  
**5:30 – 7:00 PM**

Sponsor: Torey's Restaurant & Bar  
Location: 208 N Cedar Ave, Owatonna



**April 27**  
**5:30 – 7:00 PM**

Sponsor: Graif Clothing  
Location: 202 Bridge St, Owatonna

**Young Professional**

**March 11 - 5:00 - 7:00 PM**  
Social at Foremost Brewing

**Chamber Pack Insert Deadline**

Supply 550 copies of your promotional insert by  
**April 28th** for May/June mailing: **\$150**

◀◀ **Watch for Updates on Social Media & Owatonna.org** ▶▶



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320 Hoffman Dr | Owatonna, MN | owatonna.org  
P: 507.451.7970 | E: oacct@owatonna.org | F: 507.451.7972  
Hours: Monday-Friday, 8 AM-5 PM

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