



On Track

West of the Rail Business Association
(A project of the Standish-Ericsson Neighborhood Association)

612-721-1601

wrba@standish-ericsson.org

Special Interest Articles:

- Featured business – *A-Tree Service*
- LBA /SCCA Annual Legislative Update

WRBA Boundaries:

N: East 34th Street
E: Hiawatha Avenue
S Minnehaha Parkway
W: 15th Avenue South

WRBA Board Members:

Pres: Amos Deinard
V.P.: Julie Irwin
Treas.: Anthony Thompson
Scty: Denise Volk

What's New?

Neighborhood Garage Sale

This Friday, June 1, is the deadline for purchasing an ad in the Standish Ericsson & Corcoran Neighborhood Garage Sale map. Remember that WRBA members receive a \$10 discount on a business card size ad. This means the cost of the ad is \$20.

WRBA Website

We're still waiting for the final launch of the new WRBA website - www.westoftherail.org. Hopefully it will be up very soon. If you have not yet submitted a short business-bio for the site, please do that soon.



July Membership Meeting – “Energy Efficiency for Your Business”

We will have two presenters at our July meeting:

Kristen Funk from the Center for Energy & Environment (CEE) will talk about the **Commercial Lighting Program**. CEE developed and is currently managing the [One-Stop Efficiency Shop](#) lighting rebate program for [Xcel Energy](#). The program is specifically designed to address the concerns small business owners face when choosing more efficient lighting: limited financial resources and time, limited knowledge of lighting products and access to quality contractors.

Jill Curran will tell us about **Energy Smart**, which helps businesses find ways to save energy and money as well as identifying financial incentives, such as utility rebates, grants and low-cost loans. They are a program of MN Waste Wise, a non-profit affiliate of the MN Chamber of Commerce. (<http://www.mnenergysmart.com>)

July 13th
12:15 to 1:30 p.m.
Providence Place – Community Room
3720 23rd Ave S
Brown bag lunch

Featured Business – A-Tree Service



A -Tree Service Inc., owned and operated by Cleve and Denise Volk, has been serving neighborhoods in the metro area for over 30 years. They bought an ugly boarded building at their current site and did a total remodel to move their business there in 2008.

Their mission is to improve and sustain the health of our urban forest, by providing education and services for their clients' trees and other green spaces.

A 2009 *SENA News* article says, “The Volks say the response to A Tree Service from neighbors has been ‘fantastic’, and they are happy to help keep the community alive.

A-Tree Service Inc. offers the following services:

- Trimming of trees
- Premium firewood for sale
- Tree removal
- Deep root fertilizing
- Shrub trimming and shaping
- Tree injections
- •Storm damage & debris pickup
- Consulting and estimates
- Crane service available
- Snow plowing and hauling

A-Tree Service
 1849 E. 38th Street
 Minneapolis MN 55407
<http://www.atreeservices.com>
 612-724-6045
cvolk@atreeservices.com

Upcoming Membership meetings

See page 1 for more details on the July membership meeting.

June	July	August
No membership meeting	Making Your Business More Energy Efficient	Second Annual Summer Social
Neighborhood Garage Sale June 11th 9:00a.m. – 3:00 p.m..	Wed., July 13 th 12:15 – 1:30 Providence Place – Community Room 3720 23rd Ave S	Date & Time to be announced
	Kristen Funk, from the Center for Energy & Environment and Jill Curran from Energy Smart will be our presenters	

President's Column – by Amos Deinard

What a winter. Sure glad it's over with. And so it is time to start thinking about two important issues for the WRBA. The first is the garage sale weekend. Even though it is 3 months off, we need to start planning for that weekend. If you have not been part of this event in the past, it is huge. Last year the neighborhood had 176 garage sales and SENA handed out over 600 maps—in other words, there are tons of people descending on the neighborhood. Our goal therefore should be—how we can catch the eye(s) of potential future customers or clients. Two years ago, we had an extremely well attended open house—the cookies, pie and coffee didn't hurt, but it was a great way to introduce ourselves to neighbors passing by and folks who came in for the garage sales. Unfortunately our event last year (a rescue dog

adoption event) was a dud - because it was raining and we couldn't really hang outside with the dogs. But we still did have folks stop by. This year we are going to have our neighborhood blood drive that weekend with the Memorial Blood Center bringing over their blood mobile. Have you thought about what you and your business could do during this weekend to try and maximize exposure and introduce yourself to potential customers /clients?

I have a few ideas: coupons incorporated into your ad in the map handout (specific for that day or not); to pick-up where Tilly's coffee left off—a treasure hunt; a drawing for (fill in the blank) if someone were to visit X number of local businesses.. Thoughts and comments appreciated.

The second issue that I wanted to discuss is the on-going issue of increasing memberships. I know we are all busy and some of us do not have the exposure or contact with other businesses, however, the association's strength will only grow with additional members. I do think that once we get our "web presence" going, this may become easier—let's face it, our web site will essentially be one more advertising spot for association businesses and hopefully folks will pick up on this—but having a direct relationship with someone may help our numbers grow. Have you asked your neighbor about joining the business association?

Lastly, I would like to put a call out for any topics or issues that folks would like to discuss or learn more about for future meetings.

Annual Legislative Update

Longfellow Business and Seward Civic & Commerce Associations
Annual Legislative Update
Thursday, June 9, 2011

12 noon – 1:30 pm

Gandhi Mahal community room, 3009 27th Avenue S.

12:00 pm Social time and Lunch*

12:30 pm Legislative Update 2010/2011

- State Senator Patricia Torres Ray
- State Representative Jim Davnie
- Hennepin County Commissioner Peter McLaughlin

1:30 pm Adjourn

*Lunch is available for \$10 per person. **RSVP** to Ruth at ruth@longfellow.org or 722-4529 x1 by end of day Monday, June 6.



Longfellow Business Association
2727 26th Avenue S
Minneapolis, MN 55406
612.722.4529
www.longfellowbusinessassociation.org

Join the LBA &
SCCA for their
Annual Legislative
Update June 9th

On Track

West of the Rail Business
Association Newsletter

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Shirley Yeoman, Editor

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Website coming soon

www.westoftherail.org

Helpful Resources

Marketing Assistance

Check out the Entrepreneur website at <http://www.entrepreneur.com/marketing/index.html> for ideas on marketing your business.

From the Small Business Association (SBA) webpage

MARKETING FOR SMALL BUSINESS: AN OVERVIEW. This article can be found online at: http://www.sbaonline.sba.gov/idc/groups/public/documents/sba_homepage/pub_mt2.pdf

WRBA Mission Statement

The West of the Rail Business Association is a community business service organization dedicated to the interests and concerns of our urban community in the context of promoting a locally diverse, collaborative and viable business environment.

Dunn & Bradstreet

If you have time to sort through them, there are lots of Small Business resources on the Dunn & Bradstreet site at <http://smallbusiness.dnb.com/>

From the NY Times, SMALL-BUSINESS GUIDE:

Managing an Online Reputation

<http://www.nytimes.com/2009/07/30/business/smallbusiness/30reputation.html?ref=marketing>



c/o SENA
1830 East 42nd Street
Minneapolis MN 55407