



## 2011 East Central Home, Business & Community Expo!

To make your visit to the show more enjoyable, please take a moment to look over the following information.

**Fri. & Sat.,  
April 15 & 16**



### Schedule of Events and Activities:

- Doors open at Noon on Friday. Noon – 3:00 is Senior Appreciation Day with free cookies and coffee while goodies last!
- Pick up your tickets to win chamber cash at the door – bring a food shelf item to get an extra ticket.
- Fill out the tickets and bring to the barrel in the chamber booth behind the rock wall which is in the center of the arena.
- Chamber cash drawings Friday at 3:00 (\$100.00), 7:30 (\$100.00) & Saturday at 11:00 (\$100.00) and 3:30 (\$300.00).
- Our theme this year is "Team Spirit"! Many of the activities and participants reflect this theme.
- Find the Traveling Gnome Contest – pick up your slip at the entrance or chamber booth and search the arena for the gnome! Once found, bring your filled out slip & place in the box at the chamber booth for a chance to win the contest drawings at 3:00 and 7:30 on Friday, 11:00 and 3:30 on Saturday. 1 winner each time wins \$100.00 in Chamber Cash. The Gnome will be moved after each prize drawing.
- All winners of chamber cash must be 18 years of age or older & need to be present to win.**
- Silent Auction bids on a 4 pack of tickets to a St. Paul Saints Game donated by KBK radio at the Chamber Booth.
- Raffle Tickets available at chamber booth to win a \$500.00 Gift Card from Cabela's.

Be sure to get your picture taken as Joe Mauer (#7) and T.C. Bear! Artwork done by Ann Carter of OlymPak Printing and Packaging!

*There's so much to see, be sure not to miss these special activities:*

#### ON FRIDAY & SATURDAY:

- Rock Climbing Wall and Humvee with Flat Screen & Xbox courtesy of the United States Army
- Airbag Deployment Demonstration, Vehicle Safety discussion by Hohn's Auto and Glass booth 117- Demos at 2 & 6 on Friday and 11 & 2 on Saturday
- Kanabec Broadband Initiative – High Speed Download demonstration, internet availability by location, information and surveys booth 106
- Face painting by Mora Women of Today, Kids games with Girl Scouts booths 63 & 65

#### ON SATURDAY:

- 1:00 – Eastwood LEC Choir to perform an Easter concert, booth 57

## New Chamber Cash

Mora Area Chamber Cash has a new design. This new design allows a specific area for numeric "MICR" encoding by the

bank that we can easily track. It also will require an affixed sticker in the top left, an expiration date, and the signature of the bearer when it is received as well as their signature when the money is spent. Identification of the bearer will be requested at that time.

We have been advertising the new Chamber Cash for over five months now, in the paper and on the radio spreading the word to the community. We hope that you have heard this and have spent your



Expiration date on non-purchased Chamber Cash

old Chamber Cash as we wish to take it out of our system.

As always, this "money" is spent like a check and can be received by most Chamber member businesses. When the "money" is received, a current list is given to the beholder. The Chamber membership list is updated often and is on our Chamber website: [www.moramn.com](http://www.moramn.com). The Grand Casino Hinckley can not accept your Chamber cash.

### Commemorative Mugs Available!

If any of you who attended the Murder Mystery Dinner Theatre did not pick up the commemorative 2011 mug, we still have a few available for sale. The cost is \$15 and they are available at the Chamber office, Dandelion Floral & Gifts and at P.D.'s Embroidery! Please support the Chamber and get a great substantial mug too!



## FirstLight Health System

### A New Day in Regional Health Care

by Dawn Plestad  
**Chamber Director and FirstLight Health System Marketing Director**



In East Central Minnesota, there is a new light and a new promise in regional health care. Kanabec Hospital has united with clinics in Mora, Hinckley and Pine City to form FirstLight Health System. Together, we are an advanced healing center, conveniently close to home and one powerful partnership of care for our communities. As a health system known across the region for its dedicated providers and patient-centric philosophy, FirstLight Health System is working to increase regional health care accessibility and improve patient care.

The acquisition of the clinics and the new relationship between the providers and the hospital has necessitated this name change and re-branding for the hospital. The services provided by the hospital have been expanded to include clinic functions and there are specific federal regulations dictating the manner in which the hospital and clinics identify themselves

once they are one entity. These regulations required the hospital to change its name. Additionally, the geographic region the hospital serves has grown to encompass a larger area than Kanabec County. Given these considerations, the hospital chose to use this mandate to change its name to be more reflective of its current and future state.

For residents of the region, there is further value in uniting the clinics with Kanabec Hospital, including an expansion of available resources, added convenience and increased integration of care. Kanabec Hospital officially became FirstLight Health System on March, 1, 2011.

"The name FirstLight Health System was chosen to signal a new day in our region's health care," said Chief Executive Officer, Randy Ulseth. "Beneath this name, the

communities we serve will enjoy enriched services and increased access for their health care. This effort will allow us to offer our communities highly specialized care, close to home," Ulseth said. "As individuals and as an organization, we're committed to being our area's health care leader, today and in the years to come. It is a privilege to serve as our community's light of hope in their health care needs."

No matter who you are, your health is your greatest possession. And it's the privilege of FirstLight Health System to serve you with health care second to none. Day after day, we're dedicated to offering outstanding medical care, in a spirit of warmth and compassion. The work we do is both a privilege and sacred trust. So we're determined to always give our very best – to each life, each day.



As a Member of the Mora Area Chamber of Commerce you are cordially invited to April's

*Evening Wine & Hors d'oeuvres Networking Meeting*

Casual Mingling with your fellow Chamber members. Enjoy wine & hors d'oeuvres as we tour this new facility & spend some time learning about what is offered here.



Tuesday,  
April 19th  
5:30 p.m.

at  
EASTWOOD  
SENIOR LIVING

160 Valhalla Circle  
Mora

Enjoy light conversation, refreshments, presentation and a tour of this new, beautiful, enriching facility.

Dave, Rose, and Julie invite your questions and are excited for you to learn what they have to offer.

Please join us for this reception as it is sure to be informative as well as a pleasant respite from a busy day.

Hosted by Augustana, the Mora HRA and the Mora Area Chamber of Commerce ~ 679-5792