



reasons to support our local chamber – and I know that there are many more.

The complete study can be found at www.amherstarea.com.

Thank you.

Jack T. Cole
Town and Country

Some of the benefits of being a member of the Chamber

Well January's over. Is it too early to think spring? Of course it is – in this part of the state, February brings us a number of fun outdoor events to participate in.

We have the Vasaloppet, the Miniloppet, there are ice fishing contests to participate in - so get out there and enjoy the brisk weather!

Also, please note that there are still opportunities to volunteer in these upcoming events.

Speaking as an Active Chamber Director, I would like to explain to you the benefits of being a member of the Chamber.

There are a number of ways the Chamber benefits the community. I was going to list the programs that the Mora Chamber offers but

I ran across a study that was done by The Schapiro Group that I felt had some good insight as to what the consumer thinks of Chamber membership.

As space is limited for this article I will just share some highlights from the study.

Impact on Small Businesses

Small businesses represent the largest segment by number of most local Chamber membership rolls, so it is important to quantify the impact that Chamber membership has on them too. This section of the report does just that using a similar analytical technique to the one for large businesses.

The Results

The results indicate that

the impact of a local Chamber membership on small businesses is more consistent and more powerful than for large, national corporations. The caveat here is the same, however: consumers need to be aware that the small business is involved with its local Chamber in order for the benefits to emerge.

For example, the survey indicates that if respondents know that a small business is a member of its local Chamber, the business enjoys a 44 percent increase in its consumer favorability rating, a 51 percent increase in consumer awareness, a 57 percent increase in its local reputation, and a 63 percent increase in the likelihood that consumers will patronize the business in the future.

I feel these are compelling

28th Annual East Central Home, Business & Community Expo

April 15 & 16, 2011

Mora Civic Center

2011 Theme: **TEAM SPIRIT!**

Vendor Space Available!

Details: www.moramn.com



2011 EAST CENTRAL HOME, BUSINESS & COMMUNITY EXPO

"Death By Hotdish"

Please come for a fun event and support your local community at the same time. All proceeds from this event go toward the Chamber's Student Scholarship Fund as well as our Community Fund - putting money back into our town.



2011 Mora Area Chamber of Commerce Presents...

"DEATH BY HOTDISH"

Murder Mystery Dinner Theatre
Auction Fundraiser Comedy

Saturday, February 19th, 2011
5:00pm - Doors Open
6:00pm - Show Begins

At The Grand Event Center
in Mora, MN
Tickets - \$35.00

Proceeds to towards Chamber Scholarship & Community Funds



Skiers and Non-Skiers are Invited to the Vasaloppet Friendship Tour

On Friday, Feb. 11, the second annual Friendship Tour will take place. Starting at 7 pm, a guided tour will begin at the Nordic Center.

The route takes you along the lantern and candle lit trail across Lake Mora and up around the Bell Tower to the Gazebo in Mora's Library Park. A nice ice rink is being created there for anyone who wishes to skate. The Community is invited to participate in this and it's all free.

There will be a bonfire to warm the body & music to bring smiles. The Mora Women of Today will be offering hot beverages in the gazebo and they will also be having a drawing for a great prize but you have to come down to the event in order to fill out your ballot!

The Kanabec Astronomy Club will also be present with telescopes, so we hope for a clear view of the stars. Please call the Chamber if you have any questions.



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

Morning & Evening Networking Meeting
come to one or both!

Casual Mingling with your fellow Chamber Members, Build Business to Business Relationships, Learn about what other local businesses are doing to create more business!



Tuesday, February 15th, 7:30am & 5:30pm at The Chamber Office Hosted by Cookie Kilian with special guest, Nick Zimet

Learn how you can feel better with acupuncture. Real information, real demonstrations, treats all sorts of ailments! Cookie's guest is practicing licensed acupuncturist and herbologist, Nick Zimet from Richfield, MN. Graduating top of his class at Northwestern Health Sciences University in Bloomington, Nick's keen interest in acupuncture as an alternative treatment to conventional practices has moved him to travel the world in his quest for learning. He is currently available to do treatments at Cookie's office each month. He would like to have this chance to educate us! All attendees will receive a free 1/2 hour consultation as well as a \$10.00 off coupon for any treatment. Hosted by Cookie Kilian, Therapeutic Massage & the Mora Area Chamber of Commerce - 320-679-5792