

# EXCELSIOR BUSINESS NEWS

Excelsior Downtown Business Group  
A Minnesota Non-Profit Corporation

## March 2007

**Mission: To Promote Historic Downtown Excelsior as a Shopping Destination and Thriving Business District**  
To accomplish our mission we will ~ establish a consistent marketing message for Historic Downtown Excelsior ~ establish communication lines for effective business needs ~ raise funds to support the Merchants of Excelsior by organizing activities and promotions; and actively contribute to the beautification of Excelsior

**NOW IS THE TIME TO SUPPORT EXCELSIOR BUSINESSES BY BEING A 2007 MEMBER OF THE EDBG**

*EDBG is a volunteer organization whose membership resources are totally directed toward supporting Excelsior Businesses*



### Excelsior Declares

### JOHN BERKEY Day

**March 22, 2007**

A local artist who won National Recognition in the Art community is receiving well deserved local recognition on

March 22. The city of Excelsior has proclaimed John Berkey Day, along with a special Art Show at Wilcock Gallery. Scheduled through April 22, 2007, the show will feature **John Berkey's works**; over 50 pieces will be displayed and for sale.

John holds many other credits in addition to his science fiction work, such as images for The Black Stallion, Orca, The Towering Inferno, the first remake of King Kong, numerous U.S. postage stamp designs, and work done for high profile commercial clients. John also produces occasional portraits, abstracts and landscapes.

Inducted into the Illustrators Hall of Fame in 2004, John spent eight years at Brown & Bigelow in St. Paul early in his career. John now lives and works on a quiet wooded lane near Lake Minnetonka.

*Co-sponsored by Artworks  
Community Sponsorship by EDBG*

### **Get Your Business on Local Map**

The Navigator's lake map promotion runs in the center spread from April to Sept at \$200/mo. Per square color ad, 6 mos x \$200 = \$1200. Three thousand big, beautiful, laminated lake maps are printed with lake history and photos, events on the back (very popular, in convenience. stores, coffee shops, lake area gift shops and more...) Costs \$500 to be on that... Subtotal: \$1700. Discounted to \$1500 if pre-paid before April. **Call Dave @ 612-998-LAKE (5253)**

### **Gathering at Excelsior Florist Welcomes Sycamore Lane Furnishings**

Cindy Silloway and Betty Sorenson have created a new look; beautiful florals complement lovely accents and home accessories. Drop by for a friendly hello and view the change. Grand Opening scheduled soon.

### Announcements

### **New Shops in Excelsior**



*European-Inspired  
Furnishings to  
Grace Your Home*

In the Excelsior Mill at  
312 Water Street  
952-474-3581

**Grand Opening April 14**

[lilyaccentfurnishings@hotmail.com](mailto:lilyaccentfurnishings@hotmail.com)

The Grand Opening of a new shop in the Excelsior Mill – **Lily**, is April 14 with a soft-opening in early April --watch for the doors to open! The accent furnishings include European inspired furnishings, spectacular fabrics for upholstery, French candles, and much more. Owner Susan Hoffman has been in the wholesale end of the business for many years and was also show manager for the Minneapolis Gift Mart. She decided it was time for her to realize another dream to have her own shop, and the lovely name Lily was chosen because it is her name in Hebrew.

### Streetscape

New antique-style street lights have now been installed at 5 corners in Excelsior - at the Veteran's Memorial Plaza - completing another location of the lighting for Excelsior.

### **Wells Fargo**

### **Refer-A-Friend March Promotion**

When existing checking account customers refer a friend who opens a new qualified consumer checking package account, the existing customer and the new customer will EACH receive a \$25 credit to their account at the time of account opening! Referring customers are limited to one \$25 reward during this promotion.

### **MEETING NOTICE**

Excelsior Downtown Business Group

**Tues., March 6, 2007**

**EXCELSIOR MILL**

8:10 am Gathering and Coffee

8:30 am Meeting

10:00 am Adjournment

## New Happenings

### Bay Tree to Host Local Artists' Shows

Bay Tree will present two special events for local artists during March.

Excelsior folk artist **Yvonne Brown** will have a spring show **Thursday thru Sunday, March 15-18**. Brown will make special appearances at a *Meet the Artist Preview* from 5-8 pm Wednesday, March 14, and from Noon-4 pm Saturday, March 17. Brown is well-known for her hand-painted folk art on furniture and other treasured objects

Bay Tree will also host a show by Mound artists **Rose and Gary Beito from noon-4 p.m. Saturday, March 24**. The Beitos' works include beautiful and functional pottery pieces. Rose's hand-thrown and slab pottery is completed with glazed artwork by Gary. One of their signature pieces is a large platter with a calligraphic quotation and artwork. Gary does calligraphy and illustration on pieces of North Shore driftwood to create one-of-a-kind decorative pieces.

### Excelsior Business Seminar

#### **"How to Double Your Business in 2007"**

Tues., March 20<sup>th</sup> 8:30-10:00 am

At Dunn Bros. in Excelsior

Only \$10 (free coffee and pastries included)

Do you dream about your business being easier and more profitable? Well, 2007 is YOUR year to make it happen. Kris Solie-Johnson will bring you the latest in proven business-building techniques that are easy to execute. In this session, you will learn:

- The Biggest Mistake Retail Businesses Make... And how to avoid it
- How to Easily Leverage Your Most Valuable Asset For Increased Profits
- How to Dramatically Decrease the Cash Flow Dips In Your Business.
- And ... More.

Register today by calling Judy at 952-545-7001

### **CHERIE CONSIGNMENT BOUTIQUE**

278 Water Street (474-7775)

**ST. PATRICK'S DAY** special drawings for Door Prizes. When you visit our "mother-daughter team" shop, you will find treasures galore. The shop looks like spring has sprung! Refresh your wardrobe for spring with designer clothing at 50-75% off retail prices.

## Special Excelsior Kids' Program

### **Start Your Own Business & Become a Junior CEO**



New Club at Excelsior Elementary for 4<sup>th</sup> & 5<sup>th</sup> Graders and Parents! We will meet after school on Tuesdays, April 17, April 24 and May 1 from 2:45 to 4:00 at Excelsior Elementary in Ms. Murphy's Room. During our time together, Junior CEOs will create or purchase a product to sell, and handle all the marketing and accounting for their businesses.

Each Junior CEO will then open a store within an actual downtown Excelsior Retail store during a special **Kids' Biz Expo on Saturday, May 5 from 1-3pm**. We will also be trying to get on Kare11 in the morning with some of the kids. It will be a great day. ~ Celebration after school on May 8<sup>th</sup>!

**Tuition:** \$25 to instructor and \$25 for investment into your business. All your profits will be yours to keep. (Scholarships available)

**Questions and Registration Form**, call Kris Solie-Johnson at 952-545-7001 daytime or 952-401-4301 evenings. Registration deadline is March 21st.

*The Excelsior Business Seminar and Junior CEO Program are presented by Kris Solie-Johnson, Chancellor of the American Institute of Small Business (AISB) and Mom of Adam, a 4th grader at Excelsior. AISB is the largest, licensed school in the country for small business.*

### **Cynthia Rae Dress Code**

Hot new spring items arriving...dresses are a big trend for summer. Metallics, big handbags, and of course, dazzling chunky and lucite jewelry. DressCode!!!

### **SPECIAL MEETING- Mar. 13, 7:30 a.m.**

Met Council presents details at City Hall for the businesses regarding Construction of sewer lines in downtown streets explaining impact on downtown.

### **EDBG Meeting Mar. 21 Wed. 7 pm.**

**All the Committees of EDBG will meet to review activities and schedules. Please reserve this date. Details and meeting place to follow.**

**ITEMS FOR THE MONTHLY EDBG NEWSLETTER ARE DUE TO MYRLE MACKENZIE BY THE 20<sup>TH</sup> OF THE MONTH – email to [myrlemac@aol.com](mailto:myrlemac@aol.com)**

### **EDBG 2007 Membership**

**2007 Membership Dues: \$100 ~ Join Now – Good through December 2007 !!**

#### **EXCELSIOR DOWNTOWN BUSINESS GROUP BOARD OF DIRECTORS**

President, Myrle Mackenzie - *Counselor Realty*, 952-401-1700

Secretary, Diane Bolles - *D.B. & Company*, 952-474-7428

Connie Frederick - *Gifted Baskets*, 952-474-1743

Darel Leipold - *Leipold's Gifts & Antiques*, 952-474-5880

Treasurer, Jennifer Caron - *Madelena Properties*, 952-474-7824

Debbie Hart - *Artworks*, 952-474-5000

Stephanie Skjervold – *Wells Fargo Bank*, 612-316-3847