

June 2009

# SCCA NEWS

Seward's business community.

www.sewardbusiness.org



## June Meeting

Annual Legislative Update  
with the Longfellow Business Association

Thursday, June 11, 2009 / 11:45am - 1:30pm  
at Becketwood / 4300 West River Parkway

Don't miss this opportunity to hear about the latest legislative session from local politicians! State Senator Patricia Torres Ray; State Representative Jim Davnie; City Council Member Gary Schiff, Ward 9; City Council Member Sandy Colvin Roy, Ward 12; City Council Member Cam Gordon, Ward 2; and Hennepin County Commissioner Peter McLaughlin will all be present.

Lunch will be provided by Becketwood.

To RSVP, please contact Amy: 612.338.8729 / amy@redesigninc.org  
lunch is \$10

## May Meeting Notes

Presenter: Erik Riese, Seward Arts Festival  
Location: United Noodles  
by Megan Sheridan

For an hour and fifteen minutes last month, thirty SCCA members took over the deli area in United Noodles. Owner Ramon Tan and manager MunHoe SzeTho of United Noodles on 24th Street East, graciously welcomed the business association for appetizers and lunch from their fabulous deli.

Erik Riese, owner of Decisive Moment and long-time Seward resident and arts advocate, presented at our May meeting. He is organizing the Seward Arts Festival again this year and is hoping to increase the involvement of the business community.

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## 2009 Board of Directors

### Chair:

**Jim Welna**

Welna II Hardware

### Vice Chair:

**Rick Siewert**

Siewert Cabinet

### Treasurer:

**Suzanne Weinstein**

Coastal Seafoods

### Max Duckler

CaptionMax

### Jennifer Larson

Communications Design

### Chris Johansen

Crown Video & Tanning

### Tracy Singleton

Birchwood Cafe

### Hans Steege

Dero Bike Rack

### MunHoe Sze Tho

United Noodles

**Monthly Meetings** are held on the 3rd Wednesday of each month from 11:45 - 1pm.

### Upcoming Dates:

June 11th (Thurs!)

July 15th

August 19th

## Jenny Larson the New SCCA Website

Featured Business: Jennifer Larson Communications Design  
by Megan Sheridan

Jenny Larson runs her own home-based graphic design business called Jennifer Larson Communications Design. She started her career, though, as an editor for a local Minnesota publishing firm that printed children's books. Although Jenny was trained as an English major, she found that most of her editing work consisted of making decisions about where to put the text, the graphics and which graphics to choose for each book. It was here that she began to grasp a sense of the flow in the graphic design process.

location: home-based in Seward  
website: jenniferlaron.net  
scca website: sewardbusiness.org

Wanting to interact more directly with people, Jenny began working for non-profits. She did the communications and public relations for various organizations. When she had children, she began doing that work from home and eventually turned it into her own consulting business. "I really enjoy working with small businesses and non-profits," Jenny said, "because I feel like I can really make a difference." Jenny understands the structures of both small businesses and non-profits and knows that every little bit helps.

For almost a year, Jenny has been working with the Seward Civic and Commerce Association on various projects, including the new logo, the brochure and the recently unveiled SCCA website. This new website, Jenny told me, will provide essential resources to businesses in the community. Currently, the site is home to an extensive Seward business directory, including interactive maps. The newsletter and meeting announcement for each month are also posted here along with general information about the organization and the SCCA Board.

It is Jenny's goal to continue to expand the networking functions of the website. "This could be a go-to place," she said, "There are lots of opportunities here for businesses to publicize themselves and connect with one another."

She currently has the capacity to highlight updates and promotions on the website from individual businesses who are interested in sharing with the rest of the community. In the future, Jenny and SCCA also hope to expand the on-line directory to include contact information, improved maps and more general information about each business in the neighborhood.

Jenny is also one of SCCA's newest Board members. Her background and experience have already offered new insight to the work of the SCCA Board of Directors. In her business and as a member of the board, Jenny is working to strengthen the connections between businesses and the community as a whole.

Make sure to see the new SCCA website for yourself, visit [www.sewardbusiness.org](http://www.sewardbusiness.org).



Jenny in her home office.

**New Member Profile: Himalayan Restaurant**

2401 E Franklin Ave

by Megan Sheridan

Naveen Shrestha opened Himalayan Restaurant just over one year ago. At the restaurant he serves traditional Nepalese food with beer and wine. For those of you who are rusty on geography, Nepal sits atop the Himalayan mountain range between India and Tibet. The food is quite similar to what you would expect from an Indian restaurant, but with its own special twist.

The building Naveen opened up shop in is said to be cursed. “Lots of businesses have come and gone here,” he told me, “we want to stick around, though. Someone has to break the curse.” Inside, the restaurant looks far from condemned. The walls are covered in a mural of the Himalayans themselves, painted by the mother of a friend. Buddhist prayer flags adorn the walls. And no matter the time of day, it seems, you will be greeted by the smiling face of Naveen’s brother or Naveen himself.



*Naveen at the front counter of Himalayan Restaurant.*

For the most part, business is going well. The people who come in love it and return. “We make good food,” Naveen said. Everything is made fresh daily in the restaurant. He also serves fair trade beer and wine when he can and is hoping to begin sourcing locally-grown foods.

Naveen’s hope for the business is to be able to share his culture of food with the neighborhood—he wants people to taste

the flavors he grew up with. So far, Seward seems to be enjoying traditional Nepalese cuisine and his doors are always open to those wishing to expand their palette horizons.

**SCCA Business Directory**

by Megan Sheridan

This spring, Seward Redesign received a Great Streets grant from the City of Minneapolis. Part of this funding will be dedicated to designing and printing a business directory for SCCA.

On Thursday, May 28th, interested SCCA members came together for an ad hoc meeting to discuss the purpose, the audience, the look and the desired outcomes of the directory. By the end of the discussion, members had decided on the following:

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**SCCA Member Drive 2009**

**This year’s member drive will be coming to a close soon!**

**Consult your membership packets today to remind you of what SCCA has to offer. As a member, you will have the opportunity to be featured in this newsletter as well as benefit from the networking at monthly meetings and advocacy work on behalf of your business**

**If you have been waiting to join or are unsure of your membership status, now is the time!**

**Send your contribution in today!**

**2619 E Franklin Ave.  
Minneapolis, MN 55406**

**Include your business in the Member Update Section!**

If your business has news to share, we want to hear about it. Let us know if you’ve won an award, are offering a new product or service, moved your space, etc. and we’ll share it here.

contact Megan: 435-0279  
megan@redesigninc.org

**May Notes** *continued from page 1*

As a business owner himself who used to staff SCCA as a former employee at Redesign and an artist, Erik explained his understanding of how arts and businesses are one in the same. He highlighted this in three main points during his presentation:

1. Every transaction is an act of creativity.
2. Creativity is enhanced when we take risks.
3. The Seward Arts Festival provides a framework where everyone who participates can make their mark.

Erik emphasized that taking the risk and doing art changes the possibilities for a business. He hopes that every business will use the Seward Arts Festival this fall as a venue for their creativity. This year, Erik is expecting cooks, gardeners, brewers, storytellers and more to express their form of art at the festival as well. The Seward Arts Festival will take place October 9th through the 11th. For more information, contact Erik at [erik@teq.net](mailto:erik@teq.net).

We also heard from three other SCCA members who currently use art to enhance their businesses:

Tom Vogel, the Seward Co-op Marketing and Member Services Manager, talked about the Co-op's relationship with Chris Dunn of Ironwerks. Chris most recently made custom chairs, tables and a fence for the Co-op's outdoor seating area. Tom emphasized how the iron detailing makes the patio more unique and inviting than regular chairs and tables would have. The Co-op also has plans for a tile mosaic that will be put up on the front entrance of the store this summer.

Tracy Singleton, owner of Birchwood Cafe, has highlighted local artists on her walls since her business opened 14 years ago. She told members that over the years, art and food have helped create a community within the Birchwood. Every year, she is involved with the Seward Arts Festival, which always brings in more business. She now has an art curator who chooses the exhibits for the Cafe, which are changed every two months.

Liz Greenbaum, Director of ArtiCulture, gave an update on the mural they are painting on the Franklin East building. ArtiCulture works to act as an agent for social change through art and their work with local youth on this project will help shape community leaders as well as artists.

Ramon Tan, owner of United Noodles, also extended an impromptu invitation to all artists and businesses in the neighborhood to use an open area in the store to display their work/products. He told members that 10,000 customers come through the store every week. He would love to help anyone in the businesses community get that exposure.

In the discussion that followed, other business owners and representatives were able to highlight things they were already doing and ask questions about how to involve art in their businesses.

**SCCA Business Directory** *continued from page 3*

The purpose of the directory will be to promote retail and service businesses in the neighborhood in a way that highlights the unique aspects of our business community. It will also promote Seward as a destination. The targeted audience will be destination shoppers as well as Seward residents. The directory will be small and the look will be designed by local artists. Inside, the directory will include an introduction to the Seward business community, essential information about businesses (location, hours, phone, web, etc.), advertisements and important Seward events and a map.

If you would like to give input, please email Megan ([megan@redesigninc.org](mailto:megan@redesigninc.org)). Otherwise, be on the lookout for a directory this fall!

**All Hail Hayat!**

*Hayat Beauty Salon, 2000 24th Ave S*  
by Megan Sheridan

Congratulations to Hayat Beauty Salon for catching the attention of the local business community. Recently, the salon won two consecutive awards from the Neighborhood Development Center: the 2009 Business Achievement Award and the Seward Community 2009 Small Business of the Year. This comes as no surprise. Having only opened in April of 2007, Hayat Mohammed and her business partner/husband Ma'aruf Yusuf brought in over a thousand customers last year and are continuing to receive new ones still today.

The salon offers a balance of quality products and services and affordable prices. According to Hayat, this balance has created a new niche in the neighborhood that is available to all Seward residents. The salon provides hair cuts, hair coloring, manicure, pedicures and waxing.

They recently hired two part-time employees to expand their services. All of the staff speak at least two other languages besides English, including Amharic, Oromo and Tigrigna. In addition, the salon also has a concealed area where Muslim women can have their hair done. Hayat Beauty Salon also offers locally-made, animal friendly hair products. Hayat is indefinitely offering 30 percent off of all products to first-time Seward customers.

As the salon continues to grow, Hayat and Ma'aruf hope to expand their customer base in the neighborhood. Their recognized success suggests that their goal will be met.

Check out Hayat on-line at [hayatbeautysalon.com](http://hayatbeautysalon.com)



**Update:  
Franklin Avenue  
Vision**

The Vision for Franklin Avenue has been posted! There is a short summary document with lots of nice images, plus additional files with more details about specific topics.

Go to [http://www.sewardredesign.org/franklin\\_vision.html](http://www.sewardredesign.org/franklin_vision.html) to read up about the process, the four main themes (crossing, wayfinding, greening & biking), the Bystrom Vision and Development Guidelines for the Avenue.

This final draft is currently being taken through the boards of SCCA, SNG and Redesign for neighborhood approval.

If you have any comments or questions, please send them to [emily@redesigninc.org](mailto:emily@redesigninc.org).

**Thank you to SCCA members who have contributed in 2009!**

A-Craft Windows \* Acme Tuckpointing & Restoration \* Allweather Roof \* Animal Rights Coalition  
 ArtiCulture \* At Last Gourmet Foods, Inc. \* Augsburg College \* Baking Bearing  
 Beaupre Aerial Equipment \* Birchwood Cafe \* Bruce R. Johansen \* Buck Bros. \* CaptionMax \*  
 CCI Properties \* Charles Levin Architects \* Coastal Seafoods \* CommonBond  
 Community Connection Partnerships \* Crown Video and Tanning \* Cushman Motor Company  
 Daniel Greuel Translations \* Dave's Riverside Shell \* Decisive Movement \* Dero Bike Racks  
 DigiGraphic Photos, Inc. \* Employment Action Center \* Expedited Transportation  
 Fairview Health Services \* Hayat Beauty Salon \* Hexagon Bar \* Hiawatha Metalcraft  
 Himalayan Restaurant \* History Crafters \* House Green \* Imagin Studios \* Infinite Real Estate Group  
 Intercommunity Home Health Care \* J.C. Miller & Sons Cement Contractors  
 Jennifer Larson Communications Design \* Jim's Barber Shop \* Kraus Anderson Construction Co.  
 Lehn and Posl \* Los Campeones \* Minneapolis Maintenance \* Minneapolis Speaker Company, Inc.  
 Mississippi Mud Works \* Movement Arts Center \* Nguyen Architects \* Northern Clay Center  
 Partners Three Consulting \* Pizza Luce IV \* River Realty \* Riverton Community Housing  
 Russell Dentistry \* Seward Cafe \* Seward Childcare Center \* Seward Co-op & Grocery \* Seward Inc.  
 Seward Market \* Shabelle Grocery and Meat Market \* Shega Bakery \* Sheldon Mains  
 Sierra Club Northstar Chapter \* Siewert Cabinet \* Speak to Solve \* Swirlygig Industries  
 Tracy's Saloon \* Triangle Park Creative \* True Thai \* Twin City Filter Service \* United Noodle  
 Welna II Hardware \* Woodland Stoves \* World Endeavors \* Zipp's Liquors

Seward Civic & Commerce Association  
 2619 E Franklin Avenue  
 Minneapolis, MN 55406