

October 2009

SCCA NEWS



Seward's Business Community

www.sewardbusiness.org

October Membership Meeting

Wednesday, October 21st, 2009 / 11:45:am – 1:00pm
At 206 in the Ivy Arts Building / 2637 27th Ave S.

Join SCCA for for an exciting presentation by David Regan, Executive Director of the Grand Avenue Business Association (GABA). David will be speaking on how to market the Seward Neighborhood as a destination. The meeting will be held in 206, a studio committed to supporting all sorts of artists by providing a space to facilitate creativity.

Food will be provided by Rhymes with Vegan, a homebased catering business located in the neighborhood. Both red and white chili meals will be available.

To RSVP, please contact Megan: 612.435.0279 / megan@redesigninc.org
lunch is \$10

September Meeting Notes

Presenter: Annual Fall Social

Location: Coastal Seafoods
by Megan Sheridan

September is the time of year when the fruits of our labors are harvested and we begin to think about moving forward, planting new seeds for the coming season. Likewise, it is a time SCCA members get together to socialize, share information about their business and reflect.

This September, we all did some healthy reflecting over swordfish burgers with horseraddish dressing, black bean mango salsa and homemade chocolate chip cookies. Mmm. Reflection.

Coastal Seafoods delectable fish-based meal aside, this year's annual social brought out some of Seward's finest business owners:

Russ Scott of A-Craft windows gave an update on their big project doing window replacement on old homes in San Diego. So far, three large loads have been shipped out.

Dave Nielson, owner of Dave's Riverside Shell, and co-worker Marian made a call: they need our broken cars!

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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:
October 21st
November 18th
December 16th

In the Community and Beyond!

Featured Business: Dero Bike Racks / 2657 32nd Ave S

by Megan Sheridan

It all started at the University of Minnesota's Campus Security. As Rolf Scholtz and his brother used to patrol the Twin Cities Campus, they would notice how unappealing and dysfunctional the bike racks were – as far as they could tell, the market for aesthetically appealing, U-lock compatible bike racks was wide open. After spending some time out of college in an economic development position, Rolf, along with his artistically inclined brother started Dero Bike Racks. And since 1995, they have been producing racks that are shipped all across the country as well as other parts of the world.

Years in Seward: 5

Employees: 18 (24 including the dogs)

The foundation of Dero's work is based on functionality and artistic appeal: all Dero racks are U-lock compatible, so users are assured that their bikes are safe; and all Dero racks are aesthetically attractive, so architects and planners can integrate them as visible aspects of their designs.

Dero Bike Racks is also firmly rooted in the community. The original facility was located at Seven Corners, directly above Bullwinkle's Saloon. The company's first real break was when they worked with Uptown to do one of the nation's first large-scale artistic bike rack installation. From there, Dero landed contracts with the City of Honolulu and the University of Minnesota as the business began to really take off. But even as they grew, Dero stayed in Minneapolis, first moving to Prospect Park and later to their current facility in Seward.

In 2003, Hans Steege (current SCCA Board Member) joined the Dero team. One year later, was when they moved to Seward. Rolf told me that they were ready and almost signed a lease in another neighborhood when he noticed the building on 32nd Avenue while out walking his dog (both Rolf and Hans are long-time Seward residents). After moving into the neighborhood, Dero invested in their own equipment. Until then, racks had been finished and packaged offsite. Within the first month, sales went up 25 percent. Their leap of faith paid off because they were then able to control quality throughout the entire process and ensure that everything went out properly.

Quality control and exceptional customer service are what make Dero so successful. They are willing to work with any customer, no matter the size project, to develop exactly what they need. For example, when working with the University of Minnesota, Dero came up with a customized rack that fit the specific project. Dero now offers what was originally customized as a regular product.



The infamous Seward racks at the Co-op.

Most recently, Dero installed the beautiful custom Seward bike racks that are now scattered throughout the neighborhood. They also donated the temporary bike racks used in Washington D.C. for the Presidential Inauguration and just last month, they were contracted to install bike racks throughout the City of Dubai.

New Member Profile: Seward Child Care Center

3200 24th Street E

by Laura Mathews

The Seward Child Care Center, Inc is nestled in the heart of the Seward neighborhood at 32nd Avenue and 24th Street. The center has had cooperative ideals since it was founded in 1972. Originally run and staffed by parents, Seward Child Care moved into its current building and hired its first teacher in 1974. Today it is governed by parents and run collectively by teachers. Officially, Seward Child Care Center (SCCC) is a non-profit, not a cooperative, since parents do not invest financially in SCCC but other cooperative principles apply to the center and guide their operations.



There is no Executive Director, instead teachers divide the support work for the center between themselves. The center is governed collectively by the Board of Directors, which is made up of parents and two teacher representatives. Julia Frost Nerbonne, a parent at the center, remarks that, “being a part of SCCC board has been a rewarding experience.” The center really is governed by parents, which is a big responsibility.” All parents participate in the center, whether they’re member of the board or not. They engage in two general membership meetings where they vote on the budget, tuition increases and other major decisions. Parents also volunteer four hours per month as helpers, food buyers or in other support positions. This makes a great cooperative and caring atmosphere for children, parents and teachers as they work together to create a child care center based on their visions of democracy, cooperation and respect.

The teachers use High/Scope curriculum, which helps foster democratic thinking, creativity and peaceful conflict resolution. Children at the center are respected as whole individuals and have the ability to initiate educational exploration on their own. Frost Nerbonne praises SCCC’s approach. “SCCC has been an amazing place to watch my children grow into themselves. At Seward kids learn how to do things on their own. Whether it’s waiting while they try to put on their own shoes, or helping the kids solve a conflict over a toy, the teachers are just amazingly patient with these little individuals.”

Children are asked to support and participate in their community as well. Recently the center’s older preschool group won an award for their weekly volunteer service at a nearby long-term care facility, the Good Samaritan.

Seward Neighborhood Directory

The SCCA’s business directory is now available!

This booklet promotes all Seward businesses, is printed in 3 languages and is FREE!

The directory is intended to inform and inspire residents and new customers to shop in Seward.

If you have not received yours yet or have already run out, please contact Laura Mathews at sri@redesigninc.org with your name, your business, how many you would like, and if you need a pamphlet holder to display them.

Write an SCCA Newsletter Article!

Is there a business in Seward that has always intrigued you? Interested in getting to know what goes on inside other neighborhood businesses?

If so, you would make a perfect author for an SCCA newsletter article!

No writing skills necessary, just an interest in your fellow business owners

contact Megan: 435-0279
megan@redesigninc.org

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September Notes *continued from page 1*

Mary Ann Hoffman with Community Connections Partnerships (CCP) informed members that they have outdoor trash services available.

Jenny Larson, owner of Jennifer Larson Communications Design, just finished doing the design for SCCA's new Seward Neighborhood Directory.

Hans Steege and Rolf Scholtz, co-owners of Dero Bike Racks, had just that morning unveiled a new bike incentive program at the Seward Montessori School. They also recently landed a contract to do bike racks in Dubai.

Suzanne Weinstein, owner of Coastal Seafoods, is now carrying Laughing Bird Shrimp from Belize.

Linda Coffin, owner of History Crafters, is currently working with a 93-year-old man to preserve his memories for his family.

Kirin Loomis, owner of Speak to Solve, is giving away 10 free sessions every month to help people solve their problems.

Tracy Singleton, owner of the Birchwood Cafe, is celebrating the Birchwood's 14th anniversary this fall.

Erik Riese, coordinator of the Seward Arts Festival, gave a brief overview of this 3-day event.

Dan Nordley with Triangle Park Creative says they are still in business and now focusing on websites.

Gar Hargens of Close Architects is working on a new sustainable house on a vacant lot in Seward. Tan Nguyen of Nguyen Architects is also working on homes in the neighborhood.

Jim Welna, of Welna II Hardware and current SCCA Board Chair, honored Hans Steege and Rolf Scholtz of Dero Bike Racks for their contributions to healthy living in the neighborhood and throughout the world.

Other Attendees included Scott Kramer, Longfellow Business Association Chair and owner of Northern Sun; Max Duckler of Caption Max; Greg Sales with Seward Inc.; Gary Hesser, Seward resident; Susan Warner, Mississippi Mud Works; and Laura Matthews, Redesign's newest intern.

Seward Child Care Center *continued from page 3*

Seward Child Care also focuses on sustainable food, which they demonstrate through gardening, composting, and serving organic, local foods. The Seward Co-op Grocery & Deli has supported these efforts with grants in the past and Seward Child Care is excited to have recently won another \$500 grant to continue this work in the next year.

Although Seward Child Care usually has a wait list, they encourage parents to apply anyway if they have an interest in enrolling their children in their program. The center offers part time schedules and works with children from 16 months through kindergarten. Currently the center is also selling Blue Sky guides at the Birchwood Cafe, which will help support and enrich their program. They hope you will stop by and pick one up!

Seward Arts Festival!

October 9th, 10th and 11th

The Seward neighborhood is celebrating the 10th anniversary of the Seward Arts Festival. The three day festival features work of more than 200 artists at warehouses, galleries, businesses, and private homes, as well as music, performances and celebrations across the neighborhood. The festival is free, open to the public, and bike-friendly.

Events include a kick off party Friday at Sisters Camelot, spoken word Friday at The Playwrights' Center, a variety show Saturday at Eagles Club, an Art Car Parade on Saturday and the Seward Art Crawl all weekend. There will also be live music, garden tours, food and beverage tastings and The Great Seward Bike Rack Scavenger Hunt!

Look for festival maps and schedules at Seward retailers or check out <http://sewardarts.org> for more information on event times and locations.

First Annual Franklin Frolic

Saturday, December 5th / E Franklin Ave

On Saturday, December 5th the Seward Civic and Commerce Association (SCCA) will be hosting the first annual Franklin Frolic neighborhood event! This is a great opportunity to draw new shoppers to the neighborhood, strengthen current customer relations and make Seward a destination for people all over the Twin Cities. SCCA will be designing and distributing an event brochure with business specials, events and a map. We want your business or organization to be included!

- YES! Please include me in the event brochure. I will be contacted with more information about featuring a sale, hosting an event, connecting with a local charity or offering a free treat.
- YES! I want more information about sponsoring the brochure. This is a great opportunity to purchase a marketing package including a front cover ad and advertisement in local newspapers as the SCCA promotes the event.
- YES! I am a business or artist who does not have a location on Franklin Avenue. I am interested in opportunities to share a space for this event.
- YES! I will host a local artist, business or event in my location on Franklin Avenue. I will be contacted with more information about opportunities.
- YES! I want to be part of the holiday lights display contest. I will be contacted about specials on decorations for my business.

Please fill out this form and return it to Laura Mathews at sri@redesigninc.org. Priority deadline for being included in the brochure is Thursday, October 15 at 5:00 p.m. Sponsorship opportunities will be considered on a first-come-first-served basis.

Opening on the SCCA Board!

Interested in getting more involved with the inner workings of the Seward Civic and Commerce Association?

SCCA is looking for one new board member to start in 2010. This is your chance to work closely with some of Seward's strongest business leaders and help shape SCCA's work in the coming years.

Board terms generally last 2 or 3 years.

For more information, contact Megan at 612.435.0279 or megan@redesigninc.org

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@sewardredesign.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 * Big Print * Birchwood Cafe
 Blue Nile * Bruce R. Johansen * Buck Bros. * CaptionMax * CB Richard Ellis * CCI Properties * Charles Levin Architects
 Close Associates Architects * Coastal Seafoods * CommonBond * Community Connection Partnerships
 Crew 2: Home Services Specialists * Crown Video and Tanning * Cushman Motor Company * Daniel Greuel Translations
 Dave's Riverside Shell * Decisive Movemen * Dero Bike Racks * DigiGraphic Photos, Inc. * Employment Action Center
 Expedited Transportation * Fairview Health Services * Fast and Furless Vegan Emporium * 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 * Mezzanine Salon * Minneapolis Maintenance * Mill City Builders * Minneapolis Speaker Company, Inc.
 Mississippi Mud Works * Movement Arts Center * Nguyen Architects * Northern Clay Center * Partners Three Consulting
 Pizza Luce IV * Raja's Mahal * 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
 Skol Liquors * Speak to Solve * Swirlygig Industries * Tracy's Saloon * Triangle Park Creative * True Thai
 Twin City Filter Service * United Noodle * U.S. Bank * Verde Strategies * Volunteers of America Education Center
 Welna II Hardware * Whiskey Junction * Wood from the Hood * Woodland Stoves * World Endeavors
 Worry Free Enterprises * Zipp's Liquors

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