

BUSINESS

9 TO 5
The Journal welcomes ideas for stories about people in our community who are starting a business or changing an old one.
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Local businesses nominated for awards

BY SPENSER BICKETT
Staff Writer

Two International Falls businesses owners have been nominated for northeast Minnesota entrepreneurial awards.

The 22nd annual Joel Labovitz Entrepreneurial Success Awards Program recognizes entrepreneurs and business owners in the Twin Ports area and throughout northeast Minnesota. The award categories are micro entrepreneur, emerging entrepreneur, established entrepreneur, mature entrepreneur, and environmentally engaged entrepreneur.

Stephanie Heinle, owner of Coffee Landing Cafe and Roasting Co., was nominated in the emerging entrepreneur category, and Thor Einarson, of Einarson Flying Service, was nominated in the mature entrepreneur category.

Business owners in Duluth, Virginia, Ely, and Grand Marais were also nominated for the emerging entrepreneur.

This is Heinle's fourth year owning the business, and she said she hasn't been nominated for a business award before, but hopes this is the first of many. When she found out she was nominated for a "Labo," she said she was grateful, and the list of

entrepreneurs was "quite the list to be on."

Loving what you do goes far, Heinle said, and to her, it's the main ingredient for success.

"I love everything about it, it's the corner downtown hotspot," Heinle said. "It's a hub for a wide variety of people in town, and we have our doors open for everyone who comes to town."

The small community of International Falls is strong, Heinle said, and people in the community support each other. Because of this, she said she's isn't worried about being up against businesses from a large area like Duluth.

"People in Duluth see this, and they'll recognize it when they're coming for vacation," she said. "It's great advertising and promotion."

Heinle said she's looking forward to the awards luncheon, and meeting with the other businesses who were nominated, though she won't take this opportunity to rest on her laurels.

"Being nominated makes me want to work harder and get better," Heinle said. "It's just another little push."

Business owners in Duluth, Grand Marais, and Babbitt were also nominated for the mature entre-

preneur recognition.

Einarson said he didn't expect the nomination, and he was very surprised by it. As far as the name of the category goes, he said it's quite appropriate.

"I like the name, it matches my hair color," Einarson said. "I'm humbled by the nomination, and it's nice to see Stephanie and her husband were nominated as well. They've got a top-notch operation."

Einarson Flying Service was established in 1948 by Francis and James Einarson, Thor's father and uncle. Thor took over in 1994 and operates it today. He said this "Labo" nomination isn't the first recognition the business has received. It was fortunate to have been nominated and won the International Falls Chamber of Commerce's small business award in the past, he said.

At 52 years old, Thor Einarson said he feels fortunate to have been involved in the business for the majority of his life. Today, Einarson Flying Service works as the fixed-base operator and manager for the Falls International Airport, providing everything from fuel and technical service for aircraft, to runway snow removal and grounds maintenance.

"It's very rewarding, fun, and interesting," Ein-

arson said. "It's 24/7 and has its stress and anxiety there, but we're fortunate to do it."

Einarson Flying Service also has a "fantastic" relationship with the cold weather testing clients, he said. When CWT started in the early 1970s in the area, Einarson said his father Francis was instrumental in bringing it onto the airport. Having the facility located at the airport allows testers to get the best use out of the facility, he said, by bringing in planes, helicopters, and vehicles for testing.

"We've worked with automobile, truck, and aviation manufacturers," Thor Einarson said. "Anyone you can think of, we've worked with."

When it comes to providing the best possible service, Einarson said they're not motivated by awards, but by pride.

"When it's tough, you're wondering why you're putting in the time and effort," he said. "But there's also a huge sense of pride, to do the very best we can in our business as managers to provide the best service possible."

Award winners will be announced at a luncheon at 11:30 a.m.-1:30 p.m. April 23 at the Duluth Entertainment Convention Center.

Secondhand store starts strong

BY SPENSER BICKETT
Staff Writer

Warmer spring weather brings the spring cleaning itch, and the desire to get rid of extra items you may have accumulated over the long winter. Thanks to a new business in International Falls, you can now turn your unwanted items to cash.

BuySellTrade.com's owner Phil Paulbeck said the store's location at 1608 Highway 11-71 opened about five to six weeks ago, and business has been good so far. It's not where it needs to be, he said, but it hasn't been promoted, so far.

"We're getting a feel for it, and I anticipate that it's going to be very, very good over time," Paulbeck said.

The idea of a store where people could sell their unused or unneeded items is one he'd thought about for some time, Paulbeck said. He's always been "an accumulator," he said, and his mother taught him the adage, waste not, want not.

"I have a hard time discarding anything that's useful or has value," he said. "You reach a point where you've got stuff that is useful and valuable, and what do you do with it?"

Paulbeck owns the building the store operates in, and in September, when he decided to shut down the liquor store he had been running, it was an opportunity to transition to this new business.

"My building opening up presented me an opportunity to sell that stuff, and to sell for others, also," he said.

Along with selling his own items, Paulbeck said he'll sell home furnishings, appliances, collectibles, antiques, construction and salvage materials, vehicles, construction equipment, artwork, and more. The store won't deal much with clothing, he said, as it takes up a lot of space and time. People have the option of selling their items to the store for the store to then sell for itself, or consigning their items for the store to sell on their behalf.

The store is unique from

other consignment stores, Paulbeck said, in that every item is recorded in an inventory system, so consigners can check their account online, and see what items have sold, and what hasn't. The store will also use websites like Craigslist, eBay, and Facebook to market items outside of the immediate area.

The fledgling business is also expanding to a second location, which will be open in two to three weeks, Paulbeck said. The 1620 Second Avenue W. location will have more space, and deal more with larger items like furniture and appliances. The building is the former site of Second Act, another consignment store.

"Appliances are difficult to handle," Paulbeck said. "It takes space, and having six refrigerators or ranges to sell is more likely to attract a customer for any given one of them."

Being able to have more appliances in stock makes it more of a resource for people looking for used appliances, Paulbeck said. If someone knows the store has appliances, they're more likely to stop in if they're looking for appliances, he said. With just the smaller location, he wouldn't be able to have many appliances on hand.

After the second location opens, Paulbeck said he'll do "significant marketing into Canada," to sell to and for Canadians.

"They come here for a lot of things already, and it's a natural market for us," Paulbeck said. "We've got such a distance to the next major community, that I guess it's a curse and a blessing."

The current location is open from 9 a.m.-6 p.m. Monday-Friday, and 9 a.m.-5 p.m. on Saturday. Those hours will potentially be expanded going into summer, Paulbeck said. The business can be reached by phone at 218-283-9741.



Phil Paulbeck

Local groups benefit from Midcontinent donations

JOURNAL STAFF REPORT

The Midcontinent Foundation has released the list of charities to benefit from spring 2014 grants. Fifty-nine charities from throughout Midcontinent Communication's footprint in South Dakota, North Dakota and Minnesota will benefit from a distribution of more than \$90,000.

Locally, four groups received contribution.

■ Choppers for Children, received \$1,500 and will use it to purchase leather choppers for children in the area.

■ Citizens for Backus/Community Center will use the \$1,000 donation to improve the overhead lighting of their stage area.

■ Koochiching County Community Television will use the \$1,000 donation to help purchase a server to be able to stream

KCC-TV on the web.

■ Ranier will use the \$1,000 donation to help with the recent purchase of wireless speakers and a sound system for the rink, where children skate and slide and have bonfires.

"Twenty-seven years ago, the Midcontinent Foundation was established as an avenue for the employees of Midcontinent to give back to the communities and customers we serve," Tom Simmons, senior vice president of Public Policy for Midcontinent Communications said in a news release. "Over the years, more than \$3 million has been given to support the work of non-profit organizations within our service area; we are honored to be able to support these organizations who work hard day-in and day-out to improve the quality of life for everyone in the community."



CONTRIBUTED PHOTO

Ranier Mayor Dennis Wagner and Councilor Todd Coulombe discuss the use of a \$1,000 donation from Midcontinent Foundation for the Ranier Rink with Midcontinent representative Casey Morris.

The Midcontinent Foundation is the charitable arm of the Midcontinent family of companies. The Foundation was established in 1987 to provide funding assistance to charitable entities that assist in socially-desirable goals within the communities which Midcontinent Media, Inc. and its subsidiaries are a part. Organizations that serve communities within the Midcontinent service area are encouraged

to apply for future grants for special projects, facilities improvements, equipment, and programs, but not operational costs.

The Foundation Board will meet again in August to review the next round of applications. Charitable organizations with special or capital projects are encouraged to apply for a Foundation grant before July 10. More information can be found at www.midcocomm.com.



City Drug

Bridal Registry

Rachel Tveit & Andrew Mannausau
June 14, 2014

Amanda Kennedy & William BJ Lahmayer
June 14, 2014

Lucy Nevanen & Ladd Corrin
June 21, 2014

Stephanie Norton & Austin Lockhart
July 19, 2014

Sarah Anderson & Sethen Ettestad
August 16, 2014

Jenny Olsen & AJ Tucker
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If your hearing aids are over 4 years old or you are having difficulties hearing conversations, then it is time to have your hearing reevaluated. The hearing aid technology has been advancing very rapidly and the improvements may prove beneficial for you.

Examples of some recent breakthroughs are: wind noise cancellation, ear to ear coordination of processing, wireless transmission of cellular phone sound into the hearing aids and television listening systems. We are awaiting the iPhone compatible hearing aids that should become available this spring.

We are here to serve your hearing needs. We offer comprehensive evaluations of your hearing, the best hearing aids and a commitment to quality affordable service.

Call today to schedule an appointment for a hearing evaluation.

**Thursdays,
April 10, 17 & 24**



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Indus School Lunch Menu for April 2014				
Mon	Tue	Wed	Thu	Fri
Happy Easter	1	2	3	4
	Chicken Quesadillas Green Beans Strawberries Watermelon SALAD BAR, Milk	Subs: Turkey, Ham, or Roast Beef Baked Beans Mandarin Oranges Fresh Fruit SALAD BAR, Milk	Macaroni Tomato Hot Dish Corn Cheese Stick Pear Sauce Fresh Fruit SALAD BAR, Milk	Taco Salad Refried Beans Chips Mixed Fruit SALAD BAR, Milk
7	8	9	10	11
Hamburger/Cheeseburger WG Hamburger Bun Curly Fries Pineapple Tidbits Fresh Fruit SALAD BAR, Milk	Salisbury Steak in Gravy Mashed Potatoes Corn Peach Sauce Fresh Fruit SALAD BAR, Milk	Sloppy Jo WG Hamburger Bun Baked Beans, Chips Oatmeal Cookie Strawberries Fresh Fruit SALAD BAR, Milk	Pork Chop Patty WG Hamburger Bun Oven Fries Fresh Fruit Mandarin Oranges SALAD BAR, Milk	Chicken Gravy over Egg Noodles Green Beans Pear Sauce Fresh Fruit SALAD BAR, Milk
14	15	16	17	18
Chicken Nuggets Mashed Potatoes Peas Mixed Fruit SALAD BAR, Milk	Burritos Refried Beans Apricot Sauce Fresh Fruit Peanut Butter Sandwich SALAD BAR, Milk	Ham Dinner Mashed Potatoes Gravy Cranberries Pineapple Fresh Fruit WG Dinner Roll SALAD BAR, Milk	Pizza Rounds Green Beans Peach Sauce Fresh Fruit SALAD BAR, Milk	NO SCHOOL GOOD FRIDAY
21	22	23	24	25
NO SCHOOL EASTER MONDAY	Tomato Soup Grilled Cheese Sandwich Mixed Veggies Strawberry Cup Fresh Fruit SALAD BAR, Milk	Chicken Alfredo Egg Noodles Green Beans Mandarin Oranges Fresh Fruit SALAD BAR, Milk	Turkey Stacker WG Flour Tortilla Potato Triangles Pear Sauce Fresh Fruit SALAD BAR, Milk	Corn Dog Mashed Sweet Potatoes Baked Beans Mixed Fruit Fresh Fruit SALAD BAR, Milk
28	29	30	May 1	May 2
Turkey Burger WG Hamburger Bun Oven Fries Apricot Sauce Fresh Fruit SALAD BAR, Milk	Grilled Chicken Breast Wild Rice Steamed Broccoli Pineapple Tidbits Fresh Fruit SALAD BAR, Milk	Hamburger Gravy Mashed Potatoes Corn Peach Sauce Fresh Fruit SALAD BAR, Milk	Tater Tot Hot Dish Peas WG Hamburger Bun WG Dinner Roll SALAD BAR, Milk	BBQ Chicken WG Hamburger Bun Sweet Potato Fries Green Beans M. Oranges Fresh Fruit SALAD BAR, Milk
MILK CHOICES: CHOCOLATE SKIM, WHITE 1%, WHITE SKIM				