

BUSINESS

9 TO 5

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Senator promotes international tourism

JOURNAL STAFF REPORT

Sen. Amy Klobuchar is pushing to boost international tourism by promoting a public-private partnership focusing on international travel. Klobuchar has introduced legislation to reauthorize Brand USA, a public-private partnership that enhances tourism across the country by promoting international travel to the U.S., according to a release. In 2013, Brand USA generated 1.1 million additional international visitors who spent an estimated \$3.4 billion, strengthening local businesses and stimulating economic growth, according to the release. Area Convention and Visitors Bureau Executive Director Pete Schultz said Voyageurs National Park is a big draw for international

travelers. Through programs like Brand USA and Explore Minnesota, he said the area's seen increasing inquiries from foreign countries in the past several years. "Several foreign visitors have commented that they love to vacation in the United States because of the quality of our parks and natural experiences," Schultz said. The CVB's website is available worldwide, Schultz said, though most of the traffic is from Midwest states, like Illinois, Wisconsin, Iowa, Nebraska, South Dakota, and North Dakota. However, about 10



Amy Klobuchar

percent of the traffic comes from outside the U.S., with most of the visitors from the United Kingdom, Germany, France, and Brazil. Klobuchar recently met with business and tourism leaders from across the country about the importance of boosting international tourism. "Tourism is a powerful driver of Minnesota's economy, generating nearly \$12 billion in sales and giving a major boost to local economies and communities all across our state," Klobuchar said in a release. "Brand USA is a tried-and-true partnership that helps promote international travel to the U.S. while driving economic growth, and I'll keep pushing to reauthorize it so that we can continue to attract more visitors from all around the world."

State unemployment rate falls in June

JOURNAL STAFF REPORT

Minnesota gained 8,500 jobs in June, according to a report from the Minnesota Department of Employment and Economic Development. June's job gains brought net jobs gains in Minnesota to 10,700 for the calendar year. In the past 12 months, the state has added 53,779 jobs, a 1.9 percent annual growth rate, which matches the U.S. growth rate for that period. The state unemployment rate fell to a seasonally adjusted 4.5 percent in June, down 0.6 percent from a year ago. This compares to the U.S. unemployment rate in June, which was 6.1 percent. In Koochiching County in June, there were 622 unemployed persons from a labor force of 6,791, for an unemployment rate of 9.2 percent, which was the same rate as May. This compares to June 2013, when there was 562 unemployed persons from a labor force of 6,811, for an unemployment rate of 8.3 percent. "Minnesota had positive employment growth in June, with more total jobs than ever before in our state's history," DEED Commissioner Katie Clark Sieben said in a release. "The unemployment rate hasn't been this low since February 2007, while new claims for unemployment

benefits dropped to their lowest level in nearly 14 years." Government led all sectors in June with 3,900 added jobs. Education and health services gained 3,500 jobs, trade, transportation, and utilities added 2,200 jobs, financial activities gained 600 jobs, information added 500 jobs, professional and business services gained 300 jobs, and logging and mining added 200 jobs. Other services lost 1,400 jobs, manufacturing was down 900 jobs, leisure and hospitality lost 300 jobs, and construction was down 100 jobs. Professional and business services led all sectors in job gains over the past year with 12,452 jobs. Education and health services added 11,153 jobs, manufacturing gained 8,415 jobs, construction added 8,363 jobs, government gained 7,898 jobs, leisure and hospitality added 4,254 jobs, trade, transportation, and utilities gained 3,592 jobs, information added 828 jobs, and logging and mining gained 564 jobs. Financial activities lost 1,886 jobs in the past year, and other services lost 1,854 jobs in the past year as well.



Katie Clark Sieben

DEED offers free business privacy guide

JOURNAL STAFF REPORT

The Minnesota Department of Employment and Economic Development has partnered with law firm Gray Plant Mooty to publish a free legal guide for Minnesota's businesses. The book, "A Legal Guide to Privacy and Data Security," offers guidance on a variety of privacy and data security-related issues, the impact of those laws on businesses, and the best practices to mitigate risks,

according to a release. It covers key federal privacy and data security laws, Minnesota privacy laws, privacy in the workplace, as well as global privacy and data security laws. "We are pleased to present this guide to help Minnesota businesses," DEED Commissioner Katie Clark Sieben said in a release. "This is the first-ever attempt to compile Minnesota state data privacy and security laws, as well as federal and global privacy laws in

one publication." "This book will help a business more easily navigate the complex and unpredictable legal landscape of privacy and data security laws and regulations, be prepared for a data breach, and better understand how such laws may impact their specific business," Michael Cohen, principal, Gray Plant Mooty, said in a release. The guide is available on DEED's website at [www.mn.gov/deed/newscenter/publications/guidebooks/biz-guidebooks.jsp](http://www.mn.gov/deed/newscenter/publications/guidebooks/biz-guidebooks.jsp). They are also available in print from DEED's small business assistance office at 651-259-7476, 1-800-310-8323, or by email at [deed.mnsbao@state.mn.us](mailto:deed.mnsbao@state.mn.us). According to a release, Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Gray Plant Mooty has offices in Minneapolis, St. Cloud, and Washington, D.C.

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