



THE BUSINESS LEAD

FALL 2026

OPEN FOR BUSINESS

LEADERSHIP

Think about a teacher, mentor, or colleague whom you admire. Chances are the reason this person made such a lasting impact on your life wasn't because of their job title. It was about how you felt when you were engaging with them. It was their enthusiasm toward you, their commitment to a quality outcome, and their investment in the people around them—all signs of a true leader.

Do you as a business owner display the characteristics of a true leader or are you primarily just filling the role as owner/manager of your business? Read more on page 2 and discover what qualities make a good leader.

BY MICHELLE ELLINGSON
ASSISTANT TO THE CITY
CLERK/ADMINISTRATOR

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cityhall@caledoniamn.gov or call 507-725-3450

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QUALITIES OF A GOOD LEADER

Whether running your own business or leading teams in an office setting, the best leaders require a strong set of leadership qualities to help positively interact with their employees, team members, and clients.

While some leaders seem like they were naturally born that way, leadership skills can be learned. It doesn't matter if you haven't led before. There are certain leadership characteristics, traits, and skills that ultimately build the most effective leaders. Here are the most important leadership qualities and skills of a great leader:

- Effective Communication
- Integrity
- Accountability
- Empathy
- Humility
- Resilience
- Vision
- Influence
- Positivity
- Delegation
- Confidence

How to become a good leader

Becoming a great leader is a lifelong process that takes time and experience. Some people dedicate their entire careers to studying and identifying what it means to be a good leader. You can, however, begin to build basic leadership skills and hone your personal management style with the following steps:

Find a mentor

A mentor can help guide you toward the leadership methods that work best for you. They can work with you to identify relevant strengths and traits and how to apply them. They can also help you set goals to develop areas in need of improvement.

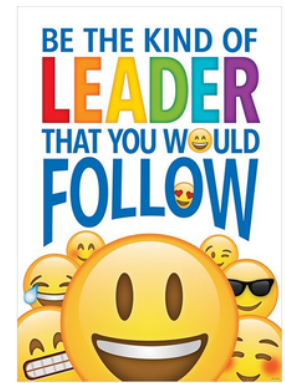
Take a training course

There are many leadership training courses available online or in-person, including group seminars or one-on-one courses. Taking a leadership course can help you learn more about effective leadership practices and how to apply them.

Conduct research

There are countless resources available you can use to learn more about becoming an effective leader, including books, online articles and podcasts. Further, you can study leaders you admire to understand the skills they possess and learn how they apply them to achieve their goals.

source: www.indeed.com



Effective Communication: Using active listening by paying attention and showing that you are sincere.

Integrity: Being honest, leading by example, and following through.

Accountability: Being responsible and holding yourself and your team accountable for actions.

Empathy: Understanding, being open-minded, kind, and caring.

Humility: Being humble and grateful, not showing vanity.

Resilience: Being calm, collected and positive no matter what the circumstance.

Vision: Inspiring loyalty, enthusiasm, and commitment by clearly setting goals.

Influence: Having the power to shape others' thoughts and ideas toward a common goal.

Positivity: Having a hopeful outlook, being supportive, and reassuring.

Delegation: Entrusting and assigning responsibility or authority to others.

Confidence: Being self-assured, determined, approachable, and outgoing.



7 WAYS TO IMPROVE YOUR VETERINARY BUSINESS

Running a veterinary business requires a lot of skill, patience, and business knowledge from managing finances to keeping up on trends, and adapting to changes. For continued growth, follow the tips below:

Clinic Ambiance- It is essential to make your clinic look and feel welcoming. Maintaining a clean, comfortable, efficient, and aesthetic clinic is very important for your clients and their pets. To create an inviting space consider relaxing music piped into the lobby area, display tasteful art, and for clients in need of supplies, provide a retail space of products for pet health care.

Veterinary Staff- Build a reliable team of veterinary staff by hiring efficient staff members to ensure in-clinic experiences are positive. Clients need to feel a connection with your staff and be comfortable enough to pay a visit again. The need to sustain existing clients is equally important as getting new clients and the only way to do that is to have a healthy bond between the clients and the staff.

Stay Up to Date- It's very important to stay up to date with all new and advanced technologies being introduced in the field including medical breakthroughs and new treatment options, to name a few.

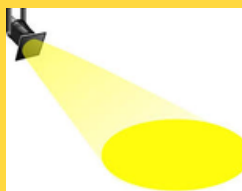
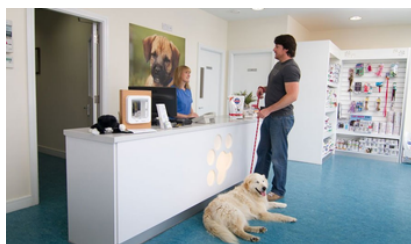
Client Communication- Communicating well with clients to draw out important information about their pet and explaining any diagnosis along with the treatment plans, is of prime importance. Visits can become emotional for clients that receive disturbing news about their pets so effective communication to discuss options is critical. In addition, appointment reminders and follow up calls reflect that your customers are important.

Client Education- Hosting educational courses for your clients to help them learn more about their pets is a good way to form a positive client relationship and promote engagement. Consider offering webinars or learning sessions, or try incorporating short visual clips on your website on topics such as "how to trim nails of your pet at home".

Management Software- A lot of veterinary doctors recommend the use of technology to manage client documentation. EMR (electronic medical record) software and PMS (Practice Management Systems) can help you maintain and recover all the information in no time. These management systems are easy to use and designed to assist every need of veterinarians. You will no longer need to record everything manually and shuffle through dozens of pages when looking for an important document.

Payment Options- Providing flexible payment methods to clients is a good way for clients to have convenient and easy payment processing.

source: www.vetport.com



BUSINESS SPOTLIGHT

Caledonia Veterinary Care located at 503 Old Highway Drive has been serving the community since 1961. Originally founded by Dr. Michael McCormick, the practice has been owned and operated by Drs. Travis and Naaren Kingsley since 2010.

Caledonia Veterinary Care is a full service large and small animal clinic treating cattle, horses, dogs, and cats, along with other various farm animals and small pets.

Services include dentistry, general and orthopedic surgery, imaging and laboratory service, along with pharmacy and nutrition and preventative care. In addition, the clinic offers grooming services.

The staff at Caledonia Veterinary Care pride themselves in providing quality care and compassion, and educating their clients so together, all animals can stay healthy.



WHY MAGAZINE ADS STILL BELONG IN YOUR MEDIA PLAN

It's true: We live in a distinctly digital age. The well-documented decline of print publications has coincided with the proliferation of digital media over the past 25 years. However, magazine advertising remains an effective strategy for targeted reach, high reader engagement, and strong brand trust. Even though digital marketing opportunities abound—offering expansive reach, enhanced targeting and scores of performance data—there is still a place for print (and magazines in particular) in your overall media plan.



Key Advantages

- **Niche Targeting:** Publications cater to specific hobbies, industries, or demographics, allowing brands to connect directly with relevant consumer bases.
- **High Reader Attention:** Readers typically browse print media with fewer digital distractions, leading to better comprehension and message retention.
- **Credibility and Trust:** Print ads benefit from the inherent authority and trust readers place in established editorial environments.
- **Long Shelf Life:** Magazines are often kept on coffee tables or shared, providing repeated exposure to a single ad over weeks or months.
- **Strong ROI:** Industry data indicates that magazines deliver competitive return on ad spend compared to other traditional and digital mediums.



source: <https://www.forbes.com>

Old Buildings Renewed

The building that houses Workforce Development at 110 E. Grove St. was built by Nicholas Schummers from Luxembourg in 1894. It started out as a one story 22 X 60 ft. store, was later expanded to a two story 90 X 60 ft. store and by 1926 the building had four store fronts. The insurance map from that year shows a bake house with an oven in the back room in the space that is now 110 E. Grove. This was the home of the Caledonia Bakery, started in 1924 by Earl Miller. Miller sold the business to Hugo Schroeder who later sold to Joe & Pauline Hemmer. (Hemmer's moved the bakery to the current Main St. location.)

In 1945 William Murphy purchased the building and moved his insurance business there. It became known as the Murphy building. It was sold to Joe McCarthy (State Farm Insurance) and John Pongratz in 1979. After the bakery moved, the 110 location accommodated the expanded business of Mark Gauerke's Fabric Emporium, located next door. In 1995 Steve and Kathy Nelson purchased the building and opened Nelson Appliance, Plumbing and Heating in the middle two sections of the building. Since 2008 the property has been owned by Harley and Joanne Meiners.



2026

SOURCE: HOUSTON COUNTY HISTORICAL SOCIETY circa 1960

Upcoming Events

Balloon Rally and Fall Family Fun Fest: October 16, 17, 18 Balloon Launch (weather permitting) Saturday, October 17 Family Fun Fest City Auditorium 10:00am-2:00pm.

Business Trick or Treat: Friday, October 30 3:30-5:00pm. Participating businesses inviting trick-or-treaters to their business. Sign up required to be included on the list.

Chamber Light Up Caledonia: Thursday, November 19 5:00-8:00pm. Participating businesses offering specials and discounts. Gift Guide and Punch Card available, chamber info/membership forms available.

Christmas Parade: Pine Street, Main Street and Kingston Street Friday, December 4 beginning at 7:00pm.

Caledonia Chamber Christmas Home Tour: Saturday, December 12 4:00-6:00pm featuring three festive holiday homes and an invitation to visit the Houston County Historical Society during their Christmas Open House.

BUSINESS DEVELOPMENT



LMNO Dispensary located at 102 E. Grove Street opened it's doors in mid July with a ribbon cutting held on July 29. City staff and Caledonia Chamber Board Members welcomed Adam Steele to the business community and learned about what the business offers regarding adult use and medical products.

In need of some extra cash for a project? Consider the City of Caledonia EDA Revolving Loan Fund. The program provides low-interest loans to businesses and individuals to promote job creation and retention, reduce blight, increase the tax base, and provide needed services in the community.

These loans provide gap financing and may be used for land acquisition, new construction, site improvements, renovations, machinery, and fixtures. Loan amounts are generally available for up to \$25,000, but vary depending on the extent of the public purpose served by the project and the economic feasibility of the project. Contact City Clerk/Administrator Jake Dickson for more information at jdickson@caledoniamn.gov