



# St. Joseph Business Guild

## April Newsletter

### **Our Business Directory Is a Key to Success**

When I started the St. Joseph Business Guild three years ago, I knew that business owners and entrepreneurs had a key role to play in its success. Individual members were going to be our most numerous member type, and, since their greatest need was employment, we needed Catholic businesses in order to get them better jobs. The idea was that the more businesses we had in the Guild, the more job opportunities there would be for individual members.

Three years later, this is still a core strategy of ours. However, we need to do more to help our Catholic businesses grow and thrive—after all, businesses that are growing need to hire more people and everyone’s employment is more satisfying and secure when a business is thriving. I believe the highly technical term for this is a “win-win”. So how do we do this?

At the Guild, we love to do things differently and to rethink how we work and do business in the twenty-first century. But sometimes the best way to accomplish a goal is to use something tried and true: **Our business directory is the most effective tool for helping our business owners and entrepreneurs make a profit.** It's accessible, easy to use, and easy to share. So far it has been primarily used by our own members, but others see the importance of this too. Catholics—especially those in the pews—are looking to buy goods and services from people who are trustworthy, honest, and share the same worldview and values; AND to support Catholic businesses and families.

Starting in November, we are making a large advertising push at all of our parishes. Parishes will send email blasts out to their parishioners, flyers will be plastered around parishes, announcements will be made, and we will ask that an ad for the business directory be a mainstay in every Sunday bulletin as a constant reminder of supporting Catholic businesses first and foremost. On our end, the St. Joseph Shopper and email blasts to hundreds on our prospect list will also be used to promote the business directory.

Our goal is to increase the size of the directory from 165 to 250 businesses by November 1<sup>st</sup>. If you are a business owner, entrepreneur or non-profit and do not have a listing, you can upload yours here. If you need help creating a listing, email Chris Rogers at [c\\_wrogers@yahoo.com](mailto:c_wrogers@yahoo.com) and he will assist you free of charge.

We are also aware that the business directory needs a facelift and an upgrade, especially with this influx of potential customers and clients for our businesses. Using the business directory needs to be a great experience. This means we need to improve our design, add more features, and make listings more robust and customizable.

better directory → more customers and clients →

our Catholic businesses grow → more jobs for Catholics

If you have any suggestions, email them to Kevin Kielsa at [kkielsa1@outlook.com](mailto:kkielsa1@outlook.com). Kevin is a volunteer helping to improve the directory. Also, if you believe in this project and are able to help monetarily, please consider donating (and if you need to hear more before doing so, let's have a conversation). Raising funds will be key for us to complete the upgrade before November 1<sup>st</sup>.

And as I said in my article last month titled [Buy Local → Buy Catholic](#), when we buy from Catholics, our money stays with Catholics and strengthens our Catholic community. More money can be donated to parishes and schools. More good jobs for fellow Catholics are created. More parents can afford to send their kids to Catholic schools.

If you already buy from Catholic business owners but they are not members of the Guild, ask them to apply. In my experience, a lot of business owners are nervous about joining because of a perceived time commitment. So make sure to remind them that they don't have to attend meetings to be a good member. All we ask is that they post their jobs on our job board and place a listing in the business directory so that Catholic consumers and business owners can find them.

I hope you all had a joy-filled Easter Octave and continue to celebrate our Lord's Resurrection this Eastertide. He is risen! Alleluia!

May God bless your family through your work!

**Roger Vasko**  
Guild President

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## Quarterly Dinner: “Why Western Civilization?”

Join us Thursday, April 28<sup>th</sup> for our last dinner meeting before the summer break. Our speaker will be Dr. Arthur Hippler (Chairman of the Religion Department at Providence Academy and Adjunct Professor at St. Paul Seminary).

Western Civilization is taken for granted and we’re often unaware of how the achievements of the West are not the norms for many people across time and space. Worse still, the idea of Western Civilization is openly abused and assailed.

Come network, feast, and learn about our patrimony and heritage as Westerners and Catholics.

**Date & Time:** April 28<sup>th</sup>, 5-9pm

**Location:** Holy Family Catholic Church (5900 W. Lake St., St. Louis Park, MN 55416)

**Cost:** \$10 for members

*Guests are free, so bring a friend and help grow the Guild! (as well as unemployed, clergy, and students)*

**RSVP for April 28**

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## Support Our Sponsors!

Guild Sponsors make an annual commitment to support the Guild financially. Please support them as they further our mission and allow us to serve others in new ways.

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If you'd like to become a sponsor and help the Guild grow, please message Roger Vasko at [roger@sjbusinessguild.com](mailto:roger@sjbusinessguild.com).

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**Fr. Howe's Lenten Reflection "Staying the Course for a Lifetime" Is Now Up on Our YouTube Channel**

[Click to Listen](#)

[Subscribe to SJBG YouTube Channel](#)

*Every like and subscribe helps us reach more people.*

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**Know a Good Fit for These Jobs?**

**Schoenfelder Renovations** seeks a general contractor that works on hotels, retail and multi-housing projects, a project manager, and site supervisor. Contact [Lisa@SchoenfelderRenovations.com](mailto:Lisa@SchoenfelderRenovations.com) for more information.

**Human Life Alliance** seeks Parish Pro-Life Volunteers to share materials in local

parishes and neighborhoods. Email Joe Langfeld at [jlangfeld@humanlife.org](mailto:jlangfeld@humanlife.org) for more information

You can read about these positions and others on our job posting board by clicking below:

[View Job Postings](#)

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## Creating a Business Plan

Learn how to create an excellent business plan with former VP of Best Buy Jeff Peterson as your instructor.

Attendees will be provided with a template that outlines the complete overview of creating a business plan. Each of the components will be described followed by a brief Q&A. The class will last 2–3 hours depending on the number of attendees.

*The class will be limited to 15 students.*

**Date & Time:** May 19<sup>th</sup>, 6:30pm

**Location:** Church of St. Peter (2600 N. Margaret St, North St. Paul, MN 55109)

**Cost:** FREE

[RSVP for May 19th](#)

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## Mark Your Calendars

**April 28<sup>th</sup>** (5pm social hour; 6pm dinner) **Why Western Civilization?** at Holy Family, St. Louis Park.

**May 19<sup>th</sup>** (6:30pm) **Creating a Business Plan** at The Church of St. Peter, North Saint Paul.

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**June 2<sup>nd</sup>** (4:30–6:30pm)—**All Member Happy Hour** at Fireside Restaurant, 1114 American Blvd. W., Bloomington.

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## Online Networking Meetings

- May 2<sup>nd</sup> @ 5pm — **All Members** ([link here](#)) \*NEW TIME\*
  - May 11<sup>th</sup> @ 7:30am — **Women** ([link here](#))
  - June 6<sup>th</sup> @ 5pm **All Members** ([link here](#)) \*NEW TIME\*
  - June 8<sup>th</sup> @ 7:30am — **Women** ([link here](#))
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## Work

- [List of Guild members searching for jobs](#)—Look through! You never know how you might help.
- [Businesses with Job Openings](#) (154 total job openings)

### **Notable Job Openings:**

- *Best Technology* — Technical Sales Rep and Office & Stockroom Mgr.
- *Holy Spirit Catholic Church* — Business Administrator
- *Superior Express Couriers* — Independent Contract Driver
- *Abria Pregnancy Resources* — Director of Operations
- *Shoenfelder Renovations* — Project Manager & Site Supervisor
- *Edelweiss Design* — Landscape Installation Leader
- *Catholic Services Appeal Foundation* — Database & Reporting Manager
- *St. Charles Borromeo Catholic Church* — Parish Administrator

# Total Members

# 435

[31 members since January's newsletter!](#)

Here is a breakdown of member types:

- Individual Members—145
- Business Owners—110
- Entrepreneurs—91
- Parishes & Nonprofits—60
- Mentors—16
- Students—10

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**Freebies, Specials, & Sales**

**Business Opportunities**

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## Event Calendar

**4/28 - Why Western Civilization?** (5pm social hour, 6pm dinner)

**5/1 - Feast of St. Joseph the Worker**

**5/2 - All Member online networking meeting (5pm) \*NEW TIME\***

**5/11 - Women online networking meeting (7:30am)**

**5/19 - Creating a Business Plan class (6:30pm)**

**6/2 - All Member Happy Hour (4:30-6:30pm)**

**6/6 - All Member online networking meeting (5pm) \*NEW TIME\***

**6/8 - Women online networking meeting (7:30am)**



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**Our mailing address is:**  
roger@sjbusinessguild.com

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