

It's Been Our Pleasure DOWN THROUGH

146 Years



UNITED STATES POST OFFICE
New Richland MN 56072

Established 1877


137 Years



SERVING THE NEW RICHLAND-HARTLAND-ELLENDALE-GENEVA AREA
507-463-8112
email: steagle@hickorytech.net

Established 1886

128 Years



Trusted Service
Cooperative Values

Established 1895

126 Years

Albert Lea
Tribune media

Established 1897

125 Years



465-3218
www.sbnr.biz
Member FDIC
Deposits Insured to \$250,000

Established 1898

124 Years

Hail | Fire | Wind
Replant | MPCI



Call us Today!
507-577-2000
1450 W. Main St., Albert Lea
507-801-1100
300 N. Broadway, Wells
www.americaininsurance.com

Established 1899

122 Years

LERBERG'S FOODS
SLETTEN ENTERPRISES LLC




120 5TH AVE.
ELLENDALE, MN
507-684-2472
MON-FRI 8-6:30 • SAT 8-6 • SUN 9:30-1

Established 1901

111 Years

Formerly known as Farmers State Bank of Hartland



COMMUNITY OWNED. COMMUNITY FOCUSED.

ALBERT LEA 507-373-9445 HARTLAND 507-445-2233 FREEBORN 507-963-2371
www.arcadian.bank Member FDIC NMLS 554275

Established 1912

108 Years

Agri Finance Group
a division of



FDIC 181 Central Ave S, Geneva, MN 507.256.7235

Established 1915

103 Years

Hope Creamery
Hope Butter

9043 SW 37th Ave.
Hope, MN
507-684-2019

Established 1920

101 Years

Friedrich/Bonnerup Funeral Service

New Richland 465-8015 Albert Lea 373-2461
Ellendale 684-2881



Established 1922

87 Years



Steele-Waseca Cooperative Electric
Your Touchstone Energy® Cooperative

2411 West Bridge Street, Owatonna MN 55060
507-451-7340 • 800-526-3514
info@swce.coop • www.swce.coop

Established 1936

85 Years

Waseca County Historical Society

Established 1938

84 Years



"We can cross this bridge together."

373-4330 • 1415 Hwy. 13 N. • Albert Lea
Locally Organized, Owned & Operated since 1939

Established 1939

77 Years

THOMPSON BODY SHOP, LLC
Glass Replacement
Insurance Approved

Collision & Painting Specialists
CAR UNLOCKS 456-5456

Mike and Mike Thompson
315 5th St. NE • New Richland, MN
(507) 465-8228
Mike 456-1814 • Mitch 456-5456 • car unlocks

Established 1946

76 Years



Waldorf
507-239-2166

Established 1947

72 Years

Krause Feeds & Supplies
"We have it all!"

9392 SW 37th Ave • PO Box 88 • Hope, MN 56046
507-451-3043

Established 1951

65 Years

NASINEC
Funeral Home & Crematory

Owners: Susan and Nathan Nasinec

Please check our obituaries at
<https://nasinecfh.com/obituaries/>
or email: info@nasinecfh.com

789 Business Park Drive • Wells, MN 56097 • 507-553-3124

Established 1958

64 Years

Auto Repair Service
You Can Trust



Tires • Batteries • Lockout Service
Major Repairs
Automatic Car Wash
Computerized Alignment

7:30 a.m. - 5:30 p.m. Mon-Fri, 8 a.m. - 1 p.m. Sat
(507)-835-4610
321 W. Elm Ave. • Waseca

Established 1959

61 Years

FARMERS INSURANCE
America can depend on Farmers™

Mike Bishman
121 WEST BROADWAY
OWATONNA, MN 55060
1-507-451-0193 or 1-800-856-9864

Established 1962

58 Years

OLSON EXCAVATING

- GPS control drain tile installation
- Open ditch clean out
- Backhoe/Loader/Excavator
- Concrete/Tree removal
- Backhoe/Well/Drilling
- Chainaw/stump grinding
- Snow removal/landscaping

Brandon Flatness
shop **507-845-2440**
cell **507-383-2008**

Established 1965

57 Years

BUDACH IMPLEMENT, INC.

229 NE 3rd St. • New Richland
465-3237
www.budachimplement.com



Established 1966

51 Years



U-pull & full-service automotive recycler
• We buy scrap & cars

800-358-4902 • 684-2140 • 1 mi. N of Beaver Lake

Established 1972

49 Years

LOKEN
Excavation & Drainage Inc.

Tiling • Backhoe • Excavating
... and more!

3695 Hoffman Drive NW
Owatonna, MN
Toll-free 855-2198-2568
loken@gofast.am

Established 1974

48 Years

Caring and Sharing
Since 1975



NEW RICHLAND CARE CENTER

312 1st Street NE • New Richland, MN
(507) 465-3292

Established 1975

46 Years



PIONEER Janike Seeds
Layne Janike
507-995-6627
layne.janike@plantpioneer.com



Established 1977

45 Years

Jensen Heating, A/C, & Plumbing

DeWayne Jensen,
Owner

Central Ave. N
Geneva, MN
507-256-4712

Established 1978

44 Years



OWATONNA 1930 Austin Rd. 507-451-7943
WEST CONCORD 264 Eugene St. 507-451-7943
KENYON 514 3rd St. 507-789-6431

Established 1979

44 Years

Mike's TIRE SERVICE
AG & HEAVY TRUCK
REPAIR

870 32nd Ave NW
Owatonna, MN 55060
507-455-0388

- Steinbauer Performance
- Truck Tires
- Ag Tires
- Rubber Tracks

Established 1979

43 Years



AGRO-ECONOMICS

Mark Bernard
121 3rd St. NE
New Richland, MN 56072
(507) 465-3707

Established 1980

43 Years



White Fox Fur & Feather Co.
300 Main St. S. • Pemberton, MN 56078
507-869-3877

Established 1980

42 Years



L&D Ag Service
408 Broadway
Hartland, MN 56042
Call Us At:
1-507-845-2100
www.ld-ag.com


Established 1981

40 Years

THE SHOP
32452 State Hwy 13
Waseca
(507) 835-7040

Established 1983

40 Years



ALBERT LEA SEED GARDEN CENTER
1414 W. Main
(Across from Skyline Mall)
Albert Lea, MN
507-377-2372

Established 1983

40 Years

LERBERG'S CAR WASH

24 HOURS



ELLENDALE, MN

Established 1983

Patronize Your Local Area

... to Be of Service! THE YEARS!

40 Years



LERBERG'S LAUNDROMAT
ELLEDALE, MN

Established 1983

39 Years

HOLLAND AUCTION
507-684-2955
www.hollandauction.com

Auctioneer:
Tracy Holland
Ellendale, MN

Specializing in Farm Land, Farm Equipment, Estate, Antiques, and Business Liquidations

Established 1984

39 Years

Southern Minnesota Golden Link

Established 1984

33 Years

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507-417-5111

Established 1990

31 Years

New Richland Liquor Co.
New Richland Karl Proehl, Prop.

465-3552

Established 1992

31 Years

PERSONALIZED PRINTING & APPAREL

31 YEARS

Barb & Mark Buker
100 S. STATE ST. - WASECA MN
PHONE: (507) 838-7888
INFO@PPRINTWASECA.COM

Established 1992

31 Years

Insurance from the Best!

ROY THOMPSON AGENCY, INC.

Troy Thompson
1330 W. Main, Albert Lea, MN
Ph: 507-377-2852 F: 507-377-3301
troythompsonagency.com

Established 1992

30 Years

TNTBODY SHOP, LLC
Auto & Truck Collision Repair

"Customer Satisfaction is our Priority"
EST. 1993

30877 State Hwy 13 • Hartland
507-845-2400
tntbodyshop.com

Established 1993

28 Years

Less Than Excited About A Trip To The Dentist?
Relax. It's Main Street Dental.

Main Street Dental Clinics
comfortable dentistry

NEW RICHLAND • 507-463-8002
133 North Broadway
MONDAY - FRIDAY 8:00am - 5:00pm
SATURDAY 9:00am - 1:00pm
SUNDAY 10:00am - 12:00pm
www.mainstreetdentalclinics.com

Established 1995

26 Years

Johnson, Doehoefer & Miner P.A.
CERTIFIED PUBLIC ACCOUNTANTS

"Committed to our clients, providing consistent, efficient and prompt service."

507-465-8100
133 N. Broadway, New Richland

Established 1997

26 Years

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507.833.7697
Mon-Fri. 8:30-6, Sat. 8:30-3

Specializing in fast, friendly service, with no appointments. Locally Owned and Operated Since 1997

Established 1997

25 Years

Delane Nelson Electric
Commercial - Industrial - Residential

New Richland
507-461-0826

Established 1998

25 Years

New Richland Auto Repair, LLC
Auto & Truck Collision Repair

"For All Your Auto Repair Needs"

246 3RD ST. NE • NEW RICHLAND • 463-3261

Established 1998

21 Years

WAGNER FOODS
Your Local Hometown Grocer

New Richland
463-3717

Mon.-Sat., 8 a.m. - 8 p.m. Sunday 9 a.m. - 5 p.m.

Established 2002

20 Years

BOLDUAN TECHNOLOGY SERVICES
Dennis Bolduan

10361 240th Ave • New Richland
507-317-5417
dennis@bolduantechologies.com
www.bolduantechologies.com

Established 2003

20 Years

LERBERG'S FITNESS CENTER

(507) 684-2471
lerbergsfitnesscenter.com

Established 2003

20 Years

JK ROUTH CONTRACTING, LLC

Wick Buildings
Jesse Routh
507-383-7892
jrouthbod@yahoo.com

Established 2003

19 Years

FIRST IMPRESSIONS
Kim Schlaak
Stylist/Owner

HAIR/NAHS/TANNING/MASSAGE
129 Broadway Ave. Suite 4 • New Richland, MN 56093
www.firstimpressionsmn.com

507-463-0800
or online with vagard.com

Established 2004

17 Years

Boklen Plumbing & Heating

TRANE

It's Hard To Stop A Thaw!

324 N Broadway • New Richland 507-465-8376
Rick 507-402-6766 • James 507-475-2450

Established 2006

17 Years

ARO ACCOUNTING

Allyson Olson
cell 507-391-3738
allyson@araccounting.com

217 East Elm Ave, Waseca 507-391-3738
32718 State Hwy 13, Hartland 507-845-2763

Established 2006

16 Years

Whispering Oak Place
ASSISTED LIVING & MEMORY CARE

903 CALVERLY COURT
ELLEDALE, MN 56026
PHONE: 507-684-3026
WHISPERINGOAKPLACE.COM

Established 2007

16 Years

George's of Geneva Supper Club
Where friends & family meet!

AWESOME FOOD - GREAT PRICES
Special Occasions & Catering Available
Off-Site Available • CLOSED Sunday & Monday

116 Central St. N • Geneva
507-256-4501
www.georgeofgeneva.com

Established 2007

16 Years

Radio Link Internet

www.RadioLinkInternet.com
507-417-4176
8162 SW 81st St., Ellendale, MN.

Established 2007

16 Years

Kaduce Tire
Caleb Kaduce, owner

AMVIC/ASE ASE-CERTIFIED
Cartrack tires • Tractor tires • Semi tires • Lawnmower tires • Oil & lube service
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Established 2007

15 Years

REINDAL Electrical

For All Your Electrical Needs

507-874-3863
507-473-0345

Established 2008

13 Years

Titan Pro
Your Local Dealer
Chad Johnson
Ellendale, MN
Ph: 507-391-2757

** Call today and ask about our diverse seed line-up and chemical programs for your next year's harvest!*

Established 2010

13 Years

Midwest Repairables
Buy - Repair - Save

midwestrepairables.com
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507-465-3101

Established 2010

13 Years

The quotes are free, the peace of mind is priceless!

TOTAL SECURITY
OF SOUTHERN MINNESOTA

Monitored Security Systems
Digitally recorded camera systems
Lowest monitoring rates in area

Locally Owned • 30+ Years Experience
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Established 2010

10 Years

BUYERS OF ALL TYPES OF METALS

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www.pooleyrecycling.com

HIGHEST PRICE FOR ALUMINUM CANS

Established 2013

10 Years

GENEVA Lumber Company

413 West Main Street
Geneva, MN 56035
507-256-0045

Established 2013

9 Years

Red Leaf Cafe

104 Broadway Ave. S. • Downtown New Richland
507-465-8000

Established 2013

5 Years

MATTHEW R. PETSINGER AGENCY, LLC

AMERICAN FAMILY INSURANCE
insure carefully, dream fearlessly.

101 S. State Street | Waseca, MN 56093
Office: 507.835.2770 | Mobile: 507.201.8976

Established 2018

2 Years

Neighbor's MEATS LLC
Our Farm - Your Table

Generations of family farms joining together to bring our farms to your table.

202 Ash Ave. S. • New Richland
507-465-3888

Established 2021

2 Years

PANTHER POWERHOUSE

24-Hour Gym Access
New Member sign-up by appointment
114 Broadway Ave. N.
Call or text (507)330-2345
Facebook address :
<https://www.facebook.com/PantherPowerHouseFitness>

Established 2021

1 Years

WASECA COUNTY PIONEER

507-837-6767
email us at
news@wasecacountypioneer.com

Established 2022

Merchants & Professionals