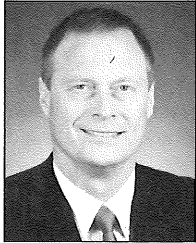


# A Minnesota marketer

## Stensrud believes state needs to do a better job of selling itself

By KRIS BERGGREN

It isn't surprising a person in sales would have a lot of phone numbers stored in his cell phone. Yet, even before being elected to the House, Rep. Kirk Stensrud (R-Eden Prairie) had the governor and his state senator and representative on speed dial.



Rep. Kirk Stensrud

A former health care product sales representative, Stensrud called them frequently to weigh in on issues such as voter photo identification and government spending and taxation, especially as they affect the business climate. "Let's control the spending of our money and

let's get more value for our tax dollars," he said.

Since 2002, Stensrud has owned a franchise of Fish Window Cleaning, which employs about 15 people. He said the economy has been tough on his customers, such as restaurants, retailers and storefront businesses, as their customers hold back on dining out or making purchases. This creates a domino effect on their ability to pay for his company's services. He added that "zero percent" of his business last year was construction-related, compared with about 10 percent before.

He hasn't always been involved in politics. Like many other Minnesotans, he's been "minding my own business, paying my mortgage, saving for my kids' college tuition." Not quite knowing what actually went on at a political caucus, he and a neighbor attended

## DISTRICT 42A

Population (2009 est.): 39,455

Largest City: Minnetonka

County: Hennepin

Top Concern: Strong business climate

their first one about six years ago, where he discovered the truth to the old saying that decisions get made by those who show up.

Stensrud's House committee assignments — Commerce and Regulatory Reform, Jobs and Economic Development Finance and State Government Finance — are a good match with his personal interests. He wants the Legislature to address permitting policies and lower taxes to make Minnesota more marketable — so the state can more readily "sell" businesses on staying or growing here.

Stensrud has two sons attending college in Grand Rapids, Mich., and a daughter in 10th grade at Minnetonka High School. His wife, Wendy, is a school nurse in Minnetonka.