

# The Bottom Line

August 2008

A Publication of the Shawano Country Chamber of Commerce

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**Jeff Mace**

1954-2008

other economic development efforts as the President of Shawano County Economic Development Inc. We will miss Jeff and remember his many contributions to our organization.

The Shawano Chamber Foundation Board of Directors has voted to name our conference room in Jeff's memory and in honor of his positive impact on the Chamber and Community. The Jeff Mace Conference Room will be dedicated later this year.

## Mace Remembered

The Shawano Country Chamber of Commerce lost a great friend in June. Jeff Mace was a true leader. He selflessly led our Chamber of Commerce during some very challenging times and did so quietly and professionally. Jeff joined the board of directors in 2004. He hit the ground running in 2005 taking the helm as Chamber president and leading the charge to find a new, permanent home for the Chamber as Chairman of the Building Task Force. Jeff was instrumental in the success of our building project, guiding our efforts to find and purchase property, design a new building, and raise the funds needed to make it happen. We are grateful that Jeff did get to see the new building and the excitement it has generated. It stands as a tribute to his hard work and dedication to the Chamber of Commerce and the community. Jeff was also very involved with

## Evaluating Advertising Media is Topic of Seminar

How do you get the most ROI on your advertising dollar? Are you employing the most effective media mix? Where should you be advertising to get maximum exposure, brand involvement, and sales? These questions will be addressed by Carol Ryczek at the next session in the Small Business Advantage series scheduled for Thursday, August 7, 7:30 a.m. – 8:45 a.m. at the Shawano Country Chamber of Commerce, 1263 S. Main Street, Shawano. The program fee is \$5 per person and includes coffee, juice, and pastry. To register call the Shawano Country Chamber of Commerce at 715-524-2139 or email [nsmith@shawano.com](mailto:nsmith@shawano.com).

Carol Ryczek has been at Shawano Medical Center for over 20 years and is presently the Community Relations Manager. She is responsible for advertising and public relations, customer satisfaction, and community health and outreach. Her previous experience was in newspapers, including the Shawano Leader, Green Bay Press Gazette, and many freelance publications. She and Kathy Reinke co-authored a chapter in the book, "Putting Pa-

tients First," published in 2003. She is a certified member of the Wisconsin Healthcare Public Relations and Marketing Society (WHPRMS) and has received awards for advertising, public relations projects, and the hospital website.

She is a member of the Shawano Dollars for Scholars board and was a part of the community group that helped to get the referendum passed for the new high school. She is also a participant in the new Spanish "Cambio," a group which helps English speakers learn Spanish and Spanish speakers learn English through regular communication.

Carol is a graduate of UW-Madison in Natural Resources Communications.

The Business Advantage Series, presented by the Shawano Country Chamber of Commerce in partnership with Shawano County Economic Progress, Inc. and sponsoring partners Body Essentials and Kersten Accounting & Tax, was created to help businesses gain more customers and make more money.

*"The Shawano Country Chamber of Commerce advances economic growth by coordinating resources and providing networking, promotion and education to businesses in Shawano and Menominee Counties."*

## Welcome New Chamber Ambassadors



**Steve Grover** is Manager of Kerber, Rose & Associates. He has been with the firm for three years. Steve is looking forward to his involvement with the Ambassadors, especially helping out at the Business Connections. "Every month I read the 'Bottom Line' and I see the smiling faces of the ambassadors welcoming new Chamber members. I want to be part of the excitement," Grover said. He and his wife recently had their first baby, so he doesn't anticipate having a lot of free time in the near future, but he hopes to find some time to go bow hunting this fall.

**Debbie Kuhn** is Educational Support Specialist at NWTC Shawano Regional Learning Center. She has been in that position for 6 years. Kuhn decided to become a Chamber Ambassador to get out in the community and do some volunteering again. She was involved with 4-H, PTA, and the tourism board for many years. She is looking forward to welcoming new businesses and helping out with Chamber events. She is currently finishing her bachelor degree in business which does not give her too much free time, but when she can, she enjoys walking, reading, sewing and going to her cabin.



**Holly Lee** is the Admissions Director for ManorCare Health Services of Shawano. She has been in that position since January, 2008. She is new to Shawano and thought that joining the Ambassadors would be a great way to get to know people and get involved in the community. "I had a great time helping out at this year's Golf Outing and I enjoy meeting new people at the Business Connection events," Lee said. When she's not working on a remodeling project at home, she enjoys spending time boating, water skiing, and wake boarding.

**Scott Parson** has been a Financial Consultant with Thrivent Financial for the past 5 years. Parson decided to join the Ambassadors in order to promote the importance of the Chamber in providing networking, promotions and other services. "I really enjoy the new member visits. It really makes me happy to see businesses take advantage of this fine organization," Parson said. Parson enjoys spending time at his cottage, golfing, ATViing, and spending time with his family. He especially enjoys four-wheeling with his kids.



**Lori Smits** is Associate Principal at Shawano Community Middle School. She has been in that position for one year. She joined the Ambassadors to become an active part of the community in order to best serve students and families. She is looking forward to volunteering at The Shawano Fly Out and Fall Parade. In her free time Smits enjoys camping with her family, reading, and going to the movies/theater.

Shawano Printing

M&I Bank  
Ad

## Welcome New Chamber Ambassadors

**Beth Schuster** has been a Service Representative at Premier Community Bank for nearly 3 years. Schuster got involved with the Ambassadors in order to promote the Chamber, meet other Chamber members and learn about their businesses. She was recently appointed to the position of Ambassador Vice President. "I have met a lot of wonderful people so far and look forward to meeting more. It is great to see how excited everyone is about the businesses they have," Schuster said. She is looking forward to helping out at the Shawano Community Fly Out, Fall Homecoming Parade, and welcoming new members. In her free time she enjoys gardening (but not the weeding) floral arranging, scrap booking and spending time with family and friends.



**Liz Selby** has been employed by CoVantage Credit Union since March as a Financial Service Officer. She feels that joining the Ambassadors will be a good fit for her. "Part of my duties as an employee of the credit union is to be involved within our community and I enjoy working with and meeting new people," said Selby. She enjoys spending time with her daughter, family and friends and volunteering as a Brownie Leader and PTA Treasurer.

**Dave Passehl** has been a Financial Consultant with Thrivent Financial for almost 4 years. He is with the Wolf River Associates at 150 County Road B in Shawano, a team-based financial services office. Passehl became an Ambassador to become involved in community events, give back to our community and network with other local professionals. "What a terrific way to get engaged with other business owners in Shawano. I love going to the new member welcome visits, the golf outing, the business connections to visit with people I don't see every day, and our monthly meeting," Passehl said. He enjoys spending quality time with his wife and children, water skiing (19 years with the Shawano Ski Sharks), golfing bike rides, and landscaping. "This year, we are going to give camping a try...in a tent! Who knows, maybe we will love it!"



**Becky Henn** has been with M&I Bank for 10 years. She decided to become a Chamber Ambassador to expand her community involvement, and to welcome new businesses and Chamber members to Shawano Country. "I look forward to helping with as many Chamber events and activities as I can," Henn said. In her free time Henn enjoys traveling, reading, and cooking.

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# Welcome New Members

## Coach House Gifts

Nancy Karpinski  
704 E Green Bay Street  
Shawano, WI 54166-2536  
(715)524-8180

Coach House Gifts is a Gold Crown Hallmark store. They carry a large selection of Hallmark cards and gift products. Shop Coach House for home décor, Webkins, Ty, Yankee Candles, collectibles and gifts for all occasions.

### Store Hours:

Monday—Friday: 9 a.m. to 8 p.m.  
Saturday: 9 a.m. to 5 p.m.  
Sunday: 11 a.m. to 5 p.m.

## St. Paul Lutheran Church and School

Pastor Timothy J. Shoup  
240-402 E. Green Bay Street  
Bonduel, WI 54107-8305  
(715)758-8559  
[www.stpaulbonduel.com](http://www.stpaulbonduel.com)

St. Paul Lutheran Church is located on about 35 acres of land in the center of Bonduel. The congregation has a membership of approximately 1,526. Their beginning dates back to 1863 when early German settlers came to Shawano County. St. Paul offers Preschool for three and four year olds and kindergarten through grade eight. Church service times are Saturday at 7:00 p.m., Sunday at 8:30 a.m. and 10:15 a.m. Summer schedule: Thursday at 7:00 p.m., Sunday at 8:30 a.m. and 10:15 a.m.

## Synergy Counseling Services, S.C.

Neil C. Van Rossum  
420 E. Green Bay Street  
Shawano, WI 54166-2549  
(715)526-5466

Synergy Counseling Services, S.C. provides mental health and substance abuse recovery services. These services include mental health, substance abuse and psychological evaluations to determine the problem areas and to recommend recovery solutions. Solutions may include individual, couples or family counseling; specialized group counseling; and referrals to other services in the area. Our staff consists of 8 professionals who are licensed as a clinical social worker, professional counselor, clinical psychologist and/or substance abuse counselor. Office hours are 8:30 a.m. to 5:00 p.m. Monday—Thursday and 8:30 a.m. to noon on Friday.

## The Salvation Army

Jill Lemkuil  
W4427 Blue Heron Lane  
Waldo, WI 53093-1517  
(715)526-3421 or (920)564-2999  
[www.samilwaukee.org](http://www.samilwaukee.org)

The Salvation Army offers emergency disaster service, spiritual encouragement, free summer camp for Moms and their children, State Patrol Project, summer programs, nursing home programs and jail programs. Funds are collected through the Red Kettle program which then stays in the county to help people with rent, utilities and other needs. A unit of volunteers holds one-hour meetings four times per year to put on programs in our community and offer suggestions as to how the money is spent locally.



Mary Zimanek, owner of 'Til the Cows Come Home in Downtown Shawano, was recently welcomed as a new member by Chamber Ambassadors. Pictured (l. to r.) are Ambassadors Becky Henn and Lori Smits, Zimanek, and Ambassador Beth Schuster.



PC Technologies Plus was recently welcomed to the Chamber by Ambassadors. Pictured are Stormy Kuhn and Kylie Dodge, PC Technologies Plus; and Ambassadors Dave Passehl, Geri Van De Loo, Tammy Brzeczowski, Scott Parson, and Beth Schuster.

# Welcome New Members

**PC Technologies Plus LLC**  
Kylee Dodge & Jason Heitpas  
618A E. Green Bay Street  
Shawano, WI 54166-2534  
Located in front of Family Video  
(715)524-5540  
[www.pctech-plus.com](http://www.pctech-plus.com)

Coach PC Technologies Plus offers services for home and business computer repair, software installs and upgrades, cabling, and computer networking. They also are a Dell computer reseller. They offer a small line of basic computer products for retail sales. Hours of operation are Monday – Friday 8 a.m. to 6p.m. and Saturdays from 8 a.m. to 12 p.m.

**Joe BikeLer's Bike Shop LLC**  
Ron Neuman  
620 S. Main Street  
Shawano, WI 54166-3030  
(715)526-2216  
[www.joebikeler.com](http://www.joebikeler.com)

Joe BikeLer's sells and services bicycles of all makes and models. They stock 36 brands of bicycles, including popular models such as Schwinn and Trek, as well as specialty brands.

If you don't have your own wheels, or you're looking to "try before you buy", you will find many types bicycles available for rent at their convenient location on the Mountain Bay Trail. Joe BikeLer's has also added mopeds, scooters, ATVs, Motorcycles and a juice bar on site. Custom building of all styles of bikes including road, mountain and BMX is available. They are open year round—stop in today!

## Shop Shawano Country Winner Announced

Keith Kinepoway was the winner of \$500 in Chamber Bucks during the Shop Shawano Country for June Dairy Month Campaign. Kinepoway entered the drawing at Body Essentials in downtown Shawano.

Twenty-seven area businesses participated in the campaign during the month of June. The promotion was sponsored by the Shawano Country Chamber of Commerce in partnership with Mid-County Coop, The Shawano Leader, and Results Broadcasting.

This campaign was created by the Chamber's Business Committee to encourage and reward customers to support our local merchants and to show appreciation of our area dairy farmers. Special incentives and coupons were offered by the participating businesses to 450 Shawano County dairy farmers.

This is one of two shop local campaigns coordinated by the Chamber each year.

"We thank all the businesses that participated in this promotion. We hope it will continue to grow because the more businesses that participate, the more effective the campaigns are," said Nancy Smith, Executive Director. Businesses that participated in the Shop

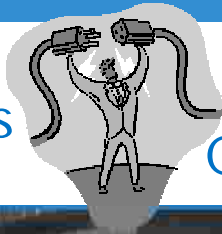


Shawano Country for June Dairy Month were located in Shawano, Wittenberg, Bonduel and Pulaski and included Angie's Main Cafe, Auto Prep Center, B&J Custom Graphics, Body Essentials, Braun Dairy Equipment, Bult's Bakery, Caroline Implement, Inc., CoVantage Credit Union, Dreier Pharmacy & Gift Shoppe, Dynamic Designs, Generations, Martin Jewellers, Mid-County Coop, Nueske's Applewood Smoked Meats, Ollie's Flowers, Perkins, Pick 'N Save Foods, Premier Community Bank, Qualheim's True Value, Senzigs Fine Home Furnishings, Shawano Auto Sales, Shawano Business Improvement District, Shawano Country Chamber of Commerce, Shawano Sports

Park, Staff of Life, Vision Source-Shawano, Wal-Mart Super Center, and The Wood Shed.

Mid-County Cooperative had their own drawing for two \$50 Cenex gas cards during Shop Shawano Country for June Dairy Month. The winners were Aaron Konitzer, Oconto Falls, and Pete Bricco, Marion.

Business



Connection



**Red River Riders Therapeutic Riding  
For the Disabled Inc.**

hosted the July Business Connection.

Attendees toured the grounds, learned about the programs offered, saw demonstrations and were treated to delicious hors d'oeuvres. Congratulations to Tammy Brzeczowski, Dynamic Designs Unlimited, who won the Chamber Ambassador's Pot of Gold.

Thank you for hosting a great event !

# Next B usiness Connection

August 19, 2008  
5 p.m. to 6:30 p.m.

Hosted By:

**Thrivent Financial  
for Lutherans**

150 County Road B, Suite C  
Shawano

Try out your  
throwing  
arm...



Dunk one of the  
Thrivent staff in the  
"Dunk Tank" !!!

Proceeds will be donated to  
the Chamber Building Fund.

RSVP: (715) 524-2139

## Thank You!

Special thanks to the following businesses who donated items for our golf outing and were omitted in our July newsletter:

BE's Vending provided goody bags for all the golfers and BayCare Clinic donated items for the bags.



# CoVantage

# Members In The News



## Jill's Pet Shoppe

recently had its Ribbon Cutting at their new store located at 712B E. Green Bay Street in Shawano.

Pictured (l-r): Ambassadors Tammy Brzeczowski; Carol Pleshek; John Gallagher; Store Manager Margie Beck; Tammy Brzeczowski; Katie Lyles; Dusty Martzke; Brian Birr; Jill Birr, Owner; Bud Kaster; Bev Kaster; Ambassadors Beth Schuster; Sandi Kane and Dave Passehl.

**Bellin Health's FastCare** clinics were recognized by the American Academy of Family Physicians for supporting the organization's guidelines for retail health clinics. The academy represents more than 94,000 family physicians, family medicine residents and medical students. Bellin has FastCare clinics in Shopko stores in Ashwaubenon, Green Bay, Suamico and Manitowoc, and in **Dreier Pharmacy and Gift Shoppe** in Shawano.

**St. Jakobi Lutheran Church** of Shawano installed a new pastor, Rev. Travis Kleinschmidt. He is the 19<sup>th</sup> pastor of the church that was founded in 1883.

**CoVantage Credit Union** has reported strong asset growth and earnings in the first six months of 2008. Headquartered in Antigo, **CoVantage** employs 225 staff throughout their main office and nine branch offices, including Shawano.

**Goodwill** shopping benefits many. They employ seniors, the handicapped, court-ordered community service and people in corrections programs. Through the Community Development Program in Shawano alone, **Goodwill** placed 47 people for job training programs.

We are pleased to announce that **Bay-Care Clinic** specialist Thomas Wilkins, MD, will begin providing services at the **Aurora Health Center in Bonduel**, located at 101 Express Way, beginning Tuesday, July 8. Dr. Wilkins is a Physical

Medicine and Rehabilitation doctor, also known as a **Physiatrist**, with **BayCare Clinic**. As a **Physiatrist**, Dr. Wilkins specializes in muscles, bones, and nerves.

**Mid-County Cooperative** recently donated \$3,000 to the Shawano County 4-H Horse Drill Team for practice facility rental, apparel and equipment and entry fees for participating in drill team competitions and parades in the area.

Tuesdays at **Yesterday's Diner** have become quite popular with car enthusiasts from Shawano and the surrounding area. Owner, Bob Broder has seen quite a variety of cars including a DeLorean.

**Thrivent Financial for Lutherans** was a major sponsor of the **Safe Haven** garden walk July 12. Not only did **Thrivent** financially support the walk, several members of their team volunteered for the day.

**Dynamic Designs**, 220A S. St. Augustine Street in Pulaski, is proud to announce the winner of the 4th Annual Design A Polka Days T-shirt Contest. Chris Clark of Suring, Wisconsin designed the winning T-shirt - License to Polka. "I created the license plate T-shirt design because of the diversity of people and bands who come to the annual Polka Festival," said Clark.

A new general manager has been named for **Shawano Municipal Utilities**. Okho Bohm Hagedorn took over the job at **SMU** on July 21 after serving as product and

program leader with Wisconsin Public Service in Green Bay. Bohm Hagedorn has over 16 years of experience in the electric and natural gas utility industry, including energy efficiency, marketing, product development and formal leadership responsibilities.

Mark Verkuilen has changed his business name from Image Charge to **1st Class Ink & Toner** effective July 14th. He will continue to provide the same service and products. To contact him via email: 1stclassink@frontiernet.net

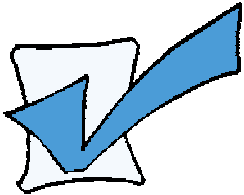
**Keller, Inc.**, Planners, Architects, Builders, a Design/Build General Contractor will design and build a new showroom for **Caroline Implement**. Owner, David Raether is adding the new showroom due to the expanded business demand along with updating the existing facility. To be located at N2671 Cty. Hwy. G, Marion, construction will begin in September and is expected to be completed in December of 2008.

For the second year in a row **Arise Health Plan**, health insurance carrier of the Green Bay Packers, will have a Wellness HQ at Packers Training Camp located at Lambeau Field outside the Oneida Nation gate from Monday, July 28 through Saturday, August 9, 2008. Activities at the Wellness HQ include free blood pressure checks, free cholesterol screenings, healthy cooking demos, athletic training and agility testing, online wellness tool demos and other great activities.



Visit Us Today at 1263 S. Main Street in Shawano!

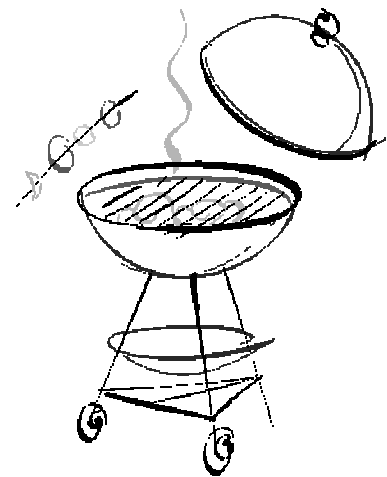
Please Share With Your Employees...



## MARK YOUR CALENDAR !!

August 2008

- 2 **Shawano Community Fly Out—  
Featuring Classic Wings & Wheels  
Shawano City/County Airport  
8 a.m. to 2 p.m.**
  
- 7 **Business Advantage Series Sponsored by:  
Body Essentials and Kersten Accounting & Tax  
Evaluating Advertising Media  
Chamber Conference Room  
7:30 a.m.—8:45 a.m., (715) 524-2139\***
  
- 19 **Business Connection Sponsored by:  
Thrivent Financial for Lutherans  
150 County Road B, Suite C, Shawano  
5 p.m. to 6:30 p.m., (715)524-2139\***



*\*Reservations required.*