

# The Bottom Line

August 2009

A Publication of the Shawano Country Chamber of Commerce

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## Shop Shawano Country Winner Announced

Jim Tomaszek of Shawano has been a loyal customer of Mid-County Cooperative for 41 years and his loyalty has paid off. Tomaszek entered the Shop Shawano Country for June Dairy Month drawing at Mid-County Cooperative and was the winner of the \$500 Chamber Bucks drawing earlier this month. Tomaszek, a dairy farmer, received a letter sent out by the Shawano Country Chamber of Commerce to over 450 Shawano County dairy farmers at the end of May. The letter explained the shop local promotion and listed businesses that were giving discounts and incentives to dairy farmers throughout the month of June. Mid-County Cooperative also had their own drawing for a \$50 gas card. The winner of that drawing was Angie Schultz of Shawano.

Shop Shawano Country For June Dairy Month was sponsored by the Shawano Country Chamber of Commerce in partnership with Mid-County Cooperative, The Shawano Leader, and Results Broadcasting. Ac-



(Pictured l. to r.) Steve Krueger, Mid-County Cooperative; Jim Tomaszek; and Nancy Smith, Shawano Country Chamber of Commerce

ording to Nancy Smith, executive director of the Shawano Country Chamber of Commerce, the purpose of the Shop Shawano Country promotion was to encourage and reward customers to support local merchants and to show appreciation of area dairy farmers. "It's imperative that we remind people of the importance of shopping locally and this promotion continues to be a successful way to accomplish that," Smith said. The Chamber has not yet tallied the thousands of contest entries in order to determine the economic

impact of the campaign. "Last year we recorded over \$500,000 in sales from customers who entered the drawing at participating businesses during the month of June and we hope this year will be just as big," Smith said.

Participating businesses were located in Shawano, Wittenberg, Bonduel and Navarino and included American Marine & Motorsports Super Center, Angie's Main Cafe/The Daily Grind, Body Essentials, Braun Dairy Equipment Inc., Buss Chevrolet Inc., Cellcom, Cobble's Closet, Dreier Pharmacy & Gift Shoppe, Frontier Communications, Generations, Genie's Jewelry, J & H Game Farm, Kwik Trip-Shawano, Mid-County Coop, Nueske's Applewood Smoked Meats, Qualheim's True Value, Quizno's Subs, Senzigs Fine Home Furnishings, Shawano BID/Downtown Business Association, Shawano Country Chamber of Commerce, Til the Cows Come Home, WalMart Super Center, and The Wood Shed.

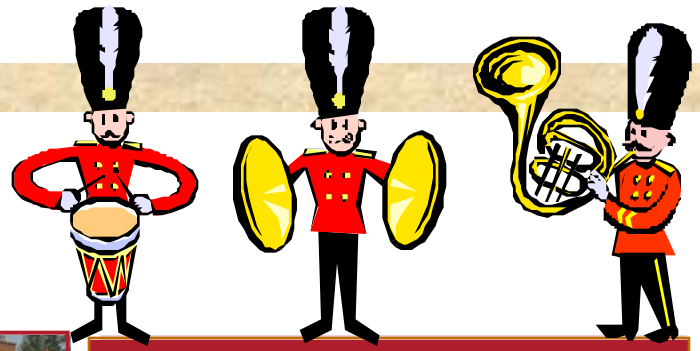
## Social Networking 101

The next Business Advantage Series session, "Give a \*Tweet\*--Social Networking 101," will be held Thursday, August 6, at The Shawano Country Chamber of Commerce, 1263 S. Main Street in Shawano. The program will be offered in two sessions. The first session at 7:30 a.m. to 8:45 a.m. will be a basic introduction to social networking. Then the program will continue at 9:00 a.m. to 10:30 a.m. with more in-depth information and hands-on opportunities regarding how to use social networking to benefit your business. The program fee is \$5 per person and includes coffee, juice, and pastries. To register call the Shawano Country Chamber of Commerce at 715-524-2139 or email [nsmith@shawano.com](mailto:nsmith@shawano.com).



*"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."*

# Everyone Loves A Parade



It's hard to believe that it's that time of year again! We are getting ready for back to school and planning the Fall Parade.

This year's parade will be held on Saturday, October 3 in conjunction with the Shawano High School's Homecoming.

We anticipate a large parade again this year with over 100 entries from businesses, organizations, school groups and governmental representatives.



Get your name in front of thousands of parade spectators and local media with a parade sponsorship! Chamber members may choose from the following categories:



Expect a phone call from a Chamber volunteer regarding your interest in sponsorship or booster membership. Your sponsorship dollars help to cover our parade expenses. Booster membership helps to offset the cost of Chamber programs throughout the year. If you would like additional information, please contact the Chamber office at (715) 524-2139.

*We appreciate your support!*

**\$500** Entitles sponsor to their own banner with company name and logo in full color and recognition in the local newspaper and Chamber newsletter.

**\$300** Entitles sponsor to their own banner with company name in one color of their choice and recognition in the local newspaper and Chamber newsletter.

**\$200** Entitles sponsor to company name in black on banner with other sponsors and recognition in the local newspaper and Chamber newsletter.

**Booster Member**—Recognition in the local newspaper, Chamber newsletter and at the Chamber Annual Banquet.



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# Members In the News

Frances Anderson is the new administrator of **Maple Lane Health Care Center**. Anderson had been administrator at Countryside Home, Jefferson County's 219-bed nursing home and also worked for the county-run nursing home in Manitowoc County during the early 1990s. Her last job was director of clinical services and health center administrator of Meritor Retirement Services in Madison where she oversaw a 120-bed nursing home.

Congratulations to **Shawano Medical Center**, their emergency physicians, staff, local EMS and first responders. Because of their efforts, Appleton Medical Center, Theda Clark Medical Center and collaborating hospitals throughout Northeast Wisconsin were recognized for providing rapid heart attack care faster than 98% of the hospitals in the country – even with transportation from rural hospitals by either ambulance or ThedaStar helicopter.

Free bus transportation has been arranged for all current students and employees of the **College of Menominee Nation (CMN)** beginning August 1. The cost of the new service is being underwritten through the **CMN Sustainable Development Institute (SDI)**, using Clinton Global Initiative funding. The agreement supports CMN's efforts to reduce greenhouse gas emissions. The Transit Services route is posted on their website at [www.Menominee.ns-n.gov](http://www.Menominee.ns-n.gov) or call 715-799-3222 for information.

For the seventh consecutive year, **The daCare** has been named one of the "100 Most Wired" health systems in the nation, according to an annual study published in the July edition of *Hospitals & Health Networks* magazine. The award honors the country's most technologically advanced hospitals and health systems.

**Northwoods Nijji Enterprise Community Inc.** received the 2009 Wisconsin Rural Summit Award, for its efforts during the past decade which have amassed \$12 million for the Menominee Nation, \$9 million for the Sokoagon Chippewa of Mole Lake, and \$13 million for the Lac du Flambeau Chippewa in a strategic planning effort.

The **Shawano Cinema** showed the much acclaimed movie "Public Enemies," starring Johnny Depp. Cinema employees dressed in 1930's costumes and posed with a 1933 Plymouth that was featured in the motion picture. The car, temporarily displayed in the **Shawano Cinema Lobby**, was courtesy of Leroy and Brenda Clark Leroy is a Sales Associate for **Warren, Nett & Associates, Inc.**

David M. Passehl, FIC, a financial consultant with the Wolf River Associates Team of **Thrive Financial for Lutherans**, has qualified for the organization's prestigious Sierra level for 2008 achievements. In order to qualify for the Sierra level, Passehl demonstrated outstanding sales and service to members.

Crews from **L. J. Sperberg Construction Inc.**, Shawano worked to clear the former **Retail Lumber** site in preparation for the new **Country Store Foods**. Construction is expected to begin this fall.

The Society for Human Resource Management (SHRM), the world's largest HR organization, presented the \$10,000 Susan R. Meisinger Fellowship to Kristy Brockman during its 61<sup>st</sup> Annual Conference and Exposition in New Orleans. Brockman, currently the HR manager and safety manager at **KI**, an international furniture manufacturer in Bonduel, is the first recipient of the fellowship. The Fellowship stipend is renewable and provides up to \$20,000 for two years — \$10,000 each year — of graduate study in HR. Brockman started her career as an HR Administrator in 1997 and put herself through a Bachelor's Program. She's currently enrolled in a Master's Degree in HR and Labor Relations at the University of Wisconsin.

Shawano's third annual Kite Festival was the biggest yet. On June 27, 170 kites were made and given to kids who immediately flew them at the festival. They joined Kite Club flyers to fill the sky with color. The flying field was located at the junction of Highways 22 and 29 behind the **Comfort Inn and Suites. Qualheim's True Value** sponsored the event and **Caroline Implement** supplied the field mowing equipment.

The **Aurora Health Center** in Bonduel is pleased to announce the addition of David Sze, M.D. to their team of providers. Dr. Sze is an internal medicine physician who believes health is paramount in enjoying life to the fullest. He feels meaningful lifestyle changes many times are more effective than medications in making patients healthy.

**Dynamic Designs Unlimited**, in Pulaski is proud to announce the winner of the 5th Annual Design A Polka Days T-shirt Contest. Kerri Beyer, age 12, of Pulaski, designed the winning T-shirt - Polka Days, Join the Craze. Beyer won 2 t-shirts with her winning design, 2 weekend passes to Pulaski Polka Days along with a basket filled with Pulaski items. The winning design T-shirts is available for purchase from **Dynamic Designs**.

**Lamers Bus Lines, Inc.** and the United Motor Coach Association together with the March of Dimes proudly announces Miles for Babies Day on September 24. For each mile driven by their fleet of motor coaches that day, **Lamers Bus Lines** will donate 10 cents to the March of Dimes. Miles for Babies gives each member of the United Motorcoach Association the opportunity to partner with the March of Dimes and become a champion for babies, by raising urgently needed funds to help prevent birth defects, premature birth and infant mortality.

Mark R. Olsen joined the Management Team of **Owens, Inc.** as Chief Financial Officer on July 13, 2009. Mark has over 30 years of financial management experience including being Chief Financial Officer for the last twelve months at Kaysun Corporation of Manitowoc WI, a \$25 million OEM highly engineered plastics manufacturer. From 1977 – 2008 Mark was with **Krueger International** of Green Bay WI, a \$700 million manufacturer of contract furniture, classroom furniture and healthcare furniture. While Mark was with **KI** he held several financial management positions culminating in being Chief Financial Officer and Treasurer and a member of the Board of Directors for over 15 years. Mark is married with three children and lives in De Pere WI. Mark has a BS in Accounting from St. Norbert College of De Pere WI. Mark is active in

many non-profit organizations including Financial Executives Institute, Ledgeview Park Commission and Curative Industries.

**Nueske's Applewood Smoked Meats** – a purveyor of premium, artisan Applewood Smoked bacon, ham, sausage and poultry since 1933 – has received its third gold Specialty Outstanding Food Innovation (sofi) award in 10 years from the National Association for the Specialty Food Trade. **Nueske's** was presented with the gold sofi award at a red-carpet event at the Javits Convention Center in New York at the 55<sup>th</sup> Annual Summer Fancy Food Show. The company won in the category of Meat, Paté or Seafood. **Nueske's** is the only purveyor to have won the gold sofi award three times in 10 years in the Meat, Pate or Seafood category. They previously took home the honor in 2001 and in 2006. **Nueske's** Applewood Smoked Tellicherry Pepper-Coated Bacon received a 2008 silver sofi in the Meat, Paté or Seafood category. **Nueske's** credits their popularity to a commitment to high-quality, hand-trimmed meats, old family recipes and their artisan smoking process. **Nueske's** smokes the ir bacon for a minimum of 24 hours, nearly five times longer than that of many other bacon products on the market, resulting in an uncommon consistency in cooking and **Nueske's** famous, unmistakably sweet, smoky flavor. More than 250 retailers and foodservice buyers judged close to 2,000 entries in 33 categories.

Dr. Konstantin Bukov, MD recently joined **ThedaCare Physicians** in Shawano. As a board-qualified family medicine physician, Dr. Bukov builds strong relationships with patients young and old. After earning his medical degree at Trakia University in Bulgaria, Dr. Bukov completed his residency at the Rush-Copley Medical Center in Indiana.

Integrus Energy Group, parent company of Wisconsin Public Service Corp., was among 45 Wisconsin businesses and organizations honored with Governor's Worksite Wellness Awards. The awards recognize employers who promote a work environment that encourages employees to improve their health. Also on the list were **Shawano Medical Center** and **Shawano County**.

# Promoting...Members

## *Promoting Members a Top Priority*

You asked and we are delivering! In March, we emailed a survey to members asking what was the most important thing the Shawano County Chamber of Commerce could do for your business this year. An overwhelming 60% of respondents said promoting/advertising your business was the most important thing we could do for your business this year. We heard you loud and clear and have concentrated on promoting our members. Here is what we have done in response to that message:

We partnered with WFRV TV Channel 5 to highlight the Shawano Area during all newscasts on Wednesday, July 8. News reporters Tammy Elliot and Wendy Kuschel broadcasted from several different attractions and businesses during 6 different segments of their "Getaways" special promotion. We received 41 TV promotional slots and 18 minutes of actual airtime promoting the Shawano Area as a great place to visit. We are partnering with Shawano County to produce a Discover Wisconsin 30 minute TV show featuring the great things to see and do in all seasons in Shawano County. The TV crew will travel here several times throughout the year to film Shawano County as a vacation destination. This show will air in November. We continued to coordinate and promote our Shop Shawano County Campaigns which encourage our residents to shop local.

We created a new Chamber Bucks program and replaced \$19,000 in old CertifiChecks. We promoted this in local media as well as three Green Bay TV stations.

### *Here are the new ways we have created for you to promote yourself:*

We partnered with Constant Contact to provide a discount to Chamber members who sign up to use their email marketing program.

We created "Member Messages" e-newsletter for you to promote your products, events, or news to other Chamber members.

We hosted Power Network Marketing session where members shared information on what marketing efforts are working and offered solutions to marketing questions/issues.

### *Don't forget all the other opportunities that we provide every day for promoting/ advertising your business:*

Brochures on display at the Shawano County Chamber Visitor Center  
[www.shawanocountry.com](http://www.shawanocountry.com) member business directory

Bottom Line newsletter display ad or insert  
Official 2010 Shawano County Visitor Guide advertising

For more information on these or other opportunities for promoting your business, contact Nancy Smith at the Chamber, 715-524-2139 or [nsmith@shawano.com](mailto:nsmith@shawano.com).



Pictured (l to r) Joan Pingel of Pingel's Meat Market; Larry Weber, WFRV-TV 5 Shawano Getaway winner and Mike Kleinschmidt of Pingel's Meat Market

We had an awesome response from many businesses enabling us to create four separate Getaway Packages advertised on WFRV. There were over 1,000 entries and our winners were from Little Chute; Two Rivers; Green Bay and Menominee, Michigan. We spoke to all of them and they are absolutely thrilled!

The above photo was taken when Larry Weber of Green Bay visited Pingel's Meat Market to fill a cooler with brats he selected from their 46 flavors. Thank you to Pingel's and all of the other generous organizations who contributed to this promotion! We appreciate your continued support for the various programs the Chamber offers to our communities.

If you didn't have the opportunity to see the coverage when it aired on channel 5, it's currently on [www.wfrv.com](http://www.wfrv.com) and we will have the complete video on [www.shawanocountry.com](http://www.shawanocountry.com) in the near future. We've had wonderful comments from every one!



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# NEXT BUSINESS CONNECTION

August 18, 2009  
5 p.m. to 7 p.m.

Hosted By:

## COVANTAGE CREDIT UNION

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Shawano

RSVP: (715) 524-2139



## Business Connection



### The City of Shawano Business Improvement District (BID) hosted

the July Business Connection—Downtown Tuesday Night. Attendees were provided with a "Passport" to have stamped at businesses and then entered into a drawing for BID District Dollars.

Everyone enjoyed wonderful hors d'oeuvres and samples from downtown businesses.

Thank you for hosting a great event!

Congratulations to Penny Habeck who won the drawing for \$150 in BID District Dollars.

## *SCEPI Announces "Moving Wisconsin Forward" Event*

Shawano County Economic Progress, Inc., (SCEPI), in cooperation with the Shawano County Chamber of Commerce has announced a special event, "Moving Wisconsin Forward," scheduled for Wednesday September 16 from 5:00PM to 7:00PM at the Gathering at 2600 E. Richmond Street in Shawano. The speaker will be James Buchen, Vice President of Government Relations of Wisconsin Manufacturers & Commerce, the state's largest business group. Registration is just \$20/person and \$100 for a table of 6. Refreshments will also be available.

"This is an ambitious effort on the part of the entire Wisconsin business community to develop a vision for economic renewal and job creation for our state," explained Buchen. The plan was developed over three months after dozens of listening sessions around the state. "In many ways, 'Moving Wisconsin Forward' represents the best thinking of more than 700 business and community leaders from throughout Wisconsin," said Buchen.

"The WMC board of directors approved the 'Moving Wisconsin Forward' plan earlier this year and it's being promoted at the Capitol.

SCEPI Executive Director Steve Sengstock noted that the "Moving Wisconsin Forward" initiative is an example of many groups collaborating in an effort to move the state ahead. "With the plan, you have business leaders, community leaders, chambers of commerce, educators and other key organizations working together to provide growth opportunities and hope to our families and communities," said Sengstock. "According to the plan, the goal is to position Wisconsin to lead the way out of the current recession using 'Moving Wisconsin Forward' as a blueprint for economic growth," added Sengstock.

"The 'Moving Wisconsin Forward' plan represents a fresh approach to public policy," said James S. Haney, WMC president. "The plan calls for investing in our people, promoting innovation and job creation, investing in infrastructure, fos-

tering a competitive business environment including tax relief, and improving public systems," explained Haney. WMC has called for bi-partisan support for the "Moving Wisconsin Forward" plan that was developed by the business community.

Event attendees will also hear Buchen speak about the recently approved Wisconsin 2009-2010 budget and its impacts upon businesses and taxpayers. Buchen will also share WMC's position about the pros and cons of the current budget deliberation and approval process.

Don't miss this outstanding opportunity to learn more about "Moving Wisconsin Forward" from James Buchen of WMC on Wednesday September 16 from 5:00PM to 7:00PM at the Gathering at 2600 E. Richmond Street in Shawano! Registration is just \$20/person or \$100 for a table of 6. To purchase tickets or to reserve a table at the "Moving Wisconsin Forward" event, contact Linda at SCEPI at 715-526-5839 or via email at [llw5839@frontiernet.net](mailto:llw5839@frontiernet.net).

# Welcome New Members

## ITT Technical Institute

470 Security Blvd  
Green Bay, WI 54313-9705  
(920)662-9000 • Fax: (920)662-9384  
[www.itt-tech.edu](http://www.itt-tech.edu)

ITT Technical Institute is located on the west side of Green Bay right off of Highway 29. They offer degrees in both Associate and Bachelor Programs.

The Associate Programs offered are:

Business Administration, Criminal Justice, Computer Design and Drafting, Visual Communications, Paralegal, Computer Network Systems, Computer and Electronics, Engineering Technology, Software Application & Programming

They offer Bachelor Degrees in:

Criminal Justice, Business Administration, Project Management, Information Systems Security, Software Engineering Technology, Electronics and Communications Engineering Technology, Digital Engineering and Game Design, Construction Management

The classes meet three days a week and you can register for either the morning classes or the evening classes to suit your needs and lifestyle. You can contact the school at (920) 662-9000 to register for September Classes!

## Apple Valley Nursery & Orchard Roy and Kim Brodhagen

N 3502 Valley Road  
Bonduel, WI 54107-9115  
(715)758-6063  
[applevalleynursery@yahoo.com](mailto:applevalleynursery@yahoo.com)  
[www.applevalleynursery.com](http://www.applevalleynursery.com)

Whatever one is looking for to make their garden dreams come true, Apple Valley guarantees that they can help you fulfill this desire. Their extremely knowledgeable and friendly staff is always willing to help customers peruse through the thousands of perennial, evergreen, tree and shrub varieties in order to assist the customer in finding just the right plant or combination of plants for their gardening needs. In case you do not have a green thumb or are wary of starting a large garden project, Apple Valley's landscaping division can help. Whether you just need help getting steered in the right direction with ideas to make your project come together, or you prefer to have them come and do it for you, they will work with you to create a landscape that is just right for you and flows with the setting of your house and yard.

Everyone is always welcome at Apple Valley. Even if it is not a shopping day, take a walk through the many display gardens planted solely for the purpose of giving you ideas for your own yard.



ITT Technical Institute-Green Bay recently joined the Shawano County Chamber of Commerce. Pictured (l. to r.) from ITT Career Services Department are Dawn Gut, Michael Witte, and Lisa Zeise.

## Stewart Title of Wisconsin

### Lisa Nettles

205 W Green Bay Street  
Shawano, WI 54166-2333  
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[www.stewartaccuratetitle.com](http://www.stewartaccuratetitle.com)  
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Ho-Chunk Gaming Wittenberg is a member of Ho-Chunk Gaming Wisconsin with locations in Nekeosa, Wisconsin Dells, Black River Falls and Tomah. You will find them east of Wausau, just one mile north of Highways 29 and 45, exit 195 in Wittenberg. Visit [www.ho-chunknorth.com](http://www.ho-chunknorth.com).

## Wisconsin Minimum Wage Rates Effective July 24, 2009

### General Minimum Wage Rates

<b>Non-Opportunity Employees:</b>	<b>Opportunity Employees:</b>
\$7.25 per Hour	\$5.90 per Hour

### Minimum Wage Rates for Tipped Employees

<b>Non-Opportunity Employees:</b>	<b>Opportunity Employees:</b>
\$2.33 per Hour	\$2.13 per Hour

**Note:** "Opportunity employee" means an employee who is not yet 20 years old and who has been in employment status with a particular employer for 90 or fewer consecutive calendar days from the date of initial employment.

### Minimum Wage Rates for All Agricultural Employees

<b>Adults</b>	\$7.25 per Hour
<b>Minors</b>	\$7.25 per Hour

### Minimum Rates for Caddies

<b>9 Holes</b>	<b>\$5.90</b>	<b>18 Holes</b>	<b>\$10.50</b>
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For more information contact:

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## **MARK YOUR CALENDAR !!**

# *August 2009*

- 1 **Shawano Community Fly Out—  
Featuring Classic Wings & Wheels  
Shawano City/County Airport  
8:00 a.m. to 2:00 p.m.**
  
- 6 **Business Advantage Series Sponsored by:  
Dynamic Designs Unlimited and Kersten Accounting & Tax  
Give a \*Tweet\* - Social Networking 101  
Shawano Country Chamber of Commerce  
7:30 a.m. to 8:45 a.m. (Basics)  
9:00 a.m. to 10:30 a.m. (Hands-On Application—bring your laptop)  
715-524-2139\***
  
- 19 **Business Connection Sponsored By:  
CoVantage Credit Union  
911 E. Green Bay Street, Shawano  
5:00—7:30 p.m.  
715-524-2139\***

*\*Reservations required.*

## **Member e-newsletter Messages**

The Shawano Country Chamber of Commerce is pleased to announce an exciting new membership benefit. Many of our members have expressed an interest in marketing their businesses to other members via e-mail. Our "MemberMessages" e-newsletter will offer a promotional vehicle to advertise your products, services, hires, promotions, open houses, upcoming specials, Chamber member discounts or just about anything.

"MemberMessages" is a new weekly e-mail newsletter which will be sent on Wednesdays to more than 500 Chamber member contacts throughout Shawano Country. Include your business announcement with "MemberMessages" for a great, cost-effective way to spread the word to hundreds of fellow members.

### **Content Options:**

#### **1. Words for the Main Message**

1 to 50 words—\$25  
51 to 75 words—\$35  
76 to 100 words—\$50  
for our main message within the e-newsletter.

#### **2. Add your logo.**

If you choose to include our logo, add \$10.

#### **3. Add an Attachment.**

Have a PDF flyer added to your message for \$10.

*To get started, please contact Patti Peterson at 524-2139 or [tourism@shawano.com](mailto:tourism@shawano.com) for an application.*