

The Bottom Line

A Publication of the Shawano Country Chamber of Commerce

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2009 Manufacturer of the Year *Awarded to TimberPro*

When you ask Pat Crawford, owner of TimberPro Inc., what it takes to be a successful entrepreneur he will tell you it takes commitment and hard work. Crawford has spent his life dedicated to the

work he loves. As a logger for most of his adult life, Crawford started inventing and building machines for his own use. As demand grew for his machines from other loggers, he began a new career in manufacturing. In 1980 he launched the Timbco line of tree harvesting equipment at a facility in Shawano. Not one to take a vacation, Crawford's wheels are always spinning. Throughout 1980's and 1990's Crawford continued to create more effective and productive machines. In the late 1990's the Swedish logging equipment manufacturer Valmet purchased the Timbco tracked machine line, but Crawford kept the wheel-mounted line.

In 2002, at age 77 when most people have several years of retirement under their belt, Crawford started TimberPro, a manufacturing facility for rubber-tired timber harvesting equipment. He has focused on creating machines that are multi-purpose allowing the operator to save time and money. A video of the equipment in operation provides a very impressive glimpse of the power and swiftness in which the trees are cut, stripped, and cut to length. TimberPro owns two patents and has another pending.

Sales have grown about 10% each year and TimberPro machines are sold throughout the world including Australia, Russia, Brazil, Canada, Germany, and other parts of Europe. The increase in sales has been facilitated by new applications for the machines including



Mr. Pat Crawford

pipeline and high-line construction. TimberPro machines have been rigged with cement mixers for transporting concrete to hard-to-get-to places including ski slopes. The cement is used in building or remodeling ski

lifts and the TimberPro machine makes the job less expensive by replacing an expensive helicopter lift of wet concrete. The company has spent considerable dollars on new machining equipment and built a 16,000 square foot addition in 2006 to accommodate manufacturing track forestry equipment. TimberPro employs 29 full-time employees and Crawford considers the quality of his workforce a major asset. He is proud of the fact that they have avoided major

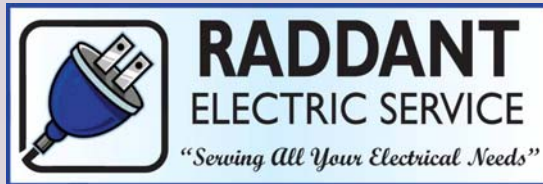
lay offs. TimberPro pays 100% of employees' health insurance, contributes to a 401K plan and shares profitability with employee bonuses each year.

As successful as Crawford has been, he has been equally generous. He has quietly donated to numerous causes within the community including the Crawford Center, Shawano County Chamber of Commerce & Visitor Center, sporting and arts facilities, and engineering technology centers for the Shawano School District. Each year it is a highlight of Leadership Shawano County when Crawford speaks to the class. He gives a tour of the manufacturing facility and shares what he believes it takes to be successful. Crawford's commitment, passion, and success have created a very positive lasting impression on the future leaders as well as the Shawano Community. In the words of one class participant "Pat Crawford is awesome...very interesting and inspiring. If I get nothing else at all from the leadership program, I am glad I got to meet Mr. Crawford and listen to him speak."

"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."

Annual Banquet

Raddant Electric Service, Inc. Small Business of the Year



The past two years have been a challenge to the construction industry, but Raddant Electrical Service, Inc. having operated for 25 years, is positioned to weather the storm. Rich Raddant started the company after having been in the electrical field for 15 years. In 1986 he hired his first employee and the company has grown to 7 employees. In 1988, the business moved to a 3,200 square foot shop and warehouse at their present location on County Road MMM in Shawano. After several years a 2,000 square foot addition was added to handle expanded inventory and equipment. To better serve their customers they also purchased many pieces of equipment including a trencher, bucket truck, and scissors lift. They are the local dealer for Generac home stand-by generators, which provide customers with continued power in the event of an outage. They are well trained on installation and repair of these generators.

The employees are a vital part of the company and have worked for Raddant for an average of over 20 years. "We value, respect and trust our family of employees. Our team's loyalty and dependability has been exceptional throughout the years," said Raddant. They require employees to keep current on the latest changes in electrical codes and the electrical field in general with continued education. "The electrical industry is constantly developing newer and energy efficient products and it is our responsibility to keep pace with the new products that are available, such as the new LED lighting and the future of wind and solar energy production," said Raddant.

Raddant Electric has been a member and supporter of the Shawano County Chamber of Commerce for 15 years. Raddant donates his services to several organizations including Veterans groups and the Downtown Business Association. According to Charlene Helms, BID/Downtown Business Association Coordinator, Raddant has helped out with numerous downtown events. "He is great to work with! He sets up the electrical for our events at no cost. I can always hear the smile in his voice no matter what I ask him to do," said Helms.

Dynamic Designs Unlimited Retail Business of the Year

We've all heard that in sales, flat is the new profit. Dynamic Designs Unlimited LLC owners Tammy and Bruce Brzezczkowski and Ron and Barb



Maroszek are not buying it. They experienced an 8% increase in sales in 2009 over the previous year. That increase was no accident. They met the recession head-on and took action to grow their business. Last year they made substantial changes in their day-to-day operations, cut overhead expenses and were able to keep all staff employed. "We looked at our operations and were honest with our staff on the outcome and future if changes weren't made," said Tammy Brzezczkowski. They evaluated their advertising needs and became very creative and selective in getting their message to their target audience. They utilized email blasts, direct mail, local newspapers, and regularly sent press releases to various publications. "We increased awareness of our products and services at a lower cost than in previous years," said Brzezczkowski.

The Brzezczkowskis and Maroszek have operated their business for 15 years in Pulaski, serving customers in Shawano, Brown, Outagamie, and Oconto Counties. They employ 10 people and believe in creating a fun work atmosphere and empowering their employees. They allow employees to make important decisions regarding customer jobs and stand behind those decisions.

Tammy Brzezczkowski considers communication and education the most important elements in any business. "When there is no communication, then the bridge collapses and there are mistakes and inefficiencies. The clearer we can be to each other, to our customers and our vendors the better off we all are," said Brzezczkowski.

She believes that the key to success in any community is businesses working together. They model that belief every day with a commitment to communities where they do business. They are active members in the Shawano County and Pulaski Area Chambers of Commerce. Tammy is past president of the Shawano County Chamber Ambassadors and she is a member of the Tri-County Optimist Club, Wolf River Builders Association, and board member of the Tri-County Community Corporation and the Pulaski Historical Society. Bruce is a member of the Pulaski Tri-County Fire Department. They sponsor business educational events including the Business Advantage Series. For the past 11 years they have provided scholarships to high school students. They are very active in area schools, working with the students in different capacities including Junior Achievement and business education and with "Pulaski News"—the only community newspaper produced entirely by high school students. Most recently they printed and donated commemorative t-shirts for the Pulaski High School Football Team during the play-offs. The Brzezczkowskis also involve their young boys in their family band playing for nursing homes, and community events.



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Annual Banquet

Boyd Named Citizen of the Year

Alfred Boyd of Shawano has dedicated his life to providing positive opportunities for youth through baseball. For the past 40 years Boyd has been a tireless supporter of the Badger Amateur Baseball Association (BABA). His fundraising efforts have provided uniforms for twelve teams, scoreboards and scholarships for 50 college students. According to nominator Adeline Bratt, Boyd is very focused on baseball. "He dedicates his life to the baseball teams and young people. It's all about baseball with him," said Bratt.

Through his ongoing efforts, over the past 10 years Boyd has taken 204 players to Orlando, Florida to the Doyle Baseball Camp. The camp focuses on building solid baseball fundamentals in players while honing their skills, providing them with the tools to succeed - on and off the field. He also started the Menominee Baseball hall of Fame

Boyd hosts a weekly radio program which honors a local member of the Shawano community and also updates the community on the status of BABA and other baseball activities. He is a member of the Shawano American Legion Post 117, was Athletic Director of that organization for 10 years and currently holds the position of Vice Commander. He is a member of Amvets, Veteran's of the Menominee Nation, VFW-Veterans of Foreign Wars, and Sacred Heart Catholic Church.

2009 Ambassador of the Year



Scott Parson received the 2009 Ambassador of the year Award at the Shawano County Chamber of Commerce Annual Banquet. Parson joined the Chamber Ambassadors in 2008 and since that time he has been a very active participant. According to 2009 Ambassador President Tammy Brzeczowski, Parson is a very positive and outgoing Ambassador. " Scott is one

of the most enthusiastic and crazy ambassadors I have ever had the opportunity to work with. He makes something simple a lot of fun. He is always so positive - a wonderful trait to have as an ambassador." Said Brzeczowski. Parson was the Ambassador Vice-President in 2009 and has stepped forward to lead the Ambassador's as President in 2010. He is a financial consultant with Thrivent Financial for Lutherans in Shawano.

The Ambassador of the Year is presented each year to the Shawano County Chamber of Commerce Ambassador who has shown a commitment to the program by attending the most Chamber events, Business Connections, parades, ribbon cuttings, and new member welcomes. The Chamber Ambassadors serve as volunteer public relations representatives for the Chamber, communicating the Chamber's mission and goals and promoting involvement in chamber membership and activities.

Employment Options Inc. Service Business of the Year



Employment Options Inc. is a full service staffing agency located in northeastern Wisconsin with offices in Rhineland, Waupaca, Marinette/Menominee and in Shawano since 1998. The Shawano office is managed by Marty Olsen. They have positioned their company as a strategic business partner for local companies that need to creatively manage their workforce in the face of uncertain economic conditions. By utilizing a staffing alternative their clients are able to adjust their workforces quickly and economically in order to maintain competitive production outputs. This strategy has worked extremely well for Employment Options. As an industry, staffing companies on a national level are down 33%, however, Employment Options in Shawano increased sales by 64% in 2009 over 2008. Since 2006 their sales revenue has increased each year by at least 12%.

In 2008 a major emphasis was placed on marketing and technology including a redesigned website, bi-annual newsletter, email distribution lists for job posting notifications, and emails to promote applicants with outstanding experience in their fields. They are also in the process of utilizing social media in order to engage employees, applicants and clients. During the past year Employment Options has implemented many improvements in order to provide more value to clients. These include detailed employee retention and attendance tracking procedures sent weekly to high volume clients. They introduced flexible contracts and term rates, provided cross-training to all staff, and began a sister company At Home Options in order to provide in-home services to community members. They have also begun conducting and distributing an annual wage survey.

According to Melissa Moore, Account Manager, their key to success and continued growth can be attributed to their long-term relationships with area businesses. "We are able to successfully place quality candidates in a wide range of roles from entry-level manufacturing to executive level positions in a variety of industries. With every new client our team goes out of their way to research and understand the needs of the client and the culture of the organization," said Moore. They work to creatively source new markets and maintain a high quality workforce and selection process. "Our employees are our representatives and we place the most importance on finding a great fit for both the employee and employer."

Employment Options has made community education services a priority in order to assist community members with interviewing skills, job search skills, resume writing, and the basics of employment law. Their employees volunteer their time and skills in many areas including Junior Achievement and CESA 8 Job Fair. They have also presented educational programs at the Business Advantage Series, Financial Wellness Conference, and College of Menominee Nation. They work one-on-one with people who are returning to the workforce after raising a family or experiencing a lay off.

Presenting a Professional Image Topic of Chamber Seminar

The next Business Advantage Series session, "Presenting a Professional Image" will be held Thursday, February 4, 7:30 a.m. – 8:45 a.m. at The Shawano County Chamber of Commerce, 1263 S. Main Street in Shawano. 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.

You never get a second chance to make a first impression. That's not just true in social situations, but in business as well. So many things are a reflection of your business to current and potential customers. From your business cards, to your website, to your brochure—customers are evaluating your image in order to determine whether they wish to do business with you. Presenters Tammy Brzezowski and Terra Fletcher will share how to put your best image forward in order to impress potential and existing customers.

Tammy Brzezowski is co-owner of Dynamic Designs Unlimited in Pulaski. Dy-

amic Designs specializes in embroidery, screen printing and promotions for small to medium sized businesses. Dynamic Designs has a retail shop containing Pulaski Red Raider merchandise, Polish souvenirs and other personalized gifts. Brzezowski also assists students at the Pulaski News, a community newspaper run by high school students (the only one in the nation), with the pagination of the paper, and teaches them how to design and place ads and copy in the paper. Brzezowski is a graduate of Pulaski High School. In 1990 she received her Associate Degree from Northeast Wisconsin Technical College in Marketing Communications. Upon graduating she worked as a graphic designer and marketing coordinator for several firms prior to starting her own company in 1995.

Terra L. Fletcher is a published writer. She hasn't lifted her pen from the paper since she first learned the power of written words. She grew up with entrepreneurial parents and has hands-on experience in



all areas of running a business. Her business, Fletcher Freelance, provides quality content to companies that need the right words to motivate their audience. From technical to creative, Fletcher's services include advertising copy,

newsletters, press releases, business writing, website content, and blogging. Her professional work comes with on-time delivery and a no-typo guarantee. Fletcher's services also include marketing consultations. She helps companies improve the return on investment to get the most from their advertising dollars. Fletcher Freelance works with you if you have questions on Internet marketing, using social networking tools, developing a strategic marketing plan, and finding the right media for your message.

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

NEXT BUSINESS CONNECTION

Tuesday
February 16, 2010
5 p.m. to 6:30 p.m.

Co-Hosted By:

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Members in the News

Nancy Hamby of **RE/MAX North Winds Realty**, a licensed real estate sales agent since 1997, recently completed the required 32-hour course to achieve her Wisconsin Real Estate Broker's License. Passing the 110 question exam has taken her real estate career to the next level as Broker/Manager of RE/MAX North Winds. She adds this achievement to her nearly 30-year background in all areas of the law, including real estate law.

Congratulations to Tom Gallenberg, **Gallenberg Studio**, White Lake for winning third place in a recent "Fine Home Building" Build It & Win gallery contest. The Greene & Greene is most certainly one of the more difficult styles to pull off successfully but Tom Gallenberg really put his skills to the test with the creation of custom leaded glass sconces just loaded with beautiful joinery. Tom really went the extra mile and it shows! The winners will be taking home a Stanley prize package loaded with homebuilding goodies.

Century 21 Country Aire Realty recognized Terri Peterson as "Realtor of the Year" for 2009. This marks the 17th year Peterson has earned the title, which is based on outstanding sales and service.

Dynamic Designs Unlimited is excited to announce a community calendar photo contest starting in 2010. The contest is open to individuals who have ties to the area. The theme for 2011 is "Old buildings and barns" in Pulaski and surrounding areas. The photos that are submitted each month must be old buildings and barns in Pulaski, or the surrounding communities. The photo must have a description included, along with the name, address and phone number of the individual that submitted the photo. All photos become property of Dynamic Designs Unlimited. Please keep in mind, the photos do not have to be taken in 2010, they can be past photos, the photos can be old black and white photos. For more questions regarding the contest, please contact Heidi or Tammy at Dynamic Designs Unlimited; 920-822-4450.

Coldwell Banker Hilgenberg Realtors was ranked third out of nearly 1,000 offices for total units sold. Additionally, the company was ranked fourth in their office size category for the Coldwell Banker franchise system through November. The Hilgenberg team has been recognized for the same award every month since April.

The Village of Pulaski Centennial logo winner has been announced. Robin Wasielewski, of **Dynamic Designs** created the winning logo for the 100 year celebration. Wasielewski created a logo utilizing the United States and Poland flags. The commemorative logo will be used for marketing the Centennial celebration for Pulaski. For more information on the 2010 Village of Pulaski Centennial Celebration, contact Gloria Morgan at the Pulaski Chamber, 920-822-4400.

TheDaCare randomly selected Susan Franke, an employee at **TheDaCare Physicians-Shawano**, through Helping Hearts' "Make It Count" promotion to select a non-profit to receive a \$1,000 grant. Franke, the grand prize winner, chose ROADS (Reaching Out About Depression and Suicide) and regularly volunteers for the organization. **TheDaCare** gave away one \$1,000 donation and ten \$100 donations. Franke is just one of more than 950 TheDaCare employees who volunteered their time through Helping Hearts in 2009 who collectively logged 79,984 hours of volunteer time for 466 local non-profit organizations.

RE/MAX North Winds Realty is proud to announce the February 1st opening of its real estate branch office in Lakewood, Wisconsin. Establishing a new RE/MAX franchise office in a beautiful log home on State Highway 32 in the recreational heart of Northeast Wisconsin, the RE/MAX North Winds staff is looking forward to serving Lakewood-Townsend and all the surrounding lake, woodland and country "Up North" communities. A grand opening of the Lakewood office is planned for early February and an Oconto County kick-off to summer, complete with a visit of the RE/MAX hot air balloon, is being planned for the Memorial Day holiday.

A Scholastic Book Fair that recently concluded at **St. Paul Lutheran School** in Bonduel was a huge success, with a goal of \$2,000 worth of books sold. As a result of reaching this goal, the principal, Mr. Gerald Schmidt, took a pie in the face during a school assembly.

Jim Zierden has been named **Coldwell Banker Hilgenberg Realtors** "Realtor of the Year" for 2009. He did nearly \$6 million in transactions in 2009 and has been affiliated with **Hilgenberg Realtors** for 25 years.

Temperatures in the teens didn't prevent about 70 people from jumping into the Shawano Lake Channel on New Year's Day. The annual Polar Bear Plunge at **The Lighthouse** benefits the **Shawano County Humane Society**.

Dawn Novitski was one of the 20 recipients of the Green Bay Packers Community Quarterback award. This award is designed to honor and recognize volunteers who exemplify leadership, dedication, creativity, and commitment to improving communities through their volunteer efforts. **Red River Riders** will receive a \$1,000 grant as an extra bonus!

Shawano County print specialist, Priscilla Wagner recently retired after 45 1/2 years of service as the longest-tenured employee on record.

Marshall & Ilsley Corporation (NYSE: M&I) employees across M&I's nine-state network participated in the annual M&I Community Day, a corporate initiative that encourages employees from every city or location served by M&I to recognize the needs of their communities, establish a service project, and form volunteer teams. In 2009, over 365 M&I locations and more than 2,500 employees helped make M&I Community Day 2009 a resounding success. Local M&I employees participated in a variety of events, including holding food drives and volunteering at fundraisers. Over 3500 pounds of food items were collected and donated to SAF-PARC. Volunteers at the **Qualheim's True Value** food stand generated \$525 for the ROADS program. M&I Community Day was launched in 2001, and since its inception, thousands of people have benefited from the efforts of M&I employees corporate wide.

Melissa Moore recently passed her professional in Human Resources Certification. To be eligible to sit for the P.H.R. exam, an individual must be able to document two years of professional human resource management experience. The P.H.R. is an industry certification for people working in the Human Resource Management Profession. The certification awarded by the H.R. Certification Institute, signifies that individuals possess the theoretical knowledge and practical experience in Human Resource Management necessary to pass a rigorous examination demonstrating a mastery composed of six functional areas. Melissa is a manager at both **Employment Options Inc.** and the sister company **At Home Options**.

RE/MAX North Winds Realty is pleased to announce that Lisa Klapper, a successful real estate broker/associate, has joined its Lakewood team. Lisa is energetic, enthusiastic and eager to team up with sellers and buyers to achieve their real estate goals. She brings real estate skills and talent and technological knowledge to the team and will significantly add to the strong RE/MAX North Winds presence in the "Up North" communities in Oconto, Marinette, Forest and Langlade Counties. Lisa can be reached at **RE/MAX North Winds Realty's** Lakewood Office at 715-276-2511.

Officials from **Cooperative Resources International (CRI)** and its Genex Cooperative, Inc. subsidiary say they are positioned for a strong future within the rapidly changing artificial insemination (A.I.) industry. The creation of a new division - the Genex Dairy Genetics and Global Alliance Development Division - and the reorganization of CRI's International Division will allow the cooperative to better develop, utilize and promote new technologies as well as foster global alliances. As part of the restructuring, Keith Heikes will manage the new division and Huub te Plate will oversee international marketing for CRI. As vice president of the new division, Heikes' responsibilities encompass dairy genetics, global development projects and global alliance development. As vice president of International Marketing for CRI, te Plate is responsible for the International Division's plan of work including the cooperative's globally-owned marketing organizations.

Two **Shawano Medical Center** employees were honored recently for their compassion and skill with patients. Pharmacist Muffy Culhane won the 2009 Dedicated Employee of the Year Award, and Emergency Department Registered Nurse Mark Buettner received this year's Richard D. Jefferies, M.D., Dedicated Care Award.

A total of \$1.5 million in patronage has been returned to **CoVantage Credit Union's** borrowing and saving members, according to the board of directors. As in 2008, there are two components to the \$1.5 million reward. One is a savings bonus, which was paid for the very first time in 2008. The other is a loan interest rebate that has now been paid by **CoVantage** for 28 years straight.

Welcome New Members



Corina's Mexican & American Restaurant recently joined the Shawano County Chamber of Commerce. Pictured Back Row (l. to r.): Ambassadors Stacey Cicero, Lisa Nettles, Kay Kristof, Scott Parson and Jill Birr. Kelly and Ruben Ramirez of Corina's are pictured in the front row.

AMICOS Midwest Pizzeria

Grant & Melinda Staszak
W7389 River Bend Road
Shawano, WI 54166
(715)524-8516
www.amicosmidwestpizzeria.com
shawanoamicos@tds.net

AMICOS Midwest Pizzeria in Shawano is where your family and friends can come together. Italian food including pizza, pasta, hoagies, pasta bakes and dessert can be enjoyed in the spacious dining room or full bar. Carryout and all-day delivery are available to fit your schedule needs. The lunch buffet is ready for your quick meal of AMICOS specialties. When the craving hits, AMICOS also has take and bake pizzas and pasta dishes. Meeting room space for 70 people is available with overhead projector or for computer viewing or television.

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Bridge the Gap, Inc. (For Autism)

Nicole Crawford
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www.bridgethegapwi.org • info@bridgethegapwi.org

Bridge the Gap, Inc. is a 501 C (3) non-profit foundation based out of Shawano that provides a monthly support group, information, support and creates awareness throughout the state of Wisconsin. Bridge the Gap, Inc. gives grants to individuals in Wisconsin (Shawano County residents are served first) to help cover the cost of uncovered medical costs, therapy, equipment and more to assist when in direct crisis.



C-Us-4 Wireless was recently welcomed as a new member of the Shawano County Chamber of Commerce. Pictured (l. to r.): Ambassadors Dave Passehl, Scott Parson and Stacey Cicero; Rick Bartels of C-Us-4 Wireless; Ambassador Lisa Nettles and Jim Wegner of C-Us-4 Wireless.

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Shopping Local Pays Off for Leopolis Resident



Elizabeth Teller, owner of Lizzie's Restaurant & Catering and Shop Shawano Country Winner, Rita Kristof

Rita Kristof of Leopolis has been rewarded for shopping at local businesses this past holiday season. Kristof won \$500 in Chamber Bucks after her name was drawn from thousands of entries in the Shop Shawano Country for the Holidays campaign. She registered while meeting friends for lunch at Lizzie's Restaurant and Catering in Shawano. "I travel to Shawano about twice a week to shop. I think it's important to support the local businesses," said Kristof. Thirty businesses in Shawano, Bonduel, Bowler, Shiocton, and Wittenberg participated in the Shop Shawano Country campaign coordinated by the Shawano Country Chamber of Commerce. Shoppers who visited participating businesses between mid-November and December 31 could enter to win \$500 in Chamber Bucks gift certificates redeemable at 150 Shawano Country Businesses. The Chamber promoted the campaign through radio and print advertising.

The Shop Shawano Country campaigns are coordinated twice a year for June Dairy month and the winter holiday season. According to Nancy Smith, executive director for the Shawano Country Chamber of Commerce, the purpose is to encourage residents to support their local businesses. "We can't take for granted that our local retailers will continue to operate no matter what. It takes the support and spending of our local people to keep their doors open," said Smith.

Participating businesses included: American Marine & Motorsports Super Center, Angie's Main Café/The Daily Grind, Body Essentials, Buss Chevrolet, Cellcom, The Cobbler's Closet, Dreier Pharmacy & Gift Shoppe, Farm Inn' on Main, Frontier Communications, Generations, Genie's Jewelry, Gentlemen's Quarter, Headquarters General Store, J & H Game Farm, Jill's Pet Shoppe, LCFS Thrift Store, Lizzie's Restaurant & Catering, Martin Jewellers, Nueske's Applewood Smoked Meats, Perkins, Qualheim's True Value, Quizno's Subs, Senzigs Fine Home Furnishings, Shawano Country Chamber of Commerce, Shawano Downtown Business Association/BID, Staff of Life, 'Til the Cows Come Home, Total Fitness, Wal Mart Super Center, and The Wood Shed.

2010 Shawano Country Visitor Guides

The Shawano Country Tourism Council produced 60,000 guides for distribution via statewide Chambers of Commerce and Shawano County businesses. Thousands of copies will be placed in high traffic area racks throughout the state with ongoing replenishment throughout the entire year. Multiple trade shows are scheduled in Green Bay, Milwaukee and Madison promoting Shawano Country and all we have to offer. The entire publication can also be found online at www.shawanocountry.com for added exposure.



Call 715-524-6803 today to have a supply of guides delivered to your business!

This comprehensive guide features recreation and attractions available in Shawano and Menominee Counties and includes a listing of area hotels, motels, cottages, vacation homes, campgrounds, restaurants and retail outlets. Area maps, parks, historic sites, museums, community pages, general information and a 2010 calendar of events offer something for both residents and visitors.

Thank you to the many Chamber businesses who purchased ads in the Visitor Guide and to those who so generously contributed photos for this project: Jim Leuenberger Photography, Jeff's Creative Customs Photography, Curt Knoke, Laura Gardner, Barb Wickman, Shawano County, Father Brendan Wroblewski, O.F.M., Ann Harden, Kathy Hansen, Jeff Vele-"Mohican News," Ron Dennis, Total Image Photography, Jonathan Wilson and Dan Brandenburg-"The Marion Advertiser."



2009 Annual Report / 2010 Plan of Action

Becoming involved in chamber activities is a great way for you to meet other business people in the community, to share ideas, and promote your business or organization. There are many opportunities for your involvement. A complete list of committee activities and goals are listed in the Chamber's 2009 Annual Report/2010 Plan of Action included with this newsletter. Please consider being involved in some way.

If you are interested in a particular area or would like more information, please contact Nancy at the Shawano Country Chamber at (715) 524-2139 or nsmith@shawano.com.



MARK YOUR CALENDAR !!

*February
2010*

- 4 Business Advantage Series:
Presenting a Professional Image—
Shawano Country Chamber of Commerce
1263 S. Green Bay Street, Shawano
7:30—8:45 a.m.*

14 *Happy Valentine's Day!*

- 16 Business Connection Co-Sponsored By:
Wolf River Builders Association and
Shawano Lake County Park
W5785 Lake Drive, Shawano
5:00—6:30 p.m.*



BUSINESS ADVANTAGE SERIES



PRESENTING A PROFFESIONAL IMAGE

You never get a second chance to make a first impression. That's not just true in social situations, but in business as well. So many things are a reflection of your business to current and potential customers. From your business cards, to your website, to your brochures-- customers are evaluating your image in order to determine whether they wish to do business with you. Presenters Tammy Brzeczowski and Terra Fletcher will share how to put your best image forward in order to impress potential and current customers.

Tammy Brzeczowski is co-owner of Dynamic Designs Unlimited in Pulaski which specializes in embroidery, screen printing and promotions for small to medium sized businesses. Terra L. Fletcher is a published writer. Her business, Fletcher Freelance, provides quality content to companies that need the right words to motivate their audience. From technical to creative, Fletcher's services include advertising copy, newsletters, press releases, business writing, website content, and blogging.

Date/Time: Thursday, February 4, 7:30 a.m. - 8:45 a.m.
Location: Shawano Country Chamber of Commerce
1263 S. Main Street, Shawano
Fee: \$5 per person includes Continental Breakfast
Reservations: Please contact the Shawano Country
Chamber of Commerce, (715) 524-2139,
chamber@shawano.com

The Small Business Advantage Series is presented by the Shawano Country Chamber of Commerce in partnership with Shawano County Economic Progress, Inc. and sponsoring partners Kersten Accounting & Tax and Dynamic Designs Unlimited.

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Shawano Country Chamber

February Business Connection

TUESDAY THE 16TH
5:00PM-6:30PM



Co-Hosted By:

THE WOLF RIVER BUILDERS ASSOCIATION
&
SHAWANO LAKE COUNTY PARK



Location: SHAWANO COUNTY PARK PAVILION
W5785 Lake Drive, Shawano

RSVP to the Shawano Country Chamber of Commerce (715) 524-2139



Door Prizes ■ Refreshments ■ Hot/cold hors d'oeuvres



The City of Shawano
Business Improvement District
is pleased to invite you to another



When: Wednesday February 10, 2010 *** 4:30 – 8:00 p.m.

Plus Afterglow at Luigi's following the shopping where we will be also giving out door prizes to those present!

Where: Downtown Shawano

Ladies, while on this shopping trip, you can do your shopping for that special Valentine!

Register to win one of several gift packages or the Grand Prize of \$150 in District Dollars by picking up registration tickets at participating stores. Information on participating businesses where you can pick up your Game Cards will be listed on our web site hookedonshawano.com beginning February 1st. Watch for more details to come. Need not be present to win!!

ATTENTION BUSINESS OWNERS:

Between the hours of 4:30 and 8:00, ladies who have a DTLN card and purchase \$5 or more from you will receive raffle tickets to use at the end of the evening. Minimum of \$5 purchased receives 1 raffle ticket. Larger purchases receive 1 ticket for every \$10 purchased. Customers should fill out the back side deposit in basket at Luigi's. Winners will be drawn at Luigi's between 8:00 and 9:00. Winners need not be present to win those prizes. However, we will be giving away door prizes at Luigi's for those present. You may order off the menu from Luigi's while prizes are being drawn for or order something from the bar. We encourage business owners to join the customers at Luigi's for this social hour. The grand prize of \$150 in BID District Dollars will be drawn last. All ticket holders will be eligible to win one door prize or prize package. All tickets will also go in the drawing for the grand prize.

this publication sponsored by:
Body Essentials, FarInn' on Main, Tom's Tap



The City of Shawano

Business Improvement District

is pleased to announce our 2010 events!

- **June 19, 2010 – Qualheim's True Value invites you to:**

6th Annual Jumpin' June Jamboree & Car Show –

Jumpin' with Activities: Free Live Entertainment, Food Stands, Car Show

- **Saturday June 19 thru October 9, 2010**

Shawano Farmers Market 8:00 am to 12:00 pm

For more info go to shawanofarmersmarket.org

- **August 7, 2010 –**

13th Annual Family Fest

Free Live Entertainment for the Whole Family. Vendors, Crafts, Sidewalk Sales, Food Stands, Games for Kids

- **October 9, 2010**

4th Annual Oktoberfest

Free Live Entertainment –German food and music -- for the Whole Family.

Vendors, Crafts, Sidewalk Sales, Food Stands,

Games for Kids

- **December 3&4 2010–Shawano Country Store invites you to:**

16th Annual Holiday Stroll, Santa House & Santa Parade

Strolling Carolers, Free Live Christmas Music, Hot Chocolate, Chili and many more goodies.

Festival of Trees, build a ginger bread house. Horse drawn wagon rides.

- **2010 Downtown Ladies Nights:**

Wednesday, Feb. 10 *** Wednesday, April 28 *** Wednesday, Sept. 29 *** Wednesday, Nov. 17

Your continued support of these events is extremely appreciated. We hope you will be willing and able to continue your support in 2010. We are always looking for volunteers, donations and sponsorships, as well as your comments and input. For more information go to hookedonshawano.com. Direct your comments to BID Coordinator, Charlene Helms at 715-853-3775 or one of the BID Board members.

BID Board Members:

Keith Baumann, Farm Inn on Main

Angie Bistoff, Angie's Main Café & Daily Grind

Bob Dumke, the Cobblers' Closet

Amanda Hannes, CRI

Kathy Hansen, Body Essentials

Jeff Kirchner, Gentleman's Quarters

Jim Lotter, M&I Bank

Jim Martin, Martin Jewelers

Tom True, Tom's Tap

SAVE THE DATES!

SCEPI's 5th Annual Economic Summit

Date: Tuesday, March 23rd, 2010

Keynote Speaker: Larry Weyers, Executive Chairman of Integrys Energy Group

Subject Matter: Alternative energy, renewable energy and related issues that may impact future energy costs and how it moves through the grid.

Also Speaking: Jack Riopelle, President of Riopelle & Associates, Green Bay, and former President of Wisconsin Film and Bag, Shawano.

Time: Networking/doors open at 5:00pm.
Program: 5:30pm to 7:30pm.

Location: The Gathering
2600 E Richmond
Shawano, WI

Refreshments: Sit-down dinner, beverage.



THE Post-Recession Growth Strategy

Date: Thursday, April 29th, 2010

Keynote Speaker: Bob Willard

Subject Matter: "Why is green growing while nothing much else is?" Find out how your business can take advantage of the New Economy. Bob will demonstrate how to proactively avoid risks and capture opportunities associated with sustainability issues.

Time: Networking/doors open at 4:30pm.
Program: 5:00pm to 7:00pm.

Location: The Gathering
2600 E Richmond
Shawano, WI

Refreshments: Hors d'oeuvres, beverage.

Employment Options Inc. presents



Recession Depression

Recognizing and addressing suicide and depression in the workplace

Wed. February 17th 5:30 pm—7:00 pm Swedberg Family Center

R.O.A.D.S (Reaching Out About Depression and Suicide) & Employment Options Inc. will be presenting a seminar on how to recognize and address Depression and Suicide in the workforce.

This free seminar will provide employers and managers with the tools to recognize the signs and symptoms of depression and attempt to demystify the nature of depression.

- Recognizing the signs and symptoms of suicide and Depression
- Local assistance & support available for those in need
- Best employment practices for recognizing and reacting to potential depression issues.
- Impact mental depression has on your work-force and production volume
- Proper ways to address depression issues in the workplace
- How the new Americans with Disabilities Act Amendments apply to mental depression

To register please call Melissa Moore at 715-524-8885 to reserve a seat or email Melissa at mmoore@employmentoptions.biz

Shawano Community Education Class:

Job Hunter Tips—Adults presented by Melissa Moore, PHR

**Two session class: Monday February 8th 6:30 pm-8:00 pm Shawano High School
Monday February 15th 6:30 pm-8:00 pm Shawano High School**

What makes a resume or cover letter a winner? How should you handle an interview? What do supervisors think about when they make their hiring choices? Why is presentation important?

Session one will focus on job searches, company research, applications, resumes and cover letters. Session two will focus on what you need to do AFTER you get a request for an interview; appropriate dress, types of interviews, legal alerts on what you should and should not disclose in an interview.

To register please call SCE at 715-526-3194 x 8011 There is no charge for this class

February 2010

Events/meetings sponsored by the
Shawano Country Chamber of Commerce are listed in bold.



- 3-13 Shawano Community High School presents: "Disney's Beauty and the Beast:" matinees on Feb. 3 and Feb. 11 at 3 p.m., evening shows on Feb. 4, 5, 6, 12 and 13 at 7 p.m., general admission adults \$10, students and seniors \$5, tickets available at the SCHS office or at the door, Shawano Community High School
- 4-6 Menominee Casino-Bingo-Hotel presents: "Blue Steel," 8 p.m. to midnight, free, 715-799-3600
- 4 Business Advantage Series – "Presenting a Professional Image": 7:30 a.m. to 8:45 a.m., the presenters will be Tammy Brzeckowski, co-owner of Dynamic Designs Unlimited in Pulaski and Terra L. Fletcher, owner of Fletcher Freelance, Shawano Country Chamber of Commerce, 1263 S. Main St., Shawano, \$5 per person, chamber@shawano.com, 715-524-2139**
- 5-6 North Star Mohican Casino presents: "Funkeys," Dueling Pianos music, 8 p.m. to 11 p.m., free, The Groove, 715-787-3110
- 6-7 Quiltastic Creations Show: 11 a.m. to 3 p.m., Linda Pontefract, a contemporary quilter of original designs and Andrea Nelson, a traditional patchwork quilter, share their masterpieces, WOWSPACE, downtown Wittenberg, www.wallsofwittenberg.com
- 10 Shawano Country Chamber of Commerce Business Committee meeting: 8:00 a.m., Jeff Mace Conference Room, Shawano Country Chamber of Commerce, 715-524-2139**
- 10 Downtown Ladies' Night presented by The City of Shawano Business Improvement District: 4:30 p.m. to 8 p.m., plus "Afterglow" at Luigi's following the shopping for door prize drawing, Downtown Shawano, www.hookedonshawano.com
- 10-13 Menominee Casino-Bingo-Hotel presents: "Area Code," 8 p.m. to midnight, free, 715-799-3600
- 11 "Composting" Lawn and Garden Seminar: 6 p.m., presented by Wolf River Master Gardeners, free admission, Qualheim's True Value, 715-526-6108
- 12 Wine & Cheese Tasting – 6th Annual Fundraiser to Benefit the Rural Health Initiative: 7 p.m. to 10 p.m., 60 kinds of wine and 30 types of cheese, entertainment, raffles, \$25 per person, Shawano Lake County Park, W5785 Lake Drive, Shawano, 715-524-1488
- 12 North Star Mohican Casino presents: "Fat Brass," Variety, Blues music, 8 p.m. to 11 p.m., free, The Groove, 715-787-3110
- 12 Owls of Navarino: 6:30 p.m. to 8:30 p.m., walk/snowshoe a section of Navarino listening for owls and other wildlife, fee charged, Navarino Nature Center, 715-758-6999, www.navarino.org
- 13 11th Annual Figure 8 Muskie Club Annual Ice Fishing Derby & Raffle: kid's prizes, food, Shawano County Park, 715-524-2435
- 13 Veterans of the Menominee Nation Annual Fishing Derby: 8 a.m. to 4 p.m., final weigh-in at 4 p.m., Cash prizes, raffle prizes, headquartered at the Legend Lake Lodge, Keshena, 715-853-4972
- 13 Thornton Trailriders Snowmobile Club 13th Annual Cabin Fever Ride: club members and volunteers take approximately 60 developmentally disabled adults and children from the area for a snowmobile ride with lunch after at the Woodland in Gresham. Anyone with sleds, especially two-ups, is welcome to join the fun! Meet at the Woodland's parking lot at 10 a.m., Call Tim at 715-524-3339 or Lana at 715-526-9792 with questions.
- 13 Second Saturday Science: 10 a.m., Hibernation – how do animals do it? Fee charged, Navarino Nature Center, 715-758-6999, www.navarino.org
- 13 Candle Light Snowshoe at Navarino Nature Center: 5 p.m. to 7 p.m., snowshoe or ski the one mile loop from the nature center across the boardwalk and back, fee charged, 715-758-6999, www.navarino.org
- 14 *Happy Valentine's Day!*
- 14 Menominee Casino-Bingo-Hotel presents: "Lovin' Country," 8 p.m. to midnight, free, 715-799-3600
- 16 Business Connection co-hosted by Wolf River Builders Association (WRBA) and Shawano Lake County Park: 5 p.m. to 6:30 p.m., W5785 Lake Drive, Shawano, 715-524-2139**
- 17 Chamber Executive Board meeting: 7:30 a.m., Jeff Mace Conference Room, Shawano Country Chamber of Commerce, 715-524-2139**

- 17 Employment Options Inc. and R.O.A.D.S. (Reaching Out About Depression and Suicide) presents Recession Depression: 5:30 p.m. to 7 p.m., free seminar for employers and managers on recognizing and addressing suicide and depression in the workplace, Swedberg Family Center, Melissa Moore, 715-524-8885
- 18 **Leadership Shawano County Steering Committee Meeting: 7:30 a.m., Jeff Mace Conference Room, Shawano Country Chamber of Commerce, 715-524-2139**
- 18 **Ambassador meeting: Noon, AMICOS Midwest Pizzeria, 715-524-2139**
- 18 "Care on Hanging Baskets and Containers" Lawn and Garden Seminar: 6 p.m., presenter: Rob Steinfest of Schroeder's Flowers in Green Bay, free admission, Qualheim's True Value, 715-526-6108
- 18-20 Menominee Casino-Bingo-Hotel presents: "The Wolf River Band," 8 p.m. to midnight, free, 715-799-3600
- 19 North Star Mohican Casino presents: "Dr. Duke Tumatote," Blues music, 8 p.m. to 11 p.m., free, The Groove, 715-787-3110
- 19 Candle Light Snowshoe at Navarino Nature Center: 5 p.m. to 7 p.m., snowshoe or ski the one mile loop from the nature center across the boardwalk and back, fee charged, 715-758-6999, www.navarino.org
- 20 Shawano County Humane Society Banquet: 5:30 p.m. social hour, 7 p.m. dinner, \$35 per person, raffles, live auction, silent auction, puppy piddle, plinko & baskets, The Gathering, Shawano, 715-526-2606 or 715-526-2297
- 21 Elefson-Zueske Post 117 Porky Pancake Breakfast: 7:30 a.m. to 1 p.m., all you can eat buttermilk pancakes, adults \$5, children 5-12 \$3, under 5 free, members, guests and public invited, proceeds benefit Badger Boys, scholarships and Honor Flights for WWII Veterans, 850 S. Lincoln Street, Shawano
- 24 **Shawano County Tourism Board meeting: 3:30 p.m., Jeff Mace Conference Room, Shawano Country Chamber of Commerce, 715-524-2139**
- 24 "Lead Safe Renovator Training" class sponsored by the Wolf River Builder's Association: held at Dennison's Retail Lumber, www.wolfriverbuilders.com, 715-853-2310
- 24-27 Menominee Casino-Bingo-Hotel presents: "JP & the Cats," 8 p.m. to midnight, free, 715-799-3600
- 25 "Successfully Growing Grapes in Wisconsin" Lawn and Garden Seminar: 6 p.m., presenter: Robert Tomesh of UW-Madison, free admission, Qualheim's True Value, 715-526-6108
- 26 Elefson-Zeuske Post 117 American Legion Baseball Club 9 Pin Bowling Fundraiser: registration 6:30 p.m., starting at 7 p.m., \$15 entry fee, Mountain Bay Lanes, Shawano, Harvey Mueller, 715-524-4929
- 26 North Star Mohican Casino presents: "Spin," Variety, 80's Rock music, 8 p.m. to 11 p.m., free, The Groove, 715-787-3110
- 27 Beginners Basket Weaving Class: 9 a.m. to 1 p.m., learn how to make a reed basket, this class will be led by Marilyn Manthei, RSVP by 2/17/10, \$25, 715-758-6999, www.navarino.org
- 27 48th Annual Marion Lion's Fishing Derby: 7 a.m. to 4 p.m., Location - Lions Point, horse drawn wagon rides, kid's trout pond, register to win bicycles, \$10,000 cash raffle, hot lunch and refreshments, live music 2 p.m. to 7 p.m.
- 27 Elefson-Zueske Post 117 Auxiliary Spaghetti Dinner: 4:30-8:30 p.m., Gladys Schroeder 715-524-2811
- 27 Milwaukee's ComedySportz at the Mielke: 4p.m. to 5:30 p.m. workshop on improvisational comedy, performance at 7 p.m. ComedySportz is competitive improv comedy, with two teams battling for laughs and points while they make up scenes, games and songs on the spot. The audience votes for the winners. The workshop is free, but registration is required as space is limited. Tickets for the evening show are \$15 for adults and \$5 for children and high school students. Call 715-526-2525 for reservations for the workshop and/or show. This evening of laughs is sponsored by the Shawano County Arts Council, Wis. Arts Board and Nat'l Endowment for the Arts, State of Wisconsin.
- 28 J & H Game Farm Annual Cerebral Palsy Sporting Clay Fundraiser: money raised goes to Green Bay CP Center, 8 a.m. to 3 p.m., \$20, kids \$15, Diane 715-758-8134
- 28 "Rhubarb, Asparagus and Horseradish" Lawn and Garden Seminar: 6 p.m., presented by Rick Stemmann of Bailey's Nursery in Minnesota, free admission, Qualheim's True Value, 715-526-6108

Ongoing Events

Oct. 17 through March Shawano Hockey Association Season: Crawford Center, 225 S. Waukechon Street, Shawano, 715-526-5336, Open Skating Saturday 7 p.m. to 9 p.m. and Sunday 5 p.m. to 7 p.m., \$3 admission, skate rentals \$2

January – April

Indoor Flea Market: 9 a.m. to 3 p.m., Saturdays, free admission, Community Hall, 115 E. Division St., Shawano, www.zurkopromotions.com, 715-526-9769