

The Bottom Line

January 2009

A Publication of the Shawano Country Chamber of Commerce

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for Lutherans

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Wendy Crawford

Celebrate 82 Years at Chamber Mountain Lodge

Get a lift up to Chamber Mountain and warm up at the lodge at the 82nd Annual Shawano Country Chamber of Commerce Membership Banquet & Awards on Thursday, January 29, 2009 at The Gathering, 2600 E. Richmond Street, Shawano. The fire will be burning at 5:30 p.m. for social hour followed by dinner at 6:30 p.m. The awards program will begin at 7:30. The *Chamber Mountain Ski Lodge* theme is sponsored by Menominee Casino-Bingo-Hotel.

We will celebrate a very uplifting year with great food and fellowship. What could be more inviting than a warm and cozy ski lodge filled with good friends and great stories. The lodge will be filled with the tantalizing aroma of slow roasted pork, side dishes and mouth watering s'mores dessert. Guests will have an opportunity to win several ski and winter themed raffle packages including a Door County Get-away, Winter Sports Package, Fire & Ice Jewelry Package, Winter Spa Package, and Cabin Fever Reliever Package. Dress is strictly casual après ski. For those non-skiers that's just a fancy way of saying



"get out your sweaters and scarves." Remember Suzy Chapstick? She will be on hand to help soothe those chapped lips.

The evening's program will include presentations of the Chamber's 2008 Annual Report & 2009 Plan of Action and award presentations to Businesses of the Year, Citizen of the Year, and Ambassador of the Year.

The cost is \$30 per person and corporate tables of eight are available for \$240. All members will receive a mailed invitation. To reserve your spot for this entertaining event, contact the Shawano Country Chamber of Commerce at 715-524-2139 before January 22.

Meeting Space Available

If you are looking for a location for a meeting or workshop, please consider renting the Jeff Mace Conference Room at the Shawano Country Chamber of Commerce. The room can accommodate up to 30 people. It rents with 30 conference chairs and tables for board meeting, conferencing or classroom set-up. The room is equipped with wireless Internet. Presentation equipment including projector, screen, and flip charts are available for an additional fee. The conference room is equipped with a counter top area and kitchen pass-through for catering set up. The room rental fee income is used to help offset costs of operating/maintaining the Shawano Chamber Foundation's new Chamber of Commerce and Visitor Center building.

"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."

Board of Directors

2009 Board of Directors Elected

The Shawano Country Chamber of Commerce Board of Directors recently elected officers and board members for 2009. Char Larsen, Thrivent Financial for Lutherans will serve as President; Carrie Verkuilen, Verkuilen Family Chiropractic will serve as President-Elect; Jon Moreau, Arrowcast will continue as Treasurer and Kathy Hansen, Body Essentials will be Immediate Past President. Newly elected board members include Kay Kristof, CRI; Debbie Kuhn, NWTC; Rhonda Lutzke, Frontier Communications; and Mary Zimanek, Til the Cows Come Home. Ron Schumacher, Bamboo Shores, Inc. is the Tourism Council representative. Board member Carrie Verkuilen was re-elected for a three-year term.

We thank Dave Erdmann, Theda Care At Home who is stepping off the board after completing two 3-year terms.

The board is made up of 15 chamber members from throughout Shawano County representing the areas of agriculture, manufacturing, retail/business, tourism, education, government, and professional. Six additional liaison board members represent Shawano County, Shawano County Economic Progress, Inc., The Menominee Indian Tribe of Wisconsin, City of Shawano, The Stockbridge-Munsee Band of Mohican Indians, and the Chamber Ambassadors. The Shawano Country Chamber of Commerce is a 410-member organization that advances economic growth by coordinating resources and providing networking, promotion and education to businesses in Shawano and Menominee Counties.

Using the Media To Your Advantage

The next Business Advantage Series session, "Using the Media to Your Advantage" will be held Thursday, February 5, 7:30 a.m. – 8:45 a.m. at the Shawano Country 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 chamber@shawano.com.

What do you do when your business or community is the target of negative publicity? This session will present information on how to use media attention to your advantage including how to speak with reporters and how to proactively get your positive message out.

The presenter for this session is Susan Finco, owner and president of Leonard & Finco Public Relations, Inc. She is known for her expertise in strategic communications planning, crisis management, assessing and shaping issues campaigns and creating positive media coverage for clients on national, regional and local levels. She is also a sought-after public speaker on a variety of PR-related topics. Susan is active in many professional and community organizations and currently serves on the Board of Directors for the Green Bay Packers, UW-Green Bay, Citizens Bank-Wisconsin, Bellin Health Systems and the Greater Green Bay Community Foundation. She has received recognition and numerous

awards for her business, professional and community involvement. Prior to co-founding Leonard & Finco in 1992, she was an award winning broadcast journalist. She is a graduate of UW-Milwaukee.

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



Susan Finco

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Members In The News

Wolf River Habitat for Humanity has started another house project, this one in the Town of Wescott. This project is a bit different than previous ventures – the construction crew is made up primarily of students in the Shawano Community High School Residential Building Construction class.

The Custom & Classics Car Club recently presented checks to **Safe Haven** and the **Shawano County Humane Society**. The donations came from proceeds earned at the Fly Out – Classic Wings and Wheels held at the Shawano Airport this summer.

A preliminary site plan proposed by the **Shawano County Historical Society** for the development and expansion of Heritage Park was reviewed by the County Highway and Parks Committee recently. The plan calls for adding a museum building and archive to the site, incorporating a rebuilt Zachow train depot and historic water wheel as park exhibits, providing a non-denominational church for wedding ceremonies, and adding a 50-stall parking lot.

CoVantage Credit Union has established a community heat assistance program for individuals who need help making ends meet this winter. The “Heating Relief Loan” offers a low interest rate with customized payment plans to meet each individual’s needs.

Miriam Nelson is the new owner of the Wittenberg Enterprise and Birnamwood News weekly newspaper. The newspaper has a circulation of about 1,000. Miriam is also the president of the **Walls of Wittenberg** bringing artists to the community to paint large murals on several downtown buildings.

CoVantage Credit Union is working together with the Shawano Community Middle School by offering a savings program called Mad About Money to sixth grade math students. The main component of the program is the operation of Cougar Credit Union, a student-run mini-credit union that opened in the school providing a fun, educational way of teaching saving at an early age.

The Shawano Common Council approved the discontinuation of a street that will pave the way for a new and larger **Country Store Foods** in downtown Shawano. The project is expected to cost about 7.5 million dollars.

Shawano’s **Quiznos Sub** was recognized at the national level recently. Owner Deb Heinz and manager Amy Bastar attended a conference in Denver, Colorado where their store was chosen from 5,000 franchises across the nation to receive the Pepsi “Exciting the Consumer” award. The Shawano **Quiznos** is also a regional training restaurant.

CRI is the leading supplier of U.S. cattle genetics to the growing Chinese dairy market, according to export data

from the National Association of Animal Breeders. **CRI**’s international business has been growing steadily, according to Chuck Dallas, vice president of finance for Genex. By the end of the year, Dallas expects international business to represent 20 percent of the cooperative’s overall gross revenue.

John Koeller was the November Associate of the Month, providing top quality service to his buyers and sellers at **Coldwell Banker, Hilgenberg Realtors** in Shawano.

UNITY, leaders in hospice and palliative care, today announced the donation of “Fish Net Reel at Christmas,” an original watercolor by Washington Island artist John Davies, for its 2008 holiday card fundraising campaign, Gift from the Heart. The fundraiser is one of two major annual campaigns designed to raise awareness and funds for support of the non-profit’s palliative, hospice and bereavement programs in Northeast Wisconsin.

Keller, Inc., held a Coat and Boot drive to benefit the **Salvation Army** throughout the month of October resulting in over 200 items including coats, boots, hats, mittens and gloves. The **Salvation Army**’s Coats for Kids program was the benefactor of the items collected. Through this program the Salvation Army accepts new and slightly used coats, boots, hats, mittens and scarves to distribute to people in need in the community.

Business Day in Madison



Business Day in Madison will be held at the Monona Terrace Convention Center on Wednesday, February 11, 2009. Business Day is Wisconsin’s premiere legislative event, bringing more than 1,000 business leaders together with policymakers to discuss the most important issues facing our state. In these challenging economic times, it is

more important than ever for the business community to help policymakers understand what it will take to

strengthen the economy and create jobs in Wisconsin. With that in mind, this year’s program will showcase the business community’s Top 10 policy recommendations for improving the business climate in Wisconsin in order to create better jobs and a brighter future for our families and our communities. Pulitzer Prize Winner,

Charles Krauthammer will give the keynote address and Dr. Barry Asmus has been invited back to kick off the program as the opening speaker. For more information visit www.businessdayinmadison.com

Welcome New Members

Gallenberg Studio

Thomas J. Gallenberg, Craftsman

N4055 Red Pine Drive

White Lake, WI 54491

Phone: (715)882-4900

www.gallenbergstudio.com

gallenbergstudio@aol.com

Gallenberg Studio, Thomas J. Gallenberg American Master Craftsman, "Your source in the Midwest for fine custom woodworking."

Thomas designs and builds finely crafted furniture, lighting, and doors as well as specialized remodeling. His passion and specialty is working with the architectural style found in the Arts & Crafts Period. All work is by commission and is signed and numbered.

At Home Options

404 W. Green Bay Street

Shawano, WI 54166

Phone: (715)524-8885

Fax: (715)524-3380

mmoore@employmentoptions.biz

Employment Options is proud to announce an expansion to their current business. At Home Options, a division of Employment Options will be providing home health services to their friends and neighbors in the community. At Home Options matches families with trained caregivers to provide in-home care services including personal care, homemaking, companionship, travel assistance, post-partum assistance and other home care services. At Home Options is located in the Employment Options office at 404 W. Green Bay Street. Office Hours are 8-4:30 Monday through Friday. Please contact Melissa Moore, case manager, at 715-524-8885 for more information or to schedule a free consultation. Gift certificates are available.

K-Travel

726 E. Green Bay Street

Shawano, WI 54166

Phone—Shawano Area: (715)524-2488

Phone—Clintonville Area: (715)823-3111

Toll-Free: (800)447-2021, Fax: (715)524-4595

www.ktravelinc.com

K-Travel's new location at 726 E. Green Bay Street (Fairview Plaza) offers more available travel consultants, extended hours and prompt service, all with a personal touch. Their agents offer over 55 years of combined experience and travel knowledge to Shawano, Clintonville and the surrounding areas. The agency has been a travel service provider for over 40 years offering services to leisure and corporate clients. Stop in and see their new office and meet their travel specialists. They will be happy to assist you with all your travel needs. Check out www.ktravelinc.com for specials!



MB Heritage Enterprises was recently welcomed to the Shawano Country Chamber of Commerce by Ambassadors. Pictured (l. to r.) are Ambassadors Scott Parson and Dave Passehl; Betty Knerlein, MB Heritage Enterprises; and Steve Grover, Ambassador.



At Home Options was recently welcomed to the Shawano Country Chamber of Commerce by Ambassadors. Pictured (l. to r.) are Ambassador Steve Grover; Marty Olsen, Melissa Moore and Penny Kuhn, At Home Options; and Dave Passehl, Ambassador.



K-Travel was recently welcomed to the Shawano Country Chamber of Commerce by Ambassadors. Pictured (l. to r.) are Ambassadors Scott Parson, Jill Birr, and Geri Van De Loo; Robin Meverden, Vicky L. Torborg, and Audrey Gretzinger, K-Travel; and Dave Passehl, Ambassador.

Welcome New Members



Pastor Rick Binford, Seventh Day Adventist Church was recently welcomed as a new member of the Shawano Country Chamber of Commerce.



Shawano Area Cub and Boy Scouts were recently welcomed as a new member of the Shawano Country Chamber of Commerce. They are shown with the food collected from the 2008 Annual Food Good Turn Project after collecting food for SAFPARC.

Shawano Area Cub and Boy Scouts Kyle Alexander

Phone: (715)526-5864
kalexander@frontiernet.net

Cub Scouts range in age from first grade to 11 years old and Boy Scouts are from 11 to 18 years of age. Scouting teaches outdoor skills, leadership, as well as the importance of community service.

The Scouts do many community service projects including the annual Food Good Turn Project, litter clean up, raking leaves, ringing bells for the Salvation Army, and many Eagle Rank projects. Local churches support Scouting including Sacred Heart Catholic Church, United Methodist Church, St. James Lutheran Church and First Presbyterian Church.

Seventh Day Adventist Church
Pastor Rick Binford
940 S. River Street
Shawano, WI 54166
Phone: (920)590-1474
drofnib@juno.com

The Shawano Seventh Day Adventist Church is a member congregation of the worldwide family of Seventh Day Adventist churches. They hold the Scriptures as their rule of faith and accept its teachings. They are committed to sharing the salvation message of the Lord Jesus Christ and the good news of His soon return to the community.

Church hours are: Sabbath School—9:30 a.m.
Sabbath Worship—10:45 a.m.



American Red Cross
Lakeland Chapter
2131 Deckner Avenue
Green Bay, WI 54302
Phone: (920)468-8535
Fax: (920)468-1290
www.arclakeland.org
arcgbw@arclakeland.org

The mission of the Red Cross Lakeland Chapter is to deliver humanitarian services locally by helping people prevent, prepare for and respond to emergencies. Disaster Relief assists individuals affected by fires, floods, tornadoes and other natural and man-made disasters, as well as, providing assistance for emergency personnel.

Armed Forces Emergency Services keeps families at home connected with their loved ones in the U.S. Armed Forces by delivering emergency communications along with providing utility and rental assistance.

Health and Safety Services provides First Aid, CPR/AED, Babysitter's Training, Water Safety and Lifeguarding Instructor courses, Nurse Assistant training and other injury control training for the community and workplace.

Blood Services collects a safe and ready supply of blood and blood products to help save people's lives.

The American Red Cross Lakeland Chapter is not a government agency and relies solely on community support for donations of time, blood and money for day-to-day operations. Business hours: 8 a.m. to 4:30 p.m.

Business Connection

December Business Connection



Photo courtesy of Kent Tempus, Shawano Leader

Menominee Casino-Bingo-Hotel hosted the December Business Connection. Attendees were treated to a wonderful assortment of hors d'oeuvres and entertainment by "Something Old and Something New" barbershop quartet. Congratulations to Ron Schumacher, Bamboo Shores, who won the Chamber Ambassador's Pot of Gold. A separate drawing was held for dinner certificates donated by the Forest Island Restaurant. Congratulations to Steve Pedersen, Nordin Design Group; Marilyn McBride, M&I Bank; Herb Rycroft, CRI/Genex Cooperative and Barb Driscoll, We Are People. Thank you for hosting a great event !

Grant Received

The Shawano Chamber Foundation recently received a grant in the amount of \$4,000 from TransCanada Corporation's Community Investment Program. The funds will be used to cover costs for the Leadership Shawano County State Government Day trip to Madison and a new automatic screen for the Jeff Mace Conference Room. TransCanada builds and maintains natural gas pipelines and transports all natural gas in the state of Wisconsin.



Pictured (l .to r.) are Kathy Hansen, Shawano Chamber Foundation President; Nancy Smith, Executive Director, Duane Prondizinski, TransCanada; and Wendy Crawford, Leadership Shawano County Program Coordinator.

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Tourism Corner

Milwaukee Journal Sentinel Sports Show

VOLUNTEERS NEEDED

The 69th Milwaukee Journal Sentinel Sports Show enjoys a strong tradition of outdoor sports exhibits, entertainment and activities. Boating, fishing, hunting and camping have always been highlights of the Sports Show. It has also seen numerous changes and additions throughout the years including popular interactive features like rock climbing, kid's activities and multiple seminar stages.

This show consistently ranks at the very pinnacle of public attended events in Wisconsin, and has the highest attendance of any sports show in the region. Some folks are stopping by for the first time while others have made a tradition out of it for more than 20 years. No matter the reason, outdoor enthusiasts make the Milwaukee Journal Sentinel Sports Show their prime target each year.

The Sports Show brings thousands of your target audience to you. Hunting and fishing are among the top lifestyle activities that southeast Wisconsin adults enjoy. The Sports Show exposes you to a concentrated prime audience. And it's no surprise that the show is held in March knowing that fishing season is just around the corner.

**The Journal Sentinel Sports Show is currently the
LARGEST SPORTS SHOW
IN THE COUNTRY
attracting over
150,000 ATTENDEES
annually and nearly 500 exhibitors and features.**

The Shawano Country Tourism Council is participating in the 2009 Milwaukee Journal Sentinel Sports Show at the Wisconsin Exposition Center, State Fair Park
March 4-8, 2009

Show Hours:

Wednesday, March 4 Noon to 9:00 p.m.

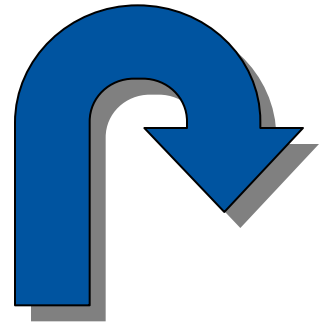
Thursday, March 5 Noon to 9:00 p.m.

Friday, March 6 Noon to 9:00 p.m.

Saturday, March 7 10:00 a.m. to 9:00 p.m.

Sunday, March 8 10:00 a.m. to 6:00 p.m.

We are looking for volunteers to staff the Shawano Country booth. Volunteers will be able to bring their business brochures to display along with the Shawano Country Visitor Guide.



Send us Your Brochures

We are in the process of re-organizing our brochure racks for the 24-hour vestibule of the Visitor Center and the main reception area and we would love to add your marketing materials! We also have a designated area for menus with space available. Take advantage of this wonderful opportunity available to Chamber members and showcase your business by displaying your information! Our walk-in traffic has more than doubled since our move to our new location.

The vestibule is very "tourist friendly" complete with a computer to access our Shawano Country website and a public phone for checking lodging availability and more! If you have not had an opportunity to visit our new location, please stop in for a tour.

We would love to help you promote your next event on our website and monthly event calendar! For questions or to submit your information, contact Patti Peterson, Tourism Manager, at 715-524-6803 or tourism@shawano.com.



Please Share With Your Employees...



**MARK YOUR
CALENDAR !!**

*January
2009*

- 1 Happy New Year—Chamber Office Closed

- 29 82nd Annual Membership Banquet & Awards*
Social Hour 5:30 p.m.
Dinner 6:30 p.m.
Chamber Mountain Ski Lodge Theme

**Reservations required.*

