

The Bottom Line

July 2009

A Publication of the Shawano Country Chamber of Commerce

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New Chamber Bucks Program Starts in July



The Shawano Country Chamber of Commerce is pleased to announce that we will replace \$19,000 in outstanding CertifiChecks gift certificates that were deemed valueless in February. After consulting with our attorney, communicating with other chambers, and doing much research, the Shawano Country Chamber Board of Directors voted to create a new Chamber Bucks program and reimburse anyone holding the old CertifiChecks gift certificates. They will be replaced dollar for dollar with new Chamber Bucks from a newly created program that will be administered locally by Chamber of Commerce staff. The funds will be deposited at a local FDIC insured financial institution, Premier Community Bank. "The Chamber Bucks program has been very successful over the past 10 years at keeping over \$1 million dollars in our local economy. The Chamber Board feels very strongly that the original purpose of the Chamber Bucks continue; they want them to spur local spending to benefit our area," said Char Larsen, Chamber president.

The money being used to reimburse outstanding CertifiChecks will come from the Chamber's reserve funds and donations from Chamber members including Aarrowcast Inc, Wisconsin Film & Bag, and Premier Community Bank. "Even though the bankruptcy of CertifiChecks was totally out of our control, we feel it is very important that local customers and businesses not be hurt by this unfortunate situation. We believe in doing the right thing, and standing behind the CertifiChecks that carried the Chamber logo is the right thing," said Larsen.

The new Chamber Bucks program officially begins on Tuesday, July 7, 2009. For a period of six weeks after the start of the new program, the Chamber will replace original CertifiChecks that were made payable to Participating Shawano Country Chamber of Commerce Members and have not been endorsed, stamped, damaged, or expired before February 27, 2008.

In order to get your CertifiChecks replaced, present your unredeemed CertifiChecks between **Tuesday, July 7, 2009 and Friday, August 21, 2009** at:

Shawano Country Chamber of Commerce

1263 S. Main Street, Shawano

Monday: 8:00 a.m. - 6:00 p.m.

Tuesday - Friday: 8:00 a.m. - 5:00 p.m.

Two Saturdays only, July 11 and July 18: 10:00 a.m. - 3:00 p.m.

If anyone has questions, they can contact the Shawano Country Chamber of Commerce at (715) 524-2139.

On February 27th, CertifiChecks, the company that the Chamber contracted with since 2002 to administer our gift certificate program, abruptly ceased operations. Without warning, CertifiChecks left 400 Chambers of Commerce throughout the United States with hundreds of thousands of dollars of outstanding gift certificates. As part of the contract between Chambers and CertifiChecks, the money from the sale of CertifiChecks gift certificates went directly to CertifiChecks and was not kept by the Chamber. When CertifiChecks closed their doors and filed Chapter 7 bankruptcy, Chambers did not have access to those funds.

"When we became aware that CertifiChecks had closed their doors and stopped honoring their certificates, we took immediate action. We notified all


members to stop taking the CertifiChecks gift certificates. We also contacted the media so the public would know to not try to cash any of the certificates," said Nancy Smith, chamber executive director. The Chamber issued a public notice, asking everyone to contact them with the information about their unredeemed certificates before June 1, 2009. Those outstanding certificates amounted to \$19,000. "The Chamber greatly appreciates our customers' and members' patience and understanding during the past few months. We were forced into this unfortunate situation, but after careful deliberation we know we are doing the best thing for our members and the community," said Smith. The Chamber is in the process of preparing a claim against CertifiChecks' bankruptcy case.

Continued on page 2

"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."

Chamber Bucks

The new Chamber Bucks program will be similar to the old program with some additional benefits for the Chamber. The new Chamber Buck will be a green colored check (not a gift certificate) with security features and no expiration date. They will be sold only at the Chamber of Commerce in \$5, \$10, \$20 and \$25 denominations that are good at over 150 participating chamber member businesses. Participating businesses will redeem the checks and deposit in their bank the same as before and can give change back if the purchase is less than the value of the Chamber Buck. The Chamber will now be able to monitor where the Chamber Bucks are being redeemed. For orders over \$500, please give the Chamber notice of at least 5 business days. Orders over \$1,000 will include a handling fee of 1/2% of the total purchase not to exceed \$20.



CHAMBER BUCKS


79-0387/0759
000001

Issue Date: July 7, 2009

\$20.00

Redeemable at: Participating Shawano Country Chamber of Commerce Members

Amount: Twenty Dollars and 00/100 cents



Shawano Country Chamber Bucks

Questions? Call the Chamber at: (715)524-2139
 Redeemable for merchandise and services only. Not redeemable for cash.
 Not responsible for lost or stolen certificates. Applicable taxes are payable by presenter.

Chamber Partners with Constant Contact® to Offer a Special Member Benefit

The Shawano Country Chamber of Commerce has partnered with Constant Contact®, the leading email marketing service for small businesses, to bring you a great way to stay in touch with your most important audience: your customers. With Constant Contact, growing your business with email marketing is easy, affordable, and effective. In just minutes, you can: send great-looking email newsletters, promotions and announcements, build and manage your email addresses, communicate consistently with your customers and prospects, and track which customers are opening your emails and what links they are clicking on. Because you are a member of the Shawano County Chamber



of Commerce, you qualify for a special discount. If you prepay for six months, you receive a 20% discount. Prepay for a year and save 25%! If you haven't opened an account yet, you can start with a 60-day free trial. Look for a Constant Contact email from the Chamber with a link to a free 60-day trial or contact the Chamber at 524-2139 or chamber@shawano.com. If you already have a Constant Contact account and would like your discount, please email businesspartner@constantcontact.com with your user name telling them you are a member of the Shawano Country Chamber of Commerce.

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Leadership Program Application Deadline Nears

Applications are currently being accepted for the 2009-2010 Leadership Shawano County class. The deadline is July 20, 2009. Leadership class participants commit one full day each month from September through May to develop their leadership skills and learn about community resources. Different topics addressed include team building, natural resources and environmental quality, local, county and state government, community and economic development, family and diversity, health and wellness, education, youth and lifelong learning, civic renewal and citizen participation.

Since the beginning of the program nine years ago, 132 individuals have graduated from Leadership Shawano County and have contributed significantly to their communities, employers, and organizations. Recent graduate Ericka Kowalkowski, from Shawano Medical Center found her experience in the program very worthwhile. "There are so many aspects of my professional life this leadership program has enhanced. It has given me a very open minded, yet goal-oriented look into my role in the community and at work. This was a wonderful experience and I recommend it to everyone," said Kowalkowski.

Leadership Shawano County is a cooperative effort of the Shawano County Chamber of Commerce and UW-Extension of Shawano County. The goal of the program is to help build a pool of citizens with a broad knowledge of the ideas, issues and concerns faced by our local communities. As the participants become aware of the challenges and the many resources available in the area they are encouraged to take leadership and active roles in helping to meet those challenges. The community and employers benefit from this program.

For more information on the program or to receive an application, contact Program Coordinator Wendy Crawford, (715)524-2914, email wendyc1@charter.net, or visit www.leadershipshawanocounty.com.

LSC Steering Committee Changes

Two long time members of the Leadership Shawano County (LSC) Steering Committee are retiring from the board. Chuck Dallas, Vice President of Finance for Genex Cooperative, Inc. was a founding member of LSC and has served on the Steering Committee since the inception of the program in 2000. Donna Cook, Associated Bank, has been actively involved and on the steering committee since 2001. We thank both Chuck and Donna for their years of service to Leadership Shawano County.

Sally Zander, Tourism Receptionist for Shawano County Chamber of Commerce and Colleen Weishoff, CR1 both graduates of LSC have joined the LSC Steering Committee.

Social Networking 101



Tami Brass



The next Business Advantage Series session, "Give a *Tweet*-- Social Networking 101," will be held Thursday, August 6, at The Shawano County 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 County Chamber of Commerce at 715-524-2139 or email nsmith@shawano.com.

The presenter will be Tami Brass, a leader in instructional technology. She has extensive experience with numerous electronic communication tools. A self-described early adopter of new technologies, she is well-versed in emerging instructional technology applications, such as blogging, podcasting, wikis, social networks, content management systems, and digital sharepoints. Brass is currently the Technology Coordinator for St. Paul Academy and Summit School in St. Paul Minnesota.

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

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- Full-time Business Loan Officer, Jeff Spindler located at our Shawano office



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Connecting...Members

LIFE'S A BEACH! WE HAD A BALL!

Chamber members had a ball on June 23rd when 140 members of the Shawano County Chamber convened at Pine Hills Golf Course for our 19th Annual Golf Outing. Golfers got into the "Life's a Beach--Have a Ball" theme with swimming attire, goggles, flip flops, and life guard equipment. Even the S.S. Minnow showed up with Gilligan, Skipper, Mrs. Howell, and Mary Ann. Congratulations to all of our award and raffle prize winners.



We want to thank the following individuals and businesses who helped make this event possible: Lloyd Young and staff at Pine Hills Golf Course and Supper Club, our sponsors—Stellflug Law S.C., Bayland Buildings, 1st Class Ink & Toner, American Marine & Motorsports Super Center, Union Threshermen, Kerber Rose & Associates, Sherwin-Williams, Associated Bank, Stewart Title, ITT Technical Institute-Green Bay, The Konop Companies, Bank Mutual, AgVentures, BayCare Clinic LLP, Pine Hills Golf Course, Premier Community Bank, Qualheim's True Value, Menominee Casino-Bingo-Hotel, Shawano Medical Center, Cellcom, CoVantage Credit Union, Mohican North Star Casino, Reinhart Food Service, Arrowcast, Thrivent Financial for Lutherans-Wolf River Associates, BE's Vending, Shawano Title, and The Business News.

We also thank all the businesses that donated prizes and giveaways: Anello's, Angie's Main Café/The Daily Grind, American Marine & Motorsports Super Center, Associated Bank, Baer's Beverage Inc., BayCare Clinic, BE's Vending, Body Essentials, Cellcom, Clintonville Riverside Golf Club, Comfort Inn & Suites, Cotton Patch Supper Club, CoVantage Credit Union, CRI, Curves of Shawano, Dairy Queen of Shawano, Frank Feivor, Frontier Communications, Gentleman's Quarter, Golden Sands, Hunter's Haus, Idle Wild Golf, Jill's Pet Shoppe, Kersten Accounting & Tax, Kl-Krueger International, Kwik Trip, Landmark Resort, Martin's One Hour Cleaners, Martin Jewellers, Menominee Casino-Bingo-Hotel, Menominee Veterans, Mid-County Cooperative, Nat & Don's, Nordin Design Group, Inc, North Star Mohican Casino, Nueske's Applewood Smoked Meats, PDQ Car Wash, Perkins, Results Broadcasting, Road American, Shawano County Arts Council, Shawano Medical Center, Stewart Title, Taco Bell, TimberPro, Twigs Beverage, Wal Mart Super Center, Wallrich Agency, Washington Inn, Wisconsin Film & Bag, and Walls of Wittenberg.

Thanks also to the golfers who braved the heat, all our volunteers, Brittany Kneuppel, Ambassadors, Chamber staff and Golf Outing Committee members: Chairman Mark Verkuilen, Stacey Cicero, Liz Selby, Kay Kristof, Adeline Bratt, Scott Parson, Tammy Brzeczowski, and John Gallagher. See you next year at Golden Sands Golf Community!



Schneider & Sons Landscaping



CRI / Genex Cooperative



Thrivent Financial For Lutherans



GOLF OUTING RESULTS

The top three teams included:



1st Place Team: Pine Hills Golf Course-Julie Young, Jeremy Pennewell, Brock Schreiber, and Wayne White.

2nd Place team: Menominee Casino-Bingo-Hotel: Jim Reiter, Keith Tourtillott, Harley Lyons, and Sarah White.

3rd Place Team: Golden Sands/Sunset Grill: Bob Parduhn, Deb Acker, Keith Graf, and Keane Lohmiller.

Awards were also presented for creatively expressing the beach theme. Best Dressed Individual was awarded to John Schneider; Best Dressed Foursome was presented to the "Speedy Swimmers Lifeguards-Kay Kristof, Todd Moede, Greg Riemer and Al Bartz; and Best Decorated Cart went to Thrivent Financial for Lutherans-Scott Parson, Char Larsen, Dave Passehl, and Leah Passehl.

The sponsor drawing winner of two weekend passes to Road America was Stewart Title.

HOLE EVENT

WINNERS

- #1 Closest to the hole in two..... Dan Braun
- #2 Longest Drive -women Patsy Eggert
- #3 Longest Drive-men..... Wayne White
- #4 Closest to the hole in three..... Harley Lyons
- #6 Longest first putt made Linc Lautenbach
- #7 Longest drive- men..... Jason Adams
- #9 Closest to the hole in two..... Mindy Frimodig
- #10 Longest drive-men..... Cory Klement
- #11 Shortest Drive-men/women..... Kay Kristof
- #12 Closest to the pin John Schneider
- #13 Closest to the mark-men..... Justin Sandquist
- #14 Closest to the pin in two-women..... Rose Krueger
- #15 Closest to the mark-all Manny Sparks
- #16 Closest to the mark-women..... Terri Peterson
- #18 Longest first putt made-men..... Mark Debes

Business Connection



Crossroads Custom Cabinetry hosted the June Business Connection. Attendees toured the beautiful showroom and enjoyed wonderful hors d'oeuvres. Thank you for hosting a great event!

Congratulations to Larry Evans, the winner of the Chamber Ambassador's Pot of Gold and Peg Gallagher who won the under-the-counter cookbook holder courtesy of Crossroads Custom Cabinetry.

NEXT BUSINESS CONNECTION

July 21, 2009

5 p.m. to 6:30 p.m.

Hosted By The:

CITY OF SHAWANO BUSINESS IMPROVEMENT DISTRICT (BID)

Downtown Tuesday Night!

Pick up your passport to fun at the "Welcome" tent in front of Angie's...

Music provided by:
Singin' Entertainment LLC

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Shawano Downtown 129 E. Division Street (715) 526-6131
Shawano East 1207 E. Green Bay St. (715) 526-5700
Embarrass 105 Main St. (715) 823-2111

Welcome New Members

City of Shawano Housing Authority

951 Elizabeth Street
Shawano, WI 54166-3100
(715)524-2132 • Fax: (715)524-6828
cosha@frontiernet.net

The City of Shawano Housing Authority is a non-profit, Federally subsidized housing agency. They have one bedroom apartments for low income elderly, near elderly and disabled persons. They also have two and three bedroom family units within the city limits. They participate in the Section 8 Rental Assistance Program that covers the majority of Shawano County as well. Office hours are Monday through Thursday 8 a.m. to 5:30 p.m. and Fridays from 8 a.m. to Noon.

Shawano Lake Lioness Club

PO Box 284
Shawano, WI 54166-0284
(715)526-6954

The Shawano Lake Lioness Club "We Serve Too" is a non-profit organization that provides community projects and service for the blind, hearing impaired or any person in need of help. The club was chartered in 1983 and celebrated 25 years of service in 2008. In addition to many community donations, Lions charities donation include: Wisconsin Lions Foundation (Lions Camp at Rosholt), WLF—Hearing Aid Program, Youth Exchange, Wisconsin Lions Eye Bank, Leader Dog, Mission to Mexico, LCIF (Lions Club International Foundation), Sight First, Leo Club and Quest Program. Meetings are held the second Monday of each month at various places in the Shawano area.

River's Edge Camping/Tubing

Steve Pari Family
W7615 County Road F
Shiocton, WI 54170-9563
(715)752-3344
www.wolfriversedge.com
camping1@frontiernet.net

Open year round, the Steve Pari family welcomes you to this wonderful property with 800 feet of Wolf River frontage, terrific sand beach and some of the most undiscovered fishing for smallmouth bass, walleye, pike and catfish. River's Edge Camping Resort offers 75 campsites with electric and water, heated bathrooms with showers, game room and complete camp store. They have daily, weekly, seasonal and permanent sites available.

Wolf River Tubing Trips

Grab your inner tube and enjoy a quiet and relaxing glide along the Wolf River from Rivers Edge Camping Resort. Enjoy the 3 to 3 1/2 hour ride filled with the sights and sounds of nature all around you. An easy float, there are no rocks or rapids to deal with and the entire trip is floatable with no need to get off your inner tube and walk shallow areas. Visit River's Edge Camping Resort on the Wolf River and experience for yourself this quiet and beautiful section of Wisconsin's "River Country" while floating it's gentle current in your "tube". Make sure to bring your sun screen and call the resort if you have questions prior to coming out.

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 your 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 for an application.

Members In the News

Shawano Medical Center Auxiliary has awarded a total of \$7,000 in scholarships to eight students for the 2009-10 school year. The **SMC Auxiliary** scholarship program is available to students in their final year of a college or technical school program in a health care field. Funds for the scholarship are raised through the Auxiliary's annual Love-Light program and other fundraising activities throughout the year.

In celebration of the 100th anniversary of Thea Clark, **TheaCare** has created a blog where community members, patients, physicians and employees can share their stories about the medical center and discuss its future. The blog is at www.theaclarkanniversary.org and is broken into four themes: Community, Commitment, Celebration and Innovation.

From among thousands of stores nationwide, True Value Company has selected **Qualheim's True Value** in Shawano as one of its 13 "Best Hardware Stores in Town" in a nationwide competition. Gerald and June Qualheim opened the business in 1979 and Willis began running the day-to-day operations full-time in 1981. The store has grown from a 2,000 square-foot hardware store on Main Street into a 50,000 square-foot store complete with a home and garden center – the largest in the area.

The **College of the Menominee Nation** graduated its largest class, awarding 70 diplomas. Eight of those students represent the first graduates of the school's Practical Nursing program.

Shawano County supervisors recently bid fond farewell and expressed gratitude to two long time employees. Highway Commissioner Randy Zastrow retired June 19 after 30 years with the Highway Department. Tom Anderson retired after serving as UW-Extension Agricultural Agent in **Shawano County** for 25 years. Each was presented with plaques for their service.

Jeffrey Spindler has been named assistant vice president of commercial lending at the **CoVantage Credit Union's** Shawano branch. Spindler specializes in all areas of commercial and agricultural lending, including SBA and WHEDA loans. Spindler brings more than 18 years of commercial and retail banking experience to the credit union's commercial department.

Coldwell Banker Hilgenberg Realtors was ranked in the Top 20 in their office size category for the entire country for Adjusted Gross Commission Income and Total Units for the Coldwell Banker franchise system for the month of April.

The Cottages on Golden Pond assisted living facility is ready for residents. This assisted living option is called Residential Care Apartment Complex (RCAC) and is aimed at providing extra care so seniors can remain living independently in their own private apartment and be socially active. Some of the services provided include three meals daily, weekly housekeeping, daily social activities, assistance with medications, making doctor appointments and arranging transportation.

A directory of where to find help locally for the types of problems that a domestic abuse victim might encounter is now available thanks to the efforts of a 2009 **Leadership Shawano County** group. The purpose of the brochure is to provide access to quick and easy answers about where to find financial help. The group recently presented the brochure to **Safe Haven Domestic Abuse Support Center** Director Stacey Cicero for client use.

Dave Clark is a new addition to the **Cotton Patch**. With years of experience in the restaurant field, from General Manager to Chef he has created a fresh new approach, taking affordable entrees and adding flare. Some of Dave's favorites include Shrimp and Lobster Crepes drizzled with a Sweet Madeira Wine Sauce or Succulent Oven Roasted Duck served with his special Orange Glaze. His personal favorite is the Duck Con Fit, Slow Roasted Duck Meat served with Wild Mushroom Ravioli and layered with Bourbon Cream Sauce. Dave extends his personal invitation to come and enjoy one of his nightly featured entrees or your Patch favorites.

Angie's Main Café has gone smoke-free as of June 13, 2009 in an effort to further promote health and wellness.

The **College of Menominee Nation** Youth Empowerment Program is proud to announce that nationally known American Indian artist Sam English will be painting a mural with community youth. As a member of the Turtle Mountain band of Chippewa Indians, English is well known for his moving and influential Native

American artwork English will paint alongside the Youth Empowerment Program students in creating a mural reflecting youth, leadership, education and the future. English has a new book "The Life, Work, and Times of an Artist", featuring reproductions of his artwork spanning over 30 years of his career.

Unity, a not-for-profit leader in hospice and palliative care, announced its participation in recent hospice advocacy days in Washington, DC, and Madison, WI, as part of its continuing legislative outreach. **Unity** employees and volunteers met with federal and state elected officials who represent the 550 patients they serve daily in their 12-county Northeast Wisconsin service area and shared with them information on issues of importance in end-of-life care. The meetings were part of conferences planned by the National Hospice and Palliative Care Organization (NHPCO) and The Hospice Organization and Palliative Experts (HOPE) of Wisconsin, in which it holds membership.

Pine Manor Health Care Center has two new people in leadership positions. Cody Bell became the new administrator on June 15. Bell is originally from Idaho, but has lived in Shawano for the past 21 years. Bobbi Stickney is the new Director of Nurses at **Pine Manor**. She and her husband Larry moved to Clintonville in 1980, into a home where Larry was born and raised.

Bruce Grassman of **Results Broadcasting** represented the Wisconsin Broadcasters as a presenter at the Illinois Broadcasters Association Annual Convention held in Peoria.



Ambassadors joined representatives from The Cottages on Golden Pond for their ribbon cutting and open house on June 1, 2009.



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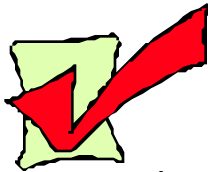
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MARK YOUR CALENDAR !!

July 2009

- 4 Happy Independence Day!
Chamber office open 10 a.m. to 3 p.m.

- 20 Leadership Shawano County Applications Due
www.leadershipshawanocounty.com

- 21 Business Connection Sponsored By:
The City of Shawano Business Improvement District (BID)
Downtown Shawano
5:00—6:30 p.m., (715)524-2139*

**Reservations required.*

Shawano Community 2009 **FLY OUT**

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**SATURDAY
AUGUST 1ST**

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*Airplanes arrive / depart
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