

The Bottom Line

June 2009

A Publication of the Shawano Country Chamber of Commerce

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Power Network Marketing Offered at Business Advantage Series

One of the best ways to succeed at business is to network with your peers. When community businesses share information on what marketing efforts work they can all become more successful. The next Business Advantage Series session, "Power Network Marketing-Learn Marketing Successes from Your Peers" will be held Thursday, June 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.

This session will provide an opportunity to learn what marketing strategies are working for your business colleagues in Shawano and Menominee Counties. Successful business owners will share how they attract customers and keep them coming back. Business owners, operators, and employees who attend this session will have an op-

portunity to ask questions and share what is working or not working for them. The session will be moderated by Nancy Smith, Shawano County Chamber of Commerce Executive Director. Smith has a B.S. degree in Business Marketing and over 20 years of experience marketing non-profit organizations, retail, health care, and other small businesses including her own coffeehouse/café.



Nancy Smith

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,

Shop Shawano Country For June Dairy Month



Shop at participating businesses during the month of June and you could win \$500! The Shop Shawano Country for June Dairy Month campaign is being sponsored by the Shawano County Chamber of Commerce in partnership with Mid-County Coop, The Shawano Leader and Results Broadcasting. The Chamber will show their appreciation of farmers' contributions to our area's economy with special discounts and incentives throughout the month of June. A flyer and coupons listing the discount or incentive offered by participating businesses has been mailed to the dairy farmers.

The purpose of this campaign is twofold. First we want to recognize the importance of dairy farming to our area economy. Second we will encourage and reward customers to support our local merchants. When people purchase items locally we all benefit. Buying locally helps keep your favorite shops in business and supports the overall local economy.

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

For more information contact the Shawano County Chamber of Commerce at (715) 524-2139, chamber@shawano.com.

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

Connecting...Members

Golf...Last Chance

There is still space available for golfers to register for the Shawano Country Chamber of Commerce's 19th Annual Golf Outing to be held on Tuesday June 23 at Pine Hills Golf Course. This year's outing will have a beach theme and the format is a 4-person scramble. Teams must be co-ed to be eligible for awards. Prizes will be awarded for the best dressed individual, four-some, and cart. There will be numerous opportunities to win fabulous prizes including a new Harley Davidson motorcycle, a Door County getaway package, a gas grill, Blue Harbor Resort getaway, two weekend passes to the Road America Elkhart Lake Vintage Weekend and many more prizes.

There are still a few sponsorship opportunities available. Thanks to the following businesses who have signed on to sponsor: Stellflug Law S.C., Bayland Buildings Inc., Thrivent Financial For Lutherans-Wolf River Associates, AgVentures, CoVantage Credit Union, Arrowcast Inc, Shawano Medical Center,

Pine Hills Golf Course, Cellcom, BayCare Clinic LLP, Menominee Casino Resort, North Star Mohican Casino, Reinhart Food Service, Sherwin-Williams, CRI, Premier Community Bank, Qualheim's True Value, ITT Technical Institute-Green Bay, Associated Bank, Bank Mutual, and The Business News.

Registration begins at 10 a.m. with a shotgun start at 11 a.m. Dinner will start at 5:30 p.m. The cost is \$75 per player, which includes 18 holes with cart, dinner, and raffle tickets. The cost for dinner only is \$30. To register contact the Shawano Country Chamber of Commerce at (715) 524-2139 or chamber@shawano.com before June 10.



Coalition Forms to Stop Illegal Underage Drinking

Springtime brings lots of opportunities for youth and adults to celebrate the accomplishments of the past school year, blow off pent-up energy from the long Wisconsin winter, and generally have fun. This year, Shawano County can avoid the tragic alcohol-related teen deaths that have marred so many past proms and graduations.



The Shawano County Coalition*, together with the Shawano Police and Shawano County Sheriff, want to remind everyone that: Parents Who Host Lose the Most: Don't Be a Party to Underage Drinking. The coalition is working with police and community groups to provide parents with accurate information about the health risks of underage drinking and the legal consequences of providing alcohol to youth. The campaign encourages parents and other responsible adults to clearly and directly remind family members and close friends that allowing teenage alcohol consumption is illegal and unacceptable.

A new Tip Line has been established in conjunction with Cellcom, a Coalition partner, to report underage drinking. Tipsters can receive \$100 cash or a Cellcom gift card of equal value for promptly reporting underage drinking to authorities. The Tip Line can also be used to report a crime. The voice and text message tip line is (715) 850-COPS (2677).

Cellcom also donated \$500 to the Sheriff's Department to establish the new Tip Line reward account. This is a new fund and needs additional donations to continue to offer cash rewards for tips. If you or your business would like to make a tax-deductible donation to the Tip Line Fund, please contact Deputy Chris Gamm at (715) 526-7949 or send a check marked "tip line donation" to the Sheriff's Department.

*Shawano County Coalition

Bowler High School National Honor Society
Gresham High School National Honor Society
Bonduel High School SADD chapter
(students against drunk driving)
Shawano High School SADD chapter
Shawano Community Coordinated Response Team
Tigerton High School SADD chapter
Wittenberg-Birnamwood SADD chapter
The Shawano County Tavern League
Cellcom of Wisconsin
Shawano Sports Park, Commercial Horizons
The Shawano County Sheriff's Department
The City of Shawano Police Department
The Stockbridge Munsee Police Department
Coalition Co-Chair's, SWPD officer Jody Johnson
SHSO Deputy Chris Gamm
SHSO Deputy Scott Brown
(Stockbridge-Munsee Public Safety)

Members Want Promotion and Education

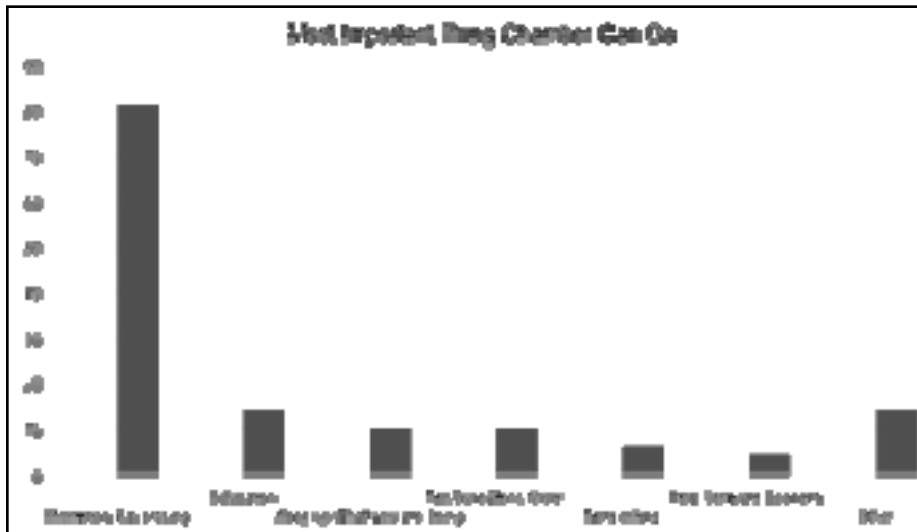
The message was loud and clear from our recent membership survey emailed to 540 Chamber members. You want the Chamber to continue to promote your business/organization and provide education and networking opportunities. That's good news because that's what we do best. We had 137 members respond to our 60-second survey. We appreciate the time members took to take the survey. The 25% response rate gives us some very useful feedback. Members were asked how the current economy is impacting their business/organization and what is the most important thing the Chamber can do for members this year. The answers reinforced two things: 1) The economy is a challenge for a majority

of our members right now, however there are pockets of stability and growth and 2) the Chamber is positioned very well to continue to assist our members.

Because 60% of our respondents indicated they look to the Chamber to promote their business, we will be highlighting promotional/advertising opportunities that the Chamber currently provides members and concentrate on creating new promotional outlets. Ten percent of the respondents indicated that they look to the Chamber for education. We will focus on continuing to offer practical and timely educational seminars and will keep the admission to our educational programs very af-

fordable. Look for more information in future issues of our newsletter, *The Bottom Line*. We have the resources to contribute to your success. Please take advantage of all we offer.

One upcoming Chamber educational program that will focus on successful marketing and promotions is the next Business Advantage Series session on June 4: Power Network Marketing-Learning Marketing Successes from Your Peers. The cost is only \$5 and this will be a great opportunity to learn, network, and walk away with some great marketing ideas. All for only \$5! Check out the front page of this newsletter for more details.



The remainder of responses to the question concerning the most important thing the Chamber can do were varied. Seven percent of survey respondents shared the message that the Chamber should "keep up the good work." Another seven percent responded they did not know what the Chamber should do and five percent were looking for networking opportunities. Ten percent of responses were one-of-a kind ranging from constructing a bike path around Shawano Lake to advocating for long term care and senior population. Thank you again to the members who took the time to give your feedback. It will help us serve you better.

Since 2000, LEADERSHIP SHAWANO COUNTY has encouraged area businesses to invest in their employers for personal and professional development. Participants learn about local issues including education, economic and community development, local and state government, health care, natural resources, diversity and community service, in addition business and personal development skills.



LEADERSHIP SHAWANO COUNTY, a program coordinated by the Shawano County Chamber of Commerce and the Shawano County UW Extension, has announced the graduates of Class Nine 2008/2009:

Ryan Alexander
CoVantage Credit Union

Penny Block
Shawano Medical Center

Tammy Brzeczowski
Dynamic Designs Unlimited

Katie Dorn
Aurora Health Care

Bonnie Grukowski
Cooperative Resources International

Teresa Hinnfeld
ThedaCare Physicians

Ericka Kowalkowski
Shawano Medical Center

Angie Kringle
Cooperative Resources International

Char Larsen
Thrivent Financial for Lutherans

Brigitte Pennings
Aarrowcast Inc.

Karen Smith
Shawano School District

Shane Stange
Shawano Police Department

Jacqueline Suehring
Premier Community Bank

Melanie White
Gear Up Program
Menominee High School

Sally Zander
Shawano Country Chamber of Commerce

Business Connection

The eight Plaza 212 Businesses co-hosted the May Business Connection. The weather was great and visitors enjoyed a wonderful cook-out.



Attendees were encouraged to visit all of the plaza businesses and register for prizes. A cooler provided by Trusted Retirement Resources was won by Joyce Goers. JR Habeck was the winner of a Hunters' Haus gift certificate donated by Sprint. A Total Fitness one-hour massage was awarded to Carey Grieves. The William Meyer Insurance Agency provided the cooler won by Joan Block. Larry Evans won a gift basket from Staff of Life. A one-month Total Fitness membership was given to Beth Wetzel. Rhonda Lutzke won a cooler and Lori McCadden won a bag both from Thrivent Financial for Lutherans. The gift basket from Riverside Finance was awarded to Laura Braatz. Thank you for hosting a great event! Congratulations to Deb Knickerbocker from Granite Wireless, the winner of the Chamber Ambassador's Pot of Gold.

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NEXT BUSINESS CONNECTION

June 16, 2009
 5 p.m. to 6:30 p.m.

Hosted By:

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 Shawano

RSVP: (715) 524-2139

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Members in the News

Nicky, of **Bowman Performance Consulting** recently attended the Violence Against Indian Women in Indian Country Researchers' Workshop in Washington, DC. The workshop focused on past, current and needed research and evaluation regarding violence against Indian Women in Indian Country. Nicky was one of 20 non-federal participants that were invited to participate in the workshop. The participants were comprised of individuals who have expertise in one or several specific areas (e.g., violence against women; American Indian and Alaska Native research and evaluation; conducting research in Indian Country; public health and/or public safety).

Carey Waubanasum recently received keys to her new home as a result of her partnership with **Wolf River Habitat for Humanity**. Several local businesses provided in-kind donations including: **Dearco, Demison's Retail Lumber, Heins Appliance, LJ Sperberg Construction, Owens, Inc., Radtke Electric Service** and **Torborg's Shawano Lumber**. **Wolf River Habitat for Humanity** is currently working on a house in the Town of Wescott with the **Shawano Community High School Building Trades Program**.

Dr. Jeffrey Minikel, Board Certified Orthopedic Surgeon recently joined the medical team at **Shawano Medical Center** and **Riverside Clinic**. Dr. Minikel helps people of all ages live a more active, pain-free lifestyle by treating their bone and joint conditions. He comes to our community from the Milwaukee area, where he was in private practice.

Century 21 headquarters in New Jersey recently awarded the per person productivity award for an office of their size to **CENTURY 21 Country Aire Realty Inc.**

The **Shawano Community High School** automotive and metals class received some very generous donations from several local businesses on their newly formed advisory committee. Two of the larger donations include those from **J&R Machine** and **Shawano Auto Sales**. **J&R** donated a vertical milling machine to replace one that was worn out and **Shawano Auto Sales** donated a used van for students to use for practice. **GPS Complete Auto Service LLC** and **Wegner's Quality Auto Body** also participate in the advisory committee.

Representative Gary Tauchen visited the eighth grade Civics class at **St. Paul Lutheran School** in Bonduel recently. He shared with the class the

activities of the state government. After the presentation, he presented St. Paul with United States and State of Wisconsin flags.

Nijji Capital Partners, Inc. (NiCaP) has received a U.S. Department of Housing and Urban Development Rural Housing and Economic Development Grant for \$300,000 to expand its services on the Menominee, Mole Lake, and Lac du Flambeau Indian Reservations in Wisconsin. **NiCaP**, a U.S. Treasury Certified Community Development Financial Institution (CDFI) provides financial products and services to eligible businesses and entrepreneurs in its target market.

A collection of Mohican books and curriculum materials has been donated by two retired Wisconsin educators to the **College of Menominee Nation**. The gift will have immediate and long-term value for students and faculty of **CMN's** new Bachelor of Science program in Early Childhood/Elementary Education.

CoVantage Credit Union is pleased to announce that Jeffrey Spindler has joined their team as the new Commercial Lender in Shawano. Jeff previously worked as a Business Banking Officer at First State Bank and as Branch Manager of Bank One in Shawano. With his strong commercial background Jeff is joining **CoVantage** as an Assistant Vice President of Commercial Lending. Call Jeff at 524-8200 for all of your Commercial Lending needs.

J&H Game Farm at Navarino has been chosen to host the Sporting Clays and Skeet portion of the Badger State Games this June 26, 27, & 28th. This is a 3 year opportunity for **J&H**. This is the 25th year for the games which were formerly held in the Madison area and have now moved to the Fox Valley area. For more information on all the games go to www.badgerstategames.org

A man from Pound, WI won nearly \$130,000 recently at the **Menominee Casino** in Keshena. After investing only \$20 into the winning machine, Robert Ermis was shocked to find he had won the top progressive prize. The **Menominee Casino** is one of several Wisconsin casinos belonging to a Native American progressive gaming network which includes over 300 tribal casinos worldwide.

Keller Inc., announces the election of Jerry Cohen to its Board of Directors, appointment as an ESOP Trustee and promotion to Officer of the company. Cohen has worked for **Keller** over the

past 33 years in various capacities including: Craftsman, Foreman, Supervisor, Project Manager and most recently, Construction Manager. He currently manages over 130 field and office personnel for **Keller**.

More than 140 area volunteers were honored during a recent **Junior Achievement (JA)** luncheon held at **The Gathering**. The JA program reached approximately 2,800 students this year in the community. Besides offering programs in Menominee County this year, **Junior Achievement of Shawano County** was recognized for the fifth year in a row with a Summit Award. The award is based on five criteria, including the quality of programs, program growth, program impact, management effectiveness, and financial stability.

The **David Feivor Agency of American Family Insurance** is pleased to announce the addition of Jerry Wendland to his staff. Jerry is in the process of becoming a fully licensed Insurance Agent to help serve the needs of existing customer's and others interested in becoming customers of the Leading Auto and Home Insurer of Wisconsin. Jerry joins David and his current Licensed Staff of Bonnie Hilliker and Angela Bunchek. The **David Feivor Insurance Agency**, through American Family, offers complete individual, family, and business insurance needs including Farm, Auto, Home, Health, Business, Life and Retirement. If you are looking for quality insurance protection at a fair price, call 715-526-2300.

Keller Planners, Architects and Builders has been ranked number one in Wisconsin and number eight in the Nation of top metal builders in 2008 according to Metal Construction News' annual ranking of tonnage of steel purchased. **Keller, Inc.** used 7,557 tons of steel in 2008.

Dr. Ann Tousignant, Board Certified Gynecologist recently joined **Shawano Medical Center** and **Riverside Clinic** providing a wide range of both general office and surgical care to women of all ages. Prior to joining the staff in Shawano, Dr. Tousignant was in private practice in Waukesha and before that served as Chief of Staff at Watertown Memorial Hospital.

ManorCare Health Services of Shawano recently celebrated with seven staff members in honor of their years of service with the company. They were Deborah Hafner, Dietary Aide, 2 years; Ruth Wussow, C.N.A., 12 years; Jennifer Postl, R.N./Resident Assessment Coordinator, 10

years; Manda Hokenstad, C.N.A., 32 years; Brenda Handrich, R.N., 12 years; Kathy Ford, Director of Laundry/Housekeeping, 10 years and Anna Yeager, R.N., 3 years.

Results Broadcasting, Inc. was the recipient of many awards achieved by **WTCH-AM** and **WJMQ-FM**. Among them were seven 1st Place, eight 2nd place and seven 3rd place awards. **WTCH-AM** earned the 2008 Wisconsin Small Market "Best News Operation of the Year" and "Radio Station of the Year" designation for the second consecutive year.

Cedar Rapids, Iowa hosted the Region 22 Sweet Adelines Competition this past weekend. Choruses and quartets from Iowa, Michigan, Illinois and Wisconsin came together for a weekend of competition and music enjoyment. **Wolf River Harmony** was represented by Latest Edition quartet (Charlene Helms, Jennifer Wissmann, Becky LaLonde, and Chris Falk) who competed for the first time on Friday. Being their first competition, they were eligible for something called the Novice Quartet, something like "Rookies of the Year." This award is actually not given out each year because sometimes there are not any who fit the requirements. This year there were three quartets who qualified. These quartets must be made up of no less than 2 members who have never competed before (Latest Edition had 3) and score 400 or more points. The **Wolf River Harmony Quartet** scored 427 and to win the Novice Award.

College of Menominee Nation has been selected for a 2009 Kresge Fellowship Award. The award to **CMN** is one of 15 fellowships presented by Second Nature, a national nonprofit organization focused on sustainability in higher education, to advance campus green building at under-resourced institutions. Funding for these fellowships is provided by the Kresge Foundation, as part of a grant to Second Nature's Advancing Green Building in Higher Education initiative. The fellowship provides a senior member of the college/university community with education on green building and sustainability in higher education as well as peer-to-peer networking opportunities. Fellowship selection was based on a committee's assessment of the institutions' level of need, statement of interest, and campus sustainability capacity. Laurie Reiter, vice president for finance at the **College of Menominee Nation**, has been selected as **CMN's** program fellow. Reiter, a graduate of the University of Wisconsin-Green Bay, is an enrolled member of the Menominee tribe.

Welcome New Members

Porter's Patch

Troy Porter

W4314 State Hwy. 156 (Navarino)

Bonduel, WI 54107-8975

(715)758-8162 • Cell: (715)584-2070

www.porterspatch.com

porterspatch@granitewave.com

A five generation farm, Troy Porter bought Porter's Patch in 2006 and started operating the strawberry farm in 2007. Since then, they have expanded to offer many fruits & vegetables at the retail farm store. This will be the 23rd season growing strawberries which should be ripe and ready to pick mid-June. Visit www.porterspatch.com and enter your email address to receive their updates.

Also Available at Porters Patch... May: Asparagus

June: Asparagus, pick your own strawberries and peas

July - August: Raspberries, Green-Yellow Beans, Cucumbers, Pickles, Tomatoes, Green Peppers, Summer Squash, Zucchini, Sweet Corn, Broccoli, Carrots;

September - October: Raspberries, Cabbage, Onions, pick your own Pumpkins, Decorative - Squash, Gourds, Colored Corn, Corn Stalks and Straw Bales



Troy Porter of Porter's Patch, Navarino was recently welcomed as a new Chamber member.

Shawano

Ski Sharks

PO Box 411

Shawano, WI 54166

(715) 524-5948 or

(920)609-7218

www.skisharks.org

Shawano Ski Sharks is a non-profit organization providing summertime entertainment for Shawano and the surrounding areas through the sport of water show skiing. The organization began 33 years ago and has grown tremendously over the years with many exciting changes. All Ski Shark members, skiers and non-skiers alike, work together to increase skills, develop creative shows, build showmanship, and hone leadership abilities to create the best water-ski show in north-east Wisconsin. The Ski Sharks perform on Riverside Drive behind Shawano Medical Center every Wednesday at 6 p.m. June 11th through August 19th. Practices take place Mondays and Tuesdays at 5 p.m. Ski Sharks welcomes new members and for more information, visit www.skisharks.org or come check out their show!



Welcome New Members

Jeremiah Software

Dale J. Basten

420 E. Green Bay Street Suite 203

Shawano, WI 54166-2549

(715)853-5003 • Fax: (801)527-6125

www.jeremiahsoftware.com

information@jeremiahsoftware.com

In today's business world, a savvy technical staff can make the difference between getting ahead and just getting by. Unfortunately, many small businesses are unable to spend the six-figure sums that are required to locate, train, and retain a top-notch I.T. staff. That's where Jeremiah Software comes in. They are ready to step up and fulfill all your I.T. needs on a contract basis. Whether you are looking for a customized business solution or just someone to call when a computer goes down, Jeremiah Software has something to offer your organization. They deliver more than software. They deliver solutions. That's why they are your software solution specialists.



Jeremiah Software was recently welcomed as a new member. Pictured (standing l. to r.) are Ambassadors John Gallagher, Lisa Nettles, Rhonda Lutzke, Geri Van De Loo and Kay Kristof; Gene Uttech of Jeremiah Software. Dale Basten of Jeremiah Software is seated in front.



Curves was recently welcomed as a new member. Pictured (l. to r.) are Ambassadors Lisa Nettles, Dave Passehl and Scott Parson and Darcy Smith of Curves.



The City of Shawano Housing Authority was recently welcomed as a new member. Pictured (l. to r.) are Ambassador Scott Parson; Todd Buettner, Deputy Director, City of Shawano Housing Authority; and Ambassadors Dave Passehl, Stacey Cicero, and Lisa Nettles.

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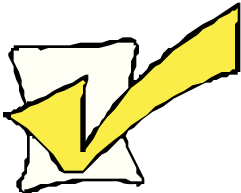
Saturday, August 1st

Promoting Your Business and Events

If you are interested in promoting your business through the Chamber newsletter here is the info you will need. For inserts, please provide 720 copies of your 8 1/2" X 11" insert to the Chamber **BEFORE** the 25th of the previous month. The cost for business members is \$75 and for member non-profits it is \$35. If you are interested in doing a display ad in the Chamber newsletter, please provide the ad materials (or email the completed ad) to Pati Peterson **BEFORE** the 15th of the previous month. Please note: we normally have our newsletter turned in to the printer by the 21st of the previous month. The cost for a display ad is \$35 for members.

If you want to submit an event for our calendar (we print Chamber member events that are open to and of interest to the general public) please email your information to tourism@shawano.com, **BEFORE** the 15th of the previous month.

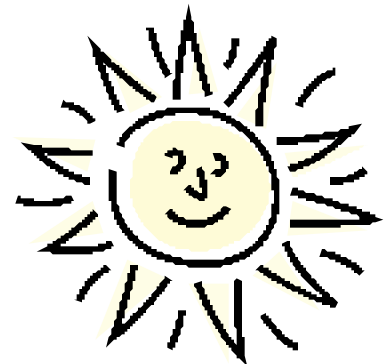
Please Share With Your Employees...



MARK YOUR CALENDAR !!

June
2009

- 4 Business Advantage Series Sponsored By;
Dynamic Designs Unlimited and Kersten Accounting & Tax
"Power Network Marketing—
Learn Marketing Successes from Your Peers"
Shawano Country Chamber of Commerce
1263 S. Main St., Shawano, \$5 per person
7:30 a.m. – 8:45 a.m., (715)524-2139*
- 16 Business Connection Sponsored By:
Crossroads Custom Cabinetry
1425 E. Green Bay Street, Shawano
5:00—6:30 p.m., (715)524-2139*
- 21 Happy Father's Day!
- 23 Shawano Country Chamber of Commerce
19th Annual Golf Outing
Pine Hills Golf Course, Gresham
(715)524-2139*



**Reservations required.*

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