

The Bottom Line

March 2009

A Publication of the Shawano Country Chamber of Commerce



Successful Cash Flow Management Strategies Presented

The next Business Advantage Series session, "Successful Cash Flow Management Strategies" will be held Thursday, April 2, 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.

Understanding cash flow is critical to the success of any business. Surveys have shown that not understanding and adequately managing cash flow is the primary reason businesses fail. Tony Busch, owner of Priora® Cash Flow Management LLC will educate attendees on how to use meaningful, creative strategies to improve their business.

Since starting Priora® Cash Flow Management, LLC in 2003, Busch has assisted many business owners to improve the performance of their businesses. In January 2005 he introduced Priora® Business, a state-of-the-art cash flow budgeting and management system that now includes a system to determine the break-even performance of a business. Priora® Business was developed to provide motivated business owners with the ability to apply the financial principles that will improve their business. Benefits include: Improved performance of the business; a better understanding of their accounting system; significant improvement in their relationship with their lender; the ability to make more, better informed business decisions; and greater peace of mind.

Busch has served his clients throughout Wisconsin, in Georgia, Texas, and Alabama. In his capacity as an Advisor to

CUNA, he provides on-site assistance to credit unions around the country who are considering starting their own business lending/services program.

Busch's banking career spanned 30 years, from 1974 until 2003. He spent 27 years in business lending starting as a credit analyst and ending as President of a community bank. His last three years in business lending were spent at a \$500 Million credit union as Vice President responsible for their business lending division. He served in many management capacities during his banking career, participating in all aspects of management including Credit Officer, Senior Loan Officer, Asset/Liability Management, and President.

During his career as a business lender, Busch came to realize how important cash flow budgeting and break-even analysis are to the success of business owners. He also learned the characteristics of the "motivated" business owner.

The Business Advantage Series, 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, was created to help businesses gain more customers and make more money.



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"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

Celebration on Top of Chamber Mountain

Shawano County Chamber of Commerce members and guests got a lift up to the summit of Chamber Mountain at the Chamber's 82nd Annual Banquet and Awards on January 29th. Over Three hundred people filled The Gathering in Shawano to celebrate a successful year for the Chamber and recognize award winners; 2008 Manufacturer of the Year, Cooperative Resources International; 2008 Service Business of the Year, Pine Hills Golf and Supper Club; 2008 Small Business of the Year, Angie's Main Cafe/The Daily Grind; 2008 Retail Business of the Year, Sherwin-Williams; 2008 Ambassador of the Year, Tammy Brzezckowski; and 2008 Citizen of the Year, Chuck Dallas. Outgoing president Kathy Hansen and retiring board member Dave Erdmann were also recognized and thanked for their contributions to the chamber. Members enjoyed a special Chamber Mountain Ski Lodge theme.

The Chamber thanks the many businesses and individuals who contributed to the success of the Annual Banquet including Ski Lodge Theme Sponsor Menominee-Casino-Bingo-Hotel; Ski Lodge Meal and Raffle Sponsor North Star Mohican Casino, raffle prize sponsors: Senzig's Fine Home Furnishings, Wal-Mart, Pick N' Save, Total Fitness, Shawano Medical Center Rehabilitative Center, Body Essentials, Martin Jewellers, Wendy and Sam Crawford, Dreier Pharmacy and Gift Shoppe, Genie's Jewelry, John Gallagher, Seroogy's, Qualheim's True Value, Orthopedic & Spine Therapy, Char Larsen, Stacey Cicero, Gail Rich-

ter, Kelly's Hair Studio, Pure Essence Salon and Spa, Granite Peak Ski Area, Navarino Nature Center, Shawano Hockey League, Green Bay Gamblers Hockey, Town & Country Cleaners, Cobbler's Closet, and The Cotton Patch.

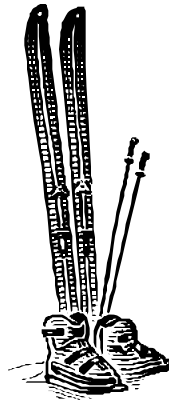
Thanks to the Annual Banquet Planning Committee: Stacey Cicero, Becky Henn, Debbie Kuhn, Beth Wetzel, Wendy Crawford, John Gallagher, Char Larsen, Liz Selby, Patti Peterson, Dawn Knueppel, Phebe Richter, and Sally Zander.

Thanks also to Sally Rank and The Gathering, Bill Mielke, Fred Ponschok, Paul Black, Willis Qualheim, Gloria and Ed Grys, Jon Moreau, Holly Lee; Chamber Ambassadors Jill Birr, Sandi Kane, Geri Van De Loo, Tammy Brzezckowski, Scott Parson; the Shawano Leader for publishing the Shawano County Chamber of Commerce special edition insert, and WTCH/WOWN for their live broadcast of the event.

We are looking forward to another productive year and invite area businesses and individuals to join us in our mission to advance economic growth by coordinating resources and providing networking, promotion and education to businesses in Shawano and Menominee Counties. For more information contact the Chamber office at (715) 524-2139 or nsmith@shawano.com.



Chuck Dallas, Distinguished Citizen of the Year, shows the gift he received. The award was presented by Fred Ponschok.



Marlene and Steve Brath pose for a keepsake photo in the vintage sleigh.



Paul Black looks on as Lloyd Young accepts the Service Business of the Year Award on behalf of Pine Hills Golf Course.

“Go Shawano” Team

Partnership Formed to Assist Area Businesses

One of the most remarkable and inspiring aspects of living in a small, rural area like Shawano Country is its people and their spirit. It can be easy to forget just how friendly, dedicated and caring our friends and neighbors can be and we're often humbled at their selfless readiness to pitch in to help support others in times of need. You very rarely encounter situations where people “look the other way.” Instead, they get involved.

Though it's unpleasant to acknowledge, we must accept the fact that our area economy is not immune to the effects of the national and global economic downturn. Some companies have downsized and many are implementing painful but necessary cost-savings strategies to weather the storm as best they can. There's a strong possibility that those of you reading this editorial right now may either know someone whose family has been directly affected by the downturn or that you have yourself.

In this environment, we're proud to introduce the “Go Shawano” Team, a collaborative initiative whose purpose is to reach out and provide resources and support for Shawano County area businesses that are struggling in these challenging times. The “Go Shawano” Team is harnessing resources available through the City of Shawano, Shawano County, the Shawano Industrial and Economic Development Commission, (SIEDC), Shawano County Economic Progress, Inc., (SCEPI), the Shawano Country Chamber of Commerce, Shawano County UW-Extension, Shawano Municipal Utilities, (SMU), Shawano County Social Services and other local, regional and state agencies and organizations. Each of these partners already independently provides support services for businesses and communities. It's our hope that by working together and collaborating like never before, we can make a difference in people's lives, help save jobs and maybe even help businesses keep operating despite the difficult economic environment.

How we help businesses, for example, is perhaps by connecting them to resources that provide tips to keep energy costs down if energy consumption is an issue. Maybe they need marketing research or business plan development assistance for a new venture or an expansion. Or perhaps we can connect them to other local, regional or state resources that can help them implement strategies that might help them save jobs and stay in operation and that might include financial resources under certain circumstances.

The “Go Shawano” Team encourages our business owners and managers to contact us at any time so we can have a *confidential*, face-to-face meeting to learn today where you may be needing assistance. Meetings like these are the best way to obtain a thorough understanding of your needs *in complete confidence* which will enable us to connect you to resources that may be able to help you and your business. As a convenience, contact information for each of the “Go Shawano” Team partners is provided at the end of this editorial.

The current crisis did not occur overnight and the economy will need time to recover. In the meantime, we're all in this together and we believe that by working together and communicating *in confidence* we'll be able to identify resources that may provide immediate results. Ultimately, we're certain that the steps we take together today will enable us to reinvent how we do things and that we'll all be stronger and positioned to thrive as the economy turns around.

And it can all start by reaching out so we can have that *confidential* conversation. The “Go Shawano” Team is eager and ready to help.

“Go Shawano” Team

City of Shawano

Lorna Marquardt, Mayor
715-526-6152, mayor@shawanonet.net

City of Shawano

Jim Stadler, City Administrator
715-526 6151, admin@shawano.com

Shawano County

Marshal Giese, County Chairman
715-526-9150 X 4917, mgiese@co.shawano.wi.us

Shawano County

Frank Pascarella, County Administrative Coordinator
715-526-4641, admfrank@co.shawano.wi.us

Shawano Leader

Paul Seveska, CEO
715-526-7016, pseveska@bluelinemediaholdings.com

Shawano Industrial & Economic Development Commission

Dave Kerber, President
715-526-9400, dkerber@kerberrose.com

Shawano County Economic Progress, Inc.

Steve Sengstock, Executive Director
715-526-5839, scepi@frontiernet.net

Shawano Country Chamber of Commerce

Nancy Smith, Executive Director
715-524-2139, nsmith@shawano.com

Shawano County UW-Extension

Jay Moynihan
715-526-6136, jay.moynihan@ces.uwex.edu

Shawano Municipal Utilities

Okho Bohm Hagedorn
715-526-7721, ohagedorn@shawanonet.net

Shawano County Social Services

Rick Kane, Director
715-526-4700, socrick@co.shawano.wi.us

SCEPI Announces 4th Annual Economic Summit Event

Shawano County Economic Progress, Inc. (SCEPI) has announced their 4th Annual SCEPI Economic Summit scheduled for Wednesday evening, March 11, 2009 at the Gathering in Shawano. Doors open at 5PM.



The keynote speaker at this year's Summit is Richard Leinenkugel, Secretary of the Wisconsin Department of Commerce.

Dick J. Leinenkugel

In addition to Secretary Leinenkugel, attendees will also hear the local "success story" of CRI/Genex. Doug Wilson will talk about the company's many great accomplishments, factors behind their move to downtown and future plans that are on the near horizon.

Registration for admission to the 4th Annual SCEPI Economic Summit event is \$30/person or \$55/couple. Corporate tables that seat eight are available for \$225. Businesses or individuals can receive a table of eight and also be recognized in event advertising and promotional materials by participating as an Event Sponsor at the following levels:

- ◆ Summit Sponsor: \$250-\$499
- ◆ Summit Partner: \$500-\$749
- ◆ Summit Champion: \$750 and up.

For more information and to make your reservation, please contact SCEPI at 715-526-5839 or via email at scepi@frontiernet.net.

Chamber Bucks Reminders



Thank you to our members who participate in our Chamber Bucks program. We appreciate your cooperation with the change to the program regarding the expiration date. The expiration date will continue to be strictly adhered to by Certifichcks, the company that administers our program. They will not cash Chamber Bucks that are beyond the expiration date (one year from date of issue). We would like to emphasize that this change was initiated by Certifichcks and not the Chamber.

Please remind employees to check the expiration date on all Chamber Bucks. Please also communicate to all employees that they should give change back from any purchase with ANY denomination of Chamber Bucks. Chamber Bucks are recognized as legal tender by all financial institutions. We try to limit the highest denomination of Chamber Buck sold to \$25, however, some customers have been able to get \$50 denominations directly from Certifichcks.

If you have any questions regarding Chamber Bucks, please contact Nancy Smith or Phebe Richter, our Chamber Bucks coordinator, at 524-2139.

Our Chamber Bucks program has been a tremendous success, keeping over \$1 Million, since the beginning of the program, in our local economy.

Business Connection



Wolf River Habitat for Humanity hosted the February Business Connection. Attendees enjoyed delicious hors d'oeuvres while learning more about Habitat for Humanity building projects. Thank you for hosting a great event! Congratulations to Todd Raether, Trusted Retirement Resources, who won the Chamber Ambassador's Pot of Gold.

Next Business Connection

March 17, 2009

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

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Members in the News

College of Menominee Nation recently celebrated the start of its first bachelor's degree offering by introducing the 15 students accepted for the program's charter class. As candidates for CMN's new Bachelor of Science degree in early childhood/ elementary education, the group will begin coursework that leads to state certification as teachers for birth to sixth grade students.

Two **Shawano Medical Center** employees were recently honored for outstanding care. Carol Karey, RN was the winner of the Richard D. Jeffries Dedicated Care Award which honors the late Dr. Jeffries. Michele Brown, RN received the 2008 **Shawano Medical Center** Dedicated Employee of the Year award.

John Koeller was recognized as "Lister of the Year" at **Coldwell Banker Hilgenberg Realtors** for 2008. The award is for having the most listings and the most listings sold. Koeller has been with the company for 11 years. John Miesbauer was honored as 2008 "most Valuable Associate" at **Coldwell Banker Hilgenberg Realtors**. The award recognizes the associate providing outstanding service and assistance to clients, customers and fellow associates. Miesbauer was also recognized for achieving nearly \$3 million in sales in 2008. He has been with the company for three years. Doug Cook, Sandi Crawford, Jim Kamke, John Koeller, John Miesbauer, Janet Wickman and Jim Zierden recently were named to the Eagles Club recognizing their efforts to each generate more than \$1 million on closed sales

in 2008. Sandi Crawford, Jim Kamke, John Koeller, John Miesbauer and Jim Zierden were named to the President's Club at Coldwell Banker Hilgenberg Realtors. The award recognizes closed sales in excess of \$2 million.

Wisconsin Film & Bag and its employees presented a washing machine and other gifts to **Safe Haven Domestic Abuse Support Center** as their 4th annual Christmas donation.

The congregation of **St. James Lutheran Church** recently recognized the anniversaries of six staff members of **St. James School**, including Mr. Paul Wollangk and Mr. Ralph Mueller for 40 years of service, Mrs. Kerry Piehl, Mrs. Linda Vandervoort, Mrs. Lynne Rolstad/Thomas and Mrs. Peggy Schroeder for 25+ years of service.

Dynamic Designs is pleased to announce their January Photo Calendar Contest winner is Cathy Faucett of Pulaski. Faucett entered a scenery photo for January with night-time moon. Faucett received a \$25 gift certificate and a photo tote, with the winning photo imprinted on the bag. The photo contest is an on-going project to be completed in early December, and community calendars will be available to purchase. The contest is open to individuals that are residents or non-residents of Pulaski or the surrounding communities; they must have ties to the area. Individuals can enter each month. February's entries must be received by March 5, 2009. The photos that are submitted each

month may be of people, buildings, businesses or nature that has been taken in Pulaski or surrounding areas. All photos become property of **Dynamic Designs Unlimited**. Photos do not have to be taken in 2009; they can be photos from the past. For every calendar sold **Dynamic Designs** will donate \$1 toward the Pulaski Area Historical Society.

David Kurtz was the **Coldwell Banker Hilgenberg Realtors** Associate of the Month for January providing top quality service to his buyers and sellers. John Koeller and Jim Zierden were named to the Chairman's Club at **Coldwell Banker Hilgenberg Realtors**. Koeller and Zierden each generated more than \$4 million on closed sales in 2008.

Franchise Times recently released their Top 200 list ranking Coldwell Banker® #1 in Real Estate Franchises for an outstanding 9th time in a row and #12 for all national franchises. **Coldwell Banker Hilgenberg Realtors®** has been affiliated with the franchise since 1983.

Real estate professional Mary J. Nett of **Warren, Nett & Associates** in Shawano attended the nationally renowned Certified Home Marketing Specialist course recently. Real estate agents who have completed the course offer clients market-specific guidance to position properties to make a direct emotional connection with potential buyers. Nett is a broker and owner at **Warren, Nett & Associates, Inc.** and has been in real estate since 1986.

4th Annual Financial Wellness Conference - The Money Conference™

Asset Builders of America and many sponsors and community partners from the Shawano/Menominee area and around the state present the 4th-annual Shawano/Menominee Counties Financial Wellness Conference set for Saturday, April 4, 2009 at Menominee Indian High School in Keshena. Registration and breakfast begin at 7:30 am and the program runs from 8:30 am until 2 pm.

The Conference will feature Susan Klun, author of Plotting and Sailing the Course: A Workbook for Life, as the morning keynote speaker. Ms. Klun's unique perspective on something as simple as creating a household budget motivates listeners to give it a try. Her book is the result of years of trial and error, which helped her "turn around" her personal financial situation and become debt-free.

The Conference offers instruction for adults and students. There will be 13 1-hour classroom sessions for adults, on topics such as How to Read Your Credit Report and Improve Your Credit Score, How to Get Out of Living Paycheck to Paycheck (Budget Basics), How to Buy Your First Home, How to Keep Your Job, and How to Feed Your Family Healthy Food Without Going Broke. Classes for youth include How to Get That Summer Job, How to Pay for College, and more. Also included are:

- ◆ childcare for a limited number of children between the ages of 2 and 6 (call to save a place)
- ◆ healthy breakfast and lunch donated by the Menominee Tribal Clinic
- ◆ a free copy of your credit report with credit score
- ◆ the chance to review your credit score/report with a credit expert on a one-on-one, private basis
- ◆ door prizes throughout the day

There is no admission charge for those who register in advance. Registration at the door is \$2.00 for adults (no charge for those under 18). For more information and to register call Richard Entenmann of Asset Builders at 866-304-6896 (toll-free), Sandi Kane of Shawano Community Education at 715-526-3194 ext. 4002, Carrie Grignon of Menominee Business Center at 715-799-5720 or visit www.assetbuilders.org.

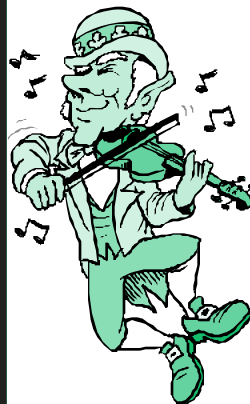


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Welcome New Members



Gallenberg Studio, White Lake was recently welcomed as a new member of the Chamber. Pictured is owner and craftsman, Thomas Gallenberg.



Happy Trails ATV Club was recently welcomed as a new member of the Chamber. Pictured (l. to r.) are Wendy Hafner, President and Scott Pieper, Vice President. (Not pictured: Marilyn Burlo, Secretary/Treasurer)



River Forest Campground & Rafts, White Lake was recently welcomed as a new member of the Chamber. Pictured is owner, Rob D'Mato.

Old Stockbridge Presbyterian Church

Pastor Karl Thompson

N8004 Morgan Road

Gresham, WI 54128-8984

Phone: (715)853-4672

www.osopc.org • thompson.1@opc.org

The Old Stockbridge Presbyterian Church is primarily concerned for the Glory of God. They gather twice on Sunday (9:00am and 6:00pm) for Worship that follows the well established reformed tradition of declaring the Sovereign Grace of God in the Death and Resurrection of Jesus Christ and in Christ's coming Kingdom. In addition, they have several Bible Studies and Mercy Ministries. So come and worship God with them. If you have any questions call Pastor Karl Thompson at (715) 853-4672 or check out their web site at osopc.org.

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Business Hours:

Monday-Friday: 9 a.m.—6 p.m.,

Saturday: 9 a.m.—3 p.m.

Kwik Trip Ribbon Cutting



Kwik Trip celebrated the Grand Opening and ribbon cutting of their new facility at 1241 E. Green Bay Street, Shawano in February.

CRI Welcome Luncheon



The Shawano Downtown Business Association with the Shawano BID held a "welcome luncheon" for employees of CRI. The SDBA is very appreciative of CRI's presence in the downtown area. CRI recently moved their International Headquarters to the building formerly occupied by Theda Care Physicians. Employees of both CRI locations were invited to the lunch to visit with downtown business representatives and enjoy a wonderful lunch provided by Angie Bistoff and her staff at Angie's Main Cafe. Each CRI employee received a packet of information, coupons, and gifts from business owners in the BID. Shawano's Mayor, Lorna Marquardt, and BID Coordinator Charlene Helms gave words of welcome and appreciation to CRI and the business representatives for coming together and promoting a unified and strong business community. Herb Rycroft spoke on behalf of CRI in thanking the BID and SDBA for inviting them to be their guests and welcoming them to the downtown. He emphasized the commitment CRI continues to have regarding community support and involvement.

Welcome!



Laura Warning, Executive Director Wolf River School to Work
 Wolf River School to Work (WWSTW) has relocated their office to the Shawano Chamber of Commerce building, 1263 S. Main Street in Shawano. Laura Warning, executive director, has been with WWSTW since September, 2008. Wolf River School to Work (WRSTW) coordinates the state certified Youth Apprenticeship Program in 8 school districts in Shawano and Waupaca Counties. the program combines technical college academic instruction, instruction in an occupational area of interest and paid on-the-job training. For more information, call Laura at 526-4760.



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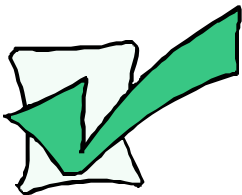
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2009 Membership Directory

Enclosed with this month's newsletter is the 2009 Shawano Country Chamber of Commerce Membership Directory. This guide provides valuable contact information for all Chamber members. Each member will receive one copy of the directory. Additional copies will be available to the general public for \$35 each. We encourage you to keep this directory in a convenient location and to patronize the Shawano Country Chamber members listed within. When you do business with other chamber members you help our local communities and economy. Thank you to the following sponsors who made this directory possible: Knope Heating & Air Conditioning, Menominee Casino-Bingo-Hotel, Cellcom, American Marine and Motorsports Super Center, Shawano County Economic Progress, Inc. (SCEPI), and Shawano Municipal Utilities.



Please Share With Your Employees...



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CALENDAR !!**

**March
2009**

17 Happy St. Patrick's Day

- 17 Business Connection Co-Sponsored By:
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5:00—6:30 p.m.*



**Reservations required.*