

The Bottom Line

May 2009

A Publication of the Shawano Country Chamber of Commerce

Business "Best Practices" Forum in Wittenberg



The "Go Shawano" Team, in cooperation with the Wittenberg Chamber of Commerce, Shawano County Economic Progress, Inc. and the Shawano Country Chamber of Commerce have announced a special business forum on Wednesday, May 20 from 5:30 p.m. to 7:00 p.m. at the Wittenberg Town Hall at W17395 County Road Q in Wittenberg. This "Best Practices" event is open to all businesses in Wittenberg, Shawano County and the surrounding area. Admission is free. To register please contact the Wittenberg Chamber of Commerce (Business and More / Wittenberg Enterprise), 715-253-3525.

"This business-only forum will present simple "best practice" strategies that may help business during any economic downturn," said Wittenberg Chamber President Paul Norrbom. "Although the economy today is challenging, we believe the event also is important because it shows that we're all in this together and are there to help one another," Norrbom added.

Speakers for the forum will include Guy Russ, a senior manager at Wipfli in Wausau. Russ will

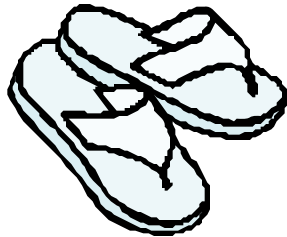
describe how changes in business practices can make a big difference as businesses navigate the current economy. Attending this forum may also help you identify opportu-

nities and capitalize on them, even in difficult times.

Attendees will also hear from Dennis Rew of Rew Motors in Birnamwood and Dale Elliot of Dale's Weston Lanes and managing partner of Resch Lanes in Wittenberg. Rew and Elliot will each discuss how their companies coped with past recessionary periods and other natural disasters yet ultimately emerged from those challenges stronger than ever. They will also share strategies they're currently using to battle the current recession.

The purpose of the Business "Best Practices" forum is to introduce area businesses to proven business practices that may work to their advantage. The "Go Shawano" Team also wants the forum to be a reminder to attendees that they can schedule confidential, one-on-one meetings with SCEPI to introduce attendees to resources that may be useful in these challenging times.

Life's a Beach—Have a Ball!!



Slip on the flip flops, grab your sunscreen and towel and head to the beach for the Shawano Country Chamber of Commerce's 19th Annual Golf Outing on Tuesday, June 23rd at

Pine Hills Golf Course. The theme for this year's outing is "Life's a Beach—Have a Ball!" and the format is a 4-person scramble. The team must be co-ed to be eligible for awards. Prizes will be awarded for the best dressed individual, foursome, and cart.

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, raffle tickets and chances to win prizes. The cost for dinner only is \$30. Reservations are required before June 10 in order to

guarantee your cart. (Please note: because the golf course has to or-

der extra carts especially for our event, those making reservations after June 10th will risk playing without a cart.) To register fill out the form included with this month's newsletter or contact the Shawano Country Chamber of Commerce at (715) 524-2139 or chamber@shawano.com.

Don't miss out on this great opportunity to network and have fun in a great environment. If your golf game isn't exactly up to par, not to worry. Mulligan tickets will be for sale and non-golfers are encouraged to enjoy the dinner. Some sponsorships are still available but going fast. Check out all the details on the insert in this month's newsletter.



"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."

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Photo Credit:
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New County Maps Available

The new 2009/2010 Shawano County Maps are completed and available at the Chamber of Commerce, 1263 S. Main Street, in Shawano. This publication features indexed street maps of Shawano and Menominee Counties; City of Shawano; Villages of Bonduel, Cecil, Gresham, Tigrerton, and Wittenberg; and Shawano Lake area. It also includes the Mountain Bay and Wiouwash Recreation Trails.

Thanks to the following advertisers who have made the production of this map possible: Aarrowcast Inc., American Transmission Company, Best Western Red Oak Inn, Camp Tekawitha Retreat & Conference Center, Century 21/Country Aire Realty, Club 22, LTD, College of Menominee Nation, Comfort Inn and Suites, CoVantage Credit Union, El Mariachi, Frontier Communications, Hawkeye Hearth & Home, HCR ManorCare, Ho-Chunk North Casino, Joe BikeLer's Bike Shop, LLC, Kallies

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Shop Shawano Country Keeps Dollars Local

Our past Shop Shawano Country Campaigns have been very successful. The Chamber of Commerce recorded over \$500,000 in sales from customers who entered the drawing at participating businesses during last year's June Dairy Month campaign. We will again coordinate our June Dairy Month and Holiday campaigns and give away a \$500 prize to some lucky shopper who registers at a participating business. These campaigns provide incentives for area dairy farmers and other customers to shop local. This will benefit us all.



Businesses who participate in the Shop Shawano Country campaigns will be listed in advertising and publicity. For June Dairy Month we will also mail out a flyer informing Shawano County farmers of special incentives participating businesses will offer in June. The farmers can present the flyer when shopping at participating businesses in order to qualify for the special incentives. To participate please fill out the enclosed sign-up form and send back to the Chamber before May 7. The more Chamber members that participate, the more advertising we will purchase! So contact the Chamber today at (715) 524-2139 or nsmith@shawano.com or fax your form to the Chamber at (715) 524-3127.

NEW FOR 2009: Sign up now for both Shop Shawano Country Campaigns (June Dairy Month and Holidays) and receive a FREE insert in one month's Chamber Bottom Line Newsletter. (\$75 value. You provide 720 inserts. Limited to 2 businesses per month. First come first serve.)



Chamber Day On WTCH

WTCH-AM 960 radio will be broadcasting live from 10:00 a.m. to 5:00 p.m. at the Shawano Country Chamber of Commerce, 1263 S. Main Street on Tuesday, May 26th, 2009. We will be sharing information about Chamber programs, committee activities, and events. You are invited to advertise on the program. WTCH will be donating 25% of advertising proceeds back to the Chamber. Please see the enclosed flyer for more details and to sign up.

Wolf River School to Work Career Fair



Sara Maass-Pate from Ag Ventures talked with students about jobs in the field of agronomy.

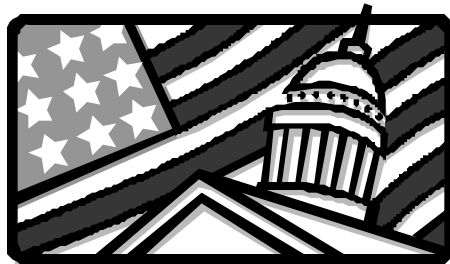
In mid-April, 650 area eighth graders had the opportunity to learn about different careers from 50 businesses in Shawano and Waupaca Counties. The 12th annual Career Fair, held at the Clintonville Middle School, was organized by Wolf River School to Work, the Clintonville Area Chamber of Commerce, and Shawano County Chamber of Commerce. Thanks to the businesses and schools that participated.



Keri Friebe and Katie Popp from Dr. William Swetlik's office discussed careers available in the area of orthodontics.

Impact of Employee Free Choice Act

The Shawano County Chamber of Commerce wants all our members to be aware of pending legislation at the federal level that could affect every employer, no matter how large or small. On March 10, 2009, the "Employee Free Choice Act of 2009" (EFCA), S. 560/H.R. 1409 was introduced in the U.S. House and Senate. Both bills are identical to the legislation that was passed in the House and defeated in the Senate during the 110th Congress. The United States Chamber of Commerce, Wisconsin Manufacturers and Commerce (WMC), NFIB and many other business associations have registered their strong opposition to EFCA.



According to the US Chamber "This bill would undermine long standing principles of workplace democracy and fairness and result in employees having less ability to determine if they wish to be represented by a union. It does so by allowing unions to collect employee signatures in public or so-called "card check"-and do away with the secret ballot process. The EFCA card check legislation would allow labor unions to be certified as the bargaining agents for workers once a simple majority of eligible employees in a workplace simply sign authorization cards." Under current law, the election process is guaranteed by law and administered by the National Labor Relations Board. This system ensures that neither a union nor an employer may coerce, harass or restrain employees in exercising their right to choose whether or not to support the union. Each employee's choice is made in the privacy of a voting booth, with neither the employer nor the union knowing how any individual voted.

According to Wisconsin Manufacturers and Commerce the EFCA would have a devastating impact on small employers, who as the primary source of new jobs, are counted on to reverse the current economic downturn.

EFCA has three provisions. The first provision would require union recognition based on authorization cards signed by a majority of employees. This provision would allow organizing to be conducted in secret, would effectively eliminate the secret ballot election, and would hinder or even eliminate an employer's ability to tell its side of the story and correct any misleading rhetoric. Card check recognition also would effectively disenfranchise employees who oppose unionization and, as courts have repeatedly recognized, is inherently less reliable than traditional election processes for determining whether employees wish to have union representation.

The second provision would enable a union seeking a first contract to require the employer to enter into binding interest arbitration if a collective bargaining agreement was not reached within as little as 130 days. The government-appointed arbitrator would be able to set all terms of a union contract, not limited to wages and benefits, but also including management rights clauses, work rules, use of technology, and other critically important provisions. The government-appointed arbitrator would have the power to impose a contract that could radically alter an employer's business model and potentially destroy its competitive advantage and ability to compete in these difficult economic times. This provision would completely overturn the long-standing principle that the parties are obligated to bargain in good faith, but are not compelled to agree to terms they believe will put them in jeopardy. Employers and employees will lose any opportunity to shape the contract if this provision is enacted.

The third provision would significantly increase penalties on employers for certain violations of labor laws.

For more information visit WMC's EFCA Briefing Center at <http://www.wmc.org/GovernmentAffairs/display.cfm?ID=1987>.

Business

Connection



Cooperative Resources International / CRI hosted the April Business Connection in their new downtown Shawano location. Attendees enjoyed delicious ice cream treats and an informative tour of the facility. Thank you for hosting a great event! Congratulations to Frank Pascarella, who won the Chamber Ambassador's Pot of Gold.



Next Business Connection

May 19, 2009

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

Co-Hosted By:

Plaza 212 Businesses

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Total Fitness, Riverside Finance,
Thrivent Financial for Lutherans,
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Chamber Bucks Update- CertifiChecks Files for Bankruptcy



CertifiChecks

On April 13, 2009 CertifiChecks, Inc. filed for chapter 7

bankruptcy. Proof of Claim forms have started arriving in the mail to businesses and individuals who have purchased Chamber Bucks in the past year. The deadline for creditors is September 8, 2009. The Shawano Country Chamber of Commerce encourages anyone holding Chamber Bucks to hold off on sending in the Proof of Claim until we have a new Chamber Bucks Program in place. We believe that the likelihood of receiving a full reimbursement for outstanding Chamber Bucks from the bankruptcy proceedings is very small. We are currently researching our options of re-creating the program locally and will be making an announcement once the program is in place. If you have any questions, please contact Nancy Smith at the Chamber.



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Members in the News

Merchant Medicine, a Minneapolis-based research and consulting firm that advises medical care providers and employers on how to work within the retail clinic industry, has ranked FastCare as the number 5 U.S. retail-clinic operator. **Belin Health** established the **Fast-Care** brand of retail-health clinics in 2006 and operates five in northeastern Wisconsin including their location inside **Dreier Pharmacy** in Shawano.

More than 300 people attended the second annual Shawano Food and Culture Fest fundraiser for **Junior Achievement**. There were numerous country and culture displays, along with plenty of food from local restaurants and food distributors.

Dynamic Designs is pleased to announce their February and March Photo Calendar Contest winners. The February winner is Tara Adsit of Pulaski. Margarette Ullmer of Pulaski is the March winner. Adsit and Ullmer each received a \$25 gift certificate to **Dynamic Designs** and a photo t-shirt, with their winning photo imprinted on the shirt. The photo contest is an ongoing 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. April's entries must be received by May 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. Every calendar sold **Dynamic Designs** will donate \$1 toward the Pulaski Area Historical Society. For more information on contest and rules, please call Heidi 920-822-4450, or visit our website; dynamicdesignspulaski.com.

After being closed for the winter, **Porter's Patch**, located at W4314 State Hwy. 156, Navarino will be selling asparagus May 1st through mid-June. Call, 715-758-8162 or 715-584-2070.

Sally Hesse recently celebrated her 40th anniversary with **M&I Bank** of Shawano.

Senator Robert Cowles recently visited **Manor-Care Health Services**. He toured the facility, spoke with residents and family members and discussed the future of health care.

A "Friend of Agriculture Award" was presented to Rhonda Strelbel of the **Shawano County Rural Health Initiative** at the 2009 Shawano County Agricultural Awards Banquet held at **The Gathering**. They provide health information, education, referrals to area services and most importantly, lend a trusted confidential ear to listen to concerns and issues families face in their lives.

Jim Zierden was the **Coldwell Banker Hilgenberg Realtors** Associate of the Month for March providing top quality service to his buyers and sellers.

Elmer Ackermann of Shawano retired after 62 years as a church organist. He served **Peace United Church of Christ** for over 25 years and taught vocal music in Shawano from 1969 through 1993. A plaque noting Ackermann's help designing the church's organ was given to him and is now mounted on the organ's console.

Dynamic Designs Unlimited in Pulaski, Wisconsin presented Anne Moore with a \$250 scholarship at the annual Pulaski FFA Awards Banquet, April 15, 2009.

Herb Behnke, Friend of the Chamber was recently inducted into the Wisconsin Conservation Hall of Fame. **Behnke** served on the state's Conservation Commission beginning in 1967, and also on the state Natural Resources Board for many years.

A painting by Judy Andrews Pubanz of Sturgeon Park during sturgeon season was unveiled recently at the Shawano County Chamber of Commerce office. Irene Leuenberger's photographs inspired the work and **Dreier Pharmacy** commissioned the painting that will be the prize

in a drawing promoted by the **Shawano Downtown Business Association**.

About 300 people, including children in strollers, on bikes or on their parents' shoulders, participated in **Shawano Medical Center's** second annual Sturgeon Family Walk/Run. Participants in the non-competitive event started and ended at **Shawano Medical Center's Rehab Center**, went through neighborhoods on the west side of the city and took in Sturgeon Park along the Wolf River.

The recently held 6th Annual **Safe Haven** Spare the Violence Bowl-a-thon was a great success with 20 teams bowling in two shifts. More than \$7,000 was raised to support the shelter and **Safe Haven's** programs. The "Queen Pins" team from **Associated Bank** had the most sponsors collecting \$728 in donations.

Fifteen years after it started, **Wolf River School to Work (WRSTW)** is going strong with plans to see 50 students in eight school districts enrolled for the next school year. That goal is being tackled by Laura E. Warning, who replaced Patti Warmenhoven as the program's director at the start of the school year. **WRSTW** is an apprenticeship program that combines high school classes with paid work experience, giving students a chance to try potential career interests and gain on-the-job skills. Last year, the office moved from the Job Center on Elizabeth Street to the new Chamber of Commerce office on South Main Street.

Three orthopedic surgeons from ThedaCare Orthopedics Plus will be seeing patients and performing procedures at **The daCare Physicians-Shawano**. Drs. Terry Dietrich, Eric Erickson and Todd Smith have advanced training and experience, including arthroscopy which is less invasive and can lead to faster recovery times.

A structure built by **Bayland Buildings, Inc.** of Green Bay, WI has been honored by Varco Pruden Buildings, one of the nation's largest providers of metal building systems. **Bayland Buildings** has been named to VP Buildings' 2009 Hall of Fame for the Stock's Harley Davidson Dealership in Manitowoc, WI. The 48,150 sq ft. store was completed in November, 2007.

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Welcome New Members



Brent Draheim Snow Removal & Lawn Care LLC was recently welcomed as a new chamber member. Pictured (l. to r.) are Ambassadors Mark Verkuilen and Kay Kristof; Brent Draheim; Ambassadors Adeline Bratt, Scott Parson and Tammy Brzeczowski.



Stewart Title of Wisconsin Inc was recently welcomed as a new member by Chamber Ambassadors. Pictured (l. to r.) are Ambassadors Geri Van De Loo and John Gallagher; Chrystal Cowden and Lisa Nettles of Stewart Title and Ambassadors Rhonda Lutzke and Jill Birr.



Perret Homes Inc. of Green Bay was recently welcomed as a new Chamber member.



Wendy Crawford

Leadership Shawano County (LSC) hosted an All Class Reunion on April 2nd. Graduates from the program since its inception in 2000, reunited at the Comfort Inn and Suites. This event included a wide array of appetizers, door prizes, raffles and networking with fellow alumni.

The LSC program allowed this group to make many connections, learn about programs they would not normally know about, and most importantly, find their voice to take action in causes important to them. LSC Alumni hold positions in County Government, Town Government, School Boards in Shawano and Bonduel, a wide variety of board and committee positions and many volunteer jobs.

In addition, LSC has coordinated 20 community service projects in the past nine years. The current LSC community service projects include the creation of a financial resource guide for Safe Haven clients and "Networking for Those in Need" involved obtaining a new computer, file cabinets, office chairs and a meat slicer for SAFPARC to help run their business more effectively.

We are currently recruiting for the 2009/2010 session which begins in September. For more information contact Wendy Crawford at 715-524-2914 or wendyc1@charter.net.

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Tourism Corner

Tourism Summit

\$100 Million Dollars...That's how much visitors spend in Shawano Country each year. The tourism industry is HUGE in Shawano and Menominee Counties and we like to take time to recognize and celebrate the importance of tourism to our area. The Shawano Country Tourism Council, a division of the Shawano Country Chamber of Commerce, will host it's annual Tourism Summit and breakfast in honor of National Travel and Tourism Week on Wednesday, May 13, 2009, from 7:45 a.m. – 11:00 a.m., at Comfort Inn & Suites, W7393 River Bend Road, Shawano. The purpose of this event is to enable business owners, elected officials and citizens of Shawano Country to come together to celebrate the positive economic impact tourism has on our area.



Denise Barnett

The keynote speaker for this summit will be Denise Barnett, Vice President of Marketing & Operations, with the Wisconsin Innkeepers Association (WIA) since October, 2004. Denise provides oversight for daily operations, educational and conference programming, awards and scholarship programs for the Association. She is also responsible for the Association's cooperative advertising program and marketing. She annually logs hundreds of miles visiting members from Superior to Pleasant Prairie, Washington Island to Ferryville for membership outreach. Denise serves as the WIA staff liaison to all local chapters including the Greater Milwaukee Hotel-Motel Association. Barnett holds a Bachelor of Science degree in Hotel & Restaurant Management from the University of Wisconsin-Stout. Denise also writes for the Wisconsin Travel blog, "Stay In Wisconsin," which can be found at stay-in-wisconsin.wordpress.com.

After Barnett's presentation, audience members will learn what it takes to thrive in the tourism business from a panel of local business owners and operators. Included on the panel will be Scott Berry and Jamee Peters of Bear Paw Outdoor Adventure Resort, White Lake and



For the Fun of it... 2009

Date: Wednesday, May 13, 2009

Location: Comfort Inn & Suites - W7393 River Bend Road • Shawano

Time: 7:45 a.m. to 11:00 a.m.

Cost: \$12 per person • includes breakfast and program

Keynote Speaker:

Denise Barnett • Vice President of Marketing & Operations
Wisconsin Innkeepers Association

Tourism Industry Panel:

Lloyd Young • Pine Hills Golf & Supper Club
Jamee Peters and Scott Berry • Bear Paw Outdoor Adventure Resort

Featured Topics:

Travel Trends • Partnerships & Packaging • Panel Discussion • Q & A

2008 Tourism Progress Award Winner Announcement

Please RSVP by Friday, May 8, 2009

(715) 524-2139 or tourism@shawano.com

Sponsored by the Shawano Country Tourism Council
a division of the Shawano Country Chamber of Commerce and



Lloyd Young, General Manager of Pine Hills Golf and Supper Club, Gresham.

Berry and Peters will share the challenges they faced after a tornado ripped through their area, destroying much of their property. Instead of giving up in the face of disaster, they have rebuilt much of the resort and have used the experience as a unique marketing opportunity. Young will share how Pine Hills, owned by the Stockbridge-Munsee Band of Mohicans has obtained the Travel Green Certification and finds unique ways to recycle and save costs. The program will conclude with the announcement of the Tourism Progress and Friend of Tourism Award winners. These awards are given to an individual or group who has excelled in promoting Shawano Country.

The summit is made possible by our Sponsoring Partners: Menominee Casino-Bingo-Hotel, Nueske's Applewood Smoked Meats, and Results Broadcasting WTCH-960AM. For more information or to place your reservation contact the Shawano Country Chamber of Commerce at (715) 524-2139 or e-mail tourism@shawano.com by Friday, May 8.

Decorative Quilt on Display

The Shawano Area Quilters stitched and presented the Shawano Country Chamber of Commerce with a beautiful 45" x 56" quilt aptly named "Visions of Shawano County." Shown with the quilt are (front l. to r.) Shawano Area Quilters Linda Bleser and Sharon Krueger (back l. to r.) Shawano Area Quilters Mary Oelhafen and Joan Pierce and Chamber Executive Director Nancy Smith. (Not pictured Pat Kasten and Roberta Megow).

The quilt was stitched by Linda Bleser, Pat Kasten, Sharon Krueger and Roberta Megow.



Please Share With Your Employees...



MARK YOUR CALENDAR !!

May
2009

- 13 **Tourism Summit Breakfast**
Sponsored By: Shawano Country Tourism Council,
Nueske's Applew ood Smoked Meats, Results
Broadcasting and Menominee Casino-Bingo-Hotel
Comfort Inn & Suites, W7393 River Bend Road,
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7:45 a.m. – 11:00 a.m., 715-524-2139*
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5:00—6:30 p.m.*
- 25 **Happy Memorial Day!**
- 26 **Listen to "Chamber Day" on WTCH-AM960 Radio**
10:00 a.m.—5:00 p.m.

**Reservations required.*

