

The Bottom Line

A Publication of the Shawano Country Chamber of Commerce

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Progressive Chamber Building Meeting Goals



This directional billboard just west of Shawano on Highway 29 was recently purchased by the Tourism Council to encourage visitors to stop and explore what Shawano Country has to offer.

We have been in our new Chamber facility for almost one year now and what a year it has been! When the Building Task Force convened in 2004 to begin tackling this building project, the goal was to construct a very welcoming facility that represents the heritage and culture of Shawano Country, that's highly visible, easily accessible, and provides plenty of parking for members and visitors. According to our visitors we have succeeded in meeting this goal. The feedback has been very positive. More visitors are finding us than ever before. In fact, we are seeing more than double the number of visitors than in our previous building. It has been very rewarding to be in a facility that presents a very progressive and welcoming first impression to visitors and newcomers. If you have not had the opportunity to visit our new facility, please stop by for a tour.

This building was made possible by the generous donations by our member busi-

nesses, individuals, governments, and foundations. We are still raising the funds to cover the cost of this important project. We have currently raised \$642,000 in donations and grants. We need to raise another \$200,000 to cover the cost of the entire project including land purchase, building construction, signage, landscaping, furnishings, and equipment. If you have not done so already, this is a great time to contribute to this project with a tax-deductible year-end donation. If you previously made a donation under \$500 please consider making an additional donation in order to be included on our beautiful custom donor wall in our new facility.

For more information on our Donor Recognition Program, contact Nancy Smith, (715) 524-2139 or nsmith@shawano.com. You can also access information and a donation form on our website, www.shawanocountry.com. Under Chamber Info, click

on Raise the Roof Building Campaign.



"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."

Keeping Your Business Healthy During Challenging Times

By Nancy Smith, Executive Director

One thing is certain about the economy...it fluctuates. It's frustrating, to say the least, to not have any control over the state of the economy and the impact it has on our businesses and communities. What we do have control over is the way we respond to this economic downturn.

Following are five suggestions on how to keep your business healthy during challenging economic times:

1. Be different. That's right-- do everything you can to stand out from the crowd. If you find yourself trying to keep up with your competitors--STOP. Playing catch-up will do nothing to make your business unique. Give your customers every reason to choose you over your competitors. Once you determine what makes you unique, make sure you build your brand around that and constantly communicate what makes you different in your marketing.

2. Don't cut back on your marketing. This is the time to be picking up market share, not losing it. Smart investors recognize that when markets are down it's an ideal time to buy when everybody else is selling. Similarly, smart marketers understand that when the economy is slow they need to maintain (or increase) their marketing budgets in order to pick up market share. Fight the urge to pull back and reduce marketing efforts. Cutting your marketing budget creates the potential to lose market share to your competitors who may be more aggressive during this time. The Chamber of Commerce can help you discover cost effective ways to market your business.

3. Don't discount. I know it may be tempting to offer discounts in order to entice more business. This creates several problems including lowering your profit margin which is precious especially now. Discounting your price also discounts your product/service in the eyes of your customers. There is documented research that ties price to perceived quality. Consumers are looking for the best quality for their money. That doesn't mean the lowest price. Once you lower the perceived value/quality of your product/service it is very difficult to regain.

4. Get focused. This may not be a good time to be reaching out to a wider customer base, but the time to stick to what you do best and enhance the value you provide to your best customers. It is said in business that 20% of our customers provides 80% of our sales revenue. You need to strengthen the value of the existing relationships within that 20%. If people are exercising more frugal spending practices, then you need to be top-of-mind when they decide to purchase.

5. Be visible. This is no time to retreat to "ride out the storm." People do business with people they know and trust. That means having a presence in your community. The Chamber of Commerce provides many opportunities for networking and getting your business name noticed by the public.

The Shawano County Chamber of Commerce is a valuable resource for your business. For more information on how to take advantage of the Chamber's networking, educational, and promotional opportunities, contact me at (715) 524-2139 or nsmith@shawano.com.



Retaining Quality Employees

The next Business Advantage Series session, "Retaining Quality Employees" will be held Thursday, November 6, 7:30 a.m. – 8:45 a.m. at the Shawano County Chamber of Commerce, 1263 S. Main Street, Shawano. 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.

Retaining good employees is essential to the success of any business. Employers who can successfully attract, train and keep valuable workers have a chance of avoiding the stress and lost productivity that comes with turnover. This program will provide valuable information regarding how to hang on to quality employees. The presenter will be Dave Goblisch, Human Resources Director for Wisconsin Film and Bag.

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

We are pleased and excited to share our recent announcement...

S&S Marina has been purchased by the 2nd generation family members...Rory & Cheryl Casey (& Tawny). The same ethics and honesty will be continued.

We sell & service boats, motors, trailers, personal watercrafts, docks & lifts, snowmobiles & ATVs.

We also offer boat slips & gasoline!

S&S Marina (EPIC)

N5584 Airport Rd. • Shawano

715-524-3388



FARMERS

Join us for our Grand Opening
William Meyer Agency
Wednesday, Nov. 12th
10 AM - 7 PM

Sterling Plaza Suite 181
1415 E Green Bay St.
Shawano, WI
Phone: 715-524-3639

**Free Refreshments!!
Door Prizes!!**

Members In The News

The **Junior Achievement of Wisconsin** Board of Directors in Shawano has announced the addition of new members to their board of directors, namely: Tim Barthel, branch manager of **CoVantage Credit Union**; Nathan Falk, **Shawano Leader** reporter/photographer and owner of **Singin' Entertainment**; Herb Rycroft, Vice-President of Support Services for **Cooperative Resources International** and Sheri Schultz, owner of Beans 'N Books.

Trophy winners for the 2008 Fall and Homecoming Parade were: Best of Parade, SCMS Band; best business entry, **Maple Lane Health Care Center**; best club or organization, Shawano Area Youth Football; best high school entry, SCHS Cross Country; best K-8th Grade entry, Olga Brenner; best antique car, Mike Jesse and best classic car, **Advanced Physical Therapy**.

Congratulations to **State Bank Gresham** on their 100th year of service during the month of October.

The **Menominee Indian Tribe** recently received a Commissioners Award from Administration for Native Americans (ANA) for efforts for "supporting self-sufficiency in the Native American Community" with their strategic development plan.

The **Lighthouse** owners Jeff and Tammy Stachowiak along with **Safe Haven** staff members recently met former Packers player Santana Dotson at a **Safe Haven** fundraiser held at **The Lighthouse**.

Area 47 hosted their first ever Wolf River Rendezvous W.O.R.S. (Wisconsin Off-Road Series) bike race with several hundred cyclists participating in the event.

Melissa Konik and Charles Morris have joined the teaching staff at **Keynote School of Music** in Shawano. Konick teaches piano, voice and guitar and Morris teaches all brass instruments.

Shawano Auto Sales helped raise \$515 for **Sacred Heart School** and \$865 for **St. James School** with its mini van Drive for the Kids program. Chrysler donated \$50 to the schools for expenses and an additional \$5 for each test drive.

The **Stockbridge-Munsee Tribe** has three new members on the Tribal Council. Elected to the council were Doug Huck, Kimberley Vele and Joseph Miller. Greg Miller was re-elected vice-president.

Sherry Curtis has been appointed to General Manager of **Perkins Restaurant and Bakery** of Shawano. Curtis worked for Perkins previously for ten years and returned this April.

The Shawano Leader's parent company has acquired a weekly newspaper and shopper in Oconto County. The Oconto County Times-Herald and The Bonus Paper were sold by Shellman Publishing Company, Inc. of Oconto Falls to **Wolf River Media, LLC**.

Billed as "a conference designed to help your downtown prosper," the Recapturing Your Downtown event in Wausau on October 15 and 16, was attended by approximately 125 participants from throughout Wisconsin. Coordinated by the UW Stevens Point Continuing Education and Small Business Development Center and Wisconsin Main Street-Department of Commerce, the conference focused on ways to promote and improve downtown districts. Local participants included Nancy Smith, Shawano Country Chamber of Commerce; Steve Sengstock, **Shawano County Economic Progress, Inc.**; Mary Zimanek, **Til the Cows Come Home**; and Dawn Kane, **Shawano Downtown Business Association** volunteer. Keynote speakers were Jack Schultz, Boomtown Institute and author of "Boomtown USA: the 7 1/2 Keys to Big Success in Small Towns," and Wisconsin's Lieutenant Governor Barbara Lawton who addressed the "Economic Effect of Art in Downtowns."

The new **College of the Menominee Nation** library was recently dedicated. The 18,600 square-foot facility is open to the community as well as students and staff from 9 a.m. to 5:30 p.m. weekdays.

Troy Kuhn, a teacher at Gresham Community School, was recently named Teacher of the Year by the Shawano **Wal-Mart Supercenter**. Kuhn received a \$1,000 grant, \$100 gift card and a personalized certificate.

Bill Meyer of **William Meyer Agency** has expanded his line of business to now include Farmers Insurance & Financial Solutions with home, auto, life, business and financial products. Tracy Conradt has joined the office as Office Manager/Customer Service Representative and is licensed in property and casualty. She brings over ten years of customer service experience to the agency. The **William Meyer Agency** continues to specialize in health insurance and disability income for both individuals and small business. As an independent agency they can offer a full line of insurance products designed for seniors. As a Certified Senior Advisor with 16

years experience in the senior market, Bill continues to provide education and insurance products for this market.

Dawn Novitski of Clintonville was recently honored for her community commitment by the **Shawano Area Community Foundation**. She is a longtime volunteer with **Red River Riders Therapeutic Riding for the Disabled**, Special Olympics and the **Shawano County Humane Society**.

Employment Options Inc., a Northeastern WI based Staffing Service, announced that Penny Kuhn was recently hired as the Account Assistant for the Shawano Office. She joins both Marty Olsen, Account Executive and Melissa Moore the Sales & Marketing Coordinator working out of the Shawano Office. Penny holds a Bachelor of Science Degree, from the University of Wisconsin Green Bay with a major in Business-Management and a minor in Psychology.

The Association of Wisconsin School Administrators (AWSA) has recognized **Menominee Indian Middle School (MIMS)** as an Exemplary Middle School. Of more than 300 schools eligible for the designation, only 81 were selected for the recognition. MIMS was recognized for high growth in math scores in a school with high poverty.

The **Navarino Nature Center (NNC)** Board of Directors approved creating levels of sponsorship / naming for several of the rooms and renewable energy components in the nature center's "Green / Renewable Energy" education building. A listing and application of sponsorship levels can be obtained by contacting **NNC** at 715-758-6999 or by visiting www.navarino.org and clicking on "Sponsor a Room or Green Component". Recycled glass terrazzo floor tiles are also available until Dec. 31, 2008 for individuals, businesses, or groups to purchase in support of the building addition at Navarino. The tiles can be personalized with your name, family, memorial, etc. Information about the tiles can be downloaded from www.navarino.org click on "Purchase a Recycled Glass Tile", or by calling **NNC** at 715-758-6999.

Plans were unveiled recently for a new and larger **Country Store Foods** in downtown Shawano. Country Store owner Charlie Harvey, store supplier SuperValu, Inc. and Terry Hilgenberg of **Hilgenberg Realty** presented the plans at a special meeting. The 43,000 square foot grocery store—more than double the existing store—would be located at 111 W. Richmond Street, currently home to **Retail Lumber**. **Retail** is moving to a new location in Wescott.



Have you Returned Your Member Profile?

We would like to thank all members who have returned your updated member profiles. Your responses will enable us keep your listings, both online and in the 2009 Membership Directory, accurate and up-to-date. If your member profile is still on your desk, please take a few moments today to make any corrections and/or additions and return to the Chamber before November 15. Thank you for your help.

Welcome New Members

Alan Eisenberg Real Estate

3111 W. Wisconsin Avenue

Milwaukee, WI 53208-3957

Phone: (414)344-3333, Fax: (414)

344-8882

www.alaneisenberg.com

In his long career as a real estate professional and at this time, Mr. Eisenberg continues to operate his own brokerage firm, Alan Eisenberg Real Estate. He is a member of the National Association of Real Estate Brokers, Wisconsin Realtors Association, Greater Milwaukee Realtors Association, the National Association of Hispanic Real Estate Professionals and Independent Realtors Association. Additionally, he has been a Real Estate lawyer for 42 years and is currently handling many matters in the Shawano area.

Bonduel Community Archives

108 S. First Street

Bonduel, WI 54107-0205

Phone: (715)758-2687

The BCA is a nonprofit organization dedicated to the preservation of local area history and genealogy. They service the area covered by the Bonduel School District and beyond. A quarterly newsletter is published featuring their history and they also have a book store with local author's history books for sale. Educational tours are given for school children and scouts. Volunteers are available Wed. & Sat. 9-4 for research assistance.

CNet System, LLC

509 S. Saint Augustine Street

Pulaski, WI 54162

Phone: (920)965-0521

www.cnetssystem.com

CNet System is a full-service provider of IT consulting to businesses. CNet's experienced staff of consulting engineers will help design, implement and maintain solutions to meet your business needs and price range. CNet provides hosting services, IP phone systems, networking, Share Point applications, communications and security cameras.

Tree Doctors LLC

Michael D. Cronce

PO Box 21

Hortonville, WI 54944-0021

Phone: (920)359-1088, Fax: (920)888-4642

Tree Doctors LLC offers pruning, planting, removal, consulting, landscape planning and maintenance including tree fertilization, organic treatments, environmentally friendly products and snow removal. Tree care services are offered year round as is landscape planning and consulting. Fall and winter are great times to meet and discuss plans for 2009.



by Wendy Crawford, Program Coordinator

The Leadership Shawano County class is in forward motion. After the Team Building session in September, the class moved into issues relating to Community Planning and Natural Resources in October. Melinda Barlow from the Shawano County Planning Department was on hand to discuss the county's comprehensive plan and discussed land use issues. Chad Cook, the UW Extension Basin Educator talked about invasive species (plants and animals not native to our region). He explained how plants, fish and mussels travel from non-native lands and waters to enter our waterways and forests and raise havoc with our environment. Over producing and taking over native territories creates a threat to our native species and ecosystem which is very costly to eradicate.

A tour of Green Valley Dairy gave the class an example of closed loop manufacturing where an active dairy farm converts manure in a methane digester into a source of energy, fertilizer and bedding for the cows. The Jacob brothers have been innovative in their technology to become good stewards of our environment.

Lastly, Jay Moynihan from UW Extension gave an overview of Rapid Climate Change Strategy and Energy Planning, giving us a glimpse of what the European Union is already doing to track carbon emissions and allowing us to see what will become future practices in our country.

Discussions on what the community service projects will be this year resulted in choosing Safe Haven and the Food Pantry as recipients of the projects being planned. Given the economic tumdown, the class narrowed their project list down to two that will target citizens most at risk.

A rectangular advertisement with rounded corners and a blue border. On the left, there is an orange square logo with a white 'W'. To its right, the text 'WALLRICH AGENCY' is written in orange, with '(715)526-2156' below it. In the bottom left corner, there is a small portrait of Virginia Jesse, with her name 'Virginia Jesse' written below it. In the bottom center, there is a blue vertical box containing the text 'Group & Individual Health Insurance' in white. On the right side, there is a logo for 'Arise HEALTH PLAN' with a blue arc above the word 'Arise' and the tagline 'We care for Wisconsin.' below it.

Membership Corner

Shop Local Message

The Chamber is taking the lead in promoting shopping locally with the "Shop Shawano Country for the Holidays" campaign. This is the fourth year the Chamber has coordinated this campaign that rewards customers for shopping at participating area businesses between November 28 and December 31, 2008. Shoppers can enter to win \$500 in Chamber Bucks during the promotion at participating businesses. The drawing will be held on January 6, 2009.

Shop Shawano Country will be advertised in the Shawano Leader, Shawano Shopper's Guide and on WTCH-AM/WOWN-FM radio stations and on the Chamber's website, www.shawanocountry.com. The Chamber created this campaign to encourage and reward customers to support our local merchants. When people purchase holiday gifts locally we all benefit. Buying locally strengthens our business base and supports the overall local economy.



Businesses that have already signed up to participate, (as of the publishing date of this newsletter) are located in Shawano, Bondel, Bowler, Pulaski, and Wittenberg and include Body Essentials, Caroline Implement, Cellcom, Country Store Foods, Dynamic Designs, Headquarters General Store, Frontier Communications, Jill's Pet Shoppe, Little Star Convenience Store, Martin Jewellers, Nueske's Applewood Smoked Meats, Perkins, Qualheim's True Value, Senzig's Fine Home Furnishings, Shawano Downtown Business Association, Shawano Country Chamber of Commerce, 'Til the Cows Come Home, Wal-Mart Super Center and The Wood Shed.

There is still time to participate! It only costs your business \$75 and that gets your business name listed in print advertising. The more Chamber members that participate, the more advertising we will purchase!

Let's show Shawano Country residents why they should shop locally for the holidays! To sign up contact the Shawano Country Chamber of Commerce at (715) 524-2139 or chamber@shawano.com before November 6.

Citizen of the Year Nominations Accepted



Nominations are currently being accepted for the 2008 Citizen of the Year. Any citizen residing in Shawano or Menominee County is eligible to be nominated for Citizen of the Year. The winner will be announced at the Chamber's Annual Banquet on January 29, 2009.

Please consider nominating someone you feel has made a positive

impact on our area. An application is included with this month's newsletter. The deadline for nomination is December 8, 2008.

Business of the Year Nominations Accepted

The Shawano Country Chamber of Commerce is seeking nominations for the 2008 Business of the Year Awards. All businesses, including manufacturers, retail, or service, in Shawano and Menominee Counties that have been operating for two years or more are eligible to be nominated for an award. The awards provide an opportunity to salute our businesses for their accomplishments, for creating jobs and a better quality of life for our citizens. We encourage you to consider nominating a business that you think deserves recognition. Enclosed is a nomination form with complete details of the program. Self-nominations are accepted and encouraged. Last year's recipient of the Small Business Award was Keynote School of Music and Retailer of the Year was Qualheim's.

The award will be announced and presented at our Annual Banquet on January 29, 2009. If you have any questions about the nomination process, please contact the Chamber office at (715) 524-2139. Nominations must be received by December 8, 2008.

For All Your Business Financial Needs

- Business Real Estate Loans, Lines of Credit, and Equipment Loans
- Business Checking, Savings & Investments
- Full-time Business Loan Officer, Dennis Karcz, located at our Shawano office



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October Business Connection



Safe Haven and Hope Community Church's Celebrate Recovery Plan

co-hosted the October Business Connection at Hope Community Church. Attendees were encouraged to bring a donation of paper towels for Safe Haven to be entered into a drawing for a prize. Over 100 rolls were collected and the winner of a Shawano Country sweatshirt was Judi Raddant of Raddant Electric. Guests enjoyed delicious treats, informational displays and toured the beautiful church. Congratulations to Peg Gallagher, who won the Chamber Ambassador's Pot of Gold. Thank you for hosting a great event!

Next Business Connection

November 18, 2008

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

Hosted By:

Shawano Hockey League

#

at the Crawford Center

255 S. Waukechon St., Shawano

RSVP: (715) 524-2139

Chamber Bucks Now Carry Expiration Date



P L E A S E
NOTE: Starting
November 1,
2008, Chamber

Bucks will carry an expiration date one year from the issue date which is printed on each certificate. The expiration date will be strictly adhered to by CertifiChecks, the company that administers our program. They will not cash Chamber Bucks that are beyond the expiration date.

If you accept Chamber Bucks that have expired it will be treated like an NSF check and you will not receive the funds and you may be charged an NSF fee from your bank. That is why it is very important that your point of sale employees are notified of this change and trained accordingly.

Our Chamber Bucks gift certificate program has been a tremendous success, keeping over \$150,000 in our local economy. We certainly hope this change does not cause any problems for you. Most other gift cards and gift certificates carry expiration dates and hopefully your customers will be aware of the expiration. If you have any questions regarding this change, please contact Phebe, our Chamber Bucks coordinator or Nancy Smith, at 524-2139.

Be Prepared



Mark your calendars for the Shawano County 3rd Annual Preparedness Workshop on Thursday, December 4th, 2008, from 8:00 a.m. to 2:30 p.m. This workshop is hosted by The Shawano County Office of Emergency Management, Shawano County Chamber of Commerce and SCEPI. It will be held at The

Gathering Dining and Conference Center, 2600 East Richmond Street, Shawano. This workshop will provide practical exercises, demonstrations, and ideas geared to area businesses, governments, emergency responders, and volunteers. Attendees will learn how to plan, conduct and benefit from emergency drills and exercises. Well planned exercises are the most effective way to prepare for hazards and disasters such as ice storms, fire, tornadoes, hazardous chemical releases, and power outages.

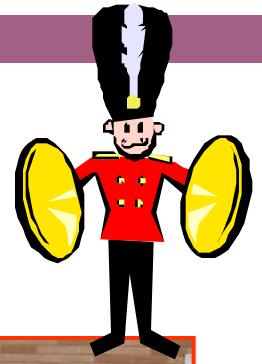
Don't miss this opportunity to learn how to conduct exercises and drills that will prepare you for the most dangerous disasters. Contact Shawano County Emergency Management Director Steve Haskell at 715-526-6774 or email at emmsteve@co.shawano.wi.us if you have any questions or would like to register.



SHAWANO COUNTRY
CHAMBER OF COMMERCE

2008 Fall Parade

Trophy Winners



Best of Parade—Shawano Community Middle School Band



Brenda Schroeder representing
Maple Lane Health Care Center
Best Business Entry

Best Club or Organization—
Shawano Area
Youth Football

Best Antique Car Entry—
Coroner Mike Jesse, 1947
Plymouth Deluxe Coupe

Best High School Entry—
SCHS Cross Country

Best K-8th Grade Entry—
Olga Brener Elementary



Jean Darling representing
Advanced Physical Therapy
Best Classic Car Entry

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partner
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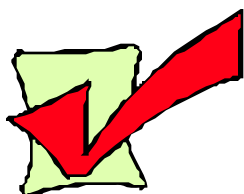
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Pamphlets • Flyers • Newsletters • Posters • Raffle Tickets
~ FULL COLOR BUSINESS CARDS AVAILABLE ~

Telephone: 715-526-3274



Visit Us Today at 1263 S. Main Street in Shawano!

Please Share With Your Employees...



**MARK YOUR
CALENDAR !!**

*November
2008*

- 4 **Vote!!**
- 6 **Business Advantage Series Sponsored by:
Body Essentials and Kersten Accounting & Tax
Retaining Quality Employees
Chamber Conference Room
7:30 a.m.—8:45 a.m., (715) 524-2139***
- 18 **Business Connection Co-Sponsored by:
Shawano Hockey League
Crawford Center, 255 S. Waukechon Street, Shawano
5 p.m. to 6:30 p.m., (715)524-2139***
- 27 **Happy Thanksgiving—Office Closed**



**Reservations required.*

Shawano Country Chamber of Commerce—1263 S. Main Street, PO Box 38, Shawano, WI 54166
(715) 524-2139 or 800-235-8528 ~ www.shawanocountry.com ~ chamber@shawano.com