

The Bottom Line

A Publication of the Shawano Country Chamber of Commerce

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Fresh Perspectives



By: Nancy Smith,
Executive Director

One of the things I love about working for the Chamber of Commerce is the opportunity to take great ideas from other communities/chambers and recreate them here in Shawano Country. Stealing each other's ideas is completely acceptable in the chamber world. We share with each other all the time. When I travel to other communities I am always on the lookout for ideas—everything from signage to marketing publications to how the community looks. I believe one of the best ways to approach a community challenge is to get a new perspective and this is what visiting other communities can accomplish.

On Tuesday, October 13th business owners and community leaders will have an opportunity to get a fresh perspective by visiting communities in eastern Wisconsin. The Chamber and SCEPI will host a "Bus Trip to the Future of Main Street." We will visit two Wisconsin communities that have successfully revitalized their downtown business districts. The purpose of this trip is to see firsthand how these communities have successfully overcome challenges common to many downtown districts and created an effective business mix, creative promotions, and inviting environments.

The communities will include Sheboygan and Sheboygan Falls. Downtown Sheboygan has experienced a renaissance over the past 10 years blending impressive building restoration, lake front recreation, exquisite culinary delights, and the arts. The downtown features breathtaking examples of restored 100- year-old buildings, including riverfront fish shanties now home to quaint shops and the restored downtown theater now the Ste-



fanie H. Weill Center for the Performing Arts. The world renowned John Michael Kohler Arts Center is also located downtown. Sheboygan Falls is a past winner of the Great American Main Street Award. Their downtown features an impressive stock of restored commercial buildings. The Sheboygan Falls Main Street Program has blended niche marketing with an excellent product mix to create a very unique, one-of-a kind downtown business district. Their approach to volunteer recruitment has proven very successful.

The bus will board at 7:30 a.m. in the back parking lot of Comfort Inn & Suites at the junction of Highways 29 and 22 in Shawano and return at 5:30 p.m. The cost is \$15 per person. This trip is open to anyone interested in downtown development and promotion, however space is limited. To reserve your spot, contact the Shawano Country Chamber of Commerce, (715) 524-2139.

Just because we are visiting communities elsewhere in the state, certainly does not mean we don't have a lot going for us in Shawano Country. Our unique downtowns, attractions and events are a strong selling point to visitors and potential newcomers. Check out our calendar for an impressive listing of upcoming October events. Enjoy fall!

"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."

Power of Networking is Back!



It's back by popular demand! The next Business Advantage Series session, "Power Network Marketing-Learn Marketing Successes from Your Peers" will be held Thursday, November 5, 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 nsmith@shawano.com

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. 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 opportunity to ask questions and share what is working or not working for them. The session will be moderated by Nancy Smith, Shawano Country 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 coffee-house/café.

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

Member e-newsletter Messages

MemberMessages is a great, cost-effective way to communicate with fellow Chamber members starting at just \$25!

1. Message Text:

Up to 50 words \$25
51-75 words \$35
76-100 words \$50

2. Add Your Logo or Small Photo:

(Provided by you electronically)
For an additional \$10

3. Add a PDF Attachment/Flyer

(Provided by you electronically)
For an additional \$25

MemberMessages will be e-mailed
Tuesdays bi-weekly.

| Deadline | E-mail Date |
|----------|-------------|
| Oct. 6 | Oct. 13 |
| Oct. 20 | Oct. 27 |
| Nov. 3 | Nov. 10 |
| Nov. 17 | Nov. 24 |
| Dec. 1 | Dec. 8 |
| Dec. 15 | Dec. 22 |

The deadline is the Tuesday
prior to the e-mail date.

If you are interested in sharing items of interest, please contact us.

Patti J. Peterson • (715) 524-2139
tourism@shawano.com



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Members In the News

The **Wolf River Builders Association** has begun making improvements and repairs on the museum buildings at **Shawano's Heritage Park**. Mr. Randall Bohm and Mr. William Ra-paich recently constructed a roof over the entrance to the Archive Center. The Builders Association plans to donate both labor and supplies to complete several more projects at this historic site in Shawano.

Coldwell Banker Hilgenberg Realtors announced that Jim Zierden was the July associate of the month providing top quality service to his buyers and sellers.

The **Shawano Ski Sharks** hosted special water ski shows on June 24th and August 5th honoring the **Shawano County Humane Society** and **Safe Haven Domestic Abuse Support Center**, respectively. The nights were dedicated in an effort to build awareness and raise funds for operating expenses. The ski shows were greatly successful raising \$150 for the **Humane Society** and \$349 for **Safe Haven**. The Humane Society took home a trunk of animal food and other items that were donated that night. **Safe Haven** received a van full of household goods and other items that are used daily. The **Ski Sharks** also donated a portion of their proceeds to both of the organizations.

Be sure to stop and check out the newest addition to "Rita's Menagerie" at **Anello's Torch Lite!** Zippers the zebra arrived this spring from an exotic animal auction in Missouri.

Zeke Gueths, the 11-year old son of Jon and Wendy Gueths owners of the **Launching Pad**, recently competed for the Wisconsin Playground Elite basketball team at the 5th grade National AUU tournament in Cocoa Beach, Florida. Zeke and his teammates placed seventh nationally out of 72 teams in the tournament.

A total of thirty-six financial assistance awards, stemming from Recovery Act Funds, were extended to Indigenous Community Development Financial Institutions across the United States. **NiiJii Capital Partners, Inc. (NiiCaP)**, or formerly known as NiiJii Small Business Loan Fund, Inc., received financial assistance from this initiative. Recognized for their dedication to stimulate local economies by providing services to local businesses, the US Treasury Department granted \$117,146 to **NiiCaP**. **NiiCaP** serves three reservations in the State of Wisconsin with their main office located at the Business Center in Keshena.

Kurt Raether of Milwaukee, a 2007 graduate of **Shawano Community High School**, recently finished production work on a movie titled "Waltz." Several Shawano scenes were shot in various Shawano locations including **Angie's Main Café**.

Dean Kaczorowski, FIC, a financial representative with the Shawano Area Team of **Thrivent Financial for Lutherans**, has qualified for the organization's prestigious Summit Circle for 2008 achievements. In order to qualify for the Summit Circle, Kaczorowski demonstrated outstanding sales and service to members. Fewer than 200 of **Thrivent Financial's** 2600 financial representatives qualified for the Summit Circle.

Coldwell Banker Hilgenberg Realtors of Shawano ranked fifth in their office size category for the entire country for total units closed for the Coldwell Banker franchise system through July. Additionally, they were ranked ninth out of nearly 1,000 offices for adjusted gross commission.

The **Menominee Indian Tribe of Wisconsin** is one of seven tribal governments and 10 tribal coalitions in the country to receive federal money to combat violence against women. The **Menominee Indian Tribe** will receive \$899,999 from the Justice Department, the only tribe in Wisconsin to receive funds. The money will allow the tribe to hire a sexual assault counselor, two shelter aides, and one sexual assault/domestic violence prosecutor. In addition, the money will help the tribe develop treatment plans, provide training to law enforcement, assist with transitional housing needs and establish the Coordinated Community Response Team.

Neil D. Ashenbrenner has joined **Coldwell Banker Hilgenberg Realtors** as a Sales Associate. A native of Clintonville/Shawano area, Ashenbrenner graduated from Clintonville Senior high School in 1991. He served five years in the U.S. Army Military Intelligence Corps and recently retired from the Colorado Springs Police Department in Colorado.

The first meeting of the newly formed "Friends, Family and Care Givers Support Group" at **Maple Lane Health Care Center**, will be October 7, 2009. The meetings are open to the public and regularly held on the first Wednesday of the month from 3:30 p.m. to 4:30 p.m. Coffee and dessert provided. Any questions, call: Michael Leichey, Social Worker, or Marilyn Hille, Registered Nurse, at 715-526-3158.

A new **Aurora Health Care** facility will be located at 1346 E. Green Bay Street in Shawano. The one-story, 9,112 square foot clinic will house 10 exam rooms and two procedure rooms and is planned to open sometime in early 2010.

Keynote School of Music has added two new teachers to their staff. Trent Sinclair will teach drums and percussion to students from age 8 through adults, from beginners through advanced levels. Sinclair is a graduate of Shawano High School and UW-Stevens Point, where he received a degree in jazz studies. Darla (Czarapata) Van Camp will teach piano and woodwinds to students from beginner through early advanced. She is a graduate of Bonduel High School and UW-Green Bay, where she received a degree in music education.

Bayland Buildings was selected as the general contractor for a 6750 sq. ft. addition to **CRI Genex** located at W9588 Highway 29, Shawano, WI. The addition will connect two existing buildings, and will be completed by the end of the year.

Unity, leaders in hospice and palliative care, provides an innovative monthly program, **Generations—Hope for Grieving Families**, designed to support grieving families with children and teens ages 6 - 18. Open to the public, **Generations—Hope for Grieving Families**, provides a chance for families to join in activities and discussions designed to encourage individual members to better understand the effects of grief and express their feelings in a safe environment. The program is held on the third Thursday of each month, from 5:30 to 7:30 p.m. at Unity's De Pere office. The program is open, free of charge, to individuals residing in **Unity's** 12-county service area: including **Menominee** and **Shawano** counties. Registration is required by calling **Unity** at 920-338-1111 or 800-990-9249. Additional information about the program can be found at www.unityhospice.org.

Groundbreaking ceremonies were held recently for a \$5 million center to house the **Menominee Regional Public Transit Department**. Transit services are available to the public, and include trips to Stevens Point, Wausau, Green Bay, Appleton, Milwaukee, Madison and other cities.

Wittenberg's new quilt was one of the latest murals in the **Walls of Wittenberg** collection. "Stars and Stripes Forever" is painted on the Post Office, "Color Find-ness" is on Dr. Goga's Eye Clinic and "Restoration" is on the law offices of **Aschenbrenner, Woods, Lamia, Schmid Chereskin & Slova**.

Cooperative Resources International, a dairy and beef genetics agricultural cooperative, has entered into a long-term agreement with Flying Crane Dairy, one of China's largest producers and distributors of premium infant formula and milk powder. **Cooperative Resources (CRI)** has worked extensively with the state of Wisconsin to develop international relationships and trade. It is one of the largest U.S. suppliers of cattle semen to China. Gov. Jim Doyle, who is attending meetings in Harbin and Beijing as part of a trade mission, witnessed the signing of the agreement. Under the agreement, **CRI** will advise Flying Crane, which intends to construct 10 additional dairy farms to house 10,000 dairy cows at each facility in order to increase its milk processing capacity to a goal of 5,000 tons per day. **CRI** will provide Flying Crane with expertise in farm construction, dairy production technology, advanced operation concepts and farm management.

Dynamic Designs recently announced their June, July and August 2010 community photo calendar contest winners. For June, Janet Sheedy, of Pulaski submitted "Waitin' till the Cows Come Home". Kay Kristof of Shawano, submitted "Fire Chief, Frank Wichlacz's Funeral Procession of 2008" for July. Jody Shier of Krakow submitted "Busy Bee" for August. Each will receive a \$25 gift certificate to **Dynamic Designs** and a photo tote bag with their winning photo imprinted on the bag. For every calendar sold, **Dynamic Designs** will donate \$1 to the Pulaski Area Historical Society. For more information on contest and rules, please call Heidi or Tammy at **Dynamic Designs** 920-822-4450, or visit www.dynamicdesignspulaski.com.

The Wal-Mart Foundation granted local groups grants toward community projects at the **Shawano Wal-Mart Supercenter** during a presentation ceremony. One of the recipients of a \$1,000 grant was the **Navarino Nature Center** who will use the funds to help support the education program and natural resources and the environment.

Bill Hass, of **Shawano High School**, was recently named Green Bay Packers High School Coach of the Week. Four wins has given Shawano its best start in more than eight seasons. Hass began his head-coaching career at Fennimore (Wis.) High School in 1986. He then moved on to Oconto High School, where he spent four years, and Peru (Ind.) High School for three, before taking over the reins as the head football coach and physical education teacher for Shawano in 2008.

Increase Your Holiday Sales



How do we convince shoppers to spend their dollars in Shawano and Menominee Counties this holiday season? By showing them that there is a wide variety of

local shopping choices and giving them a chance to win \$500! That's exactly the purpose of the Chamber's Shop Shawano Country for the Holidays campaign. In order to have a successful campaign we need to have widespread participation.

It only costs your business \$75 to participate and that gets your name listed in print advertising. We spend all the money from participating businesses on advertising. The more Chamber members that participate the more advertising we will purchase! The campaign will include print and radio advertising and publicity running mid-November through December, encouraging residents to do their holiday shopping locally at participating businesses.

Thank you to the following businesses that have already signed up: American Marine & Motorsports Super Center, Angie's Main Cafe, Body Essentials, Buss Chevrolet, Cellcom, Dreier Pharmacy & Gift Shoppe, Frontier Communications, Generations, Genie's Jewelry, J & H Game Farm, Nueske's Applewood Smoked Meats, Qualheim's True Value, Quizno's Subs, Senzig's Fine Home Furnishings, Shawano BID/SCBA, The Wood Shed, Til the Cows Come Home, and Wal-Mart Super Center.

If you are interested in participating, please return the enclosed form today. Let's show Shawano Country residents why they should shop locally for the holidays!

Did You Know...

Your Chamber promotes your business 24/7/365?

- ◆ We recommend Chamber member businesses: When potential customers contact the Chamber, through a phone call, email, letter, or by walking in, we recommend Chamber member businesses. We receive thousands of inquiries each year from people who want to do business with our members. We provide them with your phone number, address, website, and business information. During our open hours visitors can pick up your business brochures/guides. Please make sure we have your latest marketing materials so we can put them on display.
- ◆ Potential and current customers from anywhere in the world can get information on your business through our website, www.shawanocountry.com. We receive nearly 100,000 unique visits to our website every year and many are visiting our online business directory. Please review your listing to make sure that everything is accurate and up-to-date.
- ◆ Visitors can access our Visitor Center vestibule 24 hours everyday. We designed our vestibule to always be open and very useful to visitors. Visitors can get information on the Chamber website and business directory by using the public computer or on their laptop by using our free wireless Internet. They can call your local business from the free public telephone.

So even when you are sleeping the Chamber is working hard to promote your business and make it stronger!

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Business Connection

NEXT BUSINESS CONNECTION

Tuesday
October 20, 2009
5 p.m. to 6:30 p.m.

Hosted By:
Keith & Kelly Bauman at

THE GATHERING

2600 E. Richmond Street
Shawano

RSVP: (715) 524-2139



The Longhorn Saloon hosted the September Business Connection. Attendees enjoyed very tasty samples of "Longhorn cuisine" and registered for great prizes. Thank you for hosting a super event!

Congratulations to Larry Kallies who won the Chamber Ambassador's Pot of Gold Drawing. John Knickerbocker, Dani Ebert and Ginny Jesse were the lucky winners of Longhorn Saloon t-shirts and \$25 gift certificates courtesy of Longhorn Saloon.

Prepare for Area Code Relief: Enter 10-Digit Phone Numbers Now

Submitted by Cellcom

Seven-digit local telephone numbers will soon be a thing of the past. The increasing demand for phone numbers has prompted the need for new area codes and the use of 10-digit calling nationwide.

These new area codes impact not only telephone calls but text messaging as well. To ensure that your text message is sent to the correct person, it is recommended that you enter all ten digits of the phone number – regardless if it is a local or long-distance number.

During the next few years, the 534 area code will be added to the geographic region currently served by 715, and the 274 area code will be added to the 920 geographic area.

This means that you may have a 715 area code, but the phone number for the new business next door may have a 534 area code. New telephone lines in the current 715 area code region may be assigned the 534 area code as soon as August 14, 2010. Mandatory 10-digit calling will begin in the 715 area code region on July 17, 2010. Dates for the new 274 area code in the current 920 geographic area have not yet been determined.

Calls that were considered local before the introduction of the new area code will continue to be local calls, and the procedure for placing long-distance calls from landline phones will remain the same (1 + area code + 7-digit telephone number). How-

ever, local calls placed without an area code after July 17, 2010, will not be completed.

The best way to stay ahead of these changes – and ensure that your calls and messages are received – is to start using all ten digits now. Get into the habit of keying in the area code along with the seven-digit phone number when you program your fax machine, enter a person in the contact list on your wireless phone and print business cards or other materials that include your telephone number. By getting ahead of the game, the change should have little effect when the change is official.

Welcome New Members



The *Pulaski News* recently joined the Shawano County Chamber of Commerce. Front row (l. to r.): Laurie Fischer, Tammy Brzeczowski, Kathleen Gerds, Laura Dahms and Candice Matuszak. Back row (l. to r.): Kevin Ripley, Tim Frisch, Julian Lacer and Matt Matuszak

Pulaski News

Tammy Brzeczowski
Pulaski Community Schools
1040 S. St. Augustine St.
Pulaski, WI 54162-9450
(920)822-6800 • Fax: (920)822-6726
www.pulaskinews.org

The *Pulaski News* is a newspaper published every other week year-round. Its circulation is about 3,000. It's the oldest community newspaper in the U.S. produced entirely by high school students. The students uncover story ideas, write, and publish stories covering all community events, as well as happenings around the state. (Please note the phone number was incorrect in the September newsletter.)

Corina's Mexican & American Restaurant

Ruben & Kelly Ramirez
200 Golf View Road
Cecil, WI 54111-9491
(715) 745-6630

For a taste of something new and fresh, enjoy authentic Mexican cuisine and American favorites at Corina's. In addition to Ruben's delicious signature fajitas, enchiladas and chimichangas, Corina's offers breakfast daily, weekend breakfast buffet, lunch buffet Tuesday through Sunday, Friday fish fry, and Friday all-you-can eat cod for \$10.95 including soup and salad bar. Plan your next meeting in Corina's private dining area.

Shawano Masonic Lodge #170

Jim Campbell, Secretary
201-1/2 S. Main Street • PO Box 273
Shawano, WI 54166-0273
(715) 526-2232

The mission of freemasonry in Wisconsin is to teach and demonstrate a fraternal way of life that promotes brotherhood and self-improvement through education, moral standards, charity, and community involvement. Shawano Lodge meets on the first and third Thursdays at 7:00 p.m. They are dark the months of January and February.

Thornton Trailriders Snowmobile Club

Tim Schultz
128 Humphrey Circle
Shawano, WI 54166-2262
(715)524-3339

The Trailriders are a non-profit organization that has over 125 miles of trail west of Shawano that they sign and maintain through the winter months. Members get together once a month to discuss and troubleshoot problems with trails, landowner complaints and fundraising options. New members are always welcome!



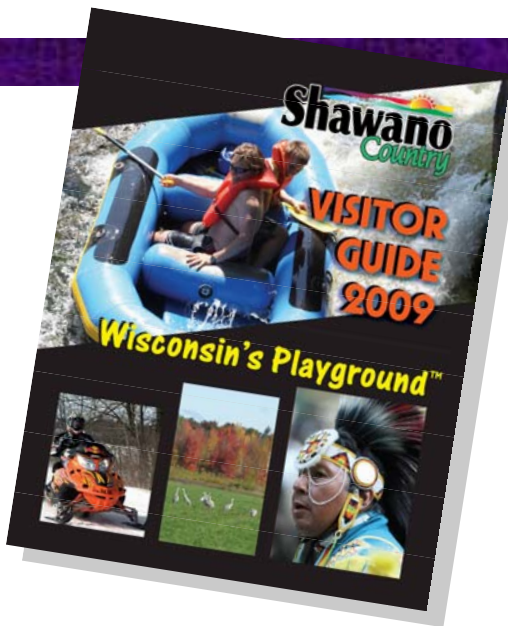
Apple Valley Nursery & Orchards was recently welcomed as a new Chamber member. Pictured (l. to r.) Roy, Patrick and Kim Brodhagen.



Shawano City Cab was recently welcomed as a new Chamber member. Pictured are Larry Kallies of Shawano City Cab and Ambassador Rhonda Lutzke.

VISITOR GUIDE

2010



This comprehensive guide features recreation and attractions available in Shawano and Menominee Counties and includes a listing of area hotels, motels, cottages, resorts, campgrounds, restaurants and retail outlets. The guide will also contain updated area maps, and a 2010 calendar of events.

We are currently accepting photos for the guide. Photos should be of the Shawano Country (Shawano and Menominee County) area. A photo release needs to be submitted with any photo that includes people. Digital photographs are preferred. Photos can be sent to: Shawano Country Chamber of Commerce, PO Box 38, Shawano, WI 54166-0038 or tourism@shawano.com. Multiple photographs can be submitted. Please include the photographer's name and where the photograph was taken.

The Shawano Country Tourism Council will produce 60,000 guides for distribution throughout the state of Wisconsin and in response to visitor inquiries. Interested advertisers should contact Patti J. Peterson at the Chamber office (715) 524-6803 or tourism@shawano.com.

ADVERTISING DEADLINE: OCTOBER 5, 2009

Pleshek Hired as Visitor Center Receptionist

Carol Pleshek has been hired by the Shawano Country Chamber of Commerce as a part-time Visitor Center Receptionist. In this position Carol will help callers and walk-in visitors, fulfill visitor mail and email requests, and assist with event planning and coordination. Carol has been a dedicated tourism advocate for many years having served on the Tourism Council Board of Directors since the mid-1990's where she was also a valuable member of the marketing committee. She has been a Chamber Ambassador for many years, welcoming new businesses and helping coordinate the annual Fly-Out. Her efforts were recognized when she earned the Ambassador of the Year award in 1995. She was also the recipient of the "Friend of Tourism" award at this year's Tourism Summit hosted by the Shawano Country Tourism Council. Carol managed the Shawano Super 8 Motel for 17 years until her retirement in June.





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**MARK YOUR
CALENDAR !!**

***October
2009***

- 1** **Business Advantage Series Sponsored by:
Dynamic Designs Unlimited and Kersten Accounting & Tax
How to Obtain Financing for a Business in a Challenging Economy
Shawano Country Chamber of Commerce
7:30 a.m. to 8:45 a.m.
715-524-2139***

- 3** **Fall and Homecoming Parade 10 a.m.
Starts at the corner of Main and Elizabeth Streets.**

- 13** **“Bus to the Future of Main Street”
Hosted by the Shawano Country Chamber of Commerce and SCEPI
Visit Sheboygan and Sheboygan Falls
Board the bus in the back parking lot of Comfort Inn & Suites
7:30 a.m.—5:30 p.m., \$15 per person including lunch
715-524-2139***

- 20** **Business Connection Sponsored By:
Keith & Kelly Bauman at The Gathering
2600 E. Richmond Street, Shawano
5:00—6:30 p.m.
715-524-2139***

**Reservations required.*