

# The Bottom Line

A Publication of the Shawano Country Chamber of Commerce

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## Helping Businesses Obtain Financing

The next Business Advantage Series session will be "How to Obtain Financing for a Business in a Challenging Economy," Thursday, October 1, at The Shawano Country Chamber of Commerce, 1263 S. Main Street in Shawano. A representative from the SBA will be on hand to present information on recent SBA Guaranteed Loan changes and new funding available. Local lenders will share what it takes to get a business loan now through local financial institutions. The seminar will be of help to businesses currently



operating, as well as start up businesses. 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.

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

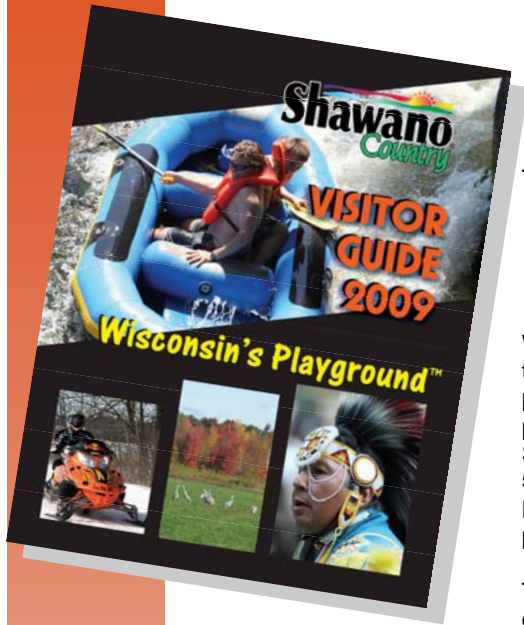
## Chamber and SCEPI to Host Main Street Bus Trip

Join hosts Nancy Smith, Shawano Country Chamber of Commerce and Steve Sengstock, Shawano County Economic Progress, Inc. (SCEPI) for a journey to the future of "Main Street" on Tuesday, October 13. The trip will include stops to two Wisconsin communities that have successfully revitalized their downtown business districts. "The purpose of this trip is to see first-hand how these communities have successfully overcome challenges common to many downtown districts and created an effective business mix, creative promotions, and inviting environments," said Smith.

Communities will include Sheboygan and DePere. 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 river front fish shanties now home to quaint shops and the Stefanie H. Weill Center for the Performing Arts. The world renowned John Michael Kohler Arts Center is also located downtown. The only city in Wisconsin that can trace its roots back more than 325 years, DePere is located on Wisconsin's original "main street": the Fox River. Today, the city straddles the river; both halves of its main street linked by an award-winning bridge above the oldest dock lock on the 150+ year old system. Nineteenth century buildings still line today's main street as a testament to an enduring vibrant, small-town atmosphere nestled on the outskirts of its famous neighbor, Green Bay.

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 which includes lunch. This trip is open to anyone interested in downtown development and promotion, however space is limited. To reserve our spot, contact the Shawano Country Chamber of Commerce, (715) 524-2139.

*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."*



# 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](mailto:tourism@shawano.com) before September 18, 2009. Multiple photographs can be submitted. Please include the photographer's name and where the photograph was taken.

The Shawano County 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](mailto:tourism@shawano.com).

**ADVERTISING DEADLINE: OCTOBER 5, 2009**

## *Shop Local Campaign Records \$325,000 in Sales*

The entries have been tallied for the Shop Shawano Country for June Dairy Month. The Chamber of Commerce recorded over \$325,000 in sales from customers who entered the drawing at participating businesses during the month of June. "The recorded sales during this promotion demonstrate that this promotion continues to be an effective tool in convincing citizens to shop locally," said Nancy Smith, executive di-



rector of the Shawano Country Chamber of Commerce. "We created this campaign to encourage and reward customers to support our local merchants and to show appreciation of our area dairy farmers." In addition to the Chamber Bucks drawing, special incentives and coupons were offered by the participating businesses to 450 Shawano County dairy farmers. The \$500 Chamber Bucks drawing winner was Shawano County farmer Jim Tomashek.

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# Members In the News

**Unity**, leaders in hospice and palliative care, recently announced four additional members of its nursing staff achieved national certification, and one member received recertification, in hospice and palliative care from the National Board for Certification of Hospice and Palliative Nurses. Jane Petri and Amanda Polaczyk, certified nursing assistants, achieved recognition as Certified Hospice and Palliative Nursing Assistants (CHPNATM). Anne Curtis, a licensed practical nurse, achieved recognition as Certified Hospice and Palliative Licensed Nurse (CHPLN®). **Unity** registered nurses Lynn Nier and Pam Rojas achieved recognition as Certified Hospice and Palliative Nurses (CHPN®). Nier earned recertification through the testing process.

Manda Hokenstad retired from **ManorCare Health Services** of Shawano after 32 years of commitment as a Certified Nursing Assistant.

**Safe Haven Domestic Abuse Support Center** presented its first Golden Trowel Award after its Garden Walk held in July. People attending the walk voted on which garden they thought should win the award. The winner was Richard and Mary Liefing of Cecil. The garden is described as eclectic, creating outdoor rooms where holidays, anniversaries and lost loved ones have been memorialized with a plant.

A provider with Women's Health Specialists, Dr. Michael West is extending his comprehensive OB/GYN care to patients in the Shawano area joining the **ThedaCare** Surgery Center. He has been serving patients in the Clintonville and Shawano region for over 15 years. Dr. West is board certified and received his medical degree from the Medical College of Wisconsin. Practicing in all areas of women's health, Dr. West specializes in obstetrics, infertility and gynecological surgery.

**Homme Youth and Family Programs** was chosen and honored as the 2008 Program of the Year recently at a Leadership Assembly ACAT award night. ACAT – Awarding and recognizing teams that best exemplify the core counseling principles of Absolute Collaboration, Accountability and Transparency. **Lutheran Social**

**Services (LSS)** is a non-profit agency that offers a range of community-based and residential services to people in 90-plus communities throughout Wisconsin and Upper Michigan.

The Mountain Bay 5K Run/Walk attracted 190 participants despite early morning rain. The event is in its seventh year – the second under **ThedaCare Physicians**.

The 9th annual ladies-only golf outing was held July 29, 2009 at **Golden Sands Golf Course**. This event is co-sponsored by **Friends Of Shawano Community Hospice (FOSCH)** and **Golden Sands 18-hole Ladies**. 30 teams played in the event and enjoyed dinner and raffles afterwards. Proceeds benefit FOSCH, an organization that provides support and advocacy to Shawano Community Hospice.

A permanent trail system in **Shawano County** has long been a dream of ATV enthusiasts, and now there is a proposal being explored that could make the dream a reality. The proposal is still in the preliminary stage, but it's the first time the idea of a countywide trail system has ever progressed this far. The main objective of the **Happy Trails ATV Club**, which was established in 2003, has been to establish a trail system in the county.

**Premier Community Bank** recently donated \$5,000 to Menominee Indian High School. The donation was used towards the purchase of two new scoreboards for the school.

During June and July, **Perlin's Restaurant** raffled off a copper fire pit with the proceeds from the raffle donated to **Safe Haven Domestic Abuse Support Center**. After the drawing, a check for \$927 was presented to **Safe Haven** from Gale and Betty Zimmel of **Perlins**.

The Community First Fox Cities Marathon is pleased to announce its partnership with Green Bay-based wireless service provider **Cellcom** as its Official Technology Sponsor. Through this partnership, participants will now have access to advanced chip-timing and runner-tracking technology. Marathon participants will benefit from timing mats along the course and at the finish line that allow

them to track their pace and achieve personal goals. Volunteers will help participants and spectators sign up for e-mail and text message updates and will provide up-to-the-minute information in the Results Tent powered by **Cellcom**. **Cellcom's** proprietary software calculates each participant's pace and provides an estimate of when the person will arrive at the various mile markers.

VickieMarie Cloutier, MD, family medicine physician, recently joined the **ThedaCare Physicians** team. Board Certified, Dr. Cloutier earned her medical degree from the University of Wisconsin Medical School and completed her residency at the University of Wisconsin-Eau Claire Family Practice.

**Coldwell Banker Hilgenberg Realtors** was again in the top 10 for the nation in the Coldwell Banker® franchise system in June. The local office was ranked fifth in their office size category for the entire country for Total Units closed. The agency also ranked eight of nearly 1,000 offices for adjusted gross commission. The Hilgenberg team was recognized for the same awards in April and May, as well.

**Keynote School of Music** recently announced the following appointments to their teaching staff. Jim Anger, a well-known singer-song writer and educator in the Shawano area, will teach Beginning Guitar in small groups for children in Grades 2-5. He will also teach beginning guitar private lessons for adults. Sarah Koenigs will teach Violin and Viola. Koenigs has played violin for over 20 years, and has a bachelor's of music degree in violin performance from Lawrence Conservatory in Appleton. Robert Schubert will teach Violin and Viola. Schubert has a bachelor's of music degree from Hartt College of Music and a master's degree from the Manhattan School of Music in New York.

Doc & Rhonda Hopkins and the Wolf River H.O.G. Chapter held their annual **Red River Riders** Benefit Ride, Bike Raffle and Legal Country Drags which resulted in a \$31,500 donation to the **Red River Riders Therapeutic Riding for the Disabled, Inc.** Their support helps to make **Red River Riders** a healthy, growing program.

**Unity** recently announced the appointment of its executive director, Nicole Curran, to the National Hospice and Palliative Care Organization's (NHPCO) Governance Committee and to the position of president-elect for the Hospice Organization and Palliative Experts (HOPE) of Wisconsin. This is Curran's third term on the board, having served two three-year terms prior to her appointment to president-elect. She will assume the president position in January 2010.

Kyle Beebe of Bayfield has joined **Genex Cooperative Inc.** as an area beef representative. Beebe recently completed the Genex ABR training program at the cooperative's headquarters in Shawano, Wis. He is a certified artificial inseminator through the Genex A.I. training school. He also has a ranch partnership with red Angus and miniature Herefords. He is vice president of the La Plata Cattlemen's Association and a board member for the Colorado Red Angus Association.

Welcome Dr. Ann Tousignant, **Shawano Medical Center's** new gynecologist. By joining the medical team at **Shawano Medical Center**, Dr. Tousignant, MD will provide quality gynecologic care that includes: vaginal care and surgery, menopause care and treatment and incontinence treatment.

**RE/MAX North Winds Realty LLC** has been selected for the 2009 Best of Business Award in the Real Estate category by the Small Business Commerce Association (SBCA). The SBCA Award Program recognizes the top 5% of small businesses throughout the country. Using consumer feedback, the SBCA identifies companies that they believe have demonstrated what makes small businesses a vital part of the American economy.

**North Star Mohican Casino** and the **Menominee Casino-Bingo-Hotel** recently held their annual Joint Casino Challenge at the **Pine Hills Golf and Supper Club**. One of the main reasons for having the event, apart from golf rivalry, is to raise funds for local worthwhile causes. This year the **North Star Mohican Casino** chose **Safe Haven Domestic Abuse Support Center** to be the recipient of a check for \$1,000.

## Grants Available for Shawano Area Charitable Organizations



The Shawano Area Community Foundation is accepting grant applications until October 1, 2009 from eligible Shawano area charitable organizations for grants from its unrestricted funds. Organizations eligible to receive grants are those determined by the IRS to be public charities.

Grants support specific projects or new programs with clear goals and financial accountability, and for which a moderate amount of grant money can make a significant impact on an area of need.

Grants are made for a broad range of purposes to a wide variety of nonprofit organizations in the areas of arts and culture, health and human services, historic preservation, community development, education, and en-

vironment. The grants, which are typically for no more than \$5,000, are awarded through a competitive process.

Complete grant guidelines and an application form can be found at [www.shawanofoundation.org](http://www.shawanofoundation.org). Completed applications must be submitted by October 1, 2009 either via email at [shawanofoundation@granitewave.com](mailto:shawanofoundation@granitewave.com) or U.S. Mail to: Community Foundation, PO Box 255, Shawano, WI 54166. For more information or assistance, contact Susan Hanson with the Shawano Area Community Foundation at 715-253-2580.

*The Shawano Area Community Foundation was established in 1990 by and for the people of the community to improve the quality of life in Shawano and the surrounding area. It is an affiliate of the Appleton-based Community Foundation for the Fox Valley Region. During the last fiscal year, the SACF awarded \$345,704 in grants from nearly 70 charitable funds created by a variety of donors.*



*Leadership Shawano County announces Class Ten, 2009-2010*

Leadership Shawano County (LSC) will celebrate the tenth anniversary of the program on September 10, 2009. Community members join LSC to learn about business, government and programs involving our county and state; and to participate in a community service project. It is hoped as participants become aware of the challenges and the many existing resources; they will take leadership and active participation role in helping to meet those challenges.

### *Participants in Class Ten are:*

Kristi Carlson	Village of Tigerton
Jenny DeMunck	CRI/Genex Cooperative
Elaine Gast	Shawano Medical Center
Dawn Gueths	M&I Bank
Charlene Helms	City of Shawano
Gwen Hoffman	Shawano Medical Center
Keith Marquardt	Shawano County
Christopher Onesti	CoVantage Credit Union
Andy Schmidt	Little Rapids Corporation
Cheryl Seelig	ThedaCare Physicians
Stephanie Selle	CRI/Genex Cooperative
Jill Sharp	Shawano School District
Dave Slaughter	Comfort Inn & Suites
Shelly Thorne	Body Essentials
Kristie Wilson	Shawano City-County Library
Holly Zander	Zander Dental

*For more information about Leadership Shawano County, Visit:*

[www.leadershipshawanocounty.com](http://www.leadershipshawanocounty.com)



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 Humane Society  
 Shawano Fire Dept.  
 Shawano Lake Lions Club  
 Shawano City  
 Park & Recreation Dept.  
 Larry Sperberg  
 Stewart Title of Wisconsin  
 Super 8 Motel  
 ThedaStar Helicopter  
 Twig's Beverage  
 Volunteers  
 Wal\*Mart  
 WTCH Radio Station  
 Wescott Fire Dept.

AND EVERYONE ELSE WHO HELPED IN ANY WAY!



## Business Connection



**CoVantage Credit Union** hosted the August Business Connection. Attendees enjoyed wonderful hors d'oeuvres and had some laughs with the "Super Hero" theme. Thank you for hosting a great event!

Congratulations to Veronica Campbell who won the Chamber Ambassador's Pot of Gold Drawing.

## NEXT BUSINESS CONNECTION

Monday,  
 September 14, 2009  
 5 p.m. to 6:30 p.m.

Hosted By:

## LONGHORN SALOON

1181 S. Main Street • Shawano

RSVP: (715) 524-2139

# Welcome New Members



Shawano Lake Lioness recently joined the Shawano Country Chamber of Commerce. Pictured (l. to r.) Chamber Ambassador Jill Birr and Lioness members Pat Garbelman and Gail Bartz.

## *Pulaski News*

**Tammy Brzeczowski**  
**Pulaski Community Schools**

**1040 S. St. Augustine St.**

**Pulaski, WI 54162-9450**

**(920)662-9000 • Fax: (920)822-6726**

**[www.pulaskinews.org](http://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.

## **Lake Drive Solutions**

**Mike Mitchell**

**N6131 Lake Drive**

**Shawano, WI 54166-3907**

**(715)524-5379**

**[www.lakedrivesolutions.com](http://www.lakedrivesolutions.com)**

Lake Drive Solutions is a diverse business that includes small engine repair, sign and graphic design, trophy and awards, auctioneering services, computer and website service, welding, fabrication, etc. If there is something in need of repair, they feel they can fix it.

Their hours of operation are:

Monday through Friday 11 a.m. to 5 p.m.

Saturday 8 a.m. to noon

## **Shawano City Cab**

**Beverly Scott**

**607 Elizabeth Street Suite 240**

**Shawano, WI 54166-3105**

**(715)524-2000 • Fax: (715)524-3789**

Shawano City Cab is a shared ride program that is limited to the City of Shawano and a 5-mile radius out of the city. They welcome reservations, serve all citizens and have senior rates and disabled rates.

Their hours of operation are:

Monday through Thursday 6 a.m. to 7 p.m.;

Friday 6 a.m. to 9 p.m.; Saturday 8 a.m. to 9 p.m.

Sunday 8 a.m. to 7 p.m.

## **Packerland Broadband**

**Dan Plante**

**105 Kent Street • PO Box 885**

**Iron Mountain, MI 49801-0885**

**(800)236-8434**

**[www.packerlandbroadband.com](http://www.packerlandbroadband.com)**

Packerland Broadband provides high-speed Internet, video and voice services to rural communities throughout Wisconsin and the Upper Peninsula. Their goal at Packerland Broadband is to bring advanced services to communities which may not otherwise have been available. Contact Packerland Broadband at [www.packerlandbroadband.com](http://www.packerlandbroadband.com) or call 800-236-8434 for more information.



# Thank You

A big "thank you" to Lois Aumann for donating a 5' X 8' American Flag to the Shawano Country Chamber of Commerce.

The flag came with certification that it was flown over the United States Capitol.

# Parade "Around the World"

This year's parade will be held on Saturday, October 3 in conjunction with the Shawano High School's Homecoming. The theme will be "Around the World." Decorate your entries to depict the country of your choice.

We anticipate a large parade again this year with over 100 entries from businesses, organizations, school groups and governmental representatives.



Get your name in front of thousands of parade spectators and local media with a parade sponsorship! Chamber members may choose from the following categories:



**\$500** Entitles sponsor to their own banner with company name and logo in full color and recognition in the local newspaper and Chamber newsletter.

**\$300** Entitles sponsor to their own banner with company name in one color of their choice and recognition in the local newspaper and Chamber newsletter.

**\$200** Entitles sponsor to company name in black on banner with other sponsors and recognition in the local newspaper and Chamber newsletter.

**Booster Member**—Recognition in the local newspaper, Chamber newsletter and at the Chamber Annual Banquet.



Expect a phone call from a Chamber volunteer regarding your interest in sponsorship or booster membership. Your sponsorship dollars help to cover our parade expenses. Booster membership helps to offset the cost of Chamber programs throughout the year. If you would like additional information, please contact the Chamber office at 524-2139.

*We appreciate your support!*



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## **MARK YOUR CALENDAR !!**

# *September 2009*

**14 Business Connection Sponsored By:  
Longhorn Saloon  
1181 S. Main Street, Shawano  
*Please note—this is a Monday event.*  
5:00—6:30 p.m.  
715-524-2139\***

**Oct. 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\***

*\*Reservations required.*

## ***Booster Membership Drive***

*Our Chamber volunteers will be busy making telephone calls during the month of September to Chamber members who haven't yet committed to a booster membership for 2009. Our volunteers will explain the benefits of Booster Membership as well as Fall Parade sponsorships.*

Your booster membership dollars help offset the cost of Chamber programs offered throughout the year. Membership dues revenue from our 420 members covers about one-third the cost of the programs and benefits that we offer our members. We have been successful in keeping the membership dues level reasonable and affordable. The other two-thirds is mostly covered by sponsorships, registration fees, grants, room tax dollars, donations, and booster memberships.

If you would like more information, please contact the Chamber office at 524-2139 and ask for Nancy Smith. Thanks for your support!

