

# The Bottom Line

A Publication of the Shawano Country Chamber of Commerce

## Shawano Country Chamber of Commerce Unveils New Website!

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Home | Area Info | Visitor Info | Chamber Info | Business Info | News | Gift Certificates

### Welcome to Shawano Country - Wisconsin's Playground!

**WIN FREE GAS FOR A YEAR! Click here.**

Shawano Country-Shawano and Menominee Counties is a place like no other. Two Indian Nations, an Amish Community, and a variety of ethnic descendants contribute to a unique mixture of culture and customs.

Summer days are magical in Shawano Country and we have the events to welcome them.

To help plan your trip [click here to request our free 68 page Visitor Guide](#) packed with information on lodging, events, parks, historical sites, restaurants, shopping, and much more.

If you are looking to make Shawano Country your new home, contact us today for a free relocation packet.

- Visitor Guide
- Accommodations
- Dining
- Arts and Recreation
- Shopping
- Maps / Directions

Calendar of Events

- 8/21/2008 - Leadership Shawano County
- 8/21/2008 - Ambassador meeting
- 8/22/2008 - Menominee Casino-Bingo-Hotel presents "Kelly Smith"
- 8/23/2008 - Tigerton Lumberjack Days
- 8/23/2008 - Highway 29 Flea Market

View All »

**Visit us at:**  
[www.shawanocountry.com](http://www.shawanocountry.com)

The Shawano Country Chamber of Commerce is very excited and proud to announce the launch of our new website. Our website, [www.shawanocountry.com](http://www.shawanocountry.com), has been recreated to reflect the dynamic personality of "Wisconsin's Playground" while offering increased functionality for users and for the Chamber. Our priority was to create a visually interesting and professional site that provides comprehensive information in an easy-to-use format. Just as important is the Chamber's ability to easily and quickly update and maintain the site. The website design was created by Build My Own Site in Green Bay. The site content is entered by Chamber staff. We will continue to

add more information on a weekly basis to make sure our site is very comprehensive.

The site features information about the Chamber, Shawano Country Communities, and tourism. It allows people to easily access information about our member businesses and organizations. The home page lists upcoming events and links to the full year's calendar of events.

We welcome your feedback about the website. Please contact Executive Director Nancy Smith, at [nsmith@shawano.com](mailto:nsmith@shawano.com) with your comments and/or suggestions.

*"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."*

## Customer Service Workshop Announced

Back by popular demand! The Shawano Country Chamber of Commerce will present "Achieving Customer Service Excellence" workshops on Wednesday, October 15. Two half-day sessions will be offered. The morning session will be held at 8:00-11:30 a.m. and will be repeated at 1:00 p.m. – 4:30 p.m. Topics covered will include: the top ten service mistakes, the magic words customer love and the ones they despise, handling problems and complaints, ten keys to effective communications, and the world famous "Fish" philosophy.

Both sessions will be facilitated by Joe Constance of Constant Training and will be held at the Shawano Country Chamber of Commerce, 1263 S. Main Street in Shawano. The sessions will be very participation-oriented learning experiences. This workshop is consistently rated as outstanding by area attendees. Here is what one participant

had to say about the workshop: "I thought it was GREAT! Joe was very high energy and really made me think about how I respond to customers on the job."

Seating is limited for each session and registrations will be taken on a first-come first-served basis. The registration fee for each workshop is \$70.00 per person for Chamber members who register before September 30th. After that date members will pay \$79.00 per person. To register call the Shawano Country Chamber of Commerce at (715) 524-2139 or email [nsmith@shawano.com](mailto:nsmith@shawano.com).



Joe Constance

## Shop Shawano Country Records \$500,00 in Sales

The entries have been tallied for the Shop Shawano Country for June Dairy Month. The Chamber of Commerce recorded over \$500,000 in sales from customers who entered the drawing at participating businesses during the month of June. "The recorded sales during this promotion have doubled since we started this campaign in June, 2006, so we know it is an effective tool in convincing citizens to shop locally," said Nancy Smith, executive director 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.



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## New Tourism Promotion Announced...



Register at any participating lodging partner to **WIN...**  
[www.shawanocountry.com](http://www.shawanocountry.com)  
Get your **FREE** Visitor Guide today!  
**Call (800)235-8528**

\*Entry period is September 1 through November 30, 2008. The prize will be a year's supply of regular-unleaded gasoline. Gasoline is based on \$50 per week for 52 weeks. Total value is \$2600 and will be provided in gift cards at the station of the winner's choice.

The Shawano Country Tourism Council is proud to present its "Free Gas for a Year" promotion valued at \$2600! Visitors who stay at participating lodging properties September 1 through November 30, 2008 can register to win Free Gas for a Year. A winning entry will be drawn on December 10, 2008. The winner will be contacted and asked to select a gas station so that we can purchase the gas cards.

This promotion will be featured on our website, through the State of Wisconsin Department of Tourism emails, Sept. / Oct. edition of AAA Home & Away magazine, Wisconsin Outdoors, statewide radio campaign, Milwaukee Journal Sentinel Fall Destinations, Daily Herald Fall Supplement (Suburban Chicago) and press releases.

If you would like to participate, please contact Patti J. Peterson, Tourism Manager at 715-524-6803 or [tourism@shawano.com](mailto:tourism@shawano.com).

# Members In The News

A national Fellowship program focused on leading the country's health care system into the 21<sup>st</sup> century has been awarded to Linda D. Taylor, RN, OCN. Taylor is the Dean of Nursing at **College of Menominee Nation**.

John L. Koeller and Jim Zierden of **Coldwell Banker Hilgenberg Realtors** ranked in the top 10 sales associates for the 2<sup>nd</sup> quarter of 2008 in Selling Units in the state of Wisconsin for the Coldwell Banker franchise system. John ranked number two and Jim ranked number nine out of 1,471 **Coldwell Banker** affiliate sales associates in the state. John also ranked number one in Adjusted Gross Commission Income, number three in Total Units, and number four in Listing Units.

A national program to standardize certification for consultants who help families plan funeral services in advance has recertified Lon Swedberg, owner and CPC licensed funeral director, **Swedberg Funeral Homes** and Crematory with the Certified Preplanning Consultant designation.

A company belonging to tribal members recently signed a long-term lease with the **Menominee Indian Tribe of Wisconsin** for land to build a \$2.3 million strip mall project. **Keller Construction** will be the general contractor.

Programs advancing children's activities, suicide prevention and health care are among those benefiting from 10 grants totaling nearly \$28,000 awarded recently by the **Shawano Area Community Foundation**.

Congratulations to the employees of **ManorCare Health Services**, Shawano on their recent successful survey by the State of Wisconsin.

Dana Goers recently joined the staff at **Buss Chevrolet** as Parts Manager.

**ThedaCare At Home** recently began offering hospice care in Shawano and surrounding communities and The Rev. Jim Frank has joined the program as the new chaplain.

**Charter Communications** added six new high definition channels to its line-up on August 26, including Fox Sports Net (FSN)-Wisconsin, Animal Planet-HD, Smithsonian Channel-HD, TBS-HD, In-Demand-HD and the Movie Channel-HD.

**ThedaCare Physicians**, Shawano recently welcomed Richard Canlas, MD. Dr. Canlas is board certified in family and sports medicine and served as a director and coordinator of musculoskeletal-sports medicine programs for a number of medical facilities in Wisconsin and Michigan before joining **ThedaCare**.

Maria Escalante, director of the library at **College of Menominee Nation**, was recently appointed to the State Historical Records Advisory Board by Governor Jim Doyle. The state board was created in 1977 so the state could participate in the grants program of the National Publications and Records Commission, which coordinates the preservation of historic records in the United States.

It's official. **Cooperative Resources International** now owns the former **ThedaCare Physicians** building in downtown Shawano. About 75 jobs will move from **CRI's** offices in the town of Richmond into the new location and another 31 will be added over the next five years.

Terence J. Bouressa recently joined the **Stellpflug Law, S.C.** firm as a partner. He concentrates his practice in the areas of litigation, personal injury, worker's compensation, employment law and mediation. Having recently taken over the responsibilities of the Santa Parade, the **BID** Events and Promotions Committee has announced the title sponsorship for this event will belong to **Shawano Country Store**.

**M&I Bank** recently announced the promotion of James W. Meyer to community bank president, Shawano. Meyer has been with **M&I** for 21 years, most recently serving as first vice president, business banker in the Shawano market.

**Keynote School of Music** has expanded to a second location next door. **Keynote Next Door** will be operated, and occupied, by Kristin Gontea, who teaches violin, viola and cello as well as Kindemusik for young children. Gontea and her husband will live in the building, with the main floor converted to a music studio, a room for private lessons and a waiting room for parents.

**Pine Manor Health Care Center** will receive a Step II award for quality achievement from the American Health Care Association (AHCA) and the National Center for Assisted Living (NCAL). Pine Manor Health Care Center is one of 23 facilities in the nation to achieve this level of recognition within the AHCA/NCAL Quality Award program, for leading the professions' movement toward a systematic process to achieve continuous quality improvement. They will be honored for their achievement and presented with their award during AHCA/NCAL's 59<sup>th</sup> Annual Convention and Exposition, October 5-8, 2008 in Nashville, TN.

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# Welcome New Members

## Wellness Corner

Mary Reimers-Vance  
312 W. Green Bay Street  
Shawano, WI 54166-2336  
(715)526-6777

Wellness Corner is a therapeutic massage group consisting of three therapists: Jon Kohlin, Mary Reimers-Vance and Zoe Zimmerman. They offer Swedish, Deep Tissue, Pregnancy, Reflexology and chair massage.

Hours are Mon. through Fri. 8 a.m. to 8 p.m. with walk-in welcome and Sat. and Sun. open by appointment. On-site and in-home massage services are offered.

## The Senior Gift Shop

225 S. Main Street  
Shawano, WI 54166-2745  
(715)526-9311

Run by volunteers, The Senior Gift Shop is stocked with handcrafted items by area senior citizens. People exclaim, "What beautiful things!" Many do not know about this neat little shop located in the Civic Center next to the Post Office. Seniors, 50 and over, can display their crafts and sell them with a small commission and Wisconsin sales tax added to their price. The Senior Gift Shop is an ideal place to find one-of-a-kind items not found anywhere else. They offer everything from baby crocheted sweater sets, afghans and crib quilts to booties for Grandpa. You will find wonderful gift ideas such as wooden toys, doll cradles, card holders for disabled and walker pockets. Choose from rag rugs, refrigerator towels, scrubbies, dish towels, pillow cases and other useful household items. They have three basket weavers, several quilters and a potter whose wares are outstanding. Shoppers will enjoy browsing the Packer corner and Christmas corner.

The shop is open Tues. through Fri. from 9 a.m. to 2 p.m.



Coach House Gifts was recently welcomed as a new member by Chamber Ambassadors. Pictured (l. to r.) are Ambassador Dave Passehl; Linda Hanley, Coach House Gifts; and Ambassadors Beth Schuster and Jill Birr.



Joe BikeLer's was recently welcomed as a new member by Chamber Ambassadors. Pictured (front row) are Stana Doxtator and Ron Neuman (and Louie!), Joe BikeLer's. (Back Row) Ambassadors Jill Birr, Dave Passehl, Steve Grover, Lori Smits, and Liz Selby.



## 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 2008. 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 400 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.

# LEADERSHIP Shawano County

Wendy Crawford, Leadership Shawano County Program Coordinator, recently announced the class participants for 2008/2009:



Wendy Crawford

Ryan Alexander	CoVantage Credit Union
Penny Block	Shawano Medical Center
Tammy Brzeczowski	Dynamic Designs
Katie Dorn	Aurora Health Care
Bonnie Grulkowski	Cooperative Resources International (CRI)
Teresa Hinnefeld	ThedaCare Physicians
Cheryl Jashinsky-Ermis	Manor Care
Ericka Kowalkowski	Shawano Medical Center
Angela Kringle	Cooperative Resources International (CRI)
Char Larsen	Thrivent Financial for Lutherans
Ron Lawrence	Advanced Physical Therapy
RaLinda Ninham-Lamberies	Shawano County
Brigette Pennings	Aarrow cast, Inc.
Karen Smith	Shawano School District
Shane Stange	Shawano City Police Dept.
Jackie Suehring	Premier Community Bank
Melanie White	UW Eau Claire
Kevin Zagrodnick	M&I Bank
Sally Zander	Shawano County Chamber of Commerce

For more information about Leadership Shawano County, Visit:  
[www.leadershipshawanocounty.com](http://www.leadershipshawanocounty.com)



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- Country Store
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- Customs and Classics Car Club
- Dept. of Public Works
- Hardee's
- Jill's Pet Shoppe LLC—Margie Beck
- Lakeshore Lanes
- Little Red Barn Shawano County Dairy Council
- M&I Bank
- Pick 'N Save Foods
- RC Flying Club
- Reinhart Food Service
- Sears
- Clarence Schampers
- John Seidel
- Shawano Ambulance
- Shawano City/County Airport
- Shawano Country Chamber
- Shawano Country Chamber Ambassadors
- Shawano County Emergency Management
- Shawano County Highway Dept.
- Shawano County Humane Society
- Shawano Fire Dept.
- Shawano Lake Lions Club
- Shawano City Park & Recreation Dept.
- Larry Sperberg
- Super 8 Motel
- ThedaStar Helicopter
- Thrivent Financial For Lutherans
- Twig's Beverage
- Volunteers
- Wal\*Mart
- WTCH Radio Station
- Wescott Fire Dept.
- AND EVERYONE ELSE WHO HELPED IN ANY WAY!

*We appreciate your contribution in making the 2008 Shawano Community Fly Out a successful event!*

**Business**



**Connection**



**Thrivent Financial For Lutherans**

hosted the August Business Connection. Attendees toured the offices, learned about the services offered, and were treated to a delicious spread. Congratulations to Scott Parson, Thrivent Financial For Lutherans, who won the Chamber Ambassador's Pot of Gold.

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**September 23, 2008**

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

Hosted By:

Q x h v n h \* # D s s d n z r r g # #

V p r n h g # P h d w #

Retail Store: W 17878 Business Highway 29, Wittenberg

Offices: 203 N. Genesee Street, Wittenberg

*Help them celebrate their 75<sup>th</sup> Anniversary!*

**RSVP: (715) 524-2139**

***Dunk Tank is a Real Hit...***



Dave Passehl and Scott Parson of Thrivent Financial got "soaked for the cause" at the August Business Connection. Participants donated a dollar towards the Chamber Building Fund for three tries to dunk Passehl or Parson. Event attendees also had the chance to try their luck at other games to win chances for many great door prizes donated by Thrivent.



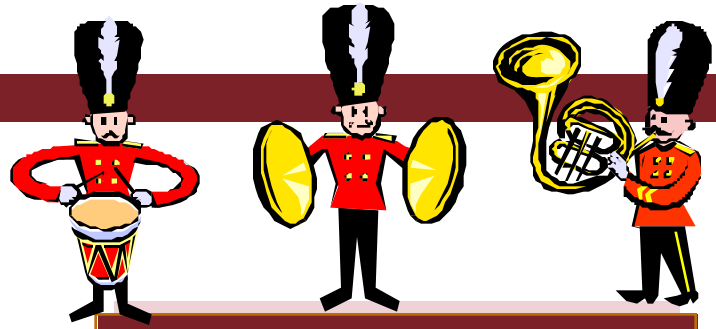
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## Everyone Loves A Parade



It's hard to believe that it's that time of year again! We are getting ready for back to school and planning the Fall Parade.

This year's parade will be held on Saturday, October 4 in conjunction with the Shawano High School's Homecoming.

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:



Due to scheduled street construction, the new proposed route will start at the corner of Elizabeth and Main St., proceed north on Main St. to Fifth St., turn east (right) one block to Sawyer St., turn north (left) and end in the area of Huckleberry Harbor.

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 (715) 524-2139.

*We appreciate your support!*

**\*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.

## Ylvlwru#JxlgH#533<#

### The 2009 Shawano Country Visitor Guide in Production

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 2009 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 before September 21, 2008. Multiple photographs can be submitted. Please include the photographer's name and where the photograph was taken.



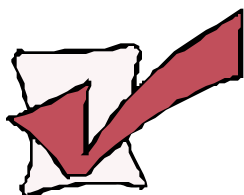
60,000 guides will be produced by the Shawano Country Tourism Council or distribution throughout the state of Wisconsin and in response to visitor inquiries. Interested advertisers should contact Patti J. Peterson at the Chamber office (715) 524-6803 or tourism@shawano.com.

**ADVERTISING DEADLINE: OCTOBER 31, 2008**



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*September 2008*

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5 p.m. to 6:30 p.m., (715)524-2139\*

Oct. 2 Business Advantage Series Sponsored by:  
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7:30 a.m.—8:45 a.m., (715) 524-2139\*



*\*Reservations required.*

Shawano Country Chamber of Commerce—1263 S. Main Street, PO Box 38, Shawano, WI 54166  
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