

**Platteville, WI**  
Gateway to  
SW Wisconsin



#### Hours of Operation

##### Chamber Visitor Center

Beginning November 1st

Monday – Friday  
9 am – 5 pm

**Saturday and Sundays  
Closed**

##### Chamber Office Hours

Monday – Friday  
8 am – 5 pm

Gift Certificates are only  
available during Chamber  
Office Hours.

Call:

**608-348-8888**

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# Chamber Network News

For up to the minute news:  
[www.platteville.com](http://www.platteville.com)

VOLUME 46 ISSUE 4



Vision ~ Connection ~ Education

APRIL 2009

## From The Executive Director

Dear Chamber Members:

More good things are coming our way! With the announcement that the Department of Tourism was permanently closing all 8 remaining Welcome Centers around the State, came the call from the Tourism Secretary, Kelli Trumble, asking if the Platteville Chamber would consider being a partner with them in their new business format. As the Grant County Welcome Center near the Dubuque bridge is one of those closing, we will become the new “gateway center” for southwest Wisconsin for the Department of Tourism. This new designation will take place after April 11<sup>th</sup>. With the appropriate signage, the community of Platteville will greatly benefit from all the additional traffic coming off the 4-lane. We are aggressively planning for this transition.

Also, plans for the Vietnam Moving Wall are progressing nicely. There will be a lot of activity throughout the community while it is on display at the UW-



**Kathy Kopp**  
Executive Director

Platteville campus. Orchestrating this type of event will require a significant number of volunteers. If you are interested in assisting in any way, please contact our office (348-8888) or our Volunteer Committee Chair, Dorothy Genthe (348-4780).

The all-veterans parade “Celebration of Heroes”, will take place on Sunday, July 12<sup>th</sup> and we are extending an invitation to many veterans’ organization groups throughout the tri-state area. Realizing that some may not be able to walk the 1-mile long parade route, we are asking for businesses and organizations who wish to help, to sponsor one of these groups by putting together a float for them. If you are interested, please let me know. More information will be coming out on this shortly. As with all of our events that we organize, I encourage all of our Chamber members to visit our website daily to keep up-to-date.

With spring here, our first cleanup day for Katie’s Garden is set for Saturday, April 18<sup>th</sup> from 8-noon. We welcome any and all volunteers!

## Marketing/Development News



We can all take a can-do attitude to make sure that we grow our businesses in these coming months. The chamber member-

ship fees that you have paid enables us to promote the vision, connection and education components of our mission statement. I encourage every chamber member to actively endorse our efforts to serve the greater Platteville area business community. Our website at [www.platteville.com](http://www.platteville.com) is updated

daily and we encourage you to make this a part of your daily itinerary to know the opportunities available from your Chamber membership.

**Ralph Kluseman**  
Director of Marketing,  
IT Services & Development  
[marketing@platteville.com](mailto:marketing@platteville.com)

# New Chamber Members

- **Potosi Brewing Company**—209 South Main Street, Potosi WI 53820—  
Phone: 608-763-4002 Fax: 608-763-2344 Website:  
www.potosibrewery.com

The Potosi Brewing Co. is the home of the National Brewery Museum & Interpretive Center for the Great River Road. Be sure to check out the museum, restaurant, gift shop, brew pub and beer garden. Museum hours 10AM to 6PM Daily. Restaurant hours 11AM to 9PM Daily



## Welcome!

“We are very happy to have the Potosi Brewery as our newest Chamber Member”

- Kathy Kopp, Executive Director

Do you have something that you want to share in our Member Updates section of the Chamber Newsletter?

Email that update to: chamber@platteville.com

We will review and share with our Chamber members in our monthly newsletter.

# Member Updates



## NAPA Auto Parts Receives Five Star Award

NAPA Auto Parts in Platteville is please to announce that they are the recipients of the NAPA Five Star Excellence Award for 2008. Of the more then 3000 independent NAPA Auto Parts Stores in the U.S., only 375 qualified for the top honors.

Five Star Excellence status is earned by excelling in the following area: sales growth, store presentation, wholesale marketing, connectivity, and education and training. The Five Star program has been in existence for seven years, and NAPA auto parts in Platteville has earned the award five out of seven years.

NAPA Auto Parts in Platteville is owned by David and Toni Izzard, who have been in business since 1977, and is a second generation independently-owned family business.

# Katie's Garden Spring Clean Up - April 18th



It is that time of year for the flowers to start blooming, the trees to start budding and Katie's Garden to shine. Please help us on April 18th from

8AM-12PM to make Katie's Garden shine.

Bring your own garden tools - shovels, rakes, brooms, and garden gloves and join us for a wonderful morning in the garden.

Any questions please call 348-8888.



*"This will be a very moving experience for all ages and will provide a great opportunity to thank all veterans."*

**- Roger Reed  
Co-Chair.  
Platteville  
Moving Wall  
Executive  
Committee**

## Vietnam Moving Wall Memorial "Celebration of Heroes" !



It was announced by the Platteville Moving Wall Committee that the contract has been signed by the moving wall organization and that the Vietnam Moving Wall Memorial will visit Platteville, Wisconsin from July 9, 2009 to July 13, 2009. The theme will be "Celebration of Heroes". Visitors to the Vietnam Moving Wall Memorial,

which will be located at the University of Wisconsin-Platteville campus could range from 30,000 to as many as 100,000 during this five day event.

The Celebration of Heroes could be as big as, or bigger, than the Disney Hometown Parade held on July 4, 1998. As a result, the community

has been mobilized to make sure our visitors get a warm welcome and are well cared for. There will be a large opening ceremony, a large veterans parade and a formal closing ceremony.

*As more information is released it will be posted to [www.plattevillemovingwall.com](http://www.plattevillemovingwall.com).*

# Business After Hours at Sienna Crest Assisted Living

Sienna Crest Assisted Living was the host of our March Platteville Area Chamber of Commerce Business After Hours. All decked out for St. Patrick's day, there was great food and it was a wonderful evening. Thank you to Emily Mowry, staff and

residents for a welcoming visit to your beautiful home!

Sienna Crest Assisted Living is located at 1480 Bears Court in Platteville and for more information you can call them at: 608-348-6450





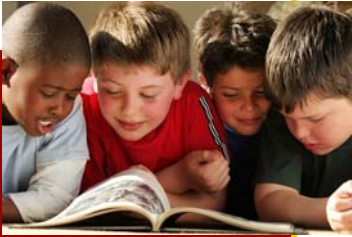
## 2009 Members

A Fordable Storage, LLC  
Alliant Energy  
American Bank  
American Family Insurance-Jerry Schliem Agency  
American Family Insurance-Tom Kratochwill Agency  
American Red Cross  
Anchorbank F.S.B.  
Apostles Lutheran Church  
Applied Micro Technologies, Inc.  
Arthur House  
Ashley Furniture  
Badger Brothers Coffee, LLC  
Bargain Nook IV  
Bauer-Kearns Winery  
Bel-Aire Home Improvement  
Bellmeyer, Earl & Jean  
Big M Self Storage  
Bill's Plumbing & Heating, Inc.  
Blackhawk Engineers  
Block, Scott, & Heenan, LLC  
Bridal Boutique  
Building Platteville  
Burbach Aquatics, Inc.  
Busch Insurance Agency, Inc.  
Cable Car Travel  
Century 21 Southwestern Realty, Inc.  
Centurytel  
Chester K. Bell Real Estate  
Chicago's Best  
Chiropractic Associates  
City of Platteville  
Clare Bank  
Clayton Real Estate & Auction  
Collins Outdoor Advertising  
Community Evan. Free Church  
Community Inc., Plattevillelife.com  
Country Inn of Platteville  
Country Kitchen  
Culver's Frozen Custard  
Curry, George & Linda  
Cuttin' Up  
Dairy Queen  
Dale Carnegie Training  
Daleo Machining, Inc.  
Daus, Barb & Hap  
Daviestrek.com  
Delta 3 Engineering, Inc.  
Digman Construction  
Doctor's Park Pharmacy  
Dodgeland Ag Systems, Inc.  
Driftless Market  
Dupaco Community Credit Union  
Eastman Cartwright Lumber Co.  
Edward Jones/Ben Reeves  
Edward Jones/Tyson Lybeck  
Epic Construction  
Erschen's Florist  
Esterline Avista  
Faherty Inc.  
Family Connections  
Farm & Fleet  
First Congregational United Church of Christ  
First National Bank  
First Weber Group Realtors  
Ford, Duane  
Four Seasons Landscaping  
Free Methodist Church  
Gallina Management Inc.  
Garvey's Service  
Gasser Grand Rental  
Gobin & Allion Flooring Center, LLC  
Goodwill Industries  
Gordon Flesch Co. Inc.  
H&R Block  
Hartig Drug  
Heartland Credit Union  
Heer Oil Co., Inc.  
Heiser Hardware  
Helker Jewelry  
Home Health United  
Honkamp Krueger & Co., PC  
Hood, Carol & Dale  
Hypro Inc.  
Ingersoll Plumbing & Heating inc.  
Iverson Construction  
Jamison Museum Association  
JAS Candies  
K&K Floors  
Karrmann Law Offices  
Kathie's Gifts & Uniques  
Ken Kilian Musical Services  
Kilian, Ken  
Kmart  
Kohn's Auto Body  
Kopp, Joe & Kathy  
Kopp, Mckichan, Geyer, Skemp & Stombaugh, LLP  
Kowalski-Kieler, Inc.  
L&M Corrugated Container  
LAOJO Distributors  
Lifeline Amplification Systems  
Livingston State Bank  
Los Amigos Restaurant  
Lundell, Dennis  
Mair Investments  
Manor Care Health Services of Platteville  
Martin's House of Pianos  
Martin-Schwartz Funeral Home

Masonic Center—Melody Lodge No 2  
Master Craft Press  
Maurices  
McDonald's Restaurant  
Medical Associates, Platteville  
Melby Bendorf Funeral Home  
Meridian Body Work & Massage  
Midwest Business Products  
Midwest Restoration Services  
Midwest Title Corp.  
Millennium Cinema  
Mississippi Valley Regional Blood Center  
Molo Plumbing, Heating & Air Conditioning  
Morrisey Printing  
Mound City Bank  
Mound View Motors  
My Tires Auto & Truck Service Center  
NAPA Auto Parts-Platteville  
Netux Solution, LLC  
Newton Manufacturing  
Northwestern Mutual Life-Insurance Co.  
NOVUS Auto Glass Repair & Replacement  
Oak Creek Woods Apartments  
Our House Senior Living  
PAIDC  
Papa Murphy's  
Pepsi-Cola Bottling Co.  
Phone Directories Co.  
Pioneer Ford Mercury  
Pioneer Ridge Apartments  
Pizza Hut  
Pizzeria Uno  
Platteville Business Incubator, Inc.  
Platteville Community Arboretum  
Platteville Community Fund  
Platteville Food Pantry  
Platteville Golf & Country Club  
Platteville Jaycees  
Platteville Journal  
Platteville Kiwanis  
Platteville Lions Club  
Platteville Main Street Program  
Platteville Mower Service  
Platteville Shell Station  
Platteville Optimist Club  
Platteville Thrift Shop  
Potosi Brewing Co.  
Principal Financial Services Corp.  
Pre-Paid Legal Services  
Pro-Cellular  
Prospect Heights  
QueenB Radio Wisconsin Inc.  
Quota International  
Radio Dubuque  
Rosemeyer Chiropractic  
Rountree Hall  
Rural Route 1 Popcorn  
Schaefer, Dan  
Schrenk Brothers Roofing, Inc.  
Security Finance  
Sedona Staffing Services

Simply State photography by Kasy  
Sinnipee Valley Vineyard & Winery  
Snap Fitness  
Something Different  
Southwest Health Center  
Southwest Opportunities, Inc.  
Southwest Wisconsin Workforce Development Board  
Spring Green Lawn Care  
Spurgeons Vineyards and Winery  
St. Augustine University Parish  
St. Mary's Dean Ventures, Inc.  
State Farm Insurance  
Steve's Pizza  
Super 8 Motel  
Taco John's  
Tan World  
Tang, Cindy  
Tashner Vision Clinic  
Telegraph Herald  
The Insurance Center  
The QTI Group  
The Shopping News  
The Ticket Bar & Grill  
Today's Trends Salon and Nail Studio  
Tranel, Travis  
Tricom Radio Shack  
TRICOR Insurance and Financial Services  
Tri-Country Realty SWLLC  
Tri-County Title Services, LLC  
Tuescher Photography  
Ubersox Chrysler  
United Building Center/Pro Builders  
United Country Realty  
United Methodist Church  
United Way  
UW-Platteville  
UW-Platteville Foundation, Inc.  
Vaassen, Pluemer CPA's LLC  
Von Glahn Auto Sales  
Waite Family Dental  
Wal-Mart  
Westview Methodist Church  
Weygant's Appliance & Mattress  
Wisconsin Badger Camp  
Wonder Wash/Wonder Lube  
Woodward Printing  
Wunderlin, Kevin





“The more you read, the more things you will know. The more that you learn, the more places you'll go.”

- Dr. Seuss, "I Can Read With My Eyes Shut!"

## ANNOUNCING A NEW LITERACY PROGRAM - REACH OUT AND READ

Dr. Wendy Molaska is the driving force behind a new pediatric literacy intervention for the Platteville Doctors Park Clinic called **REACH OUT AND READ (ROR)**.

The goal of **REACH OUT AND READ** is to promote reading during well child visits to parents of children six months to five year of

age. The Primary care provider will give each child a new developmentally appropriate book to take home.

Another goal of **REACH OUT AND READ** is to create a literacy rich waiting room with gently used reading behaviors/interactions with books.

Your business or organization can support this pro-

gram in several ways: donate money for books, collect gently used books, help furnish the literacy corner, act as a volunteer reader, or request a speaker.

Please contact Dr. Wendy Molaska, wendy.molaska@deancare.com, if you are interested in more information about **ROR**.

## Platteville City Wide Garage Sales May 8-9th



Are you interested in participating in the Platteville City Wide Garage Sale on

May 8-9th? For more information log onto [www.dupaco.com](http://www.dupaco.com) and click on the garage sale logo, choose your city and follow the directions for signing up.

This great way to do some

spring house cleaning is sponsored by Dupaco, The Shopping News and The Platteville Area Chamber of Commerce. So, mark your calendars and make sure to participate in this city-wide event. You may find some great bargains!

## Green Bay Tailgate Tour May 13th



The Green Bay Tailgate Tour will make a stop in Platteville on May 13<sup>th</sup> next to the Instant Shade Nursery to benefit the Wisconsin Badger Camp. This tour is their way to thank fans in person for their passionate support of the club through the years. Be sure to log-in to [www.platteville.com](http://www.platteville.com) to keep up-to-date with information on this event.



**Upcoming  
Business After Hours**  
April 8th  
@  
Weygants Appliance & Mattress

**Business After Hours 2009**  
**May 13, 2009** – First National Bank  
**June 10, 2009** – First Weber Group  
**July 8, 2009** - Edward Jones/Tyson Lybeck  
**August 12, 2009** - Snap Fitness  
**September 9, 2009** - Southwest Health Center  
 Foundation

Pioneering the Good Life  
**PLATTEVILLE**  
**Mornings  
on  
Main**

Stay connected with: **PlattevilleTV**

**THE MOVING WALL**  
*Celebration of Heroes*  
 July 9, 10, 11, 12 & 13, 2009 Platteville, WI  
 www.plattevillemovingwall.com

Mornings on Main Primary Sponsorship provided by:

**Get the Best Vehicles  
At The Best Prices!**  
 Check Out Our Current Offers!



  
 Drive one.  
**Pioneer Ford - Mercury**  
 608-348-2409  
 Platteville, WI  
[Click Here](#)

**Call to Action**  
 If your organization or business is interested in sponsoring a Veterans Group for the Veterans Parade to be held on Sunday, July 12th - Call 348-8888

*"Thank You"*  
 to our March beverage Sponsor:  
**Platteville Main Street Program**

# Think Spring!



Sponsor of  
Katie's Garden

Lawn Mowing & Snow Removal

## Services:

- Landscaping Installation – residential and commercial
- all types of bark and stone mulches
- shredded black dirt
- Landscaping design Hydroseeding, seeding, and sodding
- Landscape maintenance Lawn mowing – residential and commercial
- Brick patios and walks Prairie Restoration
- Retaining walls Snow removal
- Ponds, streams, and waterfalls
- Hydroseeding, seeding, and sodding
- Lawn mowing – residential and commercial
- Prairie Restoration
- Snow removal

"Meeting all of your landscaping needs... in all four seasons"

**Four Seasons Landscaping & Nursery, LLC**

840 East Business Hwy 151 Platteville, WI 608.348.6617



**BUSINESS AFTER HOURS**  
**CELEBRATING 60 YEARS IN**  
**BUSINESS!**

Wednesday, April 8<sup>th</sup>

5:00 p.m. to 6:30 p.m.

Come and enjoy hors d'oeuvres and beverages including spirits.

See historical photos and articles dating back to 1930.

Complimentary Gifts

&





Door Prizes

5973 State Road 80-81 South, Platteville

608-348-2156

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

# APRIL 2009-PLATTEVILLE AREA CHAMBER OF COMMERCE

			<p>1 -7AM PAIDC @ Woodward Printing</p>	<p>2 -8AM Tourism Committee Meeting @ Rountree Restaurant  -8:30-11AM CLA @ Chamber  -7PM Jaycees Meet @ Elk's Club</p>	<p>3 -12PM Golf Outing Meeting @ Golf &amp; Country Club  -6-9PM Mound City Banks Home &amp; Builders Show @ Baymont Convention Center Belmont  Morning on Main</p>	<p>4 -9AM-3PM Mound City Banks Home &amp; Builders Show @ Baymont Convention Center Belmont</p>
<p>5 -7AM-12:30PM Platteville Fire Dept. Pancake Breakfast @ Platteville High School</p>	<p>6 -12PM Ambassadors @ The Ticket  -5-8PM Family Advocates Pizza Hut Fundraiser @ Dodgeville Pizza Hut</p>	<p>7 -8AM Historic Re-Enactment @ Chamber  -10:30AM Executive Moving Wall Committee @ UWP WI Room  40th Anniversary Hypro Inc!!!!</p>	<p>8 -10AM Tri-State Tourism Council @ Mount Carol IL  -5-6:30PM Business After Hours @ Weygants Appliance &amp; Mattress, 60 yr celebration.</p>	<p>9</p>	<p>10 Morning on Main  Good Friday </p>	<p>11</p>
<p>12 </p>	<p>13</p>	<p>14 -8:15AM Greeter Service Meeting @ Chamber  -10AM Grant County Tourism Council @ Bloomington  -6PM Dog Easter Egg Hunt @ Platteville Dog Park</p>	<p>15 -11AM Chamber Executive Board Meeting @ Chicago's Best  -12PM Chamber Board Meeting @ Chicago's Best  - CLA 10th Anniversary Celebration @ Ullsvik Center</p>	<p>16 -12-8PM BEST Conference @ SWTC</p>	<p>17 -8:15 Building Platteville @ Take 2  Morning on Main</p>	<p>18 - 8AM-12PM Katie's Garden Cleanup - Volunteers Needed!!!!</p>
<p>19 1st Annual Spring Marketplace @ Velzy Commens</p>	<p>20 -5-8PM Family Advocates Pizza Hut Fundraiser @ Platteville Pizza Hut</p>	<p>21 -8AM MBC @ Chamber</p>	<p>22 -1-5PM Continuing Education Advisory Committee @ Pioneer Farm</p>	<p>23 -4PM Steering Moving Wall Meeting @ VFW</p>	<p>24 Arbor Day  Morning on Main</p>	<p>25 Loyalty Day Parade in Lancaster</p>
<p>26</p>	<p>27 -5:30PM United Way @ Chamber</p>	<p>28 -7:30PM City Council Meeting @ City Hall</p>	<p>29 -1PM Platteville Community Fund @ MCB  -CLA Session 4 @ SWTC  -Southwest WI Day @ The Capital</p>	<p>30 -4-9PM Women's Expo at SWTC in Fennimore</p>		

For up to the minute event information go to



**Annual Golf Outing**  
Friday, June 12, 2009  
11 AM Registration - Noon Shotgun Start

Business: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Team: Co-ed Team \_\_\_\_\_ Men's Team \_\_\_\_\_

Team Members: \_\_\_\_\_

\_\_\_\_\_

Please put me in with a foursome \_\_\_\_\_

Make Checks payable to: Platteville Area Chamber of Commerce

\_\_\_ Golf & Dinner (per team) \$220.00

\_\_\_ Dinner Only \$20.00

\_\_\_ Corporate Sponsorship \$125.00 each

\_\_\_ Hole Sponsorship \$25.00

\_\_\_ Door Prize of Raffle Item

\_\_\_ Sorry, I am unable to attend. I will sponsor this year's event by contributing to one of the above item's \_\_\_\_\_

\_\_\_\_\_ Amount enclosed

**Registration Deadline**  
**May 30, 2009 – "First Come"**

We will be using \_\_\_\_\_ member cart(s).

Cart Owner name(s): \_\_\_\_\_

We would like to reserve 1 2 cart(s) @ \$35.00 each. Please make check payable to: Platteville Golf & Country Club

Arrangements for Cart Rentals should be made through the Platteville Golf Shop @ 348-4653

ALL CARTS MUST BE ORDERED BY NOON ON MAY 30<sup>TH</sup>, 2009.

Platteville Area Chamber of Commerce – PO Box 16, Platteville, WI 53818 Fax: (608)348-8890



# You're Invited

to a Special Business

After Hours Event

Please join us for our Grand Opening  
Preview and Special Guest Reception

Wednesday, May 13, 2009

5:00 p.m. – 7:30 p.m.

Ribbon-cutting ceremony at 5:00 p.m.

- Refreshments!
- Tours!
- Exciting new customer service features!

10 Keystone Parkway

Please RSVP at 348.7777 by May 6.

*Build your future with **us!***



FIRST  
NATIONAL  
BANK OF PLATTEVILLE  
Member FDIC



**PLATTEVILLE AREA CHAMBER OF COMMERCE  
BOARD OF DIRECTORS  
FEBRUARY 18, 2009  
MINUTES**

Those present: Bahr, Feldman, Kopp, Krueger, MacDowell, Nevins, G. Osterholz, Patnaude and Vaassen. Guest: Colin Nelson (PAIDC intern). Those absent: Clare, Isaacson, Kasper, Melby, McKinley, Nall, Nickels, Olds, T. Osterholz, Pluemer and Smith. President Vaassen called the meeting to order. It was noted that **First Weber Group** was our February beverage sponsor. It was also noted that there was not a quorum.

Approval of the Minutes of the January 21<sup>st</sup> meeting was tabled. The Executive Committee minutes from January 21<sup>st</sup> and December 17<sup>th</sup> were reviewed.

Vaassen presented the year-end financial report. Current assets were \$40,403 versus \$38,495 for 2007. It was noted that total receipts/expenditures were at a -\$2,312 for the year which was a \$5,400 improvement over 2007. It was also pointed out that the line item for depreciation showed an expense of \$5,228 which was reflected in the -\$2,312 for the year. This all indicates a positive cash flow.

Ex-Officio Board Member Reports:

PAIDC: Krueger introduced Colin Nelson, Intern from UWP. Krueger reported that they have experienced some slow down within the Park. Incubator is doing very well. Sedona Staffing was reported as doing well. The 30,000 sq. ft. building next to the hotel is now vacant. The bakery with the equipment is available for \$6.5M.

City Council: No report

Police Department: McKinley reported that he was not able to attend due to a training session in the Dells. He reported that they have received a number of reports about people getting scam emails aimed at getting social security numbers and bank account information.

Schools: No report.

UW-Platteville: Nevins reported that the New Student Welcome event will be held on August 29<sup>th</sup>. Pioneer Men's basketball team is #4 in the Nation. Scott Marquardt is the new Director of Campus Security. The new engineering building is open. They are hosting the WURA conference for student leaders. The enrollment numbers for next year look good and Tri-State Initiative program has an increase in numbers.

Main Street Program: MacDowell reported that Downtown Designs has bought the former Marilee's building. There is a new wine store coming next to Momentum Bikes. They have had several inquiries about vacant store fronts, including the former Lighthouse restaurant location.

Platteville Township: No report.

Old Business:

Due to a lack of quorum, the 2009 budget was tabled. The membership survey done in late fall will be presented at the March meeting. The request by PCA was reviewed via email with the Board, however, no action could be taken.

The Inclusive Community Task Force – No report

Comprehensive Plan Review : No report.

Transparent board/Board member handbook: Vaassen reported that he, Kopp and Olds had met. Olds will be bringing more information.

The Tourism Entity contract was discussed. It was agreed that a letter be sent to Ron Holl, Chair of the Tourism Commission to begin the renegotiation of the contract which expires December 31, 2009.

The Annual Celebration will take place on Saturday, February 21<sup>st</sup> at the Arthur House.

New Business:

Kopp reported that she had received a call from the Department of Tourism for the Chamber informing us that the State's welcome centers will be permanently closed on April 11st. As the Grant County welcome center, located in Kieler, is one of those closing, the Department approached the Chamber to become a new "gateway center" for the Department. They are closing the centers due to economic downturn. This generated significant discussion amongst the Board as to our current building, restroom facilities, staffing and signage. Kopp will begin to put a plan together and a "wish list" for talking points when the Department makes a visit in a few weeks. Discussion also centered on the Task Force Report compiled 5 years ago when we were looking at the viability of our location when the 4-lane was completed. This report analyzed our existing building, reviewed an option to add on to our building and also reviewed several building locations near one of the interchanges. Kopp will also be talking to the Manager of the Grant County welcome center to gather further information on their operations.

Executive Director Report:

New members: Digman Construction, Snap Fitness, Platteville Community Fund and Sinnippee Valley Vineyard Winery. Dues are at \$36,235 to-date. The Dubuque Chamber has asked that Kopp participate in an Olympic Task Force as it appears that the Olympics will be held in Chicago in 2016. The Bluebird Task Force has been set up to react to the news about IBM locating in Dubuque. We are starting to see more group travel coming to Platteville. The Moving Wall Committee continues to plan for the July 9th-13<sup>th</sup> event. We hope to incorporate a local wine tour of our members (Bauer Kearns & Sinnippee Valley) during that weekend. Room tax for 2008 was up over 2007.

Committee Reports:

Chamber Ambassadors: Feldman reported that they are having ribbon cutting for Snap Fitness.

Marketing & Business Committee: Patnaude reported that they are putting together the events for 2009.

Community Leadership Alliance: A special 10<sup>th</sup> anniversary celebration will take place on April 15<sup>th</sup> at the UWP campus.

Governmental Affairs: The committee is planning a "Southwest Wisconsin Day" at the Capitol.

Tourism: No other report.

Education: They met with James Schneider to brainstorm about workshops and seminars that would be useful to our members. Krueger has offered to present an "e-marketing" seminar.

Buildings & Grounds: No report.

Platteville Welcomes You: No report.

Fundraising: No report.

Golf Outing: The date is set for Friday, June 12<sup>th</sup>.

Bahr moved to adjourn. Feldman seconded. Motion carried and meeting adjourned at 1:08PM.

Respectfully submitted,

Kathy Kopp

Executive Director



Platteville Area Chamber of Commerce  
275 Business Hiwy151 W  
P.O. Box 16  
Platteville, WI 53818

Phone: 608-348-8888  
Fax: 608-348-8890  
E-mail:  
chamber@platteville.com

**Platteville Area Chamber of Commerce**

**Board of Directors**

**President:**

Terry Vaassen, Vaassen Pluemer CPA's, LLC

**President Elect:**

Lori Bahr, First National Bank

**Vice Presidents:**

Vicki Pluemer, Mound City Bank

Dean Feldman, Southwest Health Center

**Treasurer:**

Doris Clare, Clare Bank

**Past President:**

Tom Nall, First Weber Realty

**Executive Director:**

Kathy Kopp

**Directors:**

Jen Kasper, QueenB Radio Wisconsin, Inc.

Mike Olds, Kopp, McKichan, Geyer, Skemp & Stombaugh, LLC

Gary Osterholz, Eastman Cartwright Lumber

Jeremy Patnaude, Millennium/Avalon/Take2

Matt Melby, Melby Bendorf Funeral Home

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