

Chamber Network News

January
2009

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Platteville Area
Chamber of Commerce
275 Business Hwy 151
P.O. Box 16
Platteville, WI 53818
(608)348-8888
(608)348-8890 (fax)
chamber@platteville.com

Hello again everyone. I haven't written these letters since the last time I was president in 1995. I hope everyone is having a healthy and happy holiday season.

At the December Board meeting, the Board had agreed to enter into a contract with Ralph Kluseman. Many of you already know Ralph. He is a true ambassador for the City of Platteville. Ralph's mission is to promote the Chamber and work with Chamber members regarding e-marketing. Ralph and George Krueger have assisted the Chamber staff in updating the computer system.

Also, at the December Board meeting, the Board decided to increase the Chamber dues by approximately 3%. The Chamber has not increased dues the past couple years. The increase in expenses for utilities, and other overhead expenses combined with the loss of work study program has forced the Chamber to increase the dues.

Please join me in thanking Tom Nall for doing a great job as Board President this past year.

Finally, my family and I want to thank all the individuals and businesses that sponsored lights for Katie's trees.

Terry Vaassen
Chamber President

Member Updates

The Platteville Chamber of Commerce is working with the Shopping News in putting together the new 2009 Platteville Guide. If you do not hear from a Shopping News Representative in the next couple of weeks please give us a call at 348-8888.



www.platteville.com - www.plattevillelife.com

**Upcoming
Business After
Hours**

January 21st
with
Pre-Paid Legal
Services @ The
Annex

**Business After
Hours 2009**

February 11, 2009 –
Driftless Market
March 11, 2009 –
Sienna Crest Senior
Living
April 8, 2009 –
Weygant's Appliance

**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.

BUSINESS AFTER HOURS

Rosemeyer Chiropractic Clinic was the host of our December Business After Hours. Located at 662 East Hwy. 151, Platteville, WI. What a great way to kick off the UWP men's basketball game with a pre-game party, great food from Steve's Pizza including hordevours, bread sticks and many delicious pizza's. Many guests were the winner of UWP clothing and there was even a "Chalk Talk" with one of UWP's basketball coaches. Thank you for a great evening.



QueenB Radio's

Big Toys for Big Kids Giveaway

A great way to shop local, hundreds of people participated in the Big Toys for Big Kids Giveaway. With a 42' LCD Big Screen TV as the grand prize, Radio Shack was packed on Christmas Eve with those last minute qualifiers. Pictured below is Brent Johnson, Cool Radio 107.1 personality and some of the prize winners pictured with their prizes.



**Thank You
Pioneer Ford-Mercury
for the
HUGE Holiday Stocking
Our winner was
CodyKissel!
Congratulations
Cody!!!!!!**



**Thank you to Alliant Energy for Sponsoring
the banner for the "Miracle on Main Street".**



**Thank you to Platteville Signworkx for
designing and putting the banner together.**



2009 Beverage Sponsors Needed



**Are you interested in being a
Chamber Beverage Sponsor for
2009?**

Please call Barb at 348-8888

Four Seasons Landscaping & Nursery, LLC

840 East Business Highway 151
Platteville, WI 53818

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



Sponsor of Katie's Garden, Lawn Maintenance and Snow Removal

Services:

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



www.platteville.com - www.plattevillelife.com

Free Movie for Kids



The free movie for kids on November 28th was a huge success. Kids from all over came with donations for the Platteville Food Pantry and enjoyed a great Christmas movie, "Prancer". All theater seats were full and Food

Pantry donations overflowing. Thank you for your donations. The Chamber would like to thank the Avalon Cinema, Dupaco, Platteville Jaycees, and the Platteville Food Pantry for another successful event.

UWP Ribbon Cutting

On December 13, the Honorable Governor of the State of Wisconsin Jim Doyle and Chancellor David Markee cut the ribbon for the new engineering building on the UW-Platteville campus. The building was open at 8 a.m. and the brief ceremony started at 8:30 a.m. The ribbon cutting preceded the 9:30 a.m. Fall Commencement Ceremony.



You're Invited

Platteville Area Chamber of Commerce
Annual Celebration and Virtue Awards Night

Saturday, February 21, 2009

Arthur Haus in Arthur WI

5:00-6:00PM - Social Hour

6:00-7:00PM - Dinner

7:00-8:00PM Program and Presentation of
Annual Virtue Awards

Tickets are \$25.00 per person

RSVP by Friday, February 13, 2009

Thank You to our Celebration
Sponsors!!!

Honkamp Krueger & Co., PC, Vaassen Pluemer CPA's, LLC,
Mound City Bank, First National Bank, First Weber Realty



PLATTEVILLE AREA CHAMBER OF COMMERCE
STRATEGIC PLAN – 2009 (Adopted 11/19/08)

GOAL #1: IMPLEMENT A PROGRAM TO ENCOURAGE NEW MEMBERS AND ALSO ENHANCE CURRENT MEMBER RETENTION

- Objective #1: Implement an aggressive membership campaign with the goal of increasing the net membership by 10% over 2008.
Responsibility: Board of Directors, Ambassadors, Executive Director
Timeline: March 2009
- Objective #2: Review all membership policies to ensure that existing policies are effective.
Responsibility: Executive Committee
Timeline: February 2009
- Objective #3: Develop a formal membership retention program.
Responsibility: Ambassador Committee, Board of Directors
Timeline: March 2009
- Objective #4: Continue to support the SCORE branch office to bring the many advantages of this national program to our local businesses.
Responsibility: Executive Director
Timeline: Ongoing

GOAL #2: GROW TOURISM

- Objective #1: Remain active in Tri-State Tourism Council and Grant County Tourism Council to continue our regional marketing efforts.
Responsibility: Executive Director, Tourism Committee
Timeline: Ongoing
- Objective #2: Review the contract with the City's Tourism Commission to ensure that the Chamber will be compensated for expenses that are incurred through the Action Plan and budget that is approved during the stated contract time.
Responsibility: Executive Committee/Executive Director
Timeline: March 1, 2009
- Objective #3: Explore the possibility of the Chamber to receive a higher percentage of the room tax that is currently allocated to enable the Chamber to do more promotion.
Responsibility: Executive Director/Executive Committee
Timeline: March 2009

GOAL #3: ENHANCE CURRENT TECHNOLOGY FOR MEMBERS AND STAFF

- Objective #1: Establish a task force to identify technology needs
Responsibility: President and Executive Director
Timeline: December 2008
- Objective #2: Improve functionality of current website
Responsibility: Technology Task Force & Chamber Staff
Timeline: February 2009
- Objective #3: Review Chamber Master program
Responsibility: Technology Task Force & Chamber Staff
Timeline: February 2009

GOAL #4: INCREASE FUNDRAISING POTENTIAL

- Objective #1: Identify capital projects that need financing.
Responsibility: Buildings & Grounds Committee/Executive Director
Timeline: March 2009
- Objective #2: Establish a Fundraising Task Force to develop ideas that will create larger revenues for our budget.
Responsibility: Chamber President
Timeline: February 1, 2009
- Objective #3: Establish a Gold/Silver/Bronze Sponsorship Program
Responsibility: Executive Director/Executive Committee
Timeline: January 2009



*The Platteville Chamber of Commerce
Would like to thank all those that sponsored
"Katie's Trees of Light"*

*American Family Insurance -
Jerry Schliem Agency*

*Country Kitchen/ Dairy Queen
Culvers*

Eastman Cartwright Lumber Co.

First National Bank

Helker Jewelry

Honkamp Krueger and Co., PC -

Aaron Cullen CPA

John Dutcher

Mound City Bank

Pioneer Ford Mercury

Sherwin Electric

TRICOR Insurance

UWP Ambassadors

Vaassen, Pluemer CPA's, LLC



Street Light Dedication and Lighted Parade

Many gathered on historic Main Street in Platteville on November 28th to kick off the holidays with carolers, a lighted parade, and Santa as Parade Marshal. The new street light decorations were dedicated, there was a lighted parade and then many gathered in city hall auditorium for a visit with Santa.



Building Platteville would like to thank Alliant Energy for sponsoring the dedication of the new street light holiday decorations. The decorations have added to the newly constructed historic Main Street. Thank you to all those who donated money towards the purchase of these decorations.



Pre-Paid Legal Services & Identity

Theft Protection & Restoration Svcs

INVITES

YOU AND YOUR STAFF TO MY

****BUSINESS AFTER HOURS****

Location: The Annex Bar & Grill

115 W. Hwy 151

Platteville, WI 53818

Date: Wednesday, January 21, 2009

Time: 5PM-6:30PM

Refreshments Include : Beer/Wine – Snacks

Come join fellow business owners and get the information on how our Small Business Plans can save you money to Protect and Grow YOUR Business in this economy. How our Life Events Legal Plans along with our Identity Theft Shield can protect your company, and help decrease absenteeism, raise employee morale and keep them on the job and on the ball.

Frank Hackl

PLATTEVILLE AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS

November 19, 2008

Chicago's Best

12:00Noon

MINUTES

Those present: Nall, Feldman, McKinley, G. Osterholz, Krueger, Patnaude, Bahr, Olds, MacDowell, Vaassen, Boldt, T. Osterholz, Pluemer and Kopp

Absent: Smith, Nevins, Clare, Kasper and Isaacson. Guest: Ralph Kluseman

President Nall called the meeting to order. It was noted that this month's beverage sponsor is **Country Kitchen**. Minutes of the October 15th meeting were presented. Bahr moved to approve the minutes, seconded by T. Osterholz. Motion carried.

The financial statement through October was presented. Tourism revenues are at \$41,743 and expenditures are at \$51,920. Total revenues (including tourism) are at \$140,029 and total expenditures are at \$152,288. It was noted that dues are down from last year. G. Osterholz moved to approve the financial report. Boldt seconded. Motion carried.

Ex-officio Member Reports:

PAIDC: Krueger reported they had a good year. American Customer Care has a new contract. L&M still plans to expand. Hypro is hiring an additional 20 people. Romano has reduced employees. The Public Service Commission denied the Alliant Energy request for the facility in Cassville.

City Council: No report.

Police: McKinley noted that they are still willing to make a presentation on security.

Public Schools: No report.

UW-P: **NEVINS** was absent but sent an email noting that he was recovering from surgery. The ribbon cutting for the new engineering building will take place on Saturday, December 13th.

Main Street Program: MacDowell reported that they have 10 entries and that things are going well.

Platteville Township: No report.

Old Business:

There were no updates on the Inclusive Community, the request by PCA, the transparent board handbook, the wireless internet opportunity, or the membership survey. The comprehensive plan review is a work in progress and Nall encouraged everyone to attend the next meeting. The wireless internet opportunity will be referred to the Technology Task Force.

New Business:

The election for officers for 2009 was held and the following are the results: President – Terry Vaassen; President-Elect – Lori Bahr; Vice Presidents – Tom Osterholz and Vicki Pluemer; and Treasurer – Doris Clare.

There was discussion on the proposed Strategic Plan for 2009. After discussion, Olds moved to approve the 2009 Plan and it was seconded by Vaassen. Motion carried.

Ralph Kluseman was present and made a short presentation on the proposed marketing/IT position with the Chamber. He would be an independent contractor. He is working with the City as their new website/IT coordinator as well. It was agreed that the Board would hold a special meeting on November 26th at 8:00AM to discuss the proposal.

Executive Director Report: Kopp reported that we have two new members: Platteville Mower Service and Droessler Construction. She attended a WMC (the State chamber organization) meeting last week. The dedication for the new holiday decorations is set for Friday, November 28th at 6PM just prior to the Main Street Program's holiday parade.

Committee Reports:

Ambassadors: Tabled.

Marketing & Business Committee: Tabled.

Community Leadership Alliance: Tabled.

Governmental Affairs: Tabled.

Tourism: Kopp reported that Platteville would be hosting the Tri-State Tourism Council's spring conference on March 12th. Plans for the Vietnam moving wall are moving ahead.

Education: Tabled.

Buildings & Grounds: Tabled.

Platteville Welcomes You: Tabled.

Fundraising: Tabled.

Golf Outing: Tabled.

Feldman moved to adjourn. T. Osterholz seconded. Motion carried and meeting adjourned at 1:24PM.

Respectfully submitted,

Kathy Kopp, Executive Director

Platteville Area Chamber of Commerce
275 Business Highway 151 West
P.O. Box 16
Platteville, WI 53818

**Platteville Area Chamber of Commerce
Board of Directors:**

President:

Terry Vaassen, Vaassen Pluemer CPA's, LLC

President Elect:

Lori Barr, First National Bank

Vice Presidents:

Vicki Pluemer, Mound City Bank

Tom Osterholz, TRICOR Insurance

Treasurer:

Doris Clare, Clare Bank

Past President:

Tom Nall, First Weber Realty

Executive Director:

Kathy Kopp

Directors:

Dean Feldman, Southwest Health Center

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

Ex Officio Members:

George Krueger, PAIDC

Dean Isaacson, Platteville Schools

Eileen Nickels, City Council

David Nevins, UW-Platteville

Cheryl MacDowell – Platteville Main Street

Doug McKinley, Platteville Police Department

Dan Smith, Platteville Township

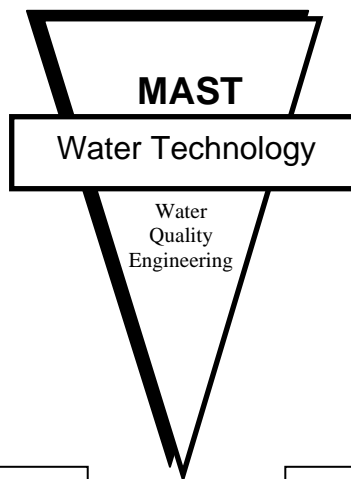
Water Treatment Systems

- Water Conditioners
- Drinking Water Systems
- Bottled Water

- Water Testing
- Delivery Service
- Trade-ins
- Service most Makes
- Rent & Purchase Plans

Pools & Spas

- Above Ground Pools
- Spas
- Chemicals & Supplies



Service Numbers
Platteville: 348-5953
Fax: 348-5975

Retail Center
140 East Alden
Platteville, WI

January 2009 - Platteville Area Chamber of Commerce

<p>Platteville is "More Than You Can Imagine!"</p> 				<p>1</p> 	<p>2</p> <p>Last day to cash in your receipts for the Santa Bucks Auction – Cash them in by noon!!!!</p>	<p>3</p> <p>11AM – Santa Bucks Auction @ P-ville Golf and Country Club</p> 
<p>4</p>	<p>5</p>	<p>6</p> <p>-8AM Tourism Commission @ P-Ville Chamber -11:30AM Moving Wall Exec Meeting @ UWP</p>	<p>7</p> <p>-7AM PAIDC @ PBII</p>	<p>8</p> <p>-8AM MBC @ Chamber -8:30AM CLA @ Chamber</p>	<p>9</p> <p>-8:15AM Building Platteville @ Take 2</p>	<p>10</p>
<p>11</p> 	<p>12</p> <p>-12PM Ambassador Meeting @ The Ticket</p>	<p>13</p> <p>-10AM Grant County Tourism Council @ Fennimore Doll and Toy Museum</p>	<p>14</p>	<p>15</p> <p>-4PM Moving Wall Steering Comm Meeting @ VFW</p>	<p>16</p>	<p>17</p>
<p>18</p> <p>-Bridal Show @ The Holiday Gardens</p>	<p>19</p>	<p>20</p> <p>5-7PM – Tri-State Business PM @ Grand River Center Exhibit Hall B, Dubuque IA.</p>	<p>21</p> <p>-11AM Exec Board Meeting @ Chicago's Best -12PM Chamber Board Meeting @ Chicago's Best 5-6:30PM Business After Hours with Pre-Paid Legal Services @ The Annex next to Uno's</p>	<p>22</p> 	<p>23</p>	<p>24</p> <p>Bald Eagle Days @ Cassville Riverside Park Observatory and Cassville High School</p>
<p>25</p> <p>Bald Eagle Days @ Cassville Riverside Park Observatory and Cassville High School</p>	<p>26</p>	<p>27</p>	<p>28</p>	<p>29</p>	<p>30</p> 	<p>31</p>