

Platteville, WI  
Gateway to



# Chamber Network News



Vision ~ Connection ~ Education

VOLUME 48, ISSUE 11

NOVEMBER 2010

## Hours of Operation

Chamber Welcome Center

Monday-Friday  
9AM – 5PM

May 1st –October 31st

Saturdays  
9AM-4PM

Sundays  
10AM-2PM

*Now Open as a Wisconsin New  
Welcome Center*

Chamber Office Hours

Monday – Friday  
8AM – 5PM

Gift Certificates are only  
available during Chamber Office Hours.

Call:  
608-348-8888

## INSIDE THIS ISSUE:

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## From The President

For many years, the Platteville Chamber of Commerce has been dedicated to promoting Platteville as the best place to live, work and play.

The Chamber is a strong advocate for economic development of industry, encouraging entrepreneurs', new businesses and the high standards of education from the University of Wisconsin Platteville. Together with these partners, Platteville is positioned for growth and prosperity. Our diverse community offers safe neighborhoods, good jobs, arts, culture and history which is why the Chamber is so passionate about promoting tourism to our region. If we continue to attract people to travel here this could spur a new residence, student, job, busi-

ness, industry etc. which is a win-win situation.



Lori Bahr  
Chamber President

Our Board of Directors met in October for a Strategic Planning session to set goals for 2011. Our guest speaker was Dennis Cooley, Assistant Chancellor of University Advancement and Executive Director of the UWP Foundation. Dennis shared his

life experiences and talked about philanthropy. He gave us the tools and the determination to better serve our members and partners within the community. One important fact that Dennis mentioned is the Chamber is made up of people that are invested in their community. This has been proven time and time again when we have a project, fundraiser, groundbreaking, ribbon cutting or Business After Hours and members are involved. A philanthropic gift to the Chamber would be a great legacy to the community.

Thank you Dennis for your time, expertise and guidance at our retreat.

Sincerely,  
Lori

## From the Executive Director



Kathy Kopp  
Executive Director

Dear Chamber Members,  
I know our November newsletter is large – but there is SO much going on that we just couldn't leave anything out! Please take the time to read

through the information provided in this newsletter so that you are aware of the vast array of things happening in the next few weeks.

As we move into holiday mode, we want to remind everyone of the significant message that the Chamber is promoting and that is **Shop Local!** We are gearing up

our marketing of Platteville as a retail hub more than ever and reaching out to our community members how important it is to support our local businesses, especially at this time of year.

Our largest retail promotion of the year is Santa Bucks. This is our 13<sup>th</sup> annual promotion and is already off to



## Welcome!

### “Our Business After

Hours are open to  
your entire staff.

Join us each month

for this great

networking

opportunity”

Kathy Kopp,

Executive Director

## Welcome New Chamber Members!

### MaCandis Boutique

Address: 55 N Main St  
Platteville, WI 53818  
Email: macandis@tds.net

Phone: (608) 348-6731  
Fax: (608) 348-6751  
www.macandis.com

MaCandis Boutique is a unique women's boutique that specializes in unique designer fashions. MaCandis Boutique offers the areas largest selection of handbags, jewelry, accessories, and more. Now even better with two locations: Lancaster and Platteville. MaCandis trained sales staff makes each visit to MaCandis a fabulous shopping experience.

HOURS: Tuesday - Friday: 9am to 6pm  
Saturday: 9am to 3pm

*December hours are extended for holiday shopping*

### From the Executive Director (continued from page 1)

a great start and momentum is building for it to be our biggest and most successful promotion yet. The big kick-off weekend is Friday, November 19<sup>th</sup>-Sunday, November 21<sup>st</sup> to coincide with our traditional Holiday Business Open House and runs through December 31<sup>st</sup>. This kick-off weekend boasts ‘double’ Santa Bucks for those who participate. Last year’s receipts totaled over \$220,000 and we are hoping to increase that this year! There is still time to sign up to participate so if you have questions, please call Debi at our office and she’ll get you signed up.

The Chamber’s gift certificate program has a huge appeal this time of year as well and generates thousands of dollars for our local businesses and provides an ideal gift for all of those on your list. And it keeps money

local! We distribute well over 1,000 gift certificates at holiday time. Many chamber member businesses use our gift certificates as holiday gifts for customers and employees and they are easy to purchase and easy to use. Please call or email us if you would like to order some and we’ll have them ready when you stop by to pick them up.

The Board held their annual Board retreat several weeks ago and discussed fundraising. Our facilitator, Dennis Cooley, was fantastic and provided us with some very creative ways of increasing our revenues. You’ll be hearing more about the details next month after the Board has had some time to finalize the plans. Thank you, Dennis, for a great day!

The Board of Directors held the election for incoming board members for 2011 at

the board retreat held on October 20<sup>th</sup>. We would like to welcome incoming Board members: Jeremy Patnaude (State Theaters); Deb McWilliams (Clare Bank); Tom Osterholz (TRICOR); and Ann Rupp (Platteville Journal)!! Our sincere gratitude goes out to Dean Feldman (Southwest Health Center); Tom Nall (First Weber Group) and Doris Clare (Clare Bank) for their support of and commitment to the chamber. They each served a total of six years! Thank you Dean, Tom and Doris!

The Board of Directors will be electing officers for 2011 at their meeting in November.

Kathy Kopp  
Executive Director

# Chamber Business After Hours

**On December 8, Heartland Credit Union will host Chamber Business After Hours.**



Lori Bahr, Chamber President and Gary Osterholz, Eastman Cartwright

Pioneering the Good Life  
**PLATTEVILLE**  
Area Chamber of  
**COMMERCE**  
**BUSINESS**  
After Hours

On October 13, Eastman Cartwright Lumber Company hosted the Chamber's Business After Hours. They are located at 350 E Main St. Visit them online at [www.eclbr.com](http://www.eclbr.com) or call them at 608-348 - 2711



Pioneering the Good Life  
**PLATTEVILLE**  
Area Chamber of  
**COMMERCE**  
**RIBBON**  
**CUTTING**



On October 4th, TriCom/Radio Shack of Platteville hosted a Chamber Ribbon Cutting to celebrate the opening of their JCPENNEY Catalogue Center. The Catalog Center will be open Monday - Friday 9am - 5:30PM and Saturday 9am-



5:30PM. Visit TriCom/Radio Shack @ 1527 E. Business Hwy 151 today to see this convenient shopping option! *Photo Credit for JC Penney Ribbon Cutting to Traci Clements of the Shopping News*



On October 19, MaCandis Boutique hosted a Chamber Ribbon Cutting to celebrate the opening of their new Platteville Location on 55 Main St.

Their Store hours are Tuesday - Friday 9am - 6pm and Saturday 9am - 3pm.

There will be extended store hours for the Holiday Shopping Season.

Contact MaCandis Boutique at 348-6731.



MaCandis Representatives and Chamber Ambassadors

L to R: Angie Day - Lancaster Chamber of Commerce, Sara Burks - Co-owner of MaCandis, Jack Luedtke - Platteville Main Street Program, Angie Gruetzmacher - Co-owner of MaCandis, Kathy Kopp - Platteville Area Chamber of Commerce

# Business After Hours

*Everyone at your Business is Invited!*

Want to schedule a Business After Hours? 2011 dates are still available! Call the Chamber office at 348-8888 to reserve your date today!

*PLAN ON ATTENDING NEXT MONTH'S BUSINESS AFTER HOURS AT :*

**December 8, 2010 -**  
*Heartland Credit Union*

### Upcoming Business After Hours:

**January 12, 2011 -**

*United Country Platteville Realty*

**February 9, 2011 -** *Applied Micro*

**March 9, 2011 -** *Ubersox Chrysler (3 year Anniversary!)*

**April 13, 2011 -** *UWP Foundation*

**May 11, 2011 -**

*Sienna Crest Assisted Living*

**July 27, 2011 -**

*Pioneer Bowling Lanes*

**December 7, 2011 -**

*Digman Construction*

A Chamber Member Can Host a Business After Hours once every 36 months.



**Don't Forget!**  
Chamber Gift  
Certificates make  
great holiday gifts!

## Custom Online Solutions

**Website Design  
E-Commerce  
IDX & Realtor Solutions  
Search Engine  
Optimization & Online Marketing  
Hosting**

**Complete  
Packages  
Starting at  
\$199.00**

Call Us  
To Discuss Your  
Custom Website  
Design & Hosting  
Solution

**HALBERG**  
**Computer Solutions**



608-234-4161 Wisconsin  
775-621-5877 Nevada  
808-870-5968 Hawaii  
[www.halbergcs.com](http://www.halbergcs.com) [paul@halbergcs.com](mailto:paul@halbergcs.com)

# November 2010-Platteville Area Chamber of Commerce

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b>	<b>2</b> 8AM Historic Re-enactment Committee @ Chamber  9AM Holiday Committee @ Driftless Film Festival Office <b>VOTE!</b> <b>7AM - 8PM</b>	<b>3</b> 7AM PAIDC @PBII  4PM Women on Main @ MaCandis Boutique	<b>4</b> 8:15AM CLA Board @ Chamber  NOON Quota Club @Take 2  5PM Ladies Night Out @ Belmont High School	<b>5</b> 8:00AM Tourism Committee @Chamber  10AM Photo Judging Grant County Tourism Council@ Chamber  <b>SANTA BUCKS REGISTRATION DEADLINE</b>	<b>6</b> 9AM - 1:30PM Annual Holiday Bazaar @ 1st Cong. United Church of Christ  <b>Daylight Saving Time ENDS Fall Back!</b> 
<b>7</b>	<b>8</b>	<b>9</b> 7:30AM Chamber Board Meeting @ Chamber  5PM Veteran's Honor Roll Committee @ Dick Bonin's  7PM City Council @ City Hall	<b>10</b> 10PM Tri-State Tourism Council in Hanover IL  6PM Jamison Museum Association Dinner, Annual Meeting and Program @ 1st English Lutheran Church  7PM -Southwest Wisconsin Young Professionals @ Pioneer Lanes	<b>11</b> 10AM Governor's Council on Tourism @ Madison	<b>12</b>    7:30PM University Symphony Orchestra @ CFA	<b>13</b>
<b>14</b>  7PM Gender Choir Concert @ CFA	<b>15</b>  4:30PM Platteville Community Arboretum	<b>16</b>	<b>17</b> 7:30AM Chamber Board Meeting @ Chamber  2PM - Window Decoration Contest Judging  5Pm Downtown Revitalization Committee @ City Hall	<b>18</b> 7:30AM Tourism Commission  10AM SW WI Chamber Executive @ Dodgeville Chamber	<b>19</b> 6PM Friends of Our Gallery Fund-raiser @ Badger Brothers  <b>BUSINESS HOLIDAY OPEN HOUSE</b> Double Santa Bucks!	<b>20</b>
<b>21</b> <b>BUSINESS HOLIDAY OPEN HOUSE</b> Double Santa Bucks ALL WEEKEND	<b>22</b>	<b>23</b> 8:15AM Greeter Service @Chamber  10AM Grant County Tourism Council - Livingston  7PM City Council @ City Hall	<b>24</b>	<b>25</b> <b>Happy Thanksgiving!</b>  <b>CHAMBER OFFICE WILL BE CLOSED</b>	<b>26</b> 10AM FREE* Kids Movie "Happy Feet" @ Avalon Cinema  5PM Santa Arrives in Platteville and Tree Lighting @ City Park Visit Santa @ City Hall	<b>27</b> <b>White Saturday</b>  10AM FREE* Holiday Classic Movie "White Christmas" @ Avalon Cinema  *FREE w/donation of non-perishable item for the Platteville Food Pantry
<b>28</b>  2pm Big Band Bash @ Grand Ballroom in the Julian Inn	<b>29</b>	<b>30</b>				

 MORE INFORMATION ON THIS EVENT AVAILABLE IN THE NEWSLETTER

WARM HANDS  
WARM HEADS  
WARM HEARTS



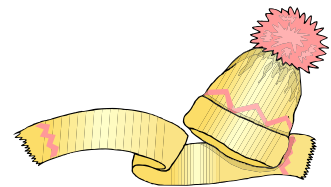
*Our "Motto" since 2001*

*"Warming the hands and heads of children  
will certainly warm the hearts  
of those who make a contribution"*

*During the month of November,  
you are invited to help decorate our  
Mitten Tree.*

*Accepting new mittens, gloves, scarves and hats...  
sizes infant to adult.*

*All items will be distributed to area families.*



# Holiday Party?

Let us take care of the food.

Party trays make it easy to entertain,  
orders yours today in our deli.

**Walmart**   
Save money. Live better.

Call Platteville Walmart - 608.348.4888



### Meat & Cheese Tray

Small, serves 6-8

**\$15**

Medium, serves 18-20

**\$25**

Large, serves 20-25

**\$35**



### All Meat Tray

Small, serves 10-12

**\$15**

Medium, serves 15-20

**\$25**

Large, serves 20-25

**\$35**



### All Cheese Tray

Small, serves 10-12

**\$15**

Medium, serves 15-20

**\$25**

Large, serves 20-25

**\$35**



### Premium Meat & Cheese Tray

Small, serves 10-12

**\$25**

Medium, serves 15-20

**\$35**

Large, serves 20-25

**\$40**



### Chicken Combo Tray

& Popcorn Chicken)

Medium, serves 20-25

**\$25**

Large, serves 28-30

**\$35**



### Chicken Tenders Tray

Medium, serves 20-25

**\$25**

Large, serves 28-30

**\$35**



### Variety Cheesecake Platter

**\$9**



### Fruit Basket

Small, serves 6-8

**\$10<sup>86</sup>**

Medium, serves 10-12

**\$16<sup>86</sup>**

Large, serves 14-16

**\$24<sup>86</sup>**

Call For Availability  
24 Hour Advanced Notice

# *War and Remembrance*

Stories of World War II,  
the Korean War and Vietnam War  
Told by Those Who Were There

presented by

Jack Tiedemann and Roy Shaver, WWII  
Charles Horne, Korea    Dave Kies, Vietnam

**Nov. 10    7:30 p.m.**

**Free Admission**

at the 1<sup>st</sup> English Lutheran Church, 215 W. Pine St., Platteville



The Jamison Museum Association Dinner;  
Annual Meeting, and Program

The Program and Meeting are free and open to the public.  
The Annual Meeting begins at 7:00.

**The program is preceded by  
the Pasty Dinner at 6:00 p.m.**

Tickets for the dinner can be purchased at the Rollo Jamison Museum at \$20 per person or \$35 per couple. All are welcome. The ticket includes a donation to support programming at the museum. Call the museum for details.

**Tickets for sale  
at Chamber office!**

*Pioneering the Good Life*  
M  
**PLATTEVILLE**  
Area Chamber of  
**COMMERCE**

# *Window Decorating Contest*

**Theme:**  
**“Deck the Halls”**

Participate in the Window  
Decorating Contest and

**WIN**

Advertising Packages from  
QueenB Radio,  
The Shopping News,  
and the Platteville Journal.

First Prize:  
\$150.00 in Advertising

Second Prize:  
\$100.00 in Advertising

Third Prize:  
\$50.00 in Advertising



Judging begins at 2:00 pm on Nov 17.

If you plan to participate, call the Chamber office: 348-8888  
E-mail- [chamber@platteville.com](mailto:chamber@platteville.com) or Fax the Chamber: 348- 8890  
by Tues. Nov 16<sup>th</sup>.



# 2010 Santa Bucks Promotion

## HOW CAN MY BUSINESS PARTICIPATE?

Open to Chamber Member Businesses Only

Requires donation of a prize to the auction (minimum value of \$50)

Participating businesses will be promoted as presented on reverse of this sheet

Must have a dated receipt available for customers that identifies your business (Can be stamped on back)

To be listed on poster & auction catalog, business must make sponsor commitment by: **Friday, November 5, 2010**

Promotion begins with our business Holiday Open House on Friday November 19, 2010 and runs through December 31, 2010. Receipts must be dated and issued during this period. Auction is held on Saturday, January 8, 2011.

## HERE'S HOW IT WORKS:

1. Customer comes into your business & purchases merchandise/services, etc. and receives a dated receipt identified with your business name.
2. Customer presents receipt(s) at the Chamber office and receives official "Santa's Bucks". Each receipt is rounded to the nearest \$10. The minimum purchase per receipt is \$10.00.
3. Qualifying amounts do not include sales tax. Maximum Bucks per receipt = \$500. (For example, if you make a major purchase in the amount of \$1500 - and receive one receipt - you will receive a maximum of \$500 in Santa Bucks). Customers may turn in multiple receipts at the same time or redeem them one receipt at a time. Other rules apply.
4. A special stamp will be used to "validate" the customer's receipt (so there is no duplication). Customer retains receipt and is given the appropriate number of Santa Bucks. These Santa Bucks are the only "legal tender" for the auction.
5. The Auction will take place on Saturday, January 8, 2011. Santa Bucks will be redeemed at the Chamber office during their regular office hours only up until noon of Friday, December 31, 2010

**The Santa's Bucks promotion was developed to encourage "shopping locally", especially during the holiday season. We want you to know that support of our local businesses is our utmost priority!**

**\$500 + MAJOR CORPORATE SPONSOR**

- Highlighted** in all media coverage & advertising
- Highlighted** name & logo on Santa's Bucks
- Highlighted** on all posters
- Highlighted** in auction catalog

**\$250-499 DONOR SPONSOR**

- Highlighted** name & logo on poster
- Highlighted** name & logo in auction catalog

**\$100-249 PATRON SPONSOR**

- Name on poster
- Name in auction catalog

**\$50-99 CONTRIBUTING SPONSOR**

- Name in auction catalog

*Number of Corporate sponsors limited to 8 businesses*

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\_\_\_\_\_ **Yes, my business would like to participate in the 13<sup>th</sup> Annual Santa's Bucks Promotion**

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

**Sponsorship level (can be cash or merchandise):** \_\_\_\_\_

**Item you would like to donate:** \_\_\_\_\_

**Please return via mail (P.O. Box 724, Platteville)  
or by fax (348-8890) by November 5th.  
If you have any questions,  
please call the Chamber office at 348-8888.  
Thank you!**



*Pioneering the Good Life*

M

**PLATTEVILLE**

Area Chamber of  
**COMMERCE**

PRESENTS

**FREE**

**Holiday Classic Movie**  
*White Christmas*

**Saturday, November 27, 2010**

**1:00PM**

**Avalon Cinema**

**Admission: FREE** with non-perishable food items for the  
Platteville Food Pantry

*Bring the family & enjoy  
an old fashioned Christmas!*



Pioneering the Good Life  
**PLATTEVILLE**  
Area Chamber of  
**COMMERCE**



**PRESENTS**

**FREE Movie for Kids**

*Happy Feet*

**Friday, November 26, 2010**

**10:00AM**

**Avalon Cinema**

**Admission: FREE with non-perishable food items for the  
Platteville Food Pantry**



Co-sponsored by:

**Platteville**

**Jaycees**

**Avalon  
Cinema**

# Chamber Members Updates

## Heartland Credit Union to Donate \$75,000 to Local Organizations With “Go Local”

*Local voting contest to award \$10,000 to a local non-profit organization; more than \$75,000 will be donated to Heartland Credit Union communities through May 2011 to honor Heartland's 75<sup>th</sup> anniversary of member and community service*

MADISON, Wis. (August 18, 2010)—Heartland Credit Union, a full-service financial cooperative based in Madison, Wisconsin, announces the launch of its “Go Local” initiative, which has been developed to raise awareness of making locally oriented decisions, critical to developing strong communities throughout southwestern Wisconsin. More than \$75,000 will be donated to organizations and causes based in the Dodgeville, Lancaster, Madison, Platteville and Verona areas through 2011, including a \$10,000 cash donation to a non-profit organization, awarded by community vote. The \$10,000 winner will be nominated by visitors to the [Heartland Credit Union Go Local Community Page](#) starting today, with finalists unveiled later this year.

“We’re elated to contribute to the communities where we live and work every day with this Go Local initiative,” says Sally Dischler, CEO/President of Heartland Credit Union. “For 75 years, Heartland Credit Union has grown because our members know we are a trusted partner who truly cares about the financial well-being of our members and their surrounding communities. With Go Local, we get to walk the walk—honestly, we can’t wait to see how our neighbors choose to help each other. We’re all making a real difference here, a difference we’ll actually be able to see with our own eyes because our communities will directly benefit from Go Local, just as they’ve benefited from Heartland Credit Union’s guidance and financial support for nearly 75 years.”

### **About Heartland Credit Union’s Go Local Initiative \$10,000 Go Local Contest**

Do you know of a non-profit organization in the Dodgeville, Lancaster, Madison, Platteville or Verona areas that could use \$10,000 in cash to benefit its community? Then Heartland Credit Union wants to hear from you! Starting today, anyone can visit the [Heartland Credit Union Go Local Community Page](#) to nominate worthy local non-profits of the \$10,000 cash donation. Nominations will close on November 29, 2010.

Heartland Credit Union will then select up to 10 finalists from these nominations to compete for votes to win the \$10,000 cash donation, putting the power directly in the hands of the people. Voting will close in April 2011; the \$10,000 winner will be announced at Heartland Credit Union’s 75<sup>th</sup> anniversary celebration in May 2011.

### **\$75,000 Awarded through 2011**

Including the \$10,000 cash donation to a local non-profit organization, Heartland Credit Union will provide more than \$75,000 in products, services, employee time and sponsorships to the communities surrounding Heartland Credit Union branches in Dodgeville, Lancaster, Madison, Platteville and Verona. Heartland will also be coordinating a number of unique Go Local special events and in-branch events through 2011.

### **New Go Local Checking Account**

In addition to the \$75,000 in donations, Heartland Credit Union is offering members the opportunity to donate their Go Local checking account dividends to the Second Harvest Food Bank of Southern Wisconsin. The new Go Local checking account will become available at all Heartland Credit Union branches in October 2010.

For more information on Heartland Credit Union’s Go Local plans, visit the Go Local Community Page at <http://www.heartlandcu.org/GoLocal>.

### **About Heartland Credit Union**

Heartland Credit Union is a financial cooperative assisting over 17,000 member-owners with a myriad of financial services including personal and business accounts and services. Anyone living or working in Dane, Grant, Iowa, Crawford, Lafayette, Sauk, Richland, Dodge, Green, Rock, Jefferson, Columbia or Vernon Counties in Wisconsin; Allamakee, Clayton, Dubuque, Winneshiek, Chickasaw, Bremer, Fayette, Buchanan, Delaware, Jackson and Jones Counties in Iowa; and Boone, Jo Daviess, Stephenson and Winnebago Counties in Illinois is eligible to join. More information about Heartland Credit Union is available at [www.heartlandcu.org](http://www.heartlandcu.org).

## Chamber Members Updates... continued

### Ben Reeves of Edward Jones

#### Investments named to Managing Partner's Conference

Ben Reeves, a financial advisor at Edward Jones Investments, Platteville, Wis., was named to the Managing Partner's Conference. He was one of only 330 financial advisors out of more than 12,000 Edward Jones brokers to attend the conference. He has been an advisor for the company for 23 years.

#### Can you give us time on your Message Board?

Please support the United Way of Platteville by displaying one, or all of the following messages on your Message Board during October & November:

- United Way...Making a Difference in Our Community
- United Way...Connecting Our Community
- Give to United Way – Your Gift Matters
- Support the United Way

Thank you of helping make Platteville a better place to live, work and raise our children!

We appreciate your support! Please email [donna.hoppenjan@moundcitybank.com](mailto:donna.hoppenjan@moundcitybank.com) if your business will participate in this awareness campaign to help us meet our goal.

**WANTED!** Home and Builder Show Vendors for Mound City Bank's Home and Builder Show on February 4<sup>th</sup> & 5<sup>th</sup>. For more information please contact Cara or Jayne at 608-348-2685 today for more information.



**UNIVERSITY OF WISCONSIN  
PLATTEVILLE**  
CENTER FOR THE ARTS

**2010-2011 Performing Arts Series**

**Mad Agnes**  
11/5/10 at 7:30pm  
GA \$12, Faculty/Staff & Senior \$10,  
Under 18 \$6, UWP Student \$4



**High Water Bluegrass  
Gospel Christmas**  
12/4/10 @ 7:30pm  
GA \$12, Faculty/Staff Senior \$10,  
Under 18 \$6, UW-Platteville Student \$4



[www.uwplatt.edu/arts/cfa](http://www.uwplatt.edu/arts/cfa)

**Spring Events!**  
On Sale 12-1-10  
Internet Pre-Sale 11-29-10

Cirque Le Masque, Feb 1 & 2 @ 7:30p.m.  
Trombone Shorty, Feb 4 @ 7:30p.m.  
Fareed Haque-Kalyan Pathak Duo, Feb 5 @ 7:30p.m.  
Capetown Philhmaronic, Feb 23 @ 7:30p.m.  
Avenue Q, Mar 20 @ 4p.m. & 8p.m.  
The 39 Steps, Apr 8 @ 7p.m.

**608-342-1298 or tickets.uwplatt.edu**

**MOONLIGHT JACKPOT**  
Cosmic Glow In The Dark Bowling



**FRIDAY & Saturday**  
6:00 PM - 12:00 AM & 9:30 PM - 12:00 AM

**\$9.00 Per Person**  
**2.5 Hours of Bowling** (Shoes not included)  
\$2 Of Bowling Fee Goes Into The  
Nightly Jackpot For A Drawing  
One Bowler Is Randomly Selected At 11:30pm  
For A Chance To Win The Cash Jackpot.  
Roll the Big Dice and Roll the Nights Number  
Selected from 1-6 and Win All the Cash.



1185 Hwy 151 • Platteville, WI 53818  
(608) 349-6631 • [www.pioneerbowling.com](http://www.pioneerbowling.com)

# THANKSGIVING WEEKEND EVENTS November 26-28

## Saturday, November 27

1 PM *White Christmas* at the Avalon Cinema. Free Admission with non-perishable food donation.



## Friday, November 26.

10 AM Free Movie for Kids: *Happy Feet* at the Avalon Cinema. Free Admission with non-perishable food donation.

5 PM SANTA ARRIVES IN CITY PARK. Tree lighting, carolers, hot chocolate and more!

## Sunday, November 28.

Big Band Bash: in the Hotel Julien's Grande Ballroom, Dubuque, Iowa. From 2-5 PM Prices for admission are \$10 for adults \$5 for children.



For more information please contact the Chamber Office at (608)348-8888 or [chamber@platteville.com](mailto:chamber@platteville.com)

# Window Sponsorship

Pioneering the Good Life  
**PLATTEVILLE**  
 Area Chamber of  
**COMMERCE**  
**BUILDING**  
**RENOVATION**



*Come visit the  
 new and  
 improved  
 Chamber  
 Building!*

## Chamber Window Sponsors:

- Oak Creek Wood Apartments
- Dodge House Apartments
- Wonder Lube
- Wonder Wash
- Vaassen Pluemer
- Eastman Cartwright
- Melby Bendorf Funeral Home

**Thank  
 You!**

**Sponsor a window for \$450.00  
 or co-sponsor a window for \$225.00  
 Please contact the Chamber office at 348-8888.**

**Thank You! Thank You! Thank You!**

**Thank You to Ingersoll Plumbing &  
 Heating Inc for repairing the  
 Chamber's clogged aerator!**

**PLATTEVILLE AREA CHAMBER OF COMMERCE  
BOARD OF DIRECTORS  
SEPTEMBER 15, 2010  
MINUTES**

Those present: Boldt, Cullen, Feldman, Luedtke, Osterholz, Patnaude, Pluemer, Sigwarth, Vaassen and Kopp. Those absent: Bahr, Clare, Isaacson, Krueger, Melby, McKinley, Nall, Nevins, Nickels and Smith.

Past President Vaassen called the meeting to order. The Platteville Business Incubator was acknowledged as our September beverage sponsor. Boldt moved to approve the minutes from the August 18th Board meeting. Seconded by Osterholz. Motion carried. There were no Executive Committee minutes to review.

Vaassen and Kopp presented the year-to-date financial statement. It was noted that our fund balance, at \$121,848 is the best it has been in 4 years (2009 was \$99,875, 2008 was \$115,098 and 2007 was \$117,448). Room tax revenue is at \$38,205 compared to \$23,476 this time last year, and it was pointed out that this was with only 3 hotels in operation. Room tax expenses are \$37,710 compared to \$48,531 in 2009 and \$42,993 in 2008. This reflects our efforts to hold down tourism expenses and Kopp noted that dispensing of the former 'Action Plan' for tourism has allowed us more flexibility to control expenses. Total expenses to-date is \$123,581 compared with \$132,105 in 2009. Receipts over expenditures shows a balance of \$35,539 compared to a -\$3,731 in 2009. It was also noted that the golf outing netted \$6,584 and the hog roast netted us \$4,735. Osterholz moved to approve the financial statement, Feldman seconded. Motion carried.

Old Business:

Tourism Entity Contract – It was noted that Arlene Siss from the Dorsey House Bed & Breakfast was appointed to serve as the lodging industry representative on the Tourism Commission. The Tourism Entity contract was approved for a 3-year period effective January 1, 2011 and automatically renewed for one year periods. The issue of our request for an additional 20% of the city's portion of room tax will be addressed at the next tourism commission meeting.

Comprehensive Plan Review – No report.

Downtown Revitalization Committee: The next meeting is October 6<sup>th</sup> at 6PM at City Hall. The McGregor Plaza plan in the preliminary document looks good.

Capital Improvements – It was noted that the windows have been installed. The replacement of rotted exterior logs, caulking, staining and sealing of the exterior has been completed as well as the staining of the gazebo, benches and arbor. The contractors, Eastman Cartwright Lumber and Udelhoven Log Homes were congratulated on a job well done.

Board Retreat – It is scheduled for Wednesday, October 20<sup>th</sup> from 8AM-1PM at Take 2 Restaurant. Dennis Cooley has agreed to facilitate. We will include an abbreviated board meeting from 8:30AM-9:00AM.

New Business: We will be co-hosting the United We Prosper group on Thursday, October 7<sup>th</sup> at 7:30AM at UWP.

(It is noted that Vaassen had to leave and Feldman presided over the remainder of the meeting).

Executive Director Report:

Kopp reported that new members include Health Wise Therapeutic Massage, LLC, Udelhoven Log Homes and O'Reilly Auto Parts. The tourism budget was presented to the City and included a budget at 70% and one at 90%. We are working with the consultant hired by the City and PCA to submit a USEPA Brownfield's Assessment Grant application. We had a group of visitors from the Wausau Convention and Visitors Bureau who were traveling around the State looking at various visitor centers. They said we had the 'best one they had seen'. We have been invited by the school district to attend a meeting on September 23<sup>rd</sup> as a means of gathering input from the community relative to the hiring of a new superintendent.

We are working with the newly formed Southwest Wisconsin Chamber Executives Association, the U.S. Department of Commerce and SWTC to host a business exporting conference on October 26th. Montchevre-Betin Cheese in Belmont continues to increase their exports. We received a number of compliments on the Dairy Days parade, which we coordinate. The 13<sup>th</sup> Annual Historic Reenactment was very successful with nearly 2,000 students and educators attending on Friday, School Day.

Kopp is working on a number of grants for various projects. We need to revisit the idea of establishing a Chamber foundation as we are limited by our tax status to be eligible for many grants.

The Department of Tourism is hosting a media public relations tour of the Great River Road the first week of October. The Driftless Film Festival has opened an office on Main Street. The 2010 event is scheduled for October 21st-24<sup>th</sup>. MaCandis Ladies Boutique is scheduled to open October 1<sup>st</sup> on Main Street.

Committee Reports:

Ambassadors: Feldman reported that they have made plans to rent a 15 passenger van for the After Hours at Tanglewood Ranch in Mineral Point. They continue to plan for the After Hours Expo on November 17<sup>th</sup> at the Platteville Convention Center. Businesses who participated last year will get first chance to participate this year. Fee is \$75 with an early-bird of \$50. Food vendors will pay \$25. A ribbon cutting is scheduled for tomorrow, September 16<sup>th</sup>, at 8:30AM at Cost Cutters who moved their location from Business Highway 151 to McGregor Plaza. A ribbon cutting for O'Reilly's Auto Parts is scheduled for Wednesday, September 29<sup>th</sup> at 11AM. The annual celebration is scheduled for Friday, February 11<sup>th</sup> in the ballroom of Steve's Pizza. Our program will include the premier of the new Discover Wisconsin show.

Marketing & Business: Patnaude reported that they are working on a joint committee with the museum and Main Street for holiday.

Community Leadership Alliance: No report.

Governmental Affairs: No report.

Tourism: No further report.

Education: We will be working with UWP to co-sponsor at least one debate for the upcoming election.



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**BOARD OF DIRECTORS SEPTEMBER 15, 2010  
MINUTES.... CONTINUED**

Buildings & Grounds: Boldt, Vaassen and Kopp attended a meeting at UWP with the Cullen family and a group of engineering students who are designing a bridge for Katie's Garden. They will meet again on October 14<sup>th</sup>.

Platteville Welcomes You: Pluemer noted that the New Student Welcome was very successful with nearly 1200 new students participating.

They heard good comments from the participating businesses.

Retail Committee: No report.

Ex-Officio Board Member Reports:

Main Street Program: Luedtke reported that they worked with 50 UWP students to clean up the former Steve's Pizza location which has about 9,000 sf of space available for rent. The chili cook-off is scheduled from 5-7 PM on September 25<sup>th</sup>. The Parking Committee has been reactivated. They are proceeding with grant requests for additional art work. A spotlight will be installed on the mural near Heiser's.

Sigwarth moved to adjourn. Boldt seconded. Motion carried and meeting adjourned at 9:10AM.

Respectfully submitted,

Kathy Kopp  
Executive Director

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