

Platteville, WI
Gateway to



Hours of Operation

Chamber Office
Summer Hours

Monday – Friday

8AM – 5PM

Gift Certificates are only available during Chamber Office Hours.

Gateway Visitor
Information Center
Summer Hours

Monday – Friday

9AM – 6PM

Saturday

10AM – 6PM

Sunday

10AM – 2PM

Phone:
608-348-8888

Email:
chamber@
platteville.com

**INSIDE THIS
ISSUE:**

**Letter from the
President**

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New Members

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Chamber Network News

VOLUME 49, ISSUE 5



Vision ~ Connection ~ Education

MAY 2011

From The President

Matt Melby
Chamber President

I am sure glad to see May start with sun and the temperatures starting to rise. Though not as fast as I would like, I will take it. Our membership drive is going well and I want to thank all of the new members for wanting to join Chamber. It shows that with all of the members we have that we truly

care about our area and want to promote it to its fullest. We need all of us to be active in chamber, and to reach out to non-members or those who have decided not to renew their membership, to see why they won't join. I know that can be difficult, but let us hear what other business' have to say so we can do more every day to improve. May 9th is the kickoff of National Tourism

Week which goes through the 13th. Southwest Wisconsin is truly a beautiful place with an abundance of things to do and places to see. Remember to look at your new Platteville Community Guide to see what is going on the area. If you don't have one I have been told there are an abundance at the chamber office.

-Matt Melby

From The Executive Director



Kathy Kopp
Executive Director

Dear Chamber Members,

Welcome to spring! The weather hasn't been very cooperative but Katie's Garden is thriving! The daffodils, tulips and other spring perennials are up and stunning! The grass is green and the stream hasn't been too high in spite of the rains. There are many activities – weddings/photo sessions/parties – planned for Katie's Garden this year. We encourage everyone to visit the Garden! We only ask that if you are planning

to take photos, to please give us a call to make sure that an event isn't planned at the same time. This is especially true if you know of someone having wedding photos or graduation photos taken.

Our membership drive is doing extremely well and we are very excited to see all the businesses joining! Please see the "Welcome New Member" section in the newsletter – it's awesome! If you know of a business that is not a member, please refer them to us and we'll contact them.

On Friday, May 13th, our Education Committee is presenting a "Social Media Power Luncheon" from 11:30AM-1:00PM at First National Bank's community room. The workshop will be facilitated by Derek Dachelet from SWTC. Cost \$15 for members and \$25 for non-members. Please call Debi to reserve your space today.

We have re-scheduled our breakfast presentation by Todd Berry, the President of the Wisconsin Taxpayers Alliance (**WISTAX**) for Thursday, May 19th at

CONTINUED ON PAGE 2

UPCOMING CHAMBER EVENTS

- **Social Media Power Luncheon - May 13** -Details inside
- **Todd Berry - May 19th 7AM @ Millennium Cinema**
- **Chamber Golf Outing - June 10th @ Platteville Golf & Country Club** - Registration form inside
- **Hometown Hog Roast - July 23rd @ Pizzeria Uno**



Welcome!

“Our Business After Hours are open to your entire staff. Join us each month for this great networking opportunity”

Kathy Kopp,
Executive
Director

Chamber Members Updates

Home & Cabin Decor Ribbon Cutting - 20 E. Main Street

Join us at 4:30PM on Friday, May 6th at Home & Cabin Décor. In honor of the ribbon cutting there will be a store wide sale all day - 15 % off everything in the store, items already marked down will receive an additional 15% discount! The Store will be open until 6pm.

Family Video Ribbon Cutting

Join us on May 19 at 4:30PM for a Ribbon Cutting at one of our newest Chamber Members. Family Video is located at 305 E Business Hwy 151 Ste A

15th Annual “Walk Down Main” Progressive Dinner - Tues. May 3rd. 5pm @ Rountree Gallery

Helker Jewelry Ribbon Cutting Join us on May 13th at 4:30pm as we welcome Helker Jewelry’s new owners, Chris and Sarah Justmann to the Chamber and the Platteville Business Community.

Hoarding in the Elderly: Facts & Fiction presented by Ryan McKelley, Ph.D. Thursday, May 19th at 5:30pm - Student Center, UW Platteville

Treasure or Trash? For 1.4 million Americans with a hoarding disorder, collecting worthless stuff is a destructive compulsion that puts a stranglehold on relationships, health and life.

Happily, treatment can make a difference. Find out how you can change someone’s life by attending our free community seminar. Seating is limited, and reservations are required. Call Senior Behavioral Sciences Community Education Manager, Jayde Doering, at 608-342-3002 to register.

Platteville High School & Middle School Art Exhibit On display May 7 – May 29, 2011

Rountree Gallery. This exhibit showcases the outstanding talent of PHS & PMS students, and includes a large selection of artwork in a variety of mediums. Come meet these talented young artists at the Artists’ Reception on Sunday, May 15 from 1:00 – 3:00 p.m. Rountree Gallery’s Spring Hours are Saturdays from 10:00 – 4:30 and Sundays from 12:00 – 4:30. For more information visit our webpage at www.platteville.org or contact Rountree Gallery at 608- 348-6719 or rtgallery@yousq.net.

From The Executive Director...continued from PAGE 1

7:00AM at the Millennium Cinema. (From the [WISTAX](http://www.wistax.com) website): “WISTAX is the state's oldest and most respected private government research organization. Since 1932, it has been promoting better government and an informed citizenry through its publications, public outreach and extensive school programs. Nonpartisan and fiercely independent, the Wisconsin Taxpayers Alliance has earned an unrivaled reputation for accurate, objective research - for telling the truth simply and directly. WISTAX does not lobby government, support or oppose candidates for public office, or take positions on state or local government issues. It is not affiliated with any other organization - national, state or local”.

Don't forget to sign-up your team for our annual golf outing. Team registrations are filling up. The Golf Outing is set for Friday, June 10th.

Our offices are now open seven days a week until the end of October. The Chamber staff is hard at work getting ready for all the events, festivals, workshops and celebrations that we have planned in the next few months.

We could always use some volunteers, so if you have a few hours or know of someone who may be interested, please let me know!


Kathy Kopp
Executive Director





President-elect Tom Sigwarth presents a certificate of recognition to Dennis Cooley, Assistant Chancellor for University Advancement and Executive Director of the UW-Platteville Foundations



The Distinguished Alumni Wall at the Foundation's Offices

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

On April 13, the UW-Platteville Foundation hosted Business After Hours. Thank you to Dennis Cooley and his staff for a fun, informative evening about what the Foundation does. Plans for the New Residence hall were on display. The phone center is very impressive and will soon be available to rent! Contact the Foundation for more information. (608) 342-1182

Join us on May 11th at Sienna Crest!

All Chamber members and their employees are always welcome to attend!



On April 8, Applied Micro celebrated the opening of their new location. Now housed in the historic Heer building located at 65 S Fourth Street, Applied Micro provides total computing solutions to their customers in Professional Business Systems, Networking, Proactive Networking Management & Monitoring, Business Telephone Systems & Video Surveillance. Previously, Applied Micro was in the Platteville Business Incubator for 8 years

Pioneering the Good Life
PLATTEVILLE
 Area Chamber of
COMMERCE
RIBBON
CUTTING



Hartig Drug began their Grand Opening Week with a Chamber Ribbon Cutting on April 4th. Hartig Drug's new store is located at 180 W Pine Street. On hand to cut the ribbon was Hartig Drug owner: Dick Hartig as well as Keith Bibelhausen, John Meyer & John Gebhard with Hartig Drug. Stop by and visit their spacious new store today!



ERSCHEN'S FLORIST
 Official Sponsor of
 Platteville Chamber of Commerce
 Ribbon Cuttings



ERSCHEN'S FLORIST
 Official Sponsor of
 Platteville Chamber of Commerce
 Ribbon Cuttings

MAY 2011-PLATTEVILLE AREA CHAMBER OF COMMERCE

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

<p>1 <i>Chamber open 7 days a week thru October</i></p>	<p>2 Noon - Hog Roast Committee @ Take 2</p>	<p>3 9:30AM Ribbon Cutting @ Friendly Frogs Childcare</p>	<p>4 7:30AM PAIDC 4PM PBII's ★ Tenth Anniversary 4PM Women on Main @ Helker Jewelry</p>	<p>5 8AM Marketing & Business Committee 8:30AM CLA @ Chamber</p>	<p>6 Noon - Golf Outing Committee @ Country Club 4:30PM Ribbon Cutting @ Home & Cabin Decor ★</p> <p style="text-align: center;">City Wide Garage Sales</p>	<p>7Platteville High School Prom 9AM - 2PM Brat Sales by Building Platteville for Veterans Memorial - Ben Reeves Parking lot Water & Alden</p>
<p>8 <i>Mother's Day</i></p>	<p>9 7PM Tri-State Needle Arts @ Pioneer Ridge Apartments</p>	<p>10 7:30AM Executive Committee @ Chamber 7PM City Council</p>	<p>11 5PM Chamber Business After Hours @ Sienna Crest ★</p>	<p>12 BEST Conference - Argyle, WI</p>	<p>13 11:30AM Social Medic Power Luncheon ★ 4:30PM Ribbon Cutting @ Helker Jewelry</p>	<p>14 UW-Platteville Commencement</p>
<p>15</p>	<p>16 Noon - Ambassadors @ The Ticket</p>	<p>17 11:30am Small Business Roundtable w/Lt Governor Rebecca Kleefisch</p>	<p>18 7:30AM Board of Directors @ Chamber</p>	<p>19 7AM - Todd Berry @ Millennium Cinema ★ 4:30PM Ribbon Cutting @ Family Video ★</p>	<p>20 Noon - Golf Outing Committee @ Country Club</p>	<p>21</p>
<p>22</p>	<p>23 <i>Residential - City</i></p>	<p>24 8:15AM Greeter Service @ Country Kitchen 10AM Grant County Tourism Council @ 1st Territorial Capitol Wide Pick Up</p>	<p>25 CLA Session #5 Darlington</p>	<p>26</p>	<p>27</p>	<p>28</p>
<p>29</p>	<p>30 <i>Memorial Day</i> </p>	<p>31</p>				



MORE INFORMATION ON THIS EVENT AVAILABLE IN THE NEWSLETTER

Welcome New Chamber Members!

BANWORTH & UDELHOVEN

Contact: Dave Banworth
Address: PO Box 215, 7177 Hwy 81
Platteville, WI 53818

Phone: 608-348-9926

Profile: We have our own mattress factory with 40+ years experience. Store has been in business since mid – 50's. Major brands: Marshfield, Lazy Boy, Lane

BAKER IRON WORKS

Contact: Jeff Baker
Address: 3131 Jentz – Baker Dr
Platteville, WI 53818

Phone: 608-348-7182

Profile: Over 30 years experience in shop and portable welding

BAYMONT INN & SUITES & CONVENTION CENTER LLC

Contact: Judy Klein
Address: 103 W Moundview Avenue
Belmont, WI 53510

Phone: (608) -762-6900

Email: info@belmonttravelcenter.com

Website: belmonttravelcenter.com

Profile: The Baymont Inn and Suites and Convention Center of Belmont – Platteville, WI is pleased to provide our guests with exceptional services and quality amenities at an affordable price.

BROTHERS/PLAYERS/ CAMARADERIE / SCHOOL GIRLZ

Contact Person: Dale Jacobs
Address: 90 N Second Street
Platteville, WI 53818

Phone: 348-3339

Website: www.brotherson2nd.com

Profile: Open nightly. Brothers, Players, Camaraderie & School Girlz. Brothers – open 11am for an excellent lunch 7 days a week! Monday night 25¢ wings @ Brothers & Camaraderie. Karaoke on Thursday at Brothers.

BULLSEYE SPORTS

Contact Person: Terry Lyght
Address: 45 West Main Street
Platteville, WI 53818

Phone: 348-5656

Email: bullseye_sports_llc@yahoo.com

Website: COMING!!

Profile: For all your hunting needs! We buy sell and trade guns too. We sell liberty safes! Hunting apparel, ammunition and reloading equipment.

DOWNTOWN DESIGNS

Contact Person: Nicole Richards & Ronna Argall
Address: 60 East Main Street
Platteville, WI 53818

Phone: (608) 348-5105

Email: wrrichards@tds.net

Profile: Downtown Designs is a Salon and Spa located on Main Street in Platteville. We have 7 stylists available and are open Tues – Saturday. Voted Best of the Best for 4th year in a row as Best Hair Salon.

EXPRESS EMPLOYMENT

Contact: Matt Timmerman & Mike Schaul
Address: 5025 Wolff Rd Suite 103
Dubuque, IA 52002

Phone: (563)583-1600

Fax: (563) 583-1697

Email: matt.timmerman@expresspros.com

Email: mike.schaul@expresspros.com

Profile: Professional staffing, temp jobs and HR services. Coming soon to Platteville! Both businesses and job seekers alike can experience the confidence and satisfaction of knowing they will receive personal attention. We are dedicated to providing quality service.

FIESTA CANCUN

Contact Person: George Lopez
Address: 105 W Business Hwy 151
Platteville, WI 53818

Profile: The Finest Mexican Restaurant in Platteville. Open 7 days a week 11AM to 10PM. Excellent service & friendly. Authentic Mexican food with a great atmosphere. Cooked with a lot of perfection and many years of experience.

CONTINUED ON NEXT PAGE

New Chamber Members...continued

FRIENDLY FROGS CHILDCARE

Contact Person: Brenna Carns
Address: 1190 Big Jack Rd
Platteville, WI 53818

Phone: 348-8200
Email: brenna.carns@yahoo.com

Profile: Enrolling Children 6wks to 12 yrs with a day camp this summer for ages 6 – 12 yrs!
Join us at Friendly Frogs' Ribbon Cutting on May 3rd @ 9:30AM

GABOR CONSTRUCTION

Contact Person: James Gabor
Address: 4120 Quarry Rd
Platteville, WI 53818

Phone: 608-778-2618
Email: ctr29363@centurytel.net

Profile: Gabor Construction LLC prides itself with "one on one" customer service from start to finish. It is important to us to take the time during the planning and designing of your building project to make sure your projects run smoothly with no added costs. Gabor Construction LLC participates in the Wisconsin Focus On Energy Homes Program. We pay close attention to the details that make a new home more comfortable, safe, durable, and energy efficient

GENERAL ALUMINUM II /PLATTEVILLE COLLISION CENTER

Contact Person: Jeff Udelhofen
Address: 1280 East Mineral St
Platteville, WI 53818

Phone: 608-348-2443 (General Aluminum)
Phone: 608-348-4656(Platteville Collision)

General Aluminum II: Residential & Commercial 5" & 6" seamless Gutters. FREE Estimates. Leaf Proof – the best applicator gutter protection system you can have installed.
Platteville Collision Center: Free Estimates. Collision Repair. Expert Color Matching. Frame & unibody straightening.

HOME & CABIN DÉCOR

Contact Person: Olga Miller
Address: 20 E. Main Street
Platteville, WI 53818

Phone: (608) 348-2140
Email: moskva8@gmail.com

Profile: Supporting local craftsmen. Locally made. Home & Cabin Décor. Small furniture, wall décor, gifts home accents in every style. New arrivals twice monthly. Low Prices and a great variety!
Join us at Home & Cabin Décor's Ribbon Cutting on May 6th @ 4:30PM

LAS PALMAS AUTHENTIC MEXICAN RESTAURANTS, LLC

Contact Person: Vicente Cazaras
Address: 300 West Hwy 151
Platteville WI 53818

Phone: 348-7790

Profile: Enjoy an Authentic Mexican restaurant! Lunch Margarita specials. Open 7 days a week. Monday – Saturday Lunch and Dinner. Sunday, enjoy dinner @ Las Palmas. Great staff with a great environment!

LIFESTYLE ALTERNATIVES, LLC

Contact Person: Carol Ward MS, RN Certified Wellness Coach
Address: 6058 S Chestnut Street, Ste 4
Platteville, WI 53818

Phone: 348-6000
Phone: 1-855-344-7700
Email: lifestylealternatives@mail.com

Profile: A registered nurse with 25 years experience and a Certified Wellness Coach. I provide a free initial wellness consultation in the following areas: Stress Reduction, Getting Active, Improving Cholesterol, Improving Blood Pressure, Quitting Smoking, Weight Management, Other areas identified by you! I provided individual coaching or group seminars either at my office, your workplace or in the comfort of your home. I'm in my office by appointment. Call today with any questions!

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New Chamber Members...continued

LYNCH EXCAVATING

Contact Person: Mike Lynch

Address: Box 438
Platteville, WI 53818

Phone: 348-3533

Fax: 348-5351

Profile: General Excavating. Basements. Additions. Driveways. Water & Sewer lines. Gravel & Dirt Hauling

MCFALL MOTORS, LLC

Contact Person: Mark McFall

Address: 6904 Hwy 81
Platteville, WI 53818

Phone: 348-6275

Email: mmcfall@hotmail.com

Profile: Used auto sales and service, ASI certified

OFFICE SUPPLY COMPANY, THE

Contact Person: Dan & Dee Anderson

Address: 45 S Chestnut Street
Platteville, WI 53818

Phone: 348-8081

Fax: 348-8099

Email: dandee220@gmail.com

Profile: Office supplies – *if we don't have it we can get it!* Office and Business Supplies, Personal Service and Attention! Items not in stock will be in our store with your request in 1 week or less! Fax, typewriter & Copier Repair

PINE POINT LODGE

Contact Person: Mark Bode

Address: 219 S Main Street
Potosi, WI 53820

Phone: 763-2767

Email: contact@pinepointlodgepotosi.com

Website: www.pinepointlodgepotosi.com

Profile: Pine Point Lodge, Potosi, Wisconsin invites you to relax in our 5 star rental cabins nestled in the bluffs of the Mississippi river. Excellent recreation opportunities including fishing, boating, hunting, tubing or canoeing and easy access to the Potosi Brewery and National Brewery Museum. We have direct access to the State snowmobile trails

PRECISION AUTOMOTIVE

Contact Person: Don Wilson

Address: 225 E Main Street
Platteville, WI 53818

Phone: (608)348-8144

Profile: Full Automotive Repair! Oil Change, brakes, exhaust, tune-ups, shocks, tires. 23 Hr. Towing

POTOSI PORTABLE TOILET SERVICE

Contact Person: Kris Smythe

Address: 7714 Elmdale Rd
Potosi WI 53820

Phone: 608-794-2370

Profile: Potosi Portable Toilet has been in business for 15 years. Available for weddings, parties, auctions, construction sites.

SOUPS SALADS & MORE

Contact Person: Tina Banfield

Address: 50 W Main Street
Platteville WI 53818

Profile: Stop in on Main Street for Soups, Salads, & More. Enjoy a bite to eat in their newly remodeled store. Open daily. Coming soon Sunday brunch!

VFW CLUB BAR & GRILL

Contact Person: Tina Lynch

Address: 110 E Mineral Street
Platteville, WI 53818

Phone: 608-348-8883

Email: teeatthevee@yahoo.com

Profile: Open to public. Complete Grill & appetizer menu. Open every day at 8AM. Except Sunday @ 11am. Happy Hour Daily. Enjoy a great meal with friendly staff!

CONTINUED ON NEXT PAGE

New Chamber Members...continued

WALKERS CLOTHING AND SHOES/MONKEY TALES/IMPRINT

Contact: Steve Walker

Address: 125 W Maple St
Lancaster WI 53813

Phone: 608-723-4700

Email: walkers@pcii.net

Website: www.walkersclothingandshoes.com

Website: www.monkeystale.com

Profile: Personal Quality Service with quality products and prices. In Lancaster or Prairie Du Chien WI for name brand children's clothing; Walkers for Adult clothing and shoes, featuring Carhartt, casual, sportswear, dress clothes; Imprints for all your printing needs.

WUNDERLIN ENVIRONMENTAL TRAINING SERVICES, LLC/ KEVIN WUNDERLIN LLC

Contact Person: Kevin & Christine Wunderlin

Address: 52 Means Dr, Suite 103
Platteville, WI 53818

Phone: (608) 348-6688

Fax: (608)348-7970

Email: kevin@uscontractorlicense.com

Email: Christine@wunderlinenvironmental.com

Website: www.uscontractorlicense.com

Website: www.wunderlinenvironmental.com

Profile:

WUNDERLIN ENVIRONMENTAL TRAINING SERVICES – We are a distance learning course provider for one and two family dwelling contractors as well as UDC – Construction Inspectors. Our courses are designed with you, the customers, in mind. We offer courses for both Contractors and UDC-Construction Inspectors.

KEVIN WUNDERLIN, LLC – We are here to help you comply with the latest lead-safe renovation laws by providing training to you and/or your sub-contractors.

HOMETOWN
Pioneering the Good Life
PLATTEVILLE
Area Chamber of
COMMERCE
www.platteville.com
HOG ROAST

SAVE THE DATE!

JULY 23rd, 2011

- **Food**
- **Games: The famous Pig Races, Pig Mania and more!**
- **Music Featuring:**
Swing Crew 2 - 6pm
Mighty Short Bus 7-11pm

\$1000 cash raffle tickets
ON SALE NOW!

Wednesday MAY 4, 2011

4:00 to 6:00 p.m.

Program at 5:00 p.m.

Ten year anniversary
celebration

52 Means Drive
Suite 100
Platteville, WI 53818

Phone: 608 348-2758

E-mail:
pbii@centurytel.net



Helping businesses grow

Join us May 4th as we celebrate the tenth anniversary of the opening of the Platteville Business Incubator.

There will be an open house from 4:00 to 6:00 p.m. with a short program at 5:00 recognizing three of our recent "graduate", companies that have purchased or built their own facilities and are moving on from PBII.

There will be food and drink—Brats provided by Green Star Cleaning, hors d'oeuvres, by PBII, desserts by Kevin Wunderlin LLC and Wunderlin Environmental Training Services so come for supper and tour the facility.

**Please join us for the
Chamber of Commerce Business After Hours
at:**

**Sienna Crest Assisted Living
1480 Bear's Court * Platteville**

**Wednesday, May 11, 2011
4:30 - 6:30 pm**



Sienna Crest Assisted Living provides care and support for older adults. As a fellow Chamber Member, come learn more about our home and the service our residents receive. You may not need assisted living, but may know someone that could benefit from our services. Respite care is also available. Come check us out!



If you can't make it on the 11th, but would like to find out more about Sienna Crest, please call 348-6450.



HABITAT FOR HUMANITY OF GRANT COUNTY



***Help us build homes
and strengthen Southwest Wisconsin!***

**Stop by *First National Bank*
to donate \$1.00
and autograph a 2" x 4"
which will be part of the next house we build!!**

How does a \$1.00 contribution help?

1 – 2" x 4" cost \$1.89

1 – 2" x 6" cost \$3.65

1 – Interior door costs \$90.00

1 – Exterior door costs \$189.00

*Tax deduction confirmation letters will be sent for donations of \$5 or more when donations are made by check containing correct mailing information.

Make checks payable to Habitat for Humanity of Grant County.

Thank *You* for *helping us to help others!*





Pioneering the Good Life

PLATTEVILLE
Area Chamber of
COMMERCE

Annual Golf Outing

Friday, June 10th, 2011

11AM Registration – Noon Shotgun Start

One Registration Form per Team

Business: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Three Divisions: Co-ed Team _____ Women's Team _____ Men's Team _____

Team Members: _____

Please put me in with a foursome _____

Make Checks payable to: Platteville Area Chamber of Commerce

Hole Sponsorship = Sign with your Business Name on it placed on a designated hole on the course – Value \$30.00

Corporate Sponsorship = 2 preferred parking spots, Acknowledged on poster, in monthly newsletter, program & website– Value \$125.00

- _____ Golf, Dinner & Hole Sponsorship \$250.00
(each additional team \$220.00)
- _____ Golf, Dinner & Corporate Sponsorship \$345.00
(each additional team \$220.00)
- _____ Golf, Dinner, Hole & Corporate Sponsorship \$375.00
(each, additional team \$220.00)
- _____ Dinner Only - \$20.00

_____ Door Prize or Raffle Item – List Item being donated: _____

_____ Sorry, I am unable to attend. I will sponsor this year's event by contributing to one of the following.
(Hole Sponsor = \$30.00, Corporate Sponsor = \$125.00, Door or Raffle Item _____)

_____ **Amount enclosed**

**We only have room for 33 teams
Register your team today!
Registration Deadline
May 27, 2011 – "First Come"
Registered and paid in full by
May 20th you receive
20 additional raffle tickets!!!!**

All golf cart arrangements must be made by you through the Platteville Golf & Country Club.

******* Call the Golf Shop @ 348-4653 *******

Carts are \$39.00 each & must be paid for even if you decide not to use them.

If using member carts, please call the Golf Shop and let them know the owner of cart.

ALL CARTS MUST BE ORDERED BY NOON ON MAY 27, 2011

The Platteville Chamber is not responsible for making these arrangements or payments.

Social Media Power Luncheon



**RSVP BY
MAY 10TH**

\$15

for chamber members

\$25

for non-members

Boxed lunch provided by
Take 2 restaurant.

Date: Friday, May 13, 2011

Have questions about the relevance of Social
Media to YOUR Business?

Derek Dachelet, Director of External Relations
with Southwest Tech, will present an overview
of Social Media tools available and practical
business application for their use.

*Presented by the Platteville Chamber
of Commerce Education Committee*

<u>Time</u>	<u>Location</u>
11:30 AM - 1:00 PM	First National Bank Community Room

*Platteville Area
Chamber of Commerce*

Contact Person: Debi
Phone: 608-348-8888
Fax: 608-348-8890
Email: chamber@platteville.com

**Registration
Required**

Social Media Power Luncheon Registration Form

Name _____

Phone _____

Email _____ @ _____

Method of Payment

- Bill Me
- Check
- Cash

PLATTEVILLE
Area Chamber of
COMMERCE
Vision • Creativity • Education
www.platteville.com

Education Committee

Presents:

Todd A. Berry



President, Wisconsin Taxpayers Alliance

Thursday, May 19th
7AM
Millennium Cinema

Todd will be speaking on the Wisconsin's 2011 State Budget and the effects it will have on Platteville & Grant County.

AGENDA:

7:00AM : Coffee & Continental Breakfast (in the lobby)

7:30AM: Presentation (in the theater)

8:00AM: Q & A's Section

Registration is Required

\$10 for Chamber Members

\$15 for Non-Chamber Members

Please contact the Chamber Office to register

348.8888

chamber@platteville.com

2011 BEST Conference

Thursday, May 12
at Partridge Hall
Argyle, WI
11:30 am-8 pm

Breakout Session Descriptions

Innovation & Incubation

Incubating in Rural Areas:
 Challenges and Keys to Success
 with Dinah Adkins

Cooking up Commerce: Local
 Food and Kitchen Incubators

Two for One Incubators:
 Combining community and
 business to meet the needs of both

Community Revitalization

Transforming our Communities:
 Learn "What Works" from
 communities whose changes have
 allowed them to grow and compete
 in a global marketplace

**Building Applications, Changing
 Communities:** Training with Apple
 iPads and its many uses in tourism
 and education. Some iPads will be
 provided and iPad owners are
 encouraged to bring theirs. Space is
 limited!

Community Tours: Come and see
 the Argyle Fiber Mill and
 Thunderbridge Trading Co



The 11th Annual BEST Conference "Transformation through Innovation" in Argyle will feature keynote speaker is Dinah Adkins, President Emeritus of the National Business Incubation Association the world's leading organization advancing business incubation and entrepreneurship. Dinah will focus on how the region can foster and grow innovation.

Attendees will have a choice of breakout session tracks focusing on Innovation and Incubation and Community Revitalization, and tours of two businesses in Argyle that have made an impact on the community.

Finally, this year we added the first ever Innovation Fair at the Rossing building. It is designed to celebrate and share the wonderful inventors, entrepreneurs, non-profits, business services, and community programs we have to be proud of in Southwest Wisconsin!

Let your creativity flow and win a prize in the "BEST Idea" contest for what could be done to redevelop the Rossing building!

Come see the BEST the region has to offer!

Register on line at
www.bestwisconsin.org

Register before May 1 and get a \$5 early
 bird discount!

Please contact April Fuhr at 608-778-7998
 or bestwisconsin@yahoo.com for more
 information



HALBERG COMPUTER SOLUTIONS

Website Planning & Design, Maintenance & Hosting
E-Commerce Solutions

Search Engine Optimization, Online Marketing

Computer & Website Tips May 2011

Monthly **Free** Software Pick

iContact - Free Edition

Staying in touch with your customers is key to retaining their business and getting referrals. Use this great free service to manage your email communications with your clients, market to current & potential new clients, manage multiple lists, stay in touch, keep them informed and grow your business.

<http://www.icontact.com/affordable-email-marketing>

Monthly Website Tip

Keep It Fresh

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**PLATTEVILLE AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS
MARCH 16, 2011
MINUTES**

Those present: Bahr, Boldt, Cullen, T. Osterholz, Patnaude, Pluemer, Rupp, Sigwarth, Vaassen, Luedtke and Kopp.

Those absent: Melby, Krueger, G. Osterholz, McWilliams, McKinley, Nevins and Nickels.

President-Elect Sigwarth called the meeting to order. **American Bank** was acknowledged as our March beverage sponsor. Boldt moved to approve the minutes from the February 16th board meeting and seconded by Patnaude. Motion carried.

Vaassen presented the year-end 2010 financials. Current assets are \$31,494 compared to \$24,013 in 2009. Receipts showed the greeter service revenue at \$5,310 compared to \$3,350 in 2009 and welcome center fundraising at \$9,630 compared to \$6,381 in 2009. The hog roast revenue was \$7,292 and other total fundraising was \$19,199, up from \$13,536 in 2009. Total receipts for 2010 were \$201,870. On the expense side, repairs to the building were \$7,819 which reflected exterior staining and sealing and compares to \$717 in 2009. Total receipts over expenditures are \$13,777 compared to -\$13,052 in 2009 and -\$2,312 in 2008. Tourism expenses were under revenue compared to 2009 and 2008. Total receipts for 2010 are \$201,870 compared to \$166,441 in 2009. Total expenditures are \$188,093 in 2010 compared to \$166,441 in 2009. Bahr moved to approve the 2010 financial report. Cullen seconded. Motion carried.

Vaassen also report on the Profit & Loss Statement for 2011 which shows \$42,256 in dues and a total of \$99,969 in total revenues year to date. Total expenses are \$38,731 for a net income of \$61,237.

There were no minutes of the Executive Committee as they have not met.

Old Business:

A prospective member list of nearly 200 businesses was handed out to the board. Kopp will be sending membership solicitation letters to an initial group with follow up in the next 1-2 weeks. Board members were encouraged to assist as were the members of the Ambassador Committee.

Plans continue for the formulation of the Chamber Tourism Council. An initial draft will be presented at the April meeting.

New Business:

Kopp reported on the dues status for 2011. Our policy states that dues need to be paid by April 1st. There are a number of members who have not yet renewed but a letter will be sent reminding them of the deadline. They will be encouraged to commit to membership by Monday, March 21st in order to be included in the 2011 Community Guide. Dues renewals have been very strong.

Several dates were identified: March 25th – presentation of retirement certificate to Kay Helker (3PM); March 30th – Southwest Day in Madison; and March 31st (7AM breakfast with Todd Berry, President of the Wisconsin Taxpayers Alliance).

Executive Director Report:

Correspondence was received from Jerry Roh; Phil Karrmann and Platteville Middle School. The cover for 2011 Community Guide was presented and the deadline noted for inclusion is coming up. We have received the \$7300 grant from Dept. of Tourism. Copies of the revised 2011 budget of \$179,431 were distributed.

We have been invited by UWP to be part of SPIRIT program which will meet March 23rd. Kopp will attend and follow up with the Board on the 24th. On March 25th at 3PM we will be meeting at Helker Jewelry to present a certificate to Kay on her retirement. There is a question about possible impact on businesses and the Chamber as a result of protests in Madison. We will monitor. We received a letter from a tourist from St. Paul who indicated he would not be vacationing in Wisconsin in the future – that information was relayed to the Department of Tourism. National Tourism Week is from May 9th -13th. Governor Walker, at the invitation of the Southwest Wisconsin Chamber Executives Alliance, will be in SW Wisconsin on Monday, May 9th. It is hoped that we will have him make a proclamation from First Territorial Capital in recognition of National Tourism Week. It is the 175th anniversary of the Assembly meeting at the First Territorial Capital. The trip will follow through Grant County to Prairie du Chien. Governor's Conference was held last week. 900 attendees. The Governor is proposing an increase in tourism marketing dollars. ROI numbers were shared for marketing.

For the membership drive, a list of prospective members was shared. Chamber is doing an advertising blitz for our members in the next 9 weeks. One ad per week identifying our members will be placed in the Platteville Journal. Categories are: Construction/landscaping, etc.; Service industry (attorneys, PCA's, insurance, financial, etc.); Automotive (car dealers, service stations, suppliers, etc.); Retail (as hub) with special section on 'downtown'; Health & Wellness (hospital, clinics, chiropractors, nursing homes, assisted living, etc.); Service Clubs; Individuals; Education; and Tourism (national tourism week – May – final one) (lodging, restaurants, attractions, etc.). We have been contacted by the Lt. Governor's office to host a Small Business Roundtable on May 17th. It will be held at First National Bank and will include up to 25 people of our choice. The Lt. Governor would also like to tour a manufacturing facility. We continue to work on the Chamber Tourism Council structure. Our new website to be finalized within a week and a social networking program will be presented at our April meeting, by Dave Decker of Tri-State Tourism Council. We were successful in obtaining a grant from the Grant County Tourism & Resource for the Drifless Film Festival for \$1500

Committee Reports:

Ambassadors: Bahr reported that the 29th Annual Celebration & Virtue Awards night is scheduled for Friday, February 17th, 2012 in the Velzy Commons of the Ullsvik Center on the UWP campus. A \$350 deposit has already been made. She reinforced the need to assist with membership recruitment.

Marketing & Business: Patnaude reported that they have not been able to meet due to scheduling conflicts.

Community Leadership Alliance: First two sessions have gone very well and surveys are very good.

Continued on next page....

Governmental Affairs: Southwest Day in Madison is scheduled for Wednesday, March 30th. The CLA class will be participating this year.

Tourism: The 2010 Annual Report will be presented to the City Council next Tuesday night, March 22nd.

Education: T. Osterholz noted that Todd Berry of the Wisconsin Taxpayers Alliance will be here on Thursday, March 31st at 7:00AM at the Millennium Cinema. A continental breakfast will be served. RSVP's are needed. Continue to work on plans for an introduction to social media.

Buildings & Grounds: It was noted that the holiday lights will be coming down shortly.

Platteville Welcomes You: Pluemer noted that Jesse, UWP student, is working on a flyer for the committee. They will be taking a new photo of the committee on Thursday morning. They are also continuing to discuss the need for a new greeter bag.

Retail Committee: Sigwarth noted that they have also been having scheduling issues and have not met recently.

Hog Roast Committee: Boldt noted that their next meeting is Friday, March 25th at noon at Take 2 Restaurant.

Golf Outing: Boldt reported that their next meeting is Friday, April 9th at the Country Club at noon.

Ex-Officio Board Member Reports:

Main Street: Luedtke noted that Applied Micro has opened at the new location on 4th Street. They are working with Dawn Lee at UWP on the flower plants. Second Street is scheduled for reconstruction. Looking for input from businesses. It is a possibility that Alliant may place the electrical underground. May 3rd is Walk Down Main. Music in the Park series is completed with 9 events this summer.

T. Osterholz moved to adjourn. Rupp seconded. Motion carried and meeting adjourned at 8:40AM.

Respectfully submitted,



Kathy Kopp,
Executive Director

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