



# The Chamber Bulletin

Newsletter of the Stoughton Chamber of Commerce

Stoughton Chamber of Commerce  
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## Meetings & Important Dates

### JUNE 2010

- 7 **Economic Development** - Noon, Fire Station Training Room
- 7 **Syttende Mai – Executive Committee** - 5:30pm; Comfort Inn
- 8 **Ambassadors Club** – 8:00am, Depot
- 9 **Coffee Break** – 6:00pm, Pour House
- 9 **Retail Group** – 6:30pm, EMS Training Room
- 14 **Board of Directors** – Noon, Depot
- 14 **Victorian Holiday** – 6:30pm, Depot
- 17 **Visitor Services Comm.** – 3:00pm – Comfort Inn
- 28 **Lunch and Learn** – Noon, Sponsored by Anchor Bank, Fire Station Training Room
- 29 **Ambassadors Club Golf Outing** – Stoughton Country Club

### JULY 2010

- 5 **Chamber Office Closed** (July 4<sup>th</sup> Holiday)
- 6 **Arts Council** – 9:00am, Giles Dow Room City Hall
- 12 **Board of Directors** – Noon, Depot
- 12 **Victorian Holiday Comm.** – 6:30pm, Depot
- 13 **Ambassadors Club** – 8:00am, Depot
- 14 **Retail Group** – 6:30pm, EMS Training Room
- 15 **Visitor Services Committee** – 3:00pm – Comfort Inn
- 26 **Lunch & Learn** - Noon – Business Development Downtown – Dane County Extension Office, Fire Station Training Room



## Down At The Depot.....

*By Executive Director, Dave Phillips*

In mid-May, some maintenance work on the Depot began. The project – replacing a failing HVAC system - had been approved in this year's city budget after being deferred several times in preceding years. Harker Heating was the low bidder and recently completed the job. That's the good news.

The bad news is that some local contractors did not get the opportunity to bid on the job. That's not to say a local contractor should automatically get the bid - they, just as other bidders, need to be cost and quality competitive. But, every local contractor having the skills and expertise required should have the opportunity to bid on local projects – especially public projects.

To that end, serving as an advocate for local businesses, we wanted to share our thoughts with the Mayor and the Council. Here is a copy of the message sent last week.

*Date: May 24, 2010  
To: Donna Olson, Mayor – City of Stoughton  
From: Dave Phillips  
Re: City Bid Process*

*Work began last week to replace the HVAC system at the Chamber of Commerce office. Local heating and air conditioning vendors were dismayed to see the project awarded to an out of town provider. As the Director of the Chamber of Commerce I assumed that when any contract for work to be done for the city is let, that every local contractor and/or service provider would be given the opportunity to bid. And the size of the project would not matter – if there was any business in the city that did the kind of work necessary, they would be asked to submit a bid.*

*Let me assure you, we are not assuming nor are we asking that a local business be automatically awarded the job – we know and appreciate the need for the city to get the best price, terms and quality for the job to be done. We just want every local business to have the opportunity to bid. It is their responsibility to determine if they will bid and then to come up with their bid, terms and pricing.*

*Once bids are received, we believe local businesses should be given some preference and appreciate the fact that current policy states that if a local bid is within 5% of the low bid, they will be awarded the bid.*

(Continued on page 2)

## May Renewals

*Thank you to all of our members that continue to support the chamber through their membership. Your support is greatly appreciated!*

**Please note that when we changed over to electronic records those members who joined the Chamber prior to 1980 do not have the correct join date. Please contact us so we can update our records.**

**Thank you.**

### **All Through the House**

Kim Walter  
Member since 1998

### **Chalet Landhaus Inn & Restaurant**

Mike Nevil  
Member since 2009

### **Culver's Restaurant**

Bob Coon  
Member since 2001

### **Rumpf Law Office**

Andrew Rumpf  
Members since 2001

### **Stoughton Arms Associates, LLP**

Steve Castleberg  
Member since 2009

### **Stoughton Opera House**

Christina Dollhausen  
Member since 2001

### **Uniroyal Engineered Products**

Eric Hagen  
Member since 2008

### **Vanigan Enterprises, Inc.**

Beverly Mulligan  
Member since 2007

### **Vierbicher Associates, Inc.**

Gary Becker  
Member since 2007

### **Welcome Neighbor**

Meegan Rowe  
Member since 2006

## 10-Year Anniversary

### **Stoughton Buy and Sell Shop**

Tamela Smithson  
Member since 2000

## May New Members

### **Stoughton Hairstyling**

Karla Zentmire  
248 W. Main St.  
Stoughton, WI 53589  
608-877-2887

### **(Down at the Depot Continued from Page 1)**

*The Chamber has run a program during the holidays that encourages residents to "Shop Stoughton First" before going outside the community. We believe the Council should reaffirm this as a guiding policy for all the purchasing and contract work for which the city is responsible. And if it is an issue that complete bidding lists are not available, the Chamber will gladly work to put one together for the future use of the city.*

*We appreciate the work done you have done, Mayor, to make certain local businesses receive due consideration. We hope the Council will see fit to confirm the policy. It is important the policy is communicated to your department heads as well.*

*The business community needs to know they have friends in city government.*

*Thank you.*

The Mayor has asked us to put together bid lists of local contractors broken down by the types of jobs they can handle. We will be compiling those lists over the next two weeks and getting them to the Mayor for distribution to city staff. Hopefully, by changing the procedure we will avoid this type of situation in the future.

☺ ☺

Calling all Facebook users – "like" the Stoughton Chamber of Commerce Facebook page by clicking [here](#) !!  
Thanks for your support!

## Stoughton Business Incubator Update

Vierbicher & Associates recently presented a document to the Redevelopment Authority (RDA) with their concluding portion of the feasibility study on establishing a business incubator in Stoughton. It outlined their recommendations for the "next steps" in the process. Click [here](#) to view the recommendations or go to the City's website and download from their home page.

The Chamber's Economic Development Committee reviewed the Vierbicher report and recommended to the Chamber Board that the Chamber take the lead in implementing the creation of an incubator. The Board agreed and asked the RDA to delegate responsibility for implementing the incubator program.

At its meeting on May 5, the RDA did endorse the Chamber as taking the lead in the project and asked to have at least two members of the Incubator Committee be from the RDA. If you are interested in serving on this committee, please contact Dave at the Chamber.

## **Circle Wisconsin FAM Tour Coming to Stoughton**

By: Erica Dial, Visitor Services Coordinator

On Sunday, June 20<sup>th</sup>, from 4:30pm until 7:30pm we will be hosting a group (approximately 50 people) of Tour Operators and Group Leaders from 14 different states. Each June, Circle Wisconsin puts together a FAM tour (familiarization tour) that highlights a specific region of Wisconsin. This year the FAM tour will be focusing on the South central part of Wisconsin. These tours are designed to give group tour operators a look at tour opportunities in Wisconsin with the hopes that they will put together a future Wisconsin tour for their clients.

The group will be introduced to Stoughton when Dave Kalland and I (in our Norwegian bunads) get on their bus in Madison and travel to Stoughton. Dave is our Step-on-Guide and as we travel to Stoughton he will give the group a brief history of Stoughton's unique Norwegian heritage. Upon arrival in Stoughton, the tour will continue with a driving tour of Stoughton pointing out interesting buildings and landmarks. They will also take a tour of the Opera House, get information about our great shopping opportunities in downtown and take a tour of our Historical Museum. The final stop will be at the Sons of Norway Lodge for a Norwegian dinner and Norwegian cultural demonstrations. Our goal is to give this group a great experience so that they will want to book a tour to Stoughton in the future.



## **A Sincere Syttende Mai Thank You!!**

By: Margit Gerber, Syttende Mai Coordinator, 873-8082

Now that the "festival dust" has settled, the Syttende Mai Executive Committee wishes to say thank you, once again, to all who helped to make the 2010 Syttende Mai festival a safe, fun, & festive event. Mother Nature – or "Thor" our pretend Norwegian Weather God – gave us a beautiful weekend – SO much better than the 90 degree weather that followed the next week. All events were able to take place as planned with no weather issues. It was great to be at Syttende Mai Headquarters during the weekend and see all of the people smiling and enjoying the events and food around town. I particularly noticed more people gathering to watch both the Saturday Youth Parade and the big Sunday Parade.

We were very pleased to see more participation in all of our competitive events on Saturday. It was the 38<sup>th</sup> running of the 20 mile Syttende Mai Run which starts at Madison's capital square and ends at Mandt Park in Stoughton. We had record numbers as well for the 24<sup>th</sup> annual Syttende Mai Walk – a 17 mile non-competitive walk from the 3 mile mark of the run route – this group of walkers are very dedicated to this event and we get numerous comments from the runners saying that they appreciate all of the support they get from the walkers along the course. New for 2010, was the 1<sup>st</sup> Annual Syttende Mai 10 mile run. We had been thinking of adding this run for a couple of years, and given that we had over 250 runners sign up for this new 10 mile event, we definitely made the right decision. Also new for 2010 was a major change for our 2 mile Lil' Run – in past years, this event was limited to youth 16 years of age and under. We changed the run this year to be open to anyone who wanted to enter – encouraging families and friends to enter together to get a small "break" on the price by registering early. We are happy to report that we had over 1,000 participants in this event alone which is awesome!! It was great to see all the run/walk participants trek down Main St. to their finish line at Mandt Park. As always, we will be looking at the many comments that we received regarding all of the events, and make changes and enhancements as we see are needed.

Whether it's in the early stages of planning or the major project of taking everything down on Sunday, this great event would not be what it is without all of the help that comes from the Stoughton community and businesses. We literally depend on over 400 volunteers through the planning process and actual festival weekend to make all the events happen. I have heard many comments during the past two weeks, and make a note of every one of them. The Syttende Mai Chairpersons should be commended for their dedication and hard work in making their event a success. I know that many of them are already making plans and changing a few things for next year. Both the Syttende Mai Executive Committee and the event chairpersons devote many, many hours of their personal time and talents to the festival each year. This is much appreciated!!

I'm always a little "nervous" about sharing comments regarding the festival because there are so many people to thank and I don't want to forget to mention them all. We have some volunteers who have been doing a great job with their event for many years, and keep coming back year after year because they truly enjoy working with their crew of workers and contributing to the festival. I am also blessed with a new group of volunteers who have taken over tasks or oversee new events which are always appreciated. Visitors to Stoughton during the weekend enjoy all of the downtown events/demonstrations that take place at various businesses/locations.

Again, on behalf of myself and the Syttende Mai Executive Committee, **thanks** to all who contributed to the success of the 2010 festival. We are already looking ahead and making plans for an even greater celebration in 2011. The dates for the 2011 festival are May 13, 14, & 15. As always, any comments and/or suggestions are appreciated. Call Margit direct at 873-8082 or make contact through the Chamber office 873-7912. Mange Takk!!



## **Introducing the [Stoughton Blog](#)**

*By: Traci Morovic*

Hello friends! My name is Traci Morovic. I'm the editor of Stoughton's newest and possibly only blog. Last month just before the Syttende Mai celebration I, with the help of my friends at the Chamber, launched the blog and I have had a terrific time rediscovering Stoughton from this new perspective.

The idea for the blog was hatched by the folks at the Chamber but I am the volunteer energy behind it. I have lived in Stoughton for 13 years and I am married with two young school aged children. I also work part-time at Cheesers so you could say that I am well vested in the Stoughton community.

The purpose of the blog is to highlight and promote all things Stoughton that are newsworthy. It will focus on attractions and topics that both residents and visitors may be interested in. The blog will seek to promote the community overall and will hopefully be entertaining enough to encourage frequent visits from our friends both in and out of Stoughton.

I am open to your content ideas, comments, and "guest" submissions. While all submissions are subject to editing, your input is always welcomed. Please feel free to contact me at [stoughtonblogeditor@gmail.com](mailto:stoughtonblogeditor@gmail.com) or (608-575-5666). Don't forget to visit the [blog](#).



## **You Know You Want To PLAY!!**



The Stoughton Chamber of Commerce is hosting its 13<sup>th</sup> Annual Golf Outing on **Tuesday**, June 29<sup>th</sup>, 2010 at the Stoughton Country Club. Registration starts at 10am with a shotgun start at 11am. Put together your foursome today – and for only \$100/person you get 18 holes of golf at the beautiful Stoughton Country Club, cart rental, box lunch, appetizers after the round and a chance to win great prizes. Registration forms will be sent out shortly. This year we are supporting the Stoughton S.T.A.R.T. Program. Registration deadline is Tuesday, June 15, 2010.



## Stoughton Coffee Break Festival – What’s New?

On Saturday, August 14<sup>th</sup>, 2010 the 13<sup>th</sup> Annual Coffee Break Festival will take place at Mandt Park from 8:30am – 7:00pm. The committee is working hard to make this event bigger and better. We want to thank those businesses that have already committed to sponsoring the event. We appreciate your support and look forward to promoting your business before and during the event. If you still want to be a sponsor, it's not to late, just give the Chamber a call. So, what is the same this year?

- \* Coffee Brew Off – most of the same coffee brewers as last year plus a few new ones – event participants will purchase a mug and be able to sample different coffees for free all day long.
- \* Car Show – always a crowd favorite
- \* Arts & Crafts Fair – a mixture of crafts as well as commercial vendors
- \* Food – A variety of food stands to fulfill the hunger pangs.
- \* Family Entertainment – bouncy houses, etc.
- \* Java Jog (5k)

What's different?

- \* We've asked the public to help us create a Coffee Break Festival **logo**. A logo contest was created and the winning logo will be on festival t-shirts and mugs.
- \* The **Java Jog** 1 mile event has been brought back and both the 5K and 1 mile events will **start and finish** in the baseball diamond of Mandt Park – closer to all the action.
- \* Tickets will be sold for a **50/50 raffle**.
- \* **Beer** will be available from Noon until 7pm – stroll through the Park with your beer and view the cars and arts and crafts exhibits.
- \* **Live Band!** – A local band will play in the Grandstand from approximately 3pm – 7pm.

The committee is excited about this year's festival and hope you will support the event.

☪ ☪

## Stoughton Chamber of Commerce Ambassador Ribbon Cuttings



Pec's Personal Fitness  
**New Location!**  
101 Silverado Drive

If anyone knows of a new business or a business that has relocated and is interested in a ribbon cutting, please contact the Chamber at 873-7912.




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Board of Directors: President: Randall McLaury, Schroeder & Associates, 873-8232; Vice-President: Tom Luttig, Luttig Imaging & Photography, 577-2465; Secretary: Kari Manson-Hvam, Coldwell Banker SUCCESS, 873-7731; Treasurer: Connie Mathison, Associated Bank, 873-6666. Board Members: Linda Bradley, Jeff Bradley Construction & Graphics 873.3337; Mayor Donna Olson 873-6677; Laurie Dybevik, Gunderson Funeral Home, 221-5420; Randy Olson, Universal Silencer, 873-4298; Mark Halverson, Business Transportation Solutions, 873-8210; Mary Gavigan, Stoughton Area School District, 877-5000. Staff: David B. Phillips, Executive Director; Erica Dial, Visitor Services Coordinator; Mickey McCormick, Receptionist; Margit Gerber, Syttende Mai Coordinator; Special thanks to Gail Ring for design of the Clock Tower logo.