

The Chamber Bulletin

May 2011 Newsletter

Meetings and Important Dates

MAY 2011

- 2 **Syttende Mai** - 5:30pm – Quality Inn & Suites
- 3 **Arts Council** – 9:00am, Giles Dow Room in City Hall
- 9 **Board of Directors** – Noon, Depot
- 9 **Syttende Mai Dinner** – 6:30pm, Stoughton Country Club
- 10 **Ambassadors Club** – 8:00am, Depot
- 13-15 **Syttende Mai Folk Festival**
- 23 **Lunch & Learn** – Noon, Sponsored by Moyer's Landscaping Services, Fire Station Training Room
- 24 **Chamber Golf Outing** – Stoughton CC, 10 am registration & 11am shotgun start

JUNE 2011

- 7 **Arts Council** – 9:00am, Giles Dow Room in City Hall
- 9 **Stoughton Area Business EXPO** 5-8pm – Mandt Center
- 13 **Board of Directors** – Noon, Depot
- 13 **Syttende Mai** – 5:30pm,
- 14 **Ambassadors Club** – 8:00am, Depot
- 21 **Coffee Break Comm.** – 6:00pm, Deak's
- 27 **Lunch & Learn** – Noon, Sponsored by Nazareth Rehabilitation Center

Down At The Depot.....

By Executive Director, Dave Phillips

Some idle musings as I sit here while outside, the very impressive, yellow Kobelco equipment digging up the pavement on Main Street. It seems like only yesterday they were doing the same thing except on the other side of the tracks. Listening to them and occasionally watching, I understand completely my grandsons' fascination with trucks and heavy equipment.

On to other things. First and foremost, I am overjoyed to announce that,

YES! THE COINS ARE IN!!



This will be my third Syttende Mai and as in the previous two years, the eagerness and anticipation that the collectors of the Syttende Mai coin collectors amazes me. The calls start in February and each week grow in number until we start answering the phone with the phrasing, "Stoughton Chamber of Commerce. The coins aren't in yet. Is there some other way we can help you?" But, they are in now and are ready for pick-up so in the words of Bob Barker, "Come on down!"

Second, we are all aware the Main Street reconstruction project has begun. While we share the concerns about the possible impacts the project will have on traffic, the work does need to be done and we are fortunate that Stoughton Utilities (SU) is doing its best to mitigate the impacts. Last fall when the project was first announced, the Chamber went to SU and worked with Bob Kardasz and his team to develop an alternative detour route that would take truck traffic off Main Street but allow automobile traffic to remain on Main Street. This will mean residents and visitors will still be able to get to all the shops and businesses on Main Street and hopefully sales will not be adversely impacted. SU also put us in touch with the firm responsible for signage and they have been very responsive and helpful by putting up signs at all the key intersections announcing that businesses on Main Street are open and accessible. And one additional bit of good news is that during the weekend of Syttende Mai, Main Street will be open.

(Continued on page 2)

April 2011 Membership 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.

10 – year Anniversary

Stoughton Opera House
Christina Dollhausen
Member since 2001

Other April Membership Renewals

Harmony Living Center
Leslie Bartzer
Member since 2002

Koffee Kup Restaurant
Ken Gulseth
Member since 2003

Prize Impressions
Nancy Bolland
Member since 2004

Salon X
Roxanne Comstock
Member since 2010

Stoughton Buy & Sell Shop
Tamela Smithback
Member since 2000

Veterans of Foreign Wars, Post 328
Patrick Nowlen
Member since 2007

April New Members

Chari Ricciardi
Avon Independent Sales
800 West Street
Stoughton, WI 53589
608-334-9199

(Down at the Depot continued from Page 1)

And speaking of Stoughton Utilities, the company was featured in the most recent edition of the WPPI Energy Newsletter. Here are some interesting facts about our local utility:

- Stoughton Utilities began public water service in 1886 and electric service in 1891.
- Stoughton is one of the first 11 WPPI Energy members to receive the Leading by Example award.
- Stoughton Utilities also ranked ninth in the nation on the U.S. Department of Energy's National Renewable Energy Laboratory annual list of leading utility green power programs by customer participation rate.
- Stoughton Utilities has earned "RP3" recognition from the American Public Power Association (APPA) for providing consumers with the highest degree of reliable and safe electric service

Pretty impressive stuff. Congratulations to all the folks at Stoughton Utilities.

Congratulations are also in order to Chamber member, Movin' Out. This Madison-based group that helps people with disabilities and their families purchase homes has been selected for a national HOPE award with a \$10,000 prize from the National Association of Realtors. Movin' Out was cited for "helping more than 1,100 Wisconsin families purchase or rehabilitate a first home." Nationally, there were six other organizations selected for the award. Movin' Out is the developer and builder of Elven Stead – a housing project at Eighth & Dunkirk in Stoughton.

Oh, did I tell you the coins are in...

Have You Signed Up Yet for the Chamber Golf Outing??



The Stoughton Chamber of Commerce is hosting its 14th Annual Golf Outing on Tuesday, **May 24th**, 2011 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 and a chance to win great prizes. Some of the prizes include a flat screen TV, Badger/Packer sports prints and Ladies spa package. Why not ask a friend to join you – Non Chamber Members are always welcomed. Non Member registration fee is \$125/person. Registration forms have been sent out via email. If you are need of one, please contact the Chamber office. This year we are supporting the Eyes of Hope Program. The mission of the Eyes of Hope Stoughton is to provide young people with after school and summer programs that advance their academic and social development and encourage them to become lifelong contributors to the community and to the world. Registration deadline is Monday, May 16, 2011.

Welcome to our New Board Members

The Chamber of Commerce welcomes the two new members recently elected to the Board of Directors. The new Board Members will officially start their duties at the July 2011 Board meeting. Please join us in congratulating and welcoming these new Board members!

Patrick McNally

Patrick McNally is the branch manager of the Stoughton, McFarland and Deerfield Cress Funeral Homes. He is an alumnus of the Leadership Stoughton Program, and serves as the program Director. He has served as Secretary on the McFarland Chamber Board, Honorary Co-Chair of the Stoughton American Legion Fundraising Committee, and as a member of the Stoughton Opera Company Board of Directors. Pat gives informational presentations on death, funerals, obituaries, and preplanning to a variety of local groups, and has been involved in many civic and charitable initiatives in the Stoughton area. He lives in Stoughton with his wife, Sharon and his daughter Gracie. McNally says “Stoughton is a wonderful, vibrant community with many diverse businesses, and much to offer. I am committed to helping Stoughton businesses succeed, and to spreading the good word about Stoughton to our neighboring communities.”

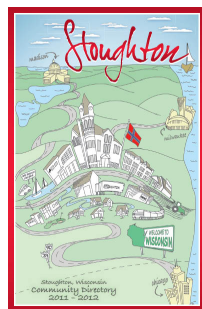
Gloria Stahey

Gloria has worked in this area for over 20 years first in the health care arena with both Hospice Care and Stoughton Hospital Home Health. In 2000, she opened her shop Saving Thyme on Main Street. They have a unique blend of Scandinavian imports, local art and a large inventory of quilting and sewing fabric and supplies. Being on Main Street Stoughton gives her the opportunity to keep a pulse on the community. She says that “Serving on the board of directors would give me an opportunity to share what I hear from others and give me an avenue to support the growth of small local retail businesses. We have a small community feel and still have many activities going on throughout the year that rival or exceed communities that are much larger. That is a great bonus for both living in and operating a business.”



2011-2012 Community Directory and Visitor’s Guide Now Available

The new Community Directory and Visitor’s Guide are now available. We chose to create 2 separate guides this year. The Community Directory was sent to nearly 9,000 people in the 53589 zip code and the Visitor’s Guide will be sent and distributed to visitors in Stoughton or looking to come to Stoughton. If you would like copies for your place of business, please contact the Chamber and we will deliver some to you!



2011-2012 Community Guide



2011-2012 Visitor’s Guide



June 9th, 2011
5 - 8 pm
Mandt Community Center

<i>Showcase your products & services</i>	<i>Join many local exhibitors</i>
<i>Exposure for your company</i>	<i>100s of attendees expected</i>
<i>Boost your sales leads</i>	<i>Door prizes for attendees</i>
<i>Be face-to-face with potential clients</i>	<i>Refreshments available</i>
<i>Exchange info with fellow exhibitors</i>	<i>FREE to the public</i>

Only 100 Spaces Available!

Fill out and return the form below to reserve your spot. No registrations accepted after May 20.

- Exhibiting Chamber Member \$50 (including display table, 2 name badges, listing in directory, web listing)
- Exhibiting Non-Member \$100 (including display table, 2 name badges, listing in directory, web listing)
- Yes, I want to donate a Door Prize Item for the Stoughton Area Business Expo
(Prizes will be awarded throughout the Expo)

Name _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Website _____

Type of Business _____

Name of Two Exhibitors (Name tags provided)

Name 1 _____

Name 2 _____

Payment Options

- Check or Cash
Make checks payable to:
Stoughton Chamber of Commerce.
- Please Invoice
Credit card payments accepted

This Business Expo is presented by



Stoughton Chamber of Commerce • 532 E Main St • Stoughton, WI 53589
Ph: (608) 873-7912 • Fx: (608) 873-7743 • Email: administrator@stoughtonwi.com



Oh Mai – It's Syttende Mai Time !!

By: Margit Gerber, Syttende Mai Coordinator



The Syttende Mai Committee and event chairpersons have been working long hours to ensure a successful and safe 2011 festival. **Buttons, coins, and brochures** are being distributed to businesses; if you don't have any or need more, please either stop by or call the Chamber office and we will see that you have plenty!! If your business is selling buttons and coins, they will be picked up after May 16th this year.

Please remember that the Syttende Mai Committee only allows **non-profit groups** to sell food at a stand during the weekend. You may be contacted by a private vendor to ask permission to sell food or other items at your location. Please explain this policy to them and if they still have questions, have them contact me at 438-7912. Also, if you hear or witness **anything out of the ordinary** during the weekend, please call Syttende Mai headquarters right away - 873-7912.

If we all work together, we can expect yet another very successful, fun, and safe Syttende Mai weekend. If you haven't had a chance already, please take a few minutes to look through the **brochure** and/ or the Syttende Mai web site (<http://stoughtonwi.com/syttendemai/default.asp>) to see what is happening during the weekend!! Lots of "**new & neat**" stuff going on and we are very excited about it!! *Mange Takk !!*

Have You Made Your Reservation Yet? – Syttende Mai Dinner, Monday, May 9th

The 2011 Syttende Mai Dinner Meeting will be held on Monday, May 9th at the Stoughton Country Club. The evening begins with cocktails and fellowship at 6:30, followed by dinner and a short program at 7:15. The Syttende Mai dinner is always a fun, festive evening and we are hoping for a big turnout this year. In case you have misplaced the dinner information, the entrée choices are: Prime Rib (\$23), Grilled Atlantic Salmon (\$21) or Chicken Caesar Salad (\$13). Dinners include salad, baked potato & vegetable, dinner rolls, coffee or tea, dessert, and tax & gratuity – so prices are good! We ask that you RSVP asap so we can get the numbers to the Country Club – call the Chamber office at 873-7912. We hope you can join us!

Thanks, Thanks, & MORE Thanks

On behalf of the Syttende Mai Executive committee, I want to thank all of you who were able sponsor the festival this year. Any type of sponsorship, large or small, is GREATLY appreciated and essential to the success of the festival. Thanks to all who make room on your counters for brochures, sell buttons/coins, display pictures & posters, answer questions, and put up with the extra traffic, etc. that the Syttende Mai festival brings. We truly appreciate your extra efforts and hope that the festival makes for a profitable weekend as well. There is sure to be many extra people in Stoughton that weekend that will see all that Stoughton has to offer – and hopefully come back for another visit soon.

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Stoughton Chamber of Commerce
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Board of Directors: President: Tom Luttig, Luttig Imaging & Photography, 577-2465; Vice-President: Randy Olson, Universal Silencer, 873-4298; Secretary: Kari Manson-Hvam, Coldwell Banker SUCCESS, 873-7731; Treasurer: Connie Mathison, Associated Bank, 873-6666. Board Members: Mayor Donna Olson 873-6677; Laurie Dybevik, Gunderson Funeral Home, 221-5420; Mark Halverson, Business Transportation Solutions, 873-8210; Sandra Burger, Blackhawk Community Credit Union, 314-1610; Kristi Hund, Stoughton Hospital, 873-6611; Tim Onsager, 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