



# The Chamber Bulletin

## March 2015 Newsletter

### Meetings and Important Dates

#### March 2015

- 2 **Executive Board of Director's Meeting** – 11:00am, Depot
- 9 **Board of Director's Meeting** – Noon, Depot
- 9 **Syttende Mai Committee Meeting** – 5:30pm, EMS Training Room
- 10 **Ambassador Committee Meeting** – 8:00am, Depot
- 19 **Third Thursday – Stoughton's Night Out** – Downtown stores stay open until 9pm
- 20 **Erica's Last Day**
- 23 **Lunch & Learn** – Noon, SASD District Office (320 North St.), Sponsored by Stoughton Area School District

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## 5<sup>th</sup> Annual Stoughton Area Community Expo

On Thursday, April 9<sup>th</sup> the Stoughton Chamber will present the 5<sup>th</sup> Annual Stoughton Area Community Expo at the SEA (Sports Enhancement Academy) gymnasium. You should be receiving your registration form in the mail soon. Or, if you would like, click [here](#) and print the application and send it in. This is a great opportunity for you to showcase your business. Last year, over 300 people attended the event!



## Save the Date



### **Chamber Golf Outing**

Tuesday, May 19<sup>th</sup>, 2015  
Stoughton Country Club

\$400/Foursome  
\$100 Hole Sponsorships  
\$25 Cart Sponsorships

Look for an email in the upcoming weeks with all the details!

This year's donation recipient is the Stoughton Food Pantry.

**February Membership Renewals**

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

**Arby's of Stoughton**

Mike Breitfelder  
Member since 2007

**Baywash Stoughton Car Wash**

Lori Irmen  
Member since 2007

**Harmony Living Center, LLC**

LaRae Gavic  
Member since 2002

**Kiwanis of Stoughton**

Barry Verdegan  
Member since 2007

**NueMedia, LLC**

Ross Scovotti  
Member since 2011

**Stoughton Lions/Lioness**

Jim Borling  
Member since 2009

**Summit Credit Union**

David Solheim  
Member since 2014

## **Syttende Mai 2015 Sponsorship Opportunities**

By: Laura Trotter, Syttende Mai Coordinator



The Syttende Mai sponsorship responses have been coming in, but it is not too late for your business to choose a spot! Syttende Mai offers many opportunities for you to highlight your business to locals and tourists alike. Our brochure gets distributed to over 5,000 people, so that is a great place to advertise! For a copy of the sponsorship form, click [here](#). If you have any questions, please call Laura at 873-7912.

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## **Congratulations to the 2015 Syttende Mai Royalty**



Avenue, Stoughton WI.

On Sunday February 8th, 2015, Dan and Jodi Hanson were crowned the 2015 King & Queen of Stoughton's Syttende Mai Festival. Internationally known Stoughton Norwegian Dancers will present their annual "Norse Afternoon of Fun". The performance will begin at 1:30 p.m. in the Stoughton High School gymnasium located at 600 Lincoln

## **Chamber Board of Directors Election This Month**



This month, the Chamber membership elects four members to serve on the Chamber's Board of Directors. Each Chamber member will receive one ballot in the mail during the week of March 9<sup>th</sup>. Please vote and then mail the ballot back. The ballots are due by March 27<sup>th</sup>. There are four candidates that are running for the board of directors. Read their bios below.

**Joe Conant – Owner, Conant Automotive**

I have lived in Stoughton my entire life. After graduating from Stoughton High School in 1989, I studied at Madison College (MATC) for one year and then began my career in the automotive field. I have worked at new car dealerships and independent auto repair shops both in Stoughton and in Madison. For the last several years – along with my wife – I have owned and operated Conant Automotive. My priorities are my family (Erin and my five kids); my business; and, giving back to the community. As a life-long resident and business owner in Stoughton, I believe I can continue to be an asset to the Chamber by working hard and bringing my business sense to the Chamber's activities.

**Bill Mansfield – Owner/President, OnTrack Communications**

On Track is a nationwide telecommunications brokerage firm. My wife Bev and I have lived in Stoughton for 20 + years. We have 4 children – 3 graduated from Stoughton HS. In addition to running my business, I have also tried to be active in number of capacities serving the Stoughton community. I served on the Stoughton Hospital Foundation for 9 years, the last 5 as its President. I am an active member of the Stoughton Rotary for almost 15 years, serving as President 8 years ago. I have been the President of the Stoughton Sports boosters, the Stoughton HS Center Ice club, and St Ann Parish council. I am also a proud member of the Stoughton POETS club and one of its founding fathers.

While I am not a Stoughton native- Stoughton is my home. I love that we pride ourselves in being a full service community and NOT a suburb of Madison. I believe the Chamber has a responsibility to its members to be the PRO –BUSINESS voice of Stoughton. I think that economic development is critical to our communities future. We have many positives things going for us already with our most valuable asset being our Stoughton residents. We need to work together to promote Stoughton. While embracing our past we need to open our minds to the future. We should be promoting to as many people as possible what Stoughton has to offer as a unique place to live, work, shop or just visit.

**Laura Mays – Business Development/Public Relations Director, Stoughton Hospital**

Since April 2012, I have been employed with Stoughton Hospital as Business Development/Public Relations Director. I've been actively involved with the Stoughton Chamber of Commerce through attendance of Lunch n Learns, Business After 5 Socials, Annual Golf Outings, Grape Expectations, and participation with the 2013/2014 Leadership Stoughton Program. I'm excited about the opportunity to further my involvement and would be pleased to serve on the Board to build and strengthen relationships in the business community of Stoughton.

**Nikki Rostowfske – Co-Owner, Stori Anne Co.**

I have been extremely fortunate to call Stoughton my home for most of my life and when it came to starting Stori Anne Co, there wasn't any other option of where to locate the store. I have been incredibly proud to watch the community grow and expand to become a destination for people to shop, visit, and make a home. I have always appreciated Stoughton's forward-thinking mindset and would welcome the opportunity to contribute in any way I can to the success of this community. It would be an honor to be part of the Stoughton Chamber Board and I appreciate the consideration.

## **Does Your Business Offer Benefits?**

If so, are you ready for a Department of Labor audit? The DOL will be auditing (in the next 5 years) most large AND small employers offering benefits. What can you do to prepare?

TRICOR Insurance is hosting a complimentary benefits seminar on March 25, 2015 8:00 am – 10:30 am at the Pontiac Convention Center in Janesville. Click [here](#) to get all the details.

## **Stoughton Historic Homes Could Qualify For Tax Credits**



Owners of historic residences in Wisconsin may be eligible for income tax credits that can help pay for their home's rehabilitation. The Homeowners' Tax Credit program returns 25 percent of the cost of approved rehabilitation (of eligible historic homes) as a Wisconsin income tax credit. The Wisconsin Historical Society's Division of Historic Preservation and Public History administers this program. To learn more about the program click [here](#)!

## **Chamber Members in the News**

### **Congratulations to Universal Acoustic & Emission Technology**

Universal Acoustic & Emission Technologies received the prestigious 2014 Wisconsin Manufacturer of the Year Special Award in the Employee Development & Commitment category at the program's sold-out awards ceremony on Feb. 26 at the Pfister Hotel in Milwaukee. Click [here](#) to see a video from the awards night and read more about Universal AET's award.

### **Movers for Moms Campaign**

TWO MEN AND A TRUCK Madison is proud to be involved with this year's Movers for Moms. Donations to benefit moms in crisis will be collected at schools, daycares and other community partners (see list below) throughout April and then delivered to YWCA of Madison and Rock County around Mother's Day. Ideal donations include nice soaps, hair styling products, shampoos and conditioners, pillows, blankets, slippers and other basic clothing items.

Some items specifically requested by YWCA include:

- Disposable diapers & pull ups (Sizes 3, 4, & 5)
- Wet wipes
- Hand wipes

- Pads
- Tampons
- Toothbrushes
- Toothpaste
- New dishcloths & towels
- Laundry soap

If you are interested in being a site to collect donations, please contact David DuBois at 608-278-0800. The Chamber will have a donation box for those wanting to drop off donations.

## **Commercial Space for Rent**



Commercial/Retail rental space available in downtown Stoughton! Cornerstone building located at the intersection of Division and Washington St.

Available 2/1/15 – 1,400 SF

Available 5/1/15 – 1,500 SF

Option to combine both spaces if needed. Nice quiet location for your business with plenty of parking. Email if interested to discuss rental options and rates.

[Cornerstonestoughton@gmail.com](mailto:Cornerstonestoughton@gmail.com)

*If you have commercial space for rent...let us know we will put it in the newsletter.*

## **A Fond Farewell**

**By: Erica Dial**

Friday, March 20<sup>th</sup> will be my last day as the Stoughton Chamber of Commerce Executive Director. It has been a wonderful 2 years (actually 7 years if you include my time as Visitor Services Coordinator) and I want to thank everyone for making my time here so memorable. There are many great people that volunteer on behalf of the Chamber that I know it's in good hands and will continue to make positive strides for its members. I will definitely miss this community and all of you but thanks to technology, Seattle won't seem so far away. You can always connect with me on LinkedIn or on Facebook (Erica Yackel Dial). I look forward to staying in touch with you.

## **January Real Estate Information**



COLDWELL BANKER		Real Estate Market Statistics—January 2015			
SUCCESS					
<b>Stoughton School District</b>		<b>January 2015</b>	<b>2015 YTD</b>	<b>January 2014</b>	<b>2014 YTD</b>
# New Listings	18	18	32	32	
# Sales	11	11	11	11	
Average Sale Price	\$245,036	\$245,036	\$207,864	\$207,864	
Median Sale Price Single Family	\$219,000	\$219,000	\$182,500	\$182,500	
Median Sale Price Condo	\$160,000	\$160,000	—	—	
Total # Active Residential Listings at end of period	87		96		
<b>Oregon School District</b>		<b>January 2015</b>	<b>2015 YTD</b>	<b>January 2014</b>	<b>2014 YTD</b>
# New Listings	20	20	24	24	
# Sales	16	16	19	19	
Average Sale Price	\$273,994	\$273,994	\$221,245	\$221,245	
Median Sale Price Single Family	\$255,000	\$255,000	\$222,400	\$222,400	
Median Sale Price Condo	\$128,500	\$128,500	\$109,900	\$109,900	
Total # Active Residential Listings at end of period	74		113		
<b>Verona School District</b>		<b>January 2015</b>	<b>2015 YTD</b>	<b>January 2014</b>	<b>2014 YTD</b>
# New Listings	30	30	29	29	
# Sales	15	15	14	14	
Average Sale Price	\$257,982	\$257,982	\$234,703	\$234,703	
Median Sale Price Single Family	\$230,000	\$230,000	\$247,500	\$247,500	
Median Sale Price Condo	\$230,000	\$230,000	\$155,750	\$155,750	
Total # Active Residential Listings at end of period	96		105		
<b>McFarland School District</b>		<b>January 2015</b>	<b>2015 YTD</b>	<b>January 2014</b>	<b>2014 YTD</b>
# New Listings	11	11	26	26	
# Sales	10	10	5	5	
Average Sale Price	\$295,868	\$295,868	\$268,220	\$268,220	
Median Sale Price Single Family	\$269,184	\$269,184	\$243,100	\$243,100	
Median Sale Price Condo	\$203,450	\$203,450	—	—	
Total # Active Residential Listings at end of period	55		57		

*Information provided by the SCWMLS and is based on Single Family Homes and Condos as of February 12, 2015.*



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Board of Directors: President: Laurie Furseth, Cress Funeral & Cremation Services, 873-9244; Vice-President: Kate Schieldt, Stoughton Trailers, 873-2635; Secretary: Kari Manson-Hvam, Stark Company Realtors, 205-3001; Treasurer: Ann Olson, McFarland State Bank, 877-7755; Board Members: Tracy Bellefeuille, Diamonds Direct, 873-3529; Joe Conant, Conant Automotive, 873-8800; Gloria Stehley, 225-5657; Tim Onsager, Stoughton Area School District, 877-5000; Mayor Donna Olson 873-6677; Randy Olson, Immediate Past President. Staff: Erica Dial, Executive Director; Laura Trotter, Visitor Services Coordinator & Syttende Mai Coordinator; Mickey McCormick, Receptionist;