



# The Chamber Bulletin

## January 2012 Newsletter

### Meetings and Important Dates

#### JANUARY 2012

- 2 **Chamber Closed for New Year's Day**
- 9 **Board of Directors** – Noon, Depot
- 9 **Syttende Mai Committee** – 5:30pm, Quality Inn & Suites
- 10 **Ambassadors Club** – 8:00am, Depot
- 17 **Business Expo Committee** – 2:00pm, Depot
- 23 **Lunch & Learn** – Noon, Sponsored by Gunderson Cremation and Funeral Care, Fire Station Training Room

#### FEBRUARY 2012

- 12 **Norse Afternoon of Fun** – 1:30pm, Stoughton High School
- 13 **Board of Directors** – Noon, Depot
- 13 **Syttende Mai Committee** – 5:30pm, Quality Inn & Suites
- 14 **Ambassadors Club** – 8:00am, Depot
- 27 **Lunch & Learn** – Noon, Fire Station Training Room



## Down At The Depot.....

*By Executive Director, Dave Phillips*

There are a variety of ways to get involved in the Chamber. Each is important to the ongoing success of the Chamber – and hence, the Stoughton community – but there is one that is particularly important. That one is serving on the Board of Directors.

Elsewhere in this issue you will see an article calling for nominations for the Board. This time we will have four seats available on the Board – three due to terms that are expiring and one due to the tragic and untimely passing of Kristi Hund.

The health and vitality of a Chamber is a direct reflection of its board of directors. The board is responsible defining the mission of the Chamber and how it will achieve that mission. The board is also charged with the development of policies and procedures and overseeing the staff that implement and follows those procedures.

Here are some of the duties and responsibilities of a Director:

1. To attend the regularly scheduled monthly board meeting.
2. To come to meetings prepared to contribute.
3. To represent the Chamber in a positive and supportive manner at all times.
4. To understand that staff is responsible for the daily operation of the Chamber and that the board's role is to monitor the results.
5. To avoid conflicts of interest between my position as a Board member and my personal and professional life.
6. To support in a positive manner all actions taken by the Board of Directors.
7. To participate in any scheduled programs that will enhance my skills as a Board member.
8. To support Chamber activities by attending Chamber sponsored events.
9. To promote membership in the Chamber by seeking and contacting prospective members and sharing the benefits of Chamber membership with them.

The time commitment isn't bad. The Board meets monthly at Noon at the Chamber. Meetings are rarely over one hour and the big benefit – you get lunch!

(Continued on page 2)

## December 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.

### 15-Year Anniversary

**Group Health Cooperative HMO**  
Emily Daws  
Member since 1996

### 5-Year Anniversary

**Rotary Club of Stoughton**  
Charles Housner  
Member since 2006

## Other December Membership Renewals

**B & G Foods**  
Steve Polley  
Member since 2010

**Bay View Heights Inc.**  
Donn Barber  
Member since 2009

**Heckman Enterprises, Inc.**  
Ed Heckman  
Member since 2003

**Matson Custom Homes, Inc.**  
Thomas Matson  
Member since 2010

**Ming's Garden**  
Ming Zhang  
Member since 2010

**North Star Resource Group**  
Charles Housner  
Member since 2010

**Pec's Personal Fitness**  
Mick Pecoraro  
Member since 2009

**Stoughton Area Community Foundation**  
Kent Knutson  
Member since 2005

**US Cellular of Stoughton**  
Dan Hanson  
Member since 2007

**Vanigan Enterprises, Inc.**  
Beverly Mulligan  
Member since 2007

**No Shorts Electric**  
Brett Hanson  
Member since 2008

## December New Members

**American Cancer Society – Relay for Life**  
Amy Ketterer  
619 Greig Trail  
Stoughton, WI 53589  
608-877-1498

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(Down at the Depot continued from Page 1)

Interested? Intrigued? Have questions? Call Randy Olson, the president of the Board at 877-7400 or me at 873-7912. We will tell you whatever you need to know.

The future of the Chamber and the Stoughton community could rest in your hands. I hope you will make the decision to run for a position on the Board.

Happy New Year!

## Remembering Kristi



Just before Christmas, the Chamber – and the community as a whole – lost an exceptional colleague, contributor and friend. Kristi Hund had been elected to the Board of Directors in June, 2010. Although her time on the Board was relatively short, her contributions to the Chamber through her thoughtful comments to the discussions and decision made by the Board were significant. Even more than being a productive director, whenever the Chamber needed help of any kind – no matter if was selling mugs at the Coffee Break festival or working a booth at Syttende Mai – Kristi never hesitated to volunteer. And her volunteerism went far beyond the Chamber. Kristi seemed to be everywhere when any group or organization needed help. The Chamber will miss her. Stoughton will miss her. Thank you, Kristi.

Thank you to  
**Moyer's  
Landscape  
Services**  
for providing the  
holiday greenery  
outside of the  
Chamber office.



Congratulations  
to **Stoughton  
Hair Styling** –  
they won the  
Victorian Holiday  
Christmas Tree  
Contest



## **Stoughton Holiday Lights - Thank You**

Thank you to the many folks who have made such positive comments about the Stoughton Holiday Lights. The goal was to create a holiday display that everyone in the community could enjoy and it certainly seems as if that goal was accomplished.

The light display was made possible by these wonderful sponsors listed below who contributed time, money and effort. I hope you will let them know how much you appreciated their work to make the lighting display possible.

The City of Stoughton  
 Stoughton Utilities/WPPA  
 Alliant Energy  
 Wahlin Foundation  
 Bryant Foundation  
 McFarland State Bank  
 Galva-Closure Products  
 ColorCon  
 Cummins Inc.  
 Skaalen Nursing & Rehab Center  
 American Transmission Company  
 TRICOR Insurance  
 Coldwell Banker Success  
 Real Living Matson & Associates  
 Century 21 Affiliated  
 BlackHawk Community Credit Union  
 Cress Funeral Service  
 Quality Inn & Suites  
 Edward Jones - Thomas Fendrick  
 Hanson Pest Control  
 N&N Cement Contractors  
 D W Nelson Cement Contractors  
 Stoughton Area Community Foundation  
 The UPS Store

Another person that was an indispensable part of making the display happen is Fire Chief Lamers. Without the creativity, dedication, leadership and hard work it just would not have happened. A big "thank you" goes to the crew of volunteers at the Fire Station too.

☺ ☺

## **VITA (Volunteer Income Tax Assistance) Has New Location**

The Stoughton Volunteer Income Tax Assistance program (VITA) has provided invaluable tax preparation assistance to those in the Stoughton area for several years now. The site has been relocated from the second floor of the Public Safety Building due to remodeling of the Police Department. Tricor Insurance has very generously offered to host the VITA site at their Stoughton location – 724 E Main Street. The VITA site will open on January 26 and offer assistance each Thursday afternoon through April 12, 2012.

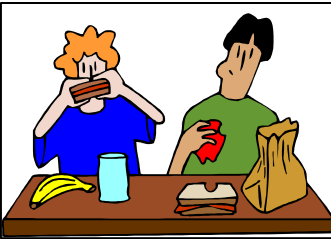
## **Chamber Board of Directors Seeking Nominations**

During the month of January the Stoughton Chamber of Commerce will be accepting nominations to serve on their Board of Directors. There will be three Board Member positions open. The election will be held in March with the newly elected members starting their term in July 2012.



Are you or someone you know interested in serving the Stoughton business community? Then have a colleague nominate you or nominate yourself by writing a letter to the Board of Directors Nomination Committee explaining your qualifications and reasons for wanting to serve as a Board Director. Letters can be sent or dropped off at the Chamber of Commerce office by Friday, January 27<sup>th</sup> at 4:30pm. If you have any questions, feel free to contact Dave at the Chamber.

## **Lunch and Learn Programs – We Need YOU!**



As you know, our Lunch and Learn programs have been a great success over the past few years. It is a great way to highlight your business and get your name out to the community. There are still months available for you to be a sponsor in 2012. As a sponsor, you provide a lunch (for 30-40 people) and you receive about ½ hour to talk about your business. Or you can do something different such as bringing in a speaker on a subject that you feel is important the business community, having the event at your place of business and giving a tour or coming up with some other fun idea to get your information out there! Give Mickey a call at the Chamber, 873-7912, if you are interested in sponsoring a month in 2012.

## **It's a New Year and a New Syttende Mai Season**

By: Margit Gerber, Syttende Mai Coordinator

The Syttende Mai Committee has been busy planning the 2012 Syttende Mai Festival since September. The theme for the 2012 festival is “***Bunads on Parade***” and the festival will be held on May 18, 19, & 20 this year.

A design has been created for the booster button, and a theme for both sides of the commemorative coin has been selected. Lots of tough decisions, but the Committee did a great job - as always - working together to come up with many ideas and possibilities.

You will soon be receiving the Syttende Mai sponsorship brochure. We ask that you take a few minutes to read about the many sponsorship opportunities that are available. Most are very affordable – and sponsorship is crucial for the success of each year’s festival. One way that your business can take part in the weekend’s activities is to sponsor or host an event. Many are doing this already by having demonstrations or entertainment at their location. The Syttende Mai committee encourages you to use your imagination – new events are always well received!! All events are advertised in the Syttende Mai brochure which most visitors use as their guide for the weekend.

The committee realizes that we are all experiencing tough economic times; but truly believe that sponsorship of Syttende Mai will be to your benefit. Any advertising will be placed on the Syttende Mai area of the Chamber’s website as well. Again, we all greatly appreciate your support for this great festival that promotes the City of Stoughton.

If you have any questions regarding sponsorship, or how you or your business can take a more active part in the weekend’s festivities, please contact Syttende Mai Coordinator, Margit Gerber, at (home office) 873-8082, cell, 438-7912, or via email at [syttendemai@gmail.com](mailto:syttendemai@gmail.com). The Syttende Mai brochure

will be put together soon so that it can be printed and available in plenty of time. The website will be updated with the 2012 information as well. Thanks to all for your continued support of this great event that is so beneficial to our wonderful community!!

## **Members In the News**

### **Stark Company Realtors Office Re-Opens & Adds Staff**

(January 3, 2012 - Arapaho Dr, Madison, WI) – Today, Stark Company Realtors is pleased to announce the re-opening of its office at its former location, 1609 Hwy 51 & 138, Stoughton. It will be staffed by eight real estate professionals, including five agents new to the company.

Current Stark Company Realtors agents returning to the Stoughton location are Tony Hill, Marjie Hanssen, and Gurena Linnerud. Joining them are Carla Collins, Jason Koehler, Kari Manson-Hvam, Jay Speigel and Judy Speigel, all seasoned veterans of the Stoughton area market. Stan Hill will serve as Branch Manager, and Dawn Heider will be the Administrative Assistant.

“We are very pleased to be returning our physical presence to the Stoughton market,” said David Stark, Stark Company Realtors President. “While we had continued to serve the area with Tony Hill, Marjie Hanssen, Gurena Linnerud and others, the opportunity to add five more outstanding agents to our team made the decision to re-open an easy one. With the real estate market showing strong signs of improvement throughout Dane County, we anticipate excellent growth in Stoughton for years to come.”

#### **About Stark Company Realtors**

Founded in Madison, Wisconsin in 1908, Stark Company Realtors® has sold more homes than any other firm in Dane County. The company has nearly 200 professionals located in six offices throughout South Central Wisconsin, and has relationships with numerous builders of new construction homes, condominium and retail developments.

Recognized as the “Most Trusted Name in Real Estate”, the Company recently celebrated 100 years of service to South Central Wisconsin, and is very proud of its commitment to civic involvement over the years and their annually supporting of many local organizations. Visit: [www.starkhomes.com](http://www.starkhomes.com) .

## **Congratulations to Stoughton Trailers**

As part of the Manufacturer of the Year award, Stoughton Trailers, LLC has been nominated for the Mega-sized Company Grand Award and the Sustainability Award.

Stoughton Trailers, LLC designs, manufactures, and markets standard and customized truck trailers. Recognized as one of the highest quality trailer manufacturers in North America, their products include the composite plate, aluminum sheet and post, extra wide, grain hoppers, doubles vans and converter dollies, furniture vans, open top, specialty vans, domestic containers and chassis. The economic hardships of recent years did not exclude Stoughton Trailers. Their workforce had to be reduced from 1,600 to 250. Stoughton invested in automation as well as education of team members to come out of the recession stronger, leaner, and greener. The development of the team members allowed Stoughton to push waste out of the system and opened the door for cost improvements that made Stoughton return to one of the top five trailer manufacturers in North America. In addition to becoming leaner, Stoughton made several investments in energy efficiency to become greener, including energy efficiency compressors, dust collection systems, returnable/reusable packaging, energy efficient forklifts, wood recycling programs, energy efficient lighting installation for over one million square feet of manufacturing space, among many more updates. As Stoughton launched new products, the

company was able to bring business back to America from China and in doing so, re-open their Evansville, Wisconsin facility. Stoughton Trailers has been able to rebuild their workforce from under 250 to over 800 Wisconsinites within less than two years. Stoughton Trailers, LLC has been nominated for the Mega-sized Company Grand Award and the Sustainability Award.

## Member Spotlight



Established in 1997, Dan & Jodi Hanson opened their Radio Shack of Stoughton/US Cellular of Stoughton Store. They are grateful to be able to service the needs of the Community in a wide area of ways. Not only are we a Radio Shack Franchise but we also carry top of the line products with competitive pricing hoping to keep business local. We specialize in all kinds of consumer electronics including Toshiba TV, home audio and video as well as Dish Network. US Cellular is also a major component of the store. We supply and service the latest products and devices offered by US Cellular. If you're looking for an item that we don't carry, given the opportunity, we can often get it for you. Dan and Jodi as well as their employees value your business and are eager to go the extra mile.

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**Don't forget** – you can be featured in the Member Spotlight section of the newsletter! Submit your 75 word advertorial by the 15<sup>th</sup> of the month to [visitorservices@stoughtonwi.com](mailto:visitorservices@stoughtonwi.com). It will be a first-come first-served priority. Each month we will feature two members in our newsletter based on a first-come first-served priority. No member will be profiled more than once until the complete member roster has been featured.

Please submit your 75 word advertorial (not including address/phone/website) by the 15<sup>th</sup> of the month to [visitorservices@stoughtonwi.com](mailto:visitorservices@stoughtonwi.com). The Chamber reserves editorial rights.

## Help Support AdamCan Recycling



AdamCan™ Recycling is a new aluminum recycling business providing environmental sustainability to businesses in Stoughton and surrounding communities. Adam Notstad, lifelong Stoughton resident, is a young man with special needs who is committed to working with youth in the community while increasing awareness about the benefits of recycling. With Adam's business going strong, we could use your help! We are looking for a location to set-up Adam's business. Do you have any vacant space? The location of his business will be the key to maximizing community integration. Contact Adam, at [adamcanrecycling@gmail.com](mailto:adamcanrecycling@gmail.com) for information.

Or, if you would like to donate cans and make your business environmentally friendly you may contact us today!

## Real Estate Market Statistics

Stoughton School District	November 2011	2011 YTD
# New Listings	16	374
# Sales	11	156
Average Sale Price	\$199,990	\$221,896
Median Sale Price Single Family	\$183,000	\$185,000
Median Sale Price Condo	0	\$129,900
Total # Active Residential Listings at end of period	166	

Oregon School District	November 2011	2011 YTD
# New Listings	13	434
# Sales	17	220
Average Sale Price	\$270,428	\$244,818
Median Sale Price SF	\$205,257	\$217,200
Median Sale Price CND	\$140,450	\$176,500
Total # Active Residential Listings at end of period	192	

Verona School District	November 2011	2011 YTD
# New Listings	24	467
# Sales	22	255
Average Sale Price	\$270,384	\$271,081
Median Sale Price SF	\$285,000	\$264,500
Median Sale Price CND	\$125,150	\$145,000
Total # Active Residential Listings at end of period	178	

McFarland School District	November 2011	2011 YTD
# New Listings	6	213
# Sales	12	105
Average Sale Price	\$255,465	\$247,067
Median Sale Price SF	\$225,850	\$231,750
Median Sale Price CND	0	\$185,000
Total # Active Residential Listings at end of period	84	



Information provided by the SCWMLS and is based on Single Family Homes and Condos



Stoughton Chamber of Commerce  
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Web site: [www.stoughtonwi.com](http://www.stoughtonwi.com)

Board of Directors: President: Randy Olson, Universal Silencer, 873-4298; Vice-President: Sandra Burger, Blackhawk Community Credit Union, 314-1610; Secretary: Kari Manson-Hvam, Coldwell Banker SUCCESS, 873-7731; Treasurer: Mark Halverson, Business Transportation Solutions, 873-8210. Board Members: Mayor Donna Olson 873-6677; Laurie Dybevik, Gunderson Funeral Home, 221-5420; Pat McNally, Cress Funeral Cremation, 873-9244; Gloria Staley, Saving Thyme, 877-0075; 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