



The Chamber Bulletin

Newsletter of the Stoughton Chamber of Commerce

Stoughton Chamber of Commerce
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March 2010 Newsletter

Meetings and Important Dates

MARCH 2010

- 1 **Economic Development -**
Noon, Depot
- 2 **Arts Council** – 9:00am, Giles
Dow Room City Hall
- 8 **Board of Directors** – Noon,
Depot
- 8 **Syttende Mai Committee** –
5:30pm Comfort Inn
- 8 **Victorian Holiday Comm.** –
6:30pm, Depot
- 9 **Ambassadors Club** – 8:00am,
Depot
- 10 **Retail Group** – 6:30pm – EMS
Training Room
- 11 **Visitor Services Committee** –
3:00pm – Comfort Inn
- 22 **Lunch & Learn** - Noon – Fire
Station - sponsored by
Associated Bank
- 23 **Coffee Break Comm.** – 6:00pm
– Main Street Pour House

APRIL 2010

- 5 **Economic Development -**
Noon, Depot
- 6 **Arts Council** – 9:00am, Giles
Dow Room City Hall
- 12 **Board of Directors** – Noon,
Depot
- 12 **Syttende Mai Committee** –
5:30pm Comfort Inn
- 12 **Victorian Holiday Comm.** –
6:30pm, Depot
- 13 **Ambassadors Club** – 8:00am,
Depot
- 14 **Retail Group** – 6:30pm – EMS
Training Room
- 15 **Visitor Services Comm.** –
7:30am – Depot
- 20 **Coffee Break Comm.** – 6:00pm
– Main Street Pour House
- 22 **Lunch & Learn** - Noon – Fire
Station - sponsored by Ozee
Cars



Down At The Depot.....

By Executive Director, Dave Phillips

Once a year, members of the Chamber get to do something very important. They are presented with the opportunity to affect the Chamber for years to come. What do members get to do? They get to vote for the people who will be the directors on the Chamber Board.

This year we have five candidates running for three seats on the Board. Their bios are elsewhere in the Newsletter. Please spend some time reading about these candidates who want to represent you.

Why is this election important? Here are several reasons:

1. The Board members are the CEOs of the Chamber. They represent the membership and they make the decisions that will help the Chamber accomplish its mission.
2. They are the financial managers making certain the Chamber remains a financially viable concern. And, they are the stewards of the monies paid into the Chamber by the members and the controllers of what is paid out.
3. The Directors establish both short and long-term goals for the Chamber. They decide what the work priorities are and then insure the staff complies with those priorities in allocating their time.

In summary, the Board as a group and the directors individually are – using the Olympic vernacular -the “keepers of the flame” and the success or failure of the Chamber rests in their hands.

Again, I encourage you to carefully review the bios of the candidates and thoughtfully cast your vote for the three people whom you believe will best fulfill the responsibilities of being a Director.

As I said, it's your opportunity to affect the success of the Chamber for years to come.

The three seats in contention on the Board are currently held by Linda Bradley, Randy McLaury and Mark Halverson.

Linda is “retiring” after serving her maximum number of consecutive years on the Board. During her tenure she has done great things including serving as President of the Board.

(continued on page 2)

February 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.

Anytime Fitness
Nathan Collins
Member since 2007

Bumper to Bumper
Janice Peckman
Member since 2009

Furseth Heating, Inc.
Ron Furseth
Member since 1982

Hospice Care, Inc.
Lisa Brown
Member since 2009

Jim & Vicki Johnson
Members since 2002

Dr. Thomas N. Theis, DDS
Kathy Haines
Member since 2006

5 Year Anniversary

Business Transportation Solutions, Inc.
Mark Halverson
Member since 2005

February New Members

North Star Resource Group
Chuck Housner
2945 Triverton Pike Dr.
Madison, WI 53711
608-271-3669 ext. 221

(Down at the Depot Continued from Page 1)

Randy, the current President has also reached his maximum number of years on the Board and will “semi-retire”. He will serve as Immediate Past President on the Board and Executive Committee. His continuing wise counsel will be greatly appreciated.

Mark was appointed to serve out the term of Nancy Hart. He does not wish to retire but as per our By-laws, he must now stand for election by the full membership.

We are fortunate to have a fine slate of candidates running for the Board. Next year, you should consider it!

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City of Stoughton Seeks Nominations for Volunteer of the Year, Business Person of the Year & Friend of Youth award.



Stoughton is know for the dedication and commitment of the many volunteers that assist in our schools, at the Senior center, area churches, library , food pantries, youth center, and numerous other areas of our city.

We are equally blessed with businesses and business people that take their commitment to the community very seriously. It would be very difficult to count the many times and ways that local businesses step to the forefront when asked to donate to an upcoming benefit or event.

We would like to formally thank all volunteers and businesses during National Volunteer week, April 18-24, 2010. A reception in their honor will be held in the Mayor’s office at 381 E. Main Street on Thursday, April 22, from 3:30 until 4:30pm. The volunteer of the Year plaque, Business Person of the Year plaque, and Friend of Youth plaque will be presented at the Common Council reorganizational meeting of April 20, 2010.

We are seeking nominations to highlight one special volunteer for the annual “Stoughton Volunteer of the Year”. We are also seeking nominations to highlight a special business person for the annual “Stoughton Business Person of the Year”, and nominations to highlight a special person for our “Friend of Youth” award. Recipients will be chosen by the Mayor and staff based upon information regarding their contributions to our community included in the nomination letter.

Nominations must be received no later than March 29, 2010. Please send nominations to:

2010 Volunteer of the Year
2010 Business Person(s) of the Year
2010 Friend of Youth award
Mayor Jim Griffin, 381 E. Main Street, Stoughton, WI 53589
E-mail: JGriffin@ci.stoughton.wi.us

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Chamber Board of Director Election This Month

Each Chamber member will receive one ballot in the mail during the week of March 15th. You will have two weeks to vote for the three candidates you would like as Board of Directors. The ballots are due by March 31st.

Candidate Bios

LEE BORKOWSKI



I joined Unified Newspaper Group on October 5th as General Manager overseeing the *Stoughton Courier Hub*, *Oregon Observer*, *Verona Press*, *Fitchburg Start Online*, *Great Dane Shopping News* and *Your Family Magazine*.

I have more than 30 years of experience in community newspaper publishing. I joined my grandmother in our family-owned shopping guide, *The Trade Lines*, Eau Claire, Michigan in 1977, and learned the business from the ground up, serving as a graphics specialist, circulation/distribution manager, sales manager and business/general manager. In 1993 I was named publisher of the *Trade Lines*. I joined Journal Community Publishing, Milwaukee, Wisconsin in 2000 and most recently served a regional manager of their *Stevens Point* and *Wausau Buyers' Guides*.

I am past board member and president of the Community Paper of Michigan (CPM), the Berrien Springs/Eau Claire Chamber of Commerce, and the Eau Claire Cherry Festival. In addition I was past board member and president of the Association of Free Community Papers (AFCP) and was the recipient of AFCP's highest honors. – Publisher of the Year and Distinguished Service awards in 1995 and 1998 respectively – for my contributions to the community publishing industry and the association. Currently I am a member of Wisconsin Community Papers.

My interest is in serving on the board to help the community and area businesses grow. I like the vibrancy of the Stoughton market and feel that I can contribute positively to assist the chamber in meeting its goals.

SANDRA BURGER



As a resident of Stoughton for almost 10 years, and former Board Member and Ambassador, it would be an honor to again be a part of the Stoughton Chamber of Commerce. With my new position working for a business that is now "local", being a Chamber Board Member will allow me to become fully involved in the community. Promoting Stoughton to new businesses, and also working through the Chamber to show the many opportunities and choices someone has to move, work or live here is important to all of us. Conducting business locally, attracting new business and supporting the many other organizations we have, is how we can make a better future for us and the generations to come.

As the new branch manager for the local branch of Blackhawk Community Credit Union, our mission of being our members' financial partner, today and tomorrow ties in to the way I feel the Board and Chamber play a part in our community. In one respect, the people helping people cooperative nature of the credit union aligns with similar values we have for the betterment of the community and those businesses we serve. Again it would be an honor and privilege to serve on the Stoughton Chamber Board of Directors.

MARK HALVERSON

I grew up in Stoughton and graduated from Stoughton High School in 1990. After graduation in 1995 from UW Whitewater with a Major in Public Relations and a Minor in Occupational Safety, I married and bought a home in Stoughton and decided it would be a great place to raise a family.

In late 2002, I partnered with a long-time friend and started Business Transportation Solutions, Inc. which is located in the North Business Park in Stoughton. Over the last 8 years BTS has grown, despite the difficult economic conditions. We currently have 7 employees and support our operations with 2 properties in the Business Park. We have been active member with the Chamber since 2005. I also currently own, or co-own multiple commercial and residential properties in Stoughton. My biggest Real Estate accomplishments have been infill or renovation projects. Over the last 9 years I have renovated 4 properties and participated in the construction of the Cornerstone building in downtown Stoughton.

As a current Board member running for re-election, I would like to continue to bring the perspective of an owner in the Business Park North. Using my hands on experience with the Chamber and City we can continue to move forward with our community wide Economic Development plans.

CHUCK HOUSNER

For the past 21 years, I have been part of a financial services firm, North Star Resource Group. In addition to working with my business and individual clients, I am the Regional Vice-President/Branch Manager and a Senior Partner for the Madison office. We provide a full range of services for our clients including retirement plans and planning, education funding, business benefits packages, estate planning, etc.

While I work in Madison, I live in Stoughton and have many clients here. I believe you can live anywhere, but it doesn't become home until you get involved in the community. To that end, I have been a member of Stoughton Rotary for over 10 years and have held several officer roles with them and am the current Secretary. I also serve on the Board with Stoughton Sports Boosters and will be the Vice-

President in 2010-11, and the President in 2011-12.

I am interested in being part of the Board for the Chamber of Commerce because a strong Chamber and a strong business community are vital to the health of a community. I hope that my experience would be a valuable addition to the Board team and would complement the other members currently serving.

KRISTI HUND

My name is Kristi Hund. I am a life long Stoughton resident and have worked most of my professional career at Stoughton Hospital. I am a nurse by background and worked the first part of my career at the bedside in critical care and the last 18 years in leadership positions. I currently hold the role of VP of Patient Services. In addition to my education in nursing, I hold a bachelors degree in Business Administration and an MBA. I am on the faculty of Blackhawk Technical College and Upper Iowa University and enjoy part time teaching in the business and healthcare administration programs.

I am interested in giving back to the community by serving on the Chamber Boards. As a board member I believe I would contribute knowledge of the community and business in a collaborative manner. I am an advocate of local business, creative and not afraid of working hard. In addition to establishing relationships with local business leaders, I would hope to learn from others. It is my intent to own a small business in Stoughton in the future. I am a Leadership Stoughton graduate and enjoyed the contact I had with other business leaders in that group. I am a Lioness and have been active in the Music Boosters, Band Boosters, EMS and various other civil activities over the years.

Stoughton K.I.D.S. Encourages a Yes/Yes Vote on April 6th

By: Jim McNulty - Stoughton K.I.D.S

Although the Chamber doesn't take a position on referendum or political issues, we do think it is important that our members be exposed to such information. The following is an opinion piece provided to us from K.I.D.S., a group that supports the referendum.

On April 6th, voters in the Stoughton Area School District will be asked to vote on two referendum questions. One question will ask for the District to acquire debt for maintenance needs and the other looks to cover projected shortfalls in the district's operating budget over the next four years. Not only are these questions key to the community's children and their families, but they will directly impact the vitality of Stoughton's future economic development and your business. Stoughton K.I.D.S (Keep Improving and Developing our Schools) is a pro-referendum group of local parents that encourages you to support passing these referenda.

A local K-12 school system that is competitive in performance and perception pulls families to locate and stay in Stoughton. A shrinking school district without compelling advantages will drive families to look at moving to more attractive surrounding districts and puts barriers in front of businesses trying to grow Stoughton. A school district that supports arts, music and athletics with financial strength can continue to grow the heritage that has flourished in Stoughton over the decades. This heritage draws many to visit and patronize our community and businesses. A school district that provides challenging and comprehensive academics prepares the community for the employment needs of the future.

The Stoughton K.I.D.S. group encourages you, as a Chamber member, to visit www.StoughtonKIDS.com and:

- Learn about the referendum questions, the history of the district's finances and the financial responsibility the District has demonstrated, especially since the failed referendum in 2005.
- Vote if you reside in the SASD area, encourage others to vote, and discuss the importance of a Yes/Yes vote on April 6th with others in your community.
- Volunteer to assist the Stoughton K.I.D.S group and their efforts to pass the referendums.
- Donate to the Stoughton K.I.D.S. effort with a financial contribution.

Stoughton K.I.D.S. hopes we can count on your support. Learn more online at www.StoughtonKIDS.com, and become a fan of Stoughton K.I.D.S. on Facebook.

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Advertise in the 2010-2011 Stoughton Community Guide

The Chamber of Commerce and Visitor Services is in the process of producing the new *2010-2011 Stoughton Community Guide*. A representative from the Unified Newspaper Group is currently contacting all Chamber members with the opportunity to advertise in this publication. All Members receive one free listing as part of their membership. However, we feel that this is a great advertising opportunity for businesses as 8,000 copies will be sent to homes in the 53589 area code. Copies of the Guide will also be available at the Chamber office and will be placed in area hotels, restaurants, local businesses and surrounding communities. In addition, an additional 9,000 copies of the Community Guide Visitor Section will be distributed to other select tourist locations within WI and northern Illinois.

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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 Jim Griffin 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.