



The Chamber Bulletin

Newsletter of the Stoughton Chamber of Commerce

Stoughton Chamber of Commerce
532 E. Main St., Stoughton, WI 53589
TEL 608-873-7912 FAX 608-873-7743 Toll Free 1-888-873-7912
E-mail: info@stoughtonwi.com Web site: www.stoughtonwi.com

January 2011 Newsletter

Meetings and Important Dates

JANUARY 2011

- 3 **Economic Development** -
Noon, Depot
- 4 **Arts Council** – 9:00am, Giles
Dow Room City Hall
- 10 **Board of Directors** – Noon,
Depot
- 10 **Syttende Mai Committee** –
5:30pm, Comfort Inn
- 11 **Ambassadors Club** – 8:00am,
Depot
- 24 **Lunch & Learn** – Noon,
Sponsored by Stoughton
Hospital, Location: At the
Hospital's new cafeteria

FEBRUARY 2011

- 4 **Arts Council** – 9:00am, Giles
Dow Room in City Hall
- 13 **Norse Afternoon of Fun**
- 14 **Board of Directors** – Noon,
Depot
- 15 **Ambassadors Club** – 8:00am,
Depot
- 15 **Syttende Mai** – 5:30pm, Comfort
Inn
- 28 **Lunch & Learn** – Noon,
Sponsored by Stoughton Courier
Hub, Fire Station Training Room

Down At The Depot.....

By Executive Director, Dave Phillips

January seems to be the time we think about renewing ourselves. Rethinking the things we hold to be important in our lives and try to think about all the things we want to accomplish in the New Year. I think I have already broken most of my personal resolutions but hey, getting in shape is over stated and after all, round is a shape!

The resolutions here at the Chamber are another matter. The things we resolve to do in the New Year are not just important for the Chamber, they are important for the entire community. So, here are some of the resolutions Erica, Mickey and I have made for 2011. I hope you will let us know if you think we are going in the direction you think we should.

Resolution #1: We will increase our economic development activity on behalf of the entire community. We will work with the City to increase the land available to enable existing businesses to expand and fulfill the needs of new businesses that want to locate in Stoughton. We will promote the assets of the City by establishing a proactive sales effort communicating with developers, site location firms and other referral sources. We will continue our business retention efforts with a systematic and managed communications program. Work will also continue on the development of a business incubator in Stoughton.

Resolution #2: We will continue to encourage residents to shop locally. We have an outstanding array of retail businesses in Stoughton that provide goods and services that should satisfy most of the needs of our residents. Hopefully, with a well designed communications program, we will have more local residents buying more things from our Stoughton businesses. Everyone wins when that happens. We will continue to promote the Chamber Gift Certificate program that encourages folks to shop locally. (As an aside, in 2010, over \$40,000 of gift certificates were purchased.)

Resolution #3: We will attract more visitors and tourists to Stoughton. While the ultimate goal is to increase the number and frequency of overnight visitors, just increasing the number of "day trippers" who will visit and enjoy all the things we have to offer in Stoughton. And of course while they are here, they will make purchases in our stores, eat in our restaurants and perhaps enjoy a performance at the Opera House. When they leave, their money stays! Good news for everyone!

(Continued on page 2)

December 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.

20 – year Anniversary

R & S Insurance
Mark Rostowski
Member since 1990

10 – year Anniversary

Edward Jones – Thomas Fendrick
Tom Fendrick
Member since 2000

Other December Membership Renewals

ARPI of USA
Allen Adams
Member since 2006

Greetings & Gifts
Judy Lynch
Member since 2001

Olson Auto Exchange, LLC
Jack Olson
Member since 2006

Pro Cellular Communication, Inc.
Brooke Helley
Member since 2009

Smokey's Auto Body
Robert Peterson
Member since 1987

US Cellular of Stoughton
Dan Hanson
Member since 2007

(Down at the Depot continued from Page 1)

Resolution #4: Through the use of the various social media and our vastly improved web site, we will make more and better use of the internet to promote Stoughton. Statistically, younger folks use the internet exclusively to gather information they will use to make decisions about what they want to do. We must make certain we are fully utilizing the various electronic media sources to market the Stoughton community.

Resolution #5: We will continue to dialogue and discuss the idea of initiating a community visioning process. Bringing together the various constituencies that are active in the Stoughton community to develop a consensus of what the community wants its future to be is a tremendously important activity. Bringing the community together to discuss the future will enable us to better set our priorities and be more effective and efficient in our decision-making. It will be better for everyone in the community if we can develop a plan of where we want to be and then how we will get to that identified future.

Of course all those other things we do as a Chamber of Commerce will continue. Coffee Break, Syttende Mai, giving directions, etc. All those things that help us fulfill our mission of improving the quality of life for everyone in Stoughton.

We are always looking for volunteers to participate in our many activities. Hey, maybe that should be one of your resolutions for the New Year! We would love to have your help!



Lunch and Learn Programs

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. A list up upcoming Lunch and Learn sponsors are listed below. However, there are still months available for you to be a sponsor. 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 2011.

- * January 24 Stoughton Hospital (at the Cafeteria)
- * February 28 Stoughton Courier Hub
- * March 20 Dunkirk Electric/Ozee Cars
- * April 25 Business Links Project (Workforce Opportunities in Rural Communities)



Seeking Nominations for Chamber Board of Directors

During the month of January the Stoughton Chamber of Commerce will be accepting nominations to serve on their Board of Directors. There will be two Board Member positions open. The election will be held in March with the newly elected members starting their term in July 2010.



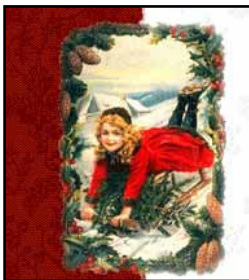
Are you or someone you know interested in serving the Stoughton business community? Then this is a great opportunity for you to do that as well as network with other business leaders and continue to make the local business environment a positive one. Some of you might be asking yourself, "What are the requirements of a Board Member?" Here is a list:

- * Serve a three year term
- * Attend all meetings of the Board and Board committees
- * Come prepared to contribute to discussions
- * Represent the Chamber in a positive and supportive manner
- * Serve on at least one committee
- * Participate in events that enhance your skill as a Board Member
- * Support Chamber activities
- * Promote membership
- * Communicate with members

If this sounds interesting to you then have a colleague nominate you or nominate yourself by writing a letter to the Board of Directors Nomination Committee (Randy Olson, Dave Gasner and Kari Hvam) 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, February 11th at 4:30pm. If you have any questions, feel free to contact Dave at the Chamber.



Victorian Holiday Committee – Looking for Feedback



It's time to re-imagine the Victorian Holiday Weekend. The Holiday Committee is looking for new members. This is your opportunity to have an impact on this annual event. Even if you don't want to join the committee, your input would still be appreciated. If you want to join the committee or just let them know your ideas, likes or, dislikes about the weekend, plan on attending the next meeting on January 13 at 6:30pm at the Chamber of Commerce office. The committee also needs your old bed frame, headboard, foot board, mattress, or box spring for Bed Race use. Contact the chamber.

The Stoughton Area Senior Center was the winner of the 2010 Victorian Holiday Christmas Tree Decorating Contest. Tom Luttig, Stoughton Chamber of Commerce Board President presents a \$50 Chamber gift certificate to Ruby Hauge. Henry Verden, Victorian Holiday Co-Chair and Hollee Camacho, Assistant Director of the Senior Center are also pictured.



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 2011 Syttende Mai Festival since September. The theme for the 2011 festival is “**Flavors of the Fjords**” and the festival will be held on May 13-15 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. 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 2011 information as well. Thanks to all for your continued support of this great event that is so beneficial to our wonderful community!!

☺ ☺

Business News



As many of you are aware, Clock Tower gifts is closing its doors after 18 years of retail service in downtown Stoughton. All of us associated with the Chamber would like to thank owners, Becky Greiber and LouAnn McHugh for the leadership and dedication to the Chamber during that time. They have served in various capacities from President of the Ambassador Club to serving on the Syttende Mai committee. We wish both of them the best of luck in this new phase of their life. We'll miss you!

Although we are losing a wonderful business in downtown, we will soon be gaining another one. High Caliber Sports will be opening on February 5th at 177 East Main Street. The shop will specialize in sporting fire arms, hand guns, and accessories.

☺ ☺

Recent Ribbon Cuttings



Stoughton Youth Center

Coming Soon to the Chamber Newsletter

A special classified advertising section

Do you have property for sale? Any special goods and services? Let your fellow members know what you have to sell.



Fun Retail Promotions

We heard about a few fun promotional ideas that retailers are using to generate business and thought we would share them with you:

Lunatics Bait and Tackle's promotion to "lure" repeat customers is to use the Repeat Offender card. Each time a customer purchases a dozen wet bait, they get their Repeat Offender card punched. After twelve punches, they get a dozen wet bait for free!

The UPS Store's promotion is called Facebook Friday. At the beginning of the week the store posts their special to be given on the upcoming Friday on their Facebook page. This week's special is "Receive a 19% discount on products and services (except stamps)". Why 19% you ask? Well, that was how many points the Badgers scored during the Rose Bowl. They make the specials fun.

We'd like to hear from you! What ideas have you implemented. What works....what doesn't. Send us and email at stoughton@stoughtonwi.com and let us know!

Youth Employment Program

What does dropping out of school cost?

In 2005, high school dropouts earned an estimated \$9, 634 less than that of their graduate counterparts. “High school graduates provide social benefits to society. In addition to earning higher wages, high school graduates live longer, are less likely to be teen parents, and are more likely to raise healthier, better-educated children”. Alliance for Excellent Education Issue Brief (2007)

The Youth Employment Program is a two-pronged approach to connecting youth with school and community by developing and strengthening employability skills and success in school. Its aim is to support Stoughton area youth and young adults, ages 15-24. The proposed partnership outlined in this proposal will support the skill development required in our youth ages 15-24 for successful high school graduation, employment, and continuing education plans.

The first tier of this proposal involves placing youth, ages 15-18 in afterschool employment placements for 10 hours per week. These program participants will be supported with an “allowance” through the program rather than paid by the employer. Youth involved in this portion of the program will be further supported with employability skill development, and tutoring and support with academic coursework. In order to be eligible for this component of the program, participants will need to maintain good attendance and a 2.0 GPA in their school coursework.

The second tier of the program provides subsidized employment to youth ages 18-24, and provides an employment placement of 15 hours per week. This group will choose to concentrate in an area of interest to include: construction, customer service, office/clerical support, nonprofit, or computer/technology sectors with specific training to support skill development in those areas. Additional program support, also open to the general public, will include resume development, GED preparation (for those who do not qualify for public education programs), and assistance with admissions and financial aid as required by institutes of higher education.

Outcomes of the program include:

- Educational/Vocational Training
- GED training and preparation
- Life Skills training
- Vocational Assessment
- Job Readiness Classes
- Career Planning
- Employment Referrals
- Trained instructors and support providers
- Transportation to employment placements
- Academic Tutoring
- Stipends for work completed in job placements.

This proposal will address necessary staffing for ongoing success and development of the program to include: a grant/program coordinator, as well as instructional staff who will recruit, train, and mentor program participants. Additionally, a steering committee of school and community members will help to successfully guide the program in its mission.

The Youth Employment Program is dependent on committed partnership with the Stoughton Community businesses. Recognizing that our current economy will not allow for an expanded workforce, as well as the potential for financial burden that comes with adding staff, this program hopes to offset cost to the employer by providing stipends and skill development to program

participants. In short, the business provides the place and the program provides the people, skill development and payment.

We look forward to your support and partnership. And please feel free to contact the following people with any questions. Thank you very much.

Paul Sambou AmeriCorps Staff
 Tom Lynch Youth Center Manager, 608-877-9980



**Sheldon
CPA**

We earn customers for life.

PH (608) 205-9581 | Stoughton

We're Here When You Need Us

Emergency Care 24 Hours a Day	Urgent Care 6am - 11pm Daily
---	--

900 Ridge St. Stoughton, WI
608-873-6611
 www.stoughtonhospital.com




**COLDWELL
BANKER**

SUCCESS

LOCAL
CONNECTIONS

WORLDWIDE
NETWORK

Residential • Commercial • Relocation
 1200 Nygaard Street
873.7731 cbSuccessRealty.com

CHAMBER MEMBER SPECIAL!
 10% OFF All services except
 USPS Postal. Present Your
 Stoughton Chamber of
 Commerce Discount Card



The UPS Store of Stoughton
 877-2679
 2364 Jackson St.
 Across Highway 51
 from Kayser

The UPS Store™

D. W. NELSON

INCORPORATED

CONCRETE CONTRACTOR
 P.O. BOX 246
 STOUGHTON, WI 53589
 (608) 873-9490

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; Special thanks to Gail Ring for design of the Clock Tower logo.