



733 North Main Street, Lower Level  
Oregon Community Bank & Trust building  
Oregon, WI 53575  
Phone: (608)835-3697 • Fax: (608)835-2475

*Promoting Oregon Area's Business & Community*

## **OREGON AREA CHAMBER OF COMMERCE**

### **Membership Meeting Minutes**

Thursday, December 18, 2008 • 11:30 AM-1:30 PM

Martin D. Verhelst CPA conference room, Autumn Woods Professional Center  
602 Pleasant Oak Drive, Oregon, WI 53575

Board Members Present: Dan Bertelson (ReMax), Brett Davis (80<sup>th</sup> District State Assembly Rep), Aaron Ingham (Trachte), Jason Johns (Tenuta & Johns), David Mastos (DLM Financial Solutions), Barb Mulcahy (State Bank of Cross Plains)

Board Members Absent: Renee Ackerman (A & G Accounting), Lisa Kersten (Oregon Observer), Steve Peotter (Oak Bank), Chris Venden (Keller Williams),

Members Present: Staci Boudreau (State Bank of Cross Plains), Marty Verhelst (Verhelst CPA), Kate Alt (Cary Sign Design), Susan Cary (Cary Sign Design)

Staff Present: Marechiel Santos-Lang, Executive Director; Kristin McGuine

Non-Member Present: Noah Borlee (Impact Networking)

Guest Speaker: Andrea Beers

- **Self-serve potluck lunch with networking and catching up with each other from 11:30 AM-12:00 noon.**
- **Meeting called to order at 12:08 PM.**
- **Host Marty Verhelst welcomed everyone to his facility and provided some background regarding the Autumn Woods Professional Center.** Highlights:
  - The Autumn Woods Professional Center was constructed to fulfill his vision of a “shopping mall of professional services.” These currently include offices of: law, insurance, cpa, mental health services, dental, industrial laundry, and chiropractic. They make a point to rent to noncompeting businesses
  - For some time now the center has been full, with no space available for rent. However, with some leases coming up, they expect to have two vacancies by March. Incubator options would be considered, as well.
  - Verhelst CPA is available for small business accounting services with a very flexible approach. They specialize in tax results and provide discounts on extension. There are currently 9 employees.

- **Around the Table**—Members introduced themselves and shared information and news about their business or organization.
- Cary Sign Design is a small company that does BIG things, but they also do small things and want people to know they do all sorts of low cost, smaller projects. They featured the magnetic work they can do.
  - DLM Financial Solutions specializes in minimizing taxes and unnecessary expenses over a client's lifetime. Dave Mastos emphasizes that sometimes it's better to pay more now to shield future payment.
  - Dan Bertelson is a realtor with ReMax. He believes Dane County property values will appreciate in (late) 2009.
  - Trachte manufactures small, medium and large prefab buildings for utility, world-wide, storage, etc.
  - Brett Davis is serving his third term in the State Assembly. His district is covers much of south central Wisconsin, including Monroe and all of Green County.
  - State Bank of Cross Plains-Oregon is seeing commercial lending mortgage rates that are really good right now--Below 5%. The prime rate very low right now.
  - Government relations specialist/attorney, Jason Johns of Tenuta & Johns is looking ahead to a new legislative session starting up.
  - Noah from Impact Networking is considering chamber membership. Impact Networking provides technology/document management. Their services help manage print output at the office, but also include scanning services, web/graphic design and collateral production. Noah's territory covers various area communities and he is already a member at some other chambers.

➤ **Approval of November Membership Meeting Minutes**

Aaron Ingham moved to approve minutes. Approval passed unanimously.

➤ **Oregon Area Business Expo Update** by Marechiel Santos-Lang

The Business Expo was great event with over 80 business owner/vendors exhibiting there. It was both a networking and educational evening.

- Susan Cary participated and picked up some really good leads, met people they didn't know and told people about services that they didn't know they offered.
- Marty Verhelst was also there, and thought it was a wonderful evening. He also recognized that a number of community members came out.

➤ **Oregon Holidays Update** by Marechiel Santos-Lang

The Oregon Holidays weekend was wonderful—really brought the community together and promoted the new downtown. The Village seemed pleased that we were working closely together with them. The horse parade and Santa visits were particular hits.

➤ **Member Renewals & Community Guide** by Marechiel Santos-Lang

2009 renewals deadline is Jan 15.

The advertising deadline for the 2009 Oregon Business & Recreation Guide in January 31, 2009. Look for it to be different and better.

➤ **Member Development Topic: Time Management**

Guest Speaker Andrea Beers offers affordable leadership and human resources consulting through her consultancy Skills for Success. Andrea had everyone take a self-evaluation quiz, and walked us through a workbook she provided.

Some of the objectives of this exercise:

- Get control over schedule
- Devote more time to high-priority goals
- Avoid time on unnecessary requests
- Maintain grasp on Big Picture
- Use time management tools more effectively
- Set goals and prioritize them

Lots of time-saving tips were shared among those in attendance. Materials are available at the Chamber office, if anyone is interested in obtaining a copy for themselves.

➤ **Announcements** by Marechiel Santos-Lang

- December 31, 2008      Last day to vote in board election
- January 15, 2009      Next membership meeting, with topic of Wellness and Health
- March 7, 2009      Annual Dinner, will have a casino theme with blackjack and wii game

➤ Meeting adjourned at 1:37 PM.