



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

*Promoting Oregon's Businesses & Community*

OREGON AREA CHAMBER OF COMMERCE  
**Membership Meeting Minutes**  
**Thursday, April 23, 2009; 7:30-9:00 AM**  
OREGON FAMILY RESTAURANT, 768 North Main Street, Oregon

**Board Members Present:**

- Brett Davis (Wisconsin State Assembly Representative)
- David Mastos (DLM Financial Solutions)
- Jerod Bennett (Keller Williams Realty)

**Board Members Absent:**

- Barb Mulcahy (State Bank of Cross Plains)
- Aaron Ingham (Trachte, Inc.)
- Jason Johns (Tenuta & Johns)
- Lisa Kersten (Unified Newspaper Group)
- Steve Peotter (Oak Bank)
- Erika Weidler (Firefly Coffeehouse)

**Staff Present:** Marechiel Santos-Lang (Executive Director), Kristin McGuine (Member Services Manager)

**Members Present:**

- Jeff Smith (Alliant Energy)
- Stephanie Bindl (Bernie's Carpet Cleaning Co.)
- George Bindl (Bernie's Carpet Cleaning Co.)
- Sara Hynek (American Cancer Society Relay for Life)
- Ashley Evangelist (Capital Newspapers)
- Richard Lornson (Comfort Keepers)
- Julie Pankow-Helland (Creative Marketing Specialists)
- Lori Miller (Group Health Cooperative-South Central Wisconsin)
- Sandy Ambrosius (Hound Huddle)
- Dr. Mark McCann (Luedtke-Storm-Mackey Chiropractic)
- Dr. Bill Schneider (Luedtke-Storm-Mackey Chiropractic)
- Cheryl Baltzell (M&I Bank)
- Matthew Steinhoffer (M&I Bank)
- Debbie Verhelst (Martin Verhelst CPA)
- Marty Verhelst (Martin Verhelst CPA)
- Rick Reale (Martin Verhelst CPA)
- Gerald Neath (Oregon Area Historical Society)
- Judy Pobjoy-Knutson (Oregon Community Bank & Trust)
- Chris Meicher (Oregon Hometown Pharmacy)

- Susan Santner (Oregon Public Library)
- Paul Lynch (PLH & Associates)
- Ginny Damman (Restaino & Associates)
- Alison Davies (Restaino & Associates)
- Dave Wyttenbach (The Bank of Oregon)
- Lori Bue (UW Health-Oregon Clinic)
- Neil Lerner (UW Small Business Development Center)
- Debra Boley (Wellness Forever, LLC)

➤ **Welcome.** Board President Brett Davis called the meeting to order at 7:33AM and welcomed everyone.

➤ **Around the Table:** Members introduced themselves and shared with fellow members' information about their business including news, changes, promotions, sales and events.

➤ **Approval of March 19, 2009 Membership Minutes.** Lori Miller moved to approve the minutes of the March meeting. Judy Knutson seconded. No one opposed. Approval passed unanimously.

➤ Summer Fest (June 25-28, 2009) update

- New this year: Classic car, truck & bike show
- New this year: Expanded parade route
- We are now accepting parade registrations. Due May 30, 2009.
- We have assembled a very exciting band line-up, so spread the word, and come on down yourself to listen to the fun music. Check out [www.oregonwi.com](http://www.oregonwi.com). Click Summer Fest for the latest updates.

➤ Brett Davis introduced the featured speaker, Neil Lerner

- Neil is the Director of the UW-Madison Small Business Development Center.
- He has over 25 years of experience in business management and leadership.
- Neil teaches business planning to entrepreneurs, and mentors business owners to help get new businesses off the ground and existing businesses thrive & grow.

➤ Member Development: Neil Lerner, Director, UW-Madison Small Business Development Center presented **Effective Communication Skills for Business Owners & Managers.**

*A copy of the slide presentation and hand-outs are available on-line at [www.oregonwi.com](http://www.oregonwi.com). Click Economic Development Tab, and then click files: Effective Communication Skills by Neil Lerner and Email Etiquette presented by Neil Lerner.*

- About SBDC
  - 12 centers around the state.
  - New business planning with 200 to 250 people/year just in Dane County area.
- The Basics of Communication Styles
  - One model for varying communication styles is called DiSC Classic, and places a person on a grid demarked by 4 quadrants: Dominance, Influence, Steadiness and Conscientiousness.

A dominant type communicator is direct, result-focused, assertive, active and fast paced. They try to change, fix or control things.

An influence communicator is enthusiastic, sociable, assertive, active and fast-paced. They tried to persuade, promote or influence others.

A steady communicator is patient, empathetic, calm, soft-spoken. They try to be cooperative, supportive and agreeable while keeping things stable.

A conscientious communicator is accuracy-focused, analytical, calm & soft spoken. They try to work with established rules, guidelines and procedures to ensure accuracy and quality.

-Understanding different personality and communication styles helps you understand others—at work, at home, etc.

- Informal vs. Formal Communication with Employees
  - Keep in mind that, in addition to job and task-related communications, informal communications are important, too.
  - This does not necessarily mean needing to be friends with co-workers outside of work, but to show an interest in people and their families.
  - People like to work where they feel liked.
  - Most people cannot get enough consideration and praise! So be generous with your expressions of appreciation.
  
- Effective Delegation and Teamwork Basics. The goal of delegation is to get tasks off your plate, but you still need to spend time to manage them and work to build a relationship. A few questions to ask yourself:
  - ✓ Did I delegate to the right person?
  - ✓ Do they have the right skills?
  - ✓ Can they be trained?
  - ✓ Can I delegate a little at a time and see how someone performs?
  - ✓ Did I monitor their progress?
  
- Remember to Put First Things First.
  - *You have to decide what your highest priority are and have the courage – pleasantly, non-apologetically – to say no to other things. And the way you do that is by having a bigger “yes” burning inside. –Stephen Covey*
  - When to Use Email. Here are ten basic tips for better e-mail use and management.
    1. Use e-mail as one channel of communication, but not your only one.
    2. Keep it short and sweet and don't allow e-mail threads longer than a football field.
    3. De-code your messages as much as possible. Say what you really want to have happen. Start with the subject line: Make it clear and compelling (and be willing to change it when the subject in a thread changes).
    4. Encourage people to respond with questions.
    5. Save your wrath for face-to-face meetings.
    6. Likewise, inject humor, but keep emoticons, smiley faces and joke mails to a minimum.
    7. Consider setting a 5-minute buffer between when you send and when it goes out.
    8. Work in time each day to answer your e-mails, or get help.
    9. If you can't write e-mails effectively, get some training.

10. Use spell-check -- and a thesaurus. Avoid typos and mangled sentences. They make you look bad. Avoid clichés, too.

➤ Business Card drawing for 50% off SBDC course up to \$100: Congratulations to the winner: Cheryl Baltzell of M&I Bank!

Announcements

**April 25-26, 2009. The Wood Cycle Gallery Grand Opening.** 1239 S. Fish Hatchery Road, Fitchburg benefitting the Oregon/Brooklyn Habitat for Humanity.

**May 7, 6:00 PM Open House / 6:30 PM - Public Forum on Proposed Village Master Bicycle/Pedestrian Plan.** Village of Oregon's Planning Commission Meeting. 117 Spring Street.

**Next Membership Meeting is May 21, 2009; 11:30 AM-1:00 PM**

Featured Topic: Communications Part 2 – Marketing from the Customer's Point of View.

Speaker: Elizabeth K. Fischer (TBC).

Venue: Holy Mother of Consolation Church, 651 N. Main Street

➤ **Adjournment.** Meeting adjourned at 9:00 AM.

*Meeting Minutes taken by Kristin McGuire.*