



Oregon Community Bank & Trust Building
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Promoting Oregon's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE
July Membership Meeting Minutes
Thursday, July 16, 2009 • 11:30 AM-1:30 PM
A TRUE LIKENESS/STUDIO BARN
1233 Union Road; Oregon, WI 53575
Lunch Catered by Firefly Coffeehouse

Chamber Vice President Steve Peotter called the meeting to order at 12:00 noon. The meeting was held on the grounds of A True Likeness/Studio Barn location, in a shady conversation ring next to a large water feature/pond. Steve expressed sincere thanks to Gwen and Chris Maitzen for hosting the meeting and for a lovely meeting venue.

Steve also thanked Erika and Mike Weidler for catering lunch.

Board Members Present:

- David Mastos (DLM Financial Solutions)
- Barb Mulcahy (State Bank of Cross Plains)
- Steve Peotter (Oak Bank)

Board Members Absent:

- Jerod Bennett (Keller Williams Realty)
- Brett Davis (Wisconsin State Assembly Representative)
- Aaron Ingham (Trachte, Inc.)
- Jason Johns (Tenuta & Johns)
- Erika Weidler (Firefly Coffeehouse)

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

Members Present:

- Chris Maitzen (A True Likeness photography)
- Kaori Kurihara-Nelson (D-Chai, LLC Thai Massage)
- Myra Mastos (Force of Life Wellness)
- Lori Miller (Group Health Cooperative-South Central Wisconsin)
- Dr. Mark McCann (Luedtke-Storm-Mackey Chiropractic)
- Dr. Bill Schneider (Luedtke-Storm-Mackey Chiropractic)
- Gerald Neath (Oregon Area Historical Society)
- Mary Sella (Oregon Mental Health Services)
- Linda Saadaoui (Oregon Observer)
- Susan Santner (Oregon Public Library)
- Andy Weiland (Oregon School District)
- Gwen Maitzen (Studio Barn)
- Judy Whalen (Whalen & Associates)

➤ **Around the Table: Introductions & Announcements.**

- Steve Peotter, Oak Bank
Steve is also Vice President of the Chamber Board, and will be leading the membership meeting in the absence of President Brett Davis. Brett expressed his regrets for not making it to the meeting.
- Dr Bill Schneider, Luedtke-Storm-Mackey Chiropractic
This is his 3rd or 4th Oregon Area Chamber of Commerce membership meeting, after having moved from Idaho not too long ago. He has been enjoying getting to know Oregon through the various sites where we have been holding meetings. The clinic, located across Netherwood from Holy Mother of Consolation Church, recently expanded hours to 7-7 weekdays and 8-noon Saturdays. Visit their website or call for more information.
- Chris Maitzen, A True Likeness photography
Sample books were set out on the welcome table. He does indoor and outdoor, family, seniors, special events, etc. Check out the Website. Call to make an appointment.
- Marechiel Santos Lang, Oregon Area Chamber of Commerce
The business and recreation guide is out, and people are excited about it! It includes some of Chris Maitzen's photography work, and we appreciate him helping us out with photography at the Annual Dinner and other events.

The Chamber just got finished with Summer Fest. Many people volunteered significant hours. We thank all our volunteers, as well as our sponsors and also our members in general, as they allow us to provide this fun summer festival to the community. This year, we introduced the O-Town Showdown Classic Car, Truck and Bike show, which was an overwhelming success featuring a 125 cars/entries. We saw a shift in attendance, with more revenue coming in on Thursday and Sunday due to stepped up programming on those days. People also really liked the longer parade route.

- Myra Mastos, Force of Life Wellness
Myra helps people get in touch with their health goals and achieve a healthier lifestyle. For example, if you are on medication for your thyroid, she can help you figure out what foods to eat to support your thyroid. She can also help you lose weight without eating diet foods, which don't really set you up for weight loss. Check out her website!
- Gwen Maitzen, Studio Barn & Circle Studio
She raises goats and spins yarn, but that is really more of a hobby. She also works as a high school teacher at Oregon High School, and has been with the school district for over 13 years. She helped to launch OASIS, and is currently looking for a business to support/hire smart, one successful student in getting her 400 hours in order to receive her diploma.
- Lori Miller, Group Health Co-operative of South Central Wisconsin
They offer healthcare for small businesses, especially those affiliated with the Chamber, and individuals, including those with Medicare. They also offer a variety of services in complementary medicine, which is open to the public. GHC members receive cost-sharing on these services, but anyone can utilize these services at full, yet more-than-competitive, cost.

Lori also brought an article reprinted from In Business magazine about how small businesses are counting on health care reform. GHC was a contributor to the article, and Lori called attention to Electronic Medical Records (EMR) as one its topics. GHC has been working with Epic to successfully implement

EMR. Lori suggests everyone read the article, if only to better understand the issues being discussed with regards to healthcare reform.

To learn more about insurance options with GHC, contact Lori or either Dave Mastos or Randy McLaury, who are both chamber members and agents that offer ChamberCare options.

- Barb Mulcahy, State Bank of Cross Plains-Oregon
Barb is a commercial lender with State Bank and Cross Plains and is also on the Chamber of Commerce Board of Directors.
- Kaori Kurihara-Nelson, D Chai traditional Thai massage
Thai massage has a very long history, but is relatively new in the United States. In Thailand, people go get a massage before seeing a medical doctor, rather than the other way around. Kaori said her business is doing well and invited anyone interested in a Thai Massage to come see her. One major difference in this type of massage is that the clients are fully dressed for the massage session.
- Andy Weiland, Oregon School District
They are still open and busy even though it's summer, with summer school, construction projects, and getting ready for the school year to begin in the fall. Andy reminded everyone that the district remains very supportive of the public and non-profits using their facilities, so please get in touch with them if you have a need. The school district is very proud of the OASIS program, and looks forward to more success.
- Gerald Neath, Oregon Area Historical Society
Their hours have changed a bit: They have switched Sunday hours to Saturdays. They are also open on Tuesdays. The Historical Society is able to help people looking for background and histories of families and businesses.

Five homes on Lincoln Street were recently declared a national historic district. The Society itself did NOT qualify, partly because it is covered with vinyl siding, even though it was at different time a hotel and a lumberyard.

The Historical Society offers business memberships, which include a membership plaque. They have been building their website.

- Susan Santner, Director, Oregon Public Library (since January)
The library has a new sign on front of building to clearly identify it and new address numbers above door to aid delivery personnel. They have a new website, which includes access to reference and business directories. Over 700 kids signed up for summer reading. The library is offering new programming including monthly puppet shows and an adult storytelling guild. With the budget coming out shortly, it will be interesting to see how it all plays out, but they are gearing up for their centennial celebration next year with lots of special events planned. The library also had a great time participating in the Summer Fest Parade, and enjoyed winning Most Humorous Float.
- Kristin McGuine, Oregon Area Chamber of Commerce
We just got some big items off our plate with Summer Fest being over and the completion of the Business and Recreation Guide-which we are very excited about. We now begin planning for the Golf Outing in September and the Business Expo in November.
- Mary Sella, Co-Owner, Oregon Mental Health Services
Oregon Mental Health Services just turned 5 years old. They offer out patient mental health services as well as in-home services for severe cases. They work closely with the school district, and with Oregon

Middle School in particular where students can simply walk over. Oregon Mental Health Services is part of Dean Health Plan. Graduate students work cooperatively with licensed professionals, and can work with those without health insurance at no cost.

Oregon Mental Health Services has grown to include 12 staff members, and have plans to open a second office in Jefferson. Mary is excited to become increasingly computer literate. They are setting up website, she is texting...

- **Linda Saadaoui, Oregon Observer**

Linda represents the Oregon Observer and other regional publications, including Stoughton and Evansville. She can be reached at the Observer from 8-3:30 during the week or by appointment.

- **Dr Mark McCann, Luedtke-Storm-Mackey Chiropractic**

Mark works two or more days per week at the Oregon Clinic. Between Dr. Schneider and himself, they cover about 60 hours. In addition to his work at LSM, he also has a business doing veterinary work at vet offices or during barn visits.

- **Judy Whalen—Whalen & Associates**

Whalen and Associates works with clients on their strategic thinking, marketing research and communications. Judy helps CEOs and other senior leadership personnel with strategic planning and clarity when starting a new business or new product line. Judy also offers sessions titled *Strengthen the Harmony*, helping individuals find balance among work, play and family. In addition, she offers DVDs geared at discouraging shoplifting among young people.

➤ **Approval of June Membership Meeting Minutes.**

Approval of Minutes was passed. Motion by Barb Mulcahy; Seconded by Lori Miller.

➤ **Member Development.**

Guest Speaker: Chuck Barkow of Brain Power Cube.

Brain Power Cubed aims to show businesses that American profitability is lagging because our people don't understand the impact they have on their own paychecks. The current economic situation makes it even more critical that this education take place. Every employee should be viewed, and educated to be, consumers and owners of governments in addition to being employees. The economy is made up of Companies, Paychecks (Employees) and Consumers. The greater the volume and velocity of cash flow through these three components, the stronger the economy.

When consumers make purchases in a way that moves cash into foreign economies, they are unknowingly destroying their own paycheck. Purchasing foreign-made product allows foreign companies to pay their employees, who then have money in their wallets, to purchase goods in their economy that support the company that produced those goods (presumably all in that same country). The more people/employees understand about purchasing in ways that either help to keep their paycheck or help destroy it, the better equipped they will be to make purchasing decisions.

Businesses/employers can educate their employees about how to be a consumer that helps to create American jobs. Make employees understand that they create American jobs by buying products produced by American companies—Companies do not create jobs, just the opportunity to make them available. Education will lead consumers to seek out product made in the USA, creating entrepreneurial opportunities. And, once the American economy is strong, we buoy economies in the rest of the world.

➤ **Announcements.**

- July Hours of Operation are 10 AM-3 PM Monday-Thurs; The Chamber is closed Fridays.
- August Hours of Operation are by appointment.
Please do not hesitate to get in touch with either staff or board members if you should need anything at anytime!
- The Golf Outing is scheduled for September 15. Plan to join us for golf, or just for dinner!
- The Oregon Area Business Expo will be held Thursday, November 20 and is now accepting reservations. Reserve your space now—last year we had almost 100 exhibiting vendors!
- Board of Directors positions coming to term by year end December 31, 2009—please express interest.
- Next Membership Meeting: August 20, 2009
Oregon Fire/EMS
131 Spring Street
Oregon, WI 53575
7:30 AM-9:00 AM **Note the earlier time slot!!*
Topic: To be confirmed

➤ **Adjournment.** Motion made by Lori Miller. David Mastos seconded. The meeting was adjourned at 1:08 PM.

We look forward to seeing you next meeting--We value your input and participation!

Meeting Minutes taken by Kristin McGuine.