



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

OREGON AREA CHAMBER OF COMMERCE
May Membership Meeting Minutes
Thursday, May 21, 2009 • 11:30 AM-1:30 PM
CONSOLATION HALL, HOLY MOTHER OF CONSOLATION CHURCH
651 North Main Street; Oregon, WI 53575

Lunch by Maria's; Sponsored by Dean Health Plan

Board Members Absent:

- Jerod Bennett (Keller Williams Realty)
- Brett Davis (Wisconsin State Assembly Representative)
- Aaron Ingham (Trachte, Inc.)
- Jason Johns (Tenuta & Johns)
- Lisa Kersten (Unified Newspaper Group)
- David Mastos (DLM Financial Solutions)
- Barb Mulcahy (State Bank of Cross Plains)
- 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)
- Amy Ketterer (American Cancer Society Relay for Life)
- Mike Bauldry (Bauldry Enterprises)
- Ashley Evangelist (Capital Newspapers)
- Richard Lornson (Comfort Keepers)
- Kaori Nelson (D-Chai, LLC)
- Nicole Mittenzwei (Dean Health Plan)
- Casey Bucholz (Dean Health Plan)
- Myra Mastos (DLM Financial Solutions)
- Lori Miller (Group Health Cooperative-South Central Wisconsin)
- Fr. Bill Connell (Holy Mother of Consolation Church)
- Becky (Hound Huddle)
- Sandy Ambrosius (Hound Huddle)
- Dave Mueller (LiteWire Internet Services, Inc.)
- Dr. Mark McCann (Luedtke-Storm-Mackey Chiropractic)
- Cheryl Baltzell (M&I Bank)
- Matthew Steinhoffer (M&I Bank)
- Peter Bouzek (Machine Monitors)
- Eileen Curtis (Madison Brushworks)
- Lucia Orlikova (Martin Verhelst CPA)

- Marty Verhelst (Martin Verhelst CPA)
- Dan Sutter (Oregon Cable Access Television)
- Gerald Neath (Oregon Area Historical Society)
- Susan Santner (Oregon Public Library)
- Ginny Damman (Restaino & Associates)
- Randy McLaury (Schroeder & Associates)

➤ **Welcome.** 12: 02 PM Meeting Called to order; Welcome & Thanks to HMC and Dean Health plan

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

- Fr Bill Connell, Holy Mother of Consolation Church
Holy Mother is excited to show off the new Consolation Hall. They have just completed a \$650,000 renovation, which includes climate control and high quality audio-visual system. The room divides into smaller rooms, which are then sound-proof from one another. The renovation also includes a nursery /additional meeting rooms and lots of storage. The best part? It's already paid for!
- Ginnie Damman, Restaino & Associates
She is happy to be part of Oregon community.
- Peter Bouzek, Machines Monitors
Drove to Oregon to attend this meeting after reading about the speaker in an Inventor & Entrepreneur Club Email. I&E clubs provide networking opportunities for start-ups and other “wackies.”
- Kaori (Kay), D-Chai, LLC (traditional Thai massage)
Kay is offering a Fathers Day 20% gift certificates.
- Lori Miller, Group Health Cooperative of South Central Wisconsin HMO
History with small business and chambers goes back many years—has broad range of available health insurance plans. Please see her after for brochure and to hear more about their plans. Lori reiterated that they have been voted #1 HMO in the state of Wisconsin and #8 in the nation.
- Richard Lornson, Comfort Keepers
They perform home chores, errands, etc. for the home bound. Comfort Keepers also offers Safety Choice-monitoring programs for patients with Alzheimers, etc. consisting of a GPS device to track & find wanderers.
- Dave Mueller LiteWire
Fixed wireless broadband to rural markets. LiteWire is a new Chamber Member.
- Gerald Neath, Oregon Area Historical Society
At 5:30 p.m. today, there will be a dedication for the west Lincoln historic district held at the museum. Residents will get plaques for their houses.
- Becky Orvick Hound Huddle, Owner
She loves their LiteWire. Happy to finally able to attend a meeting.
- Sandy Ambrosius, Hound Huddle
The dogs are having a field day in the swimming pool, with this warmer weather! They are also still looking to hire a dog groomer.

- Jeff Smith, Alliant Energy
He works with businesses to save money by implementing energy efficiency projects.
- Randy McLaury, Schroeder & Associates
He serves as an agent for ChamberCare, health insurance for businesses and their employees, offered by both Dean Health Plan and GHC.
- Casey Bucholz, Dean Health Plan.
Will be introducing Individual project later at this meeting.
- Myra Mastos, Force of Life Wellness
Myra is an Integrative Health Counselor, helping clients determine what they should be eating for a healthy life. She teaches people to take care of themselves.
- Eileen Curtis, Madison Brushworks
Madison Brushworks does interior and exterior painting, as well as deck refinishing. They have been in business 20 years.
- Dr. Mark McCann, Luedtke-Storm-Mackey Chiropractic
Their office is right across the street from us here at Holy Mother of Consolation. They have a new doctor at this clinic-Dr. Schneider. Hours have shifted, and, in fact, expanded. He will be serving patients Tuesdays & Thursday, while Dr. Schneider will serve patients Monday, Wednesday, Friday & half day Saturday.
- Mike “Santa Claus” Bauldry, Bauldry Enterprises
They manage the Easy Money store in Fitchburg, offering auto title and payday loans. He has also played the part of Santa for over 2 years now, and did last year’s Oregon Holidays for the chamber. He will grow out a real white beard beginning in July. He is excited for all the fun Oregon holidays stuff coming up this year.
- Amy Ketterer, American Cancer Society
Passed out fliers for Relay for Life (June 19-20), the signature fundraising event for the American Cancer Society, which she coordinates. This is an event for both cancer patients and non-patients, and it is truly empowering --it feels like you are really making a difference. The economy may slow down, but cancer doesn’t quit. They are looking to reach and exceed \$100,000 goal for this event. So, contact Amy to participate. She is proud to announce that the Bark for Life event they just organized exceeded target goals. They’re looking to continue building relationships in Oregon.
- Marty Verhelst, Martin Verhelst, CPA
They pride themselves on very high quality and personalized tax, consulting services. They offer new clients free 1-hour consultations. Marty welcomes the opportunity to work with you. Marty is also with an association of CPA’s, and warned everyone about a state bill that could quietly get passed over the weekend under everyone’s radar. It would reduce the threshold for you to be found at fault in law suits from 51% to 1%. This will definitely increase personal and business insurance. Trial lawyers are the only ones in favor of this. At a minimum, Marty suggests, we need to get this provision out of the budget bill and above board, allowing for the proper debate. He recommends contacting your legislator on this matter as soon as possible.
- Lucia Orlikova, Martin Verhelst, CPA
- Susan Santner Oregon Public Library, Director
The economy is hitting everyone, and more people than ever before are using the library. Circulation is up over 10%, and they are having a hard time keeping up. The library did just install a second self-checker. Susan

also reminded everyone that business databases are available for free use, and can also be accessed from home through library website. Employment forms of all kinds available at the library.

- Lunch sponsor, Dean Health Plan, has been in business for 25 years, serving Oregon and South Central Wisconsin. In order to better serve small businesses, they have been partnering with chambers since 2005. Currently, Chamber Care programs are available for entities of 2-99 employees. Last quarter, they introduced their new Chamber One program for sole proprietors. Chamber One features guaranteed issue (coverage). Whereas only some Dean health insurance plans are currently available through Chamber Care, beginning in September, ALL Dean Programs will be avail through Chamber Care.

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

Motion by Amy Ketterer; Seconded by Richard Lornson. Approval of minutes passed.

➤ **Summer Fest Update.**

Summer Fest is coming up June 25-28. For all the details, visit www.oregonwisummerfest.com or www.oregonwi.com and click Summer Fest 2009. New features at Summer Fest this year include a Civil War Encampment, Z104's Oregon's Got Talent Contest, and O-Town Showdown Classic Car, Truck & Bike Show. We anticipate a tripling of volunteer needs—there are over 300 shifts available! Helps us continue operating and meeting members' needs by volunteering. Sign up online by visiting www.oregonwisummerfest and clicking the VolunteerSpot button.

➤ **Member Development**

Guest Speaker: Author Elizabeth Fischer, from Eau Claire

Topic: **How a Business Can Fix Marketing That Is Not Working**

Elizabeth had her books available for sale, with free signature and free bookmark. She also provided a handout with blanks for attendees to fill in as she presented her talk.

Elizabeth feels clients need to get on a system of marketing (like a system of accounting)-something you must do everyday. It is important to:

Recognize the changing face of advertising. Knowing the new media is important.

There is a huge shift going on in the way people are receiving their information and how people want to receive information from businesses. The use of social media and emailing to house lists is up, while the use of direct mail, trade shows, radio and print advertising is down. Shift with this or you will likely miss impact and dollars. Besides, the new marketing costs less.

Recognize that advertising and marketing are not the same. Advertising is a subset of marketing. Any communication you have with a customer is marketing.

Know your market/the profile of your customers, especially the most profitable ones! "Everyone" is never your market. Knowing your market is critical-If you don't, they might not be getting your messages at all. Find out what they are watching, reading, hearing. Find out how they make decisions about where to purchase. Know the number one way your customers want to receive information about products and services. Find out if the media you are using is reaching your customers/Is that media effective? ASK YOUR CUSTOMERS!

Get feedback from your customers.

Do you survey your customers? How often? Ask your customers before you place your advertising. If you do the same old thing, without talking to customer, you are probably not talking to them. Feedback from 6-10 customers is often enough to receive good insight and guidance, as long as you see a pattern.

Elizabeth refers to Junk Food Marketing, which she says has nothing to do with McDonald's. It is a quick and easy marketing tactic you heard is working for another business, so you do it—without considering its relevance to your business or your customers.

Elizabeth likens media to a car: Have that vehicle running well, but YOU have to drive it. In other words, have a plan and follow up.

Here are her steps to “Fix your Marketing”:

1. Set objectives-ones that are specific (not vague) and are quantifiable.
“Create awareness of my business” is not a quantifiable objective.
2. Target your market and focus on the most profitable customers.
Marketing costs either time and/or money. Make it count!
3. Recognize your message-Just what is it that you sell?
4. Talk to your customers-What’s in it for him/her to do business with you? What do my customers get from doing business with me. Remember to ask them: What do they like, etc. Your customers have all the answers. There is a reason people do business with YOU, rather than your competition—know what that is.
5. Find what someone wants, and provide it. Your best business is the intersection of what the customer wants and what you offer.
6. Lay out your plan, and have it in writing. Developing a plan forces you to think before outlaying marketing time and money.
7. Implement it!
8. Review and adjust as necessary. Visit your plan monthly, even weekly. Revisit and revise often.

3 Ways to Grow your Business:

1. Get new customers. (Least profitable)
2. Get more money from existing customers, by getting more money from each transaction.
3. Get more money from existing customers, by getting existing customers to purchase more frequently.

Remember: Each transaction with a customer is more profitable than those before.

➤ **Announcements.**

- Oregon Area Chamber of Commerce membership plaques were presented to: Holy Mother of Consolation, Restaino & Associates, LiteWire. Welcome to these (new) members.

- Next Membership Meeting: June 18, 2009
The Wood Cycle
1239 South Fish Hatchery Road
Madison, WI 53575
11:30 AM-1:00 p.m.
Topic: Going Green
Note: A facility pre-tour will be held at 11:00 a.m.

➤ **Adjournment.** Meeting Adjourned at 1:19 p.m.

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

Meeting Minutes taken by Kristin McGuine.