



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

*Promoting Oregon Area's Businesses & Community*

## OREGON AREA CHAMBER OF COMMERCE

October Membership Meeting  
Thursday, October 15, 2009; 11:30 AM-1:30 PM  
Hosted By: **Pizza Pit**

### Board Members Present:

- Barb Mulcahy, State Bank of Cross Plains-Oregon
- Brett Davis, State of Wisconsin Assembly Rep, 80<sup>th</sup> District

### Board Members Absent:

- David Mastos, DLM Financial Solutions
- Jerod Bennett, Keller Williams Realty
- Erika Weidler, Firefly Coffeehouse
- Steve Peotter, Oak Bank
- Jason Johns, Tenuta & Johns
- Aaron Ingham, Trachte

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

### Members Present:

- Ray Antoniewicz (A-Z Farm)
- Jeff Smith (Alliant Energy)
- Dave Wyttenbach (Bank of Oregon)
- Mike Bauldry (Bauldry Enterprises)
- Sandy Ambrosius (Best Paws/Hound Huddle)
- Myra Mastos (Force of Life Wellness)
- Lori Miller (Group Health Cooperative)
- Mark McCann (LSM Chiropractic Clinic)
- Bill Schneider (LSM Chiropractic Clinic)
- Susan Santner (Oregon Public Library)
- Mike White (Pizza Pit)
- Steve Garvoille (SG Insurance Agency)
- Staci Boudreau (State Bank of Cross Plains-Oregon)

### ➤ Call to Order

Chamber Board President Brett Davis called meeting to order at 12:00 noon. Thank you to everybody for coming. Thanks to **Mike White**, owner of **Pizza Pit**, for hosting us this month. Mike announced their Grand Re-opening, scheduled for Oct 23-31. He wants to bring people downtown to see how nice it

looks, now that downtown construction is finally winding down. Specials include \$1 salads during lunch, free salads during dinner from 5-9, beer specials, nightly food specials and giveaways.

➤ **Around the Table**

• **Brett Davis (State of Wisconsin Assembly Rep, 80<sup>th</sup> District)**

Brett is the 80<sup>th</sup> district rep for the State Assembly, and is also involved in real estate down in Monroe. He announced the birth of their youngest child, a healthy baby boy (Samuel Hunter Davis) last Tuesday, who joins his big sister and big brother in the Davis household. Brett also announced that he is exploring running for Wisconsin's Lieutenant Governor position. The feedback he is getting is going well, and he is enjoying talking up what we are doing here locally to others around the state.

• **Dr. Mark McCann Luedtke-Storm-Mackey Chiropractic**

Last month, Mark celebrated serving 20 years in Oregon the community.

• **Dave Wyttenbach Bank of Oregon**

The Bank of Oregon is closing on acquisition in early November of Amcore bank branches in New Glarus and Belleville.

• **Steve Garvoille SG Insurance Agency**

Steve began his own independent insurance agency about a year ago. He has access to over 40 different carriers (and apparently recently became a ChamberCare agent). Steve grew up here in Oregon and is enjoying saving people in the community a lot of money. It is Steve's first chamber meeting attendance.

• **Myra Mastos Force of Life Wellness**

Myra is coordinating the screening of "Two Angry Moms," a documentary about school food in the United States scheduled for October 29, Thursday, 6:45PM at the Oregon Public Library. She passed around a list for people to add their E-mail address should they wish to receive any health & wellness update. She is also considering holding screenings at local day care centers, for the convenience of busy young parents.

• **Sandy Ambrosius Hound Huddle/Best Paws**

-Hound Huddle will be hosting a doggie costume party on October 31, Saturday. Sandy is looking for people to help with judging.

-Best Paws, LLC, Sandy's new business is up and running. Sandy provides canine sports/doggies massage & dog sitting, walking. She will also be offering dog training beginning in January.

• **Susan Santner, Oregon Public Library**

Susan announced a fun, first-time event they are co-sponsoring with the Oregon Area Chamber of Commerce: Ghost stories in the park. This event is scheduled to take place in Waterman Park on Friday, October 30; 6:30-8:30PM. In case of scary weather, the Oregon Village Hall community room has been reserved. Stories for young kids will be shared first, followed by stories for ages 10+. Cookies and cider will be available for sale.

• **Mike Bauldry, Bauldry Enterprises**

Mike promoted his new Easy Money program at their Stoughton location. Easy Money is a new installment loan product. Mike is the "Official" Chamber Santa. Chamber members can book him for a special rate of \$40 per hour (but the library gets him free). Contact him to arrange appearances. Tuesdays are wide open for bookings, along with Saturdays and Sundays after noon, through the end of the year. They will come in and set up cameras, take pictures of kids on Santa's lap. Their charge for

photos with Santa is much lower than going to the mall. They hope this will encourage people to visit with Santa, and get some shopping done, locally, rather than driving to the mall to visit Santa and shop. They want to help promote local businesses in this way. The best part of it all is that a portion of the picture sale proceeds come back to support the chamber.

- **Ray Antoniewicz, A-Z Farm**

A-Z Farm is a sheep farm/agricultural tourism operation, bringing lots of visitors to Oregon, especially during their spring lambing tours. They have the sheep in breeding groups right now, on track to lamb around March 1. They are selling freezer lambs right now from last springs' births.

- **Lori Miller, Group Health Cooperative**

GHC offers health care to small businesses in the Oregon area. Dave Mastos and, now, Steve Garvoille are both agents for GHC ChamberCare options. GHC also has options for larger businesses. Give Lori a call, or contact one of our member ChamberCare agents, to explore options for your business or organization.

- **Jeff Smith, Alliant Energy**

Jeff works with large commercial organizations to promote energy efficiency.

- **Dr. Bill Schneider, Luedtke-Storm-Mackey Chiropractic**

The changing weather has been bringing people in—and they are there to help. Between the two clinic doctors, they cover a full range of hours to meet any schedule.

- **Staci Boudreau, State Bank of Cross Plains-Oregon**

Staci is the branch manager here in Oregon. She reminded everyone about the bank's upcoming "Brunch and Learn." The speaker will present information on how small businesses can use social media to promote themselves. This will be on Thursday, October 28, 7:30-9:00AM.

- **Barb Mulcahy, State bank of Cross Plains-Oregon**

Barb is Vice President of Commercial Lending at the bank, and is also a chamber board member. Barb announced that the bank expects to be on Twitter by year 2010.

- **Marechiel Santos-Lang, Oregon Area Chamber of Commerce**

Marechiel commented that the OACC is a member of the Wisconsin Chamber of Commerce, and they recently featured a speaker who talked about Twitter as a promotional tool. She also mentioned that the Chamber is already on FaceBook. She brought to everyone's attention these upcoming chamber events:

-Oregon Halloween: New this year, the chamber is helping to bring ghost stories in the park to the community, and along with other member-run events, Halloween weekend should have lots of fun options for area families.

-Business Expo: Please note the deadline to register without incurring a late fee is Oct 30.

-Oregon Holidays: Marechiel passed around a draft schedule events for this event, which will span a couple of weeks. The horse parade will be held this year on the Sunday of Thanksgiving weekend. Let us know if you are planning any events or specials. We want to include as much as possible in the schedule, which we will heavily promote. The point is that families do not need to go to Madison or elsewhere for purchasing and/or entertainment.

- **Kristin McGuine, Oregon Area Chamber of Commerce**

Kristin reminded everyone that the chamber will begin work on the November newsletter next week, so be sure to get any announcements, events or other news to chamber staff within the next week.

- **Awarding New Member Plaques**

Chamber President Brett Davis awarded new member plaques to Sandy Ambrosius of Best Paws, LLC and to Steve Garvoile of SG Insurance Agency. Welcome to the Chamber Sandy & Steve!

- **September Meeting Minutes**

Sandy Ambrosius moved to approve the minutes from the September membership meeting. Susan Santner seconded. No discussion ensued. Approval of the minutes passed unanimously.

- **Member Development**

Businesses today are facing a down economy. Everyone is finding they need to do more with less. For today's meeting, we planned an interactive exercise for members to brainstorm with and for each other. This was an opportunity to listen to and learn from each other, and share ideas for new and additional strategies for each member.

After breaking into groups of 4-5, members were asked to respond individually to these three questions:

- 1) Define your organization's current target market in the space below (Consider factors such as age, income, geographic area, gender, etc.).
- 2) Describe how you anticipate your sales to be in 2010: will they represent a decrease, maintenance or increase from this year's sales?
- 3) What are your marketing strategies for promoting your business?

Then, each member shared their responses to these questions, and requested feedback and ideas from the others in their group based on these questions:

- 1) What are some additional market segments that could also be profitable?
- 2) What are some ideas you have for additional marketing strategies that might be good to try?
- 3) What are some other ways I can (cost-effectively) expand on what I am doing to further grow sales?

Each group then had a spokesperson summarize some of the main ideas that emerged within their group discussion.

Susan Santner spoke for her group, which also included Bill Schneider, Mike Bauldry, and Ray Antoniewicz:

- All businesses in her group serve wide variety of family /ages.
- All businesses in her group have experienced business increases.
- Word of mouth seems to be best growth strategy.
- Most seem to be on the "dirt road to technology."
- Susan also shared that she once learned that the "best way to advertise is to find 7 ways"—if you find seven different ways to promote yourself, you are likely reaching a broad potential market.

Staci Boudreau spoke for her group, which also included Sandy Ambrosius, Steve Garvoile, Myra Mastos, and Jeff Smith:

- Steve is already using FaceBook, and highly recommends it.
- Some strategies mentioned in their group for promoting business included:
  - Getting involved in the community
  - Taking advantage of Welcome Neighbor's welcome baskets;
  - Networking and;
  - Asking for referrals from existing clients. Asking for referrals is easy, but it is easy to forget to do it!

Barb Mulcahy spoke for her group, which also included Dr. Mark McCann, Marechiel Santos-Lang, and Dave Wyttenbach:

- A recurrent theme in their group is that all are expecting growth in 2010.
- Things are beginning to turn around/Barb has heard that we are “officially” out of the recession.
- Ideas that came up in their discussion included community involvement, asking referrals, social media, print media/yellow pages.
- Marechiel remembered a previous membership meeting speaker who talked about knowing your customer and how you can best reach them.

After the presentations, Marechiel asked members whether they thought the exercise/workshop format was helpful. Participants appreciated the format because it allowed them to get to know the other businesses deeper which they won't have otherwise experienced with the usual (having a speaker) format.

Marechiel announced that the chamber will hold this type of format from time to time to allow better networking opportunities for members.

➤ **Announcements**

- Halloween events flier were distributed. Please let the chamber know if you have bulletin boards or lobbies to place them.
- November Membership meeting will take place on a New Date (to avoid taking place on the same day as the Business Expo). The meeting date would be: Tuesday November 24 at The Horse First Farm from 11:30-1:30 PM. H&R Block tax advisor, Jack Philippi, will be explaining how President Obama's "Making Work Pay Credit" will affect you at tax time. There will be an optional tour at 11:00AM at the Horse First Farm.
- Oregon Area Business Expo-Plan to participate on November 19.
- Oregon Holidays-Again, be sure to let us know if you will be hosting holiday events and/or specials, so we can help promote your activities!

➤ **Adjournment**

Barb Mulcahy motioned to adjourn the meeting. Dave Wyttenbach seconded. Meeting was adjourned at 1:12 PM

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

*Meeting Minutes taken by Kristin McGuire.*