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Promoting Oregon Area's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE

November Membership Meeting
Tuesday, November 24, 2009; 11:30 AM-1:30 PM
Hosted By: **The Horse First Farm**

Board Members Present:

- Barb Mulcahy, State Bank of Cross Plains-Oregon
- Brett Davis, State of Wisconsin Assembly Rep, 80th District
- Erika Weidler, Firefly Coffeehouse

Board Members Absent:

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

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

Members Present:

- Jeff McCarthy (Alliant Energy)
- Jeff Smith (Alliant Energy)
- Matt Arnio (Autumn Woods Chiropractic Clinic)
- Dr. Daniel Hamm (Autumn Woods Chiropractic Clinic)
- Sandy Ambrosius (Best Paws/Hound Huddle)
- Richard Lornson (Comfort Keepers)
- Gretchen Arndt (The Horse First Farm)
- Carlos Osorio (The Horse First Farm)
- Gerald Neath (Oregon Area Historical Society)
- Susan Santner (Oregon Public Library)
- Ryan Baron (Phantasy Factory Web Design)
- Ginny Damman (Restaino & Associates)
- Staci Boudreau (State Bank of Cross Plains-Oregon)
- Tammi Reinders (TMJ Financial Services)
- John Reinders (TMJ Financial Services)
- Judy Whalen (Whalen Center for Strategic Change)
- Greg Hofmeister, guest of Judy Whalen (Hofmeister Engineering & Surveying)

- Paul Morrison (The Wood Cycle)

➤ **Call to Order**

Chamber Board President Brett Davis called meeting to order, welcoming everyone in attendance and thanking our hosts from The Horse First Farm.

➤ **Around the Table**

- **Gretchen Arndt, The Horse First Farm**

The Horse First Farm is a boarding facility, with a heavy focus on education. They offer training, seminars, and include classrooms/"warm" areas as part of their on-going facility development. They currently have room for 15 more horses, with additional boarding room anticipated through expansion plans. Other future plans include trail development, jumping ring, and a second indoor arena-that will be heated.

- **Brett Davis, State of Wisconsin Assembly Rep, 80th District**

Brett is President of the OACC Board of Directors. He is also the 80th district rep for the State Assembly, and he reminded us that even though the legislature is currently adjourned, it doesn't mean the legislators are not working! He also encouraged anyone down at the capital to see the state holiday tree to feel free to stick their head in his office to say "hi."

- **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.

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

Staci is the branch manager here in Oregon. She announced that the bank is currently collecting non-perishable food items for Second Harvest over the next couple of weeks.

- **Erika Weidler, Firefly Coffeehouse**

Erika is Secretary of the Chamber Board of Directors. Firefly catered the sandwiches for lunch. Erika pointed out that there were also samples available of Sugar River yogurt, which they have just begun to carry, and of their new homemade granola.

- **Sandy Ambrosius, Hound Huddle & Best Paws**

Sandy is the Manager at Hound Huddle, and they will be hosting Santa at their facility in December. Sandy is also the owner of Best Paws, a canine massage, walking, sitting & training service.

- **Carlos Osorio, The Horse First Farm**

Carlos was born in Venezuela. He came to study at UW-Madison. He eventually married and settled here. He is a former horse-training student of Gretchen's and now owner of the Horse First Farm.

- **Jeff Smith, Alliant Energy**

Jeff works with large industrial customers to promote energy efficiency. He focuses on communities in Eastern Dane County.

- **Paul Morrison, Wood Cycle**

At the Wood Cycle, wood is transformed into beautiful handcrafted furniture, accessories, architectural detail. Visit the The Wood Cycle website for more on their products www.thewoodcycle.com.

- **Susan Santner, Oregon Public Library**
Susan announced that the library is now on both Twitter & FaceBook. Be their fan or friend.
- **Ginny Dammon, Restaino & Associates**
Ginny fell in love with Oregon, and loves to sell properties here to promote the area.
- **Tammy & John Reinders, TMJ Financial Services**
TMJ Financial Services offers investment and tax services. There are a lot of tax changes coming this year, and due to this added complexity, they encourage everyone to consider professional tax preparation service. They also announced that they have moved into a new office, located in the lower level of the Community Bank & Trust's Main Street Branch (next door to the Chamber office). They were happy to have attended the meeting. It's been awhile since they went.
- **Ryan Baron, Phantasy Factory Web Design**
Phantasy Factory offers custom website design and search engine optimization services. If a Google search doesn't return your organization at the top of the search results- your website isn't working for you.
- **Judy Whalen, Whalen Center for Strategic Change, formerly Whalen & Associates**
Judy is transforming her strategic consulting and marketing research business to include both off-line and, now, new on-line services.
- **Doctors Matt Arnio & Daniel Hamm, Autumn Woods Chiropractic Clinic**
The doctors just opened their practice last week. They offer spinal rehab and serve other chiropractic needs. They are currently offering a \$20 special that includes an exam, x-rays, etc. Watch for more information about their planned open house in January. Autumn Woods is located at the Autumn Woods Professional Center Building, 600 Pleasant Oak Drive.
- **Richard Lornson, Comfort Keepers**
Richard made the point that the holidays are a time when people see their parents and other loved ones, notice changes, and are together with all parties to evaluate the situation and discuss options. Keep in mind that Comfort Keepers cares for loved ones in the comfort of their own homes.
- **Gerald Neath, Oregon Area Historical Society**
The historical society continues to develop exhibits on local history topics. One project they are currently working on features the history of WISCO Industries. The museum is currently observing winter hours. The museum is open on the first Saturday of the month from 10 AM-4 PM and every Tuesday from 10 AM-4 PM.
- **Jeff McCarthy, Alliant Energy**
Works with small and medium-sized businesses on energy conservation.
- **Marechiel Santos-Lang, Oregon Area Chamber of Commerce**
Marechiel commented on the success of last week's Business Expo. Thank you to everyone who participated! Marechiel invited comments from the meeting attendees who have participated the expo. The following feedback were gathered:
 - -The event had a friendly feeling/was energetic/enthusiastic
 - -There was a sense of pride in community
 - -There was a good turn-out

-It was too crowded (even though the number of vendors was capped this year at fifteen fewer vendors less than last year in an effort to reduce overcrowding)

➤ **Awarding New Member Plaques**

Chamber President Brett Davis awarded new member plaques to Ryan Baron of Phantasy Factory Web Design and Doctors Matt Arnio & Daniel Hamm, Autumn Woods Chiropractic Clinic. Welcome to the Chamber!

➤ **October Meeting Minutes**

Barb Mulcahy moved to approve the minutes from the October membership meeting. Richard Lornson seconded. No discussion ensued. Approval of the minutes passed unanimously.

➤ **Announcements (Marechiel Santos-Lang)**

- Four Board of Director terms are ending this December. Please let Marechiel or Brett know if you are interested in serving or know someone who might be a great addition to the board.
- The Chamber is also accepting nominations for this year's Annual Awards, to be presented at the Annual Awards Dinner in February.
- Please be watching for membership renewal information that will mail during the first week in December. Renewals will be due January 15, 2010.

➤ **Member Development**

Jack Philippi of H&R Block spoke to members about upcoming changes in the tax laws. Jack's office is located on the West Beltline, near Perkins and Steinhafels.

Jack noted the US government is attempting to steer the economy in a certain way, hoping to achieve economic recovery. He further noted that the "jury is still out" as to whether or not this type of attempted economic stimulus is even effective. Jack walked through many personal and business-related tax law changes that have recently been enacted, are likely or are anticipated. He indicated that major further changes are expected, especially because the current administration is trying to pass what they can before elections next fall.

➤ **Schedule Notes**

- Oregon Holidays events will take place this year from 11/29-12/12, beginning with the Oregon Holiday Horse Parade on Sunday, November 29 (during Thanksgiving weekend).
- Regular office hours for the Oregon Area Chamber of Commerce are Monday-Thursday 10 AM-3 PM.
- There will be no Membership Meeting in December.
- There will be a new-member orientation on December 15 at 7:30 AM at the Oregon Fire & EMS department. This Chamber 101 program is open to anyone interested.
- The Chamber will be closed on December 23 through January 1. Happy Holidays!
- When the Chamber office is closed, Chamber Bucks can be purchased at the reception desk of the Oregon Community Bank & Trust. Remember, that Chamber Bucks make a great gift for local teachers, coaches and friends and help local Oregon commerce.

➤ **Adjournment**

Barb Mulcahy motioned to adjourn the meeting. Jeff McCarthy seconded. Meeting was adjourned at 12:51 PM

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

Meeting Minutes taken by Kristin McGuine.