



OREGON AREA CHAMBER OF COMMERCE

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Promoting Oregon Area's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE

January Membership Meeting

Thursday, January 21, 2010 • 11:30 AM-1:15 PM

Hosted By: Autumn Woods Professional Center:

Verhelst CPA & Autumn Woods Chiropractic

Board Members Present:

- Erin Kaether, Academy of Sound
- David Mastos, DLM Financial Solutions
- Steve Peotter, Oak Bank
- Judy Knutson, Oregon Community Bank & Trust
- Barb Mulcahy, State Bank of Cross Plains-Oregon

Board Members Absent:

- Erika Weidler, Firefly Coffeehouse
- Jerod Bennett, Keller Williams Realty
- Jason Johns, Wisconsin Legislative Strategies

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

Members Present:

- Ray Antoniewicz (A-Z Farm)
- Daniel Jones (Anchor Bank)
- Dr. Matt Arnio (Autumn Woods Chiropractic Clinic)
- Dr. Daniel Hamm (Autumn Woods Chiropractic Clinic)
- Ali Krause, CMP (Autumn Woods Chiropractic Clinic)
- Richard Lornson (Comfort Keepers)
- Myra Mastos (Force of Life Wellness)
- Lori Miller (Group Health Co-operative-South Central Wisconsin)
- Dr. Mark McCann (Luedtke-Storm-Mackey Chiropractic Clinic)
- Dr. Bill Schneider (Luedtke-Storm-Mackey Chiropractic Clinic)
- Angie Baskin (M&I Bank)
- Mary Sella (Oregon Mental Health Services)
- Susan Santner (Oregon Public Library)
- Staci Boudreau (State Bank of Cross Plains-Oregon)
- Marty Verhelst, Verhelst CPA

➤ **Call to Order** (11:58 AM)

Marechiel Santos-Lang welcomed everyone and wished everyone a Happy New Year. She especially extended welcome to new members and new board members, before turning the meeting over to new Chamber of Commerce Board President, Steve Peotter.

2010 Board of Directors

Recognizing that a new slate of board members is in place for 2010, present directors introduced themselves.

- **Steve Peotter, Oak Bank**

Steve indicated that he has been a Board member for the past two years, serving first under President Jason Johns and then under Brett Davis. Steve expressed that it has been such an honor to work with both. He further appreciates working with the Chamber's outstanding Director, Marechiel, and is looking to continue positive momentum currently underway.

- **Erin Kaether, Academy of Sound**

The Academy of Sound offers lessons to both children and adults in acting and about ten different instruments. Erin has been a Chamber member since approximately 2004. This is her first year on the board and has already been elected secretary. She indicated that she is excited to be here.

- **Judy Knutson, Oregon Community Bank & Trust**

Judy is Vice President of Retail, managing all three locations. She feels it is an honor to be on the board.

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

Barb is a Commercial Lender with State Bank of Cross Plains. This is her 3rd year on the Board of Directors, and she was elected Vice President for 2010. Barb is looking forward to playing more of a leadership role on the board this year.

- **Dave Mastos, DLM Financial Solutions**

Dave has been on and off the board for a number of years. This is his second consecutive year as Board Treasurer, and he is looking for the Chamber to achieve a stronger financial situation in 2010.

Annual Dinner

In anticipation of the Annual Dinner, Steve Peotter announced the 2009 business awardees for the first time:

- Community Improvement-Replacement/Renovation: Oregon Pool, funded by the Oregon School District
- Community Improvement-Replacement/Renovation: Holy Mother of Consolation Church
- Community Improvement-New Building: The Horse First Farm
- Outstanding Business Person of Year-Ray & Alice Antoniewicz & family, A-Z Farm
- Long-Time Service-Marty & Debbie Verhelst, Verhelst, CPA
- President's Award-Village of Oregon Staff (Mike Gracz, Georgia Johnson, Renee Hoeft, Mark Below)

- **Around Table** Members introduced themselves and shared with fellow members information about their Business or Organization including news, changes, promotions, sales & events.

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

Marechiel has been Executive Director for over two years now. She acknowledged the great community spirit here and appreciates the support of all the members.

As mentioned, she reiterated that the Annual Dinner is coming up! She said invites have been mailed, and reminder members to take note that the deadline to RSVP Friday, January 29.

Steve Peotter added that Marechiel has been named one of In Business magazine's "40 under 40." Marechiel thanked everyone for providing her with the opportunity to shine. Steve noted that, although this is an award of decidedly individual achievement, it is an award that benefits everyone in the community by calling attention to Oregon.

- **Dr. Matt Arnio, Autumn Woods Chiropractic Clinic**

Matt mentioned that they recently held their grand opening, and were pleased by the strong turn-out.

- **Ali Krause, Autumn Woods Chiropractic Clinic**
Ali was recently hired by Autumn Woods Chiropractic as a Massage Therapist. Currently, they are offering \$5 off first massage, along with a free chiropractic consultation. She went to school in Portland, Oregon. She offers a broad variety of massage types, including deep tissue, Swedish, chair, and her specialties: pregnancy and infant massage. She can also do parafin wax dips, and she creates all her own aromatherapy mixes.
- **Dr. Daniel Hamm, Autumn Woods Chiropractic Clinic**
Dr. Hamm invited everyone to attend the ribbon-cutting ceremony immediately following the meeting. Short massages will also be offered at no cost.
- **Marty Verhelst, Verhelst CPA/Autumn Woods Professional Center**
It is now the middle of tax season, so they are busy. Verhelst CPA appreciates all the referrals they receive from other members. Also, the Autumn Woods Professional Center does currently have some office space available, should anyone know of someone looking to rent.
- **Kristin McGuine, Oregon Area Chamber of Commerce**
The Chamber is laying out the monthly newsletter next week, so be sure to let the Chamber know ASAP if there is any news, changes or announcements your organization has to share.
- **Lori Miller, Group Health Cooperative of South Central Wisconsin**
GHC has over 39 healthcare plans to offer. They can be contacted directly, or through an agent such as Dave Mastos (DLM Financial Solutions), Steve Garvoile (SG Insurance Agency) or Bill Torhorst (Torhorst & Associates)
- **Susan Santner, Oregon Public Library**
2010 is the Library's Centennial Year! They are undergoing an internal face lift, as well as offering a series of special events. The first one is coming up Friday (tomorrow) at the Firefly Coffeehouse at 7:00 PM when the storytelling guild will warm guests with winter stories.

You might also be interested in the monthly Readers' Theater. Once a month on Sundays, the Oregon Area Senior Center will host a reading from Wisconsin author Jerry Apps' novel *Living a Country Year: Wit & Wisdom from the Good Old Days*. The book's chapters are arranged for each month January-December and features recipes, which will be prepared for all to taste.

The library has a new brochure, which is available on their website.

Also in honor of their centennial, the Library is working with the Oregon Area Historical Society to produce a book on the history of the Oregon community from 1940 to the present. The committee is currently collecting stories, photos, etc., and the book is expected to publish in 2011. Contact Lisa Hustad at 835-3656 for more information.

- **Richard Lornson, Comfort Keepers**
Richard is Marketing Executive for Comfort Keepers. He pointed out that many people do not realize that they are a national franchise. They can easily transfer service to cover snow birds when they move to spend portions of the year in other parts of the country—Comfort Keepers offers continuity of service nationwide.
- **Daniel Jones, Anchor Bank**
Daniel Jones is Anchor Bank's new branch manager at their Oregon branch. He bought a house here in Oregon in November, and then shortly after that the branch manager position in Oregon opened up

in December. He mentioned how interesting it is how things work out and happy to work where his home is just a few minutes away. It is his first chamber meeting attendance.

- **Myra Mastos, Force of Life Wellness**

Myra is the featured presenter for today's meeting, and so we will be hearing more from her shortly.

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

He has been here at the Oregon Clinic for about 8 months. Dr. Schneider welcomed Autumn Woods Chiropractic to the community.

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

Dr. McCann announced that the clinic collected 98 pounds of food this year during their annual food drive, noting that, perhaps surprisingly, this was better than usual.

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

Staci is branch manager and commercial lender at State Bank of Cross Plains. She announced that they are acquiring Black Earth State Bank, the sale of which should be final in March.

- **Angie Baskin, M&I Bank**

Angie is a Personal Banker for M&I. They have welcomed Bill Schmitz to the Oregon branch as their new Financial Advisor. He is based out of the M&I Monona location, but is in Oregon during the week. In fact, Bill lives in Oregon with his wife and two children. He welcomes the opportunity to meet the community, so everyone should feel free to stop in to meet him.

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

Ray and his family raise sheep. They received a prestigious award last fall for their champion wool fleece. They will begin shearing this year on February 13, and lambing on March 1. The birthing barn will be open to the public the last three Sundays in March. It was noted that A-Z Farm brings thousands of people to Oregon. One weather-perfect day two or three years ago, they hosted 2,357 people, although they more typically see about 1500 people when they are open to the public.

- **Mary Sella, Oregon Mental Health Services**

Mental Health Service is location just downstairs from here. There are 12 therapists on staff, and they just hired another very experienced clinician specializing in substance abuse issues. Services offered include both outpatient and in-home. They also have clinics in other communities. There is a graduate student on staff, whose services can be had at no cost. They are a Dean provider, and also accept Medicare/Medicaid and can accept payment on a sliding pay scale.

- **Approval of Minutes from the 11/24/09 Membership Meeting**

Richard Lorson made the motion to approve. Staci Boudreau seconded. The motion passed unanimously.

- **Chamber Announcements**

- Membership Renewals**

Membership renewals are past due, if you haven't yet renewed. Please let the Chamber know if you need an invoice, etc. Also, please be sure to send in the actual registration forms along with payment. Remember that sponsorships are great ways to stretch your marketing dollars! Most of all, thanks to those who have renewed. When you receive your renewal confirmations, watch for the 2010 Chamber Member window decal and the 2010 plaque sticker plate—this is very tiny, so be watchful!

Annual Dinner

The Annual Dinner will be held this year on Friday, February 5th at The Legend at Bergamont. They have a beautiful facility, and they are closing the clubhouse to all others, making it an exclusive event for the chamber and are not even charging us for facility rental. Please come out to have fun, celebrate Oregon, congratulate the award winners, enjoy dancing and casino games, win prizes and bid on silent auction items. Significant others and non-chamber member guests are welcome.

➤ **Member Development**

Myra Mastos of Force of Life Wellness was our featured speaker. Myra is a Certified Holistic Health Counselor. She helps clients reconnect body and mind in all aspects of their lives-professionally, physically and spiritually.. She noted that what you eat usually reflects what else is going on in your lives.

New Year's Resolutions

We all make New Year's Resolutions, but we tend to make them single, general goals that lack any kind of plan or list of steps required to achieve our goals. The trick to achieving goals is setting small steps to help you achieve the larger goal.

For example, if your resolution is to eat more healthfully, you need to list out exactly HOW you intend to achieve this goal. You might decide that first you are going to start to drink more water. You can plan to get up in the morning and drink a glass of water, drink another in the afternoon and another again after dinner. After that becomes habit, add something else, such as eating more fruit.

Other tips for achieving your resolutions:

- Don't try to accomplish your resolution all in one week.
- Post a goal sheet at your house, where you will see it all the time and be reminded about your goal.

Cravings

What causes cravings?

- You don't drink enough water, and your brain thinks you are hungry.
- Food has a yin-yang balance to it. Certain types of food balance out other kinds. Meat and sugar balance each other out, and so eating meat will cause you to crave sugar.
- Cravings can be caused by seasonal changes. In the summer, our bodies want to eat salads and fruit to keep bodies cool. In the winter, our bodies want heavier foods to get ready for "hibernating."
- We tend to crave certain foods associated with holidays. Try to eat a little bit without overindulging.
- Nutrient deficiencies can cause cravings, especially for salty/sweets. Eat 3 full meals, and don't skip breakfast!
- Cravings can be hormonal, especially for women. Try to cut back on carbohydrates.

Things to keep in mind:

- Recognize that you might suffer setbacks and fail here and there along the way.
- Strive for progress, not perfection.
- Remember that every day is a new day.
- Plan out your daily diet ahead of time.
- Reward yourself for small victories, with something healthy like a night out with girlfriends or getting a massage.
- Tell friends and family what you are working on. It is great to have the support of others when trying to achieve a goal. Force of Life Wellness is a great option when looking to enlist the help of others!

Myra is offering a free 30-minute health history/consultation. You can also let her know if you would like to receive her E-Newsletter.

➤ **Schedule Announcements**

Chamber of Commerce office hours are Mondays-Thursdays 10 AM-3 PM, and by appointment. The next Membership Meeting will be held on Thursday, February 18 at Hillcrest Bible Church. The topic will be: *Promoting Your Business Online and Offline* by Phantasy Web Factory.

➤ **Adjournment**

Motion to adjourn by Barb Mulcahy. Judy Knutson seconded. The meeting adjourned at 12:55 PM.

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

Meeting Minutes taken by Kristin McGuine.