



OREGON AREA CHAMBER OF COMMERCE
Promote • Inform • Connect • Advocate

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Promoting Oregon Area's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE

April Membership Meeting

Thursday, April 15, 2010; 11:30 AM-1:15 PM

Hosted By: **Holy Mother of Consolation Catholic Church**

Board Members Present:

- Jeff McCarthy, Alliant Energy
- Dave 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:

- Erin Kaether, Academy of Sound
- 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:

- Mari Johnson (A Beautiful Window)
- Sara Hynek (American Cancer Society/Relay for Life)
- Dr. Matt Arnio (Autumn Woods Chiropractic Clinic)
- Dr. Daniel Hamm (Autumn Woods Chiropractic Clinic)
- Sandy Ambrosius (Best Paws)
- Richard Lornson (Comfort Keepers)
- Pastor Karl Hermanson (Faith Evangelical Lutheran)
- Rick Waldschmidt (Faith Evangelical Lutheran)
- Oscar Larson (First Weber Realtors)
- Lori Miller (Group Health Co-operative of South Central Wisconsin)
- Fr. Bill Connell (Holy Mother of Consolation Catholic Church)
- Dr. Mark McCann (Luedke-Storm-Mackey Chiropractic)
- Angie Baskin (M&I Bank)
- Matt Steinhofer (M&I Bank)
- Chief Doug Pettit (Oregon Police Department)
- Deb Bossingham (Oregon Pool)
- Andy Weiland (Oregon School District)
- Steve Garvoille (SG Insurance Agency)
- Kyle Zimmer (State Bank of Cross Plains-Oregon)
- Scott Sanford (William Torhorst & Associates)
- Lisa Bernstein (US Cellular/Hanson Electronics)
- Gene Qualmann (WISCO)
- Dan Sutter (WOW Cable Television)

- **Call to Order (12:00 PM)**
 Chamber President Steve Peotter thanks host Holy Mother of Consolation Church and Fr. Bill Connell for having us in their beautiful recently-renovated space. Their renovation of Consolation Hall garnered them the Community Improvement Award (Renovation/Reconstruction) at the 2010 Chamber's Annual Awards Dinner. Steve also thanked Cable Access Television for being here to film the meeting, and for working with the chamber on an ongoing basis. Also, thanks to Cousins Subs, who catered the lunch. Steve noted that Cousins has been chamber members since they first opened in Oregon.

- **Around the Table** Members introduced themselves and shared with fellow members information about their business or organization including news, changes, promotions, sales and events.
 - **Steve Peotter, Oak Bank**
 Steve is President of the Chamber Board of Directors.

 - **Fr. Bill Connell, Holy Mother of Consolation Catholic Church**
 Father Bill thanked everyone for coming. He noted that they are currently dealing with damage and mold from a bad leak in the kitchen, which they are currently working to fix. He joked that maybe next year, Holy Mother can get the Chamber award again for gutting and reconstructing the kitchen.

 - **Dr. Matt Arnio, Autumn Woods Chiropractic Clinic**
 Autumn Woods Chiropractic offers both active rehabilitation and chiropractic care, and they are still offering massage services.

 - **Judy Knutson, Oregon Community Bank and Trust**
 Judy is on the Oregon Area Chamber of Commerce Board of Directors. Oregon Community Bank and Trust offers free business and personal checking.

 - **Karl Hermanson, Faith Evangelical Lutheran Church**
 Faith Evangelical is holding a street-long rummage sale the weekend of the Community Garage Sale in May.

 - **Gene Qualmann, WISCO**
 Gene is happy to attend this month's member meeting. It's been awhile since he attended. WISCO is seeing a little uptick in business after period of business decline. WISCO had laid off quite a few people, and Gene is happy to share that finally this week beginning to call some people back to work. They have also hired Brian Cantfield as new Sales Manager since their Marketing Manager Don Forkner recently retired after 41 years of serving the company.

 - **Rick Waldschmidt, Faith Evangelical Lutheran Church**
 Rick provided additional clarification regarding the Church's upcoming rummage sale.

 - **Jeff McCarthy, Alliant Energy**
 Jeff is Strategic Account Manager at Alliant Energy. Alliant has plenty of programs to help organizations improve their energy efficiency, so let Jeff know if you would like an energy audit. Jeff is also on the Chamber Board of Directors.

 - **Marechiel Santos-Lang, Oregon Area Chamber of Commerce**
 Marechiel indicated that her job is summarized in the Chamber's four core values: Promote, Inform, Connect and Advocate. Marechiel also recently attended a Wisconsin Chamber of Commerce Executives Regional Meeting where she learned that locally purchased products return 70 cents out of every \$1 to the local economy. She encouraged everyone to continue to shop local!

- **Lori Miller, Group Health Cooperative of South Central Wisconsin**
Group Health Cooperative offers a broad array of insurance options, including individual, Medicare select and group insurance (including WISCO). You can contact agents Steve Garvoille (SG Insurance Agency), Dave Mastos (DLM Financial Solutions), or Scott Scanford (William Torhorst and Associates), or even Lori directly for further insurance options.
- **Steve Garvoille, SG Insurance Agency**
SG Insurance Agency opened in November 2008, and offers access to over fifteen different carriers with both business and individual options. Steve hopes to attend many more member meetings in the future.
- **Angie Baskin, M&I Bank**
Brand new checking account product for both individual and business accounts. Angie noted that May 20, the date for the Chamber's May membership meeting, will be her birthday.
- **Sandy Ambrosius, Best Paws**
Sandy is currently working out of her house. She is a certified canine massage therapist, and also provides other doggie services, including training and walking dogs.
- **Matt Steinhoffer, M&I Bank**
Matt is a mortgage banker at M&I. He has been with the bank for 8 years. Matt announced that WHEDA loans are currently a good program for first time home buyers.
- **Sara Hynek, American Cancer Society/Relay for Life**
Bark for Life will be held May 1 walk, with doggie fair. Visit www.barkforlife.net for more info. She thanked businesses like Best Paws for helping put together this year's event. The upcoming Family Magazine insert in the Oregon Observer (UNG) will be all about Relay for Life—so please be watching for it. Also, it's not too late to form a Relay team. The Oregon-Stoughton-McFarland Relay for Life will be held in Stoughton on June 18.
- **Dave Mastos, DLM Financial Solutions**
DLM is an independent insurance and financial services firm. Dave also serves on the Chamber's Board of Directors as Treasurer.
- **Scott Sanford, William Torhorst and Associates**
Torhorst and Associates is an independent insurance agency, with a variety of product offerings, including access to Chamber health plan options.
- **Richard Lornson, Comfort Keepers**
Comfort Keepers helps you take care of your family's elderly and disabled. They have contracts with Medicaid, Medicare, the VA, hospice (hospice provides the medical care and Comfort Keepers does the support care). In fact, Comfort Keepers recently received an award from hospice for the work they've done together past two years.
- **Lisa Bernstein, US Cellular/Hanson Electronics**
Come see her for phones!
- **Oscar Larson, First Weber Realty**
He has got listings, just needs more people who want to buy!
- **Mari Johnson, A Beautiful Window**
A Beautiful Window operates out the Hometown Design Center. Mari specializes in custom window treatments, but can also do kitchen cabinets, flooring and lighting. There are lots of specials being offered right now by the suppliers. Mari hopes to hold a grand opening and ribbon cutting ceremony soon.

- **Kyle Zimmer, State Bank of Cross Plains**

The “Share the Love” program runs for one more week. Individuals can vote for their favorite participating non-profit. The Chamber is registered to participate, and people can vote multiple times—so vote often! Also, there is still time for community members to drop off the mailer they received recently for \$1,000 drawing.

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

Barb is Vice President of the Chamber Board of Directors.

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

LSM Chiropractic has been a member of the Oregon Chamber since 1989. They are happy to serve the community.

- **Deb Bossingham, Oregon Public Pool**

The Kids Triathlon will be held August 11 this year, and the Pool is starting to solicit sponsorships. This year, they will also be holding a business expo on the Friday night before the triathlon.

- **Andy Weiland, Oregon School District**

Andy is the Business Manager for the Oregon School District. The district is currently working to get through budget process.

➤ **Approval of Minutes from the 3/18/10 Membership Meeting**

Barb Mulcahy made the motion to approve the meeting minutes. Lori Miller seconded. The motion passed unanimously.

➤ **Chamber Announcements**

- **Summer Fest**

Summer Fest is coming up the last full weekend in June (June 24-27, 2010). With over 150 volunteering spots to fill, the Chamber invites everyone to volunteer, for the fun of it and to meet new people.

- **New Member Benefits**

Marechiel made a MS Powerpoint Presentation on new Chamber Benefits. She prefaced her presentation by saying that the Chamber is always looking for ways to provide value to members. We are always on the look-out for ways that we can help members further their business initiatives. Marechiel asked for members in attendance to share why what benefits they feel they’ve reaped through their Chamber membership.

-Sara Hynek said that their membership has provided them with a whole lot of great contacts for Relay for Life, and they appreciate that we help them promote their events.

-Dave Mastos believes in the need to give back to community, and everything chamber does is good for the community. He also gains significant value from networking through the Chamber.

Marechiel announced two new chamber programs to benefit members: The Coupon Program and the Oregon, WI Facebook Fan Page.

New Coupon Program

The most recent E-Alert had a coupon at the bottom. It just so happens that this coupon was for a free drink at our upcoming Spring After 5 Mixer. Members can use this coupon space in future E-Alerts for FREE (on a trial basis). There are currently about 1,000 people who choose to receive our E-Alerts that will receive each coupon. So, reserve coupon dates now for your upcoming promotions!

Facebook-Free Promo Tool

The Oregon Area Chamber of Commerce has set up a Facebook page called Oregon, WI. It already has about 650 fans who have essentially signed up to receive notice on their own Facebook page of news and upcoming events in the Oregon community. We post a new message every day regarding member events, so please let us know if you have anything to announce or promote!

➤ **Member Development—Business Security**

Speaker: Oregon Police Chief Doug Pettit

The good news: Residential burglaries in Oregon have come to screeching halt (knock on wood).

The bad news: Business burglaries are up, especially at liquor establishments such as bars and restaurants.

Of 50 incidents in and around the county, 27 of them cut the phone line to see if there is a cell back up for the alarm system. If not, then they go into the establishment. Because they are acting in the same way, it seems that they are communicating with each other. Likely perpetrators: Ages 17-15, white males, might be multiple crews.

In some incidents, the perpetrators pried the door open or engaged “smash and grab” tactics. Oregon’s had two smash and grabs. In other Oregon-area break-ins, perpetrators have entered through a window, or pried open a door. The primary goal in these incidents is taking cash from gaming machines. It is clear that, in Oregon at least, they were VERY familiar with the businesses. They appeared to know the security systems, which gaming machines are popular (would have the most money in them), and which ones had not been emptied.

After an incident has occurred, the Oregon Police Department will go in to the victimized business and conduct a security survey. All business involved had security/alarm systems, but in every case, the system was not working properly. Two businesses were even hit twice, and in between, the systems had not been repaired.

So, Oregon is not immune to these crimes, although we are not seeing the level of crime that other area communities are seeing.

Upwards of \$80,000-\$100,000 dollars has been taken in these events. This is evidently a fairly lucrative part time business, so the motive is there. Businesses are not spending the time and expense to invest in protecting themselves. Such measures are relatively low-cost these days. Business owners need to take some responsibility to protect themselves. Whatever they can do is great, including cutting brush down around their facility and leaving the lights on inside after hours.

During the rash of home burglaries about a year ago, none of these residential burglaries took place at a home that has an alarm system.

Chief noted that the City of Madison is going around parking lots and giving drivers report cards regarding behaviors such as locking card doors and hiding valuables. Some have complained that this is a waste of money. However, it is far costlier to leave vehicles unlocked and valuables visible. In 2008 there were 150 thefts from vehicles. In every case, the vehicles were unlocked. In 2009, 157 thefts were reported. So far in 2010, there have been 12. Since 2008, the monetary value of what’s been taken from cars tops \$247,660. It is simple to prevent these incidents—hide items, lock your car.

Another trend has been “garage shopping” among young people. Open garage doors invite garage shopping. There is a simple solution--close your garage door.

Bottom line: We have got ways to make sure we are not the victims of crime, by taking basic precautionary steps.

The Oregon Police Department uses every available tactic and tool whenever there is evidence of crime trend, in order to nip it in the bud. These include:

- Loaning out their alarms, that send alerts straight to Dane County that a crime in progress.

- Directed patrol, when overtime officers in unmarked cars sit on certain business perimeters.
- The use of decoy cars.
- Altering patrol habits and patrol car routes.
- After an incident, the Oregon Police Department pulls video footage from all parts of town.
- Initiating Business Watch (patterned after state-wide Crime alert Network).
The Crime Alert Network would create state wide crime alert network, so that users can see trends in crime/patterns. The system will be maintained by the local agencies submitting information. It is currently waiting for an assembly vote. No tax dollars will be expended on this--businesses will pay to use it.

The Oregon Police Department will be activating their Business Watch June 1. They will be obtaining emails from the Chamber for all members, and building on it to include non-members. The Business Watch program will include monthly emails regarding Oregon-area, regional and state crime news and trends, as well as crime prevention tips.

Chief Pettit recognized that he introduced this program about a year ago. At this time, though, despite 10,000 calls for service a year, he has made a commitment to us to get this program running.

Question & Answer

Video gaming is illegal, isn't it? When organizations have 5 or fewer machines, then law enforcement can take no legal action. There are lots of gray areas and holes in the law, making it difficult to enforce, even though technically, these machines are illegal gaming devices.

There is fundraising underway for the Police Department's future K9 unit. What will the dog be used for? First of all, fundraising has exceeded expectations in terms of both dollars and timeline-in place. The Chief thanked businesses and members for being supportive of their efforts. OPD should be able to bring on the K-9 unit by September of this year, rather than in 2011. Thank you to the community for support!

The dog will have three functions: drug detection, search operations (individuals involved in crimes or lost individuals), and recovery (such as dropped by a perpetrator).

An additional note about dogs, is that the presence of dogs in a house is a great deterrent to residential crimes.

Parents should talk to the School Board if they would like drug detection dogs used in the schools.

➤ **Chamber and Schedule Announcements**

- **Spring After-5 Mixer.** The Spring After-5 Mixer will be held on Wednesday, April 28, 5:30PM at Mulligan's.
- **Name Tags.** Please drop off name tags before you leave. We will have them prepared for pick-up at the entry to future meetings.

➤ **Adjournment.** The meeting concluded at 1:08 PM.

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

Meeting Minutes taken by Kristin McGuire.