



OREGON AREA CHAMBER OF COMMERCE
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Promoting Oregon Area's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE

May Membership Meeting

Thursday, May 20, 2010 • 11:30 AM-1:15 PM

Hosted By: People's United Methodist Church



Board Members Present:

None

Board Members Absent:

- Erin Kaether, Academy of Sound
- Jeff McCarthy, Alliant Energy
- David Mastos, DLM Financial Solutions
- Erika Weidler, Firefly Coffeehouse
- Jerod Bennett, Keller Williams Realty
- Steve Peotter, Oak Bank
- Judy Knutson, Oregon Community Bank & Trust
- Barb Mulcahy, State Bank of Cross Plains-Oregon
- Jason Johns, Wisconsin Legislative Strategies

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

Members Present:

- Sara Hynek (American Cancer Society/Relay for Life)
- Amy Ketterer (American Cancer Society/Relay for Life)
- Dr. Daniel Hamm (Autumn Woods Chiropractic Clinic)
- Kate Bradley (Capital Newspapers)
- Katie Adrians (Capital Newspapers)
- Richard Lornson (Comfort Keepers)
- Oscar Larson (First Weber Realty)
- Cameron Laliberte, First Weber Realty
- Mary Kay Clark (Optimist Club)
- Gerald Neath (Oregon Area Historical Society)
- Deb Bossingham (Oregon Public Pool)
- Pastor Jon Claude Bartlett (Peoples United Methodist Church)
- Sandi Reichert (Peoples United Methodist Church)
- Scott Sanford (William Torhorst & Associates)
- Ginny Damman (Restaino & Associates Realtors)
- Linda Paddock (Unified Newspaper Group/Oregon Observer)
- Lisa Bernstein (US Cellular/Hanson Electronics)

➤ **Call to Order** (11:58 AM)

Marechiel Santos-Lang welcomed everyone and thanked our hosts from Peoples United Methodist Church. She commented on how great the venue is—bright and spacious, with all the technology set up & ready to go.

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

- **Sara Hynek, American Cancer Society/Relay for Life**

Lots of new components to this year's Relay, including Relay's Got Talent and an Early Bird Run/Walk.

- **Amy Ketterer, American Cancer Society/Relay for Life**

Amy will be speaking shortly as our featured speaker. She noted that, at Relay for Life, there truly is something for everyone.

- **Ginny Damman, Restaino & Associates Realtors**

Ginny is showing beautiful condos adjacent to Foxboro Golf Club, starting at \$150,000.

- **Oscar Larson, First Weber Realty**

Still in the business!

- **Scott Sanford, William Torhorst & Associates**

Torhorst and Associates is a full service insurance and investment firm. They are a sponsor for the O-Town Showdown Classic Car Show at Summer Fest this year.

- **Mary Kay Clark, Optimists Club**

The Optimist Club's mission is to make a difference in the lives of our community's youth. Their programs include the Student of the Month recognition and Scholarship offers. This year, they are holding a youth golf tournament on August 8. The Optimists meet in the evening of the 1st Thursday of month.

- **Pastor Jon Claude Bartlett, Peoples United Methodist Church**

Pastor Jon Claude welcomed everyone into their space, and added that he's glad we are all here. Noting the non-profit organization names posted on the walls, he mentioned that they are hosting "Service in the Community" day this weekend. After gathering for a prayer, parishioners will be sent off to do a few hours of service work. A variety of service opportunities exist, so there should be options for everyone to enjoy.

- **Sandi Reichert, Peoples United Methodist Church**

Vacation Bible School is coming in June for kindergarten through 6th-graders. PUMC also hosts the one and only community garden in Oregon, with plots currently available for rent to anyone in the community. It was further noted that the church hosts the SHARE food distribution on Saturdays.

- **Lisa Bernstein, US Cellular/Hanson Electronics**

The most recent E-Alert from the Oregon Area Chamber of Commerce featured a coupon at the bottom (a new member benefit) for 25% off all accessories. They have a wide variety of accessories to choose from, and you do not need to be a US Cellular customer to be able to use their accessories.

- **Richard Lornson, Comfort Keepers**

In addition to providing in-home care for the disabled and elderly, Comfort Keepers provides respite for family caregivers when they need to be away or require a break. You can't always be there and do it all yourself. Keep in mind that family caregivers can get paid through Comfort Keepers for providing care to their family members.

- **Dr. Daniel Hamm, Autumn Woods Chiropractic Clinic**
Autumn Woods Chiropractic Clinic provides chiropractic care, spinal and extremity rehab, and massage therapy. They have a current offer that for a donation of \$35 to the NINA (Neighbors In Need of Assistance) fund, you'll get an exam, consultation & any necessary X-Rays.

- **Gerald Neath, Oregon Area Historical Society**
The Historical Society is excited that, in honor of the 100th anniversary of boy scouts, local scout Alexander Molzhan is researching the history of scouting in our community and putting together an exhibit for the museum. His father, Patrick Molzhan, has designed very beautiful cabinets for the museum to house the exhibit. The museum is now on their Summer hours schedule, open every Saturday from 10-4, as well as 10 AM-4 PM on Tuesdays.

The Historical Society's Community Book project is a collaborative effort with the public library. The end result will be a book, dependent on grant receipts and community support.

- **Linda Paddock, Unified Newspaper Group/Oregon Observer**
The Summer Fest editorial section will publish on June 26th. Summer Fest-related ads, or any other ads to go in this section, are welcome.

- **Kate Bradley, Capital Newspapers**
This is Kate (and Katie)'s first visit to a Chamber membership meeting.

- **Deb Bossingham, Oregon Public Pool**
Deb announced something new for this summer at the Oregon Pool. On June 19, there will be a Family Challenge, which will include swimming, golf and skating for \$20. The challenge will end at Pantherland Family Fun Park for a mini-golf challenge. Participants will receive t-shirts and goodie bags.

The perennial favorite, Family Float Night, is scheduled for July 14. There will be tons of floaties in the pool (not usually allowed) and root beer floats.

On August 14th, the pool is hosting the Oregon Kids Triathlon. They are still looking for sponsors—So, if you would like to reach 500 kids and their families, please get in touch with Deb.

- **Katie Adrians, Capital Newspapers**
Katie is the new contact for the Oregon Area Chamber of Commerce and its members for Capital Newspapers. They have many different opportunities to promote your business "to the masses," including Around Town-Oregon and Answer Book.

- **Cameron Laliberte, First Weber Realty**

➤ **Approval of Minutes from the 4/4/09 Membership Meeting**

Amy Ketter made the motion to approve. Richard Lorson seconded. The motion passed unanimously.

➤ **New Membership Plaque Presentation**

Chamber executive director Marechiel Santos-Lang recognized new chamber Mary Kay Clark from the Optimists Club and awarded her their organization's membership plaque.

➤ **Chamber Announcements**

- **Oregon, WI Summer Fest**

Summer Fest is almost here! This community event includes carnival rides, live music (including a Sunday-afternoon tribute to Elvis Presley) and a huge parade. This will also be the second year we feature the O-Town Showdown Classic Car, Truck and Bike Show.

Opportunities for businesses at Summer Fest include:

-Join the parade. This gives you real presence. It is a well-attended event with thousands of people lining the streets. Consider handing out fliers or coupons.

-Vend at Summer Fest. You can sell food as a fundraiser, or set up a business booth. Deadline to register without incurring a late fee has passed.

-Sponsor Summer Fest. Summer Fest is heavily promoted. Your logo is included in advertising and on our Summer Fest website. The sooner you commit to sponsor, the longer you have exposure through Summer Fest-related promotional vehicles.

Volunteer!

On Monday, Chamber members will receive a link, via Email, to sign up to volunteer on-line. Get the shifts you want now, before we open registration to the public. Feel free to sign up to volunteer as a group with your friends or your family.

- **New Member Benefit**

Coupon space at the bottom of the bi-weekly E-Alerts are available for members to use free of charge (on a trial basis). E-Alerts are sent to several hundred recipients, including all Chamber members and other community members who have opted in to receive Emails from the Chamber.

- **Facebook**

We will post your announcements on our Facebook page--Oregon, WI. Oregon, WI now has over 850 fans who receive notice of any news and event announcements that we post. So, plan to take advantage—it's part of your benefits. Just please remember to let us know whenever you have something to share so that we can help you promote your news!

➤ **Member Development**

Amy Ketterer and Sara Hynek from the American Cancer Society/Relay for Life were featured speakers. Both Amy and Sara are volunteers. Neither are cancer survivors, but have been supported in some way by the ACS.

American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy and service.

The signature fundraising event for the American Cancer Society is the Relay for Life. 10 years ago, Amy felt like no one had heard of Relay for Life. She was very excited that pretty much everyone in the room had heard of Relay, three had even been to one, and, she said, the rest of us will also be to one someday.

Cancer has a major impact on the work force. The estimated total cost of cancer is more than \$180 billion per year in health care expenses and lost productivity. Because people have a greater chance of overcoming cancer and continuing in the workforce when they have access to the care they need, relief from worrying about how to get to their treatments, and support from others who have been there, the resources and programs the American Cancer Society provides can allow them to instead focus on getting well. Providing American Cancer Society programs and services to your employees also builds employee goodwill, as people prefer to work for caring companies that demonstrate commitment to their employees' personal needs.

The ACS is not all about what they need from you. In fact, they refer to themselves as “*Your* ACS.”

They have a number of Workplace Solutions programs, which are outlined on the website www.acsworkplacesolutions.com. Here is some of what the ACS can offer to you as an employer:

Active for Life--Active for Life Online is a no-cost 10-week program that uses individual and group strategies to help employees become more physically active.

Eat Right Challenge. By encouraging your employees to take part in the American Cancer Society Eat Right Challenge, your company can take the first step toward creating a healthy workplace.

Content Subscription Service. The ACS is one of the most trusted source of cancer information. They provide a system of health awareness and cancer info, available for free. The American Cancer Society offers day-to-day help and emotional support to help your employees and their friends and families through every step of their cancer journey.

Health Communications Toolkit. Toolkits provide images and posters to help promote cancer prevention and general health.

Amy made the point that the phone number of the ACS is the most powerful thing to hold in your hand when you are with someone who has just been diagnosed with cancer.

The American Cancer Society Relay For Life is the opportunity for people to come together to remember loved ones lost to cancer, support those who are still fighting, and honor those who have won their battle. Relay for Life of Stoughton/McFarland/Oregon will be held June 18-19, 2010. 4 of the 49 teams already registered for this year's Relay are from Oregon (3 are from McFarland). It's not too late to form a team!

Relay for Life truly offers something for everyone. There are three special and moving ceremonies: the opening ceremony at 6:00 PM, the luminaria ceremony at 10:00 PM and the Fight Back and Unity Lap ceremony at 9:00 AM. There will be a Friday night food court, "Relay's Got Talent" and an inaugural 5K and 10K Run/Walk through the streets of Stoughton, WI at 5:00 AM Saturday morning.

All the details regarding Relay for Life can be found at www.relayforlife.org/stoughton-mcfarland-oregonwi.

➤ **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, June 17 at Oregon Community Bank & Trust-Alpine branch, at an earlier time than usual—7:30-9:00 AM.
- New Member Saddle Up Horse Training will be holding an open house and ribbon-cutting on Saturday, May 23 at noon.

➤ **Adjournment**

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.