



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

Oregon Community Bank & Trust Building, Lower Level
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Promoting Oregon Area's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE
June Membership Meeting
Thursday, June 17, 2010 • 7:30-9:15 AM
Hosted & Sponsored by: Oregon Community Bank & Trust



Breakfast catered by Firefly Coffeehouse <Logo>

Board Members Present:

- Jeff McCarthy, Alliant Energy
- David Mastos, DLM Financial Solutions
- Erika Weidler, Firefly Coffeehouse
- 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
- Jerod Bennett, Keller Williams Realty
- Brett Davis, State Assembly 80th District Representative
- Jason Johns, Wisconsin Legislative Strategies

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

Members Present:

- Tom Abell, Abell Insurance Agency
- Cal Reuterskiold, Express Automotive
- Lori Miller, Group Health Cooperative of South Central Wisconsin
- Sandy Ambrosius, Hound Huddle
- Angie Baskin, M&I Bank
- Matt Steinhoefer, M&I Bank
- Dave Kasner, Oregon Area Historical Society
- Jerry Luebke, Oregon Community Bank & Trust
- John Breidenbach, Oregon Community Bank & Trust
- David Coker, Pellitteri Waste Systems
- Kyle Zimmer, State Bank of Cross Plains
- Linda Schaefer, Stoughton Hospital
- Danielle Daugaard, The Horse First Farm
- John Reinders, TMJ Financial Services
- Tammy Reinders, TMJ Financial Services
- Jonathan Little, TroyResearch

➤ **Call to Order (7:35 AM)**

Oregon Area Chamber of Commerce President Steve Peotter, Vice President of Oak Bank, welcomed everyone to the meeting. He introduced his special guest, daughter Olivia, who had asked if she could come to a meeting with him sometime.

Steve reminded us all that Summer Fest is just around the corner!

Lastly, Steve thanked host Oregon Community Bank & Trust, including its President Jerry Luebke, who has been involved in the chamber and the community for many, many years, and Judy Knutson, who has also been very involved in the Chamber and in the community for many years and is currently serving on the Chamber Board of Directors.

Jerry Luebke acknowledged Steve's recognition and welcomed the members to the meeting. He mentioned how proud he is to be a chamber member and introduced John Breidenbach who is also in attendance representing his company.

➤ **Around the Table.**

Dave Kasner, Oregon Area Historical Society and Oregon Community Book Project

The Oregon Community Book Project is going to start talking to business owners to capture the history of their organization. Please provide Dave with your business card after the meeting so that he can get in touch with you to arrange a time to meet.

Jeff McCarthy, Alliant Energy

Jeff is on the Oregon Area Chamber of Commerce board of directors.

Barb Mulcahy, State Bank of Cross Plains

Barb is the Vice President of the Chamber. She is heading straight to a golf outing at Bergamont after the meeting. She serves as Vice President of the chamber board.

Cal Reuterskiold, Express Automotive

Cal recently relocated his business to North Burr Oak here in Oregon from Madison. He has been in business for 15 years. Express Automotive is a new chamber member.

Matt Steinhoefer, M&I Bank

Sandy Ambrosius, Best Paws

Best Paws provides canine services, including training, overnight boarding, walking and massage. Got a dog problem? Sandy can help!

Angie Baskin, M&I Bank

Angie is a Personal Banker at M&I.

Dave Mastos, DLM Financial Solutions

Dave is also Treasurer of the Oregon Area Chamber of Commerce.

Kyle Zimmer, State Bank of Cross Plains

Kyle is a Personal Banker and Consumer Lender. He mentioned the Prime Time Club for those age 50 or better. It includes community and area trips, as well as free checking.

John Breidenbach, Oregon Community Bank & Trust

John has been in the loan dept for past 25 years at Oregon Community Bank & Trust.

Jerry Luebke, Oregon Community Bank & Trust

Jerry is President of Oregon Community Bank & Trust.

Marechiel Santos-Lang, Oregon Area Chamber of Commerce

Marechiel welcomed everyone to the meeting, and expressed thanks to Oregon Cable Access for working with us, both on an ongoing basis and in filming today's meeting. Be sure to let us know any and all announcements so we can get them into our newsletter, as well as onto our online Calendar of Events and on FaceBook.

Marechiel also mentioned that Chamber member and previous chamber president Brett Davis is running for Lieutenant Governor, and mentioned that he needs 2000 nomination signatures to represent his party in the November election. Please sign on the way out after today's meeting, if you are so inclined. Remember to vote September 14--the date of the primary. Coincidentally, this is also the date of the Chamber's Golf Outing.

Jonathan Little, TroyResearch

Jonathan has spent the past 12 years with Troy Research, a consumer opinion market research company, which has recently launched a new service product called PR Brigade, which manages social media. Jonathan spent the prior 30 years in the radio industry.

Danielle Daugaard, The Horse First Farm

Danielle is currently serving an internship at The Horse First Farm on styles of advertising and social media.

John Reinders, TMJ Financial Services

Tammy Reinders, TMJ Financial Services

TMJ performs investment, accounting, and insurance services and they have plans to expand and relocate to a bigger office space.

Tom Abell, Abell Insurance Agency

Tom opened his new insurance agency on May 1. He is excited to be representing ERIE insurance. He is the only one in the Village carrying them, and they will lock in your auto rate, unlike other insurance options. Abell Insurance is a new chamber member.

Erika Weidler, Firefly Coffeehouse

Erika is the owner of Firefly Coffeehouse.

David Coker, Pellitteri Waste Systems

David runs operations at Pellitteri. They will be hosting a fundraiser for the Oregon Food Pantry called the "Faster Pastor" on June 25. This will be a fun-filled, family friendly, exciting stockcar race featuring area clergy! Twelve local pastors, priests and chaplains will be racing. \$1 from every ticket purchased will be donated by the racetrack. They are hoping to raise more than \$2,500 for the Oregon Food Pantry.

Lori Miller, Group Health Cooperative of South Central Wisconsin

GHS is the first HMO in the Madison area. Their Chamber Care program offers affordable health insurance program for Chamber members. It is available both directly from them and also through member agents including Dave Mastos (DLM Financial Solutions and Scott Sanford (Torhorst & Associates).

Judy Knutson, Oregon Community Bank & Trust

Judy is Vice President of Retail at Oregon Community Bank & Trust. She reminded everyone that they offer totally free business checking.

Linda Schaefer, Stoughton Hospital

Linda is in Public Relations at Stoughton Hospital. She reminded everyone that Stoughton Hospital runs an urgent care/sports rehab clinic in Oregon.

➤ **Approval of Minutes from the 5/20/10 Membership Meeting**

Barb Mulcahy made the motion to approve the meeting minutes. Sandy Ambrosius seconded. The motion passed unanimously.

➤ **New Membership Plaque Presentation**

Marechiel announced the new chamber members that have signed up for the past 3-4 weeks including: Abell Insurance, Adams Advertising, Express Automotive, Midwest Rock Tops, Optimist Club of Oregon & Brooklyn, Peak Performance & Associates, Pellitteri Waste Systems, Saddle Up Horse Training and WI Fried Cheese Curds, Three of them are represented at the meeting and were awarded their membership plaques: Tom Abell of Abell Insurance Agency, Cal Reuterskiold of Express Automotive and Dave Coker, Pellitteri Waste Systems.

➤ **Chamber Announcements**

Summer Fest is almost here, and we are still in need of volunteers. It is fast and easy to sign up for a shift that suits your schedule on-line. Also, there are Summer Fest posters by the door. Please grab some on your way out after the meeting to post at your office. There are also program guides available that detail all that will be going on during Summer Fest weekend. We are excited to announce a new activity--the Water Wars game, which involves launching water-balloons at your "opponent." Most importantly, thanks to all sponsors, volunteers and, members.

➤ **Member Development**

Chamber Executive Director Marechiel Santos-Lang introduced Jonathan Little.

Jonathan Little has enjoyed a successful career in radio, as a newsman, disc jockey, music director, program director, operations manager, general manager, and owner, and continues to work in artist management. Today he manages four acts that record and tour and he assists newcomers trying to break into the entertainment business. But, those are his part-time/weekend exploits.

In the spring of 1998 Jonathan Little left radio management and helped launch Troy Research , a consumer opinion market research company that today does worldwide entertainment and media research for radio, television and movie clients. Troy Research counts Sony Motion Pictures as a major client, conducting their research projects in 16 languages, in 25 countries. Jonathan currently serves as VP of Sales.

Research guides the company, including the formation of their new service product offering, PR Brigade. PR Brigade is designed to handle social media for organizations who don't have the time to do it themselves. They write and post content, and manage software and tools.

What Is Social Media?

It is anything that allows people to interact. Traditional media is one-way (think newspaper, radio/TV broadcasts). In Social Media, everyone is both broadcaster and audience. Social Media includes blogs, business options that allow you to leverage connections (LinkedIn), communities (such as Face Book), micro-blogs (Twitter), online video sharing and SEO strategies.

Why Is Social Media Such a Hot Topic?

- The availability of tools that make it simple to do more than chat.
- More powerful devices, such as computers, bandwidth and mobiles.

This has been driven by the advent of high speed internet, wireless connectivity and mobile hotspots. Technological advances continue to accelerate. Social Media is here to stay, and you need to keep up in order to stay competitive.

What Does it Takes to Succeed?

- Goals: A clear definition of success.
Possible definitions of success include:
 - Just get started and keep it going.
 - Accurately represent yourself.
 - Build better relationships with existing customers.
 - Industry or community leadership.
 - Gain new customers.
 - Press coverage and notoriety.If you are new to Social Media, focus on the first two to get started. The others will fall into place.
- Content: What do you want to say to the world?
Focus here on building a relationship: Giving, not necessarily Selling (getting). Three components of good content are Education, Inspiration and Entertainment.
- Team of Talent: Includes Creative Writer, Technician, and Quality Control/Financial.
- Resources: Time & Money.
Remember that time is money; Time is not “free.” Wondering how much to spend on Social Media?
Remember that this is a marathon and not a sprint. Think of this as a permanent, ongoing investment, and that investments are not a sure thing to be conservative until you know it is working.

For more information about PR Brigade, visit www.prbrigade.com. TroyResearch can be visited on the web at www.troyresearch.com.

➤ **Announcements**

- One of core values of the Oregon Area Chamber of Commerce is Advocacy. The Chamber has been very involved over the past 5-6 weeks in the discussion on a couple of local issues at the Village level: We advocated that the Village make a vote on the Walgreens’ application for a liquor license. The Village turned the application down. We also advocated that a moratorium not be set on liquor license. As the event turned out, the Moratorium was repealed.

While the outcome was not our ideal response in pursuing economic development, it is important to note that the Chamber is working hard to advocate on behalf of its members and local commerce, in general.

Member John Reinders of TMJ Financial Services indicated that he thinks it is excellent that the chamber got involved to express its position publicly on these issues.

- The Village of Oregon’s strategic planning committee will be mailing out a survey questionnaire to a randomly-selected sample of residents around July 4. Please be watching for this, and if you are selected, please complete the form and return it in a timely manner.
- On June 19-20 there will be Arts in the Barns event at the Wood Cycle of Wisconsin.
- Summer Fest is June 24-27. This is the signature event in the Oregon community. Thanks again to all for your support and volunteering.

- The Chamber office will be closed July 5-8. We will reopen on July 12, 2010. Please know that we will be checking voice messages and Emails during this time.
- The July membership meeting will be held at A True Likeness photography studio on Thursday, July 15 at 11:30 AM.
- It is not too early to start planning for the Chamber's Annual Golf Outing on September 14 at The Legend at Bergamont Golf Club. Bergamont has been a Chamber member since they first came to Oregon, and they bring a lot of people to the community on an ongoing basis.
- We look forward to seeing you at our next meeting. We value your input and participation!

➤ **Adjournment**

The meeting adjourned at 8:43 AM.

Meeting Minutes taken by Kristin McGuine.