



NEWS BREAK!

January
2008

A Monthly Publication of the Portage Area Chamber of Commerce

Executive Director's Corner

As I look forward to 2008 I want to thank some people for their continued dedication and support efforts toward the Chamber. If you meet Karin Exo, Myrna Hooper or Cindy Luedeman out and about around town, please let them know you appreciated their efforts by being on the Chamber Board of Directors.

A big thank you has to go out as well to Susan Weyh for her efforts this year as the Chamber President. All of these individuals put in a great deal of time and effort as board members and they certainly did an excellent job. Thank you for your service to the Chamber this past year. Taking over the reigns as President for 2008 will be Marlene Manthey. I am looking forward to another great year.

As the New Year rolls in we are all getting ready for the Road Construction along Hwy 33. In case you are not aware, Hwy 33 will be under construction from the intersection of Hwy 33 and Wisconsin Street to the Railroad Bridge near the Columbia County Sheriff's office. The Chamber will be organizing a preliminary meeting with the Department of Transportation so that you can have an opportunity to ask questions to make sure that you are aware of the construction efforts. As soon as we have a date and time set, we will post it on our website and send you an e-mail notice. I am sure spring seems far away to some of you at this time, but we need to begin the planning process now so that we are fully prepared.

Make plans now to be a part of our next set of adult leadership classes beginning in mid-February. We had 20 participants in the first set of classes that ended after Thanksgiving. These individuals were able to attend 6 weeks of leadership training offered to them by MATC in partnership with the Chamber. With this continued partnership, we are able to offer these classes right here in Portage and at a reasonable price. This should definitely be your New Years Resolution. Make a pledge to send yourself and your employees to be part of these training sessions. Take the needed steps to build upon your continued success and enroll in these leadership sessions today.

I wish you all the best of luck with your resolutions as well as a great deal of happiness in the New Year.

Marianne Hanson
Executive Director

January



Chamber Sponsored Meeting & Event Dates

- 2nd** Ambassador Meeting
8am Community Bank
- 3rd** Youth Leadership Mtg.
8am UW-Extension Ofc.
- 8th** Business After 5 5-7pm
Mitchell's
123 E. Cook Street
- 10th** Youth Leadership Program Session 8:30am
at Cardinal FG
- 29th** Golf Meeting 3:30pm
Portage National Bank

What's Inside?

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It's a new year; turn over a new leaf and help us to conserve

The Chamber is working for you by looking ahead for various ways we can try and save money, time and resources in 2008, while still providing the same level of quality services to you. One element we are focused on is this very newsletter you are reading.

In communicating with other Chambers, we have discovered that many of them distribute their newsletter via E-mail *only*. We are not to the point of taking this drastic plunge just yet, but, mailing, printing, and paper costs do continue to rise. Our intent is to keep membership dues at the same levels this year.

We are asking our members to seriously consider receiving this publication electronically, or perhaps reducing the number of newsletters one business location receives.

By converting the newsletters from paper to electronic media would save:

- Time. We currently spend a minimum of six hours printing, folding, and labeling the newsletters each month.
- Paper. We consume 1,000 11x17 sheets of paper each month.
- Money. We would save between \$150 to \$200 per month if we converted just half the newsletters from paper to electronic media.

There are other benefits to receiving the newsletter electronically. You can forward the newsletter to anyone, anywhere, instantaneously with just the click of a mouse. Plus, you and your business would be joining the statewide "Go Green" movement with minimal effort. Please let us know if you can help by receiving the newsletter electronically.

Free Advertising Opportunity

Being a Chamber member entitles you to free use of our Chamber display window for two weeks at time. Here is an opportunity to showcase your products or services to the many people who travel through Downtown Portage.

- Let others know about who you are and what you offer
- Promote a sale that you are having
- Introduce a new product line

We are working on the schedule for 2008 now, so call us today at 742-6242 to reserve your two weeks!

NEWS BREAK is here to let other Chamber Members know about your business and the products or services you provide. Let us know about your *new* products, equipment or services you provide so we can help get the word out. Tell us about employee promotions and even sales or events you plan on sponsoring. E-mail graphics@portagewi.com or call the Chamber at 742-6242.

Chamber Website Update

The new Chamber website is almost complete. The updated site will allow members to post job openings on a job board. Also, advertising space will be available. Stay tuned for details on how your business can shine on our website.

Talent Showdown

Feb. 29-March 2, 2008

Win \$500 for your favorite charity!

Visit

www.portagecenterforthearts.com for more information or call our office at 608-742-5655.

Congratulations to:

Kathy Conrad

**WINNER of the
Holiday Cash Raffle**
courtesy the
Portage Area
Chamber of Commerce

If you would like your business to be featured in the Business Spotlight, call Brad at 742-6242.



**2559 New Pinery Road
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Takin' Care of Business



If this Youth Leadership session had a theme song, it would have to be Bachman Turner Overdrive's classic "Takin' Care of Business" because that is exactly what this group of entrepreneurs for a day did.

Small business and entrepreneurship was the subject of the December 13 session held at MATC-Portage. Students began the day by breaking into small groups and then running a small business through a simulation put on by the UW Small Business Development Center. They bought material to make a product from a supplier, manufactured the product, sold and marketed the product, financed the operation, and—just like real life—tried to put food on the table with what money was left at the end of each simulated week.

Following the simulation, guest speakers who have first-hand knowledge of running a business relayed their experiences to the students. Don Schultz, owner of Schultz Small Engine, and Matt Vanderkooi, owner of New Life Physical Therapy & Sports Medicine, each volunteered their insight into what it takes to run a successful small business. They happily answered questions from the students, too.

The next session on manufacturing is scheduled for January 10, 8:30am, at Cardinal FG.



This group of students competed with other groups to manufacture, market, and sell paper hats as part of a small business simulation during Youth Leadership on Dec. 13. Students gained some insight into what it takes to start and run a small business.



A Ribbon Cutting was held at
Red Cedar Communications
 A division of Markent Solutions
 121 E. Conant St. 742-7300
 A new company selling and servicing commercial telephone systems.

Ride the Snow Shuttle Xpress



Shuttle Stops

Market Square	9am/on the hour
Culver's	:10 after the hour
Pierce's Market Place	:15 after the hour
Ridge Motor Inn	:20 after the hour
Wal-Mart Parking Lot	:25 after the hour
Best Western	:30 after the hour
Cascade Mountain	Ending point/ leave Cascade
	:50 after the hour

*Shuttle runs 9am-10pm
\$1.50 per ride*



Another reason to enjoy Krista's

Krista's Kitchen is now serving wine and microbrews daily. Enjoy a glass of wine or a bottle of beer with your lunch. Krista's Kitchen provides catering services for your business breakfast or lunch. We will deliver for groups of 10 or more. Book your private evening business party, meeting or dinner at Krista's, located at 321 W. Conant St. Contact Krista or Deb at 742-0500 to discuss the details.



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- Illuminated Signs
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1316 Wauona Trail Portage, Wisconsin



Bauer Chiropractic & Muscle Therapy

Keeping Your Family Active

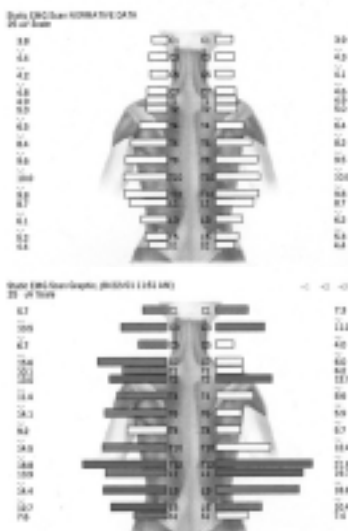
Bauer Chiropractic & Muscle Therapy opened in July 2007 with the goal of helping the residents of Portage achieve better health and improve their quality of life through the power of chiropractic. Dr. Todd Bauer graduated from the prestigious Palmer College of Chiropractic in 2004. After graduation, he started a wellness based clinic on Madison's west side. After 3 years, Dr. Bauer decided that he wanted to share his passion and approach to natural healthcare with his hometown and moved his office to Portage.



Dr. Todd Bauer

What is the power of Chiropractic? Chiropractic is much more than a treatment for neck and back pain. Chiropractic is about reaching your full potential. Your brain is the control center of your body and communicates with every organ, tissue, and cell through your nerves. Our lives are filled with physical, emotional and chemical stresses and this stress causes a hindrance in the brain-body communications that travel along these nerves. This interference causes our bodies to function inefficiently and decreases our body's ability to cope with our environment. In many cases there is no pain or discomfort. Through the chiropractic adjustment, this interference is removed and our body is allowed to express its full potential. When we express our full potential, we become better bosses, employees, moms and dads, students, and athletes. The added bonus of removing this interference is that the symptom of pain usually goes away too!

Dr. Bauer is trained in various techniques to find and remove this interference. He has also received additional training in the treatment of muscle, ligament, tendon, and nerve injuries. Dr. Bauer is one of only a few doctors in all of South Central Wisconsin that is certified in Active Release Technique which allows him to treat over 300 muscular conditions and 100 nerve entrapments.



The top scan is the ideal for a patient. The bottom scan shows nervous system interference, which is often present without a patient having pain symptoms.

At Bauer Chiropractic & Muscle Therapy, we have a full body approach and use the latest technologies (Certified by the Space Foundation) to detect and analyze the interference occurring in the nervous system. This equipment allows Dr. Bauer to better assess the health of the patient's nervous system and evaluate their response to treatment. Our office also incorporates a digital foot scanner to determine if a patient's feet are causing poor posture, which in turn can lead to problems in the nervous system.



FOOT LEVELERS, INC.

Dr. Bauer's vision for the clinic is not only to provide outstanding chiropractic care to his patients and the community, but also empower people to live a healthier lifestyle, which includes proper nutrition, regular exercise, and chiropractic care. Through a healthier lifestyle, we can reduce our dependence on prescription drugs. Bauer Chiropractic & Muscle Therapy is a resource for those who seek relief, those who aspire to take control of their health, and those who strive to reach their full potential. Help your family reach it's full potential in 2008, call us to have your family checked today.

306 W. Cook Street
 Portage, WI 53901
 608-742-2225
www.bauerfamilychiro.com



Healthy Living Fair

with silent auction to benefit
River Haven Homeless Shelter
Saturday, February 9th 9am-1pm
Portage Senior High
Call Karla at 742-1167 or Rebecca at
608-225-1921 for more information.

Go online and vote for May

Teen depicts dangers of mixing cell phones with driving

Jessica May, a sophomore at the Portage High School and the daughter of New Century Designers owner Brenda May, is one of five finalists for a Public Service Announcement Contest with Fox 47. She submitted a storyboard regarding teens and driving. Her storyline shows a teen texting and talking on her cell phone instead of paying attention while driving. The teen hits a child.

This public service announcement and the other four finalists will be shown online at www.Fox47.com from January 1 to January 31. The winner is determined by which Public Service Announcement receives the most votes. The winning announcement will be aired during the Super Bowl. Their school will receive a \$5,000 grant for 1st place, and \$2,500 for 2nd and 3rd place. The PSA will also air until June 2008 on Fox 47. Thank you for taking the time to vote.



Advertise in our upcoming community cookbook!

If you are interested in advertising in the Portage Community Cookbook, please let us know so we can reserve space for you. Ad sizes and pricing information will be available soon.

Share Your Recipes

Do you have a favorite recipe you would like to share with the rest of the community? Here is your chance! The Chamber is working on a community cookbook for 2008. Please include your full name, the recipe, and any history or anecdote behind the recipe. We would prefer the recipe emailed to us at graphics@portagewi.com. However, you may mail or drop it off at the Chamber, 132 W. Cook St., Portage, WI 53901.

Thank you!!



Jessica May poses with the Fox 47 Production Team.

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LAST CHANCE

If you are interested in advertising in The 2008 Community & Visitor Guide, please call the Chamber as soon as possible at 742-6242. BE the BUSINESS visitors to our community see FIRST.

A Word About River Haven Homeless Shelter

The River Haven Homeless Shelter is run by the River Haven Steering Committee—representatives from various social agencies, clergy from local churches, business people, and other volunteers. It is open to anyone who would like to work with the project. The house is rented from Columbia County for one dollar per year. Restoration of the house, located at 108 E. Pleasant St., cost less than \$20,000, as most of the work was done by volunteers and much of the building material and furniture was donated by people and businesses in the community. The shelter is under the umbrella of Community Action which provides insurance and payroll services to two part-time employees. The project is funded by some grants, but its most important source of income is from ongoing fundraising within the community. The shelter depends on the generosity of the community.

Families with children and individual women are welcome at the shelter. All adults and children over the age of 12 must pass a background screening.

The maximum number of residents at one time is 16. Thirty days in any one-year period is the maximum stay. However, a stay can be shortened if house rules are broken after several warnings. Some rules: No alcohol and smoking allowed on the premises; residents must clean their rooms and community areas; curfew hours and quiet hours also pertain.

River Haven Homeless Shelter educates its residents about services such as the food pantry, services for rental assistance, medical assistance, mental health programs food share program, child care, W2, or anything else to help them make better choices. We also require them to report job search information to a social worker if a resident is not employed but could be. River Haven is staffed 24 hours a day, 7 days a week. The volunteers make sure the house rules are followed and often act as mentors when the opportunity arises. The project is always looking for volunteers. Call River Haven at 608-742-7687 if you would be willing to donate items or to volunteer.

River Haven Homeless Shelter Volunteer Training Sessions

United Methodist Church in Portage, 1804 New Pinery Road
 Saturday, Jan. 12, 2008 10-11:30am
 Wednesday, Jan 16, 2008 6:30-8pm



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Downtown Paintball Store Expands

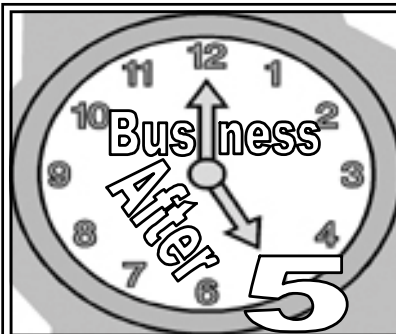
Eclipse Paintball Supplies is now Eclipse Paintball Supplies/Sport-Ready. The name change results from an expanded product line including sporting goods, bikes, footballs, volleyballs, etc. in popular name brands like Wilson and Speedo.

Winter Hours:

Mon.-Thurs. 9am-6pm; Fri. 9am-7pm; Sat. 8am-2pm
Eclipse Paintball Supplies/Sport-Ready
 315 DeWitt St. 608-745-0180

Electric One Commercial-Residential 24/7 Service

221 E. Albert St. Portage, WI
 (608)742-2222 (608) 742-5658



I t's that time again!!
January 8 5-7pm
Mitchell's
 Hosted by Main Street Portage
 as a farewell to Eulberg's
 123 E. Cook Street



**Portage Area
COMMUNITY CALENDAR**

If you have an event you would like others to know about, let us know so we can help get the word out. *We can't get the word out if we don't know about it.*
Please E-mail graphics@portagewi.com or call 608-742-6242.

- January 1 Badger Bowl Day**
VFW Post 1707, 215 W. Collins St., will be open to the public on New Year's Day. The bar will open at 9am. Free snacks and munchies during the Badgers football game against the Tennessee Volunteers. The public is encouraged to come watch the Badgers, play some cards, and enjoy the day. Call Dave DuVall at 745-1680 for more information.

- January 4-26 Portage Center for the Arts Drury Gallery Exhibit**
Jesse Fritsch: Encaustics and more. Opening reception, Fri., Jan. 4, 4-6pm. Call 608-742-5655 for more information.

- Every Second Wednesday of the Month**
CCEDC Executive Board Meeting at Law Enforcement Center, 711 E. Cook St. Contact Nancy Elsing at 742-6161 for more information

- January 12 Performing Arts Series 7:30pm**
Featuring Javier Calderon, classical guitarist. Call 608-742-5655 for more information.

- January 23 Columbia and Sauk Entrepreneurs and Inventors Club-Portage 6-9pm**
Do not miss this opportunity to find the resources and people you need to help develop your business. Located at the Law Enforcement Center, 711 E. Cook St., community room. Contact Nancy Elsing at 742-6161 for additional information.

- Feb. 1-29 Portage Center for the Arts Drury Gallery Exhibit**
Helen Klebesadel-Watercolors. Opening reception Feb. 1, 4-6pm.



**Name
Change
Announcement**

We are pleased to announce that effective Jan. 1, 2008 we are officially changing our name from Martin Security & Investigations to American Security & Investigations. Accompanying our name is a new logo that better reflects the extent and quality of our services.

This change will not deviate from our long tradition and philosophy of being responsive to all of our clients' needs. It will make us uniquely placed to assist our clients in maintaining and enhancing the value of their business as they grow in other states.

There has been no change in management and we will be providing the same fine service on which we have built our reputation in the industry. American Security currently employs more than 1,400 people, providing a broad range of services including guard services, investigative branch, consulting throughout the country.

For further information, please call John Kerr at 608-222-0700.

Bridal Fair
 Sunday, Feb. 10, 2008
 in the Portage Senior
 High Commons Area
 11am-4pm
 Register at each booth for Door Prizes!
 Grand Prize drawing at 4pm!

Thank You
**Red Cross/Market Basket/
 Vision Media Group for
 hosting December's
 Business After 5**

Annual Scholarship Fundraising Dinner

February 23, 2008
Crestwood Inn



Proceeds go to scholarships for local high school students continuing their education. Items are needed for silent & live auction.

Stay tuned for details. . . .



Ambassadors

- Barb Knight, Community Bank of Portage
- Colleen Zimmerman, Zimmerman Promotionz
- Darcy Wilkins, ARC of Columbia County
- Dave Voelker, Bonded Collectors of Wisconsin
- Doug Steele, Magnum Radio Group
- Ed Kramer, Kramer FunTours
- Emil Weatherbee, Edward Jones Investments
- Kim Klinkner, AMCORE Bank
- Martene Mamthey, Portage National Bank
- Nancy Elsing, Columbia County Econ. Dev. Corp.
- Pam Oxman, American Red Cross
- Rebecca Robinson, Wells Fargo Home Mortgage
- Rosie Endres, Portage Furniture Store
- Sarah Johnson, Zimmerman Plumbing, Inc.
- Susan Gamble, Land Title
- Travis Cooper, Zoe Communications
- Tina McVicker, QTI Group/QualTemp

PACC Staff

- Martanne Hanson, Executive Director
- Brad Conrad, Marketing and Event Coordinator
- Lori Witt, Administrative Assistant

Board Members

- Susan Weyh
- Jim Gauden
- Diane Jeltzer
- Carole LaVigne
- Colleen Zimmerman
- Duane Sprecher
- Adam Malchow
- Dec. 2008 Service, Maid Spolless/Hoopla
- Dec. 2010 Retail, Pierce's Marketplace
- Dec. 2010 Education, MATC
- Dec. 2009 Retail/Contractor, Edgewater Greenhouse
- Dec. 2009 Retail, Zimmerman Promotionz
- Dec. 2009 Retail, Culvers
- Dec. 2008 Retail, Culvers
- Dec. 2008 Main Street Portage, President

Executive Committee

- Martene Mamthey, President
- Kathy Cromey, Vice
- Sarah Johnson, Treasurer
- Dec. 2008 Professional, Portage National Bank
- Dec. 2008 Manufacturing, Fenda Corporation
- Dec. 2008 Contractor, Zimmerman Plumbing

Term Ends

NEWS BREAK is an official monthly publication of the Portage Area Chamber of Commerce. Subscription rate is \$10 per issue which is included in membership dues.

NEWS BREAK!

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Email: pacc@portagewi.com

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