



NEWS BREAK!

A Monthly Publication of the Portage Area Chamber of Commerce

March
2008

Executive Director's Corner

February is coming to a close and we have Leap Year to celebrate in 2008. Happy birthday to all those Leap Year babies, they only have an official birthday once every 4 years.

In the past few months the Chamber has been working on opportunities to increase our member benefits through our website and database software. We will be partnering with a software company called ChamberMaster to offer you marketing opportunities that are online, targeted, affordable, changeable and they have tracking abilities!

ChamberMaster is simple to use, powerful, and affordable member management software designed exclusively for Chambers of Commerce. ChamberMaster includes a database for our member records and our website, eliminating multiple databases and spreadsheets to manage.

Within the next few weeks we will begin a Member Benefit campaign where you will be contacted by ChamberMaster in order to help update our database and introduce you to the extra benefits that you will have an opportunity to use. As part of the membership campaign Chamber Master will contact each member by phone and:

- Verify your contact information with the Chamber. (email, fax, phone, address, primary contact)
- Provide you with a login and password for you to use to access your own member page area.
- Discuss online features available to every member such as hot deals, job postings, event calendar listings and advertising specials.
- Discuss how your business can receive more visibility by purchasing enhanced listings and limited banners ads in the business directory on the Chamber's website.

Benefits to you the member will include:

- Members can increase visibility, move slow merchandise, and build business by advertising specials with Hot Deals , eCoupons, banner ads or fill lodging vacancies.
- Members can have photos, logos and business descriptions listed.
- Members can have leads from inquiries generated automatically and sent directly to your email inbox.
- Member updates are posted to the website immediately. Members can change their own business listing and post events for Chamber approval.
- Members can register for events online. They can also choose to receive reminders of upcoming events and receive automatic notification of new Chamber events.
- Members receive a member information web page displaying member information.
- Members can post job opportunities.
- "Members Only" access allows members to monitor benefits and track your success.

The community will also get to connect to you as a member. With ChamberMaster, we can connect the community with each member business and post community and business events on the website. With these new changes, visitors to our website can...

Continued on Page 7

Chamber Sponsored Meeting & Event Dates

- 5th** Ambassador Meeting
8am Community Bank
- 6th** Youth Leadership Mtg.
8:15am Portage High
- 11th** Golf Meeting
Portage National Bank
3:30pm
- 11th** Business After 5 5-7pm
Bud's Pizza
1505 New Pinery Road
- 19th** Ribbon Cutting 9am
The Paint Place
120 Henry Street, STE 2

Our Mission...To provide leadership for building a healthy economy and high quality of life in the Portage area.



Graduation is a Splash

Students received a behind the scenes look at the Chula

Vista Resort as part of the final Youth Leadership session on Feb. 14. Students were treated to a tour of a few of the conference rooms, a junior suite, and the indoor water-park. Students also learned of the aggressive marketing campaign the Chula Vista employs as well as the need for the resort to keep updating and adding new attractions so Chula Vista can remain at the forefront of the highly competitive Wisconsin Dells market. Later, an inspection of the furnace room and a few of the rides awaited students.

Afterward, students had the opportunity to stay and play—and were given park passes for a return visit to use in the future.

The Chamber would like to thank Cardinal FG, MATC-Portage, the schools and their sponsors, and our volunteers for making this Youth Leadership another success. To become a sponsor, to volunteer, or find out more about Youth Leadership, call the Chamber at 742-6242.

Unique Changes in Store for Pierce's Marketplace

Customers pushing their grocery carts between the aisles of Pierce's Marketplace will notice some pleasant surprises. A new bakery and internet café are just a couple of new features coming to Pierce's, 2915 New Pinery Road.

The Walnut Street Baking Company—a 5,000-square foot production area employing 24 people—provides plenty of space where ingredients are mixed, baked, fried, allowed to rise, and packaged. The bakery will serve Pierce's five locations. The bakery's products may also soon find their way into hotels, smaller grocers, convenience stores—even a local college campus. Eventually, a cake decorating and bread making station complete with a baking oven will be located in a wide open area on the retail floor, giving consumers an up close and personal view of what would normally be done behind the scenes.

The bakery is part of the grocer's focus on meat, produce, and deli areas—“Better quality and a fresher product,” said Jim Gauden, store director. “A bigger push on freshness—cut that day, prepared that day.”

A Panini sandwich station, a 20-foot long fresh meat and seafood addition, internet café, larger walk-in beer cooler, and a larger health and nutrition-based product space are in the works, too. The building's new heating and cooling system will compliment all new cooler cases and flooring in some sections.

“The changes are a significant financial investment into the community,” Pierce's President Jeff Maurer said. “It's another way for us to differentiate ourselves from competitors.” Maurer said the changes are a sign Pierce's will be a part of the Portage community for many years to come.

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

The schedule for 2008 is almost full, 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.



A worker readies Pierce's new bakery. Many new changes and fresh updates are in the works at Pierce's Marketplace for mid-2008.

May's PSA takes second place

Jessica May's public service announcement was voted second place in Fox 47's Public Service Announcement Contest. May's message alerted teens to the dangers of texting while driving. Because of the sophomore's efforts, Portage High School will receive a \$2,500 grant. May is the daughter of New Century Designers, Inc. owner Brenda May, who thanks everyone for taking the time to vote.

"It was a great experience for Jessica, and all the support and encouragement was overwhelming," May said.

Mitchell's Grand Opening Events Planned

Mitchell's announced its official grand opening will be February 24 through March 6. Its first-ever Karaoke Contest takes place on March 1, with a total prize package in excess of \$500.

Your chance to enjoy the unique menu items our restaurant has to offer at a great "Get-to-know-us" value is Sun., March 2- Thurs., March 6. We are pleased to extend a "Buy One, Get One" special for you and your entire party. Space is limited so please call 608-742-8686 to make reservations.

As a new member of the Portage business community, we are happy to have contributed to some local organizations. We look forward to working with your club, organization, or church as well.

Please accept our invitation to visit us often during our grand opening week and then beyond to help make us a fixture of your community.

An Evening in Red benefits Columbia County Red Cross

Monk's at the Wilderness
Saturday, April 26th

The American Red Cross of Columbia County will be holding its annual Evening in Red on Saturday, April 26. The evening begins at 6pm with cocktails and appetizers and a silent auction. Dinner, featuring 3 choices for entrees, is at 7pm. Travis Hamele will lead a live auction at 8pm. Entertainment includes music by Michele DuVall & Main Street Melodies, a women's barbershop quartet.

Those wishing to attend the dinner have the opportunity to take advantage of special room rates at the Wilderness Resort: \$99 (Need to make reservations by April 1st). If interested in more information or to make reservations, please contact the Red Cross office at 742-3656.

Prices for the dinner: \$50 per person, \$95/per couple; \$375 for table of 8(includes wine at table).



New Chamber Members

Antiques Mall and Resale Shop of Portage

128 W. Cook St.
Portage, WI 53901

Contact: Lisa Cobb at 608-438-2928
Resale and antiques mall, consignments.

WPS Health Insurance

1717 W. Broadway
Madison, WI 53713

Contact: Rich Birrenkott at 608-221-4711
A Wisconsin based, not-for-profit health plan dedicated to providing individual and group health insurance solutions since 1946.

The Learning Tree Child Care Center

636 E. Slifer St.
Portage, WI 53901

Contact: Carol Behling at 608-742-7035
Offering quality childcare.

Dave and Judy Eulberg

522 W. Edgewater St.
Portage, WI 53901

608-742-4957

Individual members.

Konica Minolta Business Solutions

5133 W. Terrace Drive, Suite 101
Madison, WI 53718

Contact John F. Kruger, Jr. at 608-244-4161
The third largest producer of office equipment and solutions including copiers, printers, scanners, fax machines, etc.

Mitchell's Restaurant/ The Broken Paddle Saloon

123 E. Cook St.
Portage, WI 53901

Contact Troy Brueggeman, restaurant manager, or Michael Showalter, bar manager, at 608-742-8686.

Restaurant serving all tastes including a special senior menu and children's menu. The bar caters to a 30 and older crowd looking to relax and be entertained.

WELCOME



American Security & Investigations is a privately owned company providing on-site security services to a wide range of industries, as well as investigative services, security consulting, and training.

Jim and Joyce Martin founded the company in 1960 after Jim had served as bodyguard for then Wisconsin Governor Gaylord Nelson. They branched out into security and investigative services. The first local offices were in Portage and Beloit, WI.

We love working with such a diverse client base and improving public safety through collaboration with local businesses and law enforcement.

Today, our business is able to evolve by word of mouth through satisfied long term relationships. Staying abreast of current trends in security is vital to our business as well. One reason people look to us versus our competition: Immediate response. We also give specialized attention and offer services tailored to each of our individual clients.

When potential clients look to American Security & Investigations they will see our professionalism, quality, and reliability. Our most typical client can be anyone—a small business or large corporation that has concerns regarding the safety/security of property, employees, visitors, etc.

American Security & Investigations cares. We regularly donate to local law enforcement agencies and community programs that support public safety.

Our goal is not to be the biggest, but to be the best in the regions we serve.

American Security & Investigations
2517 Seiferth Road
Madison, WI 53716
1-800-506-9269



A Sizzling Opportunity

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!!

Satisfy more than your appetite. Culver's Day of Giving March 5, 2008

On Wednesday, March 5, Culver's will donate 10% of sales to the local American Red Cross. Enjoy a delicious meal, benefit a great cause and feel good all over. www.redcross.org www.culvers.com



Blau Family Chiropractic presents 100 Year Lifestyle Speaker Series

Kevin A. Blau, D.C. is presenting on The 100 Year Lifestyle, a book by Dr. Eric Plasker. He will be teaming up with various area professionals to teach you how to live your best life everyday of your life. Learn ideas and methods for diet, nutrition, exercise, mental agility, creativity, finances, friends and family, community, work and achieving a sense of purpose.

Thurs., Feb. 28th @ 5:30pm Fitness Coach Heather Frank Learn how important nutrition and exercise care in creating and maintaining a healthy lifestyle. Get your ESS (endurance, strength & structure) in shape!!

Thurs., April 10th @ 5:30pm Financial Coach Sally Harris Looking to makeover your finances? Get the help you need to get on the path to financial peace and abundance.

Thurs., May 8th @ 5:30pm Herbalist Jackie Dystra This class provides instruction on the use of whole herbs as a lifestyle. Specifics include: types of herbal preparations, whole food supplementation, herbal hygiene and creating a healthy personal environment.

Please RSVP to Blau Family Chiropractic 742-1300. Classes are about 1 1/2 hours long, refreshments are served. We are located off Airport Road at 641 Latton Lane, Portage.



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Coming Soon! Pierce's new bakery!!



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Brown Makes Nice Shade of Red; Annual Dinner is a Success

A few blushing faces in the crowd of about 60 were the result of some good-natured quips directed at well-known Chamber members and ambassadors from some smart-mouthed dummies belonging to Ventriloquist Dale Brown. The ventriloquist provided the entertainment for the Portage Area Chamber of Commerce's Annual Fundraising Scholarship Dinner on Feb. 23 at the Crestwood Inn. The dinner raised \$2,500 before expenses for graduating Portage High seniors wishing to continue their education. In addition, the dinner recognized Ambassador of the Year Marlene Manthey. Sue Weyh received recognition for serving as Chamber president, and Dave Eulberg was also recognized for his years of dedication to the Chamber.

Travis Hamele served as auctioneer and induced the crowd to bid away on the prize packages. The Chamber thanks all those who donated auction items, attended dinner and bid on items.



Dale Brown interacts with one of his creations while Chamber President Marlene Manthey accepts a hug and a plaque from Chamber Ambassador Dave Voelker.

608-745-4242

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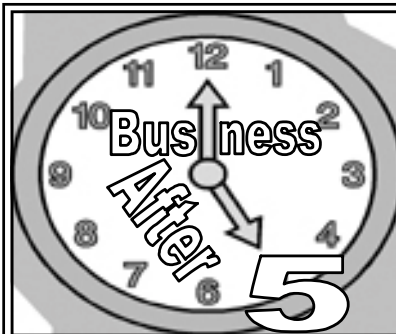
**Thank You
Divine Savior Healthcare
& WPDR/WDDC
for hosting
February's
Business After 5**

We've Moved!!

Eclipse Paintball Supplies/Sport Ready has moved to 210 W. Cook St. (the former Maytag Store). The new phone number is 742-1310.

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**It's that time again!!
March 11 5-7pm
Bud's Pizza
1505 New Pinery Rd.**

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



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.

- March 1** **The Midwest Open 2008**
The best winter athletes compete at Cascade Mountain in Big Air, Quarter-Pipe and a night Rail Jam. Competitors from 7 states and Canada. For more information contact Brendt Sarnwick at 742-5588 or cascademountain.com.
- March 7-8** **Annual Portage Alumni Curling Bonspiel**
All Portage alumni welcome. Sign up by calling Harry Edrman at 742-6751 before March 1st.
- March 7-29** **Portage Center for the Arts/Drury Gallery**
In the Drury Gallery-Portage Elementary & Junior High Schools. Opening reception March 7, 4pm-6pm. Call 742-5655 for more information.
- March 14** **Portage Center for the Arts Performing Arts Concert Series**
Featuring Stone Ring (Celtic Music) Reserved seating. Call 742-5655.
- March 15** **2nd Annual Bowl-a-Thon**
ARC and special Olympics of Columbia county is sponsoring their 2nd annual bowl-a-thon fundraiser, includes meal, silent auction and raffles. Will be held at Tolly's Alleys in Portage. Contact Connie Hayes at 742-0260 for information.
- March 22-23** **Pink Flamingo Camp at Cascade Mountain**
Skiing and snowboarding free style terrain park camp. After the season closes, this camp gives very personalized instruction for people looking to improve in the terrain parks. From first-timer to expert, we'll teach it all. Contact Brendt Sarnwick for additional information.
- March 26** **Columbia and Sauk Entrepreneurs and Inventors Club-Portage 6pm-9pm**
Do not miss this opportunity to find the resources and people you need to help develop your business held at the Law Enforcement Center, community room 711 E. Cook St. Contact Nancy Elsing at 742-6161 for more information.
- March 29-30** **WSA Hillcross Drags and Races at Cascade Mountain**
Snowmobile drags and races at Cascade Mountain. Racers climb the North Wall or Cindy Pop depending on category entered. Visit pro-ice.com for more information.



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- Locate your business through key word searches.
- Find good deals through Hot Deals or eCoupons.
- See community events online and have reminders sent via email.
- Always get the most up-to-the-minute information about your business.
- Find and print your information or brochures online.
- Locate available lodging or check for lodging amenities.

I hope that you take some time to look at this information in the next few days and participate in the member campaign any way that you can. Remember 70% of Americans are now using the internet. Are you reaching these potential customers? This is your opportunity. If you have any questions regarding this new member program, please feel free to contact me. I look forward to helping you gain additional business by working with you on this campaign.

Have a Happy Easter and don't forget golf tickets will go on sale April 1st.

Marianne Hanson



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 132 West Cook Street
 Portage, WI 53901
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 Fax 608-742-3799
 Web site: www.portagewi.com
 Email: pacc@portagewi.com

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- Executive Committee**
 Martene Manthey, President
 Dec. 2008 Manufacturing, Penda Corporation
 Sarah Johnson, Treasurer
 Dec. 2008 Contractor, Zimmermann Plumbing
- Board Members**
 Susan Weyh
 Jim Gauden
 Diane Jetter
 Carole LaVigne
 Colleen Zimmerman
 Chad Stevenson
 Jennifer Biero
- Ambassadors**
 Barb Knight, Community Bank of Portage
 Colleen Zimmerman, Zimmermann Promotionz
 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 Manthey, Portage National Bank
 Nancy Elsing, Columbia County Econ. Dev. Corp.
 Pam Oxman, American Red Cross
 Rebecca Robinson, Wells Fargo Home Mortgage
 Rostie Endres, Portage Furniture Store
 Sarah Johnson, Zimmermann Plumbing, Inc.
 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
- Term Ends**
 Dec. 2008 Service, Matt Spolless/Hoopla
 Dec. 2010 Retail, Pierce's Marketplace
 Dec. 2010 Education, MATC
 Dec. 2009 Retail/Contractor, Edgewater Greenhouse
 Dec. 2009 Retail, Zimmermann Promotionz
 Dec. 2009 Retail, Culvers
 Dec. 2010 Professional, Divine Savior Healthcare

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