

**Thanks so much for coming!**  
*Thanks to  
Hilltop Inn  
for hosting this meeting.*

**Cross Plains Area Chamber Member Benefits**

**Networking Opportunities**

**Member Promotions Locally, Regionally & Statewide**

**Community Support & Donations**

**Member Referrals and Inquiries**

**Business Ceremonies**

**Training Opportunities**

**Newsletter**

**Chamber Website ~ [crossplainschamber.net](http://crossplainschamber.net)**

**"Chamber Bucks"**

**Health Care Plans Offered to Chamber Members**

**Snap Fitness offers Discounted Rates for Members**

*For more information*

*Check out our website or talk to us*

*[crossplainschamber.net](http://crossplainschamber.net)*

**Promoting a strong economy  
and high quality of life  
for our Chamber members  
and the Cross Plains community!**



**Welcome to the Cross Plains Area Chamber  
of Commerce Annual Meeting**

Monday March 28, 2011

Thank you for joining us!

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Thank you to

**Hilltop Inn**

**for hosting our event!**

# Membership Meeting Agenda

**5:30 - 6pm Arrive and Short Social Time**

**6pm Business Meeting**

- **Welcome & Introductions** Amy 5 min
- **2010 Highlights** Amy 5 min
- **Village Update** Warren M 5 min
- **County Update** Kurt S 5 min
- **Worlds Fair Update** Doug G 5 min
- **Treasurer’s Report** Kathy 5 min
- **Thank You Outgoing Board** Judy 5 min
- **Approve Proposed New Board** Annette 5 min
- **2011 Goals** Amy/Annette 5 min
- **Upcoming Events** Amy 2 min

**6:45pm Social time & Dinner**

Statz & Harrop, Inc.  
 Steve Marx Construction & Design  
 Stoppleworth Plumbing, Ltd  
 Tanos Pizza  
 Tax Solutions  
 TDS Telecom  
 Terry's Piggly Wiggly  
 Uphill Grind Bicycle & Coffee  
 US Cellular/Wireless Works, Inc.  
 UW Health Cross Plains  
 Village of Cross Plains  
 Wagner Insurance & Financial, Inc.  
 Walgreens  
 Watkins  
 Weaver Auto Parts of Cross Plains, Inc.  
 Wilson Law Group  
 World of Variety

**Individual Members**

Steve Hillebrand  
 Steve Marx  
 Greg Stoppleworth  
 Ronald F. Spangler  
 Greg DiPiazza  
 Al Ripp  
 Terry or Judy Lancaster  
 Michael Osborne  
 Katie Clark  
 LuAnn White  
 Janet Klock  
 TJ Lewis  
 Brian Popelars  
 Karen Barman  
 Brian Gruber  
 Dan Purtell  
 Tom Acker

Richard Haynes  
 Richard Lornson  
 Timon Zander  
 Dean Archer  
 Peter Benson  
 Rowan Bright  
 Randy Case

**Honorary Members**

Dick Dresen  
 Doc Esser  
 Fred Urben  
 James (Babe) Brunner  
 Ray Blanchard  
 Roger Brumm  
 Gene Kostecki

## Upcoming Events

- Village Board Meeting (DOT vote) Wednesday, March 30
- Village Board Election Tuesday, April 5
- Kurt’s Networking Event Tuesday, April 12
- Easter Egg Hunt Saturday, April 23
- EMS Networking Event Thursday, May 19
- Memorial Day Chicken BBQ Monday, May 30
- Chamber Golf Outing at Lake Wisconsin July 20

Let Amy know if you’d like to host a networking event!

Kalscheur Implement Company, Inc.  
 Kurt's on Main  
 Kwik Trip  
 Lee Mayrack Enterprises LLC  
 Made in the Shade  
 Madison Gas & Electric Company  
 Main Street Lanes  
 MaRiLa Veterinary Clinic  
 Marketing Concepts, Inc.  
 Merrill Lynch  
 Mid Towne Construction, Inc.  
 Middleton Community Bank  
 Middleton-Cross Plains Area School District  
 Mike's Mobil, LLC  
 Millwork Marketing Services  
 Monk's Retreat  
 Moretti Law Office  
 Morgans of Pine Bluff  
 Nanny Love Daycare  
 Nelson Electric  
 News Publishing, Inc.  
 Northwest Dane Senior Services  
 On the Spot Detailing, Inc  
 PetCare Clinics - Animal Hospital of Cross Plains  
 Pfeil, Millonzi & Curran, S.C.  
 Physicians Plus  
 Plastic Ingenuity  
 ProBuild  
 R & R Doors, Inc.  
 Reeson Chiropractic  
 Earl & Rose Rettenmund Farm  
 Roessler & Sons Construction  
 Rosemary Garfoot Library  
 Rural Mutual Insurance  
 Saeman Lumber Company  
 Saint Francis Athletic Association  
 Sauk Plains Plumbing & Pumps, Inc.  
 Schmitt Technical Services, LLC  
 Send Out Cards  
 Shelton's Bar & Grill, Inc  
 The Shoe Box  
 Snap Fitness of Cross Plains  
 State Bank of Cross Plains  
 Statewide Supply, Inc.

Dick Zwettler  
 Kurt or Erica Schlicht  
 Andrew Stuttgart  
 Lee Mayrack  
 Doug Brunner  
 Phyllis Wilhelm  
 Arlene or Julie Dahmen  
 Dr. Mary Hess  
 Tom O'Connell  
 Steven Zahn  
 Corey Ballweg  
 Judy Kelter-Ketelboeter  
 Don Johnson  
 Mike Schlueter  
 Todd Burud  
 Scott or Cami Hogan  
 Jay Moretti  
 Thomas Zabrowski  
 Heather Rentmeister  
 David & Tammy Nelson  
 Marc Mickelson  
 Dee Suchomel  
 Tom Schwartz  
 Dr. Joseph Valenta  
 Todd Pfeil & Kay Millonzi  
 Wanda Gilles  
 Tom Kuehn  
 Marcel Nonn  
 Ron Runk  
 Dr. Dustin Reeson  
 Rose Rettenmund  
 Greg Roessler  
 Kris Loman  
 Matt Kripschack  
 Ben Katzman  
 Marcel Nonn  
 Steve Kuhn  
 James Schmitt  
 Angie Heiman  
 Aron Shelton  
 Steve Schmitt  
 Patrick & Jennifer Maguire  
 Jan Hogan  
 Scott Dahlk

## Welcome 2010/2011 New Members

Aflac Insurance	Tara Stapelmann
Creative Marketing Specialists	Julie Pankow-Helland
Crescent Builders, Inc.	Randy Lowenberg
Millwork Marketing Services	Todd Burud
On the Spot Detailing, Inc	Tom Schwartz
Physicians Plus	Wanda Gilles
Earl & Rose Rettenmund Farm	Rose Rettenmund
Rural Mutual Insurance	Matt Kripschack
Send Out Cards	Angie Heiman
Shelton's Bar & Grill, Inc	Aron Shelton
The Shoe Box	Steve Schmitt
Walgreens	Brian Popelars
Watkins	Karen Barman
Individual Member	Richard Haynes
Individual Member	Randy Case

## 2010 Chamber Board Members

***President:***                    **Judy Kelter- Ketelboeter**

***Past President:***            **Doug Brunner**

***Vice President:***           **Annette Koenig**

***Treasurer:***                 **Kathy Esser**

***Directors:***                   **Steve Buss**

**Joe Prine**

**Dr. Julie Feit**

***Executive Director:***      **Amy Hansen**

## List of Current Chamber Members

### BUSINESS

Aflac Insurance  
 All American Liquor, Video & Tan Spa  
 American Family Insurance  
 American Legion Post 245  
 Associated Lawn & Landscaping Service, LLC  
 Athens Gyros of Cross Plains  
 Boehnen, Inc.  
 Call of the Wild Gallery  
 Century 21 Affiliated-Roessler  
 Clerkin Wunderlin Group, Inc  
 Coach's Club  
 Country Inn & Suites - Madison West (Middleton)  
 CP Riders Snowmobile Club  
 Creative Marketing Specialists  
 Crescent Builders, Inc.  
 Cross Plains Area EMS  
 Cross Plains Dental, SC  
 Cross Plains Family Chiropractic  
 Cross Plains Motors, Inc.  
 Cross Plains Optimist Club  
 Cross Plains Pharmacy  
 Cross Plains True Value  
 Crossroads Coffeehouse, LLC  
 Culvers of Cross Plains  
 Dean Health Plan  
 Don's Tire  
 Edward Jones  
 Esser's Cross Plains Brewery  
 Feiner Furniture, Inc.  
 Girlie's Manor  
 Group Health Cooperative of South Central Wisconsin  
 Gunderson Funeral Home  
 Haack Homestead Inspections, LLC  
 Hill & Valley Antique Auto/Americana Show  
 Hilltop Inn  
 Howard and Williams Real Estate  
 Ice Age Trail Alliance  
 Jenkins Painting & Wallpapering, Inc.  
 Jim Dietzen State Farm  
 Kalscheur Dodge Chrysler

### CONTACT PERSON

Tara Stapelmann  
 Judy Sonnemann  
 Michael Grzenia  
 Dan Cady  
 Randy or Veretta Hacker  
 Kyo Ladopoulos  
 Dale or Paul Lochner  
 Jim Quick  
 Mike Roessler  
 Annette M Koenig  
 Jennifer Romine  
 Rob Wartella  
 Jamie Dahlk  
 Julie Pankow-Helland  
 Randy Lowenberg  
 Tim Hellebrand  
 Dr. Shawn McCue  
 Dr. Julie Feit  
 Chester Tourdot  
 Mike Roessler  
 Lisa Kostecki  
 Ray Buchanan  
 Mary Devitt  
 Jim Nonn  
 Casey Bucholz  
 Leo Wherley  
 Keith Lehnerr  
 Wayne or Larry Esser  
 Mike Schutz or Ron Brunner  
 Doug Gregory  
 Pam Hying  
 Dan Dederich/Pete Gunderson  
 Dave Haack  
 Don Chandler  
 Jerry Thompson  
 Kevin Campos  
 Michael Wollmer  
 James P. Jenkins  
 Jim Dietzen  
 Dean Kalscheur

Chart of Executive Director Support over 50 hours/year

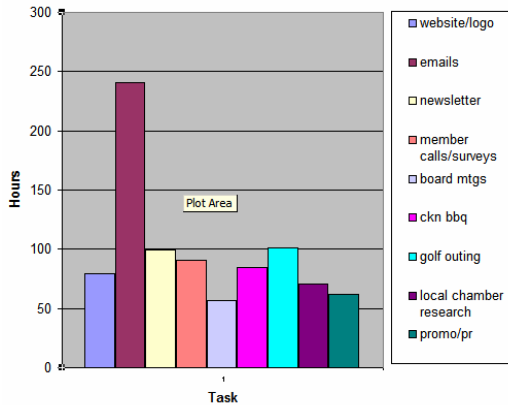


Chart of Income over \$1,000

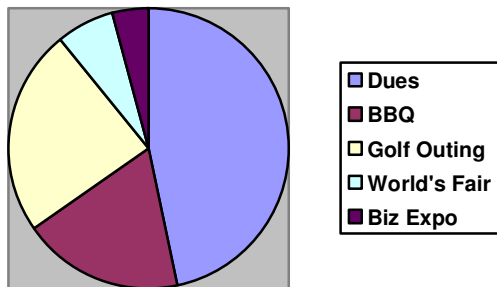
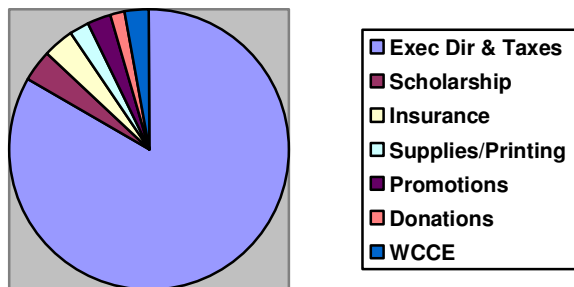


Chart of Expenses over \$500



## 2010 Highlights

- 104 Current Members (including 15 new members)
- Built communication tools including; Chamber Newsletter & Email Blasts, Constant Contact set up for email and event marketing, and online surveys, implemented SendOutCards, continued development of crossplainschamber.net.
- Several membership meetings held including; Annual dinner, Golf Outing, Community Update, Chamber Mixer at Overture Center, and Department of Transportation informational meeting. The Chamber Board also held monthly meetings working towards the mission of the Chamber.
- Held our first Business Fair, partnered with Black Earth Chamber. 80 businesses participated, 100 walk in visitors.
- Community events including Santa's Visit, Easter Egg Hunt, Chicken BBQ (Scholarships awarded to Laura McGinnis and Morgan Hormig), Hill & Valley Antique Auto/Americana Show, and sponsoring the Cross Plains World's Fair.
- Community support including; donation to the Babe Ruth team for the World Series, partnered with Village Office to continue to distribute new resident welcome packets and promote community information, continued support of the "Chamber Bucks", set up charity account at Mattel Store.
- Formulating statewide and regional relationships with chambers, other civic/business organizations such as Thrive, Wisconsin Department of Tourism, and Wisconsin Chamber of Commerce Executives (WCCE). Executive Director attended annual WCCE conference.

## **Cross Plains World's Fair**

- ❖ **June 24-26 at Baer Park**
- ❖ **Beer tent and concessions throughout the weekend**
- ❖ **Entertainment Friday (Lube), Saturday and Sunday night**
- ❖ **Kids Day Saturday; Wagon Rides, Pedal Tractor Pull, Games, Inflatable Obstacle Course, Bounce Hour, Face Painting & More**
- ❖ **Babe Ruth baseball tournament**
- ❖ **Softball tournament**
- ❖ **Home Talent baseball**
- ❖ **Fireworks at Dusk Sunday**
- ❖ **Volunteers Needed!**
- ❖ **Raffle tickets 1-\$10, 3-\$25,**
  - ❖ **7 \$100 winners, \$250 for 2nd, \$2500 Grand Prize**

## **New Annual Chamber Award**

### **2011 Nomination Form**

The Chamber board would like to initiate a new award to recognize individuals who have gone over and above and made a positive impact on the Cross Plains Area community through their volunteer efforts and community service activities. We invite you to submit suggestions for the name of the new award as well as nominate a person you would like to recognize.

The recipient of this award will be announced and honored at the CPACC Golf Outing on Thursday, July 20, 2011. Nominations must be submitted to Amy Hansen by June 30, 2011.

### **GENERAL QUALIFICATIONS**

- Must be an employer or employee of a CPACC member business, organization, or an individual member.
- Currently active in CPACC and the Cross Plains area community.
- Participation in CPACC and community events and activities.

### **SELECTION CONSIDERATIONS**

- Nominee contributed a needed service to CPACC and the community.
- Nominee was active and involved with the CPACC.
- Nominee initiated new programs or activities and used new methods to solve problems.
- Nominee accomplished desired results and worked toward the Chamber mission.
- The activity or service produced positive changes that provided examples for other groups.
- Amount of time devoted to the activity or service was significant.
- Nominee overcame unusual challenges.

# CPACC Scholarship

## Treasurer's Report 4/1/10- 3/28/11

- This year will offer two, \$500 scholarships
- Graduating seniors who live or work in the Village or Town of Cross Plains or Town of Berry who are registered for any technical/vocational school, college or university
- Judged on community service, co-curricular activities, scholastic achievements and work experience
- Scholarship winners recognized at CPACC Memorial Day Chicken Barbeque (application deadline is May 1)
- Judges needed!

	YTD	Budget	Variation	2011/12 Budget
<b>INCOME:</b>				
Dues - 2009-2010	\$17,540	\$16,500	\$1,040	\$18,000
Meml Day BBQ	7,201	6,500	701	7,500
World's Fair	3,088	2,500	588	2,500
Interest Income	198	200	(2)	150
Golf Outing	8,913	7,000	1,913	9,000
Business Expo	1,612	500	1,112	2,000
Santa Visit	990	500	490	500
<b>Total Revenue:</b>	<b>\$39,784</b>	<b>\$33,700</b>	<b>\$6,084</b>	<b>\$39,650</b>

	YTD	Budget	Variation	2011/12 Budget
<b>EXPENSES:</b>				
Administrative	\$28,796	\$27,000	\$1,796	\$30,000
Postage	68	300	(232)	300
Meetings	90	500	(410)	500
Website/Computer	757	500	257	500
Office Supplies/Printing	801	1,500	(699)	1,000
Promo/Memorials	789	500	289	500
Scholarship	1,000	1,000	-	1,000
Donations	500	1,500	(1,000)	500
World's Fair Seed \$	500	500	-	500
Insurance	1158	1,500	(342)	1,500
Misc.	270	1,000	(730)	\$1,000
Santa Visit	1,210	600	610	600
WCCE Membership/Conf729		-	729	800
Easter Egg Hunt	69	300	(231)	300
<b>Total Expenses:</b>	<b>\$36,738</b>	<b>\$36,700</b>	<b>\$38</b>	<b>\$39,000</b>

	YTD	Budget	Variation	2011/12 Budget
<b>Net Income:</b>	<b>\$3,046</b>	<b>\$(3,000)</b>	<b>\$6,046</b>	<b>\$650</b>

Bank Acct Balances:		CPACC Donations - 2010/2011
DDA	\$1,259.74	CP Babe Ruth \$500
Certificate of Deposit	\$12,325.40	
Total Acct Balances:	\$13,585.14	

CPBA Bucks acct \$619.83

## 2011 Strategic Goals

### Thank You Outgoing Board Members

- **Doug Brunner representing Made in the Shade**
- **Joe Prine representing Terry's Piggly Wiggly**

**Thank you so much for all your time and support!!**

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### Proposed CPACC Board of Directors

**Mission:** Promote a strong economy and high quality of life for our Chamber members and the Cross Plains area communities! Organize and lead the Chamber members in order to accomplish our shared goals. Remove obstacles and empower our teams to succeed.

**Team Leader:** Amy Hansen

**Proposed Team Member's:** Annette Koenig, Judy Kelter-Ketelboeter, Kathy Esser, Steve Buss, Dr Julie Feit, Rowan Bright & Kay Milonzi.

#### Support Economic Development

- Recruit new and maintain current chamber members
- Attract new businesses to the Cross Plains area while working to retain and assist growth of existing businesses
- Development of strategic partnerships

#### Promotions & Administrative

- Leadership and Support of Dedicated Executive Director
- Member communication via newsletters and emails
- Maintain and improve an effective Chamber website
- Advertising & Sponsorship Opportunities
- Promotion, support, and general building awareness of local companies, members and Cross Plains Area events

#### Networking & Events

- Increased membership/networking meetings including educational opportunities
- Chicken BBQ and Golf Outing
- Support of community events such as Easter Egg Hunt, World's Fair, Hill & Valley Antique Auto/Americana Show, & Santa's Visit
- Business Expo of Cross Plains Area
- Exploration of a new event to bring business to the Cross Plains Area

#### Member Services

- Strengthen the image of the Cross Plains Area Chamber of Commerce as a business organization essential for the future prosperity of the area
- Continued efforts on Regional Relationships
- Support & promotion of Chamber Health Insurance
- Ongoing efforts to increase value added benefits for members
- Develop a dynamic membership approach including a new member retention program
- Market a continuous effort with "Shop Local", promote the Chamber Bucks program
- Establish and maintain effective teams & programs to work toward the mission of the Chamber