



November 2009

President's Message

Dear Members,

This is one of my favorite times of the year. As an avid sports fan I get to watch a little play-off baseball, college football and the Green Bay Packers. As someone active in our snowmobile club it is nice to feel that early frost and anticipate the first trail ride as we prepare our local trails. I know many others that may not care for similar pursuits are looking forward to the holiday season and a busy shopping season. Fall is certainly a wonderful and beautiful season of change. Our Chamber is also continuing to change and evolve. We are putting the finishing touches on our updated website and working to improve our teaming model. Thank you for the wonderful turnout at the Snap Fitness Grand Opening and Chamber Networking Event. I appreciate the work the Event Team is doing and how they will continue to make our events meaningful and more efficient.

I hope this note finds you and your business in good health!

Sincerely,

Doug Brunner
Owner, Made in the Shade Blinds & More!



Save the Date for a Chamber Mixer on March 11, 2010

The Overture along with sponsors TDS and State Bank of Cross Plains will be hosting a networking event at the Overture Center for members of our Chamber, so please save the date. There will be music, food and refreshments for everyone to enjoy. What a great way to expand your network by meeting other business members from local Chambers in Middleton, Cross Plains, Black Earth,

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Get to know Members

Edward Jones

MAKING SENSE OF INVESTING

My name is **Keith Lehnherr**, and I have had the pleasure of running the **Edward Jones Investments** office here in Cross Plains since July of 2008. I am blessed to be married to my very supportive wife Amber, who works as a personal banker for the State Bank of Cross Plains in Verona, and we have a 20 month old son named Oliver. I grew up in Freeport, IL, and moved to Madison to obtain a Consumer Science with Emphasis in Personal Finance degree from the University of Wisconsin. My family and I enjoy golfing, biking and rooting for the Badgers in any sport.

I consider myself fortunate to be able work with some of the nicest people in the area. I was placed in Cross Plains to help make a difference in the community, not only for my clients, but for those who simply have a question or need a helping hand. I chose to work for Edward Jones because what makes the firm different is what makes us great. I am focused on one client, the long-term individual investor. We are different because we care about one thing and one thing only, our client's goals and their families. I provide financial information and education to my clients in order to help them achieve their financial goals, and do my best to deliver a highly personalized and convenient service. If I can be of any assistance to you, your families, or your business please let me know.

On a side note, we are a very proud sponsor of **TOYS FOR TOTS**, and we have a drop off box in our office. If you would like to donate, please bring a new and unwrapped toy by the office **weekdays between 8:30 a.m. and 4:30 p.m. by December 10th**. (Cash donations are not accepted at the branch office.)

The **Cross Plains Branch of Edward Jones is located at 2529 Main St. in Cross Plains.**

www.edwardjones.com
Keith.Lehnherr@edwardjones.com
608-798-0043



American Legion – Post 245

My name is **Dan Cady** and I represent the **Cross Plains American Legion Post 245**. My family has been in Cross Plains since Sept 1967. I have been a member of Cross Plains Legion for 40+ yrs. I am a member of the Cross Plains Lions, The Knights of Columbus, and the VFW Post 8216 in Middleton. My Bride of 43 yrs and I have 4 children; two boys and two girls, and 4 grandchildren. I served in the Army from 1965 to 1967, and was in Viet Nam from April 66-April 67. I started my career after time in the service at Cross Plains Hardware and Appliance. From June 1972 until retirement in 2007 I worked as a serviceman for Madison Gas & Electric. I have most recently been a Realtor Agent with Century 21 Affiliated/Roessler for about 4 years. We have been members of St Francis Xavier since Sept 1967.

The American Legion – Post 245 mission is to build broad community awareness for the noble men and women in our area who have served in the US Armed Forces and contributed to the peace and freedom of our country. Our mission is also to initiate needed services and programs for the new generation of veterans returning from current military operational areas. Lastly our mission is to maintain our continuing civic responsibility program that provides assistance to local veterans, their families and to other citizens and organizations in our community that need assistance.

The American Legion – Post 245 is making great progress on the fundraising for the **Veterans Memorial**. The Memorial is being built to honor Veterans. \$63,000 of the goal \$100,000 has been raised thus far. The goal is to break ground Memorial Day 2010. Please consider sponsoring your own engraved piece of the Veterans Memorial. Please contact **Dan Cady** with any questions or if you'd like more information.

americanlegioncp.org
dcady@c21affiliated.com
608-438-2987

Get to know Members



Timon Zander has been a long time member of the Cross Plains Area Chamber of Commerce. He works for **CfSI (Culver Franchising System Inc)** located in Prairie du Sac, WI. Timon has been in the food business all his life, and with CfSi for 3 ½ years. CfSI serves 408 Culver's restaurants located in 17 states. The company is a family owned business. They provide quality products and service, most notably Butterburgers and custard. The company's goal is to provide quality service to their Franchise Partners. According to Timon, "there is always something new at Culver's!"

Timon has been married to his wife Betty for 24 years. They have three children. Nicole is 15, Matt and Josh are 6. Timon attended St Francis, Holy Name Seminary, and UW Madison. His hobbies include coaching youth sports, and he is an avid Badger Fan.

Zander joined CPBA in early 1980s. He is a former board member and once served as President. He is also a former President and member of Cross Plains JCs. Timon currently serves on the SFX Athletic Board and Mendota Gridiron Board, and is a current member of Cross Plains Lions.

Zander has spent his whole life in Cross Plains (50 years). He spent 25 years in the family dairy business, 2 years in wholesale meat business, and is currently Purchasing Manager for Culver's Restaurants.

www.culvers.com
TimonZander@culvers.com
608-644-2602

The Cross Plains Optimist Club

Organized in September 1991, the club's mission statement is "By providing hope and positive vision, Optimists bring out the best in kids." Our strong commitment to the "Friend of Youth" motto gives our club a vital sense of purpose. We believe that by combining the efforts of members and of the Cross Plains community, we can maximize our potential to "connect" with young people in our area. We can make a positive difference in the lives of these future leaders of our communities. We have learned that there is a tremendous need and opportunity to help enhance the quality of life of our youth. Our goal is to raise money to support our club projects. Some of our successful projects have been: Awarding a scholarship to a deserving senior at Middleton High School each year. We honor a student of the month at our monthly general meetings. These students are selected by their teachers from; Glacier Creek Middle School, Park School, Sunset Ridge, St. Francis and St. Peters school in Ashton. We run a basketball shooting, passing, dribbling contest where the winners go on to compete at the state level. We hold a fishing contest at Salmo Pond every Father's Day where each child receives a free fishing pole and tackle box. We support local youth groups. Each year we work with local social service agencies to identify a needy family in our community and we purchase much needed items to make their Christmas a joyous occasion. These are just a few of the things we support. We are always looking for other ways to help the youth of our community and have made donations to young individuals who have gone the extra step of asking us for help with a trip or cause for their fundraising efforts. We have supported many local non-profit groups such as the Ronald McDonald House, Rosemary Garfoot Library, Special Olympics, Gilda's Club, Middleton Transplant House, Destination Imagination Team, Project Lifesaver, The Respite Center, Childhood Cancer Campaign to name a few.

We meet the second and fourth Wednesday of each month at 7:00 a.m. at Culvers in Cross Plains and we always welcome guests who are considering becoming a member of our club.

Our goal is to: Bring out the BEST in KIDS!

Lee Sorenson
happykarter@charter.net
608-798-4000

Get to know Members

The Clerkin Wunderlin • GROUP •

My name is **Annette Koenig** and I work for **The Clerkin Wunderlin Group**. I have been in the insurance business for 27 years and with The Clerkin Wunderlin Group for 25 years. I specialize in individual health and group employee benefits. The Clerkin Wunderlin Group is an independent insurance agency, dedicated to providing our clients with careful, yet innovative and up-to-date, benefits planning and advocacy. We represent all of the local health plans, as well as the national Preferred Provider Organizations (PPOs). In addition, we offer a full menu of ancillary benefits such as dental, life, disability, vision, and voluntary products. Our agency caters to individuals and small businesses.

Since I started out my career in the customer service area, I truly believe that being responsive, thorough, knowledgeable, and helpful are key components of our business. I consider it an honor to work with individuals and businesses to help them sort through the options for these important insurance coverages.

I have lived in Cross Plains all my life. I have two children, my youngest; Casey is in his first year at University of Stevens Point and my oldest Sarah, received her Master's Degree in Marriage and Family Therapy from Edgewood College and is working for ARC Community Services in Madison. I have been married for 24 years and can truly say that I am married to a clown. Not many people can say that and truly mean it. My husband has been clowning for charity for 24 years. I am sure you may have seen him riding his unicycle in the local parades. We do a lot of camping with good friends and I really enjoy my book club. I am also proud of the fact that I finished a mini-marathon this fall. I have been volunteering at St. Mary's Hospital for 8 years and enjoy helping out with the Blood Drives in Cross Plains.

I am excited to work with many of the local businesses here in Cross Plains on their Employee Benefits plans and to be a resource to them in this area. Please don't hesitate to call if you would

www.cw-group.biz

akoenig@cw-group.biz

608-821-1500



Jay D. Moretti has been running **Moretti Law Office** for 36 Years. He attended UW Madison and earned a BA in history and JD (Doctor of Law). He has lived in Cross Plains for 34 years, and has been a member of the Chamber for 33 years, including time on the board.

Jay has 3 grown children. He enjoys gardening, cooking, and canoeing. He was born and raised in Waukesha County where his father was a small businessman. Jay was employed by Reigel Law Office in Madison from 1971 - 1972. He was a sole practitioner in Madison from 1973 - 1976. He then opened his office in Cross Plains in Oct. 1975.

Jay provides services for working people, families, farmers, and small business persons. He provides services with regard to real estate transactions and other real estate matters including such things as easements, well agreements and boundary disputes, estate planning, trusts, wills, probate, assistance to the elderly, family law including divorce, small business matters including small business corporations, limited liability companies and partnerships, contracts, and landlord tenant matters. Jay prides himself on providing personalized individual service that may not be provided by large firms. His main business goal is to serve the community by providing high quality yet affordable legal services. And he makes house calls!

Volunteer Opportunity



Dear Friend,

Because your commitment to the community is central to your mission, you know how deeply the economic downturn has affected so many families. And you also know how challenging it has been to maintain or increase the level of service that you provide. As you begin to prepare for this year's holiday season, we invite you to join the *Share The Season* holiday meal campaign. SHARE can help stretch the impact of your holiday outreach budget.

SHARE: Helping Families Save on Food

SHARE is a nonprofit food buying club that strengthens community through volunteer service. Each month, SHARE volunteers distribute high quality food at savings of 30-50% to 8,000 families throughout Wisconsin, northern Illinois, the Upper Peninsula of Michigan and parts of northeastern Minnesota. During the holidays, SHARE brings its extraordinary volunteer network, proven distribution system and incredible buying power into partnership with organizations like yours.

SHARE's Holiday Dinner Packages

You can partner with SHARE to distribute complete Thanksgiving and Christmas Dinner Packages in your community. See the enclosed flyer for details on the delicious contents, and note that this year we are including a larger assortment of fresh fruits and vegetables! SHARE is maintaining the packages at last year's price of \$25 plus a small transportation fee in some areas. In addition to these dinner packages, during the holidays SHARE also offers its regular \$15 and \$25 assorted food packages to organizations—see our website or call our main office for details.

What You Can Do:

- 1) Order and pick up food packages** through your local volunteer-run SHARE host site. You can then distribute the packages to the recipients of your choice.
- 2) Become a distribution site** where community members order and pick up food packages. SHARE's experienced staff and local volunteers will guide your organization through the process.
- 3) Give SHARE gift certificates** to families in need or to employees as holiday gifts. Gift certificates are redeemable for any food purchases at your local SHARE site, including holiday packages.
- 4) Make a donation to SHARE** that will be used to distribute free holiday dinner packages. Designate families, employees or geographic areas that you want to receive the food, or let SHARE identify families in need on your behalf.

To join the *SHARE The Season* campaign, contact me, your local SHARE host site leader **Donna Blumer or Dee Suchomel at 798-0114 or 767-3757 ext 222**. You can also contact SHARE's main office at 800-548-2124 or info@sharewi.org. As you'll see in the enclosed flyer, you can also order dinner packages for individual families via our website: www.sharewi.org. **If your organization plans to distribute 20 packages or more, please call soon so we can be sure to accommodate your community's needs.**

Please join SHARE in the spirit of giving that is at the heart of our holiday traditions.

Sincerely:

SHARE Host Site Leader

The SHARE Program is available to residents in Black Earth, Cross Plains and Mazomanie. The distribution site is at NWDSS in Black Earth.

Seminar Series



WMC NOVEMBER SEMINAR SERIES--WMC is proud to present three thought-provoking and timely presentations on the economy and healthcare. *There is no cost to attend these meetings; however, we do ask that you RSVP in advance. See staff contacts below.*

Wisconsin's Economic Outlook --In partnership with UW-Madison Office of Corporate Relations

Friday, November 6th

7:30-9:30 a.m.

Briggs and Stratton Corporate Offices, Milwaukee

Michael Knetter, Dean of the Wisconsin School of Business, on the economic outlook for the State of Wisconsin. Knetter, who is published widely in the areas of international and macroeconomics and served as senior staff economist for the President's Council of Economic Advisors for former presidents George H.W. Bush and Bill Clinton, will talk about how Wisconsin and its main economic sectors have fared during the economic downturn and what they can expect in 2010.

[REGISTER](#) (online) or call (608) 258-3401, ext. 3036. A confirmation will be sent, including directions to the meeting. Staff Contact: [Susan Nyffenegger](#) (608) 258-3401, ext. 3036

Health Care Reform: What Does it Mean to Your Business?

Wednesday, November 11th

- 7:30-9:00 a.m. – Brookfield Suites Hotel & Conference Center, Brookfield
- 1:00-2:30 p.m. – Bridgewood Resort Hotel, Neenah
- 4:00-5:30 p.m. – Tundra Lodge Resort Hotel & Convention Center, Green Bay

In a series of briefings on the current status and substance of health care reform at both the state and federal level, Michael Tanner, Senior Fellow at the Cato Institute, and WMC staff, will discuss proposed federal and Wisconsin-specific health care legislation and WMC activities. Michael Tanner heads research into a variety of domestic policies with a particular emphasis on health care reform, welfare policy, and Social Security. Tanner's writings have appeared in nearly every major American newspaper, including the New York Times, Washington Post, Los Angeles Times, Wall Street Journal, and USA Today.

[REGISTER](#) (online) or call (608) 258-3401, ext. 3050. Staff Contact: [Janie Ritter](#), Director of Member Relations (608) 258-3401, ext. 3050

Energy and Wisconsin's Economy In partnership with UW-Madison Office of Corporate Relations

Thursday, November 12th

7:30-9:30 a.m.

Wisconsin Public Service Corporation, Green Bay

Professor Michael Corradini will speak on the future of energy in the State of Wisconsin. Corradini, who is Chair of the UW-Madison Engineering Physics Department and founder of the University of Wisconsin Energy Institute, will talk about the need for clean efficient energy for continued economic growth for the state and the implications for Wisconsin businesses.

[REGISTER](#) (online) or call (608) 258-3401, ext. 3036. A confirmation will be sent, including directions to the meeting. Staff Contact: [Susan Nyffenegger](#) (608) 258-3401, ext. 3036

Santa's visit in December

Santa will be riding into town for a visit on **Saturday, December 5th** this year. Santa will be at the Cross Plains Berry Fire Department from 9-11:00am. Bring your children and enjoy gifts, goodies, cider, cookies, and general holiday fun. The Chamber Event Team will be hard at work organizing and collecting donations for kids gifts and a NEW shopping area where kids can pick up some inexpensive gifts for their loved ones. If you are able, **please consider a gift or cash donation to be used for door prizes and gifts for the children.** **Another way to be involved is to volunteer to help out with the set up Friday, December 4th or at the event on Saturday.** Please contact Amy Hansen with any questions, donations, or if you'd like to help out! cpbaexecdir@yahoo.com or 843-



Use CPBA/Chamber Bucks for the Holidays

When doing your holiday shopping this year, please consider using "CPBA Bucks." It is a great way to **keep shopping dollars in Cross Plains**. CPBA Bucks are versatile and can be used in many ways. Several businesses have purchased them as incentives for employees, as thank you gifts, for use in referral programs for customers, employee bonuses as well as many other uses. This is a **member only** benefit as CPBA Bucks can only be redeemed at CPBA member businesses. CPBA Bucks may be purchased at the State Bank of Cross Plains or through Amy Hansen (please contact Amy if ordering quantities of 10 or more). CPBA Bucks can only be redeemed at CPBA member businesses (listed on the bottom of the CPBA Buck).

December 9th Membership Meeting at Cross Plains Fire Department

5:30 - 6pm Arrive and Short Social Time

6pm Business Meeting

- Welcome & Introductions
- 2009 Highlights
- Village Update
- County Update
- Chamber Health Insurance Update
- Treasurer's Report
- Teams Update
- Newsletter/Promotions
- Upcoming Events
- Thank you for coming!!

7pm Social time & Dinner



Snap Fitness offers Discounted Rates for Chamber Members

Members of the Chamber will receive a 10% discount on all membership plans. This means that a single membership would only cost \$31.45 per month, a joint would be \$44.95 per month, and a family of four would be \$53.95. For more information stop in Snap, call Andy at 608-413-0008 or check out their website <http://www.snapfitness.com/crossplainswi>

Chamber Board

President, Doug Brunner
(608) 798-0077

Past President, TJ Lewis
(608) 798-3811

Vice President, Judy Kelter-Ketelboeter
824-3251

Treasurer, Kathy Esser
(608) 798-5258

Directors

Lisa Kostecki - (608) 798-3031

Joe Prine - (608) 798-3701

Steve Buss - (608) 798-6152

Executive Director

Amy Hansen

(608) 843-3166

cpbaexecdir@yahoo.com

Promote your Chamber Membership to Build your Business

According to a national study commissioned by the American Chamber of Commerce Executives, completed by The Schapiro Group:

- Consumers are 63% more likely to buy from Chamber members.
- When consumers know a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers that are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of that businesses local reputation.

Please let Amy know if you would like to use the Chamber Logo in any advertising or other signage. We also have stickers to promote your membership. If you have not received one let Amy know so she can get you one to display in your place of business.

Calendar of Events

Nov 12	Economic Development meeting with Village
Nov 24	Chamber Board Meeting at Main Street Lanes
Dec 5	Santa at the Fire Station
Dec 9	Membership meeting at the Fire Station



Chamber Health Insurance

The Cross Plains Area Chamber of Commerce is always looking to provide its members with high quality benefits. Effective September 1, 2009 we have added yet another member benefit. Health insurance options are now available to chamber member businesses through Dean Health Plan. Chamber insurance plans provide cost effective solutions by pooling chamber member businesses together. There are many benefit options available. Members receive a 3% discount on premiums and renewals are developed by combining the medical risk of all participating businesses. Local businesses are working in partnership to help keep costs down. The goal is to provide competitive insurance rates and stable renewals for small businesses. Dean will offer insurance options to sole proprietors, as well as businesses with 2-99 employees. There are many different benefit design options available to choose from. Application forms must be completed by those seeking coverage. Dean Health Plan, in conjunction with local insurance agents can help businesses complete the paperwork. Even if you are not currently a member of the chamber you can receive rates. There is no obligation to enroll in the plan. But if you choose to enroll in the plan, chamber membership is required. For more information on how you can receive a no obligation rate quote, contact TJ Lewis, tjlewis@wagnerinsurance.net, 608-798-6305 direct or Annette Koenig, akoenig@cw-group.biz 608-821-1500.or Dean Health Plan at (800)279-1301.

Advertise with us

We will be establishing ad rates for subsequent newsletter issues and our coming web site. For more information, contact chamber executive director Amy Hansen at cpbaexecdir@yahoo.com or 843-3166.

Future Newsletters

Future Newsletters will be published on a quarterly basis. If you have articles, announcements, items to be included in the calendar of events or suggestions, please contact Amy Hansen at 843-3166 or cpbaexecdir@yahoo.com. This is your chamber newsletter – help us to serve you better by giving your feedback and ideas.

HEALTH INSURANCE SOLUTIONS		
The Clerkin Wunderlin • GROUP •	<i>Annette M. Koenig</i> Group and Individual 25 Years of Experience 608-821-1503, akoenig@cw-group.biz <small>From HMO's to HDAs...Creative & Responsible Insurance planning</small>	



**CPACC MISSION
STATEMENT**

**PROMOTE A STRONG ECONOMY
AND HIGH QUALITY OF LIFE FOR
OUR CHAMBER MEMBERS AND
THE CROSS PLAINS AREA
COMMUNITY.**

PLAN TO ATTEND!

**Chamber Membership
meeting Wednesday
December 9th at the Cross
Plains Fire Station**

(Details Inside)

Cross Plains Area Chamber of Commerce
PO Box 271
Cross Plains, WI 53528

BULK RATE
US POSTAGE
PAID
PERMIT NO.
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