

Monday, December 12, 2011  
7:57 PM

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**New Chamber Board Member Needed in March**

Please consider being part of the Chamber Board. The term is 3 years, we meet monthly. We currently meet at 6pm the first Wednesday of the month. We'll be working with the Wisconsin Chamber of Commerce Executives on Strategic Planning the end of this month. This will be a very important time in our

Dear Chamber Members,

Where did the year go? I can't believe we only have a little over a month left in 2011. The 2nd Annual Expo was a great success. We had over 150 people attend the expo. Thank you to the Event Team for all their hard work and for all the businesses who participated.

The Chamber Board and Business Development committee members are meeting with Jim Morgan from the Wisconsin Chamber of Commerce Executives to develop a strategic plan for the future of our Chamber. In order for a business to be successful, there needs to be a road map to success. I feel this strategic plan will be our road map to success! As a board member I would really like to focus on attracting and getting more businesses in Cross Plains. We now have the Business Development committee formed (formally called the Economic Development Committee) and can move forward with this plan. I know that we have a lot of talented people within our chamber and are looking for your help. Please consider volunteering for the board or to help on any of the committees. We are currently looking for volunteers for the ambassador, event planning and business development teams. Let's work together to make our Chamber a success.

Upcoming Events: We have the Santa Visit on Saturday, December 3rd at the Fire Station. We need volunteers to help set up on Friday afternoon and to help on Saturday morning. Please contact Amy if you can help or donate to this event. Our annual business meeting will be in March.

Check out a website called Online Business Advisor, [www.Onlinebusadv.com](http://www.Onlinebusadv.com). They offer free business advice and many of the advisory articles found there cover topics that may be very beneficial to you.

Don't forget to shop local this holiday season! We have chamber bucks for sale to spend at the local businesses. What a great gift! I hope you all have a safe and happy holiday!

Sincerely,



Annette Koenig  
Clerkin Wunderlin Group, Inc

role with the community, helping with the Highway 14 construction and more.

Contact any of the current board members for more information.

**Please get Amy items for upcoming newsletters, to be highlighted on our website, facebook, linkedin and to be shared via our new partnership with the Department of Tourism. Some things to share might be:**

- Business Anniversary Events Awards**
- New Developments**

**This is a great way to promote your companies as a benefit of your membership!!**

**Welcome new members:**

**Hillsong Ridge Farm  
Jamie Spahn**

**Salon Fido & Mud Puppy Spa  
Kimberly Maahs**

**Sponsor an upcoming Newsletter!**

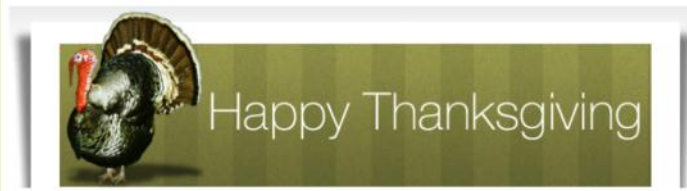
**Please contact Amy if you are interested in being a sponsor of our new E-Newsletter. Display your logo, link to your website, tell us about your business, promote an event, congratulate a company, employee, business partner, etc!**

**World's Fair Rep**

The Chamber would like to give Doug Gregory a note of Thanks for his tenure on the Cross Plains World's Fair Committee.

Doug has represented the Chamber well during his time on the World's Fair board. We are asking for a volunteer from the Chamber to step up to the plate and represent the Chamber on the World's Fair Committee. They would serve with TJ Lewis from Wagner Insurance. It is a three year commitment. In case you aren't aware of what

President Cross Plains Area Chamber of Commerce



**THE MARY BILLMEYER TURKEY TROT**

WHAT: A 5K WALK TO RAISE MONEY FOR THE MARY BILLMEYER SHELTER "MARY'S PLACE."

THE NEW SHELTER AT BAER PARK ON THE SMALL DIAMOND. WHEN: THANKSGIVING MORNING (THURSDAY, NOVEMBER 24TH, 2011)

TIME: WALK WILL BEGIN PROMPTLY AT 8:00 A.M.

WHERE: WE WILL BEGIN AT THE NEW SHELTER AND MAKE A 3 MILE LOOP BACK TO SHELTER. COACH'S CLUB HAS AGREED TO OPEN IN THE MORNING FROM 9:00 A.M - 11:00 A.M SO THAT WE CAN ENJOY A DRINK IN MEMORY OF MARY! YOU CAN JOIN US AFTER THE LOOP OR WALK STRAIGHT TO COACH'S.

COST: \$20 PER PARTICIPANT FOR WALK. DONATIONS ALSO ACCEPTED FOR THOSE THAT CAN'T MAKE THE WALK

PARKING: BAER PARK AND GLACIER CREEK MIDDLE SCHOOL TO PARTICIPATE IN WALK AND RECEIVE A T-SHIRT PLEASE DETACH THE BOTTOM HALF OF FORM, FILL OUT INFORMATION AND RETURN ALONG WITH A CHECK FOR \$20.00 (OR MORE IF YOU WOULD LIKE) BY MONDAY, NOVEMBER 7TH 2011 TO: FORMS RECEIVED AFTER THAT WILL NOT GET A SHIRT.

CHRISTINA WIPPERFURTH  
1803 MAIN ST.  
CROSS PLAINS, WI 53528

Make Check Payable to Christina Wipperfurth and put in memo: Mary's Place

MUST PICK T-SHIRT UP AT PARK BETWEEN 7:30 -9:00 A.M. THAT DAY!

[Click here for details.](#)



**Santa's visit Saturday, December 3rd  
9-11:30am**

Santa will be riding into town for a visit on Saturday, December 3rd this year.

Join us at the Cross Plains Berry Fire Department from 9-11:30am.

the World's Fair is all about, Worlds Fair Committee comprises two volunteers from seven organizations in our Cross Plains Community. The Chamber, CP Optimist, CP Lions, American Legionnaires, Sons of American Legion, Women's Auxiliary Group and Catholic Knights. There are two representatives from each group that work together to hold our annual Fair at Baer Park towards the end of June each year. This group is responsible for organizing the event. Most of the net profits realized from the World's Fair are split between the seven groups so it is a fundraiser for each group. We look for each organization to fill work slots with volunteers from their respective clubs. The more money we can make, the more each group will get. We also try to reserve some of the net profits to go towards Baer Park Improvements.

Please consider representing the Chamber on this committee. Your commitment is attending a World's Fair meeting once a month and working the weekend of the event. Any questions, please contact Kathy Esser 798-4327

**STRATEGIC PLANNING**

The Chamber Board and Business Development Committee will be starting some Strategic Planning November 28th. Please feel free to talk to any of us about this process, things you'd like to see, ideas, goals, etc.

[Click here to see our agenda for our initial meeting.](#) Let us know any feedback.

**Chamber Bucks**

What is a Chamber Buck?  
A Chamber Buck is a gift certificate, created by the Cross Plains Area Chamber of Commerce to encourage local shopping which, in turn, strengthens our economy and supports business growth.

Bring your children and enjoy gifts, goodies, cider, cookies, and general holiday fun. The Chamber Event Team and Cross Plains Optimists will be hard at work organizing and collecting donations for kid's gifts and the 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. Each child will receive a small gift and a goodie bag with items donated by local businesses.

Another way to be involved is to volunteer to help out with the set up Friday, December 2nd or at the event on Saturday. It would be great if we could have help with the set up for Santa's visit (loading good bags, setting up tables, and setting out presents, etc) Friday Dec 2nd from 3:30-5 or so. Saturday, Dec 3rd we need helpers to be there from 8:30 to around noon. We need people to help the lil ones pick out a present, assist them with shopping area, get them a balloon, cookies, juice, etc.

Please contact Amy Hansen with any questions, donations, or if you'd like to help out!

Thank you to **Terry's Piggly Wiggly** for donating a TV that will be a prize in the drawing at the event!!

We are very proud of this Chamber and Optimists sponsored event for kids and their families!

Remember your cameras! We look forward to seeing you there!

Happy Holidays!



**2011 BUSINESS FAIR**

Our second Business Fair was another great success. We had around 40 Chamber members exhibit their businesses at the American Legion. We had over 150 people visit which is about 50 more than last year! The news went out to the whole region and we had visitors from all over attend to learn about our local businesses and sample some yummy food and drinks. Congratulations to our many winners of great prizes donated from many of the participating businesses. A special Thank you to TDS for donating the flat screen TV won by Ryan Irish!!

**Thank you to our sponsors:**  
**American Legion Post 245**  
**Century 21 Affiliated-Roessler**  
**Coach's Club**  
**Culvers of Cross Plains**  
**Dean Health Plan**  
**Middleton Community Bank**  
**News Publishing, Inc.**  
**Plastic Ingenuity**

Where Can I Use Chamber Bucks?

Chamber Bucks can be redeemed at most Chamber member businesses. You can use them at local restaurants, auto part stores, and service centers, local animal clinics, retail stores, local chiropractic offices, and more!

Why Should I Buy Chamber Bucks?

Unlike traditional gift certificates, Chamber Bucks can be redeemed at over 60 local businesses, for whatever the recipient of this great gift desires.

Where Do I Get Chamber Bucks?

Chamber Bucks can be purchased from Executive Director Amy Hansen and are available at State Bank of Cross Plains.

Chamber bucks work similar to ordinary checks. Businesses just deposit them as they would personal checks and they are paid by the CPACC Bucks account.

**Village Board Meeting  
Monday, November 28  
7:00pm**

**[Click her to view agenda](#)**

**Volunteer for the Event  
Planning Team**

**The Shoe Box  
State Bank of Cross Plains  
Stoppeworth Plumbing, Ltd  
TDS Telecom  
UW Health Cross Plains**



**Chris's Cause - A benefit for Chris Thompson**

Fundraiser benefit for Chris Thompson. Chris is the son of Jerry & Mary Thompson - who own the Hilltop Inn.

Donations of any kind are being accepted; Raffle Prizes, Silent Auction Items, or Monetary Donations. Please attend the event to help support this worthwhile cause.

A Buffet dinner is being served Sunday, December 11, 2011 from 3:00 to 7:00 with at 4:00 till completion.

Tshirts are available for Chris' Cause. T-Shirts can be ordered from [Julie Zander](#) (click for email or her phone number is: 608-513-4805).

**[Click here for more information](#)**

**FREE Glucose Testing and Diabetes Assessment**

Cross Plains Pharmacy

1910 Main Street, Cross Plains, WI

Date: November 29th, 2011

Time: 3:00pm - 6:00pm

Why Get Tested:

- \* 79 million Americans have prediabetes and are at risk for developing type 2 diabetes.
- \* It is the 7th leading cause of death in the United States.
- \* Over 7.0 million people don't even know that they have diabetes!

FREE Glucose Testing and Diabetes Assessment

Have you noticed any of the following symptoms recently?

- Excessively thirsty?
- Increased frequency of urination?
- Experienced unexplained weight loss
- Have been excessively hungry?

If you have noticed these symptoms recently or are interested finding out your risk of developing diabetes, you should come to our free screening. The screening will be held at Cross Plains Pharmacy on November 29th from 3pm-6pm. Come to learn more about diabetes and you can have your risk of diabetes assessed in just 10 minutes!

Sponsored by the Wisconsin Society of Pharmacy Students and the American Diabetes Association

The Chamber Event Planning team's mission is to successfully plan and execute events such as Santa's Visit & the Business Fair. The team also explores and rolls out new events. We are looking to do a new event this year, highlighting our beautiful area, maybe including a scavenger hunt, geocaching, a run, fishing, guided trail walk, etc. We need your help, energy, and ideas to bring new and better events to Chamber Members. Please let Amy know if you are willing to step up and help with this team.



#### SMALL BUSINESS RESOURCE

Click here to find out more about the [Small Business Development Center](#).

They offer both business education courses and one-on-one counseling to small businesses. In addition, the state office of the SBDC has a toll free Business AnswerLine (800-940-SBDC). When businesses call the AnswerLine they speak live with a business counselor. It is staffed Monday-Friday from 8:30-4:30.



#### Holiday Soldier Support

Please help Culvers in collecting items to send to our heroes

We need your help. We are participating in the AT&T Pioneer Care Packages program which provides packages to our soldiers abroad who are unable to be home with their families for the holidays. This year they are in desperate need of some items in particular.

- ~Pain Relievers (Tylenol, Aspirin)
- ~Hand held games
- ~Fruit Snacks (small packages)
- ~Card Games (Uno)
- ~Beef Sticks or Slim Jim's
- ~AA A Batteries
- ~Board Games (12X12 no larger)
- ~ Men's tube Socks
- ~AT&T Calling Cards
- ~Pringles
- ~Frisbees or Balls (nerf)
- ~Candy , Trail Mix
- ~Homemade Christmas Cookies
- ~Chap Stick
- ~Stationary to write home with
- ~Flat, Single Sheets
- ~Small ornaments for trees
- ~DVD's/CD's
- ~Nuts/sunflower Seeds/Power Bars
- ~Warm Scarf's
- ~Shaving cream or gel tubes (Not Aerosol cans)

These packages will be sent out on December 1 so that they reach the soldiers by the holidays. Anything you could bring in to help fill our boxes would be greatly appreciated. Please bring your items (or cash donations) to Cross Plains Culvers. Let's show our soldiers that we haven't forgotten them. If you have a loved one in the military overseas, please provide their name and address, along with your name, phone number and email address, and we will specifically send them a package.

Thank you for your help,  
 Jim and Judi Nonn  
 Culver's Cross Plains, Dodgeville and Mount Horeb



## Toys for Tots Collection In Progress

Drop off Donations at Edward Jones



It is once again the time of year where the U.S. Marine Corp Reserve is collecting "Toys for Tots". As they have for the past three years, Edward Jones Cross Plains Branch is once again a drop site to collect new, unwrapped toys.

All toys must be dropped off by Thursday, December 8. Cash donations are not accepted, but may be sent to the Toys for Tots Foundation, Golf Co., 2nd Battalion, 24th Marines, 1430 Wright St., Madison, WI 53704, or visit <http://www.toysfortots.org/> to make secure, on line donations. The Marine Toys for Tots Foundation is a non for profit organization established in 1991, to make a difference in the lives of children less fortunate. Please stop by with your donations, or call Andy Voeltner or Rita Shimniok at 798-0043 with questions.

## New Annual Chamber Award

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 Wednesday, 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.

Click here for the [nomination form](#).

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Here!**

Please contact [Amy Hansen](#) to advertise your company here, promote your events, build awareness of your business!

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