

Cadott Area Chamber of Commerce Newsletter

O U R M I S S I O N I S T O I M P R O V E T H E Q U A L I T Y O F L I F E I N O U R C O M M U N I T Y

SPECIAL POINTS OF INTEREST:

- **Next meeting is January 16, 2007 at 5:30 p.m. at the Cadott VFW.**
- Happy New Year!
- Internal Health & Body Works joins the chamber
- Aerial Giant agrees to sell WidgetWeb to Knight Rider Consulting.
- Cadott Auto Sales wants your used oil! Drop it off anytime during business hours, or call 289-3434 and they will pick it up.

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T H E R E I S R E A L V A L U E I N J O I N I N G T H E C H A M B E R O F C O M M E R C E

It's that time of year again—time to renew your memberships, and time to encourage all local businesses to join the Cadott Chamber of Commerce.

When we approach prospective members, their first question often is *“What does the Chamber do for me?”* We could respond with that old quote...*“What can you do for the Chamber?”* but a study commissioned by the American Chamber of Commerce Executives gives us some concrete evidence that there is real value in joining and being active in the local chamber of commerce.

Do consumers really support businesses because they are chamber members? The study indicates that seven out of ten consumers believe that being actively involved in the chamber is an effective strategy for enhancing a business' reputation and for demonstrating that it uses good business practices.

If a customer knows that a small business is a member of its local chamber, the business enjoys a 44% increase in its consumer favorability rating, a 51% increase in con-

sumer awareness, a 57% increase in its local reputation, and a 63% increase in the likelihood that consumers will patronize the business in the future.

Furthermore, If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think that its products or services stack up better against its competition.

As you can see, joining and being active in the Cadott Chamber of Commerce has real value in terms of customer outcomes.

There is an important caveat, however: the positive outcomes only occur when consumers know that a business is a chamber member (i.e., being involved in the chamber is a known facet of the company's reputation). Prominently displaying your Chamber membership certificate will ensure your customers know that your business is a member of the Cadott Chamber.

Note: You can download the complete survey results from the *“Become a Member”* page of the Chamber website.

Another common question heard from prospective members is *“What does the Chamber do for the community?”* The Cadott Chamber contributes a great deal to the community by organizing Nabor Days, annually sponsoring scholarships to graduates of Cadott High School for their continuing education, maintaining a website that is a valuable resource for the entire community, keeping the business community well informed by publishing this newsletter, and responding quickly to the needs of the community within the purview of our mission.

Of course once you join, you may find that you get the most value out of your Chamber membership by getting actively involved with the Chamber, attending meetings, and serving as a committee member or board member.

Renew your membership today, and encourage other local businesses to join—Help them understand that the strength and power of the Cadott Chamber of Commerce is based on the strength and power - and dedication - of the Cadott business community.

TRADE AREA MAPPING

Are you looking for more effective ways to spend your advertising dollars? Effective marketing decisions begin with knowing precisely who your customers are, where they live, where pockets of your prospective "best" customers exist, and where your competitors are located.

Where Are Your Customers?

Using Geographic Information Systems (GIS) software, the UWSP Continuing Education Small Business Development Center maps your current customer database. GIS maps help you:

- Visualize customer density
- See the size and location of your trade area
- See concentrations of prospective

customers

- Target potential customers by demographic characteristics

Choosing a location?

The Small Business Development Center maps prospective locations for your business start-up, new location for an established business or additional site for an expanding enterprise! Maps show you the merits of one location over others by pinpointing:

- Proximity of competitors
- Drive time from a variety of access points
- Key demographics of the surrounding population

- Socio-economic and demographic data within a three-mile radius

Define your marketplace

SBDC counselors help you define your marketplace and your customer profile as well as identify mapping criteria. Call the UWSP Continuing Education Small Business Development Center at 800-898-9472 or email Mary.Wescott@uwsp.edu for details and project estimate.

Proven Results

Ask about reviewing examples of completed projects for more ideas on how trade area mapping can help you and your business grow!

14TH ANNUAL CHIPPEWA VALLEY RALLY

The 14th Annual Chippewa Valley Rally will be held on Tuesday and Wednesday, January 22 and 23, 2008 in Madison at the state capitol. All concerned community and business leaders from the Chippewa Valley are invited to journey to Madison for the purpose of strengthening the area's relationship with state government. Participants will discuss vital issues that affect the people of the Chippewa Valley through face-to-face team meetings with the individual legislators and other government officials. Over the years, this state-local partnership has helped bring gains not only to the Chippewa Valley but also to West Central Wisconsin. In this spirit of cooperation, the Chippewa Valley Rally continues to "strengthen partnerships" as we meet with officials in Madison.

"I was impressed with the Rally last year as a first time attendee," said Neil Lundgren, president of Bloomer Plastics and the Wisconsin West Rail Tran-

sit Authority. "Many of the senators and representatives truly were interested in what people care about. It was also a great opportunity to meet people from our surrounding area who have the same concerns as I do," he said.

This year three main topics will be taken down to Madison, each with issues specific to the Chippewa Valley. First is economic development in the Chippewa Valley. We wish to see incentives for economic growth in the area through no increase in corporate taxes and the continuation of technology development zone tax credits. The second area is transportation where we will be advocating for transportation improvements, including expansion of Interstate-94, improvements in freight rail service and future passenger rail service. Finally, health care concerns in Wisconsin will be addressed.

This event includes transportation on a

luxury coach bus to and from Madison, all meals, materials and briefings on legislative issues. The cost (includes meals, breaks, reception and transportation) is \$70 for one day and \$85 for both days. Hotel reservations are not included and should be made and paid for separately. A block of rooms have been reserved at the Concourse Hotel. Call 800-356-8293 or 608-257-6000 to make your reservations by January 6th. Be sure to mention the Chippewa Valley Rally when you make your reservation to receive the reduced rate.

Anyone with an interest in the future of the Chippewa Valley and West Central Wisconsin is encouraged to participate. For more information on the Chippewa Valley Rally, visit the Momentum Web site at www.chippewavalley.org or contact Charlie Walker at 715-723-7150 or ccedc@chippewa-wi.com.

FINANCIAL FOCUS MAKE SOME FINANCIAL RESOLUTIONS AND STICK TO THEM

It's time to make New Year's resolutions. Here are a few financial ones to consider:

Boost your 401(k) contributions. If your salary goes up every year, increase your 401(k) contributions at the same time.

Fully fund your IRA. Write out a check to your IRA each time you get paid, or, better yet, have the money automatically sent from your checking account. A sys-

tematic investment plan does not guarantee a profit or protect against loss. Be sure you consider your financial ability to continue investing through periods of low price levels.

Build an emergency fund. Put away six to 12 months' worth of living expenses in a liquid account, and only use the money for emergencies.

Cut your debts. The less you owe, the

more you can invest..

See a professional. If you've never worked with a financial advisor, make 2008 the year to start.

By following these resolutions in 2008, you can help yourself have a better chance at financial success - for many New Years to come. Contributed by Adam Smit, an Edward Jones financial advisor.



"Time does not change us. It just unfolds us." Max Frisch

WEBSITE REPORT

The Cadott Chamber Website had more than 280 visitors and more than 845 page views during December.

The average number of pages viewed per visit remains steady at 3 pages per visit. A high average number of page views suggests that the visitors interact extensively with the site.

The number of return visitors has increased to nearly 40%, which suggests

that the site content is engaging enough for visitors to come back.

We continue to see visitors from a wide variety of states and countries with the majority of traffic coming from Wisconsin.

Visitors arrive at our site through several sources with 11% of the traffic as "Direct Traffic", which is visits from people who clicked a bookmark to come to the site or who typed the site address directly into

their browser. Approximately 27% of the December visitors are referred by google.com, 25% from yahoo.com, and 14% from weau.nbc13deals.com.

Top 5 most visited member pages :

- Cadott Bakery—50 visits ↓ (Amazing!)
- Cadott Sentinel—15 visits ↑
- General Beer Northwest—10 visits ↑
- Knight Rider Consulting—5 visits ↑ (Finally!)
- Cadott Medical Center —4 visits

"Every man is the architect of his own fortune." Sallust

MEMBER TO MEMBER NEWS

Bowe Trucking & Excavating expands services to include septic pumping.

'Royal Flush Septic Pumping' will be serving Cadott and the surrounding rural area. Our specialty includes pumping Holding Tanks and Septic Systems at affordable and reasonable rates.

Our concentration will be on the local area within a 10 mile radius of the Village of Cadott, this will compel our service to you to be cost effective, therefore in turn keeping our prices very competitive. Please call Steven G. Bowe, Operator at (715) 313-3077 or the office at

(715)289-3966 and schedule an appointment to have your holding tank or septic tank pumped.

Knight Rider Consulting and Aerial Giant have entered into an agreement regarding the sale of AG's WidgetWeb website hosting service to Knight Rider.

The Aerial Giant has already accepted in principal Knight Rider's decision to buy WidgetWeb, but the two companies haven't yet come to a final selling price.

WidgetWeb is a revolutionary technology which allows small businesses to design, build, and maintain their own website.

Unlike other tools, WidgetWeb does not require the user to know about HTML, FTP, or other web related acronyms. Having worked with WidgetWeb for many years, Knight Rider is uniquely positioned to take over WidgetWeb development.

Existing WidgetWeb customers can rest assured that they will not be affected by the sale except that they will benefit from Knight Rider's strong customer service culture and capability.

Send your Member to Member News information (or thinly veiled advertising) to webmaster@cadottchamber.org

CADOTT CHAMBER OF COMMERCE

PO Box 84
Cadott, WI 54727
Phone: 715-289-3338
E-mail: info@cadottchamber.org
Website: www.cadottchamber.org

W E L C O M E N E W M E M B E R S

Internal Health & Body Works—(715) 289-3380 or
visit www.colonics4wellness.com
Specializing in Colon Hydrotherapy

Now is the time for you to **start encouraging local business to join the Chamber of Commerce.** Its easy to join the chamber, just download the membership information form from the "Become A Member" page located at www.cadottchamber.org/becomeamember

J A N U A R Y 2 0 0 8 M E E T I N G A G E N D A

The next meeting will be held on January 16th at 5:30 p.m. at the Cadott VFW.

A tentative agenda for the meeting is as follows:

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| <ol style="list-style-type: none"> 1. Call to order 2. Minutes of December meeting 3. Finance report 4. Correspondence 5. Cadott Brochure Update 6. 2008-09 Officer Nominations 7. 2008-09 Membership Dues | <ol style="list-style-type: none"> 8. Nabor Days Parade Route 9. Mud Bog 10. Royalty 11. Other business 12. Adjournment <p>If anyone has anything they wish to add to the agenda, please contact Sue Shakal 289-3795 (work) or 667-3531 (home) or via email at info@cadottchamber.org</p> <p>If you have anything you would like posted to the website, please contact Dale Lotts at webmaster@cadottchamber.org.</p> |
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The Cadott Chamber Newsletter is edited by Dale Lotts and published monthly by Knight Rider Consulting, Inc. An email subscription is free, a standard USPS mail subscription is \$12.00 per year and is included in your membership.

2008 Membership Renewal Form

Sign up for:	Price
<input type="checkbox"/> 2008 Annual Membership (Includes newsletter and website listing)	\$40.00
<input type="checkbox"/> Full color building caricature in Cadott brochure. Min of \$50.	_____
<input type="checkbox"/> 1" x 3½" full color advertising space in Cadott brochure. Min of \$50.	_____
<input type="checkbox"/> 2007 Advertising on Riverview Park Christmas display boards	\$25.00
<input type="checkbox"/> 2008 Advertising on Riverview Park Christmas display boards	\$25.00
<input type="checkbox"/> 2008 Newsletter Subscription Only	\$12.00
(Only for non-members that wish to receive the newsletter in the mail.)	
All non-members without a newsletter subscription will be removed from the mailing list by March.	Total: _____

Enter company information below:

Name

Address

Mail this form along with your payment to:
Cadott Chamber of Commerce
PO Box 84
Cadott, WI 54727