

Cadott Area Chamber of Commerce Newsletter

OUR MISSION IS TO IMPROVE THE QUALITY OF LIFE IN OUR COMMUNITY

SPECIAL POINTS OF INTEREST:

- Next meeting is Nov 19, 2008 at 5:30 p.m. at the VFW.
- Here's wishing everyone a very happy Thanksgiving and a very successful deer hunt!

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DO YOU OWN YOUR NAME?

Copyright Cathy Stucker. Discover creative and fun ways to promote yourself and build your business in Cathy's free newsletter. Subscribe at www.IdeaLady.com/. You can also get more ideas and tips at her blog, www.CathyStucker.com/

I got a political brochure in the mail today, and it was a nasty piece of work. Perhaps the worst part is that the URL for their attack web site is the candidate's name, as in "JohnSmith.com."

Many times, people looking for information will simply enter the name of a person or company followed by ".com." Voters wanting to learn about the candidate may enter his name and end up on a site set up by his political enemies. People who do not read the attack brochure carefully may even think that the "JohnSmith.com" site is the candidate's official site.

Fortunately for this politician, when you do a Google search on his name, his real campaign site comes up first and the attack site was not in the top results. However, you can not be certain that this will happen if you are ever the victim of this kind of identity theft.

You may think that you do not need to own <yourname>.com. You do business under a company name, and you do not ever plan to run for office, so why do you need to register your name as a domain name?

Well, even if those things are true today, they may not be in the future. And if you decide you want to own the URL of your name, you do not want to discover that someone else owns it. Especially if that someone else is a political opponent or someone else who may use the site maliciously.

It is possible to dispute another party's ownership of the URL of your name; however, that will probably not do this politician any good as it is unlikely to be resolved before the election. Plus, it is a pain in the rear to have to deal with the dispute resolution process. Is it worth \$20 a year to avoid that?

It is also possible that the person who claims "your" domain name will have just as much right to it as you. If they share your name you would have a hard time convincing anyone that you have more right to the URL than they.

When I registered my first domain name, I did not register my name. At that time registrations were much more expensive and I did not see a reason to claim my name. However, a

couple of years later, I noticed that someone was buying a lot of names of prominent Internet personalities. I decided I should strike before I became prominent enough to be a target for a squatter.

For a while, I pointed this URL at IdeaLady.com, my primary site. When I decided to set up a blog, CathyStucker.com seemed like the right URL to use.

Also think about registering common misspellings. Lots of people spell my name with a 'K' so if you try to go to KathyStucker.com, you will end up here.

Not sure what you should do with the URL of your name? Why not create a business card site?

And once you have your URL registered, start thinking about your identity on social media sites. Although there can be an unlimited number of "John Smith"s on Facebook, on Twitter there can be only one. Do your best to lock up your name, business name or nickname in as many places as possible.

WISCONSIN ENTREPRENEURS' NETWORK WELCOMES KIM KINDSCHI

Provided by Pat Dillon, Northwest Regional Director, Wisconsin Entrepreneurs' Network (WEN)

WEN welcomes Kim L. Kindschi as executive director of UW-Extension's Division of Entrepreneurship and Economic Development (DEED). Kindschi brings to his new position a commitment to economic development in the state with more than 25 years of leadership in the financial services industry and more than 30 years in education.

"I believe Mr. Kindschi has the experience to shape, invigorate and advance UW-Extension's contributions to economic development and business assistance to entrepreneurs in Wisconsin through the division's programs, including the Wisconsin Entrepreneurs' Network (WEN) and the Small Business Development Centers (SBDC) network," said UW Colleges and UW Extension Chancellor David Wilson.

GRANT MONEY AVAILABLE

provided by Carol Gienapp

Peg Leinenkugel, Grants Committee Chair, announces that the Community Foundation of Chippewa County is making available an additional amount (approximately \$4,500) for grants this year.

This additional money comes from the Community Foundation Board Grant Fund which was created last year. Funded by gifts from current and past Board and committee members, this nonendowed fund allows the Foundation another source of money for mak-

ing grants beyond what is available from the Foundation's endowed funds, or for a request that does not fall in the normal grant timeline.

At this particular time of economic uncertainty, the Community Foundation's Board of Directors wishes to provide additional resources for Chippewa County nonprofits that may experience greater needs this year.

Any qualified 501(c)(3) charitable organization may submit applications for

grants from the Board Grant Fund. This fund is not restricted for any specific purposes, but is open to all worthy projects that meet the Foundation's grant guidelines. Deadline for applications for this money is Friday, November 14. Guidelines for the grants as well as the application form may be found on the Foundation's website at www.comfdncc.org, or obtained by calling the Foundation office (715-723-8125) or emailing cgienapp@comfdncc.org.

CCEDC HOSTS BREAKFAST PRESENTING A BOLD NEW VISION FOR ECONOMIC DEVELOPMENT

Provided by Chippewa County Economic Development Corporation (CCEDC)

Chippewa County Economic Development Corporation will be hosting a must attend "**Creating a Competitive Edge with Exceptional Customer Service**" workshop. The workshop will be held on **Monday, November 17, 5:00-7:00 pm** at **Turk's Brunet Bicycle Club**, located at **116 Main Street, Cornell**.

During these tough economic times some businesses flourish and prosper, while some seem to be at the mercy of the economic trend. Customer service may be the one thing that gives your business the competitive edge it needs to survive these tough economic times. The workshop presenter Dave Vollmer consultant and instructor for the Center for Performance Excellence at Chippewa Valley Technical College will relay the importance of customer service and share valuable techniques in achieving a competitive edge to keep your current customers and increasing your customer base. This workshop is designed for attendees who are interested in customer service strategies for business success during these tough economic times.

Chippewa County Economic Development Corporation is dedicated to fostering a strong economic environment which supports businesses and nurtures growth and new investment in the region. "We are committed to promoting and facilitating economic development and there is no better technique than relaying the importance of customer service, especially in these tough economic times," stated Charlie Walker, President/CEO of CCEDC. "Great Customer Service is one the most significant parts of any businesses success. Good, reliable customer service is an essential part of keeping loyal customers."

Mule-Hide Manufacturing and Northwestern Bank sponsored this quality workshop making the cost per attendee only \$10.00 per person. Those planning to attend should RSVP by contacting Jerilyn Sahr @ 715-723-7150, staff@chippewa-wi.com.

Online payment and registration is available, logon to www.chippewa-wi.com.

DON'T WAIT FOR MARKET TO HIT BOTTOM BEFORE INVESTING

provided by Adam Smit, an Edward Jones Financial Advisor—adam.smit@edwardjones.com

Whether you've been investing for four decades or four weeks, you've no doubt heard this classic piece of investment advice: Buy low and sell high. And it's generally good advice, too, because the less you pay for your investments, the greater your chances may be for earning bigger returns. But how low is "low"? Since stock prices have already fallen so much, shouldn't you wait until the market hits bottom before investing?

Ideally, that would indeed be a smart move. In reality, however, it's impossible for anyone to predict when a bear market will hit its lowest point. Did we bottom out before the huge rally on Oct. 13, which turned out to be the stock market's biggest day in seven decades? Or are we going to bottom out following the drop of 733 points on Oct. 15, the second-worst day ever for the Dow Jones Industrial Average? Given such wild extremes, it's pretty hard to project when the market will finally hit its lowest point. Still, identifying the bottom isn't strictly a matter of guesswork – because we do have a history that we can study.

Of course, in the investment world, what's happened in the past can't necessarily predict the future. Nonetheless, it's also true that the financial markets over time, have shown some definite patterns. Consequently, it's interesting to note that, since 1900, the average bear market has lasted slightly over 13 months, according to Ned Davis Research – and the current bear market is 12 months old. So, unless we are facing a truly disastrous economic outlook, history suggests that our present

bear market could be close to running its course.

If we are nearing a market bottom, what does it mean to you? It means opportunity. A bear market tends to bring down the prices of most stocks – even those that represent strong companies with good prospects. Right now, you have a chance to buy these quality stocks at lower prices. And buying quality stocks at good prices can be a formula for long-term investment success.

But what if we're not yet at the market bottom? If you buy stocks now, and the market declines further, won't you be making a mistake?

That depends, in large part, on how much farther you think the market may fall. Following the Oct. 15 drop, the S&P 500 was down 38 percent in 2008. That's already a pretty big drop – and it's certainly big enough to have dragged down the prices of even good stocks. Could these prices fall further? Of course. On the other hand, quality stocks are typically the first ones to bounce back when the market recovers, so if you wanted to wait until you were sure we hit rock bottom before investing, you might miss the first stages of a rally – which is when the biggest gains typically happen.

In all likelihood, we are in for more volatility in the months ahead. And it will only be at some point in the future when we can look back and truly identify the market bottom. By then, it may be too late to take advantage of it – so don't miss the opportunities you have today.

"We will bankrupt ourselves in the vain search for absolute security."

- Dwight D. Eisenhower



WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website decreased 13% in October to 322 visitors. Page views are down by 27% to 825 page views. And finally the average number of pages viewed per visit are down 16% to 2.96 pages. While this may seem discouraging, please keep in mind that according to Google we have more visitors than most sites of a similar size.

During October 73% of the visitors were new visitors, which suggests that we have been successful at letting new people know about the website.

Visitors usually arrive at our site through several sources. The number of direct visitors is unchanged for September at 50% (People who clicked a bookmark to come to our site or who typed the website address directly into their browser), and a 25% increase in the number of referral visitors (visits from people who clicked to our site from another site)

If you would like access all available traffic information available from Google Analytic please send your Google account name to webmaster@cadottchamber.org.

Top 5 most visited pages :

Home—207 visits ↑
Members—136 visits ↓
Newsletter—73 visits ↓
Community—66 visits ↓
Links—31 Visits ↑

Top 5 most visited member pages :

Cadott Sentinel—22 visits ↓
General Been Northwest—15 Visits ↓
Countryside Motel—12 visits
Kathy's Diner—8 visits ↑
Citizens State Bank—7 Visits ↑

CADOTT CHAMBER OF COMMERCE

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

No new members this month

Now is the time for you to **start encouraging local business to join the Chamber of Commerce.**

The full list of Chamber Members is available on the Members page at www.cadottchamber.org/members

N O V E M B E R 2 0 0 8 M E E T I N G A G E N D A

The next meeting will be held at 5:30 p.m. on the 19th at the Cadott VFW.

A tentative agenda for the meeting is as follows:

- Call to order
- Minutes of October meeting
- Finance report
- Correspondence
- Christmas activities update
- Brochure
- Establish committees for 2009 Nabor Days
- Nomination committee for new officers for 2009-10
- Other business
- Adjournment

If you have anything you wish to add to the agenda, please contact Sue Shakal 289-3795 (work) or 667-3531 (home) or at info@cadottchamber.org

It is not too late to pay your 2008 Chamber dues. Please send a check to PO Box 84 as soon as possible. Your membership card will be sent after receipt of your dues.

If you have anything you would like posted on the website, please contact Dale Lotts at webmaster@cadottchamber.org or (715) 289-4545.

This 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.

- Thank you to Jon and Mike Bowe for allowing the Chamber to use their shop for checking the Christmas lights. Thank you, too, to those members who helped with this task!
- Thank you to all who helped set up the Christmas display at the Park on November 1. Your help was greatly appreciated!



COMMERCIAL HOTEL
CIRCA 1900