

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 Feb 20, 2008 at 5:30 p.m. at the Cadott VFW.**
- Be sure to vote in the presidential primary on February 19th.
- Send us your Member to Member News information (or thinly veiled advertising) for the March newsletter
- Cadott Auto Sales is still looking for used oil, call 289-3434 for details.

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WISCONSIN PRESIDENTIAL PRIMARY

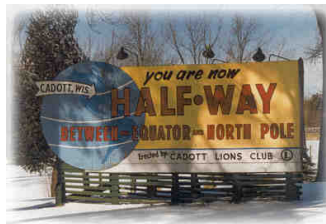
The Wisconsin Presidential Primary will be held on Tuesday February 19, 2008.

Wisconsin has what's called an open primary, meaning you do not have to be a declared member of a party to vote in its primary. However, you can not vote in both primaries, you have to choose between voting for a Democrat or a Republican.

The primary determines how many delegates each candidate gets. These delegates are pledged to vote for that candidate at the party conventions in August and September. For the Democrats, 74 delegates will be selected as a result of the primary. 18 so-called super-delegates also go to the convention unpledged to any candidate.

For the Republicans, the can-

didate who gets the most votes within a congressional district gets three delegates from that district. With 8 districts in Wisconsin, the most a candidate can win outright is 24. But an additional 13 delegates are pledged to the candidate who gets the most votes in the state, and three more go to the convention as free-agents.



To vote in Wisconsin you need to be registered, but you can register any time up to and including election day. It's too late to register by mail, but you can do so in person in your city

clerk's office. On election day, you can register at your polling place with ID and proof of address.

The election division of the state government accountability board has just unveiled a new website, vpa.wi.gov, that will allow you to find your polling place simply by entering your address. It works for most Wisconsin communities. If this website does not work for you, contact your municipal clerk.

For additional information please visit "Wisconsin Vote" at www.wisconsinvote.org, which is a website provided by Wisconsin Public Television and Wisconsin Public Radio. Content for the Web site comes from WPT and WPR broadcasts as well as other state and national news and information sources.

PHOTOGRAPHS WANTED

One of the most frequent comments I hear from readers is how much they enjoy the variety of photographs included in this newsletter.

Consequently, I am asking you to send in your photographs for inclusion in an upcoming edition of this newsletter.

I would like to receive a wide variety of photographs ranging from black-and-white photographs of early days of Cadott to last weekend's birthday celebration at Last Call or Half-Way. The only requirement is that the photograph is somehow related to the community of Cadott.

If your photograph is on your computer, simply email it to webmaster@cadottchamber.org.

If you have a regular photograph, please contact me, Dale Lotts, at 715-289-4545 and I will be happy to scan it in and give you a copy on CD or send it to you via email

WISCONSIN COMMON MARKET

Story provided by the Wisconsin Entrepreneurs' Network - Northwest Region

"Half of the American people have never read a newspaper. Half never voted for President. One hopes it is the same half." Gore Vidal

The Wisconsin Common Market (WCM) is an on-line shopping mall comprised of over 200 Wisconsin artists, crafters, merchants and farmers. These small, Wisconsin businesses provide an eclectic array of unique products and gifts including original artwork, woodcrafts, apparel, specialty foods, furniture, regional services and more. Explore the unique jewelry, art, exquisite home accessories, gifts, candles, pottery, clothing, hand woven textiles, yard decor and other one-of-a-kind items. WCM offers you access to products from Native American tribes

in Wisconsin along with the numerous other cultures that make up Wisconsin today. Our cyber-mall features products that you will never find in a brick and mortar mall.

The development of WCM started in mid-2002 with the goal of increasing the earned income of individuals owning very small, primarily rural, businesses by providing them affordable access to a global market. After 18 months of development, WCM was launched in January of 2004. WCM is a network for small businesses, provides chats, e-commerce training,

support and technical assistance through our partners. WCM works in collaboration with the Wisconsin Assembly for Local Arts, Portal Wisconsin, Savor Wisconsin, Main Street Projects, economic development corporations and the Wisconsin Entrepreneurs' Network.

Wisconsin Common Market is designed to make a difference in our rural areas, neighborhoods and communities by providing Wisconsin small business owners an opportunity to move their products far beyond the reach of their local market. For more information, contact Ms. Karmen Briggs at 715-836-7511 ext. 174.

www.wisconsincommonmarket.com

"Say what you will about the sweet miracle of unquestioning faith, I consider a capacity for it terrifying and absolutely vile!"
Kurt Donnegun

CONSULTANTS REPORT TALENT AND TECHNOLOGY ASSESSMENT FINDINGS

Story provided by the Chippewa County Economic Development Corporation

For the past several months, national consultants GSP Consulting Corp. have been conducting interviews and holding meetings throughout the region with community, technology companies and related organizations about current and future economic conditions. The Chippewa County Economic Development Corporation coordinated a presentation of the findings of this Talent and Technology Assessment for Chippewa County on Thursday, January

17, 2008 at 11:30 a.m. It was held at General Beer, (formerly M & L Brands), located in Lake Wissota Business Park at 2200 Lake View Drive, Chippewa Falls.

This presentation, which was given to 28 local business and government leaders, gave some interesting findings about Chippewa County. For example, Chippewa County leads the national average for patents at 53/year per 10,000 employees. The county should market this when working with existing businesses and recruiting small start-up companies. The target sectors for our area include Bio-Agriculture, Bio-Energy and Sensors. Our existing companies include computers and electronics and plastics and packaging. The consultants recommended creating more flexible resources for young start ups, identifying and uniting tech-

nology leaders and their successes, and hearing the needs of existing businesses and take action to support their stability and growth.

"CCEDC has contributed to this important project with funding and staff time. It will incorporate the findings of the assessment into our five-year Plan of Work," said Charlie Walker, president/CEO. For more information on the report, contact the CCEDC at ccedc@chippewa-wi.com or phone 715-723-7150.

The Talent, Technology and Target Industry Assessment, which included a larger 9-county area, was coordinated by Momentum Chippewa Valley. A final report will be published and available at the end of January 2008 and a leadership committee to work on regional recommendations will be formed.



Main Street Cadott—Winter 1908

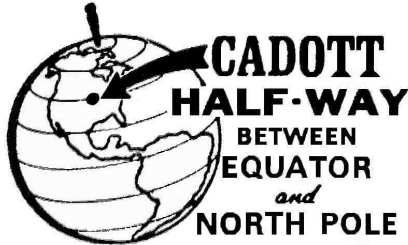
FINANCIAL FOCUS
TAKE STEPS TO PREVENT IDENTITY THEFT

Story provided by Adam Smit, an Edward Jones Financial Advisor.

Each year, billions of dollars is lost to identity theft, according to the Federal Trade Commission. To help protect

yourself, take the following steps:

online unless you are dealing with a reputable merchant who uses a secure web site.



Cadott Logo—Origin Unknown

Guard your Social Security number. As a general rule, be reluctant to give it out to anyone.

Shred all credit card offers and old bank records. And always study your credit card bills and checking account statements. Question any credit card charge or checking account activity you don't recognize as your own. And don't give out your credit card number

You may also want to "opt out" of credit card offers by calling 1-888-5OPTOUT and following the prompts.

It's unfortunate that identity theft is part of our modern world. But by taking the proper precautions, and by staying alert, you can help yourself avoid becoming a statistic.

"I have often regretted my speech, never my silence." Xenocrates (396 BC - 314 BC)



WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website in January is up 20% over December with more than 300 visitors and more than 895 page views.

The average number of pages viewed per visit decreased slightly to 2.86 pages.

There has also been a 18% increase in number of new visitors (Visitors that have looking at the site for the first time. This means that more people are finding the

out about the website and stopping by to have a look around.

Visitors arrive at our site through several sources, but approximately 54% of our visitors are referred by search engines like **google.com**, **yahoo.com**, **live.com**, **msn.com**, and **ask.com**. Another 33% of the visitors come from referral sites like **weau.nbc13deals.com**, **2chambers.com**, **wikipedia.org**, and **wistravels.com**

For the first time the Home page is the most popular page with 188 visits with the members page close behind with 144 visits.

- Top 5 most visited member pages :**
- Cadott Bakery—69 visits ↑ (As usual)
 - Cadott Sentinel—12 visits ↓
 - General Beer Northwest—10 visits ↑
 - JLH Enterprises—10 visits ↑
 - Internal Health & Body Works—8 visits ↑

"If you want to see what children can do, you must stop giving them things." Norman Douglas

MEMBER TO MEMBER NEWS

Sorry, nothing new this month. Send your Member to Member News information (or thinly veiled advertising) to webmaster@cadottchamber.org



Stress Reduction Kit



CADOTT CHAMBER OF COMMERCE

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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 !

Unfortunately there are no new members this month. 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 on the chamber website at www.cadottchamber.org/becomeamember The full list of Chamber Members is available on the Members page at www.cadottchamber.org/members

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

The February meeting will be held at 5:30 p.m. on the 20th at the VFW Hall in Cadott. Pease mark your calendars and try to come!

A tentative agenda for the meeting is as follows:

1. Call to order
2. Minutes of January meeting
3. Finance report
4. Correspondence
5. Relay-For-Life
6. Easter Activities
7. Business Expo
8. Nabor Days
9. Other Business
10. Adjournment

Just a reminder to pay your 2008 membership dues. Don't forget to include the 2007 and/or 2008 Christmas display donation and your reservation for an advertising spot in the new Cadott brochure and caricature map.

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

Don't forget to check out the Chamber website at www.cadottchamber.org.

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



Cadott Creamery—Circa 1900

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.