

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 March 19, 2008 at 5:30 p.m. at the Cadott VFW.**
- Have lunch with the Easter Bunny at Kathy's Diner on March 22 from 11:00 a.m. to 1:00 p.m..

COMMUNITY FOUNDATION OF CHIPPEWA COUNTY

Story provided by Carol Gienapp, Executive Director of the Community Foundation of Chippewa County

The Community Foundation of Chippewa County was incorporated in 2001 to help make ALL Chippewa County communities stronger by helping donors establish permanent endowment funds. The money used to create these funds are invested to produce earnings which are then given as grants to nonprofit organizations.

The young Community Foundation has been well received - permanent assets already exceed \$3 million, nearly 80 funds have been created, and the Foundation has distributed over \$550,000 in grants (and another \$1,180,000 in pass through funds) to nonprofits throughout Chippewa County.

We will be joining the Cadott Chamber of Commerce in order to learn more about the good things happening in Cadott. We will also help keep your leaders and residents better informed when there are grants available that could benefit worthy programs of

nonprofit organizations in your area.

For more information on the Community Foundation, please visit our website www.comfdncc.org or call Executive Director Carol Gienapp at the Foundation office (715-723-8125)



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DOES CADOTT WANT A BUSINESS EXPO?

Suggestions have been made to have the Chamber host a Business expo in conjunction with the Fall Festival (Booya Day) in September. The Chamber would like to make sure that there are enough member businesses interested in participating in the expo. To participate, a business will rent a

display area at an estimated cost of \$25.

In addition to providing accommodations and a display area, the Chamber will market the expo—listing participating businesses—in local papers and through other media.

To make the expo worthwhile

for participants and visitors we need at least 10 businesses willing to commit to renting a display area. If you are interested in participating, have any suggestions, or are interested in helping plan the expo, please feel free to contact a chamber officer or call 289-3338.

Are you looking academic expertise, facilities or equipment to help your business or organization?

Story provided by the Wisconsin Entrepreneurs' Network - Northwest Region

Expertise, equipment, facilities, and training will now be easier for regional businesses to locate and use through the Regional Business Assistance Resource (ReBAR) directory. Part of an ongoing effort by public higher education to promote regional growth in business and industry, ReBAR provides seamless access to all the outreach capabilities of UW-Barron County, Chippewa Valley Technical College, UW-Eau Claire, UW-River Falls, UW-Stout, and Wisconsin Indianhead Technical College. Made possible through an EDvantage Grant from UW-Extension, the ReBAR directory contains more than 1,000 listings from all partner institutions in the follow-

ing categories:

- Expertise - 463
- Equipment - 58
- Meeting Rooms and Labs - 100
- Programs and Services - 409.

The directory is searchable by information category, subject area, and institution. It can be accessed at www.rebardirectory.com.

Representatives from the six partner institutions began work on the development of the directory in September, 2006. The first step was customized environmental scan. Information from the scan was used to create an interest/needs assessment

of regional business and industry. During the same time an extensive inventory of outreach programs and services of each partner institution was being conducted. The ReBAR directory is the result of all these efforts and is expected to grow.

"The ReBAR directory represents a continuously expanding strategic tool for regional business to access and benefit", said grant author and UW-Eau Claire Continuing Education director George Kroeninger. "The resources and supports showcased within the directory will enhance business development in our region and help create a strong foundation for future economic growth."

For more information about the REBar directory, please call Ann Rupnow at 715-836-4526, or visit www.rebardirectory.com.

*"Designing your product for monetization first, and people second will probably leave you with neither."
Tara Hunt*

"I am always doing that which I can not do, in order that I may learn how to do it." Pablo Picasso

**WOW LOGISTICS
EXPANSION / RIBBON CUTTING**
Story provided by the Chippewa County Economic Development Corporation

Chippewa County Economic Development Corporation along with the Chippewa Falls Chamber of Commerce will host a ribbon cutting for WOW Logistics' newest Chippewa Falls distribution



Cadott Dam in the summer

center. Located at 2500 Olson Drive in the Riverside Industrial Park, the ceremony will be on Thursday, March 27 and starts at 10:00 am.

WOW formally known as Warehousing of Wisconsin was formed in 1977 by Harold Schiferl, Don Utschig and two other partners in Wisconsin Rapids, Wisconsin with 108,000 square feet of space. Today WOW has expanded to build and lease facilities throughout Wisconsin, Idaho and Illinois. Presently, with over seven million square feet of ambient, refrigerated and freezer space in 25 distribution centers

used for public, contract and lease warehousing, WOW services over 300 customers in 60 different industries in their multi-temperature facilities. Of those seven million square feet, nearly one million square feet is located in the Chippewa Falls area. As they move to the future, WOW will continue to invest in technology; training and new locations like the construction of the new 126,000 square foot distribution center in Chippewa Falls to cater to their customers' ever changing needs.

(Continued on page 3)

WILL PRESIDENTIAL ELECTION YEAR AFFECT INVESTORS?

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

We elect a new president this year. As an investor, you might ask: How does an election year affect the investment climate?

The Dow Jones Industrial Average rose in nine of the past 11 presidential election years. Yet, past performance, as you've heard, can't predict future results.

And the outcome of the election won't

necessarily tell you much, either. The stock market has performed well - and performed poorly - under both Democrats and Republicans.

Instead of pondering the "what-ifs" involved in a presidential election, follow some tried-and-true investment strategies. For example, think long-term -

don't chase after "hot" stocks that make be inappropriate for you. Also, be aware of your risk tolerance and use it to help guide your decisions.

This November, don't forget to vote. But before and after Election Day, cast your ballot for solid investment techniques.



"Drive thy business or it will drive thee." Benjamin Franklin



WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website in February is up nearly 16% over January with more than 360 visitors and more than 1000 page views.

The average number of pages viewed per visit decreased slightly to 2.77 pages.

There was another 6% increase in number of new visitors, which means that more people are finding the out about the website and stopping by to check it out.

Visitors usually arrive at our site through several sources, but February marked a 105% increase in the number of direct visitors (Visitors that type the website address directly rather than search or follow a link on another site.) The increase in direct visitors is most likely the result of adding the website address to the membership certificate displayed by member businesses. Approximately 47%

of our visitors continue to be referred by search engines like **google.com**, **yahoo.com**, **live.com**, **msn.com**, and **ask.com**.

Top 5 most visited member pages :
 Cadott Bakery—56 visits ↓
 General Beer Northwest—15 visits ↑
 Cadott Sentinel—11 visits ↓
 Roth Sugar Bush—10 visits ↑
 Countryside Motel —8 visits ↑

"A casual stroll through the lunatic asylum shows that faith does not prove anything." Friedrich Nietzsche

WOW Logistics Expansion/Ribbon Cutting (Continued from page 2)

Harold Schiferl, founder and co-owner of WOW Logistics: "In forming Warehousing of Wisconsin (now WOW Logistics) in 1977, I realized a dream. The initial years were quite challenging; double digit interest rates and long hours covering all aspects of the business. Over the years, I've seen the business grow from one location and facility to numerous locations in several states providing seven million square feet of dry, refrigerated and freezer warehouse space. The continuous growth over the last 30 years can be attributed to providing the very best in service and customer satisfaction, a result of surrounding myself with great people, who themselves worked the long hours totally loyal and dedicated. Although a dream in late 1977, I never could have imagined the growth and success that WOW has had. Today WOW is a recognized leader in our indus-

try and continues to seek new and additional opportunities as we move into the future."

The addition to WOW Logistics is a great addition to the Riverside Industrial Park and Chippewa County, this provides room for businesses to expand their operations in the area and boost the local economy" state Charlie Walker, President/CEO of Chippewa County Economic Development Corporation.

Refreshments will be served after the ribbon cutting ceremony. To RSVP please contact Jerilyn Sahr, 715-723-7150 or logon to www.chippewa-wi.com.

MEMBER TO MEMBER NEWS

Sorry, nothing new this month. 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 !

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

M A R C H 2 0 0 8 M E E T I N G A G E N D A

The March meeting will be held at 5:30 p.m. on the 19th at the VFW Hall in Cadott. Please mark your calendars and try to come!

A tentative agenda for the meeting is as follows:

1. Call to order
2. Minutes of February meeting
3. Finance report
4. Easter Activities
5. Nabor Days
 - a. Committee appointments
 - b. Pageant
 - c. Carnival
 - d. Other
6. Other business
7. Adjournment

Please send in payment for 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.

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 and is included in your membership.

L U N C H W I T H T H E E A S T E R B U N N Y

Please mark your calendars for Saturday, March 22. That is when the Easter Bunny will be hopping into town to have lunch with the kids at Kathy's Diner. This event will take place from 11:00 to 1:00 that day. There will be carriage rides given by Green Valley Farm and other activities for the kids. Hope to see you there!



Ice Flow at Cadott Dam—Courtesy of Bart Chapek