

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 June 18, 2008 at 5:30 p.m. at the Cadott VFW.**
- Country Farmer's Appreciation Chicken Dinner will be held at the Northern Wisconsin State Fairgrounds on June 18 from 5:00 pm to 9:00 pm. Cost is \$5.00 per person for chicken dinner with all the fixings. Call the Chippewa Chamber at 723-0331 for tickets.

INSIDE THIS ISSUE:

WEN	2
Donkey Races	2
CCEDC	2
Financial Focus	3
Website Report	3
Welcome New Members	4
Next Meeting Agenda	4

9 REASONS WHY YOU NEED A BUSINESS PLAN

Written by Pete Kennedy—for 11 more reasons see www.growthink.com/content/20-reasons-why-you-need-business-plan

1. To prove that you're serious about your business. A business plan shows all interested parties – employees, investors, partners and yourself – that you are committed to building the business.
2. To establish business milestones. The business plan should clearly lay out the long-term milestones that are most important to the success of your business. To paraphrase Guy Kawasaki, a milestone is something significant enough to come home and tell your spouse about (without boring him or her to death). Would you tell your spouse that you tweaked the company brochure? Probably not. But you'd certainly share the news that you launched your new website.
3. To better understand your competition. All companies have competition in the form of either direct or indirect competitors, and it is critical to understand your company's competitive advantages.
4. To better understand your customer. Why do they buy when they buy? Why don't they when they don't? An in-depth customer analysis is essential to an effective business plan and to a successful business.
5. To enunciate previously unstated assumptions. A business plan helps to bring previously "hidden" assumptions to the foreground. By writing them down and assessing them, you can test them and analyze their validity.
6. To assess the feasibility of your venture. How good is this opportunity? Writing a business plan involves researching your target market, as well as the competitive landscape, and serves as a feasibility study for the success of your venture.
7. To document your revenue model. How exactly will your business make money? This is a critical question to answer in writing, for yourself and your investors. Documenting the revenue model helps to address challenges and assumptions associated with the model.
8. To determine your financial needs. Does your business need to raise capital? How much? The business plan creation process helps you to determine exactly how much capital you need and what you will use it for. This process is essential for raising capital and for effectively employing the capital.
9. To attract investors. A formal business plan is the basis for financing proposals. The business plan answers investors' questions such as: Is there a need for this product/service? ...

ARE YOU LINKING TO THE CHAMBER WEBSITE?

Does your business have a website? If so, please consider creating a link on your website to the Cadott Chamber website. Linking to the Chamber website can help improve search results when visitors are looking for products, services, and events in the Cadott area. Please help us provide better service to our members by linking your website to the Chamber website.

GRANTS TO HELP BUSINESSES WITH BUSINESS PLANS (TECHNOLOGY-BASED) AND FEDERAL RESEARCH PROPOSALS

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

The Wisconsin Entrepreneurs' Network (WEN) administers the Early Planning Grant (EPG) and the Technology Assistance Grant (TAG) for the Wisconsin Department of Commerce. These grant programs provide up to \$3,000

(matched by the company at least 25%) to assist the company with a business plan or a federal research and development proposal, respectively. These programs are used to cover part of the cost of a third party

consultant who can assist the company with its business plan or federal research proposal. To learn more about these programs, visit www.wenportal.org, or call Pat Dillon at 715-836-5056.

"Wait a minute. What did you just say? You're predicting \$4-a-gallon gas? ...

That's interesting. I hadn't heard that."

George W. Bush, Washington, D.C., Feb. 28, 2008

DONKEY RACES AT NABOR DAYS

New rodeo stars will be born during the wild and crazy Dairyland "Celebrity" Donkey Races Show at Nabor Days on Friday July 11th starting at 6:30pm! It's racing action on real, live donkeys. Guaranteed to be wilder than a rodeo and funnier than an circus! Fifty local "celebrity" donkey jockeys will be racing, so come out and see someone you know show off their riding skills! It's a thrill a minute, a spill a minute! Laugh as you've never laughed before at the wild and crazy "Celebrity" Donkey Races Show.

See "Buckmaster", world famous comedy donkey! 450 pounds of pure dynamite! He's rough and tough and hard to

bluff and hasn't been ridden yet!

A Championship heat between the top two finishers from each of the five elimination heats will determine this year's champion "Celebrity" Donkey Jokey!

Come one; come all to the craziest show on earth: "Celebrity" Donkey Races!

This fun filled show is sponsored by local businesses. All of the processed will be for the benefit of the Cadott Chamber of Commerce. Advance tickets can be purchased from Sue Shakel. Tickets will also be available at the gate.

CUSTOMER SERVICE WORKSHOP

Story provided by the Chippewa County Economic Development Corporation

Chippewa County Economic Development Corporation (CCEDC) has teamed up with the Stanley Business Association and the Stanley IGA in hosting a Customer Service Workshop on Tuesday, July 15, 2008 from 5:30-7:30 pm. This "must attend" workshop will be held at The Stanley Area Historical Society in Stanley located at 228 Helgerson Street.

The primary mission of the Chippewa County Economic Development Corpo-

ration is to foster a strong economic environment which supports businesses and nurtures growth and new investment in the region. We are dedicated to promoting and facilitating economic development and there is no better technique than promoting the importance of customer service. Customer Service is one the most significant parts of any businesses success, whether your business is newly opened or well established customer service is

a vital part of your business success.

Due to the Stanley Business Association's sponsorship of this quality workshop the cost for attendee is only \$10.00 per person. Refreshments will be provided to all attendees. Space is limited so those planning to attend should RSVP by contacting Jerilyn Sahr @ 715-723-7150, staff@chippewa-wi.com or logon to www.chippewa-wi.com for online payments.

DECLARE YOUR FINANCIAL INDEPENDENCE DAY

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

As we get close to the 4th of July, you may be thinking of where you'll be going to attend a picnic, watch fireworks or engage in any of the other activities that accompany the holiday. And while it's always meaningful to commemorate our nation's many freedoms, you may want to take this opportunity to think about another celebration of liberty - your own "Financial Independence Day."

However, unlike the 4th of July, Financial Independence Day won't just show up on the calendar - you have to work to make it happen. Here are a few suggestions for doing just that:

- **Liberate yourself from debt.** You don't have to be a free spender to rack up a lot of debt - the cost of living is high, and sometimes you need to use loans and credit. But the more money you owe, the harder it is to achieve financial independence, so try to reduce, consolidate or eliminate as many debts as possible. You may have to drive that old car one year longer or postpone that vacation until you can pay for it up front, but these and similar moves may pay off down the road.
- **Emancipate your investments.** To achieve your long-term financial goals, you need your investments to provide you with the combination of growth potential and income that's appropriate for your individual needs. To accomplish this, though, these investments need to be "free" from being raided constantly to pay for the costs of everyday life. That's why you should establish an emergency fund containing six to 12 months' worth of living expenses. By keeping this fund in a liquid account, you won't have to tap into your investments the next time you have a major car repair, need a new appliance or face an unexpected medical bill.
- **Unchain the potential of your retirement accounts.** Every time you get a raise, boost your contributions to your retirement plan at work - i.e., your 401(k), 403(b) or 457(b). Your money has the potential to grow on a tax-deferred basis, and you typically contribute pre-tax dollars, so the more you put in, the lower your annual adjusted gross income will be. But if you're not contributing the maximum allowed, or at least as much as you can afford, you're putting "shackles" on the ability of these plans to help you attain the retirement lifestyle you've envisioned.
- **Free your family from threats to your income.** Without your income, would your family be able to pay off the mortgage? Or send your children to college? Or meet any of the financial goals you've set? Financial independence will always be elusive unless you protect your family from the potential loss of your income - and that's why you need adequate life insurance, especially in the years when your children are young and you're still paying on your house. At the same time, you may need disability insurance to replace your income if you can't work due to illness or injury. Your employer may offer a disability policy, but it might be insufficient to meet your needs, so you may need to add extra coverage.

By taking these and other steps, you can go a long way toward turning Financial Independence Day from a goal to a reality - so take action soon.



"To alcohol! The cause of, and solution to, all of life's problems." Matt Groening

WEBSITE REPORT

Visitor traffic to the Cadott Chamber Website in May is down 7% with 365 visitors and more than 1,000 page views.

The average number of pages viewed per visit is 2.78 pages.

There was a very slight increase in number of returning visitors, which means that people are starting to return the site more often.

Visitors usually arrive at our site through

several sources, but May marked a 13% increase in the number of search engine visitors (Visits from people who clicked to the site from a search engine result page.) Approximately 75% of our visitors are now being referred by search engines. Its good to know that visitors are finding our site from search engines.

The website continues to have visitors from all over the world. We had four visitors from Ivory Coast, two from Nigeria,

and others from countries like Germany, Spain, Saudi Arabia, Canada, India, and Malaysia.

Top 5 most visited member pages :

Countryside Motel—29 visits ↑
 Cadott Sentinel—22 visits ↓
 Cadott Bakery—17 visits ↓
 General Beer Northwest—13 visits ↓
 JLH Enterprises—7 Visits ↓

(Arrow indicates increase or decrease in traffic from the previous month)

CADOTT CHAMBER OF COMMERCE

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Website: www.cadottchamber.org

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

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

The June meeting will be held at 5:30 p.m. on the 18th at the VFW Hall in Cadott. A tentative agenda for the meeting is as follows:

1. Call to order
2. Approval of minutes and finance report
3. Correspondence
4. Nabor Days Committee Updates
 - Coronation Update
 - Fireworks
 - Car Show
 - Parade
 - Donkey Races
 - Brat Stand Sign Up
 - Park Set Up
 - Other
5. Other Business
6. 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

Please pay your dues as soon as possible. Dues are \$40 for the year. Checks may be sent to PO Box 84, Cadott. 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.

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- Plans are finalizing for the Nabor Days Celebration. If you would like to volunteer to help out, please come to Wednesday's meeting or contact a Chamber officer or call the Chamber phone at 289-3338
- Please note that changes are being made in the mailing of the newsletter. If you have not paid your dues for this year, you will be removed from the mailing list, and if you have provided us with an email address, your newsletter will be emailed to you.
- If you have an email address, please email us at webmaster@cadottchamber.org as soon as possible so we can start emailing you the newsletter and meeting minutes
- If you sold rider tickets for the Donkey Races, please be sure to bring the completed rider applications and money to the June Chamber meeting.