

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 July 16, 2008 at 5:30 p.m. at Huhn's Cabin** (barn) on Highway 27 north of Cadott (2-1/2 miles).
- Dramatic increase in website traffic for the month of June—See Website Report on Page 3 for details.
- Knight Rider Consulting offers members a discount on website hosting. See Page 2 for details.

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9 REASONS YOUR BUSINESS NEEDS A WEBSITE

Written by Dale Lotts

In the small community of Cadott, it may not be apparent why your business might need a website. After all, most of your customers live within a few miles of your business and most of your advertising is done through word-of-mouth or the phone book. Here are a few common reasons for a business to have a website:

Greater exposure – Your website will be visible to all your potential and current clients. You will no longer be tied to the limited geographic exposure of word-of-mouth or the phone book. Your customers won't need to visit your office or retail outlet to see what you offer, nor will they need a brochure or other marketing materials mailed to them.

Say more – You can say so much more on a website than you could in any print advertisement, yellow pages, brochure or TV/radio advertisement. There are no space restrictions or time restrictions on a website, so you can say as much as you want.

Inexpensive, effective advertising – Your customers will have better knowledge of your products or services, as they are

able to research your products or services in their own time, instead of having to rely on a small yellow pages or newspaper ad to gather the information they need.

Open 24/7 – Your website is available 24 hours a day, 7 days a week. When you are unable to answer the phone, you can be sure that your website is available to answer your customers' questions for you.

Creates measurable results – A web site allows you to track the number of visits and where they came from, e.g. an online ad or a search engine. It can record the number of inquiries or online sales in the case of an ecommerce site, thus producing a ratio of inquiries to visitors which gives the conversion rate. With this information you can take steps to improve this ratio and increase sales.

A website address is easy to remember – Your website address is most likely going to be easier to remember than the physical address of your business or your office phone number. Your customers won't remember to tell their friends your phone number but they will remember the name of

your website.

Consumers are changing search methods – Business services are now found online typically via a Google search rather than picking up the Yellow Pages. Instead of phoning your business asking about your products and services consumers want to first learn this information via a website.

Present a Professional Image – For a small business, a well-designed web site is a great way of instilling confidence and looking bigger than you actually are. In this day in age, customers assume that you already have a website. By now, your primary competitors probably already have a presence on the Internet. If they do, keep up with them and find ways to make yours better.

Your competition has a website – If you are in direct competition with another business that has a website, they have a clear advantage. If you don't have a website, you're losing business to those businesses that do.

Call 289-4545 or Email dlottts@knightrider.com to get a website for your business.

FINANCING THROUGH THE WISCONSIN BUSINESS DEVELOPMENT FINANCE CORPORATION

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

The Wisconsin Business Development Finance Corporation (WBD) has been a long time partner of the Wisconsin Entrepreneurs' Network. They provide the knowledge, service and resources that foster economic development solutions to grow new jobs, businesses and communities. WBD is a private, not-for-profit corporation created in 1981 to assist Wisconsin businesses gain access to capital, create jobs and promote community development. WBD is one of the largest Certified Development Corporations in the nation with a loan portfolio in excess of \$300 million, a staff of 34 experienced professionals and five offices serving Wisconsin businesses. Their partnership with Wisconsin's financial institutions has funded \$2 billion of community development projects, helping to

create more than 31,000 jobs state-wide. As a not-for-profit organization, WBD is governed by a Board of Directors and advisory group. Over 200 individuals from around the state have become members of WBD and are very supportive of its mission

WBD serve start-up & emerging businesses; established & growing businesses; financial institutions; and economic development organizations. They provide tailored financing packages to meet customer needs to include:

- Real estate
- Machinery & equipment
- Furniture and fixtures
- Leasehold improvements

- Inventory
- Working capital
- Intangibles

Their strategies include needs assessments, project structuring and loan packaging.

To learn more about WBD, visit their website at: www.wbd.org, or you can contact them at their Eau Claire location:

Mike Dieckman - Loan Officer

mdieckman@wbd.org

3610 Oakwood Mall Drive, Suite 201

Eau Claire, WI 54702

Phone: (715) 834-9474

FAX: (715) 834-9482

"It is better to look ahead and prepare than to look back and regret." Jackie Joyner-Kersey

MEMBER-TO-MEMBER NEWS

River Country Co-op has announced that it is now a registered agent of the Wisconsin Department of Motor Vehicles. As a result, vehicle owners can now renew and receive their annual license plate stickers at their Eau Claire, Cadott, Jim Falls, and Chippewa Falls convenience stores. Renewal hours are 7 AM - 8 PM Monday through Saturday.

The process takes approximately one minute to complete and requires a small fee. This in-store option affords vehicle owners a convenient and simple alternative to the traditional license plate renewal process.

Cabin Ridge Rides—In June Weau Channel 13 did a story on Cabin Ridge Rides for Wisconsin Journal. The emphasis was on stage coach rides, facility use and the 106 years of family history along Paint Creek.

Knight Rider Consulting has announced special \$240 discount on annual website hosting for Chamber members when they signup for a new WidgetWeb site. Limited to new customers only, some restrictions may apply. Contact Dale Lotts at (715) 289-4545 or dlotts@knightrider.com for complete details.

"If the automobile had followed the same development cycle as the computer, a Rolls-Royce would today cost \$100, get a million miles per gallon, and explode once a year, killing everyone inside."

Robert X. Cringely

**WORRIED ABOUT INFLATION?
INVEST FOR GROWTH, RISING INCOME**
Story provided by Adam Smit, an Edward Jones Financial Advisor—adam.smit@edwardjones.com

Just a few years ago, economists were talking about the possible re-emergence of an economic phenomenon not seen in many decades: deflation, or declining prices of goods and services. Recently, however, inflation has risen from extremely low levels, driven largely by increased energy and grocery prices. As a consumer, you might fight the effects of inflation by driving less or by cutting back on certain types of food. But as an investor, what can you do to help keep your financial assets from losing purchasing power?

Your first step is to be aware of how inflation affects different types of investments. For example, if you've tried to be a "risk-averse" investor, you might have built a portfolio that's heavy with bonds and certificates of deposit (CDs) — yet these same types of fixed-rate investments are actually the ones that are most susceptible to inflation. On the other hand, stocks, over the long term, have significantly outpaced inflation. In fact, over the past 80 years, stocks have shown an average return of more than 10 percent, compared to an average inflation rate of about three percent, according to Ibbotson Associates, a financial services research firm.

Of course, as you've no doubt heard, "past performance is no guarantee of future results." In any given year, the inflation rate could be higher than the stock market's return, and, in fact, you could lose some or your entire principal by investing in stocks.

Nonetheless, if you want your overall portfolio to stay ahead of inflation, you almost certainly will need some exposure to the growth potential found in stocks. You may be able to lower your risk level by buying quality stocks, holding them for the long term and including them in a portfolio that also contains bonds, U.S. Treasury securities

and other investments.

In creating an investment strategy to fight inflation, you'll also need to factor in your stage of life. During your working years, you probably count on your salary, more than your investment portfolio, to help meet your living expenses. So as long as your wages keep pace with inflation, you may be able to focus your investment efforts on accumulating the assets you'll need to enjoy a comfortable retirement lifestyle. But when you actually reach retirement, you'll almost certainly need to draw on your portfolio as a major source of income — which means you'll need to pay a lot of attention to inflation. Consider this: If inflation rises three percent a year, then everything you buy today could cost twice as much in 24 years. And since you could easily spend two or three decades in retirement, you can see just how much inflation could threaten your standard of living.

Consequently, during your retirement years, you'll need to invest for rising income. You may be able to get some of this income through dividend-paying stocks; some of these companies have actually increased their dividend every year for 20 or 25 years. (Keep in mind, though, that dividends can be increased, decreased or eliminated at any time without notice.) You also may want to consider certain types of inflation-adjusted Treasury bonds.

You can't control inflation. But you can help tame its effects — by investing for growth and rising income.

"The town where I grew up has a zip code of E-E-E-O." Martin Mull

WEBSITE REPORT



Visitor traffic to the Cadott Chamber Website jumped an amazing 51% since May with 552 visitors. Page views are up by nearly 75% since May at more than 1,750 page views. The average number of pages viewed per visit is 3.2 pages.

There was a nearly 3% increase in number of returning visitors, which means more and more new people are visiting the Chamber website.

The website continues to have visitors from all over the world. We had eight visitors from India, four from Ghana, and others from countries like Bangladesh,

Pakistan, Norway, and Australia.

Visitors usually arrive at our site through several sources, but June marked a 13% increase in the number of direct visitors (visits from people who clicked a bookmark to come to our site or who typed the website address directly into their browser), and a 13% increase in the number of referral visitors (visits from people who clicked to our site from another site)

Top 5 most visited pages :

Home—430 visits ↑
Members—208 visits ↑
Nabor Days—183 visits ↑
Community—153 visits ↑
Events—146 Visits ↑

Top 5 most visited member pages :

Countryside Motel—47 visits ↑
Cadott Sentinel—43 visits ↑
Cadott Bakery—26 visits ↑
General Beer Northwest—12 visits ↓
JLH Enterprises—11 Visits ↑

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

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

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

The July meeting will be held at 5:30 p.m. on the 16th at Huhn's Cabin (barn) on Highway 27 north of Cadott (2-1/2 miles). 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 Review
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

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.

- A very sincere thank you to all who helped make Nabor Days so very successful. We will be reviewing Nabor Days at the August meeting. If you wish to have input, please be in attendance.

