



## Sauk Prairie Area Chamber of Commerce

Prairie du Sac • Sauk City  
Merrimac • Roxbury • Leland  
Witwen • Denzer • Black Hawk



## Chamber News

April 2011

*"The Chamber promotes and fosters a healthy economy and quality lifestyle for members and the Community"*

## Welcome 2nd Quarter!

Yes, it's true! We have survived the first quarter of 2011 and are welcoming April (*along with a snow shower*).

As I meet with business owners, I continue to hear that business is slow, projects are on hold and the term "slow recovery" seems to be a myth.

Increased cost of merchandise, tight credit markets and a challenging economic environment can take its toll on the best business leaders. I encourage you to be proactive and change aspects of your operation to navigate current conditions, preparing for the future. Below are a few tips that I came across to help you manage and plan for better days...

- Don't panic! Focus on what you can control and implement in your business. Remain upbeat and develop relationships with your vendors...Be flexible and be prepared to negotiate.

- Take the opportunity during the slow periods to improve your business plans—be creative, build competitive advantage, differentiation and loyalty.
- Develop a revised or alternate budget—Re-examine fixed and variable costs and develop contingency plans.
- Keep inventory low and manage closely.
- Focus on the top and most loyal customers and look outside the traditional market areas for other like customers.
- Show customers that your business can help them maintain quality of life during challenging economic times.
- Review your marketing message—take time to understand available social medias as a mar-

keting option.

- Network, network, network! Take time to talk with other business leaders in the community to understand how they are working to maintain during these times.

Enclosed in this month's newsletter are opportunities to help you network. Please take a moment to review and reply today. Also, meet our new Tourism Promotions Director Bianca Richards. Bianca has already started making calls and is ready to work for you.

~Tywana German

## Community Events

### Dorf Haus

Turtle served Friday nights during Lent

H.H. Fast Forward Exhibit Opens at RAC gallery April 13 5—7 p.m.

Big Band Music at the Dorf Haus April 17 1—4 p.m.

UW Symphony Orchestra performs at the RAC April 19 7:30 p.m.

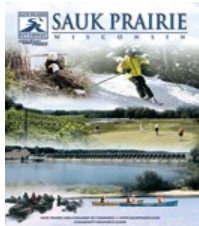
Stretch yourself Strong workshop presented by Monroe Real Training April 19 6—7 p.m. at Cody Chiropractic

Visit [www.saukprairie.com](http://www.saukprairie.com) for events

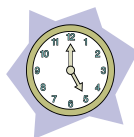
## Don't forget - Get out and Vote on APRIL 5th!

### Chamber Location:

421 Water St Suite 105  
Prairie du Sac  
Phone: 643-4168 Fax 643-3544  
[spacc@saukprairie.com](mailto:spacc@saukprairie.com)  
[www.saukprairie.com](http://www.saukprairie.com)



Click [here](#) to download a mobile app for the Sauk Prairie Village Profile Guide... Your link to Sauk Prairie businesses!



**Save the Date!**

**Next Business After Five...**

**Bank of Prairie du Sac**

**April 19th**

**5—7p.m.**



**EMAIL CHANGES...**

**Tywana German -**  
[executivedirector@saukprairie.com](mailto:executivedirector@saukprairie.com)

**Christine Gilchrist -**  
[spacc@saukprairie.com](mailto:spacc@saukprairie.com)

**Bianca Richards-**  
[visitus@saukprairie.com](mailto:visitus@saukprairie.com)

**President:**  
[president@saukprairie.com](mailto:president@saukprairie.com)

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## Meet the Chamber's Tourism Promotions Director...

**Bianca Richards**  
**Tourism Promotions Director**

421 Water St., Suite 105  
Prairie du Sac

Phone: 1-608-643-4168  
Email: [visitus@saukprairie.com](mailto:visitus@saukprairie.com)

### Why did you apply to Sauk Prairie Area Chamber of Commerce?

I applied because this area of Wisconsin is my home. I feel passionate about the natural beauty we have here, believe strongly in the importance of being part of a community and enjoy the spirit of entrepreneurs and working with businesses. When I ran across the job description, I applied not only because I feel I have the skills, but also because it is important to me that this area remains beautifully sustainable, from the river to the businesses to the community.

### Describe your experience in tourism.

I grew up in Wisconsin Dells, spending much of my childhood at my grandparents' motel, The Mayflower, which they started in the 1960s. After college, I returned to the hotel industry and worked for Hyatt Hotels in Indianapolis and Chicago. However, I decided to return home to my

family and small-town life and moved back to the Dells in 2007. In 2008, I created, owned and operated a small coffee, beer and wine house in an effort to add an eclectic, artistic, modern heartbeat to the classic Wisconsin Dells experience. I enjoyed operating a business downtown, and one of my favorite aspects of this experience was working with other business owners to try to elevate the quality of the downtown River District. Unfortunately, I chose the wrong time to open a new business and had to close the doors in 2009. My experience to date has been heavy in hospitality, tourism, events, branding and marketing, and I look forward to using my skills and experience to develop and elevate the Sauk Prairie Area.

### What goals do you have for the Sauk Prairie Riverway?

As the Tourism Promotions Director, I look forward to working with business owners and the community to develop new and creative promotions to engage the community and draw visitors, as well as continue to build existing programs, such as 2<sup>nd</sup> Saturdays on the Riverway. I am looking to brand this area in a consistent, effective and

qualitative way, and, of course, to spread the word about what we have to offer.

### How has your first week with the Sauk Prairie Area Chamber of Commerce been?

I am impressed with the activism in the community. From 2<sup>nd</sup> Saturdays to Polka on the River, it seems like there is a lot of connection, conversation and collaboration around town. To me that indicates that the business culture and environment in the area is open-minded and looking to grow by working together, and, frankly, that makes my job much easier!

### What are your other interests?

My interests range from A to Z. I love to travel and explore. I often travel to small towns on weekends to check out the area and get off of the beaten path. Hiking, particularly at Devil's Lake, is a favorite. I also enjoy downhill and cross-country skiing, and I play tennis. I am a big arts person and can be found at plays, dances, live music performances/festivals, the symphony, gallery openings, you name it, and I occasionally attempt to create a few charcoals and

Continued on next page.....

canvases myself. Come summer, I will hit up various farmer's markets and then find any open beach on the river and plop down in the sunshine with a good book. I try to stay busy!

### Closing thoughts?

I will be reaching out to as many people as possible in the coming weeks. If you have an idea or comment on how you would like to see this community grow or branded, please let me know! The more conversations we all have together, the better chance we have to get the branding, marketing and growth of the Sauk Prairie Riverway right, which means a better chance for a sustainable community.

## Attn. Business Community

April 19th, 5-7 pm, main location



Join the Bank of Prairie du Sac in celebrating 95 years of banking in Sauk Prairie. Enjoy Wollersheim wine and hors d'oeuvres. View historical photos and artifacts, not only from the Bank, but also from other longtime local businesses that have helped make an impact on our community. For more information or to RSVP, email [spacc@saukprairie.com](mailto:spacc@saukprairie.com) or call 643.4168.

*Register to win \$95 cash! No purchase necessary*

If you'd like to be part of the Bank's history display by contributing artifacts or photos, please contact Karen Lanter 608.643.3393.

## VILLAGE FAMILY DENTAL

1250 Prairie Street  
Prairie du Sac, Wi. 53578  
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1209 Mills Street  
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## Update from the Village of Sauk City Administrator:



Spring is in the air, which means new beginnings!

We have a new website that we have been anxiously waiting to debut. However, a few glitches have turned up with the website host and we anticipate that our new website will be available soon.

The Village of Sauk City street reconstruction will be on Jefferson Street from Washington Avenue to Webster and Hemlock Street from Madison to Jefferson Street. New sidewalk will be installed along the north side of Hemlock from Madison to Jefferson. This project will be starting on April 5<sup>th</sup>.

We are very excited to be starting the completion of our Riverwalk Trail. The project will start on April 4<sup>th</sup> with a completion date at the end of June. This project will include an 8 foot wide bike/pedestrian trail and an observation area which will include picnic tables and

benches. There will be a beautiful retaining wall made of colored decorative concrete block along with a nice railing to match the trail that spirals down the bridge. The adjacent parking lot and street will be resurfaced and new lighting will be added. This has been a project that has been in the works for a long time and we are pleased that the completion will be happening soon.

The Polka on the Riverway will be held in Sauk City this year at this wonderful new site and we look forward to everyone coming out to enjoy all that our new Riverwalk will have to offer.

## Update from Representative Howard Marklein:

A great deal has been written about the State of Wisconsin's budget woes. The financial condition of the State is not as bad as has been written.....it is worse!

Recent media reports have been focused on the "structural deficit" for the next biennial budget, which begins on July 1, 2011. There has been less publicity regarding of the deficit spending over the past decade or so. The state auditor recently released the annual state audit report (known as the Comprehensive Annual Financial Report-CAFR) for the fiscal year ended June 30, 2010. This audit report is prepared on the basis of

generally accepted accounting principles, or GAAP. This GAAP basis is the basis of accounting used by business, and most other governmental units. A GAAP basis financial report is a more accurate reflection of a state's financial condition than the budgetary basis that the state has used in the past to "balance" its budget.

I have had an opportunity to review the most recent CAFR, as well as prior reports. The trend in the state's financial condition is very concerning. At June 30, 2010, the general fund had a deficit of \$2.9 billion! The deficit represents the cumulative affect of the state spending more than it has

collected. Moreover, the deficit has been growing steadily for the past decade. With the exception of one year, the deficit has been growing consistently since June 30, 2000.

One does not need to be a CPA to know that the trend of deficit spending can not continue. The State needs to balance its budget and ultimately reduce the deficit.

Howard Marklein  
Rep. 51<sup>st</sup> Assembly District



## Member Tips on Customer Service...

Member Beth Plutchak, Beth Plutchak Consulting, shared a great article on effective customer service training that she received from International Speaker, Author and business Strategist Barbara Wold—thanks Beth!

### Ten Tips for Effective Customer Service Training

Important points to consider when training customer service employees.

Who are the most important people in your organization? It may come as a surprise to learn that the most important people are your employees -- not your customers. Customers come second.

Without qualified and well-trained employees committed to strong customer service, all of your efforts to please

customers will be fruitless.

Customer service training has become a popular way for service organizations to provide employees with the information they need to meet customer needs.

1. Start with the end in mind.
2. Define success.
3. Communicate your expectations.
4. Provide the tools that employees need to serve your customers.
5. Let employees know their limits.
6. Gather common situations and scenarios to use as examples.
7. Role play common challenging situations.
8. Encourage employees to talk to their "worst nightmare" customers.

9. Share failures - celebrate successes.

10. The most effective training? The example you set.

It should not, however, be considered a one-time or annual event. Customer service training is an ongoing process that needs to be incorporated into the organization's culture and way of doing business.

Good customer service training will be based on the needs of your organization as well as the skill level of your employees.

*"Train your people to be independent of you, not dependent on you."*

-unknown



### Are you a participant in the FREE gift certificate program?

In 2010, the Chamber sold over \$25,000 in Chamber gift certificates, encouraging shoppers to support local businesses. An estimated \$100,000 was kept in the Sauk Prairie Riverway community because of this program.

If you are not currently accepting Chamber Gift Certificates at your location, please contact Christine at the Chamber office to learn how you can become a part of this program. There

is no fee to participate and you treat the Chamber gift certificates just like cash.

If you bank with the Bank of Prairie du Sac, you can simply deposit the gift certificates into your account like cash. Otherwise, contact the Chamber and we will issue you a check for the gift certificates you collect.

## Fight Crime



### Sauk Prairie Riverway Business Watch

The next business watch meeting will discuss the topic of employee/volunteer embezzlement. Pat Yanke with the Bank of Prairie du Sac and Lt. Travis Hilliard with Sauk Prairie Police Department will be speaking about ways to monitor cash flow and systems to put in place to make it more difficult for this to happen to your business. Remember... **Predictable is Preventable!**

When: Wednesday, April 6th  
Where: River Arts Center Gallery  
105 Ninth Street, PDS  
Time: 12 noon - 1:00 p.m.  
Cost: FREE - Lunch will be provided

RSVP TODAY—643.4168 or  
spacc@saukprairie.com



### REGISTER TODAY!

### Spring Swing Golf Outing

When: May 25, 2011  
Where: Lake Wisconsin Country Club  
Time: Registration & Lunch—11:30  
Scramble—12:30  
Dinner—6:00 p.m.

# WELCOME TO OUR NEWEST MEMBER!!!

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## BOARD OF DIRECTORS:

### Executive Committee:

President:

Todd Baker—643-4516  
[president@saukprairie.com](mailto:president@saukprairie.com)  
Sauk Prairie Eagle Inn

Vice-President-Programs:

Amy Ryan—643-3311  
Sauk Prairie Memorial  
Hospital & Clinics

Vice President-Membership:

Fritz Wytenbach—644-1213  
Wytenbach Meats

Past President:

Patrick Taggart—643-3391  
LaRowe, Gerlach,  
and Roy

Treasurer:

Diane Endres—643-3393  
Bank of Prairie du Sac

Executive Director:

Tywana German—643-4168

### Directors:

Vidal Alcauter—643-7008  
La Mexicana

Kari Apel—643-2700  
Apel Associates, Inc.

Julie Coquard—643-6515  
Wollersheim Winery

Scott Frey—643-7914  
Frey Construction &  
Home Improvement

Andrea Wytenbach-Gavol  
—643-8530  
Mueller Sports Medicine

Jeff Mason—370-6224  
Mason's Grill & Pub

Dave O'Brien—643-7980  
Culver Franchising  
System, Inc.

Kirk Olson—493-9470  
Merrimac  
Communications

Peter van der Hagen—  
643-5166

Edward Jones Investments

Bob Wills—546-5284  
Cedar Grove Cheese

Todd Wuerger—279-7299  
Richards Benefits &  
Financial Services

### Just as a reminder:

*(Chamber committees meet at  
the Chamber office)*

**Ambassadors** meet the last  
Thursday of the month  
*(next meeting 4/28)*

**Retail Tourism/Promotions**  
meet the first Thursday of  
the month  
*(next meeting 4/7)*

**Economic Development**  
meets the second Friday  
of the Month  
*(next meeting 4/8)*



Make plans to be a part of  
the 2nd Saturdays  
promotion....

The 2011 season kicks off  
on Saturday, May 14th  
from 9 - 3 p.m. Think  
about ways to engage  
your customers to shop,  
dine and explore local  
Sauk Prairie businesses  
on this day.

If you have questions on  
how your business can be  
involved, please contact  
the Chamber by email:  
[visitus@saukprairie.com](mailto:visitus@saukprairie.com)