

# 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 April 16, 2008 at 5:30 p.m. at the Cadott VFW.**
- Special Spring issue expanded to six pages!
- Welcome to our newest members—Yellow Stone Cheese and Community Foundation of Chippewa County.

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**WHAT DOES YOUR EMAIL ADDRESS TELL PEOPLE ABOUT YOU?**

Story provided by Dale Lotts, President of Knight Rider Consulting, Inc.

We all know how important it is to have professional looking business cards and letterhead. This, of course, is important because you want to present yourself, and your business, with a professional image.

However, your email address may actually be more important to your image than your letterhead or business cards combined. How many letterheads did you use last week? How many business cards did you hand out? How does their combined total compare to the total number of business emails that you sent out? So, which projects your image more often? And, more importantly, what image does your email address present?

Your email address is comprised of two parts, the first part is the email name (the part of the address before the @ symbol). When you chose your email name, did you think about what it may convey to the recipient of their email? Here are a few examples of poor email names:

- B67G8@domain.com
- tjv@domain.com
- cups@domain.com

- Bill\_n\_Jen@domain.com
- The problem with these email names is that it's unclear who you're dealing with. The email name should identify the person sending the email, not a company, product, or service.

I recommend you simply use the name you're known by. That way, the recipient has no doubt about who sent the email. Here are a few examples of good email names:

- dthompson@domain.com
- KateHarbin@domain.com
- Bob.Barns@domain.com
- Sam@domain.com

Hyphens and underlines are tough to remember, so try to avoid them. Many people even have problems with periods.

If you want to be considered a professional, your image must reflect it in every way. Don't let your email name dull your image, or confuse your clients.

The second part of your email address, your domain name, is just as important as your email name. When we start emailing friends or relatives, a commonplace domain, such as: gmail.com, hotmail.com, yahoo.com, aol.com, century-

tel.net, etc., is fine, but these domain names tell recipients that your email is not a business message, or that you are new to business email.

If you want to be viewed as someone whose standards of practice reach the level of "professionalism", then take the extra step to acquire an email address with your own domain name. Domain names are easy to get and inexpensive — but they have to be unique to get registered.

If you already have a domain name, make sure you are using it. Using an email address that's associated with your domain is a great promotional tool for your website. Most people realize that the end of your email address is a website domain name that can be accessed with a web browser. Why would you promote somebody else's website in your email address?

If you are interested in creating a new, more professional email address, please feel free to contact me at dlotts@knightrider.com, or 715-289-4545. I'll help you set up everything you need.

**ARE YOU A CREATIVE PERSON TRYING TO MAKE A LIVING USING YOUR CREATIVE TALENTS?**

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

Arts in Wisconsin have an astounding economic impact! According to Arts Wisconsin, \$418,055,786 was generated in economic activity in 2005.<sup>1</sup> Based on research conducted by Creative Industries, a national arts research project by Americans for the Arts, shows that there are 8,892 arts-related businesses employing 43,559 people in Wisconsin. The study combines Dun & Bradstreet data (as of January 2007) and geo-economic analysis to map the location of arts-related entities in six creative industries: museum/collections; performing arts; visual/photography; film, radio, TV; design/publishing; and schools/services.

The creative industries are composed of arts-centric businesses, institutions, and organizations that range from museums, symphonies, and theaters to film, architecture, and advertising companies. Nationally, creative industry businesses number 546,558 (4.2 percent of all U.S. businesses) and they employ 2.7 million people (2.0 percent of all employees). These creative industries businesses provide the essential fuel that drives the "information economy"—the fastest growing segment of the nation's economy.<sup>2</sup>

**WHAT SERVICES ARE AVAILABLE FOR WISCONSIN ARTISTS?**

<sup>1</sup> Wisconsin's Nonprofit Arts Industry Generates 15,103 Full Time Jobs and \$61,840,400 in State and Local Government Revenue. <http://artsboard.wisconsin.gov/static/study/pr061207.htm>

<sup>2</sup> 2007 Creative Industries Study Demonstrates That In Wisconsin, A Total of 8,892 Arts-Related Businesses Employ 43,559 People. [http://www.artsboard.wisconsin.gov/static/creative\\_industries/creative\\_industries.htm](http://www.artsboard.wisconsin.gov/static/creative_industries/creative_industries.htm)

There are several programs, resources and services available to help artists in the state. Focusing on statewide resources, Arts Wisconsin and the Small Business Development Centers are available to assist artists/entrepreneurs with myriad of guidance and advice.

**Arts Wisconsin**, a member of WEN, is the only statewide organization working to ensure that everyone, everywhere in Wisconsin can enjoy, learn from, and experience the arts. In January, they began its On the Road professional development workshops focused on training, technical assistance, and education for Wisconsin's creative community. Arts Wisconsin and the Wisconsin Arts Board, in partnership with Springboard for the Arts, and local hosts around the state, are pleased to present these professional development workshops for Wisconsin and Upper Midwestern artists and creative entrepreneurs. Professional arts consultants (who are artists themselves!) from Springboard for the Arts, based in St. Paul, MN, will lead the workshops with expert facilitation and information. To learn more about Arts Wisconsin, its services and the On the Road workshops, go to: [www.artswisconsin.org](http://www.artswisconsin.org).

**The University of Wisconsin - Eau Claire, Small Business Development Center**, a member of WEN, is offering a new course: **Business Basics for Creative Minds** on May 1st. This session is designed for anyone interested in making a living using their creative and artistic talents - painters; sculptors; photographers; musicians, writers, graphic artists, web designers, actors, culinary artists, crafters, interior designers and other talented individuals. The presenters are: Jean Accola - artist and successful business owner, and Jim Mishefske, Director of the Small Business Development Center at UW-Eau Claire Continuing Education. To learn more about this course, go to: [www.uwec.edu/ce](http://www.uwec.edu/ce).

**Wisconsin Common Market**, a member of WEN, is an on-line shop for artistic and creative products made in Wisconsin, by Wisconsin artists, entrepreneurs, and business owners. To learn more, go to: [wisconsincommonmarket.com](http://wisconsincommonmarket.com).

The arts in Wisconsin are important to our economy and to our way of life. The creative minds in the state are part of our strong economic ecosystem that makes our state vibrant and exciting to live, work and play.

**THE LOWEST BIDDER**

It is unwise to pay too much, but it is worse to pay too little. When you pay too much, you lose a little money...that is all. When you pay too little, you sometimes lose everything, because what you bought was incapable of doing what it was bought to do.

The common law of business balance prohibits paying a little and getting a lot...it can't be done. If you deal with the lowest bidder it is well to add something for the risk you run. And if you do that, you will have enough to pay for the something better.

-- John Ruskin 1819-1900

**CHIPPEWA COUNTY ECONOMIC DEVELOPMENT CORPORATION 13TH ANNUAL MEETING**

Story provided by the Chippewa County Economic Development Corporation

Chippewa County Economic Development Corporations (CCEDC) 13th Annual meeting will be held on Thursday, May 22, 2008. This annual celebration will be held from 7:00-9:00 a.m. at the Northern Wisconsin State Fair grounds located at 331 Jefferson Avenue in Chippewa Falls.

In addition to a surprise keynote speaker, Chippewa County Economic Development Corporation's President/CEO Charlie Walker will provide a

brief overview of CCEDC's activities during the past year and the 2008 Chippewa County Economic Development Corporation Business of the Year awards will be presented.

CCEDC is a non-profit economic development organization that recruits business to the county, assists existing businesses with expansion and retention and develops projects that support economic growth in Chippewa County.

Please show your support by joining us.

To attend, please RSVP by contacting Jerilyn Sahr at Chippewa County Economic Development Corporation, 715-723-7150, email [staff@chippewa-wi.com](mailto:staff@chippewa-wi.com) or logon to [www.chippewa-wi.com](http://www.chippewa-wi.com) for online payment and registration. The cost for this event is \$15 which also includes a unique "Dutch oven" breakfast and demonstration.

"Promoting a great place to raise a Family and Business"

**Gold Level Sponsors :**



Sponsorship Opportunities are still available; please contact CCEDC for more information.

*"If a free society cannot help the many who are poor, it cannot save the few who are rich." John F. Kennedy*



**TIME FOR SOME FINANCIAL SPRING CLEANING?**

Story provided by Adam Smit, an Edward Jones Financial Advisor—[adam.smit@edwardjones.com](mailto:adam.smit@edwardjones.com)

You might not engage in many of the typical activities of "spring cleaning," but you can almost certainly benefit from "sprucing up" your financial situation. Here are a few ideas for doing just that:

First, look for ways to get rid of "clutter" in your portfolio. If you have too many investments that look alike, you might be hindering your progress toward your objectives.

Also, if you've been automatically moving money each month from your checking account to an investment, determine if this transfer is still appropriate for your goals. A systematic investment plan does not guarantee a profit or protect against loss in a declining market. You should consider your ability to continue investing through periods of low price levels.

Finally, check your beneficiary designa-

tions on financial documents, such as your insurance policies, IRA and 401(k). Over time, your family situation may have changed, through death, divorce, remarriage or the birth of new children.

By following these "spring cleaning" suggestions, you can help put your financial house in order for the seasons to follow. Take action soon.

# MEMBER-TO-MEMBER NEWS

## TRAVEL FINDERS CARLSON JOINS \$21 MILLION HOST AGENCY WAGONLIT/TRAVEL QUEST

Sarah Starck announced she has affiliated her travel agency with Carlson Wagonlit/Travel Quest, one of the nation's leading travel agencies to bring her clients increased value, exclusive availability and the power of the worldwide Carlson Wagonlit Travel network.

The partnership allows Starck's clients access to blocked group space, negotiated rates, and the clout of the \$21 million Travel Quest agency. "I'm proud to align Travel Finders with such a well-known and reputable host agency. The trainings and tools provided are only going to make us stronger and our customers will benefit on many different levels," stated the 8 year travel veteran.

"We are pleased to welcome an agent such as Sarah into the Travel Quest

family. As one of our carefully screened independently owned and operated affiliates, we are confident her knowledge and amazing customer service will be an amazing asset and help to strengthen and grow Travel Quest. We are excited to have her on board with us," said Bonnie Lee, CEO of the Minnesota-based host agency. All affiliates are required to pass a background check and give referrals in the travel industry to ensure only the highest caliber of agents are accepted.

Starck recently traveled to Las Vegas, NV in January of this year. I love the sights of Vegas! You never run out of things to see or do. She will be specializing in Vegas Vacations and Cruises. Along with that, family vacations, group tours, honeymoons, and business expo

travel. Currently since the winter travel season is winding down, she will be focusing on family summer vacations and businesses traveling to expos and conventions this summer. Along with a couple of Las Vegas Vacations, Cancun, Mexico, and two cruises (which were her favorite vacations).

"As an independent affiliate of Carlson Wagonlit/Travel Quest, I am able to offer the same excellent customer support and service that Travel Finders is known for while also giving my clients the benefits of partnering with an industry powerhouse," said Starck. "I'm very excited for the new opportunity."

Customers who would like to book their next trip with Travel Finders can reach Starck at 715-579-9687 or email at travelfinders@hotmail.com.

## TIME TO GIVE YOUR COLON A SPRING CLEANSING!

Spring cleaning your house? Time to give your colon a spring cleansing! Why Colon Hydrotherapy? Diseases and functional disturbances of the digestive organs are the most frequently complained about problems today. With Colon Hydrotherapy this deep cleansing permits the other elimination organs (skin, lungs, liver and

kidneys) to operate more effectively.

Consider these medical facts:

- Over 400 million dollars are spent annually on laxatives in the U.S.
- Over 70 million Americans suffer from bowel problems.
- 100,000 people undergo colostomies each year in the U.S.

- Colon cancer is the second leading cancer killer in the U.S.

The health of most organs as well as our overall well-being depends upon how well our elimination functions.

For more information or to schedule an appointment call Internal Health & Body Works at 715-289-3380

## PARTNER 29 COMMUNITIES PROMOTE THE YELLOWSTONE TRAIL

Partner29 consists of communities along Highway 29 from Cadott to Curtiss. It's mission is to enhance the capacity of regional economic development and housing through joint marketing and resources. Speakers are available in each community to inform citizens about Partner29 and the Yellowstone Trail.

The Partner29 goal is to provide informational programs to every group in the each community. Organizations in Cadott are encouraged to call Judy Gilles at 723-9537.

One of the current projects is to promote the Yellowstone Trail to bring more people into our communities in order to help business. Three events

are currently on the calendar. April has Trail Days when communities works to clean the trail and repaint the yellow marker rocks. May 16 and 17 will be Sale-ing along the Yellowstone Trail from C to C. with thrift sales in each community. June 14 and 15 will be an antique auto (and other autos) So-ciability Run with communities hosting special events.

## WEBSITE REPORT

During March the Cadott Chamber website had 364 visits and a nearly 8% increase in page views for a total of 1078 page views.

The average number of pages viewed per visit increased by nearly 10% to 3.05 pages.

There was a 2% increase in number of returning visitors, which suggests that the site content is engaging enough for visitors to come back.

Google Analytic, the tool we use to track traffic information about the chamber website, recently introduced a new feature called "Benchmarking". This new feature allows webmasters to learn how a website's statistics compare against industry verticals. Webmasters can use benchmarking data to gain broader context for a site and identify additional opportunities to improve the site's metrics.

The benchmarking data for the Cham-

ber website indicates that we have very high traffic for the size of the site. Other websites of a similar size typically have 141 visitor, but we have 151% more visitors at 364. We have nearly 200% more page views, nearly 20% more pages per visit, almost 50% more time per visit, more than 16% more new visitors, and a 12% lower bounce rate. (Bounce Rate is a measure of visit quality and a high Bounce Rate generally indicates that site pages aren't relevant to your visitors.) So, what does all of this mean? Quite simply, our website is performing very well when compared to all other websites of a similar size!

Visitors usually arrive at our site through several sources, but March marked a 20% increase in the number of visitors from search engines (Visitors who reached the site from a search engine result page.) Approximately 57% of the March visitors were referred by search engines like **google.com**, **ya-**

**hoo.com**, **live.com**, **msn.com**, and **ask.com**.

Another 24% of the March traffic arrived on our site by clicking links from other sites, the **Top 5 referring sites** were:

1. weau.nbc13deals.com
2. www.2chambers.com
3. www.wikipedia.org
4. www.widgetweb.com
5. www.chippewacounty.com

### Top 10 most visited member pages:

1. Cadott Bakery—42 visits
2. Cadott Sentinel—26 visits
3. Countryside Motel—13 visits
4. General Beer Northwest—10 visits
5. Roth Sugar Bush—7 visits
6. Cadott Food Liner—5 visits
7. Chippewa Valley Music Fest—5 visits
8. Clover Leaf Farm Supply—4 visits
9. Kathy's Diner—4 visits
10. Cadott Medical Center—3 visits



*“The creation of art is not the fulfillment of a need but the creation of a need. The world never needed Beethoven's Fifth Symphony until he created it. Now we could not live without it.”*

*Louis I Kahn*

## FIREWORKS SPONSORS NEEDED

Plans are continuing for the Nabor Days Celebration. The Chamber is looking for a sponsor or sponsors for the fireworks on Sunday night. If you are interested in being a sponsor, or co-sponsor, please contact a Chamber Officer, leave a message on the Chamber phone at 715-289-3338, or email [info@cadottchamber.org](mailto:info@cadottchamber.org).

## VOLUNTEERS NEEDED FOR NABOR DAYS

Committees are being set up to organize Nabor Days events. If you are interested in a specific committee, please contact a Chamber Officer, leave a message on the Chamber phone at 715-289-3338, or email [info@cadottchamber.org](mailto:info@cadottchamber.org).

WE'RE ON THE WEB!  
WWW.CADOTTCHAMBER.ORG

## CADOTT CHAMBER OF COMMERCE

PO Box 84  
Cadott, WI 54727  
Phone: 715-289-3338  
E-mail: [info@cadottchamber.org](mailto:info@cadottchamber.org)  
Website: [www.cadottchamber.org](http://www.cadottchamber.org)

### W E L C O M E N E W M E M B E R S !

**Yellowstone Cheese** – (715) 289-3800  
**Community Foundation of Chippewa County**  
(715) 723-8125 or [www.comfdncc.org](http://www.comfdncc.org)

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](http://www.cadottchamber.org/members)

## A P R I L 2 0 0 8 M E E T I N G A G E N D A

The April meeting will be held at 5:30 p.m. on the 16th 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. Election of Officers
5. Easter Activities Update
6. Nabor Days Committees
  - a. Carnival
  - b. Pageant
  - c. Parade
  - d. Fireworks
  - e. Other
7. Business Expo update
8. Other business
9. 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](mailto: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.

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

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# Think Spring!

