



August 2011

1505 9th Street  
Monroe, WI 53566  
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[www.monroechamber.org](http://www.monroechamber.org)

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# The ChamberWorks

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- C**onnect We keep you connected with other businesses and the economic market in Monroe and the region.
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## Gain Advantage in a Down Market

### Tips for Boosting Sales *Excerpt from Free Enterprise*

Small businesses are struggling to generate sales in this difficult economy. Below are tips for surviving - even thriving - in tough times.

**Provide extraordinary customer service.** Do you know if you're giving your customers extraordinary customer service? Ask them. Your best source of business is always more business from your existing customers. If they are happy, they continue to buy. And if they are really happy, they tell everyone they know. Turn your customers into walking advertisements by giving them extraordinary customer service.

**Consistently ask for referrals.** Capitalize on happy customers. Do your salespeople consistently ask for referrals? Now, more than ever, they need to get in the habit. Satisfied customers will usually give a referral when asked.

**Refine processes to become more efficient.** If things have slowed down a bit, it is a good time to clean house. Go through your processes and refine them. Brainstorm with your team to identify process improvements, ask team members to help make needed changes, and reward them for doing it.

**Consistently coach your salespeople.** Are your sales managers really coaching your salespeople, or are they busy doing reports, putting out fires, attending meetings, and selling because sales are down? Sales managers need to spend 80% of their time coaching their salespeople to close business.

**Keep salespeople focused on selling.** Reassign nonrevenue-generating activities. How much time do your salespeople spend doing paperwork or following up to see that orders are processed and delivered? Your salespeople need time to be in front of customers trying to meet their goals and needs.

**Release salespeople with bad attitudes and poor results.** Give your salespeople time to sell. But if their results are still poor after a period of time, cut them loose, especially if they have a bad attitude.

**Hire the great salespeople available in this market.** Now is a great time to hire a fantastic salesperson you might otherwise not be able to get. However, don't be hasty; you don't want to hire another company's problem. Use a professional when hiring.

**Focus on the positive.** Get your whole company focused on the positive. Be quick to recognize a job well done and encourage your employees to speak up when they see something good happening. Highlight successes that employees have with projects, successes with difficult situations, sales successes, and customer successes.

**Find the good news in your industry and share it with customers.** Doom and gloom doesn't usually put people in a buying mood. Send them other customer success stories (with permission, of course). Read industry journals and keep up with the media.



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## News/Events Around the Area

### Page to Stage: Selected Theatrical Costumes and Designs by Linda Roethke

July 1 - August 26, Tuesday - Saturday, 10:00 a.m. - 5:00 p.m., Free. Monroe Arts Center, Frehner Gallery, 1315 11th Street, Monroe. (608) 325-5700

### En Guete Evening

August 2, 6:00 p.m. Turner Hall, 1217 17th Avenue, Monroe. Monthly social evening and Dutch-treat dinner of Turner Hall & New World Swiss Club. All welcome. (608) 325-3461

### Market on the Square

Wednesdays, August 3, 10, 17, 24 & 31 from 2:00- 5:30 p.m., and Saturdays, August 6, 13, 20 & 27 from 8:00 a.m.- 1:00 p.m. Come to Monroe's north side of the downtown square and enjoy fresh produce, flowers, plants, honey, crafts and more. (608) 325-7648

### Chamber Ambassador Meeting

August 4, 8:00. 9:00 a.m. Monroe Chamber Upstairs Board Room, 1505 9th Street, Monroe. Come help us recruit new members, retain our current members and network with your peers. (608) 325-7648

### Concerts on the Square

August 4 & 18, 6:30 - 8:30 p.m. Free. Westside of the downtown square, Monroe. August 4 - Rainbow Bridge Band (country rock, 70s, 80s, current pop). August 18 - The Super Heroes (alternative & classic rock). Bring a chair and buy a box meal from the square. Rain or shine. In case of rain, alternate location will be announced on WEKZ and will be posted on the square.

### 8th & 9th Street Project Update for Community

August 5, 12, 19 & 26 8:00 - 9:00 a.m., Monroe City Hall, 1110 18th Avenue, Monroe. Free. Al Gerber, City Engineer will give an update to the community on the 8th/9th Street Project.

### Turner Hall Dance 'n' Dine

August 7, 14, 21 & 28, \$8/person 1217 17th Avenue, Monroe. Every Sunday afternoon from 2 - 6 p.m., enjoy dancing with live music performed by some of the most popular old-time, big band and oldies bands in southern Wisconsin. (608) 325-3461

### Monroe Chamber Business After 5

August 10, 5:00 - 6:30 p.m. Kutter Harley Davidson, 129 West 6th Street, Monroe. Come out and enjoy the Monroe Chamber of Commerce Business After 5 sponsored by Kutter Harley Davidson. There will be great food, fun and networking. Don't forget your business cards! (608) 325-7648

### Style ala Carte

August 11 & 18, Noon. Turner Hall, 1217 17th Avenue, Monroe. Free noon-hour style shows every 2nd and 3rd Thursday of the month in the Ratskeller Restaurant, featuring fashions from various area businesses. (608) 325-3461

### Wildflower Festival

August 13-14, Veterans Park-Hwy. 11 in downtown Brodhead. An art festival featuring local and regional juried artists with a variety of original art work. Aug. 13 @ 9 AM and 4 PM, Tours Aug. 13 @ 9:30 AM. Steve Apfelbaum of Applied Ecological will speak and hold a book signing. Aug. 14 @ 11 AM and 4 PM, Tours. For more information, contact Joella Miller at (608) 897-8311 or visit their website: [www.facebook.com/wildflowerartfestival](http://www.facebook.com/wildflowerartfestival)

### "Paws Booth" @ Brodhead Covered Bridge Days

August 13, 9:00 a.m. - 4:00 p.m., Downtown Brodhead. All proceeds support the Green County Humane Society.

"Going to the Dogs" @ Crazy Horse Campground in Brodhead August 13, 10:00 a.m. - 2:00 p.m. Brodhead. All proceeds support the Green County Humane Society.

### Squeezebox Night

August 16, Turner Hall, 1217 17th Avenue, Monroe. Come dust off that old accordion or button box that's been sitting in the attic for years and bring it to the Turner Hall & Ratskeller. (608) 325-3461

### Second Harvest Mobile Food Pantry

August 18, 3:00 - 4:00 PM, St. Vincent de Paul Parking Lot, 501 1st Avenue, Monroe. Bring plastic bags, tubs, or boxes to carry the many items you will be given. This program is a ministry organized by the St. Victor Parish and supported by St. John's Mission Committee for our community citizens in need.

### 22nd Annual Photography Contest and Exhibit

Entry Deadline: August 19 Display: September 2- October 14 in Wesley Hall. A \$20 entry fee is required and participants may enter no more than two categories and a total of two photographs, which must have been taken after January 1, 2010. (608) 325-5700.

### Cars on the Square

August 19, 5:00 - 8:30 PM Downtown Monroe Historic Courthouse Square, Monroe. Classic cars on display, prizes, and food. For more information contact Tom Smith (608) 293-0172. [www.monroemainstreet.org](http://www.monroemainstreet.org)

### Art Stevenson and High Water

August 20, 7:30 p.m. MAC Member: Tickets \$17-22, Non-member: Tickets \$20-25. Monroe Arts Center, Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. Midwest's preeminent performers of traditional bluegrass music. They've received critical acclaim in national bluegrass magazines. (608) 325-5700

### Beef Producers Steak Fry

August 25, 5:00 - 9:00 p.m. S.L.I.C.E. Building (Stateline Ice Arena) located at 1632 4th Avenue West, Monroe. \$13.00 for steak meal and \$5.00 for hot dog meal. Dine in or drive up, rain or shine. For more information, contact Curt Richardson (608) 214-6216.



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## Getting Started With Facebook

### A Guide for Your Small Business

*Excerpt from Free Business*

When looking for a new restaurant or something fun to do with my family on weekends, the first thing I do is ask my friends. Small business owners know that word-of-mouth endorsements passed from friend to friend are invaluable.

On Facebook, you can achieve word-of-mouth marketing at scale. With more than 500 million people using Facebook every month, there are countless opportunities for your business to be part of the conversation. Here are a few steps to help you begin:

**Create a page.** Creating a page for your business is the first step to having a presence on Facebook. After you have 25 fans, you can choose a URL for your page. Make sure it's something that describes your business well (e.g., facebook.com/brandname). You should also upload a photo and add information describing your business. Think of the things that best represent your business and make sure this comes through.

**Start and encourage the conversation.** Ask yourself, *What is my goal for being on Facebook?* Is it to make people aware of your service? Sell more products? Form new relationships? Figuring out what you want to achieve can help you establish your tone and voice and give people an idea of what to expect from your business on Facebook. Connect with your audience by sharing your voice, providing meaningful information, asking questions, and participating in the conversation. Your page is a channel for instant and constant feedback from your customers. Interact, listen, and just be yourself.

**Promote your page.** Encourage people who visit your store to like your page by putting your URL on marketing materials and using Facebook ads. You can buy Facebook ads for as little as \$1 per day. Targeting with Facebook ads enables you to advertise to the right people based on their interests. You can even target people who are friends with people who already like your page. This social context will show up around the ad. A Nielsen study says that on average people are 68% more likely to remember seeing an ad with social context than without, twice as likely to remember the ad message, and four times as likely to purchase. You can also use Sponsored Stories - our newest marketing tool - to help surface the word-of-mouth recommendations about your business that are already happening in the news feed. For example, you can sponsor stories about people checking in to your business or liking your page.

**Try different things and don't be afraid to make mistakes.** The best way to understand what people want from your page is to experiment and receive feedback.

By being authentic, listening, and interacting with your Facebook fans in a personal and meaningful way, you're on your way to creating long-lasting friendships with current and potential customers.

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**Green County  
 State Legislative Luncheon Update  
 & Business Roundtable**



**Sponsored by: Monroe Chamber of Commerce**

**Tuesday, August 23rd, 2011 11:30 a.m. - 1:00 p.m.**  
 at **PepperCorn Banquets** - 1417 Mansion Drive  
 Chamber Members \$15.00  
 Non-Members \$20.00

RSVP to the Chamber by August 15th: (608) 325-7648 or via e-mail:  
[thechamber@tds.net](mailto:thechamber@tds.net)

**Wisconsin State Legislators To Be In Attendance:**  
**Lt Governor Rebecca Kleefisch**  
**Senators Jon Erpenbach and Dale Schultz**  
**Representatives Janis Ringhand and**  
**Howard Marklein**

- Come hear about the legislation that was posed in this session and what is being considered for the upcoming session.
- Redistricting — Introduction of new Wisconsin Representative and Senators that will be representing Green County.
- This is your opportunity to let your State legislators know the issues that are important to you. Your legislators want your input on how they can serve you better.

**Question & Answer Session**

**Promote Advocate Connect Educate**

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## AUGUST CHAMBER HAPPENINGS

### Market on the Square

**Wednesdays, August 3, 10, 17, 24 & 31 — 2:00 - 5:30 PM**

**Saturdays, August 6, 13, 20 & 27 — 8:00 AM - 1:00 PM**

### North Side of Monroe's Downtown Square

Come to the north side of Monroe's Downtown Square and enjoy fresh produce, flowers, plants, honey, crafts, and much more. Shop and support your local farmers and artisans. For more information or to be a vendor, call the Chamber office (608) 325-7648.

### Chamber Ambassador Meeting

**Thursday, August 4th—8:00 - 9:00 AM**

### Monroe Chamber Upstairs Board Room - 1505 9th Street, Monroe

Come help us recruit new members, retain our current members and network with your peers. We need your help in taking your Monroe Chamber and community to the next level. For more information, call the Chamber office at (608) 325-7648.

### 8th & 9th Street Project Update for Community

**Every Friday through Construction**

**August 5, 12, 19, & 26 - 8:00 - 9:00 AM**

### Monroe City Hall - 1110 18th Avenue, Monroe

Al Gerber, City Engineer will give an update to the community on the 8th/9th Street Project and Construction timeline.

### Chamber Business After 5

**Wednesday, August 10th—5:00 - 6:30 PM**

### Kutter Harley Davidson - 129 West 6th Street, (West Side of Monroe)

Kutter Harley Davidson and your Monroe Chamber invite you to come to the Business After 5 event. Enjoy food, fun & fellowship with your peers. Don't forget to bring your business cards and network. We want to see you there!!



## REGISTER NOW!!

### Monroe Chamber Golf Outing

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# Chamber Member Spotlight



# Alzheimer's & Dementia Alliance Walk

Alzheimer's & Dementia Alliance

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The **Alzheimer's & Dementia Alliance of Wisconsin** provides information, education and consultation to those affected by Alzheimer's disease or other dementia in south central Wisconsin, as well as advocacy on behalf of the entire state. We're here for you every step of the way.

Help us to continue providing critical LOCAL programs and services by joining us at an Alzheimer's Walk this fall! All dollars raised stay in Wisconsin.

## Green County Alzheimer's Walk

**Saturday, September 10, 2011**  
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- 30 MILE TOUR TO JUDA with a visit to the Maple Leaf Cheese Co-op in Twin Grove and the Grande Cheese Company in Juda, ending at Chili Cook-Off in Monroe.
- 60 MILE TOUR TO JUDA, ALBANY, & MONTICELLO with visits to the Maple Leaf Cheese Co-op in Twin Grove, the Grande Cheese Company in Juda, the Silver Lewis Factory in Monticello, and Chili Cook-Off in Monroe.

Ride begins 7AM to 9AM  
 Monroe, WI courthouse square  
 Sag until 1PM  
 Cost is \$35 if by Sept 20 (includes t-shirt)  
 Cost is \$40 Sept 21 through Oct 1

CALL (608) 325-7855 – MAIL 1505 9<sup>th</sup> St, Monroe, WI 53566  
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### August Monroe Calendar of Events

July 1 - August 26	Page to Stage: Selected Theatrical Designs by Linda Roethke	Monroe Arts Center Frehner Gallery
August 2	En Guete Evening	Turner Hall Ratskeller Restaurant
August 3, 6, 10, 13, 17, 20, 24 & 27	Farmers Market on the Square	North Side of Downtown Monroe Square
August 4	Chamber Ambassador Meeting	Monroe Chamber Office
August 4 & 18	Concerts on the Square	West Side of Downtown Monroe Square
August 5, 12, 19 & 26	8th & 9th Street Project Update for Community	Monroe City Hall
August 7, 14, 21 & 28	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
August 10	Monroe Chamber Business After 5	Kutter Harley Davidson
August 11 & 18	Style ala Carte	Turner Hall Ratskeller Restaurant
August 13 & 14	Wildflower Festival	Veteran's Park—Brodhead
August 13	"Paws Booth" @ Brodhead Covered Bridge Days	Veteran's Park—Brodhead
August 13	"Going to the Dogs" @ Crazy Horse Campground	Crazy Horse Campground—Brodhead
August 16	Squeezebox Night	Turner Hall Ratskeller Restaurant
August 18	Second Harvest Mobile Food Pantry	St. Vincent de Paul Parking Lot
August 19	Cars on the Square	Downtown Monroe Historic Courthouse Square
August 19 Entry Deadline	22nd Annual Photography Contest	Monroe Arts Center (Wesley Hall)
August 20	Art Stevenson and High Water	Monroe Arts Center Gunderson Stiles Concert Hall
August 25	Beef Producers Steak Fry	S.L.I.C.E. Building

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