



June 2011

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 Phone: 608-325-7648  
 E-mail: [thechamber@tds.net](mailto:thechamber@tds.net)

[www.monroechamber.org](http://www.monroechamber.org)

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# The ChamberWorks

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**Lower Your Health Care Costs**  
**Coordinating With Your Carrier is Key**  
*Excerpt from Free Enterprise*

The issue that appears to be at the top of the list for employers concerning health care is the rising cost of health care, and the new health care law hasn't helped. The only certain thing is uncertainty. Every day we hear of new rules, regulations, and even discussion of repeal. Changes are inevitable as regulators alter how the new law will be applied. As employers struggle to roll with the punches, the only thing we can do is find savings wherever possible. Here are a few tips:

**Contact your insurance carrier, third-party administrator, or broker about altering your provider network.** Many preferred provider organizations (PPOs), for instance, offer greater discounts if you are willing to reduce the size of your network. Hospitals and doctors will offer better rates for a more exclusive in-network status.

**Confirm that your benefits plan is actively coordinating benefits.** Often, a health plan will pay bills when the cost of treating the injury is the responsibility of another plan. For example, an employee is injured in a motor vehicle accident. Automobile insurance is required to include coverage for medical bills, yet people do not take advantage of those funds. The health plan pays expenses that should have gone to the auto insurance carrier. It is important to coordinate with other insurance carriers, as well as pursue reimbursement from others responsible for payment.

It's also important that your employees, before submitting bills, confirm whether other insurance is primarily responsible. Staff education is key to cost savings and the easiest way to identify fraud.

Finally, it is your responsibility to ensure that your carrier or third-party administrator has up-to-date records of employees who are eligible for coverage.

**Promote wellness.** Emphasizing preventative care is a trend embraced by most employers. It has been proven time and again that each dollar spent today on wellness is paid back many times over in the future. Wellness is a tricky subject, however, as many laws limit what information employers can collect and how wellness programs are administered. Contact an organization that specializes in the creation and application of wellness programs.

**Track your premiums and costs.** If costs are rising faster than you are comfortable with, exercise your right to shop for a new plan or change how your plan is funded. You could switch to a high-deductible plan or a self-funded plan. You may be surprised by how many options exist. Being proactive is the only way to ensure success.

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## News/Events Around the Area

### Key Ingredients America by Food (Smithsonian Institute Traveling Exhibit)

May 6—June 17

Brodhead Public Library, 1207 25th Street, Brodhead. What do popcorn, pickles, and potato chips have in common? Learn more by visit their website:

[keyingredientsbrodhead.com](http://keyingredientsbrodhead.com)

### Market on the Square

Wednesdays, June 1, 8, 15, 22 & 29 from 2:00—5:30 p.m., and Saturdays, June 4, 11, 18, & 25 from 8:00 a.m.—1:00 p.m. Come to Monroe's northside of the downtown square and enjoy fresh produce, flowers, plants, honey, crafts and more. (608) 325-7648

### Chamber Ambassador Meeting

June 2, 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

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

June 3, 10, 17 & 24 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.

### Women of Summer

June 3-24, Tuesday's - Saturday's, 10:00 a.m. - 5:00 p.m., Free. Monroe Arts Center, Frehner Gallery, 1315 11th Street, Monroe. (608) 325-5700

### Turner Hall Dance 'n' Dine

June 5, 12, 19 & 26, \$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

### Green County Area Entrepreneurs & Inventors Meeting

June 6, 6:30 - 8:30 p.m., First National Bank & Trust, Lower Level Meeting Room, 1625 10th Street, Monroe. Come hear and learn about Banking for Your New Business. (608) 328-9452

### Brat Bash 2011

June 9, 11:00 a.m.—2:00 p.m. Twining Valley Retirement Community, 700 8th Avenue, Monroe. Brat Bash is sponsored by Twining Valley Retirement Community, Monroe Manor Nursing and Rehabilitation Center, Harbor House and Serenity Haven. All proceeds benefit Monroe Clinic Hospice.

### Style ala Carte

June 9 & 16, 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

### Concerts on the Square

June 9 & 23, 6:30 - 8:30 p.m. Free. Westside of the downtown square, Monroe. June 9 - Little Vito and the Torpedoes (classic rock). June 23 - The Jimmys (rhythm & blues). 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.

### Old Time Cheesemaking at Imobersteg Farmstead Factory

June 11, 9 a.m. - 12:30 p.m., Free. National Historic Cheesemaking Center, 2108 6th Ave., Monroe. Local Cheesemakers will be making cheese, the way it was done over a century ago. For more information call (608) 325-4636, or visit their website: [www.nationalhistoriccheesemakingcenter.org](http://www.nationalhistoriccheesemakingcenter.org)

### Patchouli

June 11, 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. Patchouli, this Wisconsin musical duo has the remarkable ability to inspire and lift the human spirit. (608) 325-5700

### Monroe Chamber Business After 5

June 15, 5:00 - 6:30 p.m. Behr Green County Salvage, N2193 Clarno Road, Monroe. Come out and enjoy the Monroe Chamber of Commerce Business After 5 sponsored by Behr Green County Salvage. There will be great food, fun and networking. Don't forget your business cards! (608) 325-7648

### Monroe Balloon Rally

June 17-18, Free Admission, Parking \$3 on the grounds. Green County Fair Grounds. Friday, June 17 @ 6 p.m., balloons will take flight and again on Saturday, June 18 @ 6 a.m. and 6 p.m., weather permitting. Balloon Glows at 8 p.m. on Friday, June 17 & Saturday, June 18. For more information, call (608) 558-0000 or visit our website: [www.monroeballoonrally.com](http://www.monroeballoonrally.com)

### 2011 Monroe Badger Days

**Badger Tailgate Party**  
Monday & Tuesday, June 20-21, U.W. Athletics Fundraiser  
**Golf—Monday & Tuesday**  
**Badger Tailgate Party—Monday Night**  
**UW Badger Sports Dinner—Tuesday Night**  
For more information call Sheila Berrey at (608) 328-8629, or e-mail: [berrey@sccompanies.com](mailto:berrey@sccompanies.com) or visit their website: [www.Monroebadgerdays.org](http://www.Monroebadgerdays.org)

### Relay for Life

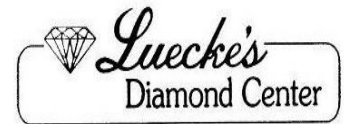
Friday, June 24 from 4:00 p.m. - Saturday, June 25 at 10:00 a.m. Brodhead High School Track, 2501 W. 5th Avenue, Brodhead. Celebrate Survivors and Caregivers while fighting for a cure. (608) 728-2980 or (608) 527-2828

### Wash for Paws

June 25, 10 a.m. - 2 p.m., New Glarus Ace Hardware, Hwy. 69, New Glarus. Great way to have a clean pet and a clean vehicle. All proceeds support the Green County Humane Society.

### Green County Pork Producers Annual Pig-Out

June 29, 4:30 - 8:00 p.m., S.L.I.C.E. Building, 1632 4th Avenue West, Monroe. Whole hog and pork chop barbecue. Dine in or drive up, rain or shine. (608) 325-9643.



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## Building a Social Media Brand It's All About the Relationship

*Excerpt from Free Enterprise*

It's no longer optional; your business needs a social media presence. However, unless you are clear about your target audience and develop a plan and process, you will be spending lots of time and money to communicate with very few. Whether you're on Twitter, Facebook, LinkedIn, or a blog, the key to being successful with social media is providing value to your target audience. Social media success requires a mind shift. It is not about ROI, or Return on Investment; it's about ROR, or Return on the Relationship.

Social media enables business owners to create an emotional connection with potential customers that drives those all-important social media referrals. Nothing is better than someone with 15,000 Twitter followers giving your business an instant recommendation for great service. The best part about social media is that you can reinforce a relationship every time you interact online. However, this connection can be broken if your potential customer has a bad experience.

Here are some initial steps to follow when establishing a social media brand:

**Step 1.** Start with a marketing plan. It's about first knowing your target customers and understanding their needs. Then, figure out where your target customers spend time online.

**Step 2.** Develop a content strategy to communicate your company's solutions. Articles, videos, podcasts, and especially blogging are good ways to demonstrate expertise. Good bloggers know their audiences, provide great content, and have good writing skills. Getting your blog noticed takes planning and marketing know-how. I often recommend to my clients that they start blogging at least three months before they plan to launch their blogs to develop an archive of content.

**Step 3.** Make sure that your website is solid. It does not make sense to market your business using social media if you do not have a quality place to send customers. Your site should have three to five ways to engage potential customers. Invite visitors to sign up for a free quote or consultation, your newsletter, blog feed, special report, free e-book, etc.

Start using social media slowly. A common mistake that businesses make online is to jump out there with a barrage of sales pitches. Remember, it's all about adding value to the conversation. Learn the culture for each social media platform you plan to use.

Don't restrict your social media presence to strictly business. Build an emotional connection with your customers by spending time getting to know them. My five-year-old son gives me good material to tweet about. Be yourself and you will establish invaluable customer loyalty in the process and will introduce your business to a new customer base.

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## Statistical Snapshot of our Regional Market

### Gas Prices

Average price per gallon for regular unleaded gas. Monthly data taken from the third day of the month.

	May '11	April '11	May '10
Monroe	\$4.09	\$3.65	\$2.89
Janesville/Beloit	\$4.10	\$3.64	\$2.89
Madison	\$4.09	\$3.66	\$2.89
National average	\$3.97	\$3.65	\$2.90

Source: Capital Region Business Journal, Capital Region Indicators, MCCI for Monroe data

### Unemployment rates for region, state and nation

Comparison to state, nation. Not seasonally adjusted. Figures through March 2011.

County	March '11	March '10	% Change
Columbia	8.6	10.2	-15.7
Dane	5.3	6.7	-20.9
Dodge	8.6	11.0	-21.8
Green	8.3	10.4	-20.2
Iowa	9.1	10.7	-15.0
Jefferson	9.1	11.4	-20.2
Lafayette	7.1	8.5	-16.5
Rock	10.2	13.1	-22.1
Sauk	8.7	10.4	-16.3
Wisconsin	8.1	10.1	-19.8
National average	9.2	10.2	-9.8

Source: Capital Region Business Journal, Capital Region Indicators

### Capital Region County Sales Tax

Monthly sales tax revenue, compared to year prior.

County	April '11	April '10	% Change
Columbia	\$246,683	\$238,253	+3.5%
Dane	\$3,244,683	\$3,133,124	+3.6%
Dodge	\$347,948	\$340,858	+2.1%
Green	\$154,644	\$144,009	+7.4%
Iowa	\$103,611	\$99,143	+4.5%
Jefferson	\$342,132	\$351,375	-2.6%
Lafayette	\$48,082	\$51,803	-7.2%
Rock	\$734,959	\$721,460	+1.9%
Sauk	\$479,794	\$518,752	-7.5%
Wisconsin	\$21.3M	\$20.5M	+3.8%

Source: Capital Region Business Journal, Capital Region Indicators

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## STAFF

### Pamela L. Christopher

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## JUNE CHAMBER HAPPENINGS

### Market on the Square

**Wednesdays, June 1, 8, 15, 22 & 29 — 2:00 - 5:30 PM**

**Saturdays, June 4, 11, 18 & 25 — 8:00 AM - 1:00 PM**

### Northside of Monroe's Downtown Square

Come to the northside 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, June 2nd—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**

**June 3, 10, 17 & 24 - 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, June 15th—5:00 - 6:30 PM**

### Behr Green County Salvage - N2193 Clarno Road, Monroe

Behr Green County Salvage 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!!



## HOLD THE DATE:

### Monroe Chamber Golf Outing

Wednesday

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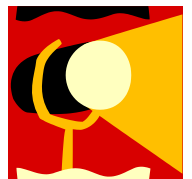


For more information call 608-325-7648



## Chamber Member Spotlight

**MONROE CLINIC WELCOMES NEW FAMILY PRACTICE PHYSICIAN**  
**Dr. Akinyede seeing patients of all ages at Freeport Clinic**



Monroe Clinic is pleased to welcome Olufemi Akinyede, MD, as the newest member of its medical team. As a family practice physician, Dr. Akinyede provides comprehensive health care to people of all ages at Monroe Clinic-Freeport Clinic.

“My vision is to ensure my patients live healthy and productive lives through disease prevention at the primary, secondary and tertiary levels of care,” said Dr. Akinyede. “I believe patient education and coordination of care are critical to this goal.”

Board certified in Family Medicine since 2006, Dr. Akinyede graduated from the College of Medicine, University of Lagos, Nigeria, and completed a fellowship at Cook County-Loyola-Provident Family Medicine Program, Chicago, IL. He received the “Best Teacher” and “Exceptional Service” awards through the Cook-County-Loyal-Provident Family Practice Program and was named “Outstanding Physician” at the Federal Medical Center in Abeokuta, Nigeria.

Monroe Clinic-Freeport Clinic is one of Monroe Clinic’s five Illinois locations. Located at 1301 South Kiwanis Drive, the Freeport Clinic offers area residents a full range of primary and specialty care, including family medicine, pediatrics, diabetes education, physical therapy, orthopaedics, otorhinolaryngology, nephrology, and cardiology. For appointments, call 815-235-1406.

### Lt. Governor Rebecca Kleefisch Presents Tourism Grant to Green County Tourism Officials

Lt. Governor Kleefisch presented a \$39,550 Destination Marketing grant to representatives from Green County and communities within the county on behalf of the Wisconsin Department of Tourism. The presentation took place in conjunction with National Tourism Week events being held around the state. The tourism grant will help the region fund a research-based brand identity project that will bring together local communities under one unifying brand.

“Green County has much to offer travelers from its agricultural heritage and rural small town charm to its spectacular culinary and recreational experiences,” Lt. Governor Kleefisch said. “This grant provides an opportunity for tourism partners to work together as a region to develop a research-based marketing strategy, tie all the communities together in one unifying brand and differentiate Green County from all other destinations.”

The Green County Destination Branding team includes Noreen Rueckert, Green County Tourism Director, Anna Schramke, Green County Development Corporation Executive Director, Pam Christopher, Monroe Chamber of Commerce Executive Director, Susie Weiss New Glarus Chamber of Commerce Administrator, Ryan Wilson, Chairman of Monroe Main Street, and John Baumann, President of Colony Brands, Inc.

“Although the focus of the grant project is to promote tourism marketing, much like the State of Wisconsin, we have long-term goals of job growth and retention, and attracting new talent,” according to the Destination Branding team.

“The key to all of this is the discovery of a specific brand that will allow each community to bring their strengths to the table for a common vision,” Rueckert said. “Knowing where we are and benchmarking progress will be pivotal in the process of measuring our branding success,” she added.

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### June Monroe Calendar of Events

May 6- June 17	Key Ingredients America by Food	Brodhead Public Library
June 1, 4, 8, 11, 15, 18, 22, 25 & 29	Farmers Market on the Square	Northside of Downtown Monroe Square
June 2	Chamber Ambassador Meeting	Monroe Chamber Office
June 3, 10, 17 & 24	8th & 9th Street Project Update for Community	Monroe City Hall
June 3-24	Women of Summer—Four Varied, Talented Artists	Monroe Arts Center Frehner Gallery
June 5, 12, 19 & 26	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
June 6	Green County Entrepreneurs & Inventors Meeting	First National Bank & Trust Community Room
June 9	Brat Bash 2011	Twining Valley Retirement Community
June 9 & 16	Style ala Carte	Turner Hall Ratskeller Restaurant
June 9 & 23	Concerts on the Square	Westside of Downtown Monroe Square
June 11	Old Time Cheesemaking at Imobersteg Farmstead Factory	National Historic Cheesemaking Center
June 11	Patchouli	Monroe Arts Center Gunderson Stiles Concert Hall
June 15	Monroe Chamber Business After 5	Behr Green County Salvage
June 17-18	Monroe Balloon Rally	Green County Fair Grounds
June 20-21	2011 Monroe Badger Days	www.Monroebadgerdays.org
June 24	Relay for Life	Brodhead High School Track
June 25	Wash for Paws	New Glarus Ace Hardware
June 29	Green County Pork Producers Annual Pig-Out	S.L.I.C.E. Building

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