



May 2011

1505 9th Street
Monroe, WI 53566
Phone: 608-325-7648
E-mail: thechamber@tds.net

www.monroechamber.org

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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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Create a Secure Workplace Have a Plan and Communicate It

Excerpt from Free Enterprise

Every small business should provide a safe working environment for its employees and customers. A typical small business, however, does not have the resources to hire a workplace security and safety professional. Here are some fairly easy and inexpensive steps businesses can take on their own.

Create a security task force. Designate a small group of employees tasked with oversight of safety.

Examine your needs. IT security, business continuity, and fire escape plans are common needs that many businesses address. But you should also consider physical security, violence in the workplace, the presence of automatic defibrillators, and the ability of employees to perform first aid and CPR.

Tap outside resources. There are plenty of free or inexpensive resources available to small businesses. Your local police department may have a Crime Prevention Section that will conduct a security assessment of your workplace, make recommendations, and advise about threats in your area.

The American Red Cross can provide information regarding training in first aid, CPR, and the use of defibrillation equipment. The Occupational Health and Safety Administration (OSHA) and the Department of Homeland Security have information on their websites on disaster preparedness and spotting and responding to incidents of workplace violence.

The U.S. Chamber also provides business continuity, risk management, and emergency management resources for businesses of all sizes at www.uschamber.com/issues/defense

And don't forget to look to your employees. You may find that one of them is a member of a volunteer fire department or has EMT training.

Communicate with employees. Information and training should be effectively communicated to employees, especially on the unpleasant subjects like workplace violence. Although posters, webinars, and videos may be necessary in far-flung organizations, personal presentations to small groups are generally more effective. Personal presentations enable you to dispel any unwarranted unease about workplace safety in the organization, while stressing that random tragedies like the shooting in Tucson require businesses to regularly examine their policies, procedures, and emergency response plans.

Also, when information is presented in a way that emphasizes employee welfare and when training is shown to be useful outside of the workplace, for example, by providing assistance to a family member choking at the dinner table, reservations are minimized and buy-in is enhanced.



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News/Events Around the Area

Turner Hall Dance 'n' Dine

May 1, 8, 15, 22 & 29
\$8/person 1217 17th Avenue,
Monroe. Every Sunday
afternoon from 2 - 6 p.m.,
enjoy dancing with live music
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most popular old-time, big
band and oldies bands in
southern Wisconsin.
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Green County Area Entrepreneurs & Inventors Meeting

May 2, 6:30 - 8:30 p.m., First
National Bank & Trust, Lower
Level Meeting Room, 1625
10th Street, Monroe. Come
hear and learn about
Ed-Ventures in Business/Life
Problem-Solving.
(608) 328-9452

Chamber Ambassador Meeting

May 5, 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. 325-7648

One World: Two Views by Lou and Shelbee Matis

May 6 - 27, Tuesday -
Saturday, 10:00 a.m. - 5:00
p.m., Free. Monroe Arts
Center, Frehner Gallery,
1315 11th Street, Monroe.
(608) 325-5700

8th & 9th Street Project Update for Community

May 6, 13, 20 & 27
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.

Key Ingredients America by Food (Smithsonian Institute Traveling Exhibit)

May 6- June 17
Brodhead Public Library
What do popcorn, pickles, and
potato chips have in com-
mon? Learn more at
www.keyingredientsbrodhead.com

Monroe Chamber Business After 5

May 10, 5:00 - 7:00 p.m.
Twining Valley, 700 8th
Avenue, Monroe. Come out
and enjoy the Monroe Cham-
ber of Commerce Business
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Style ala Carte

May 12 & 19, Noon. Turner
Hall, 1217 17th Avenue,
Monroe. Free noon-hour style
shows every 2nd and 3rd
Thursday of the month in the
Ratskeller Restaurant, featur-
ing fashions from various area
businesses. (608) 325-3461

Athas

May 14, 7:30 p.m. MAC
Member: Tickets \$17-22,
Non-member: Tickets \$20-25.
Monroe Arts Center, Gunder-
son Stiles Concert Hall, 1315
11th Street, Monroe. Athas
lights a fire on stage with tra-
ditional and newly composed
Irish dance tunes. 325-5700

Bel Canto Spring Concert

May 15 - 3:00 p.m., \$5.00
Gunderson Stiles Concert
Hall, 1315 11th Street,
Monroe. The 25 member Bel
Canto Singers are recognized
by audiences for the excellent
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choral works. (608) 325-5700

David Rhodes—hosted by Chuck Wellington

May 19, 7:00 p.m. Free.
Monroe Arts Center, Gunder-
son Stiles Concert Hall, 1315
11th Street, Monroe. Rhodes
has recently published his
fourth novel, Driftless, a new
work that follows the lives of
residents in Words, WI.
(608) 325-5700

Wash for Paws

May 21, 10 a.m. - 2 p.m.,
Guerin Chiropractic, 1419 9th
Street, Monroe. Great way to
have a clean pet and a clean
vehicle. All proceeds support
the Green County Humane
Society.

Pawlapalooza

May 21, 5-8 PM, \$50.
Monroe Country Club,
Wine & Hors d'Oeuvres Event.
Fundraiser for the Green
County Humane Society. For
tickets call the Monroe
Chamber at (608) 325-7648.

Edith Piaf Onstage starring Leslie Fitzwater

May 27, 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.
Leslie Fitzwater brings legen-
dary French cabaret singer
Edith Piaf to life on stage.
(608) 325-5700

Green County Breakfast on the Farm

May 28, Hours are 6-10 a.m.
Ages 11 & Up \$5, Ages 6-10
\$3, Ages 5 & Under eat free.
Neal and Lisa Boeke Farm,
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County Breakfast on the Farm
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Texting Tips

Smart Phones Offer a Window to Customers

Excerpt from Free Enterprise

Texting isn't just for teenagers. According to a May 2010 Pew Survey, 72% of cell phone owners 18 and older use their phones to send or receive text messages. Texting can be a cost-effective and creative way to retain customers and attract new ones, especially for startups and small businesses. With texting, you can build long-term relationships with customers without the cost of designing, producing, and sending printed materials - and there's a better chance that your customers will read a text rather than a brochure or ad.

Here are some things to keep in mind if you are considering text messaging as a marketing strategy for your business.

Establish a platform. There are a host of companies that offer web-based systems that can reach multiple people and manage a database of subscribers. Some even provide subscriber lists. These companies provide varying degrees of support and guidance - accompanied by varying price tags - so be sure of your needs before making a selection.

Develop an editorial calendar. Before sending messages, determine what you'll be texting about and for how long. You may plan a texting campaign around an event such as a grand opening. Build your subscriber base ahead of the event to maximize participation. During the event, capture new subscribers by asking participants to send a text message on the spot.

Offer incentives. Incentives should be universally attractive and easily obtainable. For example, allow participants to redeem an offer simply by showing their phones at your business. Determine what, if any, legal guidelines and procedures are necessary.

Promote using other marketing vehicles. Use all of your marketing channels - website, Facebook, Twitter advertisements, etc. - to promote your texting campaign and have a consistent message throughout. If outdoor advertising is an option, look for places where there is a captive audience - public transportation, movie theaters, or sporting venues, among others.

Engage subscribers . . . But not too much. Find ways to engage subscribers immediately after they join. Not doing so may lead some of them to opt out. Provide a place online where subscribers can interact with you. Modify your messaging to include things that are fun. Subscribers may stay more engaged when there is entertainment value. However, don't overload your subscribers. A message once or twice a week is plenty. With mobile devices attached to the hip of the majority of Americans, a texting campaign should be a good way to reach a captive audience.

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 OSHA Updates, May 17, 8 am-Noon
 MS Office 2010, May 23, 10 am-5 pm

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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.

	April '11	March '11	April '10
Monroe	\$3.66	\$3.36	\$2.83
Janesville/Beloit	\$3.66	\$3.36	\$2.82
Madison	\$3.68	\$3.39	\$2.87
National average	\$3.66	\$3.38	\$2.83

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 February 2011.

County	Feb '11	Feb. '10	% Change
Columbia	9.0	10.6	-15.1
Dane	5.5	6.5	-15.4
Dodge	9.1	11.5	-20.9
Green	8.6	10.5	-18.1
Iowa	9.1	11.1	-18.0
Jefferson	9.6	11.5	-16.5
Lafayette	7.6	8.8	-13.6
Rock	10.7	13.4	-20.1
Sauk	9.3	10.8	-13.9
Wisconsin	8.5	10.3	-17.5
National average	9.5	10.4	-8.7

Source: Capital Region Business Journal, Capital Region Indicators

Capital Region County Sales Tax

Monthly sales tax revenue, compared to year prior.

County	March '11	March '10	% Change
Columbia	\$233,352	\$267,088	-12.6%
Dane	\$2,831,470	\$3,229,837	-12.3%
Dodge	\$351,889	\$340,305	+3.4%
Green	\$146,413	\$151,759	-3.5%
Iowa	\$106,695	\$106,513	+0.2%
Jefferson	\$355,512	\$353,838	+0.5%
Lafayette	\$51,111	\$47,755	+7.0%
Rock	\$749,248	\$800,975	-6.5%
Sauk	\$466,343	\$496,624	-6.1%
Wisconsin	\$20.4M	\$20.5M	-0.1%

Source: Capital Region Business Journal, Capital Region Indicators

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Larissa Klemm



MAY CHAMBER HAPPENINGS

Chamber Ambassador Meeting

Thursday, May 5th—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

May 6, 13, 20 & 27 - 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

Tuesday, May 10th—5:00 - 7:00 PM

Twining Valley - 700 8th Avenue, Monroe

Twining Valley 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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Chamber Member Spotlight



AmericInn of Monroe, WI Participates in Troop Support Event Reaching Hundreds of American Soldiers Serving Overseas



The AmericInn of Monroe announced its sponsorship and participation in a national troop support initiative that is reaching over 300 American soldiers deployed overseas. Jane Thoman, owner/general manager of the AmericInn of Monroe, WI, said the troop support project took place recently at the AmericInn national convention in Las Vegas where owners and managers from around the nation prepared and shipped 130 gift packages to troops deployed in Afghanistan, Iraq and other bases throughout the world.

Salena Allen, Richard and Jane Thoman participated in preparing the care packages which contained a variety of items not readily accessible during overseas military deployment. They included items such as personal care merchandise, clothing, food treats, magazines, games and stationary items. The gift boxes, collectively valued at nearly \$8,000, were filled and packaged as part of a group activity by all of the attendees during the opening session of the AmericInn convention.

At the AmericInn of Monroe, Wisconsin, we strive to demonstrate values of caring, involvement and patriotism, + said Jane Thoman. We are all greatly indebted to the American troops serving overseas and hope to show our values and appreciation through this activity. Having two sons serving right now, we were even more proud to be part of this event, +she said.

Collaborating on the initiative was Blue Star Mothers of America, Inc., a national support organization for military members. Wendy Hoffman, national president of Blue Star Mothers of America, Inc., said the receipt of unexpected gift packages from home is a tremendous morale booster for troops on an overseas deployment. We are very appreciative of this initiative by AmericInn to support our loved ones overseas who are separated from family and friends, +she said.

This event is the latest in a series of troop support initiatives by AmericInn hotels. Last year the company launched a Troop Giveback program in conjunction with its Easy Rewards guest loyalty program, enabling guests to support the funding of additional care packages through the use of their AmericInn loyalty membership.



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May Monroe Calendar of Events		
May 1, 8, 15, 22 & 29	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
May 2	Green County Entrepreneurs & Investors Meeting	First National Bank & Trust Community Room
May 5	Chamber Ambassador Meeting	Monroe Chamber Office
May 6 - 27	One World: Two Views by Lou and Shelbee Matis	Monroe Arts Center Frehner Gallery
May 6, 13, 20 & 27	8th & 9th Street Project Update for Community	Monroe City Hall
May 6- June 17	Key Ingredients America by Food	Brodhead Public Library
May 10	Monroe Chamber Business After 5	Twining Valley
May 12 & 19	Style ala Carte	Turner Hall Ratskeller Restaurant
May 14	Athas	Monroe Arts Center Gunderson Stiles Concert Hall
May 15	Bel Canto Spring Concert	Monroe Arts Center Gunderson Stiles Concert Hall
May 19	David Rhodes—Best Selling Novelist	Monroe Arts Center Gunderson Stiles Concert Hall
May 21	Wash for Paws	Guerin Chiropractic
May 21	Pawlapalooza—Fundraiser for Green County Humane Society	Monroe Country Club
May 27	Edith Piaf Onstage starring Leslie Fitzwater	Monroe Arts Center Gunderson Stiles Concert Hall
May 28	Green County Breakfast on the Farm	Boeke Farm—Juda

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