



November 2011

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

www.monroechamber.org

Inside this issue:

When Disaster Strikes, Is Your Business Prepared?	2
News Around the Area	3
An Intro to QR Codes- Use Print as a Conduit for Online Presence	4
Festival of Trees Flyer Buy Your Tickets Now and Support our Local Charities!	5
2011 MCCI Board of Directors & Staff Listing, and Items Needed for Care Packages for Our Troops	6
November Chamber Happenings	6
Member Spotlight: Fehr-Graham & Associates Welcomes Lori Huntoon, P.G. to Their Team	7
November Calendar of Events	8

The ChamberWorks

New Members to the Monroe Chamber of Commerce

Family Promise of Green County

Non-Profit Organization
Bryce Riemer, Network Director
1009 15th Avenue
Monroe, WI 53566
(608) 328-2600
www.familypromise.org
www.familypromisegreencounty.org

Legacy Personal Training

Fitness- Certified Personal Trainer
Sam J. Messerli, Owner
715 17th Street
Monroe, WI 53566
(608) 214-5025
www.legacypersonaltraining.org



Become a fan of the Chamber and share comments with other members.
[Monroe Chamber](#)



Join our Twitter feed to get updates on Chamber events.
[MonroeWiChamber](#)



\$50 Off Any High Definition TV under 37+
\$100 Off Any High Definition TV over 42+
\$10 Off Any US Cellular Phone

Valid only at
301 6th Avenue West, Ste. 129 Monroe, WI
608-325-3731



If you are not a member of your Monroe Chamber of Commerce, join today. We are missing you at the business table. The Chamber works for you daily by providing these and many more services to you and your business:

- P**romote We promote your business 365 days a year, 24 hours a day, 7 days a week.
- A**dvocate We keep you up-to-date on legislation that could impact you and/or your business.
- C**onnect We keep you connected with other businesses and the economic market in Monroe and the region.
- E**ducate We are bringing seminars and services to you to keep you informed and are timely for your business needs.

Your Monroe Chamber, The **PACE** of the Business Community.

Quality Work At A Reasonable Price



ELECTRICAL CONTRACTING
Residential - Farm - Commercial

24 HOUR EMERGENCY SERVICE



608-325-1114

315 11th St. - Monroe, WI 53566



Monroe Clinic

Take good care.™

www.monroeclinic.org

608-324-2000

Sponsored by the Congregation of Sisters of St. Agnes



"Your Hospitality Professionals"

6th Street & Hwy 69

325-1500



328-3444



BIG RADIO

93.7 FM THE BIG Easy
102.1 FM THE BIG ROCK
92.1 FM Kickin' BIG Country
1570 AM THE BIG Easy
AM 1260 Classic BIG Country



Large Delite 2 Topping Pizza \$6.99

Coupon valid through November 30, 2011. Not valid with any other offer. Valid only at participating locations. Coupons cannot be sold, transferred or duplicated.

MONROE...608-325-7272
122 8th Street • Next to Pick 'N' Save

ANYTIME FITNESS
6th Avenue West • 608.325.2222

COME CELEBRATE OUR **1 YEAR anniversary**

JOIN IN NOVEMBER AND PAY NOTHING until 2012

Smart Choice! Offering Occupational Training, Community Education and Professional Development Courses

THE BTC MONROE CAMPUS
Your Community's College

210 Fourth Avenue • Monroe, Wisconsin
(608) 328-1660 • www.blackhawk.edu

BTC is an equal opportunity/access educator and employer

When Disaster Strikes Is Your Business Prepared?

Excerpt from Free Enterprise

The August earthquake that rattled buildings up and down the East Coast, the widespread flooding and power outages caused by Hurricane Irene, and the recent snowstorms that hit the northeast are recent reminders of the significant risk that natural disasters pose to small businesses.

According to the Association of Small Business Development Centers, more than one in four businesses will experience a significant crisis in any given year, and too many of them will never recover. Of those businesses that experience a disaster and have no emergency plan, 43% never reopen.

All small businesses, no matter where they are located, should have a disaster plan in place. Your plan should be designed to help your business maintain or restart operations after a disruption. Here are a number of easy to implement and inexpensive tips to prevent or mitigate disruption following a disaster.

Build a team to create a plan. No one person knows everything about your business, so include people who will ensure that your disaster plan is complete.

Keep your plan simple and inexpensive. It should be easy for employees to follow and not costly to maintain or update.

Update your emergency employee, vendors/suppliers, and key contacts lists for communication during and after an emergency. If one of your vendors is impacted by a disaster, have an alternate vendor lined up.

Identify hazards and critical operations. Determine the risks to your most essential business operations and take steps to protect against them. Prioritize which pieces of your business must be brought back after an interruption.

Protect your data. Back up data regularly and store it off-site. A simple CD/DVD or USB key could be key to your business's successful recovery.

Stock up on essential emergency supplies. You should have an adequate supply of batteries, office supplies, etc.

Collect critical information to store with your plan. Be able to quickly access legal papers, insurance, agreements, leases, floor plans, and other documents.

Exercise your plan at least annually and make adjustments as needed. After a disaster, document the damage with photos and/or videos; contact your insurance company; communicate with your employees, customers, vendors, suppliers, key contacts, and possibly the media; apply for assistance if needed; and update your disaster plan based on lessons learned.

If your business is impacted by a major disaster and requires relief and recovery assistance, contact the National Disaster Help Desk for Business at (888) 692-4943.

Kutter
HARLEY-DAVIDSON/BUELL

SERVICE • QUALITY • INTEGRITY

Sales	Rentals	129 W 6th Street
Service	Rider's Edge	Monroe, WI 53566
Parts	MotorClothes	P 608.329.4884
		F 608.329.4887

Monroe@KutterHarley.com
www.KutterHarley.com

"...an undiscovered gem!"
National Historic Cheesemaking Center

Open daily 9 am - 4 pm
April 1 - October 31

2108 6th Ave. Monroe, WI

Home of the
Green County
Welcome
Center

(608) 325-4636



News/Events Around the Area

Symphony of Space and Forms by Massimo RIVERSI

Display: October 21 - November 11, Free and open to the public. Monroe Arts Center Fröhner Gallery, 1315 11th Street, Monroe. Architect Massimo RIVERSI lives and works in Rome, Italy. He has designed various projects such as the church of Santa Maddalena di Canossa. (608) 325-5700.

En Guete Evening

November 1, 6:00 p.m. Turner Hall, 1217 17th Avenue, Monroe. Monthly social evening and Dutch-treat dinner of Turner Hall's New World Swiss Club. All welcome. (608) 325-3461

Shop for Seasonal Produce

November 1-30, Linstroth's Valley View Farm, 70 Drammen Valley Road, Mt. Horeb. Enjoy the scenic views while shopping outdoor from an array of antique wagons filled with our fresh produce, i.e., squash, potatoes, pumpkins. For more information, contact Paul Linstroth (608) 523-1452, or via e-mail: paul@linstroth@tds.net

Chamber Ambassador Meeting

November 3, 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

David Burgess

November 6, 2:00 p.m. Adults Tickets: \$10, Student Tickets: \$5, Free Admission for MAC Members. Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. Burgess has acquired one of the most extensive collections of Latin American classical guitar music and shares that in his concerts. (608) 325-5700

Turner Hall Dance 'n' Dine

November 6, 13, 20 & 27, \$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

Style ala Carte

November 10 & 17, 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

Back to the Country Revue

November 12, 7:30 p.m. Adults Tickets: \$20-25, Student Tickets: \$10. Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. Back to the Country Review presents three stellar acts: Bill and Bobbie Malone, Richard Wiegand and, The Kristy Larson Honky Tonk Trio... all in one show. (608) 325-5700

Squeezebox Night

November 15, 6:00 - 8:00 PM, 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's Ratskeller. (608) 325-3461

Second Harvest Mobile Food Pantry

November 17, 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.

Monroe Chamber Business

After 5 and Salute to our Troops as We Gather Care Packages to Support our Troops — American Cares Project
November 17, 5:30 - 7:00 p.m. American, 424 4th Avenue (west side of Monroe), Monroe. Come out and enjoy the Monroe Chamber of Commerce Business After 5 sponsored by American and help us assemble care packages for our troops. There will be great food, fun and networking. Don't forget your business cards! (608) 325-7648

MAC Radio Live: Showcase of Talent OPEN AUDITIONS

November 17, 6:00 p.m. & November 19, 10:00 a.m. Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. (608) 325-5700

Market on the Square

Saturday, November 19 from 8:00 a.m. - 1:00 p.m. Masonic Temple, 1613-1/2 10th Street, Monroe (on the north side of the downtown square) and enjoy seasonal produce, farm fresh meat, honey, crafts and much more. (608) 325-7648

Catherine Kautsky

November 20, 2:00 p.m. Adults Tickets: \$10, Student Tickets: \$5, Free Admission for MAC Members. Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. Renowned classical pianist, Catherine Kautsky has performed as a recitalist, soloist with orchestra, and chamber musician throughout the United States and abroad. She performed at the MAC in 2008. (608) 325-5700

Holiday Silent Auction at MAC

November 25 at 6:00 p.m. through December 9. Wesley Hall, 1315 11th Street, Monroe. (608) 325-5700

Swiss Heritage Series— Christkindmarkt - Old World Holiday Shopping Market

November 25-26, 9:00 a.m. - 4:00 p.m. both Friday and Saturday. Turner Hall of Monroe, Grand Hall (Upper Level), 1217 17th Avenue, Monroe. Free Admission. The Christkindmarkt features unique items from hand-selected quality vendors for your holiday gift-giving. A European café and Swiss baked goods round out this special shopping experience. (608) 325-3461

Shop For A Cure

November 26, 9:00 a.m. - 3:00 p.m. Monroe Middle School, 1510 13th Street, Monroe. Free Admission. Over 45 local consultants, vendors, businesses and crafters offer a wide variety of gift items, home décor and gourmet food to help with your Holiday shopping. Door prizes, raffles, and baked goods will be part of this shopping experience. A snack & lunch stand will be available. Proceeds are donated to the American Cancer Society. (608) 728-2980



*The Finest in Estate and
Antique Jewelry
Come in and Browse!*

*Your Trusted Family Jeweler
Since 1921*

*Westside of Monroe's Historic Square
(608) 325-2600*

wouldn't your staff
look great
in a shirt from...



608-328-4404 email: heartgraphx@cpweb.com
custom shirt printing
& embroidery

The Original Monroe Store



Get **2 FREE MONTHS***
of TDS® managedIP, the all-inclusive
business communications tool,
You'll feel the freedom:

- to be reached when you choose
- to make real-time system changes
- from outdated technology

**TDS is putting the "free"
in freedom - Get your 2
free months* today!**



www.tdsvoip.com

*Offer valid for businesses that sign a new 60-month TDS managedIP contract between January 24, 2011 and April 30, 2011. Business will receive a credit on their bill equal to one month recurring revenue, for each of the first two months of the Agreement. Equipment purchased by the customer from TDS does not apply. Offer not available for current managedIP customers. 101973/2-11/8872

New Life
P · R · E · S · S

608-325-6083



2971 Ninth Avenue
Monroe, WI 53566

Brochures • Flyers • Posters • Forms
Photo Copies • Wedding Invitations



Grede designs, develops and manufactures high-quality cast, machined and assembled components for the transportation and industrial markets.

(608) 966-3261
www.grede.com

Grede II LLC. - Browntown
N2480 County Highway M
Browntown, WI 53522

Monroe Manor
NURSING AND REHABILITATION CENTER

516 26th Ave. Monroe, WI 53566
608-325-9141



Shriner Hager-Gohlke
FUNERAL HOME

Richard Hager
Gale A. Gohlke
Tallie Everson

1455 MANSION DRIVE
P.O. BOX 86
MONROE, WISCONSIN 53566
608-325-4306 Fax: **608-325-2185**

Reach the Northwest Illinois Market!

Call Mike Cowan
Advertising Representative

The **JOURNAL-
STANDARD** 815-275-4207

An Intro to QR Codes

Use Print as a Conduit for Online Presence

Excerpt from Free Enterprise

What are those strange-looking, square-coded graphics that you increasingly see in magazines, in newspaper ads, in direct mail, on billboards, and on airport tickets? They are called Quick Response, or QR, codes. They can serve as a gateway from your business-printed marketing materials to your online presence and can provide valuable information about you and your audience.

QR codes originated in Japan and were developed to track inventory quickly. Each one holds as much data as 200 conventional barcodes. These little powerhouses have been popular abroad for years and are beginning to have a large impact on U.S. marketers due to the growing popularity of smartphones.

Here's how QR codes work: Using an application downloaded to your smartphone, simply scan a QR code and your phone's Web browser immediately pulls up a mobile Web landing page set up by the QR code creator.

QR codes are great for marketing your business and even yourself. Business cards with a photo and QR code have become popular for those wanting to share more than just contact information. Companies such as SocialQRcode and Pingtags connect a QR code directly to Facebook or a LinkedIn page. While the uses of QR codes are many, the purpose is simple - to integrate the print and digital worlds.

Little cost is associated with using QR codes. QR code generators are free, as are most smartphone applications needed to scan them. When considering whether to use QR codes for your business, the most important decision is where to drive your audience. Be sure to link to something worthwhile, and consider a coupon as an incentive to get people to scan your code.

Though your company's website may be an obvious place to direct your audience, traditional Web pages present poorly on a smartphone. So mobile-optimized landing pages are key to keeping viewers interested.

Don't worry. You don't need an experienced developer to take advantage of QR codes. Try a service like PaperLinks, which provides affordable customized landing page features and even offers analytics.

Finally, be sure to place the QR code in an obvious, yet unobstructed, area of your selected print vehicle. Size it to at least 1+square and include a 1/4+of white space around it.

QR codes are instrumental in merging print and online worlds. Used correctly, they can help you better engage your current customers and attract new ones.



Let us know if you are using QR codes in your business and how successful it has been for you. Or, if you have any suggestions for your fellow business peers let us know.

We want to share best practices with the business community. Let us know what's working for you in your marketing outreach. Want to share with your peers? Let us help you!



Online learning anytime, anywhere . . .

Just a click away

11 Topic Areas · Only \$89 per class

www.ed2go.com/highland/

Questions? 815-291-6981



PIZZA COUPON

\$2 OFF Any Large Pizza

\$1 OFF Any Medium Pizza

One coupon per pizza-Not valid with other coupons

EAT IN OR CARRYOUT—325-3220

Free City Delivery-Med. & Large-5 to 10pm

Studio 906

*Holidays are upon us.
Want to Pamper that Special
Person in Your Life?*

*Give a Studio 906 gift certificate.
Try our pedicures, facials and
messages.*

*Check out our website at
www.Studio906.com
For an appointment, call*

608-328-4292



700 8th Avenue, Monroe
The Best in Independent
Retirement Living
(608) 329-4400



Festival of Trees 2011

Saturday, December 3

6:00 pm Cash Bar, 7:00 p.m. Dinner
at Peppercorn Banquets - Monroe

Come join the festivities, bid on trees and other items, and help our local charitable agencies! Tickets \$35 per person, available at Family Promise of Green County, Green Haven Family Advocates, Green County Humane Society, Homelessness Prevention of Green County, Monroe Theatre Guild, SARP (Sexual Assault Recovery Program), and your Monroe Chamber of Commerce.

2011 MCCI BOARD OF DIRECTORS

Marilyn Pfarr

2011 MCCI President
First National Bank & Trust Co.

Jason Kundert

2011 MCCI Vice President
Woodford State Bank

Jane Thoman

2011 MCCI Treasurer
AmericInn / Super 8

Dave Gombosi

2011 MCCI Past President
RadioShack / U.S. Cellular

Larry Brown

Monroe School District

Jeff Ditzenberger

Green County Farm Bureau

Barb Gelbach

das Baumhaus

Scott Golackson

Kutter Harley Davidson

Fabio Grado

Vince's Restaurant & Pizzeria

Jeff Surlas

Colony Brands, Inc.

STAFF

Pamela L. Christopher

Executive Director



NOVEMBER CHAMBER HAPPENINGS

Market on the Square

Saturday, November 19— 8:00 AM - 1:00 PM

**Masonic Temple—North Side of Monroe's Downtown Square
1613-1/2 10th Street, Monroe**

Come to the north side of Monroe's Downtown Square and enjoy fresh seasonal produce, farm fresh meat, 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, November 3rd—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.

Chamber Business After 5

Thursday, November 17th—5:30 - 7:00 PM

AmericInn - 424 4th Avenue, (west side of Monroe)

AmericInn and your Monroe Chamber invite you to come to the Business After 5 event. Help us assemble care packages for our troops. Enjoy food, fun & fellowship with your peers. Don't forget to bring your business cards and network. We want to see you there!!

CARE PACKAGE FOR TROOPS — ITEMS NEEDED

(Please Drop Items Off at AmericInn - Monroe by November 17th @ 5:30 PM)

Beef Jerky/Slim Jims
Trail Mix
Hot Chocolate/Apple Cider Mix
Ramen/Cup of Noodles
Pop Top Ravioli
Breakfast Bars
Pop Top Stew
Beef Summer Sausage
Single Size Gatorade
Gum, Hard Candy, Licorice
Cookies, Little Debbie Snacks
Pop Tarts
Individual Size Chips/Pretzels
Band Aids, Q-Tips
Magazine (Appropriate)
Individual Pringles Packs

Deodorant, Shampoo, Conditioner
Unscented Wet Wipes- Small Package
Shaving Cream, Razors
Tylenol/Advil (Small Bottles)
Bibles (Small), Devotional Books
Pens/Mechanical Pencils
Ziploc Bags (Snack Size/Sandwich)
Drink Boxes
Pudding Cups
Small Sports Balls
Nuts/Sunflower Seeds
Power Bars/Granola Bars
Pop Top or Packets of Tuna/Chicken
Easy Mac & Cheese
Pop Top Soups
Individual Wrapped Mints

Single Box Cereals
Packet Tuna/Chicken
Single Size Crystal Light Packets
Single Size Tea/Coffee Packets
Fruit Snacks/Fruit Cups
Instant Oatmeal Packets
Microwave Popcorn
Chocolate Candy
Individual Kleenex Packs
Notepads, Envelopes, Cards
Small Hand Sanitizer
Foot Powder
Cough Drops
Fingernail Clippers
Small Paint Brushes
Playing Cards/Dice

Everything you want in a bank!



TALMER BANK AND TRUST
101 - 7 1/2 Street Monroe, WI 53566
(608) 328-2800 www.talmerbank.com
Member FDIC

Thinking of expanding or relocating your business?

Monroe, WI—Vintage America is the right place.
Land is currently available in our industrial parks for as little as \$1.00 for eligible projects.



For more information call 608-325-7648



Chamber Member Spotlight



Fehr-Graham & Associates Engineering & Science Consultants

Fehr-Graham Welcomes Lori Huntoon, P.G.

Fehr-Graham & Associates, Engineering & Science Consultants, welcomes Lori Huntoon to the team as a Senior Project Hydrogeologist in the Monroe, Wisconsin office. A Professional Geologist with 19 years of industry experience, Huntoon will be responsible for the successful management of compliance, site assessment and remediation, and brownfields redevelopment projects. She will also lead business development efforts in the Wisconsin region, providing complete environmental services to manufacturing industries and governmental entities.



Contact Lori at lhuntoon@fehr-graham.com
or (608) 329-6400.

1107 16th Avenue
Monroe, Wisconsin 53566
Phone: 608-329-6400
Fax: 608-325-2797

www.fehr-graham.com



1118 17th Avenue, Monroe (608) 325-2111

Contact Dave Mosher & Associates Insurance Services for Monroe Chamber sponsored health plans.



Woodford State Bank

403 W 8th St., Monroe (608)325-7766

Your locally owned bank ... bank with people you know and trust.

www.woodfordstatebank.com

Member FDIC



November Monroe Calendar of Events

Nov. 1-11	Symphony of Space and Forms by Massimo RIVERSI	Monroe Arts Center Frehner Gallery
November 1	En Guete Evening	Turner Hall Ratskeller Restaurant
November 1-30	Shop for Seasonal Produce	Linstroth's Valley View Farm
November 3	Chamber Ambassador Meeting	Monroe Chamber Office
November 6	David Burgess	Gunderson Stiles Concert Hall
Nov. 6, 13, 20 & 27	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
November 10 & 17	Style ala Carte	Turner Hall Ratskeller Restaurant
November 12	Back to the Country Revue	Gunderson Stiles Concert Hall
November 15	Squeezebox Night	Turner Hall Ratskeller Restaurant
November 17	Second Harvest Mobile Food Pantry	St. Vincent de Paul Parking Lot
November 17	Monroe Chamber Business After 5	AmericInn
Nov. 17 & 19	MAC Radio Live: Showcase of Talent OPEN AUDITIONS	Gunderson Stiles Concert Hall
November 19	Market on the Square	Masonic Temple
November 20	Catherine Kautsky	Gunderson Stiles Concert Hall
Nov. 25—Dec. 9	Holiday Silent Auction at MAC	Monroe Arts Center Wesley Hall
November 25-26	Christkindlmarkt—Old World Holiday Shopping Market	Turner Hall of Monroe Grand Hall (Upper Level)
November 26	Shop For A Cure	Monroe Middle School

MONROE ENGRAVING

PHONE: 608-329-4111
www.MonroeEngraving.com
W5484 County Road FF - Monroe, WI

Photo gifts: mousepads, mugs, cutting boards, magnets and buttons. Personalized cakepans, pens, bookmarks, keychains, name badges & frames. Plaques, medals, trophies & ribbons. Engraved gifts starting at \$7.50.

FEHR-GRAHAM & ASSOCIATES
Engineering and Science Consultants

1107 16th Ave., Monroe
www.Fehr-Graham.com
(608) 329-6400

Civil, Municipal & Structural Engineering –
Environmental, Health & Safety – Grant Writing &
Funding Assistance – Surveying – Information Technology

The Culver's® Deluxe

Culvers of Monroe
252 8th Street
Monroe, WI 53566

(608) 325-3700

First choice
DENTAL

Present this ad on your first visit and receive whitening at no additional cost with your new patient exam & records appointment!

Dr. Sarah Westberg 2569 6 1/2 Ave
608-328-8228 Monroe, WI

Six Five Locations to serve you-ALL your banking needs at ANY of our locations!



Locations in New Glarus, Belleville, Brodhead, Juda...and *now Monroe*
The Bank of New Glarus and Sugar River Banks * www.yourrightbank.com

THE Community Bank of Green County * YOUR RIGHT BANK



Member
FDIC