



September 2011

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

www.monroechamber.org

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- 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.

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Wellness Programs Can Pay Off

It's Good Business to Take Care of Your Employees

Excerpt from Free Enterprise

Tired of double-digit health care premium increases, you can initiate an employee wellness program as other business leaders have in 2009. Here's what these businesses learned:

Get commitment from the top. Management must drive the company's wellness initiatives. Company executives boost employee morale by supporting the program and demonstrating active and healthy lifestyles.

Partner with your insurance broker. Sometimes your insurance brokers are willing to think outside the box for solutions. One business switched to a self-insured model to get precise data through aggregate claims and health assessments. Their insurance broker negotiated extra discounts with the company's carriers based on positive program participation and outcomes.

Understand the population's needs. Motivated by admission to a lower-cost medical benefits program, a striking 72% of the employees participated in this company's first health assessment; 77%, the second. Reviewing other available reports and the aggregate data from the assessment, including cholesterol and blood pressure statistics, they identified the top health risks. These became the focus of the wellness program.

Reduce barriers to accessing care and encourage prescribed compliance. The data enabled the company to identify and remove barriers to care and compliance with prescribed drug regimens. Through plan design, out-of-pocket costs became less of a barrier.

Motivate population to make healthy and informed choices. Early in the program, physical inactivity (and health issues linked to a sedentary lifestyle) was identified as a top health risk factor. The company challenged employees to compete in a yearlong walking program. Within six months and on a shoestring budget, 80% of the employees were participating and had walked 20,667 miles. By year two, physical inactivity had been eliminated from the company's top five health risks.

Communicate. Some companies publish regular wellness updates in a monthly e-newsletter and in semi-annual town hall video and invites employees to contribute best practices that enable them to reach their wellness goals.

Achieve a healthier bottom line. In 2010, 68% of the employees said that they had been inspired to lead healthier lifestyles through the wellness offerings. This company has achieved a progressive three-year reduction in the number of people who reported having trouble performing work/life tasks due to mental health issues. Sick days have declined every year as well. In 2010, this business experienced a mere 2.9% increase in year-over-year costs for wellness and benefits programs by quantifying reductions in absenteeism, excess health claims, and lost productivity, in addition to carrier discounts. The wellness program achieved 400% ROI that year.



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News/Events Around the Area

Chamber Ambassador Meeting

September 1, 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

September 2, 9, 16, 23 & 30, 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.

22nd Annual Photography Exhibit

Display: September 2- October 14, Free and open to the public. Monroe Arts Center Frehner Gallery, 1315 11th Street, Monroe. (608) 325-5700.

Lucien Knuteson Photography: I Shoot People

September 2, 5:00 p.m., Monroe Arts Center, Frehner Gallery, 1315 11th Street, Monroe. Free and open to the public. (608) 325-5700

Turner Hall Dance 'n' Dine

September 4, 11, 18 & 25, \$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

En Guete Evening

September 6, 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

Market on the Square

Wednesdays, September 7, 14, 21 & 28 from 2:00- 5:30 p.m., and Saturdays, September 3, 10, 17 & 24 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

Style ala Carte

September 8 & 15, 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

Green County Alzheimer's Walk

September 10, 7:30 AM - Registration, 8:30 - 11:30 AM - Walk. Behring Senior Center, 1113 10th Street, Monroe. Your participation makes a real difference in the lives of families facing Alzheimer's disease or other forms of dementia. For more information, contact (888) 308-6251 or visit their website: <http://support.alzwiss.org/green>

The Gambling Husband by The Comic Intermezzo

September 11, 2:00 p.m. Adults \$10.00, Students: \$5.00, MAC Members Free. Monroe Arts Center, Gunderson Stiles Concert Hall, 1315 11th Street, Monroe. The husband and wife duo of Peter and Kathleen Van de Graaff have traveled throughout Europe and the United States performing their comic intermezzos. (608) 325-5700

Second Harvest Mobile Food Pantry

September 15, 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

September 15, 5:00 - 6:30 p.m. Angelus Retirement Community, 616 8th Avenue, Suite 100, Monroe. Come out and enjoy the Monroe Chamber of Commerce Business After 5 sponsored by Angelus Retirement Community. There will be great food, fun and networking. Don't forget your business cards! (608) 325-7648

Squeezebox Night

September 20, 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

Grede Browntown Open House

September 24, Noon - 4:00 PM, Grede II LLC - Browntown, WI, N2480 County Hwy. M, Browntown. Tours & iron pouring demonstrations at 1:00 and 3:00 PM. Pictures and videos to view the many changes the facility has undergone. Refreshments will be provided. For more information, contact Melody Dagle (608) 966-3261, Ext. 3021 or via e-mail: mdagle@grede.com

5th Annual Fall Nationals Tractor and Truck Pull

September 24, 1:00 - 7:00 p.m., Band starts at 8:00 p.m., Green County Fairgrounds, 2600 10th Street, Monroe. Advance Tickets \$15.00 which includes the pull, band & raffle. Tickets for the pull at gate are \$15.00 and \$5 for the band. Sanctioned pulling event plus live music and food stands. All proceeds go to local charitable causes. For more information contact Mark Hawthorn, (608) 558-2316.

The Walker Family

September 24, 7:30 p.m. Adults Tickets: \$15-35, Student Tickets: \$10. Monroe High School, Performing Arts Center, 1600 26th Street, Monroe. They've performed in Branson, Missouri for the past two years. The Walker Family creates an engaging and memorable performance. (608) 325-5700

Spell-a-brate for a Good Cause

September 28, 5:30 - 9:00 PM, \$20.00. Monroe Public Library, 925 16th Avenue, Monroe. Literacy Council of Green County, Ltd., invites you to enjoy casual games of Scrabble for a great cause. For more information contact Ellen Hossman, (608) 325-9882 or via e-mail: ehossman@tds.net



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Where Your Tweeps At? Leveraging Twitter for Your Business

Excerpt from Free Business

By now you've heard of Twitter. You know someone who's a fan of the uber-popular micro-blogging tool, or you've seen it used by businesses and brands that you interact with. Perhaps you've gone so far as to become one of the 200 million people who have a Twitter account, but you're still trying to figure out how it can help your business. Here are a few tips to keep in mind when using Twitter for your business:

Do you need followers? Maybe not. Tweeting isn't necessary for Twitter to be a valuable tool for you or your business. While many users like being able to quickly communicate, listening can be just as powerful. Twitter has become an invaluable research and reputation management tool. Searching Twitter for mentions of you, your business, and the issues that affect you can turn up information that you might have been unaware of. There's a good chance there are conversations going on that you'd like to know about, and Twitter can help you find them.



Want more followers? Then ask for them! As simple as this seems, this is the most effective tactic for increasing your followers. I'm not suggesting that you go door-to-door informing your neighbors how their lives could be enriched by reading your tweets, but the option to follow you on Twitter should be everywhere you are (coincidentally, you can find your Monroe Chamber

@MonroeWiChamber). Consider adding your username or a link to follow to your business cards, email signature, window of your business, stationery and print products, and your website. Consistently and comprehensively extending Twitter to your current marketing plan will lead to more followers. What you do with them and whether they decide to stick around is up to you.

What now? OK, you're tweeting and your followers are growing. Keep them interested by providing quality content. Your business is special because you offer a particular product or service, and your Twitter account should do the same. Consider rewarding your followers by offering special deals available only to them. Demonstrate your authority in your field by sharing relevant news and links. If you build a reputation as a curator of unique and timely information, your followers will come. Also, don't just talk - listen and contribute to or start a conversation. Help out your tweeps (followers) by sharing their content with your audience, and they'll be much more inclined to do the same.

You get out of Twitter what you put into it. If you take the time to research and follow the right people, set up the right searches, and fully integrate Twitter into your communications and marketing plan, **you're sure to tweet what you sow.**

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Monroe Chamber Lunch & Learn

Are you interested in learning more about how to protect and grow your business?

Join us for a Lunch & Learn presented by the Monroe Chamber and TDS on Tuesday, September 20, 2011 from 11:30 to 1:00 p.m. at the Monroe Library (925 16th Avenue) 2nd Floor Meeting Room.

A complimentary lunch will be served from 11:30 to 12:00

Topics to include:

- ◆ □ Internet Security
- ◆ □ Telephone System Security
- ◆ □ How Much Bandwidth is Enough
- ◆ □ Business Continuity & Disaster Recovery

As a decision maker for your company, we know you'd appreciate hearing about topics that impact your business.



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SEPTEMBER CHAMBER HAPPENINGS

Chamber Ambassador Meeting

Thursday, September 1st—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

September 2, 9, 16, 23 & 30 - 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.

Market on the Square

Wednesdays, September 7, 14, 21, & 28 — 2:00 - 5:30 PM

Saturdays, September 3, 10, 17 & 24 — 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 Business After 5

Thursday, September 15th—5:00 - 6:30 PM

Angelus Retirement Community - 616 8th Avenue, Suite 100

Angelus Retirement Community 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!!



Minhas Oktoberfest - September 17, 2011

Presented by the Monroe Lions Club

To be held in the parking lot at:

Minhas Craft Brewery
1208 14th Avenue
Monroe, WI 53566

Featured Bands to perform:
October Soul, The Jimmys and Alex Wilson
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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.

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September Monroe Calendar of Events

September 1	Chamber Ambassador Meeting	Monroe Chamber Office
Sept. 2, 9, 16, 23 & 30	8th & 9th Street Project Update for Community	Monroe City Hall
Sept. 2—October 14	22nd Annual Photography Exhibit	Monroe Arts Center Frehner Gallery
Sept. 2	Lucien Knuteson Photography— I Shoot People	Monroe Arts Center Frehner Gallery
Sept. 4, 11, 18 & 25	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
Sept. 6	En Guete Evening	Turner Hall Ratskeller Restaurant
Sept. 3, 7, 10, 14, 17, 21, 24 & 28	Farmers Market on the Square	North Side of Downtown Monroe Square
Sept. 8 & 15	Style ala Carte	Turner Hall Ratskeller Restaurant
Sept. 10	Green County Alzheimer's Walk	Behring Senior Center
Sept. 11	The Gambling Husband by The Comic Intermezzo	Monroe Arts Center Gunderson Stiles Concert Hall
Sept. 15	Second Harvest Mobile Food Pantry	St. Vincent de Paul Parking Lot
Sept. 15	Monroe Chamber Business After 5	Angelus Retirement Community
Sept. 20	Squeezebox Night	Turner Hall Ratskeller Restaurant
Sept. 24	Grede Browntown Open House	N2480 County Hwy. M Browntown
Sept. 24	5th Annual Fall Nationals Tractor and Truck Pull	Green County Fairgrounds
Sept. 24	The Walker Family	Monroe High School Performing Arts Center
Sept. 28	Spell-a-brate for a Good Cause	Monroe Public Library

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