



January 2012

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 Monroe, WI 53566
 Phone: 608-325-7648
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www.monroechamber.org

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The ChamberWorks

New Members to the Monroe Chamber of Commerce

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 1007 16th Avenue
 Monroe, WI 53566
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www.FirstWeber.com

Thrivent Financial for Lutherans

Financial Planner
 Paul Bloedorn, Owner
 902 17th Avenue
 Monroe, WI 53566
 (608) 325-8100
www.Thrivent.com

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 Bonnie Dittmer, Owner
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- 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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Foster a Culture of Innovation Five Things to Keep Top of Mind

Excerpt from Free Enterprise

Small and growing companies can drive new revenue streams and realize new market opportunities from existing intellectual capital. Below are some observations and best practices, addressed in the book *Harvesting Intangible Assets* (AMACOM, 2011), for fostering and sustaining a culture of innovation.

Innovation, like the spreading of fertilizer, is messy, lumpy, smelly, expensive, and unpredictable. Innovation rarely happens in a neat and sequential fashion, especially in smaller companies. Imposing too many rules or protocols will retard or overly restart the process. Commit to spread the fertilizer frequently, consistently, and across the entire field, not just once in a while to get+projects. Recognize that the results will not always be what you predict.

The only thing that is certain is change. In a volatile, fast-paced, and technology-driven economy, as soon as we become comfortable with something, along comes something new to replace it - new versions, new editions, new models, new flavors, new packaging, new styles, new pricing models, and new distribution channels. You must become comfortable with constant change to establish a culture of incremental innovation.

Trust yourself and your co-workers. People don't innovate without self-confidence, and teams can't perform without trust. Trust your ability to make a significant contribution to your organization, and trust your team and the system to respect and embrace your contributions. Trust must exist at the peer-to-peer level, at the cross-departmental level, and at the supervisor-subordinate level.

Empower people to let down their guards. Nobody can innovate while putting out fires or living in the present tense. Innovation requires conditions in which team members can clear away enough of the muck on their daily windshields to sense and explore new possibilities and envision new realities. Instill a safe+environment where the outputs of the visioning can be exposed, explored, and discussed without ridicule or too much negativity. This is especially important in a smaller business where the freedom of expression may very well be why employees were attracted to the business in the first place.

World Series are won with singles and doubles. As exciting as home runs are, most batting titles, RBI leaders, and World Series team winners are determined by the nine men who can consistently hit singles and doubles, especially with runners in scoring position. The same holds true for innovation. Many entrepreneurs swing for the fences hoping for breakthrough innovation, but most growth companies succeed through lots of smaller projects and incremental innovations.



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News/Events Around the Area

Turner Hall Dance 'n' Dine

January 1, 8, 15, 22 & 29,
\$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

January 3, 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

Earth's Canvas by Elsie

**Berget, Barb Rothwell, Terri Schmit, and
Jeanne Stietz**

Display: January 6 - February 17, Free and open to
the public. Monroe Arts Center Frehner Gallery,
1315 11th Street, Monroe. Come celebrate our
very talented local artists works executed in many
mediums. (608) 325-5700.

Style ala Carte

January 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, featuring fashions from
various area businesses. (608) 325-3461

Monroe Chamber Business

After 5

January 12, 5:00 - 6:30 p.m., Monroe Theatre Guild,
910 16th Avenue, Monroe. Come out and enjoy the
Monroe Chamber of Commerce Business After 5
sponsored by the Monroe Theatre Guild. There will
be great food, fun and networking. Don't forget your
business cards! (608) 325-7648

Monroe Chamber Short Crash Course Intro to Social Media with a Facebook Focus

January 17, 8:00 - 9:30 a.m.
Green County Justice Center Multi-Purpose
Meeting Room, 2841 6th Street, Monroe. Join us
for an informative morning meeting on how to
improve your company Facebook presence. Learn
Facebook Must-Haves and To-Dos, More Technical
Facebook Tips and How to Manage Your Business
Page. Please RSVP your attendance by calling
(608) 325-7648.

Squeezebox Night

January 17, 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

January 19, 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.

Market on the Square

Saturday, January 21 from 8:00 a.m. - 2:00
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

Treating Heartburn Seminar

January 24, 6:00 p.m., Monroe Clinic
Founders Hall (Monroe Clinic Lower Level
Meeting Room), 515 22nd Avenue, Monroe.
Free seminar. Nicholas Maxwell, MD will
speak on a permanent solution to heartburn.
Refreshments will be served. Get answers
once and for all. Please register at
www.monroeclinic.org or call
877-865-1462.

MAC Radio Live Showcase of Talent

January 27 & 28, 7:30 PM, Monroe High
School Performing Arts Center, 1600 26th
Street, Monroe. General Admission: \$10.
For the 14th consecutive year, the Monroe
Arts Center is proud to showcase the many
highly talented individuals and groups that call
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Export to Build Your Customer Base Five Keys to Entering New Markets

Excerpt from Free Enterprise

While it may seem counterintuitive at a time of stagnant economic growth and high unemployment, U.S. companies need to go abroad to find new markets and consumers for their goods. No matter its size, your company is capable of going global. You just need to start thinking outside the box.

Frank Lavin, Founder of ExportNow.com and Peter Cohan, authored *Export Now: Five Keys to Entering New Markets*. Frank Lavin exclaims, "With a little homework and a flexible team and mind-set, you can take your company global - just make sure to pay attention to five keys of exporting:

1. **Country — pick the right one.** Don't overreach when it comes to choosing a country to break into. You need to be realistic about which location is going to work for your product. Stick to a country that is similar to your own and a product that is familiar to you. For instance, if you sell bread in an English-speaking country, consider going into another English-speaking country and selling a comparable type of bread.
2. **Customers — learn how they differ.** No matter how similar customers may seem to those in your home market, there may be important differences in their needs. Find out what customers need and then tailor your business plan to help fill that need.
3. **Competitors — get to know your new market rivals.** Study your new foreign competitors to learn which methods generally work for logistics, such as customer distribution, and to understand what's lacking in their business models. If there are unmet customer needs, you'll be there to fill them.
4. **Capabilities — learn what you need to win.** Self-awareness is crucial to your success in a foreign market. Identify your strengths in your home market and determine which ones will help you in your foreign endeavor and which will need to be rebuilt. Get feedback from customers, employees, and distributors. Be willing to adapt.
5. **Capability gap — learn how to close it.** Once you've identified where your business needs to improve, think about forming partnerships that will make your life easier. This can be the most daunting part of international exporting, which is one of the reasons Frank Lavin stated he formed ExportNow.com. It's important to remember that there can be strength in numbers.

Remain adaptable, know your strengths, take your weaknesses head-on, and start exporting today.



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Monroe Chamber Short Crash Course Intro to Social Media with a Facebook Focus 1st Part of 3-Part Seminar Series

January 17, 2012

8:00—9:30 AM

**Green County Justice Center Multi-Purpose Meeting Room
2841 6th Street—Monroe, WI**

(RSVP your attendance by calling the Chamber @ 325-7648)

Join us for an informative morning meeting presented by Myken Daeda of Anytime Fitness, Brenda Kulow-King of Colony Brands, Inc., and Deanne Boegli of TDS Telecommunications

January's Seminar Will Cover the Following:

- ◆ □ **Facebook Must-Haves and To-Dos** with proper etiquette notes, a checklist, and lots of tips on how to improve the look of your page
- ◆ □ **More Technical Facebook Tips** on how to create a username/unique url, how to set-up multiple admin users, how to share & like pages and posts
- ◆ □ **How to Manage Your Business Page** separate from your work page, and recommended resources

NOTE: You should have your Facebook page set-up before attending seminar. Go, here for instructions to set-up your page:
https://developers.facebook.com/attachment/PagesGuide_FINAL.pdf/.

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Blackhawk Technical College

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JANUARY CHAMBER HAPPENINGS

Chamber Business After 5

Thursday, January 12th— 5:00 - 6:30 PM

Monroe Theatre Guild - 910 16th Avenue, Monroe

Monroe Theatre Guild 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!!

Monroe Chamber Short Crash Course Intro to Social Media with a Facebook Focus

Tuesday, January 17th— 8:00 - 9:30 AM

Green County Justice Center - 2841 6th Street, Monroe

Join us for an informative morning meeting to help improve your company Facebook presence. This is the 1st part of a 3-Part Seminar Series. Learn Facebook Must-Haves and To-Dos, More Technical Facebook Tips and How to Manage Your Business Page in this Part 1 Series. To RSVP your attendance, comment on the Monroe Chamber Facebook Page: [Monroe Chamber](#) or call YOUR Monroe Chamber at 325-7648, or e-mail your attendance: thechamber@tds.net

Market on the Square

Saturday, January 21st— 8:00 AM - 2:00 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.



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Chamber Member Spotlight



Green County Native Phillip Whitehead Named The Bank of New Glarus and Sugar River Banks President & CEO



Phillip Whitehead, a 1984 National Honor Society graduate of Brodhead High School, has been named President & Chief Executive Officer of the Bank of New Glarus and Sugar River Banks by the bank's Board of Directors.

Whitehead continued his education at the University of Wisconsin – Rock Campus in Janesville and the University of Wisconsin – Whitewater, graduating in 1988 with a degree in business administration and marketing. He returned to UW – Whitewater while working and received his master's degree in accounting in 2000.

His professional banking career has spanned 21 years and includes senior management positions with M&I Bank in Janesville, Citizens Bank in Brodhead and, most recently, Johnson Bank in Janesville where he served as Senior Vice President & Commercial Banking Manager for the past nine years. In addition to his financial services industry expertise, Whitehead is also a Certified Public Accountant and a Certified Financial Planner.

In making the announcement Bank of New Glarus Board Chair John "Gof" Thomson said, "We are extremely pleased to have someone of Phil's caliber join our bank staff. He brings a wealth of professional experience and knowledge."

Sugar River Banks and The Bank of New Glarus have full service offices in Belleville, Brodhead, Juda, Monroe and New Glarus. Member FDIC.

First Weber Group Opens Monroe Office and Joins Chamber



firstweber.com
 Mobile: m.FirstWeber.com

First Weber Group Realtors is opening a new office in Monroe, effective January 3, 2012. The office will be managed by Jackie Heinen and will be located at 1007 16th Ave. The office number is 608-426-6233.

"We are delighted to be able to open a First Weber Office in Monroe," says Jim Imhoff CEO of First Weber Group. "Monroe has been an area where we have had an interest in bringing First Weber's technological advantages to the area's buyers and sellers and now we have the opportunity. We are very excited to become a part of this great community."

First Weber Group Realtors is Wisconsin's largest independent Real Estate Company with over 50 offices and over 1,500 professionals covering North Central, Northern, South Central, Northeastern and Southeastern Wisconsin.

The First Weber team combined to participate in over 10,000 Real Estate transactions and over 2 billion dollars in sales in 2010.



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**January Monroe
Calendar of Events**

Jan. 1, 8, 15, 22 & 29	Turner Hall Dance 'n Dine	Turner Hall Ratskeller Restaurant
January 3	En Guete Evening	Turner Hall Ratskeller Restaurant
Jan. 6— Feb. 17	Earth's Canvas by Elise Berget, Barb Rothwell, Terri Schmit, and Jeanne Stietz	Monroe Arts Center Frehner Gallery
January 12 & 19	Style ala Carte	Turner Hall Ratskeller Restaurant
January 12	Monroe Chamber Business After 5	Monroe Theatre Guild
January 17	Monroe Chamber Short Crash Course Intro to Social Media w/Facebook Focus	Green County Justice Center Multi-Purpose Meeting Room
January 17	Squeezebox Night	Turner Hall Ratskeller Restaurant
January 19	Second Harvest Mobile Food Pantry	St. Vincent de Paul Parking Lot
January 21	Market on the Square	Masonic Temple
January 24	Treating Heartburn Seminar	Monroe Clinic Founders Hall Meeting Room
January 27 & 28	MAC Radio Live Showcase of Talent	Monroe High School Performing Arts Center

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