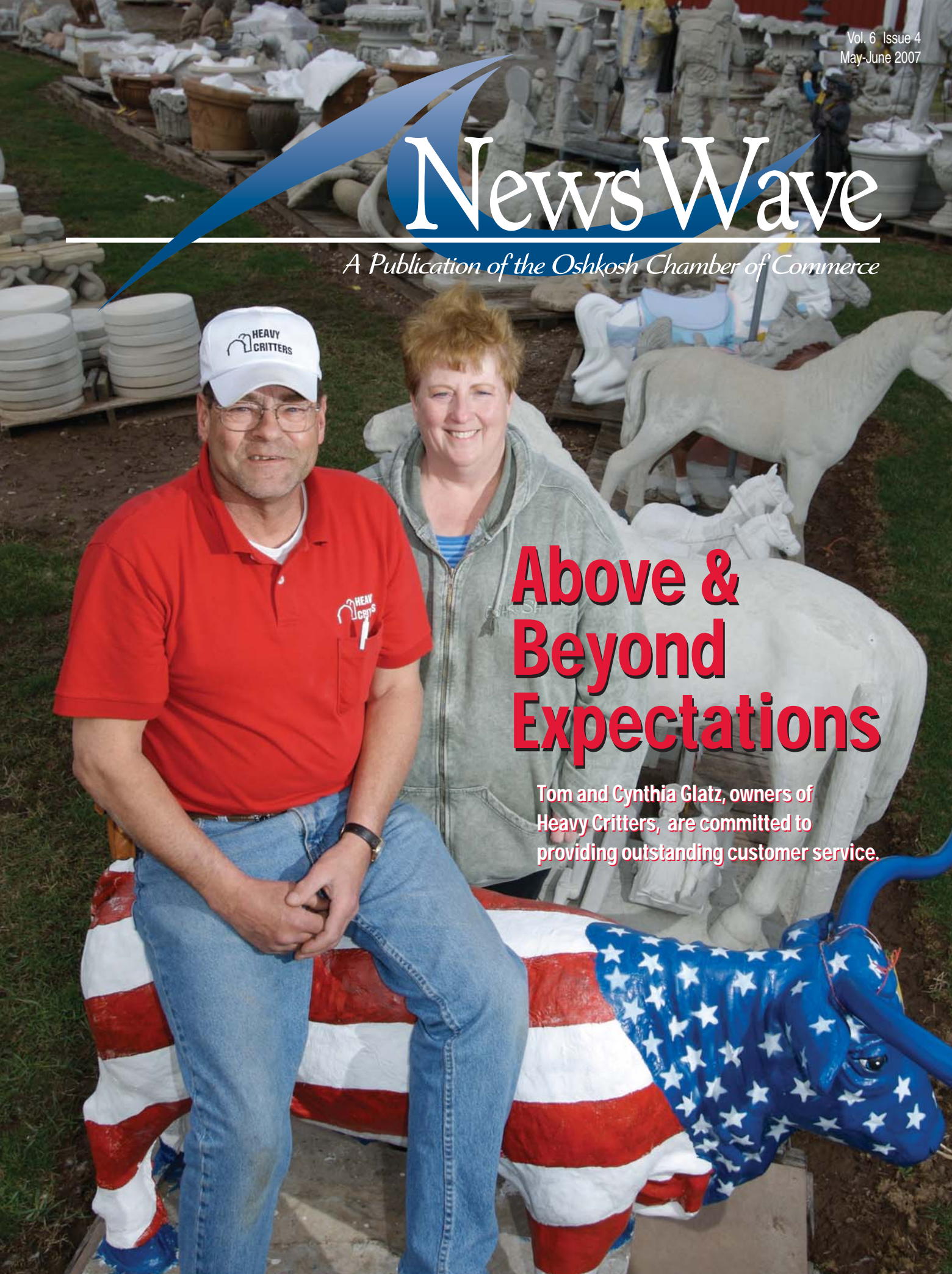


NewsWave

A Publication of the Oshkosh Chamber of Commerce

Above & Beyond Expectations

Tom and Cynthia Glatz, owners of Heavy Critters, are committed to providing outstanding customer service.





Issam Al-Bitar, MD

Mamoun Al-Nouri, MD

Donald Brescia, MD

The only full-time heart team in Oshkosh.

Chest pain or other signs of a heart attack require expert care - at any hour. Mercy Medical Center is the only hospital in Oshkosh with skilled cardiologists available 24/7.

Heart care is our passion. Better heart care begins at Mercy.

To make an appointment, call (920) 236-1750.



A Partnership of Ministry Health Care and Wheaton Franciscan Healthcare

www.affinityhealth.org

Chamber members... enjoy special pricing with
TIME WARNER CABLE BUSINESS CLASS



Monthly savings of 20% on new or upgraded Business Class service*

Time Warner Cable Business Class premium service includes:

- Cable broadband Internet access – up to 100 times faster than DSL
- Dedicated fiber connectivity – high-bandwidth, high-capacity Internet access or branch office connectivity
- Network and data security solutions to protect your confidential information
- Off-site storage for automatic back-up and sharing of large files
- Static IP, Web site hosting and E-mail solutions
- Teleworker and home business solutions
- Hospitality, Cable TV and Music Choice commercial-free audio



Contact
Time Warner Cable Business Class
today for a no-obligation consultation.

1-866-700-FAST (3278) • wi.twcbc.com • NEWSales@wi.twcbc.com

*Valid for new customers or upgrade/addition to existing service. Minimum two-year agreement required. Some restrictions apply. Rebate not available on fiber connectivity or video services. Service not available in all areas.



From the Chairman's Desk



Archie Stam, 2006-07 Chair
Oshkosh Chamber of Commerce

More than 10,000 manufacturers support more than 500,000 jobs in Wisconsin. Manufacturing wages are nearly \$10,000 a year higher than the average wage in all Wisconsin industries, and most manufacturers provide excellent health care and other benefits.

Yet, students coming out of our schools give little consideration to working for a manufacturer, not fully understanding the good wages paid, the diversity of jobs available and the high-tech opportunities manufacturers present. The Wisconsin Manufacturers and Commerce has put the spotlight on manufacturing during its "May is for Manufacturing" program in which the organization is challenging those of us in the industry to educate our community about the benefits we provide.

Manufacturers competing in a global economy are continually faced with technological advances and the

continued need to cut costs. Manufacturers increasingly emphasize continuing education and cross-train many workers—that is, they train workers to do more than one job. This has led to a change in the profile of the industry's workers. Standards for new hires are higher now than in the past. Employers increasingly require at least a high school diploma as the number of unskilled jobs declines, and most manufacturers administer examinations when hiring assemblers. Manual dexterity will continue to be necessary for many production jobs, but employers also look for employees with good communication and math skills, as well as an aptitude for computers, problem solving and critical thinking. Because many plants now emphasize the team approach, employees interact more with coworkers and supervisors to determine the best way to get the job done. They are expected to work with much less supervision than in the past and to be responsible for ensuring that their work conforms to guidelines.

Production workers receive most of their training on the job or through more formal training programs. Training normally takes from a few days to several months and may combine classroom with on-the-job training under the guidance of more experienced workers. Attaining the highest level of skill in some production jobs requires several years, however. Training often includes

courses in health and safety, teamwork, and quality control. The importance of having centers of learning in close proximity are vital to the continuous learning that is necessary to remain competitive in a constantly more complex environment.

Prior to assembling components in the manufacturing plant, extensive design, engineering, testing and production planning go into the manufacture of products. These tasks often require years to complete and cost millions of dollars. Using artistic talent, computers and information on product use, marketing, materials and production methods, engineers create designs they hope will make the products competitive in the marketplace. Designers use drawings and computer-aided design techniques to create computer models of proposed products. These computer models give assemblers complete information on how each piece of the vehicle will work with others.

As you can see there is much more to the manufacturing industry than large buildings with huge smokestacks. Manufacturing covers a broad range of skill sets and challenges for all education levels. Manufacturing remains one of the few opportunities to add value to a product. The skills required to do so proficiently have been the backbone of our success in the Fox Valley. The attitude to continuously improve will drive us to a bright future.

Waterfest kicks off 22nd season in May



The BoDeans rocked the Leach Amphitheater at Waterfest last summer.

The 22nd season of Waterfest kicks off this month with one of the hottest music lineups in two decades. Regional and national acts have already been confirmed, and more are being scheduled to fill out the summer lineup. Gates open at 6 p.m. each night with discounted admission rates available until 7 p.m.

May

- 24 **Tommy James & The Shondells**/The Ides of March/The Britins: The Beatles Tribute
- 31 **The Freddy Jones Band**/The Wandering Sons/Kissers

June

- 7 **BoDeans**/GB Leighton
- 14 **Fountains of Wayne**/The Broken West/Jon McLaughlin

- 21 **Three Dog Night**/Mt. Olive/Sarah Borges & The Broken Singles
- 28 **George Thorogood & The Destroyers**/Kilroy

July

- 5 **Cowboy Mouth**/The Tubes/Sonic Circus
- 12 **Loverboy**/Vic Ferrari/Three Beers til Dubuque*
**Gates open at 5 p.m. for the Chamber's Business After Hours.*
- 19 **Little Feat**/New Monsoon/Mieka
- 26 **Dennis DeYoung: The Music of STYX**/Band on the Run/First Kiss

August

- 2 **Big Bad Voodoo Daddy**/Los Straitjackets with Big Sandy/Hobex
- 9 **Grand Funk Railroad**/Patrick Sweaney/Hindsight
- 16 **TBA**/Paul Sanchez & The Beatin' Path/Those Darn Accordions!
- 23 **America**/The Benjy Davis Project/Copper Box
- 30 **Smash Mouth**/Five Star Iris/Old Mill

Admission for Waterfest 2007 is \$8 before 7 p.m. and \$15 after. Season passes are also available for \$100. Season pass holders can enter the gates any time at no charge—a \$225 value. For more information or to purchase a season pass, contact Dawn at 236-8170. For the latest updates and ticket information, log on to www.waterfest.org.

President/CEO John Casper	Graphic Design Strata Communications
Editors Kelli Karpinski Karen Boehm	Cover Photography Phil Weston Weston Imaging Group

NewsWave (USPS 020-309) is published bimonthly at a subscription of \$25 by the Oshkosh Chamber of Commerce at 120 Jackson Street Oshkosh, WI 54901. Periodical postage paid at Oshkosh, WI.

POSTMASTER:
Send address changes to the Oshkosh Chamber of Commerce
120 Jackson Street • Oshkosh, WI 54901

Phone: (920) 303-2266 • Fax: (920) 303-2263
Web site: <http://www.oshkoshchamber.com>
E-mail address: info@oshkoshchamber.com

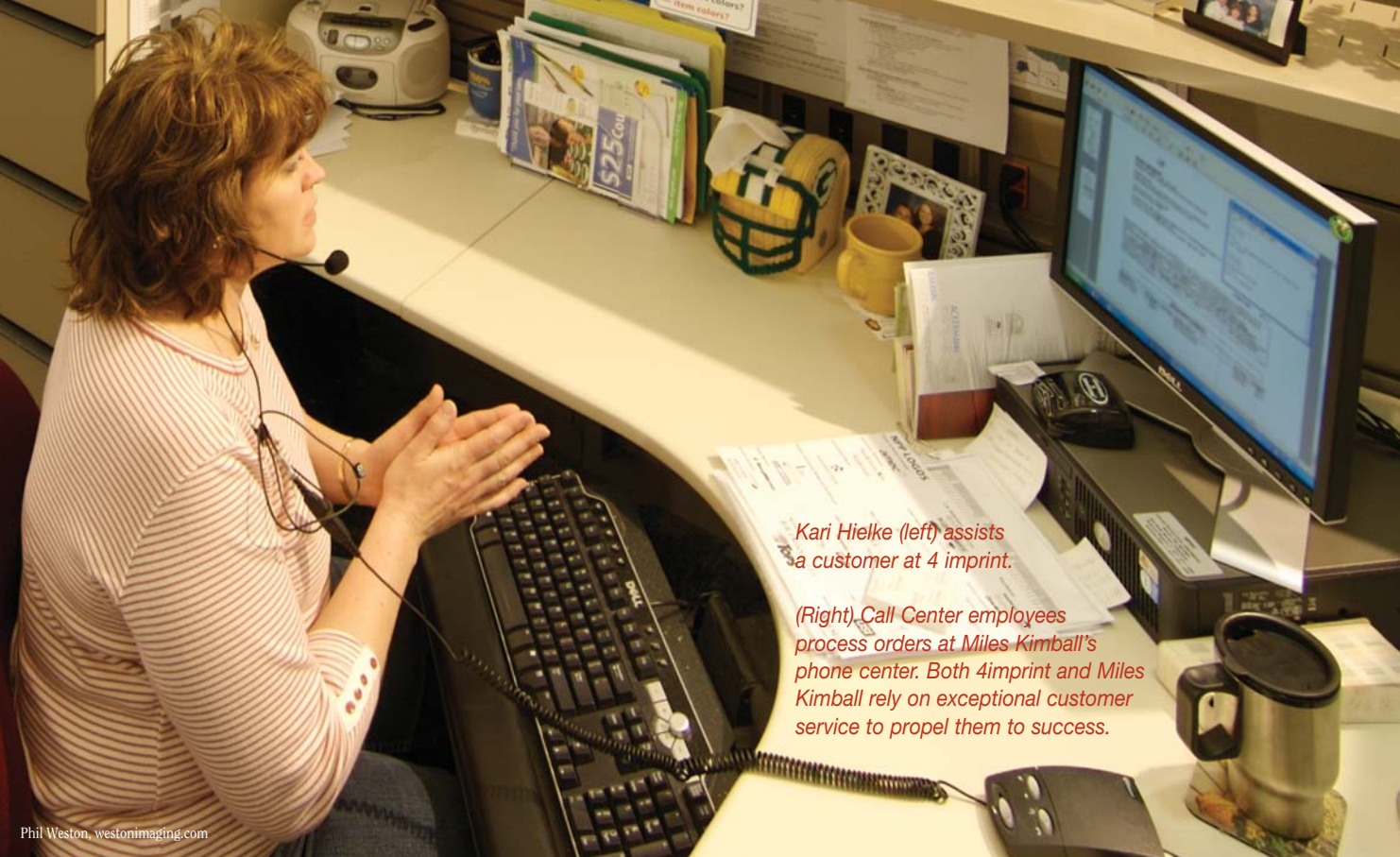
The Inside Scoop

Waterfest Lineup.....	5
Customer Service.....	6
Chamber Centennial.....	18
Business After Hours.....	33



319 Pearl Avenue Oshkosh WI 54901
P 920.230.4444 F 920.230.4442 M 920.252.2759
E-mail: john@iwataphotography.com

Customer Service...



Kari Hielke (left) assists a customer at 4 imprint.

(Right) Call Center employees process orders at Miles Kimball's phone center. Both 4imprint and Miles Kimball rely on exceptional customer service to propel them to success.

Phil Weston, westonimaging.com

By Karen Boehm

Joe Constance was running an extremely successful restaurant in Michigan's Upper Peninsula in the 1980s and early 1990s. He enjoyed a loyal customer base, and employee turnover was only 25 percent a year—one-fourth of the industry average. The restaurant was so successful that Constance decided to franchise the business. Within six years, four more restaurants opened in Wisconsin and Canada. But, Constance noticed an interesting trend. None of the other restaurants ever became profitable. Constance eventually realized that the most significant difference between the locations was him.

"I am a very customer focused person when I'm in the restaurant," Constance said. "I bussed tables, seated people, etc."

In other words, Constance did whatever needed to be done to ensure his customers had a pleasant dining experience. He also created a fun environment for employees, recognizing that if they were happy to be at work, it reflected in their service.

In 1998, Constance put his 20 years of business experience to work to form Constant Training. One theme that resonates with his clients—large and small from service to manufacturing—is that the only way to succeed in today's competitive business world is through exceptional service.

"Customer service is the only way companies can compete today," Constance said. "It isn't prices. It comes down to being better than your competition."

Constance has studied national and international business magnates like Disney and Nordstrom, the most successful of

which recognize this: they don't want to satisfy their customers, they want to delight them.

There are several common elements, according to Constance, that create the foundation for exceptional customer service: example, training, recognizing, rewarding and measuring.

Demonstrate good customer service from the top down.

If customer service efforts are not supported by upper management, they will fail. At Miles Kimball, everyone from the president to accounting to customer service is responsible for providing customer service.

"We have to earn the right to have a customer back every single day because there's so much competition," said Stan Krangel, president of Miles Kimball. "We have to prove we've done something right."

Miles Kimball employees take a team approach to providing good service. Information is shared with other team members so that anyone is prepared to handle a customer's questions. Miles Kimball recently moved its Las Vegas, Nev., call center to Oshkosh so that all Miles Kimball operations are in the same city.

"Customer service is easy to manage now that we're all in one spot," said Brady Stein, team leader. "We'll have a direct link of communication. We can talk to marketing, distribution, etc., and get immediate feedback."

4imprint also values the contribution of every team member in the customer service stream. From answering the phone to

sending out samples to invoicing the customer, every single touch shapes how a customer feels about his or her overall experience, said 4imprint President Kevin Lyons-Tarr.

"Everybody is involved in an interaction" Lyons-Tarr said. "You can't look at it as one element. They all have to be good."

Lyons-Tarr also emphasizes that employees put their best foot forward when they feel valued in an organization.

"We support good service, ideas and creativity," he said. "We do fun things like Nacho Day, Pilates class and catered lunches. When you assemble all those things together, it makes a statement that we value people, and we're happy to have them here."

Train employees to provide exceptional service.

Constance likens customer service to the Japanese philosophy, Kaizen, where individuals continuously look for ways to improve every day.

"Customer service is not a once-a-year seminar," he said. "It's a goal to continuously improve—an ongoing process."

At Bergstrom Corporation, employees are trained on the 11 Bergstrom Basics—like the 10 Commandments of customer service, said Bergstrom President Richard Bergstrom. They treat everyone like family, welcome each customer, thank them for visiting and build relationships through trust and by giving value.

Giving employees the latitude to make decisions regarding customer care is an essential component to a successful customer service program, Constance said.

"Nordstrom ranks on top in customer service ratings," Constance said. "They empower people. They give authority to deal with customers to front-line people. It creates loyal, fanatical Nordstrom fans."

CitizensFirst Credit Union has established a corporate culture where employees care about the financial well being of its members. That includes trusting employees to make the best decisions possible for the company and its members when it comes to service.

"We empower employees to make decisions necessary to do their job, so we can create win-wins for our members," said Carla Altepeter, president of CitizensFirst Credit Union.

Not only does CitizensFirst provide extensive training, it also seeks employees with a positive attitude and an enthusiasm to serve members and approach them with ideas.

"Because banking is a commodity business, it's customer service that sets us apart," Altepeter said. "We believe strongly that members deserve to be treated as the owners of the organization they are. When we look at them as owners, we raise the bar in terms of the level of service they deserve and we expect to give them."

Recognize, reward and measure excellence.

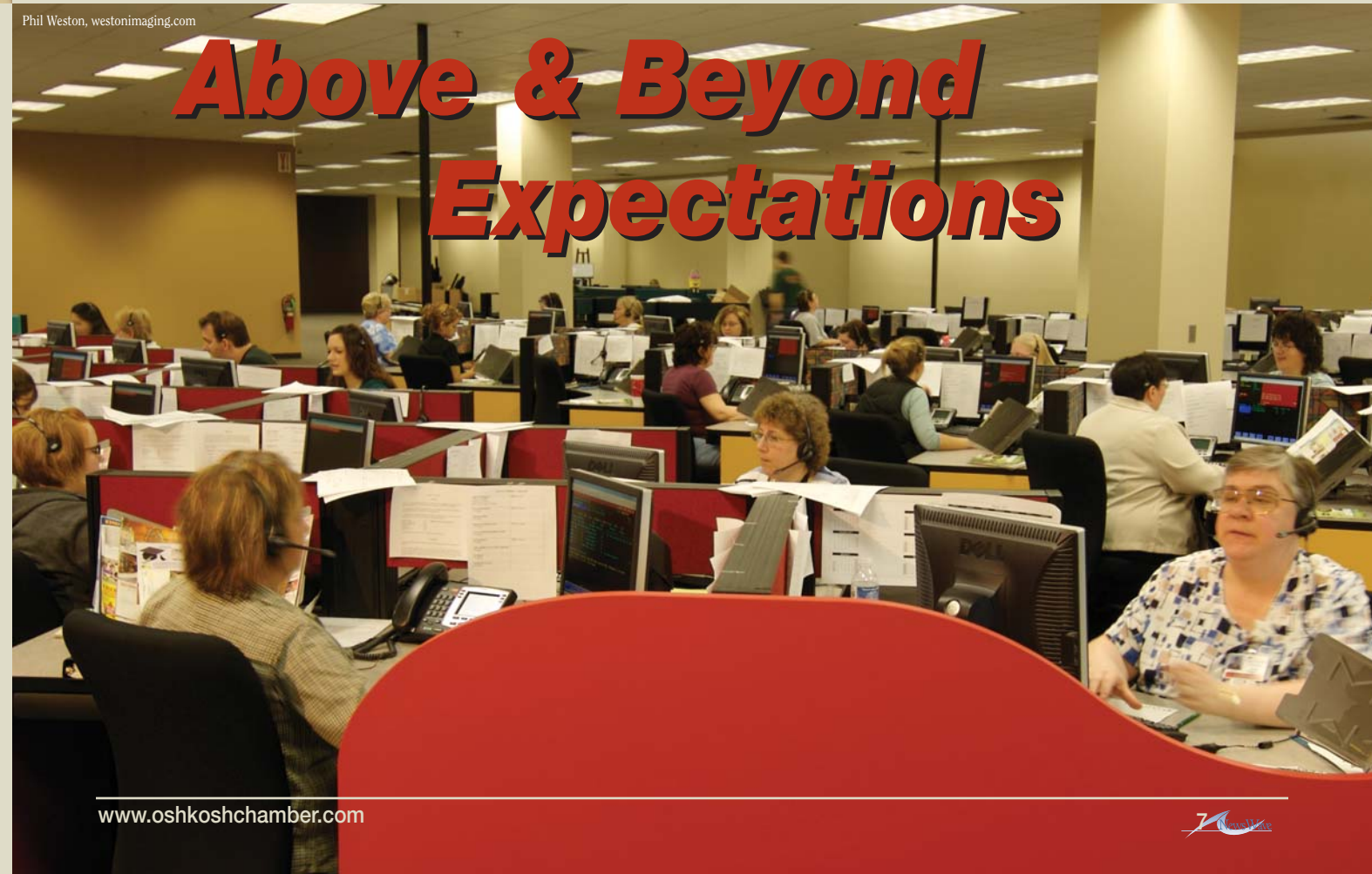
It costs five times more to attract a new customer than it does to keep an old one, according to TARP Worldwide, America's leading customer experience consultant. So, when employees are making the effort to guarantee customer loyalty and satisfaction, it pays to recognize it.

Miles Kimball phone center representatives are trained to give customers an enjoyable shopping experience, and are rewarded for doing so. Positive customer feedback is shared with employees, and top performers are entered into a drawing to

Continued on page 8

Phil Weston, westonimaging.com

Above & Beyond Expectations



win prizes.

Even constructive criticism can go a long way toward providing top-notch customer service. Customers who have had negative experiences that were resolved quickly and to their satisfaction, according to TARP, are often more loyal than customers with only positive experiences.

And happy customers are a great form of advertising.

Heavy Critters, a cement statue and fountain retailer, relies on word of mouth as its No. 1 form of advertising.

"We try to find what the customer wants, and the sale just follows," said Cynthia Glatz, vice president of sales and marketing. "If we don't have it, we'll try to find it for you. That's what we all enjoy."

Glatz owns Heavy Critters with her husband, Tom, and her brother and sister-in-law, Ron and Linda Wachholz. Each partner specializes in a different aspect of the business, but they work together to provide a fun, unique and memorable experience.

"We know the importance of good customer service," Glatz said. "If you didn't have a little natural concern about your customer, it would reflect on the company. What you give keeps coming back. It's the law of attraction."

Marcia Swilley, who nominated Heavy Critters for the Chamber's customer service recognition, credits the warm, friendly atmosphere for Heavy Critters' loyal customer base.

"A visit to Heavy Critters is much more than a shopping trip—it's an experience that can quickly become a fun-filled family outing," Swilley said. "The atmosphere is relaxed and casual and encourages exploration and family involvement."

Like Disney and Nordstrom, customer service leaders understand that exceptional service is more than just answering

the phone and taking orders. It's a combination of having a positive personality, taking an interest in the customer and going above and beyond their expectations.

When customers call Miles Kimball, they often have a story to share about their family or how they used a particular product, Krangel said. That dialogue of purchasing becomes a learning experience for employees that can lead to long-term relationships and customer loyalty.

"Part of providing good customer service is being a good listener and understanding the nuances that are driving people and learning how we can help," Krangel said. "The better we know our customer, the better we can serve their needs in the future."

Krangel recalled working for Lenox China in Princeton, NJ, during 9/11. Business was suffering and seven people from his community died during the attack. Recognizing that Lenox's phone center was in close proximity to Ground Zero, many callers gravitated toward conversation of the attacks.

"People were dealing with anguish," Krangel said. "There was a lot of conversation that was not just about business, but about people's feelings and what happened. We learned that we were more than a phone center taking orders. We were listeners. That experience stuck with me."

Earlier this year, the Chamber asked members to nominate businesses or individuals they felt exemplified outstanding customer service. The nominations crossed every sector of business to highlight the best of the best in customer satisfaction. Read on to learn who is providing Extreme Customer Service.

Donna Thompson, Receptionist ♦ Curtis Law Office

By Kelli Karpinski

When Donna Thompson answers the telephone at Curtis Law Office, she makes a choice to begin the relationship with warmth or cool professionalism.

"My choice is caring and compassionate," she said. "In dealing with clients who are experiencing issues outside of the norm, such as auto accidents and other personal injuries, our desire is to help them get through it by alleviating much of the stress they are experiencing."

And, Thompson makes sure the person's state of mind—should they be upset or angry—does not affect hers.

"My strength is that I have a lot of compassion, a lot of patience and a lot of peace," she said. "Attitude and patience are vital to this job."

Thompson has attained great respect from clients, co-workers and lawyers from the way she handles callers and visitors to the law office.

"We are blessed to have her as part of our team at Curtis Law Office," said Kelly Schutzbank, office manager, in her nomination for Thompson. "We receive a lot of compliments from our clients as well as other law offices because of her professionalism and outstanding customer service skills."

Thompson has been honing her customer service skills for years, first working at a root beer stand, then moving into the restaurant business, cosmetology and a law office.

"Experience is the greatest teacher," she said. "Through that experience comes knowledge."



Kelli Karpinski

Thompson also attributes her success to the customer service-oriented culture at Curtis Law Office, where employees are encouraged to do what is best for the client, not for themselves.

"George (Curtis) has a heart for people," Thompson said. "Simply put, we enjoy helping people. This is my life—eight hours a day. What kind of person do I want to be? I want to be a part of a team of people who work together for a common goal and that is to provide our very best to each and every person who contacts our office. If we cannot help them, we will do whatever we can to find someone who can."

Continued on page 10

THINK SMART...

BUILD SMART

BAYLAND BUILDINGS, INC.

(920) 498-9300

www.baylandbuildings.com



Rhyme

BUSINESS OF EVOLUTION



**Top 100 Office
Products Dealers in
the United States**

**Copiers
Printers
Fax Machines
Software Solutions**

1-800-362-4333
2905 Universal St., Oshkosh
www.rhymbiz.com

Also located in Portage,
Madison & Janesville

Heather Tuttle, General Manager ♦ Culver's Oshkosh (Westowne Ave.)



franchise, in her nomination for Tuttle. "She not only goes out of her way daily to make her guests happy, but she constantly and consistently instills in her associates this same enthusiasm for providing excellent customer service with a commitment to excellence in all areas."

Tuttle's customer service philosophy centers around going above and beyond and providing exceptional service that will make customers want to come back.

This attitude and eagerness to provide outstanding service filters down through her employees. She arranges fun competitions and incentives to encourage her staff to treat each customer the way they would want to be treated and provide the best service possible. The Above and Beyond Award, which Tuttle instituted, recognizes employees who provide outstanding service.

Tuttle's efforts have earned her several awards, including the Top Manager Award, several Top Operator Awards and Hospitality Awards from Culver's Franchise Systems Corp. And, she was selected out of 300 as one of 10 Top Managers in 2006.

Tuttle is constantly emphasizing the importance of attitude on the job. An employee's attitude is reflected in his or her service, so she encourages employees to come to work with the best possible attitude. She also encourages them to draw on their own experiences at restaurants and remember how those experiences, good or bad, made them feel.

"I tell my staff, 'let's go have a great day. Let's make every guest's visit a great one. Let's make the best of the day and do a good job.'"

By Karen Boehm

Heather Tuttle, general manager of Culver's on Westowne Avenue, strives to treat her customers the way she would treat her best friends. She greets each customer with a friendly smile, helps them to their tables and circulates through the dining room clearing trays and ensuring that they have a positive dining experience. And, on rainy days, she escorts customers to their vehicles under the protection of an umbrella.

"Heather has a constant smile, and her warmth and enthusiasm for her job, for her co-workers, for her customers is contagious," said Pat Miller, owner of the Oshkosh Culver's

Jessica Colton, Office Manager and Certified Optician ♦ Wisconsin Vision, Inc.

By Kelli Karpinski

Tracie Schlaak's son was frustrated. Attempting to wear contact lenses for the first time, he tore several pair while getting them fitted at Wisconsin Vision, Inc.

Jessica Colton knew what he was going through. Long before she became a certified optician, she too, as a teen-ager, had difficulty getting fitted for contact lenses. So, she very patiently helped Sam work through his frustration, reassuring him that he would soon get used to wearing the lenses.

Colton's patience and cheerful attitude garnered her a nomination from Schlaak for outstanding customer service.

"She spent more time than she had to with us," Schlaak wrote in her nomination. "Wisconsin Vision is very lucky to have Jessica as their employee."

To Colton, office manager of Oshkosh's Wisconsin Vision site, providing outstanding customer service comes easily. She thinks about how she would like to be treated and then tries to go above and beyond.

"I have a passion for what I do," she said. "You have to really love what you're doing."

The key to customer service is to objectively listen to what a customer is saying, find a solution to their problem and remember that any complaints are not a personal attack, Colton said.

Colton passes those tactics along to the employees she manages at the Oshkosh location. It's not always easy to "teach"



how to provide good customer service, but Colton does it by commending employees on a good job, discussing with them when improvement is needed, and letting them know it's OK to tell her when she can improve.

"It's an open dialogue at all times," she said. "I'm very lucky and very happy to have the staff that I do."

Continued on page 12

AOS

Advanced Office Systems, Inc.

The Fox Valley's Authorized

SHARP

Dealer and Service Center

Whether you need high volume power for a large workgroup or a compact desktop unit for a small business, **Sharp** offers a complete line of multi-function products to meet your business needs. From copying, printing, scanning, faxing, to managing your information securely, **Sharp** MFP's will help maximize productivity and minimize cost. **AOS** offers the complete line of **Sharp** office products combined with factory-trained service, support and on-site repair.

300 State Street
in Oshkosh

800.466.4415

920.231.4415

920.235.7421 Fax

www.aos-osh.com

sales@aos-osh.com







AOS and SHARP

helping Valley businesses push the right buttons for over 16 years.

- COPIERS
- FAX MACHINES
- CUSTOM COMPUTERS
- NETWORKING
- SERVICE
- SUPPLIES
- LEASE/RENTAL

HELPING BUSINESS RECRUIT

Fox Valley Technical College's Student Employment Services can help your business link with qualified individuals through **Wisconsin TechConnect**, our FREE, statewide job posting Web site.

It's easy!
Go to: www.fvtc.edu/ses-employers Click On 

Connect with students & alumni from FVTC and the other 15 Wisconsin technical colleges.

Find out how FVTC can help your business with your hiring needs.
Call us today at (920) 735-JOBS (5627).

www.fvtc.edu

Appleton • Chilton • Clintonville • Neenah • Oshkosh • Waupaca • Wautoma



HELPING BUSINESS RECRUIT

HELPING BUSINESS HIRE

HELPING BUSINESS GROW



Knowledge That Works

Allen Borgwardt, Residency Coordinator ♦ Evergreen Retirement Community

By Karen Boehm

When individuals come to Evergreen Retirement Community as a prospective resident or on behalf of a family member, they are often filled with fear and uncertainty. Many face difficult and life-altering decisions. Allen Borgwardt, residency coordinator for Evergreen, faced a similar situation when he placed his step father in a nursing home, so he understands completely the anxiety his clients are facing.

"I take service a step further," he said. "I want to create a first impression of being positive and friendly, energetic, and coming across knowledgeable and empathetic."

As their first point of contact, Borgwardt helps individuals overcome their fears and make decisions in their best interest or the best interest of their loved ones.

"Allen has a special way of lightening the conversation and helping customers feel comfortable and at ease while still showing them the utmost respect," said Sue Knobloch, marketing coordinator, in her nomination for Borgwardt. "Some customers are experiencing difficult situations when they come to Allen, but he is able to handle serious matters in a very professional way."

Borgwardt takes the time to listen to prospective residents to learn their needs and interests and determine the best living situation for them. He makes a concerted effort to remember important information about each client and make them feel welcome and at home.

After 30 years with Evergreen, Borgwardt is working with a

second generation of residents. Even after 30 years, Borgwardt is still learning on the job every day.

"I'm dealing with people older than I am, and I value their knowledge," he said. "I treat them as I'd like to be treated some day."

Borgwardt asserts that having a variety of services and living options to offer clients, working with an exceptional team of coworkers, and having a job he loves make providing outstanding service easy.

"You have to be committed to what you're doing, to believe in what you are providing," he said. "I have faith in the Lord above. I can align that here by helping people through stressful times in their life in a Christian-based environment. I live my faith in my job."



Deb Garton, Enrollment Facilitator ♦ Fox Valley Technical College



Kelli Karpinski

Debbie Garton began her career with Fox Valley Technical College as a custodian. Then, an injury left her unable to work in that capacity, and with four children at home, she worried about her next step in life.

The college had an office job available, but believing she wasn't a people person, she barely knew if she should consider it. Yet, she did, and after five years, her duties have increased and her outstanding ability to work with people has not gone

unnoticed.

"I couldn't resist sharing her extraordinary talents as one of the most customer focused individuals I have ever had the opportunity to work with," said Melissa Kohn, director of the Oshkosh FVTC campuses, in her nomination for Garton.

As enrollment facilitator, Garton is literally the first person people see when they walk in FVTC's Riverside Campus. Many times, the people who walk in are what the college calls "returning adults," who have been displaced from their jobs and are seeking assistance in starting a new path in life.

Having been in that situation, Garton is able to empathize.

"People come in so scared," she said.

So, she follows the Golden Rule—treat others as you would want to be treated—and begins the process of helping them start a new life.

"She understands their fears and spends the time needed to walk them through the enrollment process," Kohn said. "She is always upbeat, happy and welcoming."

Garton says she can't imagine working at another job and makes it her goal to make at least three people smile every day.

"I have the best job in the school," she said. "There is not a day I dread coming to work."

Continued on page 14

Complete faith in Affinity



"I love it. I take advantage of the work site pharmacy consults, lunch and learn sessions and everything associated with Network and Affinity. I am so impressed. I have complete faith in my doctors and nurses."

That's what sold Miles Kimball employee Carol Weidemann on Network Health Plan and Affinity Health System. Top-notch customer service as well as prevention and treatment landed Network's commercial plan on "America's Best Health Plans 2006" in U.S. News.*

To start getting these results for your company, call Network Health Plan at 1-800-276-8004.

 **Network Health Plan**
AFFINITY HEALTH SYSTEM

www.networkhealth.com

A partnership of Ministry Health Care and Wheaton Franciscan Healthcare

*America's Best Health Plans 2006 is judged by U.S. News & World Report/National Committee for Quality Assurance (NCQA).

Tom Stark, Electrician ♦ Town & Country Electric



Karen Boehm

By Karen Boehm

It's not uncommon for customers to leave their homes open when Tom Stark, electrician with Town & Country Electric, is scheduled to make a service call. Nor is it unusual for them to leave a check out for him. That's because his customers have come to enjoy a high level of service and trust, which, for Stark, is business as usual.

"My work ethic is doing more than what's expected," Stark said. "My parents brought me up like that—always say please and thank you. Put in an honest day's work."

For Stark, his job consists of much more than fixing faulty wiring and other electrical woes. He strives to build relationships with his customers, to keep them informed of what needs to be done and to involve them in the repair process.

Some of his most difficult visits are to homes that have been damaged by fire. He recalls one such homeowner who was extremely nervous and had difficulty sleeping at night. Stark walked through the entire house with her explaining problem areas and solutions, so that she could once again feel safe in her home.

"Tom takes care of our customers—providing high quality service that is built on good faith, strong business ethics and a safe work environment," said Deb Heidl, marketing director for Town & Country, in her nomination for Stark.

Customers are pleasantly surprised when Stark visits their home. He removes his shoes or wears protective shoe coverings, and he makes a point to clean up before he leaves. In other words, he treats his customers the way he'd like to be treated. And he treats each home as a castle, whether it's a million-dollar home or a cottage.

"The company puts trust in me to do what they need me to do when they're not looking," Stark said. "They have high standards. Town & Country's name is on it. I want to live up to that."

Vicki Koch, General Manager ♦ Hawthorn Suites Oshkosh

By Kelli Karpinski

It may not seem overly impressive that Vicki Koch shuttles hotel guests from the Outagamie Regional Airport to Hawthorn Suites in Oshkosh. However, she's been known to make the shuttle run at midnight, just hours before having to report to work at 5 a.m.

Putting other people's needs before her own is second nature to the general manager of Hawthorn Suites.

"I just want to make sure everybody is happy," she said.

Jolean Blomberg, vice president of operational support for WHG Companies, the parent company of the Hawthorn, calls Koch the "glue" that holds the hotel together and commends her for making guests feel like the Hawthorn is their home away from home.

"Now, if you couldn't be at home, wouldn't you want to stay somewhere where you felt as though it was your second home?" Blomberg wrote in her nomination. "I respect and honor Vicki for all of (her) accomplishments that she has attained and hope others can appreciate a job well done, too."

Koch calls herself selfless and has dedicated her entire life to the happiness and comfort of others. She has befriended many hotel guests, who return time and again for the service she provides. In one case, she became such good friends with an elderly woman that Koch now calls her daily to check on her welfare.

"There isn't anything special about me," said Koch, who has worked for WHG Companies for 10 years. "I just love to love people."



Kelli Karpinski

Koch is responsible for training hotel staff to provide outstanding customer service. For Koch, the best training is leading by example.

"My ability to lead is not a position, but an action," she said. "I have put myself in a position to allow the employees to make mistakes and learn from them, also allowing them to watch as I learn along the way. I teach them with action and not always words. My favorite place in the hotel is at the front desk, one-on-one with the guests."

Continued on page 16

For results be sure to look for the POWER of SCHWAB in Coldwell Banker Schwab

Dennis Schwab **Gail Schwab**

Thank you for voting us #1 in Real Estate!

COLDWELL BANKER SCHWAB REALTY, LTD. 601 Oregon Street, Suite B, Oshkosh 233-4184 • www.cbschwab.com

SCHWAB REALTY, LTD. **REALTY CHOICE** **MLS**

SALON MODÉ
An Aveda Concept Salon

501 N. Main
Oshkosh • 233-0700

AVEDA
Concept Salon
Hair • Makeup • Nails
Pedicures • Skin Care

www.salon-mode.com

*Model: Kayla
Hair and Makeup by Katie*

RJ ALBRIGHT CONSTRUCTION INC.

Successful building projects begin with the right materials. But, RJ Albright Construction knows you need much more than that. The right team. A great relationship. An emphasis on safety. And trust.

RJ Albright Construction. Builders you can trust.

5711 Green Valley Road | Oshkosh
(920) 231-8635 | www.RJAlbright.com

TRUST | INTEGRITY | PARTNERSHIP | COLLABORATION | HONESTY

Phoenix Studio LLC
Product Photography

Commercial Imaging
Oshkosh Wi

920-233-3959

Steve Schmidt, Vice President ♦ RJ Albright



Kelli Karpinski

By Kelli Karpinski

Steve Schmidt's job at R.J. Albright, Inc., is to be proactive rather than reactive.

As vice president of the commercial construction company, he wears many hats. But, 70 percent of his job is coordinating projects and working closely with customers throughout the

building process.

Of course, building projects don't always go smoothly. Inclement weather or delays with subcontractors can set a project back. That's when Schmidt picks up the phone with an explanation before a customer calls to complain.

"If you don't stay proactive in a job ... that's when you have unhappy customers," he said.

Schmidt's relentless attention to detail and the ability to problem solve promptly has been noticed by the rest of the staff at R.J. Albright, who nominated him as top in customer service.

"Prospective customers get the same attention as current ones in that all questions are answered to the best of his ability and always cost-effective solutions are offered for consideration," they wrote in their nomination.

After 29 years at the company, Schmidt finds that providing excellent customer service comes easy to him. As long as he efficiently sets up the job correctly at the start and remains flexible to changes, he finds that customers are more understanding if delays happen.

Schmidt learned his customer service techniques from Bob Albright Sr. and passes his knowledge on to those who work for him by teaching by example.

"That's the best tool for teaching customer service," he said. ☺



**COMMUNITY FIRST
FoxCities Marathon
Festival of Races 2007**

Sept. 22 & 23 • Appleton, WI

**Marathon • Half Marathon • PowerWalk
Relay Marathon • 5K Run/Walk • Kids Fun Run**

www.foxcitiesmarathon.org

It's Sprung!

fun stuff @
www.stolleystudio.com

stolley studio ltd.

1 East 8th Ave., Oshkosh, WI 54902
920-231-2595 / stolleystudio.com
don@stolleystudio.com

Former Oshkosh Chamber employee recalls Oshkosh past

65-70

YEARS AGO

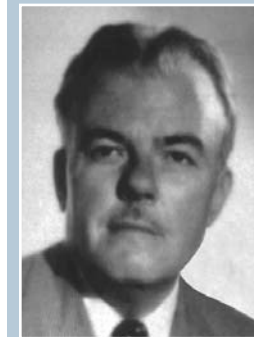
1937-42



Esslinger recalls Chamber leadership

Ken Esslinger, who recently celebrated his 90th birthday, remembers working for the Oshkosh Chamber of Commerce from 1937 to 1942. He left to serve in World War II, but his past experience at the Oshkosh Chamber helped him launch careers at chambers of commerce in Champaign, Ill., Wisconsin Rapids and Eau Claire as executive director or office manager.

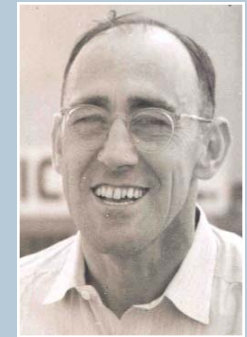
In honor of the Oshkosh Chamber's centennial, Esslinger wrote in his own words, what happened in Oshkosh and at the Chamber during those years.



Wittman pushes for airport, Kimball serves as treasurer

Dick Lutz and Steve Wittman were frequent office callers, promoting establishment of the 20th St. airport (later to be named Wittman Field). Miles Kimball was treasurer for several years. He always sported a cigarette holder in his mouth.

Miles Kimball photo (left), courtesy of Miles Kimball Company
Steve Wittman photo (right), courtesy of August Tiedje



EARLY
CHAMBER
LEADERS

70

YEARS
AGO

Mid
1930s

Winnebagoland, Inc. formed to promote tourism

Winnebagoland, Inc. was formed in the mid-1930s to promote tourism in the area. Carl Schloesser, president of Oshkosh Engraving, (father of Jack Schloesser, president of OEC Graphics) was the local motivator, with urging from Lawrence Walter of the Oshkosh Northwestern Display Advertising Dept. Rudy Diestler was the key Winneconne participant. I was hired to man an information booth, which was converted to a rest station at the northeast end of the Main St. bridge. This was Highway 41-45 in those days. The Convention Center is now located adjacent to that site.

Winnebagoland emphasized fishing and originated a White Bass Festival. Mary Erdlitz was elected Queen of the Festival and visited the governor as part of promotion efforts. A National Rowboat Race was set running from Winneconne to Neenah. Jim Cudlip, who was with Gene Flagg Motors, was brought in to direct the organization. To finance the organization, an attempt was made to secure \$100 each from 100 area firms. The full goal was never met, and after a cold winter at the information stand, we moved to the rear of the Oshkosh Chamber's 124 Main St. office. A merger was in the works. Richmond Clothing was downstairs and all the dime stores were across the street.

E.O. "Ed" Smith had been the Chamber secretary for some time. He was an inventor of sorts with various items and papers stored at the Chamber. At the time, chambers often operated Credit Bureaus and Traffic Departments. Virginia Bukovsky headed the Credit Department and Gil Campbell was in charge of the Traffic Department. Ed Smith was in the process of retiring but died unexpectedly, and Gil Campbell was named acting manager. He didn't live long enough to make the adjustment, but the merger with Winnebagoland was underway, with Jim Cudlip becoming a "co-manager" along with Bob Ruchoff of Green Bay, who was brought in to direct retail activities.

Early entrepreneurs establish business base

Many of the landmarks of that era are gone, like the huge Diamond Match Factory. The world famous



Oshkosh Trunk Co., the Leach Co. at Main and 6th, the Athearn Hotel. We boasted about Bell Machine, Dunphy Boat, McMillans, Foster Lothman, the Morgan Co., Deltax Rug, Waite Carpet, Universal Foundry, U.S. Motors, Universal Motors, Oshkosh Brewery, Peoples Brewery, Hudson Pump Shop, Oshkosh and Winnebago Ice Co., Badger and Freeman Furniture Co., Marquardt's, Guernsey, Fahrwald and

other dairies, Wilken Challoner Machine Shop, Wisconsin Axle, Clarke Carriage, Bandrups, Mondl's, and of course, Oshkosh B'Gosh. Miles Kimball Co. and Oshkosh Truck Co. were relatively small at the time.

Blame for keeping out Ford Motor Co. came our way. We were accused of protecting Paine Lumber Co., who wasn't active in the Chamber and not on our membership roster. The Ford wooden panel station wagon plant went to Iron Mountain, Mich., where wood was still available locally, but it didn't last for very many years.

Photos, courtesy of August Tiedje



OSHKOSH
IS BUILT
ON THE
BACK OF
BUSINESS

EARLY
DOWNTOWN
OSHKOSH



Downtown Oshkosh is thriving business center

Our annual meetings were held at the Athearn and Raulph hotels and were quite small compared to today's turnouts. It was hard to sell a dinner ticket for \$1. We helped with conventions, published flyers, etc. We hosted the American Legion the year WWI vets got their bonus. It was one of the biggest convention celebrations on record. Downtown had everything and most everybody walked/shopped Main St. on Friday nights. We had recently moved store openings from Saturday to Friday nights.

Athearn Hotel photo, courtesy of August Tiedje



Monument established

Charlie Fiss, of Fiss & Bills Funeral Service, led the campaign to move a huge boulder from the Redgranite area to its location on Algoma Blvd. where Hiker Monument was placed. At that time, the extension of S. Main Street from 16th to 20th was in the dreaming and planning stages.

Photo by Kelli Karpinski

HIKER
MONUMENT

Continued on page 20

**CHAMBER
RECRUITS
SPORTS,
MUSIC**

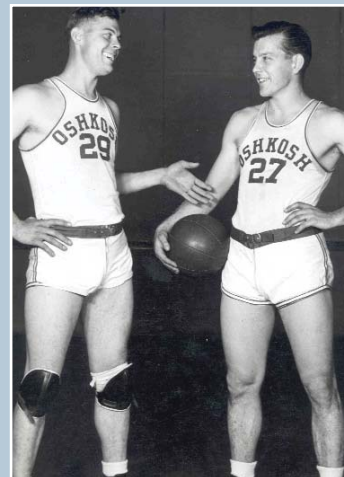
Chamber promotes Oshkosh All Stars

We worked with Lonnie Darling in promoting the Oshkosh All Stars. As a result, I set up a local team, the Chris Crafts, to play all of the All Star Prelims for several years.



Chamber sponsors concert

At their Merrill School gym game site, we sponsored a concert for (David) Rubinoff and his violin. It was well attended, but the Chamber lost money on the effort. ☹



Leroy (Left) Edwards (29) and Charlie Shipp (27) of the Oshkosh All Stars

Photos courtesy of August Tiedje

NEWCC announces 2007 Legislative Agenda

Collectively, the 54 Chambers of Commerce throughout Northeast Wisconsin represent over 18,000 businesses that employ more than 450,000 Wisconsin taxpayers. As leaders of the Northeast Wisconsin Chambers Coalition (NEWCC), the chambers from Fond du Lac, Fox Cities, Oshkosh and the Green Bay area have constructed a priority listing of the issues at the top of our Legislative Agenda for 2007.

This year's Legislative Agenda focuses on several areas of concern, including health care, taxation and economic development. Some of these concerns are currently in progress or well on the way to final passage while others have been long standing priorities that have yet to be addressed by the legislature. Members of NEWCC will be working with legislators throughout the year to advance legislation addressing the following issues:

QEO: Standing Firm

- Oppose any erosion of the Qualified Economic Offer (QEO), which has helped school districts live within the revenue caps and reduce their share of homeowners' overall property tax bill.
- Extend the concept of the QEO, at least for benefit purposes, to all public sector employers.
- Bring public sector benefits in line with the private sector through a plan similar to NEWCC's "Benefit Equity" proposal which would provide new employees in the public sector with lower pension contributions, less expensive health coverage and more reasonable leave practices.

Health Care: Creating a Long Term, Economically Responsible Plan

- Ensure that the public sector lives up to its responsibilities with respect to Medicare and Medicaid reimbursement with an eye toward minimizing cost shifting.
- Oppose AB1140; the Wisconsin Health Plan - Gielow/Richards Plan
- Oppose SB698 the Wisconsin Health Care Partnership Plan - Decker/Musser Plan
- Oppose SB388/AB807 the Wisconsin Health Security Act - Miller/Benedict Plan
- Offer Wisconsin tax deductibility for health savings accounts, in line with federal tax treatment.
- Support consumer driven health plans and the transparency of cost and quality data that is needed to support wise consumer choices.

Legal Reform: Creating a Positive Economic Climate

- Work with the governor to find a way to restore proof of causation in liability suits on Wisconsin manufacturers.
- Apply joint and several liability to product liability cases.
- Restore the 1995 punitive damage standard in response to the Mitsubishi decision.
- Establish a standard for frivolous lawsuits and provide damages for frivolous claims, in a response to Supreme Court Order 03-06.

Economic Development through Quality Education

- Support the UW System Growth Agenda for the universities in the New North.

Taxation and Spending: Truth and Fairness

- Limit state spending in this biennium to inflation plus growth in population. Likewise, limit all other units of government to inflation plus a growth factor (e.g., construction, enrollment, etc.)
- Oppose any attempt to transfer funds from traditionally segregated accounts to artificially balance the budget.
- Oppose any further unfunded mandates and support a limited exemption from the property tax freeze to address certain unfunded mandates from the past.
- Oppose any real estate transfer fee increase.

Air Quality: Steady Progress without Job Losses

- Don't allow Wisconsin regulators to enter into a multi-state (LADCO) ozone compliance agreement that would go beyond the federal CAIR rule; it would put us at a competitive disadvantage nationwide and internationally.
- Question the assumptions of the LADCO air model to ensure that they are based on sound science and the best modeling available.
- Hold on imposing new particulate and ozone standards until the effects of the new federal CAIR rule are measured and known.



Children's Hospital
of Wisconsin®

A member of Children's Hospital and Health System.

Fox Valley

Best care for kids in the Fox Valley

- Pediatric specialists from allergies to urology.
- Nurses specially trained to care for kids.
- The only hospital in the region with pediatricians on site 24/7.

It's easy to see why Children's Hospital of Wisconsin-Fox Valley means the best care for kids. And just in case your child ever needs more, we're your connection to Children's Hospital of Wisconsin in Milwaukee, rated one of the best in the nation. Learn more at www.chw.org/foxvalley.

Outpatient appointments
Pediatric hospital care
Neonatal intensive care

Children's Hospital of Wisconsin-Fox Valley • 130 Second Street, Neenah • (920) 969-7900



Bemis Foundation contributes \$5,000 to Centennial Fund



John Casper (center), President/CEO of the Oshkosh Chamber, accepts a donation from Randy Knudtson and Stacy Kropidlowski of Bemis Co.

Member Spotlight — One of our 1,000 faces

On This Rock Christian Books & Gifts

435 High Avenue
Oshkosh, WI 54901
(920)966-0007 • FAX: (920)966-0008
Email: anne@onthisrockbooks.biz
Number of employees: 1
Year established: 2003

By Emily Bultman

Life has changed for Anne Hocking, who traded a career in customer service with a major corporation to open On This Rock Christian Books & Gifts.

"I felt something was missing in my life, and I wanted to find out more about my religion," Hocking said. "And, I wanted to be able to share with others the importance of being Catholic."

Hocking and her husband started to attend group meetings at the Neumann Center to help them renew and grow in their faith. When the Neumann Center closed temporarily, the group began meeting at members' homes.

During one meeting, Anne's husband suggested she open a Christian store because she was always purchasing Christian books and giving them away to friends and family. Although Hocking says she didn't know much about setting up a business, she knew in her heart this was a wonderful idea.

After driving around Oshkosh and looking for a location for the store, St Peter's Catholic Church offered the front of the rectory building to be used for the store. Hocking also was able to purchase the furnishings for the store from a business closing.

Hocking says that On This Rock is different from other religious stores in the area because the focus is on Catholic traditions and teachings. The name was chosen based on the Scripture in Matthew 16:18—the word "rock" refers to St. Peter's confession of faith in which Jesus recognizes Peter as the leader of the Church.

On This Rock opened its doors in 2003 with the purpose of providing a ministry through the selling of authentic Catholic books and gifts to the Oshkosh area. The store soon became a resource for Catholics and other Christian denominations. Hocking said people often come in who are not Catholic but have an interest in the religion and want to learn more. She also

started a prayer board in the store for people to come in and share their prayers.

"Everything came together and for the next couple years we continued to grow," Hocking added.

News of the store opening spread, and soon business became steady, she said, as people from throughout the Fox Valley, as well as Omro, Winneconne, and Fond du Lac, patronize the store.

"I do believe that Catholics are coming back, hungry to learn their faith," she says. "It is not difficult to do. It might start with a book or DVD, reflecting that need and want."

The shop is staffed by Hocking and a volunteer and offers a very wide selection including books, rosaries, statues, cards, bibles, jewelry and crucifixes as well as gifts for baptism, First Communion, Confirmation and other special occasions. There is a children's room with plenty of children's books and gifts.

"Since my background is in customer service and talking with people, there is nothing better than being able to have in-depth conversations with people about how wonderful the Catholic religion is," Hocking said. "Catholics sometimes feel they are finished learning about their faith, but there's so much to learn and we should never stop." ☺



Anne Hocking, On This Rock

Emily Bultman

Check out these Member 2 Member offers

C. Coakley Relocation Systems

1031 Maryland Ave., Sheboygan

- Full service moving and storage company
- Over 2 million square feet of warehouse space with locations in Kewaskum, Sheboygan, Madison and Milwaukee
- Wide array of services to our customers, including relocation services, installation, record storage, commercial and residential moving, storage and warehousing, distribution
- Most experienced management staff in Southeastern Wisconsin
- Experienced, uniformed, trained personnel
- Trained systems furniture technicians
- Precise disassembly and/or installation of modular office systems, fixtures, desks, tables, shelving etc.
- Extremely courteous, dedicated, capable and efficient... in a word... professional.

We are very familiar with handling and coordinating local & long distance residential relocations, employee relocations, office relocations, distribution work and related services of all sizes. Additionally, each of our top supervisors has a minimum of 10 years of commercial relocation and installation experience. Each man is extremely proficient in the planning, coordination and management of large projects. We have been involved in many of the larger, more challenging commercial projects throughout Wisconsin. We take great pride in assuring that

your relocation is executed in an efficient, cost effective manner that will minimize your operational down time. Call us at 920-694-0258 or e-mail jfessler@ccoakley.com.

MCCS/Van Boh

PO Box 444, Hortonville

MCCS/Van Boh is a local company helping merchants accept charge cards from their customers. They are an independent company, meaning they shop multiple processors getting you great rates. They are one of only a handful of companies in the country that represent multiple processors.

If you need new equipment, they have many types to choose from, all reasonably priced. If you have your own, they can reprogram it for you at no charge.

In addition to credit card processing, they do debit card processing, guaranteed check processing systems, ATM machines, gift card programs, processing software and Internet shopping carts. After the sale, you can always call them for personal service instead of calling an 800 number.

Remember: NO set up fees, NO application fees and, in most cases, NO contract! You also get personal service. Call them today to receive your free "Plain English Guide To Accepting Charge Cards." 1-800-480-9143 or (920)779-9961.

Continued on page 24

COUNT ON INSIGHTSM

Clifton Gunderson LLP
Certified Public Accountants & Consultants

100 City Center, Oshkosh, WI 54901
920-231-5890

www.cliftoncpa.com

Are you ready for spring?

Let Hrnak's plant and maintain your office gardens and potted plants.

hrnak's
flowers gifts

Call today to receive a free quote!
920.231.6460
www.hrnaks.com

1307 W 9th Ave. Oshkosh, WI 54902

Park Plaza[®]
HOTEL & CONVENTION CENTER

Ensuring a successful event!

Our hotel & convention center offers flexible meeting, exhibit and banquet space.

Call our sales office for information on planning your next event.

Fox River
BAR & GRILL

Open Daily
Overlooking the Fox River

One North Main St., Oshkosh (920) 231-5000
www.parkplazaoskosh.com

You Can Expect Personal Service and Powerful Results

The Strength of THE GROUP

You have my PERSONAL GUARANTEE that our 500 sales professionals are dedicated to helping you find the perfect home for your family. We give you our promise for your complete satisfaction in every aspect of your home buying experience.

-Joyce Bytof, President

www.ColdwellHomes.com

COLDWELL BANKER

2220 Omro Rd., Oshkosh
235-5757

THE REAL ESTATE GROUP, INC.

16 Locations in NE Wisconsin to serve you:
Appleton, Black Creek, Berlin, Fond du Lac, Green Bay, Neenah, New London, Manawa, Manitowoc, Oshkosh, Green Lake, Waupaca & Wautoma

Midwest Specialty Products

110 Washington St., Winneconne
Phone: 920-582-0342 • Fax: 920-582-0344
GET READY FOR SPRING CLEANING!

Midwest Specialty Products, LLC of Winneconne has wiper 2nds for sale. These wipers are approximately 6" to 8" wide and a minimum of 10" long. The wipers are available in 25# boxes and two different materials.

- 2 & 4 Ply Scrim - This material is a nylon reinforced tissue. Scrim reinforced material is strong, durable and low linting. Made from multiple layers of tissue reinforced by a grid of nylon threading. This combination creates an economical wiping tool with extra scrub strength and superior wipe-dry properties. Ideal for glass and smooth surfaces or as a general wiper.
- Airlaid material - A soft non-woven material with high absorbency, low linting properties. Ideal for oils, grease and inks or as a general wiper.

Each of these wipers are available for \$8.00 per case plus freight.

You can either stop by our plant and pick them up or have us ship them to you via UPS or LTL. Please contact our Sales Department for further information.

The Premier Group Real Estate

COMMERCIAL • LEASE-BUY-BUILD-SELL

David Spanbauer and The Premier Group can help you with all your commercial real estate needs.

FOR SALE:

- 1901 S. Washburn St. - \$750,000
Excellent Investment Opportunity - Hwy 41 Traffic Multi-Tenant Retail/Office Shopping Center
Also available for lease.
- 542 W. 9th Ave. - \$159,900 (Attractive Price)
High Visibility - Potential Retail with office/warehouse possibilities
- 1511 Oregon St. - \$129,900
Office/Retail use with apt. income. Garage Storage.
- 1676 Oregon St. - \$84,500 (New Price)
High traffic corner and upstairs apt. income.

If you are looking to lease, buy, sell or build, contact David Spanbauer at 920-420-2505 (mobile), 920-232-2588 (office), or dspanbauer@yahoo.com.

Skyline Exhibit Resource

780 Bayland Court • Green Bay

Want to increase your trade show success? Then join us for our free seminars, "Maximize Your Trade Show R.O.I." and "Designing Effective Trade Show Exhibits/Better Booth Staffing."

These informative seminars will show you how to get more leads, sales and better results from your trade show program. You will learn new trends in trade show marketing as well as key skills such as budgeting, designing the effective exhibit, promoting your trade show, training your booth staffers and measuring objectives. Attend these free seminars and watch your trade show profits soar!

For more information and to register, go to www.Skyline.com, or call us at 920-496-8600, ext. 103.

Time Warner Cable Business Class

1001 W. Kennedy Ave., Kimberly

If you can order lunch, send a fax and fill up your coffee mug all in the time it takes to pull up a Web site, you need Time Warner Cable Business Class. You'll get a true high-speed connection, competitive pricing and local 24/7 support.

Plus, as a Chamber member, you'll enjoy preferential pricing - receive a 20% discount on new or upgraded cable broadband service for your business. Contact Kristin today at (920) 378-1000 or Kristin.Jonas@wi.twcbc.com.

THOME
benefit solutions
finding solutions for your financial future

Kate Thome, LUTCF

Financial Strategies
Stress Free Retirement
Protection Against
the Unexpected
Putting your Savings
to Work for You

p 920-727-8860 ext 114
e thome.kathryn@principal.com

RETIREMENT PLANNING | LIFE INSURANCE | INVESTMENT STRATEGIES | 401(K) PLANS | ESTATE PLANNING

Securities and advisory products offered through Princi Financial Services Corporation, 800/247-4123, member SIPC, Des Moines, IA 50392. Thome Benefit Solutions is not an affiliate of Princi.
Kathryn E. Thome, Princi Registered Representative, Financial Advisor,
Agent, Principal Life Insurance Company

SALUTE TO SUMMER LIGHT

MAY - AUGUST — THE FEW MONTHS A BUILDING'S NORTH FACE IS BLESSED WITH THE BEAUTY OF SUNLIGHT. BANK YOUR SHOOT NOW TO CATCH THE BEST LIGHT.

River Valley State Bank

YOUR STORY, OUR PHOTOGRAPHY
Weston Imaging Group LLC

CATCH US ON THE WEB AT WWW.WESTONIMAGING.COM

One of the largest legal networks serving
northeast Wisconsin Every Step of the Way.®

Green Bay

Robert W. Burns, Timothy A. Cisler, Mary S. Gerbig, James M. Kalny, Geoffrey A. Lacy, Bruce A. Olson, Thomas V. Rohan, Thomas L. Schober, Adrian T. Ulatowski

Oshkosh

James R. Macy, Tony J. Renning, Edward J. Williams, Mark F. Yokom, Alyson K. Zierdt, William G. Bracken (non-attorney professional)

Sheboygan

Paul C. Hemmer, Catherine Priebe Hertzberg, Shawn G. Rice

Davis & Kuelthau, s.c.
ATTORNEYS AT LAW

Green Bay (920) 435-9378
Oshkosh (920) 233-6050
Sheboygan (920) 451-1461

Milwaukee (414) 276-0200
Madison (608) 280-8235
Brookfield (262) 792-2400

www.dkattorneys.com

Membership Blitz brings in 63 new members

If word of mouth is one of the best forms of advertising, then the Chamber put that to work full force last month during its Membership Blitz. More than 40 volunteers teamed up to recruit 64 new members by promoting the Chamber's services, events and discount programs.

"The best way for the Chamber to promote the benefits of membership is through business people who are enjoying our services," said Chamber Membership Director Bruce Nelson.

Special thanks to the volunteers who recruited new members during the blitz. The top recruiter was Jack Klein with six new members, followed by Vicky Schroeder and Curtis Risky with five new members each.

Blitz Volunteers: Jeff Thorkildsen - St. Raphael; Robin Jennings - Race Office Products; Connie Carmical - OCAT; Michelle Litjens - Land Pride Properties; Marcus Butts - CitizensFirst Credit Union; Karen Fredrick - West Side Tire & Auto; Diane Penzenstadler - CMMR; Vicky Schroeder - 4imprint; Cathy Cluff - Holiday Inn Neenah Riverwalk; Tana Sorenson - Hilton Garden Inn; John Dorgan - Best Western Bridgewood Resort; Allen Degner - Paul Davis Restoration; Bob Nadolske - Monroe Insurance Agency; John Holdorf - McClone Insurance Agency; Keith Van Buren - Merchant's Choice Card Services; Lorie Bunke, Shari Christie & Ted Hoff - Anchor Bank; Curtis Risky - BASIC Books & Café; Jessica Benesh - Winnebago Community Credit Union; Scott Lind - Elite Building & Fabrication; Fritz Schoessow - M&I Bank; Chuck Schuster - Muza Sheet Metal; Archie Stam - Oshkosh Truck; Randy Knudtson - Curwood Inc. - A Bemis Company; Ted Balsler & Joe Blohm - U.W. Oshkosh; Mysti Stadler - Radio Plus; Deb Wirtz, Scott Hanson & Jeff Henkelmann - Wisconsin Public Service; Mike Hert, Barbara Byrnes & Carla Basiliere - Aurora Health Care; Meghann Kasper & Rita Voight - Associated Bank; Laurie Hughes - LaSure's Inc.; John Krause - Virchow, Krause & Co.; Jack Klein - Northern Telephone & Data; Michelle Schmid - Seek Careers & Staffing; Rick Vanderloop - Festival Foods; Mark Tushar - Derby Molded Products; Julie Belville - Belville Fletcher Chiropractic.

A. Kalmerton Welding Suppliers LLC
Welding Supplies
Phone: (920) 231-8891
Contact: Al Kalmerton

ABCO Security Systems, Inc.
Security Control Equipment/
Systems
Phone: (920) 231-9767
Contact: Jon Boyce

Action Glass LLC
Glass - Automotive, Plate,
Window, Etc.
Phone: (920) 582-4690
Contact: Bill Fretschl

America's Mattress SleepShop
Mattresses - Retail
Phone: (920) 230-6585
Contact: Cheryl Wallace

Anderson HVAC LLC
Heating/Ventilating
Contractors
Phone: (920) 410-8858
Contact: John Anderson

Apple Creek Inn
Banquet Halls, Caterers
Phone: (920) 532-4811
Contact: Sue Cashman

Beck's Back and Body
Massage Therapists
Phone: (920) 420-7472
Contact: Rebecca Bigsby

Bella Capelli
Beauty Salons
Phone: (920) 230-3111
Contact: Katie Hassler

BK Yummies
Pet Supplies & Food - Retail
Phone: (920) 426-1109
Contact: Stephanie B. Thorne

Bohlson-Loper Jewelers
Jewelers - Retail
Phone: (920) 231-5820
Contact: Jane Loper

Bowlers Extreme Pro Shop
Specialty Stores/Products
Phone: (920) 232-6651
Contact: Wesley Langkau

Brewer Heating
Heating/Ventilating Contractors
Phone: (920) 748-6494
Contact: Doug Brewer

Carpet & Flooring Showcase Inc.
Carpet/Floor Coverings -
Commercial/Retail
Phone: (920) 426-2945
Contact: Gary Freda

Central Packaging
Packaging Materials
Phone: (920) 236-4270
Contact: Mike Pfeilstifter

Community Church
Religious Organizations
Phone: (920) 231-7070
Contact: Pastor Alan Cleveland

Derby Molded Products, Inc.
Manufacturers/Distributors
Phone: (920) 725-1457
Contact: Mark W. Tushar

Dillman Electric
Electrical Contractors
Phone: (920) 212-0756
Contact: Bruce Dillman

Dominium Management Services
Real Estate Management
Phone: (920) 231-4950
Contact: Lisa Barkelar

Downtown Oshkosh Rotary Club
Associations
Phone: (920) 235-6180
Contact: Tom Willadson

Electronic Industries, Inc.
Stereo, Audio & Video
Equipment - Sales & Service
Phone: (920) 235-8930
Contact: Thomas Gerth

Encore Event Planning
Event Planning
Phone: (920) 230-1970
Contact: Diane Penzenstadler

Ever Green Floral
Florists
Phone: (920) 231-2100
Contact: Jim & Lori Purath

FloorQuest
Carpet/Floor Coverings -
Commercial/Retail
Phone: (920) 233-3200
Contact: Tim Twohig

Frank Tower
Individual Members
Phone: (920) 426-2405
Contact: Frank Tower

Friends of OCAT
Nonprofit Organizations
Phone: (920) 236-5179
Contact: Jeff Thorkildsen

Gordon Hintz
Government
Phone: (888) 534-0054
Contact: Rep. Gordon Hintz

Intergen
Education/Training
Phone: (920) 379-9802
Contact: Brian Mitchell

Jim's Plumbing, Inc.
Plumbing Contractors
Phone: (920) 757-5258
Contact: Jeff Ujzadowski

Jones Sign Company
Signs
Phone: (920) 983-6700
Contact: John Mortensen

Keystone Financial Group
Financial Services
Phone: (920) 969-0717
Contact: Michelle L. Bauer

Klein's LadyBug Gifts LLC
Gift Shops
Phone: (920) 379-9339
Contact: Colleen Kleinschmit

Kossel's TV & Appliance Services & Repair
Appliances - Sales/Service
Phone: (920) 231-0940
Contact: Bob Kossel

Krueger Auto Mart
Automobile Dealers
Phone: (920) 426-3348
Contact: David L. Kuhnz

MARCO
Advertising Specialties
Phone: (920) 651-1247
Contact: Kimberly Scoville

Mascoutin Country Club
Country Clubs
Phone: (920) 361-7750
Contact: Ralph Fabricius

MB Shafting LLC
Manufacturers
Phone: (920) 428-7805
Contact: Amy Barcenquast

Medically Sound Mobile Massage LLC
Massage Therapists
Phone: (920) 470-7488
Contact: Lynn Kutz

Morning Rotary Associations
Phone: (920) 235-5703
Contact: Stan Kline

Motivation Works, Inc.
Travel Agencies/Bureaus
Phone: (920) 232-8282
Contact: Julie Pollnow

New Life Community Church
Religious Organizations
Phone: (920) 235-3670
Contact: Carol J. Stadler

Noffke Lumber
Building Materials - Retail
Phone: (920) 235-3080
Contact: Greg Noffke

Oak Park Dental
Dentists
Phone: (920) 235-5503
Contact: Dr. Todd Calder

Oakbrook Evangelical Free Church
Religious Organizations
Phone: (920) 426-9500
Contact: Rev. Ed Riddick

Omro Gallery
Art Galleries
Phone: (920) 685-5787
Contact: Pete Hennes

Oshkosh Bead Market
Specialty Stores/Products
Phone: (920) 651-0739
Contact: Lynn Parker

Oshkosh Noon Kiwanis
Associations
Phone: (920) 236-8129
Contact: Meghann Kasper

Pas-Tyme
Taverns/Nightclubs
Phone: (920) 236-9006
Contact: Mr. Joe Novonty

Portico
Religious Organizations
Phone: (920) 966-0314
Contact: Eric Leverance



Archie Stam, Oshkosh Truck (left), and Randy Knudtson, Bemis Co., call on prospective members during the Chamber's Membership Blitz.

Private Wealth Management
Financial Services
Phone: (920) 882-5005
Contact: William L. Bowman, CPA

Product Handling Concepts
Manufacturers/Distributors
Phone: (920) 757-0900
Contact: Pete Calder

Quality Truck Care Center
Truck Equipment & Parts,
Truck Repairing & Service
Phone: (920) 231-2122
Contact: Ken Balda

Real Marketing LLC
Real Estate
Phone: (920) 232-0859
Contact: Mark Showers

Rush Lake Retriever Training
Pet Training
Phone: (920) 748-6015
Contact: Darrel Voight

SBS Plumbing LLC
Plumbing Contractors
Phone: (920) 230-5933
Contact: Derek Schaefer

Sentry Insurance
Insurance
Phone: (920) 966-0312
Contact: Brian Bassett

Shear Images
Beauty Salons
Phone: (920) 303-9596
Contact: Lori McBriar

Southwest Rotary
Associations
Phone: (920) 236-7750
Contact: Doug Seefeld

Systems Furniture
Office Furniture/Equipment -
Dealers
Phone: (920) 336-1510
Contact: Kurt Beilke

Tamara's Cakes & Blue Event Planning
Bakers
Phone: (920) 236-9144
Contact: Tamara Mugerauer

Thrivent Financial for Lutherans of Oshkosh
Financial Services
Phone: (920) 651-9921
Contact: Jean A. Josephson

Winnebago County Republican Party
Associations
Phone: (920) 303-9270
Contact: Amy Resop

Zimmer Electric
Electrical Contractors
Phone: (920) 685-2387
Contact: Scott Zimmer

Zion Lutheran Church
Religious Organizations
Phone: (920) 235-4430
Contact: Jeff Knoll

Business Accolades

Sonex Aircraft lands SBA Small Business award

Sonex Aircraft, a family-owned business that won the Oshkosh Chamber's 2005 Small Business of the Year Award, recently won Wisconsin's SBA (Small Business Administration) Small Business Honorable Mention Person of the Year Award for 2007.

Sonex is an experimental aircraft manufacturer that sells plans and component kits for its line of sport aircraft. It also offers a line of experimental aircraft engines and accessories under its newly-formed sister company, AeroConversions.

Sonex, which was founded by John Monnett in 1998, sold its first aircraft plans at EAA AirVenture that year. Since that time, Sonex has added its aircraft engine business; introduced a complete Volkswagen engine conversion kit that uses VW racing engine components; and added two new aircraft designs—the Xenos Motorglider and Waix Sportplane.

The Monnetts agree that Sonex's success can be attributed to three key elements—simplicity, affordability and performance.

"Everything at Sonex begins and ends with customer service," said Jeremy Monnett, vice president of Sonex. "The reason we got into this business is because we didn't see any kit aircraft that were affordable. We knew that we could come out with something that was simple and affordable. The reason for our success is that people have responded to our product."

Sonex has also grown from one employee in 1998 to seven full time and four part time employees, including John's wife, Betty, and son, Jeremy. Sonex aircraft are flying or under construction in 23 countries on every continent.

The SBA award is determined by several factors, including staying power, employment and sales growth. Sonex will receive the award at the SBA Small Business Person of the Year Award Ceremony on June 1 in Waukesha.

The Luggage Club earns business plan top award

The Luggage Club of Oshkosh took home \$10,000 as the first-place winner of the Northeast Wisconsin Business Plan competition.

The competition, held in March, honored President Gene Langenecker and CEO Todd Kempinger for having a solid business plan for their 1-year-old door-to-door luggage delivery service.

"I can't say enough about (the contest organizers)," Langenecker said. "This was an outstanding contest. It is so wonderful that everyone supports entrepreneurs throughout Northeast Wisconsin the way they do."

In addition to submitting a business plan, competitors went before a panel of judges to explain why their plan should be deemed the winner of the contest. Fifty-three entries were submitted to the contest.

The Northeast Wisconsin Business Plan Competition encourages the preparation of business plans for start-up businesses, businesses making significant changes or businesses launching new products. The competition is coordinated by the Northeast Wisconsin Regional Economic Partnership (NEWREP) and the Northeast Wisconsin chapter of the Wisconsin Innovation Network (WIN).

Seminars & Workshops

Joe Constance Seminars

Wed., May 9 • LaSure's Banquet Hall, 3125 S. Washburn St.

Cost: \$49 per seminar

• "Achieving Customer Service Excellence" • 8-11:30 a.m.

Participants will learn the Top 10 service mistakes customers hate and the Top 10 details customers love; the secrets of world class companies; seven critical elements to achieving excellence; how to handle problems and complaints; and 10 keys to effective communication.

• "Managing & Motivating – 8 Keys to Success" • 1-4:30 p.m.

The workshop will teach how to have a positive impact on attitudes in the workplace, build relationships with your team, give constructive discipline, motivate and inspire staff members, communicate more effectively, and inspire team members to solve their own problems.

Register by contacting Kelli Karpinski at (920) 303-2265, ext. 20 or kelli@oshkoshchamber.com, or online at www.oshkoshchamber.com.

Global Perspectives Luncheon

Wed., May 16 • 12:30 - 4 p.m.

Meadows Conference Facility, Green Bay

Cost: \$25 per person

The Oshkosh Chamber and Oshkosh Area Economic Development Corp. are co-sponsoring the Global Perspectives Luncheon, featuring representatives from Wisconsin's International Trade Offices.

Wisconsin businesses have multiple resources at their disposal in their efforts to expand international business. Whether you are an experienced exporter or are completely new to the process, this briefing can help you plan your strategies for markets.

The program will begin at 12:30 p.m. with welcome remarks, followed by the luncheon at 12:45 p.m. During the luncheon, participants will hear an "Exporter Presentation: The View from a Practitioner," at 1 p.m., followed by a Question & Answer Panel Discussion featuring trade office directors. One-on-one appointments with overseas trade office directors will be available beginning at 2 p.m.

Register by contacting Fred Monique at 303-2265, ext. 31 or fred@oshkoshchamber.com.

Professional Development Seminar

"Orientation—Welcoming New Team Members to Your Organization"

Thurs., May 17 • 8-9:30 a.m.

Oshkosh Chamber, 120 Jackson St.

Presenters: Debbie Karau, Gail Trochinski & Mary Curtin, Aimprint

Cost: no charge

With the tightening labor market, competition is fierce for good associates. How do you make sure that their first experience as a team member is positive making them want to stick around? We'll cover a few tips from pre-hire to the first few weeks on the job, which include the interview process, offer letter, first day, company history and buddy system.

Register by calling 303-2266 or online at www.oshkoshchamber.com.

Ad packages available for Chamber membership directory

The Oshkosh Chamber of Commerce is partnering with Cumulus Broadcasting to produce its 2007-08 Membership Directory and Profiles magazine.

These publications, which will be produced and printed locally, are distributed as part of relocation and visitor requests and business recruitment packages.

Advertising packages are available now. If you would like to be a part of these valuable and informative publications, contact Jeff Schmidt at (920) 426-3239 or jeff.schmidt@cumulus.com.

Schenck Business Solutions/Oshkosh Chamber Golf Outing, August 13

Mark your calendars for the Schenck Business Solutions/Oshkosh Chamber Golf Outing, Monday, August 13, at the Oshkosh Country Club. The event features a four-person scramble beginning at 12:30 p.m.

The cost for this year's event is \$195 per person, which includes 18 holes of golf, a cart, beverages on the course, a gift, lunch and dinner.



Chamber Clips

EAA booths need volunteers, information

Oshkosh Chamber of Commerce and community volunteers will operate an informational booth at the EAA AirVenture Fly-In Convention, which runs July 23-29. Chamber members are invited to provide promotional flyers or related items for convention visitors. Also, between 50 and 100 volunteers are needed to staff the booth before and during the convention.

If you are interested in providing flyers or volunteering, contact Kelli Karpinski at 303-2265, ext. 20 or kelli@oshkoshchamber.com.

Chamber members are invited to sponsor tees and holes, which includes promotion in golf outing materials and on the course. Available again this year is the "Schenck 1040 Special," which includes a hole or tee sponsorship, four golfers, and promotion in golf outing materials and on the course.

For more information about the outing or sponsorships, contact Kelli Karpinski at 303-2265, ext. 20 or kelli@oshkoshchamber.com.

Newcomer Inquiry Service tracks prospective Oshkosh residents

As a benefit to its members, the Oshkosh Chamber offers the Newcomer Inquiry Service. Through the service, the Chamber keeps track of individuals who are considering moving to the area. The Chamber then makes available a list of prospective newcomers for a nominal fee.

For as little as \$5 per month, participants receive mailing labels with the names and addresses of the people who have requested information on Oshkosh.

For more information, contact Joan Hildebrand at 303-2266 or joan@oshkoshchamber.com.

Booths for Expo 2008 on sale to members now

Register now for Business Expo 2008, scheduled for Thursday, January 24, at the Oshkosh Convention Center.

More than 100 area businesses participated in this year's event, which drew thousands of people from the Fox Valley.

Booths are available to members for \$450 each, if you register now. The fee includes a covered and skirted table, chairs, an identification sign and general promotion for the event.

For more information or to register, contact Bruce Nelson at 303-2265, ext. 29 or bruce@oshkoshchamber.com.

Places to Go, Things to See

Pioneer Airport Opening Weekend
May 5 and 6
EAA AirVenture Museum

Debbie Reynolds
7:30 p.m. • May 5
Grand Opera House

Ragtime Piano: Live at the Sawyer
1:30 to 3:30 p.m. • May 6
Oshkosh Public Museum

Jonathon Bryce
2 p.m. • May 6
Grand Opera House

Living History Day: Step Back in Time at Pioneer Airport
May 12
EAA AirVenture Museum

“Fashion in Film: Period Costumes from the Screen” exhibit
Opens May 12
Paine Art Center and Gardens

Winter Relief Series: “Death and Dying Part 2”
2 p.m. • May 13
Oshkosh Public Museum

Oshkosh Kennel Club AKC Dog Show
May 18-20
Sunnyview Expo Center

Coffy Gregory Weekend
May 18-20
EAA AirVenture Museum

Fishing has no boundaries inc
May 19 and 20
Menominee Park

Festival of Spring
9 a.m. to 4 p.m. • May 19
Paine Art Center and Gardens

Memorial service for those lost at sea
8 a.m. • May 28
Riverside Park

Memorial Day Ceremony & Procession
9 a.m. • May 28
Jackson & Algoma to Riverside Cemetery

Living History Day: Step Back in Time at Pioneer Airport
June 2
EAA AirVenture Museum

Winnebago Art Fair
10 a.m. to 5 p.m. • June 10
South Park

Country USA
June 20-24
County USA Grounds

Wings on Strings Kite Festival
June 23
EAA AirVenture Museum

Men Who Cook for Christine Ann
5 p.m. • June 23
Reeve Memorial Union

Miss Wisconsin Parade
6:30 p.m. • June 27
Downtown Oshkosh

Aerospace Design Exhibition
Opens June 29
EAA AirVenture Museum

Planes, Manes & Automobiles
June 30
EAA AirVenture Museum

Quick Picks

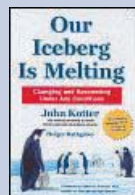
Business Book Review

By Janice Dibble, Oshkosh Public Library

Our Iceberg Is Melting. Changing and Succeeding Under Any Conditions

By John Kotter & Holger Rathgeber

Award-winning Harvard Business School author, John Kotter, and Holger Rathgeber, have written a unique, fun-but-serious business book on change. Iceberg is a wonderfully illustrated fable about changes an Antarctica penguin colony must make in order to survive. You'll recognize yourself and colleagues among the penguins: Fred, Alice, the Professor, the Head Penguin and No-No.



New Members

Anesthesia Services of the Fox Valley, S.C.
Physicians/Surgeons
Phone: (920) 223-1941
Contact: Sherry Lynch

Celestial Blue
Specialty Stores/Products
Phone: (920) 203-5909
Contact: Matthew Fuse

Club Element
Taverns/Nightclubs
Phone: (920) 233-3970
Contact: Gary Stehberger

Edgewater FRP Door, LLC
Doors - Wholesale & Manufacturers
Phone: (920) 235-1992
Contact: Kurt Langkau

EyeSurf Computers
Computers - Sales/Repair
Phone: (920) 230-4660
Contact: Seth Reid

Glacier Ridge Animal Farm
Farms
Phone: (920) 688-3488
Contact: Mark Schultz

Ground Effects of WI, Inc.
Landscaping Contractors
Phone: (920) 233-9180
Contact: Charly Boelter

Health & Hope ReNewAll - A Wholistic Wellness Center
Wellness Centers
Phone: (920) 651-0625
Contact: Ranees Beese

Jacobson Excavating
Excavating Contractors
Phone: (920) 233-5751
Contact: Lisa Jacobson

Ladish Homes, Ltd.
Home Builders
Phone: (920) 725-6620
Contact: Carol Ladish

Mahoney's All-American Grill
Restaurants
Phone: (920) 230-3737
Contact: Rick Backus

Maritime Insurance
Insurance
Phone: (920) 279-0444
Contact: Bruce Schalow

Petbuzz Magazine
Publishers - Periodical
Phone: (920) 585-0525
Contact: Shirlee Rae

Sadoff Iron & Metal Co.
Recycling Services
Phone: (920) 651-9398
Contact: Mark Lasky

U Bake of Oshkosh
Grocers
Phone: (920) 966-0343
Contact: Stacy Wergin

VARI-TECH, LLC
Metal Products
Phone: (920) 324-3616
Contact: Leon Steenbergen

Verizon Wireless
Cellular Phones - Sales/Service
Phone: (920) 426-5777 Ext. 4
Contact: Matt Bilyeu

Williams Technology Group
Computers - Dealers/Consultants
Phone: (920) 470-2870
Contact: Lorne Williams

Business Briefs

Tracy Heckel, owner of **Guten Tag!**, opened in September a graphic design studio and gallery at 316 Court Street.

Aeropostale opened a 3,500-square-foot store in **Prime Outlets-Oshkosh**.

The **Boys & Girls Club of Oshkosh** held a grand opening for its new 12,000-square-foot teen center, “The Club.”

Evergreen Retirement Community announced the following promotions: Jane Peters, Donna Fedie and Sarah Salzsieder to clinical coordinators and Chris Bellin to grounds coordinator.

Dr. Theresa Cheng, neurosurgeon at **Mercy Medical Center**, donated \$2.5 million to the Mercy Health Foundation to create the Dr. Theresa M. Cheng Endowment for Medical Excellence and Compassion. Cheng was also listed in the 2007 “Guide to America’s Top Surgeons,” published by the Consumers’ Research Council of America. The **Affinity Health System** Board of Directors elected two members to three-year terms: Dr. Fred Klein of Radiology Associates of the Fox Valley, S.C., and Wayne Trembly of Oshkosh Coil Spring.

The new “**Fields of Honor**” **Military Veterans Museum** received a \$250,000 donation from an Iola, Wis., businessman, bringing its fund raising total to more than \$2 million.

Sandi Halron, occupational therapist at **Aurora Medical Center**, completed a Comprehensive Lymphedema/Venous Edema Management certification course.

ImproMed, Inc. promoted Chad Wegner to hardware/software analyst.

Allan Degner joined **Paul Davis Restoration & Remodeling** in a marketing and insurance agency relations role.

The Wisconsin State assembly passed a resolution to honor Joyce A. Bytof, pres-

ident and CEO of **Coldwell Banker The Real Estate Group, Inc.**, for her outstanding commitment to community service initiatives and professional accomplishments. The Real Estate Group was also awarded Habitat for Humanity’s 2006-07 Business for Humanity Award. Also, Renny Diedrich was named to the Wisconsin REALTORS® Association Board of Directors.

U.W. Oshkosh’s adapted physical education program, which trains people to work with the disabled across Wisconsin, was named the 2007 Outstanding Adapted Physical Activity Program by the Adapted Physical Activity Council of the American Association for Physical Activity and Recreation.

Victoria Van Hout accepted the position of assistant to the president at **Fox Valley Technical College**. Also, JoAnn Konkel was named associate dean of the Business, Health and Service division.

Mary J. Murken of the **Starr Group of Oshkosh** completed the Certified Risk Managers “Practice of Risk Analysis” Institute in January.

Aurora Medical Group elected Richard Kiefer, MD, general and breast surgeon, the new physician president.

The **Fox Cities Performing Arts Center** hired Chad Hershner as its new vice president.

Wisconsin’s First Lady Jessica Doyle awarded the Governor’s Financial Literacy Award to **Capital Credit Union**. Earlier this month, Capital was also honored with the **Community Blood Center’s** Diamond Award for ongoing participation with the Blood Center and hosting blood drives at Capital offices.

Keller, Inc. hired Troy Torgerson to its Project Management Team and Charlene Brittnacher to its Design Team.

Calendar of Events

May

- 8 Sales Club
Oshkosh Chamber, 7:30 a.m.
- 9 Joe Constance: "Achieving Customer Service Excellence"
LaSure's Hall, 8-11:30 a.m.
- Joe Constance: "Managing & Motivating"
LaSure's Hall, 1-4:30 p.m.
- Business After Hours
Choice Bank (2450 Witzel Ave.), 5-7 p.m.
- 16 Global Perspectives Luncheon
Meadows Conference Facility - Green Bay, 12:30-4 p.m.
- 17 "Orientation—Welcoming New Team Members to Your Organization"
Oshkosh Chamber, 8-9:30 a.m.

June

- 12 Sales Club
Oshkosh Chamber, 7:30 a.m.
 - 13 Business After Hours
Elite Physical Therapy, 5-7 p.m.
- ## July
- 10 Sales Club
Oshkosh Chamber, 7:30 a.m.
 - 12 Business After Hours to Celebrate The Oshkosh Chamber's Centennial
Leach Amphitheater in conjunction with Waterfest, 5-7 p.m. (Rain date July 19)

August

- 13 Schenck Business Solutions/
Oshkosh Chamber Golf Outing
Oshkosh Country Club

Word of Mouth

What are Chamber members saying about membership benefits?

"The Oshkosh Chamber of Commerce *NewsWave* is an extremely cost-effective way for me to connect with my fellow Chamber members. When I combine this publication with monthly Member 2 Member emails, I can be sure my message is being received by other business people in Oshkosh. By partnering with the Chamber and local businesses, we can help grow the community—together.



Kristin Jonas, Account Executive
Time Warner Cable Business Class

Ribbon Cuttings



Tracy Heckel
316 Court Street
Oshkosh
920.426.8078
**get noticed!
get guten tag!™**
Graphic Design Studio • Gallery



Club Element, 50 W. 6th Ave.



Choice Bank, 2201 Jackson St.



Celestial Blue, 25 Waugoo Ave.

Business After Hours

Wednesday, May 9 • 5-7 p.m.
Choice Bank, 2450 Witzel Ave.
Sponsored by:



Wednesday, June 13 • 5-7 p.m.
Elite Physical Therapy, 300 S. Koeller St., Ste. G

Register for Business After Hours

Phone 303-2265, option 6 • Fax 303-2263
Online www.oshkoshchamber.com

Admission Fees: \$5 preregistered, \$6 at the door

(Please register by 1 p.m. the day of the event to receive \$5 rate.)



Wildings Walkabout, 223 N. Main St.



Art City Signs, 211 High St.

Stale Inventory? Liquidations?
Discontinued Product? Damaged Goods?

Auction it TODAY on eBay
A Global Business on a Local Level

Tired of seeing RED?
Turn Your Unwanted Items Into Green!

**Don't give it away...
Let us sell it on eBay!**

At Auction it TODAY we

1. Professionally photograph the item
2. Create detailed and effective eBay listings
3. Answer all bidder questions
4. Ensure proper payment from purchaser
5. Professionally pack and ship
6. Send you a check!

300 S. Koeller St, Suite H
In The Steins Plaza
Oshkosh, WI
(920) 230-6545
www.auctionittoday121.com
Monday - Friday - 9-7
Saturday - 9-2

**PEPPLER-ELLIS
RICHARDS INSURANCE**

Business • Commercial • Loss Control
Life • Health & Personal Insurance

Local Ownership...with Local Service
Representing Over 20 National & Regional Companies

...Security with more than a promise

Dan Dobkoski
Brenda Ellis
Tom Sitter
Brad Vnuk, LUTCF

1010 W. 20th Ave. - Oshkosh
Corner of 20th & Knapp
Across from Post Office

Call 235-1980

Chamber recognizes 2007 Leadership class

The Oshkosh Chamber of Commerce will graduate its 18th Leadership Oshkosh class this year—raising the total alumni to more than 500. The Oshkosh Chamber offers its appreciation and congratulations to the 2007 Leadership Oshkosh class.

- Victor Alatorre – UW Oshkosh Residence Life
- Kimberly Bauer – Gabriel's Villa - a member of Lutheran Homes of Oshkosh
- Arthur J. Benway – Miles Kimball Company
- Randy J. Brock – House of Flowers
- Shawn Chartier – Oshkosh Truck Corporation
- James J. Dietzler – Associated Bank, N.A.
- Jeff Gilderson-Duwe – Oshkosh Public Library
- James L. Grine – Oshkosh Symphony Orchestra
- Paula A. Hamer – Herrling Clark Law Firm LLC
- Elizabeth A. Hartman – Dempsey, Williamson, Kelly & Hertel, LLP and Chamco, Inc.
- Cheryl K. Kaczmarek – CitizensFirst Credit Union
- Mark Kehrberg, MD MS – Affinity Health System
- Kelly A. Kent – Oshkosh Police Department
- Karen N. King – University of Wisconsin Oshkosh
- Nancy Knoll-Gartner – Clarity Care, Inc.
- Melissa Kohn – Fox Valley Technical College
- Stacy Kropidowski – Curwood, Inc.
- Courtney Lasky – Community Volunteer
- Steven J. Lautenschlager – First Business Trust & Investments
- Dan Lynch – C.R. Meyer
- Darrell McGill – Aurora Medical Center, Oshkosh

- Francis Mortensen – Seefeld Funeral and Cremation Services
- Charles Nelson – GE Oil & Gas
- Marcy Peters-Felice – Oshkosh Area School District
- Jeff Potts – Oshkosh Opera House Foundation
- Danielle Prato – Associated Wealth Management
- Petra Roter – University of Wisconsin Oshkosh
- Kelly Schermerhorn – Evergreen Retirement Community
- Frederick A. (Fritz) Schoessow – M&I Bank
- Karen L. Seifert – Winnebago County Circuit Courts
- Jay Stoflet - Renew
- Eric Strangeway – Wisconsin Public Service Corp.
- Ritu Tannan – Marian College of Fond du Lac
- Susan Traska – Boys and Girls Club of Oshkosh
- Brittani Von Ruden – Oshkosh Convention & Visitors Bureau
- Brent Walker – Triangle Manufacturing Co.

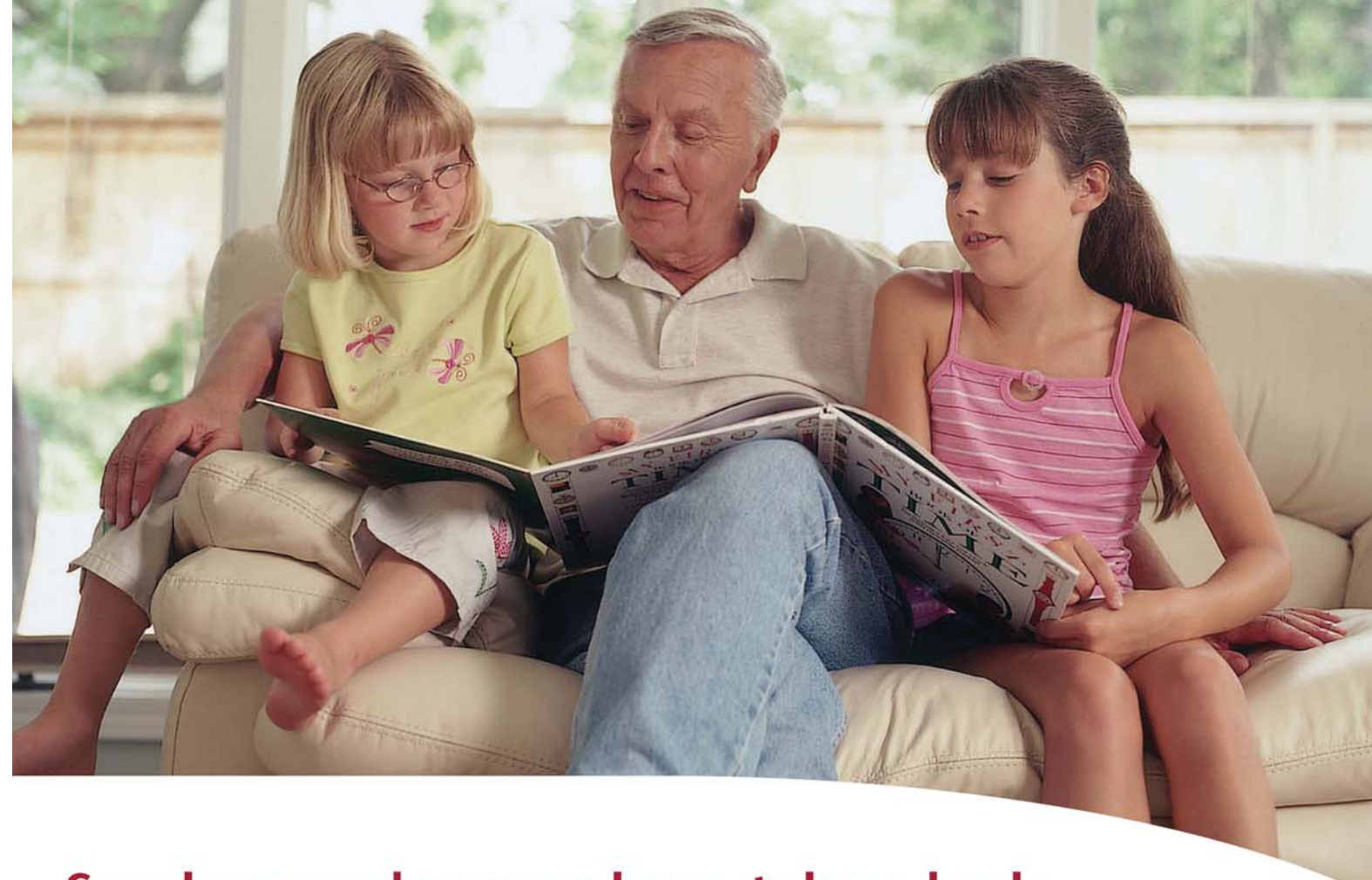


STEINERT PRINTING COMPANY
SINCE 1947 INC.

quality

Corporate Identity Package
(Business Cards, Letterheads, & Envelopes)

1465 S. Washburn Street • Oshkosh, WI 54904
920-231-9360 • Fax 920-231-4108
www.steinertprinting.com



Smokers and ex-smokers, take a look.

Lung Cancer Screening offered to smokers and ex-smokers with no sign of lung disease.

How have years of smoking affected you? Shortness-of-breath? What about the possibility of lung cancer? The cure rate for lung cancer is discouragingly low because those who are diagnosed waited until the signs and symptoms began to appear. That's too late. That is changing.

The Aurora Medical Center introduces a better, more effective way to determine how smoking may have damaged your lungs. Using CT technology, a new Lung Cancer Screening is now offered to smokers and ex-smokers (even those who may have quit more than 20 years ago) between the ages of 50 and 80.

Want to learn more? Visit us on line at www.Aurora.org/CTLung.



:too small

can leave you underpowered.

FINDING THE RIGHT FIT IS EVERYTHING

when it comes to business advice. Choose a firm that's too small, and you may find yourself constrained by their capabilities—or lack there of. Too big, and you'll always be wondering if you're really getting all the attention you deserve. At Virchow Krause, we believe in "just right." We can offer you the global focus and expertise of the largest firms and the personalized service you expect to find only in smaller ones. **The right fit.** It's what you should demand. And exactly what we deliver.



Certified Public Accountants & Consultants
www.virchowkrause.com
920.733.7385



Aurora Health Care®

www.AuroraHealthCare.org

we're committed to
Your Business Success

Our personal and consultative approach to banking relationships works in the best interest for you, your business and your community.



Discover how CitizensFirst Credit Union stands truly unique among area financial institutions.

Let us provide you with a free comprehensive financial analysis of your current banking situation to help you discover ways you may save money and increase your business success.

- Commercial Loans from \$2,000 to \$20,000,000
- Business Checking with interest
- No Fees for coin and currency
- Full range of business services including direct deposit and ACH origination

CitizensFirst
CREDIT UNION



Oshkosh: 236-7040 • Fond du Lac: 924-0503 • Toll Free: 800-448-9228 • www.citizensfirst.com

Oshkosh: 250 N. Sawyer St. • 2655 N Main St. • Hwy. 44/Universal St. • Pick'n Save at 1940 S. Koeller St. • Pick'n Save at 1900 Jackson St. • Fond du Lac: 740 W. Johnson St.



YOUR PLACE FOR **Business** FINANCIAL SOLUTIONS

