

ANNUAL REPORT

WAUPACA AREA CHAMBER OF COMMERCE INC.



DATE:
12/31/12

MAKING CONNECTIONS

2012 ACCOMPLISHMENTS



BUSINESS ENHANCEMENT

- ▶ Our connection with the Waupaca High School continues to develop. We helped with the Senior Skills Day. Members of our YAP Network and HR Network assisted with the day.
- ▶ We hosted a one day Mini Business World at the Waupaca Recreation Center for the entire Junior Class. Over 120 students attended and developed some outstanding businesses and products.
- ▶ In conjunction with the New North and City of Waupaca a committee was brought together to work on a sell sheet for the Churny/Kraft building. Work continues on this in 2013.
- ▶ The Human Resource Network met five times, each meeting included a speaker. The speakers topics included Dr. Fred Raschke, Raschke Chiropractic, correct lifting techniques, Rebecca Hogan from Wisconsin Manufacturers and Commerce, current laws on concealed carry; Jeff Murphy and Kelly Aschebrook, Office of Veterans Services, hiring veterans; and Jason Gutzman and Tracy Kleist from Cottingham & Butler, healthcare reform update and Marilyn Herman, Waupaca County UW Extension, caregiving for family.
- ▶ Started a Job Postings page on the Chamber website. Member Investors may post job openings free of charge on our site.
- ▶ Created and started the RUBY Awards; Recognizing the Upward, Bright and Young Professionals in our area. A luncheon ceremony was held with seventy-five in attendance. Scott Janssen, Janssen Accounting, was awarded the Ruby



MEMBER SUPPORT

- ▶ Continued the Shop Waupaca Area 1st Keytag program with over twenty businesses offering specials. The program is a member investor and public program. With over 3000 tags in use.
- ▶ The LEADS Network continues to grow and prosper. Because of the growth and interest a second network was started. The first network had twenty-eight people participating and the second network had nine participants. Both Networks meet twice a month to share information and leads. Network 1 generated over 300 leads and over \$100,000 in business was generated because of these leads. Network 2 generated 22 leads and \$127 in business.
- ▶ Held Chamber Golf Outing, raising over \$5,200 for Waupaca Area Beautification Fund.
- ▶ Promoted Small Business Saturday through our Facebook page and press releases, encouraging the public to shop locally.
- ▶ Held an Electronics Recycling Day with R3NEW.com for Member Investors and the community. We collected a total of 4,781 pounds of appliances, printers, computers, TV's and more.
- ▶ Created a community e-newsletter. The goal is to keep our community members informed on local events and what the Chamber does.
- ▶ Participated in a new map program called JEM Maps.
- ▶ Created and instituted a Member Investor Retention plan which involves the Board of Directors, Ambassadors, and Staff.



POLITICAL STRATEGIES

- ▶ The Political Views and News email blast was sent out six times throughout the year.
- ▶ The WMC and NEW Chamber Coalition agendas were endorsed.
- ▶ Held a 'Meet Your Representative', with Representative Reid Ribble.
- ▶ Held a Mayoral Debate at the City Hall Council Chambers.
- ▶ Created and distributed a survey to businesses which included member investors and non-members.
- ▶ Participated in the NEWCC Legislative Breakfast at the Paper Valley Hotel in Appleton.



TOURISM PROMOTION

- ▶ Publication of the first Waupaca Area Visitors Guide with participation by over 70 area businesses and 25,000 copies produced.
- ▶ First Chain O' Lakes Blues Festival completed creating a local economic impact of \$45,500. More than 600 individuals attended the first annual event with 75% attending from outside of the Waupaca zip code. As part of the event, a Wisconsin Department of Tourism Joint Effort Marketing (JEM) Grant of \$6,600 was received as reimbursement for advertising expenses.
- ▶ Completed a Strategic Marketing Plan for Tourism Promotion with the participation of over 30 business owners, municipal representatives and organizations.
- ▶ Hosted Milwaukee Public Television's *Around the Corner with John McGivern* for taping episode four of season two. Episode debuted on Thursday, January 31st, 2013 with a 30 minute segment on the Waupaca area.
- ▶ Brochure distribution program developed with five brochure racks placed in three area hotels and two area convenience stores. Brochure racks contain brochures of fifteen participating businesses.
- ▶ 2012 website visits to www.WaupacaMemories.com grew to over 68,150 verses 41,781 in 2011, 63% increase.
- ▶ Facebook 'Likes' on *I Love Waupaca* grew to 1,200 people.
- ▶ First Wintervergnügen winter festival completed with an attendance of approximately 300 individuals.
- ▶ Selected as a pilot community for new Department of Tourism website. New site will launch in 2013 with each community as a mini site within the larger state visitor site.
- ▶ Waupaca Area Chamber of Commerce earned Travel Green Certification, a program within the Wisconsin Department of Tourism, with recognition on TravelWisconsin.com.



2012 BOARD OF DIRECTORS

Chairman



Craig Kantos
Riverside Medical Center

Chairman-Elect



Paul Shrode
Fox Valley Technical
College

Vice Chairman
Secretary/Treasurer



Kirk Kallio
Waupaca Foundry



Bill Lipschultz
Alter Metal Recycling



Julie Thompson
Community First Credit
Union



Dr. Chris Enslin
Recover Health



Trey Foerster
Journal Community
Publishing Group



Allyce Lees
The Paint Store



Jerry Tiffany
Tiffany Estate Planning



Angie Wanty
First National Bank



Bill Zimmerman
Office Outfitters

LETTER FROM THE CHAIRMAN

The Waupaca Area Chamber experienced a good year in 2012, and I am pleased to report that a number of accomplishments tied to our theme of “making connections”. The Chamber made tremendous strides toward connections among it’s investors and these connections will continue well into the future.

I would personally like to thank the new investors that have felt that the Chamber is a solid investment in their business. To the ongoing support of the existing investors, thank you for your ongoing trust and faith in the organization as we help strengthen the business and visitor connections to enhance our area. Also to all the ambassadors, committee and board members, and staff, thank you for all your time and energy to conduct business and make the organization as successful as it is.

Here are some of the highlights of Chamber accomplishments for 2012:

- ◆ Hosted a Mini Business World for over 120 students
- ◆ Solicited speakers for the 5 Human Resource Network meetings
- ◆ Initiated the RUBY Award
- ◆ Electronic Recycling Day
- ◆ 23 business welcomes/ground breakings
- ◆ Raised \$5200 for area beautification projects
- ◆ Meet your representative sessions
- ◆ Mayoral debate
- ◆ Instituted member retention plan
- ◆ Disseminated Political Views and News
- ◆ First Annual Chain O’Lakes Blues Festival
- ◆ Completed a strategic marketing plan for tourism
- ◆ Hosted Milwaukee Public Television’s “Around the Corner”
- ◆ Pilot community for the new Department of Tourism website

These represent just some of the work that your investment in the Chamber has brought to the area.

Your Chamber staff and board remain vigilant in their quest to continue to enhance the area for all of us to thrive in and around the area. We are all available to listen to your comments and ideas on how we can increase the return on your investment in the organization as well. Please feel free to contact any one of us if we may be of assistance.

Thank you again for support whether it be financially, time, and/or talent to create this organization that helps supplement the wonderful community and area that we live in.

With gratitude to all of you that graciously give back to the area,

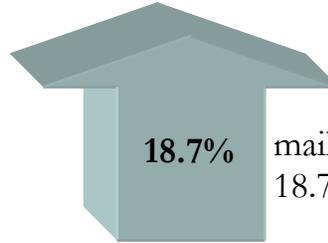


Craig Kantos

2012 STAT'S WE'RE PROUD OF!



Started a Job Postings page on our website where Member Investors can post job openings free of charge.

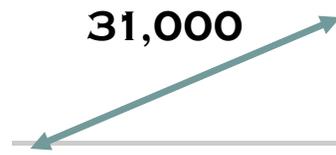


Chamber inquiries (via phone, email, mail, website and Facebook hits) were up 18.7% over 2011.



Started the RUBY Award's; Recognizing the Upward, Bright and Young Professionals in our area.

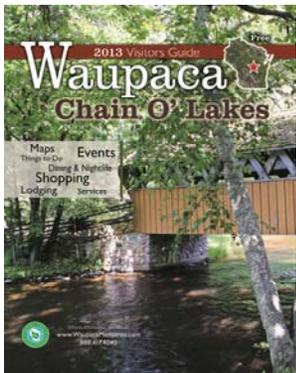
Ten nominees were recognized.



The Chamber website had an increase of 31,000 hits over 2011, a 63% increase.



The Chamber's "LEADS Network" generated over 300 leads and over \$100,000 amongst its participating members



Publication of the first Waupaca Area Visitors Guide (2013) with participation by over 70 area businesses and 25,000 copies distributed locally and throughout the state.

Measurable Results.

IT'S WHAT SETS US APART

SVA offers a wide range of professional services throughout Wisconsin. With over 35 years of experience in accounting, tax, business consulting, valuations, technology, and medical coding and billing, SVA begins and ends with results.

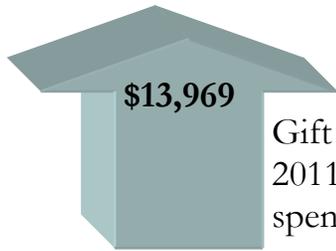


Dawn Leean-Johanknecht
Partner-in-Charge
Fox Cities Office



Certified Public Accountants
Tax, Audit and Business Strategy
920.750.6001 | www.sva.com

2012 STAT'S WE'RE PROUD OF!



Gift certificate program increased \$13,969 over 2011 and approaches \$100,000 in annual spending.



Held a Recycling event, giving businesses the opportunity to recycle business related machines free of charge. Collected a total of 4,781 pounds of appliances, printers, computers, TV's and more.

\$45,000 IMPACT

600 ATTENDEES

than 600 attendees (75% outside of Waupaca zip code)

Introduced two new community events – Chain O'Lakes Blues Festival and Wintervergnügen. The Blues Festival alone produced an economic impact of over \$45,000 and drew more

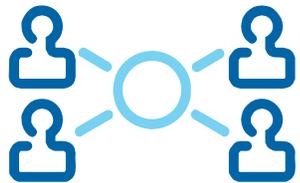


Reached 1,200 likes on I Love Waupaca Facebook page.



180 JUNIORS

Sponsored Waupaca's first Mini Business World, teaching over 180 High School Junior students about business.



Started a Human Resource Network, giving HR Professionals and Business Owners the opportunity to network and have speakers on topics of interest.



Dr. Miriam Leean



Dr. Jean Rice



WAUPACA CHIROPRACTIC CENTER, S.C.

Chiropractic Care For The Whole Family

Specializing In Infants, Children And Pregnancy
Serving ALL Ages In Waupaca And The Surrounding Areas

715-258-8211

www.waupacachiropractic.com
304 S. Western Ave., Waupaca, WI 54981

Voted BEST Chiropractic Office of Waupaca 2 Years In A Row



2012 AMBASSADORS



Giles Bellin
Northstar Promotions



Tim Bevers
Office Outfitters



Dale Brahmsteadt
Brahmsteadt Advisors, LLC



Deborah Domask
American Family
Insurance



Robyn Gans
New Direction Embroidery
& Sand Etching



Erin Helgeson
Waupaca Ale House &
Conference Center



Rae Johnson
Premier Community Bank



Brenda Lunde
Park Vista Retirement
Living



Sue Parmelee
Country Welcome, LLC



Angie Schiesl
Angie A Master Stylist



James Schulz
Jim King, Ad Venture



Larry Kerkhoff
Riverside Medical Center



John VanderLoop
Loop Communications



Peter Neuville
Neuville Chrysler Dodge
Jeep LLC



Duane Vandre
Hyer Standards, LLC

Scott Salan
United Country - Udoni
& Salan Realty Group

2012 FINANCIALS

Revenues

Membership Investment	\$115,573.10
Event Receipts	\$89,420.50
Room Tax Receipts	\$94,807.59
Other Receipts	\$59,000.90
Services Receipts	\$9,835.00
Total Revenues	\$368,637.09

Expenses

Administration	\$160,981.15
Operating Expenses	\$80,580.89
Tourism & Economic Development	\$121,737.08
Total Expenses	\$363,299.12

Account Balances

General Fund	\$27,615.29
Reserve Account CD	\$17,065.70
Building Fund Savings	\$34,714.79
Decoration/Beautification Savings	\$33,035.11
Gift Certificate Redemption	\$50,743.29



First National Bank

Pioneers in Your Financial Future

"Pioneers in Your Financial Future"
Growing to serve you better.
www.fnbwaupaca.com

*Waupaca, Iola, Weyauwega, Clintonville,
Marion, Shiocton, Seymour, and Chetek*

A Remarkably Fast
**Nationwide
Network**

Cellcom *Build For You*

1.800.236.0055 www.cellcom.com facebook.com/cellcom Any Retail Location

Sense and Cents

One is as important as the other

No Hassles. No Surprises. No Bull.
With new branches in Manawa, Fremont, Waupaca and King, Premier Community Bank is growing to serve you better, no matter where you are.

PREMIER COMMUNITY BANK

Waupaca Office
936 Furman Drive
Waupaca, WI 54981
Phone: (715) 256-9610

12 Locations

Member FDIC

premiercommunity.com

OUR THANKS TO THOSE WHO WENT ABOVE & BEYOND

ABC Computers, Inc,
ACME Sports Co.
A.J. Holly & Sons, Ltd.
American Family Insurance
Badgerland Restoration & Remodeling, Inc.
Becker Marine
Bethany Home, Inc.
Blue Knight Truck & Trailer
Cellcom
Centerline Machine, Inc.
Chain O'Lakes Bar & Grill
Chain O'Lakes Litho
Comfort Suites Foxfire
Community First Credit Union
Crystal Valley Company Marketing & Services
Crystal River Rehab. Center
Culver's Restaurant of Waupaca
D&D Amusement & Games, LLC.
Downtown Waupaca Apartments, LLC.
Element Mobile
Embellishments
Farmers State Bank
Feminine Touch
First National Bank
First State Bank
Fox Valley Technical College-Waupaca
Foxfire Golf Club
Furniture & Appliance Mart/Ashley Furniture
General Beer-Northeast, Inc. (Central Division)
Hansen's
H.O. Wolding, Inc.
Health & Fitness Headquarters, Inc.
The Hi-Style
Janssen Accounting & Tax Services, Inc.
Jim King, AdVenture
Johnson Insurance Agency, Inc.
Journal Community Publishing Group

Klismet's Three Squares/Waupaca Mobil Travel
Krumbs
McDonald's of Waupaca
Neuville Chrysler
Neuville Motors, Inc.
New Direction Embroidery & Sand Etching
Northstar Promotions
Office Outfitters
Orthopedic & Spine Therapy
The Paint Store
Pick N' Save
Picker's Playground
Piggly Wiggly
Premier Community Bank
RE/Max Lyons Real Estate
Riverside Medical Center
Scissor Sisters Salon, LLC
Sears Authorized Retail Dealer
Simpson's Restaurant
Stange's of Waupaca, Inc.
SVA Certified Public Accountants, S.C.
T.W. Martin's Public House
Torborg's Waupaca Lumber
Thedacare Physicians Waupaca
The Knitting Nest
WDUX AM800/FM92.7
Waupaca Ale House & Conference Room
Waupaca BP Amoco
Waupaca Historical Society
Waupaca Woods Pharmacy
Waupaca Chiropractic Center, S.C.
Waupaca Foundry
Waupaca Realty
Waupaca Woods Pharmacy
Weasel's
The Wheel House, Inc.
Wisconsin Public Service



Networking...



Business...



Pleasure...



Business After 5!



YOUR CHAMBER TEAM



Terri Schulz
President



Kathy LeClair
Operations
Director



WAUPACA AREA CHAMBER OF COMMERCE, INC.
221 S MAIN ST
WAUPACA WI 54981-1522
715-258-7343
FAX 715-258-7868
TOLL-FREE 888-417-4040
WWW.WAUPACAAREA.CHAMBER.COM
WWW.WAUPACA.MEMORIES.COM

Jeff Anderson
Tourism
Director



Tom Weiss
Sales Director

Lynn Tolle
Information
Services



Solid as
the castings
we create.



4125328-01



waupacafoundry.com

