

Pewaukee Chamber of Commerce
1285 Sunnyridge Road
Pewaukee, WI 53072
262-691-8851

www.pewaukeechamber.org

Email: info@pewaukeechamber.org

Pewaukee Chamber of Commerce Newsletter

Happy New Year

In This Issue

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Chamber 101

Award Invitations in the Mail

ABLE 6 Breakfast Jan 18

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Welcome New Members

Shakespeare Open House

January 2011

Mark Your
January/February Calendar
(interactive when you
click on highlighted area)

Jan 5 Chamber Board Meeting

Jan 6 Ambassador Meeting

[Jan 18 ABLE 6 Breakfast](#)

[Jan 20 Werner Electric Grand Opening](#)

Jan 20 Chamber Office Closed

[Jan 21 Queen of Apostles Fish Sticks Comedy Show](#)

Feb 2 Chamber Board Meeting

[Feb 2 Open House Fiesta at Salsa Cafe & Cantina](#)

Feb 3 Ambassador Meeting

[Feb 4 Pewaukee Chamber Community/Biz Award Dinner](#)

[Feb 7 Positively Pewaukee Heart of Europe Tour](#)

[Feb 16 Chamber Luncheon "Guerilla Marketing"](#)

Feb 24 Biz After 4: Country Springs Hotel

[Shop with Cops](#)

[Piano Blu Holiday Party](#)

Quick Links

[Jan. 18 ABLE 6 Breakfast](#)

[Feb 4 Community/Business
Award Dinner](#)

[Feb 16 Guerilla Marketing
Luncheon](#)

Newsletter/Email Advertising Fees

Distribution: 600+biz

\$30 per newsletter/email

\$60 for 3 newsletters/ emails
(one free)

\$199 for 12 issues (less than
\$17 per issue)

Submit a business card

size ad in jpeg to:

info@pewaukeechamber.org

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Russ Roberts, President,
[WCTC Small Business
Center](#)

Bill Miller, Vice President,
[Guardian Insurance/Park](#)

Chamber 101 "What's My Return on My Investment?"

Each newsletter we will share information from our Chamber 101 presentation - "What's My Return on My Investment?"

New this year you will now need your Member Name and password



Pre-payment
is now
required with
credit card
for event
registration

to register for our events. Instructions detailed in [email](#) blast which is archived on our website under "Emails". If you run into trouble with your password - you can click for help and your password will be emailed to you

Use Your login to update your chamber website:

- listing your company representatives so they can register for chamber events
- description of your company, products, services
- your website
- specials/discounts you would like posted on our website
- events/dates you would like listed on our calendar
- job openings

This is the first topic in a series replacing the 12 luncheon.

Community Awards Dinner Invitations Mailed this Week

Two More Sponsorships Needed

Avenue Securities

Cathy Zmudzinski,
Treasurer, [Waukesha State Bank](#)

Matt Titel, Secretary,
[Commonwealth Mortgage Group](#)

Hansi Herzog, Director,
[Minutman Press - Waukesha](#)

Kurt Bauer, Director
[Acupuncture Specialists of WI](#)

Pewaukee Family Chiropractic
Dr. Mandy Pearce, Director,

Jean Daul, Director, [Knight Barry Title Group](#)

**NEW
2011
Pewaukee
Chamber
Office
Hours**

S
Monday,
Tuesday,
Wednesday,
Thursday
7:00 -
3:30

If



Helen S. Ackley, "Citizen of the Year"

By the end of this week you should receive your invitation to the mail to the February 4 Community Awards Dinner. You can register by return RSVP with your check or directly online with your credit card. \$49/per individual; \$89 for two registrations; \$350 for table of 8 (one free dinner).

We are still seeking a sponsor for flower center pieces and to provide cash for the Cash Jar Raffle. Remember - this is our major fundraiser for the year.

Contact [Jean Daul](#) if you can help with either of these final sponsorship opportunities.

[Read on for all the details.](#)

**A.B.L.E 6 Breakfast
NETWORKING January 18**



Lots of networking opportunities with Six Chambers!

January 18, 2011

**Pro Health Care Center
N17 W24100 Riverwood Drive**

Closed
Fridays,
Saturdays
and
Sundays

Kathy
Eckhardt,
Executive
Director
[Contact](#)

[Join Our List](#)

[Join Our Mailing List!](#)

Pewaukee, WI 53072

7:00 - 8:30 a.m.

\$15 registration online with cc before January 13.

During last month's ABLE 6 meeting there were 26 businesses with 2 guests and 8 success stories. business to this growing list. Register today Credit Card (MC/Visa/Am Ex/Discover)

New Time Format for 2011 Lunches



New Luncheon Times - Mark
Your Calendar Accordingly!

Don't Be Late

or you will miss some valuable open networking time. Education Committee met last year and based on feedback suggested a new time frame for the luncheons to give speakers more quality time with you. So set your watches and mark your calendars for the new time frame!

11:00 - 11:30 a.m. Open Networking Time (meet new members)

11:30 - 11:50 a.m. Lunch, Individual Table Networking Time

11:50 - 12:05 p.m. Speed Intros of Members/Guests

12:05 - 12:15 p.m. Chamber Announcements

12:15 - 1:00 p.m. Speaker Presentation

"Guerilla Marketing 101"
is topic for February 16
Lunch and Learn
presented by Robert
Grede

Robert Grede, author of "Naked Marketing" and our most popular speaker last year returns.

He will show you how to develop your marketing plan, how to



Robert Grede
"Guerilla Marketing
101"

choose media more efficiently, and how to get free publicity.
You will learn:

- 10 commandments of good copy writing
- 5 kick-ass strategies for building your business
- 4 inexpensive marketing tactics that work
- 3 secrets of buying media
- 2 ways to establish your image
- The one way to establish your marketing budget

If you are the owner/manager of a small/medium size business, marketing manager, involved in marketing planning or simply want to get market smart quickly and painlessly - then this is the luncheon you should attend!

[Register Online for February 16 \(3rd Wed of the month\) Guerilla Marketing Luncheon](#)

Our Entrepreneur of the Year Appears on "Morning Blend"



Rebecca Scarberry,
"Becky's Blissful
Bakery"

Click on link below to view Becky's interview on the Morning Blend TV show last week.

<http://www.themorningblend.com/videos/112562029.htm>

In addition, the Milwaukee Journal Sentinel Saturday January 1, 2011 featured Becky's Blissful Bakery on their Local front page and included a large colored picture of Becky and Katie Foster. "Caramel is my passion, and it's fun," Scarberry said. "I love what I do. I have made my business my lifestyle, I've learned to trust and believe in

myself, and I work hard to treat others as I want to be treated. That's what I believe takes to be successful." you read the full article, you will definitely see why Becky's Blissful Bakery is well deserving of our Entrepreneur of the Year Award.

**Renewing Chamber
Members Celebrate
Anniversaries**

Emails were sent out to 143 members who joined the Chamber prior to January of 2010. Invoices were attached to this email which was sent December requesting membership renewal. If you have not received your invoice - please contact us at info@pewaukee-chamber.org

Look how many years renewing members (as of this newsletter) have been supporting the Chamber.

Join us in thanking the following members who renewed their memberships in January.

Forty One Years

Waukesha County Technical College

Twenty Two Years

M&I Bank - Lake Country

Sixteen Years

Cooper Power Systems

Marine Bank

Thirteen Years

Spring Creek Church

Twelve Years

Associated Bank

Eleven Years

Welch Signs

Ten Years

Spargo Salon & Spa

Winter, Kloman, Moter & Repp, S.C.

Nine Years

River Hills West Health Care Center

Eight Years

Prairie Hill Waldorf School

Seven Years

Facility Services Group

Gethsemane United Methodist Church

Integrity Printer Services

Jens Construction Corporation

Pewaukee Dental

Quality Remodeling Specialists, Inc.

Security Insurance Agency

Six Years

Bank of Memories and Flowers
Body Mechanics
Cartridge World
Metal Buildings of Wisconsin
Sunset Bank and Savings
Waterstone Mortgage Corporation

Five Years

Dr. John Stockinger
Midwest Sports Events
Milwaukee Marriott West
Senator Rich Zipperer

Four Years

Commonwealth Mortgage Group
John's Duct Cleaning
Midwest Dental

Three Years

Buffalo Wild Wings
US Cellular

Two Years

Anchor Bank
Frett Barrington Ltd.
Waddell & Reed
WHR Group

One Year

Nelsons Automotive of Pewaukee LLC
State Farm Insurance Agency

**Get Involved in 2011!
Join a Committee**

As a result of two strategic planning sessions held last month the Chamber Board created 3 NEW Committees

Program Committee: Chaired by [Hansi Herzog](#)

Purpose: Plan/organize monthly lunches, breakfasts and networking events in the evening.

Membership Committee: Co-Chairs [Dr. Mandy Pearce](#) and [Kathy Oleinik](#)

Ambassador Sub-Committee Chaired by

Purpose: Recruit New members and retain current members

Events Committee: Chaired by [Cathy Zmudzinski](#) and [Jean Daul](#)

Purpose: Plan/organize two - three major events each year, including Community Awards, Summer Golf Outing and Fall Event to be determined

All of these committees need additional members to make

them work. If you are looking for a fun, educational and networking building membership benefit while generating revenue needed to support chamber operations - then join committee! Contact Committee Chairs for meeting times and further information.

Welcome New Members

Westwood Health and Fitness Center 2900 Golf Road, Pewaukee, WI 53072

Janet Rasmussen

262-650-8000

www.westwoodfitness.org

Westwood Health and Fitness Center is an extension of the health promotion and wellness activities provided by Pro Health Care. We offer: state-of-the-art fitness center, pool, day spa, free classes, wellness center, childcare, gymnasium and more. Stop in for a tour and a FREE guest pass. 513-7216.

Arbor View of Pewaukee

W232 N3471 Hungers Ridge, Pewaukee, WI

Kris Aubrey, President

262-261-7400

arborviewpewaukee@live.com

We specialize in high aquity clients. Persons needing total care to give them a beautiful homelike setting to live their lives.

Lindy Enterprises, Inc.

N27 W24075 Paul Court, Pewaukee, WI 53072

Lisa Fohr

262-746-9292

www.lindyenterprises.net

Small business consulting. JML Holdings provides commercial and residential property management.

**Open House at
Shakespeare Wealth
Management**



Brad Prahl, Generac Systems, Mary Reardon, Linda Maris, Christian Stewardship Foundation

December 15 Shakespeare Wealth Management held their Holiday Open House at their new location off of Prospect Avenue at N22 W27847 Edgewater Drive in Pewaukee.

Positively Pewaukee Sponsors "Shop with Cops" 12/15



Pewaukee Village Clerk-Treasurer Susan Atherton reads a story to the children while they wait for their gifts to be wrapped.

Chamber's Dec. 8 Holiday Party Appears in Business Journal

Check out Page A13 "After Hours" of the Dec. 31, 20

Business Journal entitled "Blu Christmas"

You will find full colored pictures of Kurt Bauer, Acupuncture Specialists of WI, Mark Ziety of Shakespeare Wealth Management, Katie Babe of Lakeland Law Firm, LLC and T Sagen of Country Springs Hotel enjoying themselves at Piano Blu.



Kim Schlepp, Composure Graphics, Abby Lorenz, PAAC and Peter Fenelon, Composure Graphics share some holiday cheer together

Interested in advertising by having your business card or business card size ad appear in weekly emails or newsletters for 2011 reaching over 600+ businesses?

Here's the rates:

\$30/per newsletter or weekly email

\$60 for 3 newsletters (one free)

\$199 for 12 issues (less than \$17 per issue - what a value!)

Happy New Year!

Sincerely,

Kathy Eckhardt

Pewaukee Chamber of Commerce

p.s. Please note new 2011 Chamber Office Hours M-Th 7:00 - 3:30 p.m.
Closed F,S,S (weekend).

Email: info@pewaukee.org

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