



February 2012 Newsletter

Message from the Executive Director

January and February are proving to be very busy months for the chamber. Our membership renewal campaign is still underway and we strongly encourage anyone who hasn't renewed to please do so. Membership dollars are a vital part of our chamber operations and planning educational programs and events becomes much easier with a well-defined budget.

Other important items for the beginning of 2012 include the State of the Village Address, which was held in January and our upcoming Economic Update luncheon on February 22nd. In addition, we will be presenting our first *I Heart Saukville* Website Training on Monday, February 27th. Don't miss this opportunity to learn how best to take advantage of this great new resource that is included in your chamber membership! We all need to work together to make this awesome tool work for us!

State of the Village Address

On January 25, 2012, nearly 50 people enjoyed a fabulous meal at Messina Italian Restaurant followed by a very informative presentation by Saukville Village President Barb Dickmann. The theme of her presentation was So Lo Mo, which is a new buzz word short for Social, Local, Mobile. Barb recapped 2011 in Saukville by highlighting items in each of those categories. "Social", which indicates that we are always on and connected, reviewed the people, places and events from last year including Live at the Triangle, Farmer's Markets, the July 4th Celebration and the work of the chamber including the run/walk, our toy drive and our donation to the Saukville Elementary breakfast program. "Local" was defined as "value-added living" and provided a review of some of the enhancements to the quality of life in Saukville. This section included information on the new fire truck and ambulance that was put into service as well as providing statistics on tax distribution and our local economy and housing. The final portion of the presentation was dedicated to "Mobile," in essence available anytime, anywhere. Saukville's regional, national and global reach was discussed using examples such as the new "Saukville Says" e-newsletter and some of the ways local business has been involved in national and international projects. Barb closed the evening by looking forward to 2012, mentioning that the Village is currently working on bringing some new businesses in to the industrial and business parks and is hopeful that a new residential neighborhood may be developed. Thank you to all who attended and supported the Chamber and the Village of Saukville at our first event of 2012.

Welcome New Members

We are pleased to welcome two new members to the chamber:

Saukville Preschool
Owners: Jen Mrozek and Shannon Hassler
341 S. Dries Street, Saukville

Sass Accounting
Owner: Laurie Ziegler
1208 Bridge Street, Grafton

We look forward to working with you!

I ♥ Saukville Training



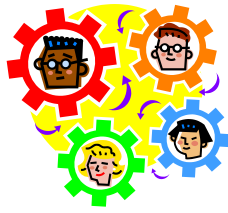
You are all invited to join us for our first training session on our new I ♥ Saukville website on Monday, February 27th at Saukville Elementary School from 6:00p.m. to 9:00p.m. Andy Glab of Remember Media will be teaching us how to develop web pages on this interactive resource that includes:

- Simple to use Content Management System (CMS)
- Social Media Integration
- Email Marketing System Personalized Search Engine Optimization
- Text Mobile Marketing
- Auto Link to Google Maps and Google Places
- Increased Digital Footprint

This new website, which is linked to our chamber website, can be a very beneficial tool when utilized to its full potential. You are strongly encouraged to attend this free presentation and take advantage of the opportunity. Together, we can make this a valuable asset to our chambers and the community! Registration information will be e-mailed and posted on the chamber website soon.

2012-2013 Economic Update Luncheon

The chamber is pleased to welcome back Mike Zemlicka of M & I Financial Advisors as the speaker for our lunch meeting on February 22, 2012. The meeting will be held at The Firehouse Restaurant and will begin promptly at 12:00p.m. Mike will share with us the expert's predictions for the economy in the coming year, advise what indicators to watch for and explain how business will be affected. Cost is \$10/person for chamber members. Watch your e-mail or check the chamber website for registration information. Special thanks to M & I Bank for sponsoring this informative program!



ONCE Breakfast

The Ozaukee Networking Chamber Exchange (ONCE) Breakfast is a quarterly event that provides an excellent opportunity to network with chamber members from throughout Ozaukee County. At this gathering, all business owners or representatives are allowed 30 seconds to present a brief commercial highlighting their business or sharing recent successes. It is a very well-attended event and the Saukville Chamber would like to increase our representation. The next breakfast will be held at the Black Swan in Grafton at 7:30 on Wednesday, February 22, 2012. Cost is \$15/person for chamber members and registration must be made by Friday, February 17. Mark your calendar now and watch your e-mail for a more detailed flyer or contact Sherri at exec@saukvillechamber.org.

Annual Chamber Golf Outing and Run/Walk Committees

Planning has begun for the annual Saukville Chamber Golf outing as well as our Family Fun Run/Walk. We are in need of energetic committee members who are looking for a fun and exciting way to get more involved in the chamber. If you are interested in volunteering to serve on either of these two committees, please e-mail Sherri at the chamber office (exec@saukvillechamber.org). Thanks for your consideration!

F.Y.I.

- The chamber board met and developed a schedule for 2012. We will offer a training or networking event on the fourth Wednesday of every month at 12:00p.m. with lunch available and will conduct our monthly board meetings on the first Wednesday of every month at 7:30a.m. Mark your calendars and check the website for event details!
- Watch for the annual Saukville Chamber Survey coming to your e-mailbox soon. Please take a few minutes to complete and return the survey to help us make your chamber work for you!
- COPE, Ozaukee County's Hotline, will be training volunteer listeners in February, 2012. Volunteers, ages 18 and older, should call 377-1477 to schedule an interview. COPE volunteers answered over 27,000 calls last year and provided information, referral and emotional support. All callers and listeners are anonymous. All calls are confidential.
- The WMC Foundation is offering a seminar entitled Solving the Skills Shortage-The Workforce Paradox on Thursday, March 15, 2012 in Madison. Visit www.wmcfoundation.org/WorkforceDevelopment for more information
- The Wisconsin Safety and Health Conference and Exposition will be held April 16 – 18, 2012 in the Wisconsin Dells. Visit www.wisafetycouncil.org. for more information.

Perspective from your chamber president

Greetings to chamber members,

It is necessary for me to inform you all that, due to health reasons, I have formally resigned my position as president of your chamber. I did inform the Board of Directors of my decision on Saturday, January 14th.

I have been involved in the chamber as your president over the past several years and have found my experience as one that has been truly rewarding in so many ways. The business leaders and friends I have met and have had the privilege to work with have been truly been so very supportive.

Prior to my announced resignation I did speak with the chamber Vice President, Dr. Weber. He will be filling my role over the next few months prior to the annual elections which are held in May of each year. Between now and election time in May, it will be important for you all to look for a new candidate to fill the position of President. My clearing the way for a search should make this task easier for you all and I am sure you will be successful.

In regard to the future the chamber I believe change and new ideas will be very beneficial. With all of the recent teamwork and decision making; the leadership team has made several excellent choices over the past few months. With our new Executive Director in place along with a chamber home and other infrastructure, I am confident a new person filling the role of President would look at this position in a very positive way.

Thank you all for allowing me the privilege to be your President and to serve this great organization and the general community of Saukville. I look forward to returning to active participation in within the community at an appropriate time in the future. Until then, please do feel free to keep in touch with me, and if you wish, you can follow my health progress on the following web site: www.caringbridge.org/visit/russlund

Warm Regards and Best Wishes to you All,

Russ Lund





Saukville

CHAMBER OF COMMERCE

Connecting Business, Community and Government

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