



A note about health care reform

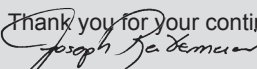
Most of the reforms mandated by the new health care legislation, signed into law last month, won't go into effect until 2014 or later. Over the next several years, government agencies, particularly the Dept. of Health and Human Services and Internal Revenue Service, will be drafting the regulations necessary to implement the new laws.

As regulations are being written, the Association of Commerce will be working – through legislative, legal and political processes – to bring the voice of the business community to the process. While repeal is unrealistic, we hope to improve policy in a way that lessens the impact on our economic engine.

We hope we will have your continued support throughout the process. We will need your help in educating our elected officials and others about the impact this legislation will have on business and the economy.

The U.S. Chamber of Commerce has created a very helpful Health Care Implementation Timeline. You can find it on www.fdlac.com at AC News & Events/ Press Releases. Please distribute this information to any and all who might find it useful.

Thank you for your continued support,


Joseph R. Reitemeier C.C.E.
President & CEO
Fond du Lac Area Association of Commerce



Taa-daa!

What: Project GRILL Unveiling

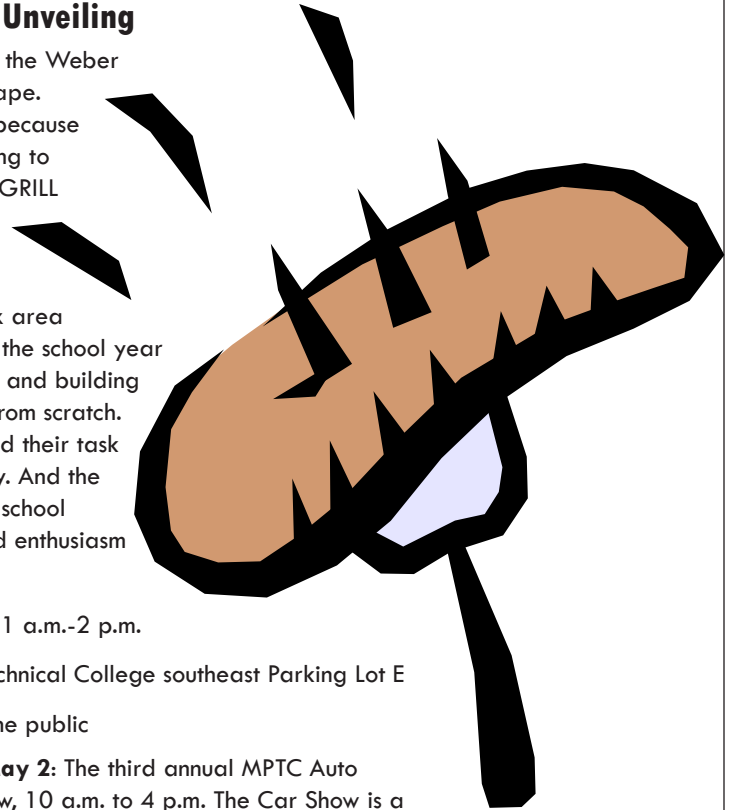
Think for a moment about the Weber Grill. That iconic round shape. Got it? Well never mind, because that's not what you're going to see at the second Project GRILL Unveiling on May 2. Six high school technical education departments have been paired with six area manufacturers throughout the school year with the task of designing and building a working charcoal grill from scratch. The students have attacked their task with creativity and energy. And the Unveiling will showcase a school year's worth of teen-aged enthusiasm and know-how.

When: Sunday, May 2, 11 a.m.-2 p.m.

Where: Moraine Park Technical College southeast Parking Lot E

Cost: Free and open to the public

Also at MPTC Sunday, May 2: The third annual MPTC Auto Technician Club's Car Show, 10 a.m. to 4 p.m. The Car Show is a separate event; admission is \$2.



WELCOME NEW MEMBERS

Strengthen our community by supporting these members

Ray Lapiere
Senior Associate

Larry's Auto Body Shop

Larry Wendt
278 W. Scott St.
Fond du Lac, WI 54935
(920) 921-2101

Lomira School District
John Mason
1030 Fourth St.
Lomira, WI 53048
(920) 269-4396
www.lomira.k12.wi.us

Jim Meisinger
Senior Associate

Rosendale-Brandon School District

Gary Hansen
300 Wisconsin St.
Rosendale, WI 54974
(920) 872-2851
www.rbsd.k12.wi.us

U.S. Cellular
Chris Wright
Forest Mall
835 W. Johnson St.
Fond du Lac, WI 54935
(920) 929-9995
www.uscellular.com

Wire Industries, Inc.
Jeff Martin
1795 S. Hickory St.
Fond du Lac, WI 54935
(920) 926-0609
www.centralwire.com

AC congratulates winners of City Council election

The AC congratulates the winners in April's Fond du Lac City Council election. The AC endorsed three of the winners: Jeff Ruedinger, Gary Miller and Rob Vande Zande. The three – one incumbent, Ruedinger, and two newcomers – garnered the top three highest number of votes.

The AC Board of Directors endorsed the three on March 26, following

recommendations made by an ad hoc committee of local business leaders formed by the board. The committee invited all six candidates to interviews; five participated.

The AC has a long history of endorsing winning City Council candidates. Over the years, the association's track record of recommending winners exceeds 90 percent.

**Coffee Connection
May 5**

Location: BioLife Plasma Services, 923 Security Drive

Time: 7:30 a.m. to 8:30 a.m.

Your hosts: BioLife Plasma Services is an industry leader in the collection of high-quality plasma that is processed into life-saving plasma-based therapies. BioLife Plasma Services is part of Baxter Healthcare Corp. Baxter International, Inc., develops, manufactures and markets products that save and sustain the lives of people with hemophilia, immune disorders, infectious diseases, kidney disease, trauma and other chronic and acute medical conditions.

Cost: \$2

Register by: May 4

**Business Connection
May 18**

Location: Fond du Lac Skyport, 260 S. Rolling Meadows Drive

Time: 5 p.m. to 7 p.m.

Your host: The Fond du Lac Skyport provides aviation services to the users of the Fond du Lac County Airport. We connect Fond du Lac and all of eastern Wisconsin airports to thousands of destinations in the United States, Canada, Mexico and the Caribbean. Its fleet of charter aircraft stand by 24 hours a day, seven days a week to transport you and your employees virtually anywhere in the Western Hemisphere at a moment's notice. The skyport also offers flight-training, aircraft rental, aircraft fuel sales, maintenance and storage to the aviation users of Fond du Lac County.

Cost: \$2 in advance; \$5 at the door

Register by: May 17

The Amazing Race is on!

The Young Professionals of Fond du Lac's popular Amazing Race is back and better than ever. There are lots of surprises in store that will make this race more challenging (and more like the TV show), including clues, roadblocks and penalties!

Race date: Thursday, May 20, 2010

Check-in: 4 p.m.

Location: Race starts and ends at JR's Sports Bar & Grill, 65 S. Main St.

Race: 4:30 p.m. to 6 p.m.

Wrap-up: 6 p.m. (includes appetizers)

Cost: \$5 for YPF members; \$10 non-members

How to play:

- Call or email the AC to register your team of two; we'll make you into an "official" team of four. Or call on your own and we'll place you in a team.
- Register by May 13 and get a free team T-shirt, compliments of Hopper's Silk Screening & All Star Trophy. Registrants after May 13 can still race but won't receive a team shirt
- Bring a camera - each team must have at least one

Register by: May 19. Don't wait! The Amazing Race fills up fast. No refunds will be made after this date and all reservations will be billed. Reservations after this date cannot be guaranteed.



Beating the financial squeeze

Morning Power Hour!

Start your day with the Young Professionals of Fond du Lac. Tammy Matzdorf from Consumer Credit Counseling Service will provide you with the tools you need to develop and implement a successful spending plan. Take control of your financial matters!

Date: Thursday, May 6

Registration: 7:45 a.m.

Program: 8 a.m. to 9 a.m.

Location: Fond du Lac Public Library, McLane Meeting Room (lower level)

Cost: Free

MAY COMMITTEE MEETINGS

4	YPF Marketing	Noon
5	DFP Design Review Board	Noon
6	YPF Programs & Events	7:30 a.m.
	DFP Executive	Noon
11	DFP Organization	8:30 a.m.
	HR Board	3:30 p.m.
12	DFP Board @ The Nielsen Co.	8 a.m.
	Education	7:30 a.m.
	HR Board	3 p.m.
13	Ag Board	Noon
17	Legislative Forum	8 a.m.
18	DFP ER @ Windhover	Noon
	SSS 45	8:30 a.m.
	STW Steering	9 a.m.
19	Ambassadors Club	7:30 a.m.
	Ag Ambassador	Noon
20	DFP Events	8 a.m.
	SSS 47	8:30 a.m.
21	AC Executive	7 a.m.
24	Community Sounding Board	7:30 a.m.
26	DFP Design @ Police Station	8 a.m.
	Leadership Board	Noon
	Communications Council	7:30 a.m.
	YPF Board	4 p.m.
27	DFP Marketing @ Cibo	Noon
	SSS 46	8:30 a.m.
28	AC Board	7 a.m.

Dealing with Problem Behavior in the Work Place

Dealing with problem behavior in the workplace isn't a task that anyone enjoys. Often unacceptable behavior may not be addressed until the problem has escalated and has spread. This presentation will provide a multi-dimensional perspective - from the HR, legal and Employee Assistance views - to assist you in handling problem behaviors effectively. Additionally, attendees will receive an overview of an approach to addressing high, medium and low performers from "Hardwiring Excellence," by Quint Studer.

Note: This class is co-sponsored by the Fond du Lac Area Human Resources Association and has been submitted for SPHR/PHR recertification credits.

Panelists:

- Gregg Brewer, supervisor, Agnesian HealthCare's Integ-Net Employee Assistance Program and Corporate Consulting Services
- Tammy Pitts, Human Resources Director, Agnesian HealthCare
- John St. Peter, partner, Edgarton, St. Peter, Petak, & Rosenfeldt

Cost: \$25 for AC and HR members; \$35 for non-members



BUY LOCAL, TASTE FRESH

Farmers Market opens May 15

The Downtown Fond du Lac Farmers Market will open for the season on Saturday, May 15, at the City-County Government Building parking lot at Western Avenue and Linden Street.



environment and saves money. By buying direct from producers, consumers support the local economy, get the freshest food without large transportation fees and cut out middleman markup. They reap the benefits by enjoying lower prices.

The Saturday Market runs from 6:30 a.m. to noon every week, rain or shine, through October. The market will move to Main Street on two occasions this season: on July 10 for the Sidewalk Sale and on September 11 for the Fondue Fest.

As the season progresses, the market will host more than 70 vendors selling the freshest Wisconsin-grown produce, plants, eggs and flowers and home-crafted baked goods, pottery, handcrafts and cheese. At the height of the season, the market brings between 1,000 and 1,500 shoppers downtown each week.

Buying local is good for the

The Saturday market has space set aside for community organizations to sell prepared food. There is no charge for this fundraising opportunity. The space has access to electricity and is the size of two parking stalls. Several weekends remain open.

The Wednesday Farmers Market starts June 2 at the Hamilton Park lot at Sophia and Division streets. The Wednesday market is open weekly through October from 2 p.m. to 6 p.m. Both markets have ample free parking.

For information, visit www.downtownfdl.com or call (920) 921-9500.

April Job Fair brought out 700+ looking for work

The April 13 Job Fair at UW-Fond du Lac was an unqualified success. The annual event, sponsored by the AC and the Fond du Lac Job and Career Center, drew nearly 700 job seekers.

One of the 32 employers that attended, Cadre – The Premier Staffing Service, was very pleased with the event.

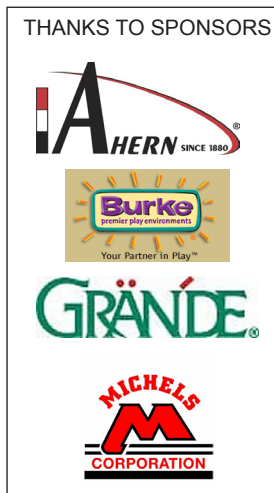
“The Job Fair was very successful for us,” said Cadre Director of Staffing Paula Voelker. “We have started the process with calling applicants to do phone interviews, and so far we have eight scheduled.”

Other employers echoed Voelker’s remarks. Just a week later, several had scheduled interviews and were planning to make offers to people they met at the event.

A highlight of the event this year were two breakout sessions, “How to Return to School – What You Need to Know” and the panel discussion, “Skills Needed in the 21st Century Workplace.” In addition, representatives from the Fond du Lac Area Human Resources Association offered resume assistance throughout the day.

Thank you to Job Fair sponsors BCI Burke Co., Grande Cheese Co., J.F. Ahern Co. and Michels Corp. Thank you to the employer exhibitors, presenters, panelists and HR professionals who helped create a high-quality event for our community.

The Job Fair is a joint program of the AC and the Job and Career Center. For more information, contact the AC at (920) 921-9500.



Leadership FDL member Melissa Luedtke, left, listens as the Flight for Life nurse explains procedures during Health Care Day in March.

Leadership Fond du Lac STEPPING UP TO SERVE

What is Leadership FDL?

It provides information and experience to persons who are willing to make a commitment of service to the community.

How does it work?

Applications are accepted until July 10 for classes that meet once a month September through May. Participants learn, in depth, about the community's government, culture, social services, education, health and safety systems, and more. Each class is divided into teams, which are charged with completing a project that will benefit the community.

What do you gain?

A deeper understanding of how the community works, enriching your professional and volunteer lives. Plus, lasting connections with fellow class members.

What does my employer get?

An associate with stronger connections to the community who becomes part of its future.

What does it cost?

Leadership tuition is \$1,200 for the nine-month program. Includes kick-off retreat, speakers, lunches, materials and trip to the Capitol.

The application is posted at www.fdlac.com

For more information, contact Leadership Director Lesley Manowske, (920) 921-9500



GOVERNMENT AFFAIRS UPDATE

In an attempt to stimulate the economy and create jobs, President Barack Obama on March 18 signed the Hiring Incentives to Restore Employment Act, establishing tax incentives for businesses that hire new workers. Employers who hire (between Feb. 3, 2010, and Jan. 1, 2011) persons who have been out of work for more than 60 days will be eligible for an exemption on their Social Security payroll tax for those employees.

Employers who have the newly hired employees on their books from March 19, 2010, through Dec. 31, 2010, will be able to reduce their Old Age, Survivors and Disability Insurance portion of the Federal Insurance Contribution Act (FICA) taxes by 6.2 percent. The act only applies to Social Security taxes, not to the 1.45 percent Medicare tax. The act also provides an income tax credit of up to \$1,000 for every new employee who is employed for 52 weeks.

To assist employers in claiming the new tax exemption, the IRS created form W-11, the Hiring Incentives to Restore Employment Act Employee Affidavit. This form will confirm that the eligibility of the newly hired employee; employers will not be able to claim the credit or tax exemption without attestation. Employers are responsible for keeping the form on file. More information can be found at: www.irs.gov/businesses/small/article/0,,id=220745,00.html

Employers must choose between a Work Opportunity Tax Credit and the HIRE Act Social Security tax benefit when workers are eligible for both. An employer may not benefit from both programs for same employee. The Work Opportunity is a federal tax credit incentive to spur hiring of specifically targeted unemployed persons. More information about the tax credit can be found at: www.doleta.gov/business/incentives/opptax/

The HIRE Act also extends the enhanced expensing rules through 2010. This means that companies may deduct up to \$250,000 of the cost of business machinery and equipment instead of the traditional method of depreciation. This benefit phases out when a company buys more than \$800,000 of qualified assets. Note: This expensing method only applies to federal taxes.

Unemployment extension?

The U.S. Congress is in the process of deciding about extensions to unemployment insurance benefits and continuing health insurance coverage (COBRA). The House passed the extensions, but the Senate delayed action over the issue of funding. As a result of the delay, about 200,000 people whose 26 weeks of unemployment benefits ended in mid-April could not apply for extended benefits. The Senate is expected to amend H.R. 4851 to make the benefits retroactive and extend them through the end of this month. Another bill (HR 4213) being considered by Congress would extend them through the end of 2010. This bill has passed the Senate and is now before the House, where a vote has not been scheduled.

Written by Joy Mueller, joy.mueller@mercmarine.com. This column is a project of the FDL Human Resources Association's Governmental Affairs Team.

FDL HR Association wins national award

The Society for Human Resource Management in Alexandria, VA, has awarded the Superior Merit Chapter designation to the Fond du Lac Area Human Resources Association for its scope of work in perpetuating and supporting the mission of the organization in 2009.

The Fond du Lac Area Human Resources Association is a division of the Fond du Lac Area Association of Commerce. The HR Association promotes professional human resources administration and good practices through educational programs, networking and problem solving of shared issues. Members are engaged in the human resources field in the areas of business, industry, education and government.

The Society for Human Resource Management is the world's largest association devoted to human resource management. It serves the needs of HR professionals and advances the interests of the HR profession. Founded in 1948, the society has more than 250,000 members in over 140 countries, and

more than 575 affiliated chapters.

The Fond du Lac HR Association is one of 64 chapters receiving the distinction in the society's North Central Region, which is comprised of 10 states and 154 affiliated chapters.

"This recognition demonstrates both the leadership and the successful partnership the chapter has with SHRM to serve the networking and professional development needs of human resource professionals and to the advancement of the human resources profession," said Pamela J. Green, chief U.S. membership officer for the society.

The Fond du Lac HR Association receives a Certificate of Recognition, a banner to display at its meetings and events, and is being recognized in the society's publications and at its conferences.

If you are interested in becoming a member of this award-winning group

or would like more information, contact Angela Boehning at (920) 907-4101 or Jessica Wunrow at (920) 933-3500 or visit <http://www.fdlac.com/hr.php> to print an application.



INVEST IN YOUR BEST

Training for supervisors to begin soon

Supervisory Skills Series is now accepting applications for a new round of the 13-month course scheduled to begin May 20.

SSS is an advanced management program that meets one day a month. Students in the series receive state-of-the-art instruction in management topics such as Leadership Style & Versatility; Business Performance Management; Building Effective Teams; and Negotiation Skills.

Instructor Dave Podeszwa, of DL. Podeszwa & Associates, has been the series instructor since 1994.

For information and registration fees, contact Gerrie Andrew at (920) 921-9500 or e-mail gerriea@fdlac.com.





Safety Poster contest winners are, from left, Keegan Bruins, third place; Alexandria Durn, second place; Lydia Dean, first place; and Safety Board President John Williams, of the Fond du Lac School District.

Safety poster winners chosen from field of 100

The Fond du Lac Area Safety Council recently held its annual poster contest with the theme of health or fitness safety. More than 100 posters were entered.

Lydia Dean from Lakeshore Elementary placed first and won a \$150 Association of Commerce Gift Certificate.

Alexandria Durn of Campbellsport Elementary received second place, and Keegan Bruins of Brandon Elementary received third place. Both received \$50 savings bonds.

Honorable mentions, who all received \$15 gift certificates, were: Alexandria Zacharias, Ellen Hodny, Jena Krueger, Zachary Gregorius, Lexi Livieri, Faith Rinzel and Richard Pratt.

The Fond du Lac Area Safety Council is a division of the AC that promotes safety in industries, homes, traffic and public places by providing educational forums, networking and recognition of safety programs. For more information on the Safety Council and their programs, please call (920)921-9500 or visit www.fdlac.com.

21 companies achieve Safety Honor Roll

The Fond du Lac Area Safety Council awarded 21 area companies the Safety Honor Roll Award at their March 24 Safety Day. This award recognizes area companies for their Outstanding Safety Records.

The awards were based on local companies' safety records when compared with similar businesses' throughout the state. The winning companies had achieved safety records that exceeded the average. The Safety Council is proud to congratulate these companies for their outstanding accomplishments in safety.

Safety Honor Award winners:

- Brooke Industries
- Charter
- Del Monte Foods
- Faith Technologies, Inc.
- Grande Cheese Co., Lomira Home Office
- Grande Cheese Co., Lomira Technology
- Grande Cheese Co., Rolling Meadows Facility
- Grande Cheese Co., Refrigeration, Warehousing & Storage
- International Paper
- J.F. Ahern Co.
- Kondex Corp.
- MAG
- Manowske Welding
- Mid-States Aluminum Corp.
- Northeast Asphalt
- Ozburn Hessey Logistics
- Quad/Graphics
- Quad/Graphics, Chemical Research/Technology
- RB Royal Industries
- Ripon Medical Center
- St. Agnes Hospital

The Fond du Lac Area Safety Council is a division of the Fond du Lac Area Association of Commerce that promotes safety in industries, homes, traffic and public places by providing educational forums, networking and recognition of safety programs.

800 8th graders go exploring on Career Day



Students had a hands-on chance to see how silk screening works at the Hopper's Silk Screening and All-Star Trophy booth.

It was a day of exploration. About 800 eighth graders from five area school districts converged on the Fond du Lac County Fairgrounds in March for the AC's annual 8th Grade Career Day.

Professionals from 54 businesses and organizations were on hand to provide the students with insights into careers as wide ranging as veterinary science, law enforcement, counseling and web site design. The students learned about the different careers' educational requirements, pay ranges

and employment outlook. The grownups gave them insights on what they would expect if they became optometrists, welders, chiropractors or cheese makers.

Students choose four different career booths to visit during the half-day event. Each booth visit included a hands-on activity. For example, at the J.F. Ahern Co. booth, students were challenged to build chairs out of PVC pipe. At the Sadoff Iron & Metal booth, students were able to try their hand at welding.

Career Day was organized to open students' minds at an early age to the variety and depth of opportunities available to them and to provide them with a chance to meet and ask questions of local professionals. The schools involved in the 2010 Career Day were St. Mary's Springs Academy and the middle schools of Theisen, Woodworth, Sabish, Bessie Allen, Lomira, Rosendale-Brandon and Oakfield.

Career Day is a program of the AC's Education Committee.

WI Technology Council to hold 8th entrepreneur's conference

The Wisconsin Technology Council is sponsoring "Pathways to Innovation," the 8th annual Wisconsin Entrepreneurs' Conference, June 8-9 at the Crowne Plaza Milwaukee Airport, 6401 S. 13th St., Milwaukee.

Highlights of this year's conference include:

- Hands-on panel discussions tailored to the needs of the entrepreneurs
- Resource center for one-on-one tips on grants, research partners and more
- Plenty of chances to network over food and refreshments
- The Diligent Dozen: The top 12 finalists in the Governor's Business Plan Contest square off for prizes
- The Ken Hendricks Memorial "Seize the Day Award"

Conference speakers include:

- Dave Berkus, past chairman of the Tech Coast Angels, the nation's largest angel network, and twice an Inc. 500 CEO
- Sue Marks, founder and CEO of Pinstripe Inc., a national leader in recruitment process outsourcing
- Robert Okabe, managing director of RPX Group and a pioneer in Chicago angel networks
- Eric Apfelbach, CEO of ZBB Energy, a serial entrepreneur who has raised more than \$100 million for his companies

For registration and additional information, visit the Wisconsin Technology Council's website, www.wisconsintechcouncil.com. Or call the council at (608) 442-7557.

Help us keep in touch

Has your website changed? Your fax number? Your email address? The Association of Commerce is dedicated to keeping its members fully informed on the issues, events and opportunities in our business community.

If any of your contact information has changed recently, please let us know. Just send an email to info@fdlac.com or give us a call at (920) 921-9500.

MARCH STATS FOR WWW.FDLAC.COM

- 2,549 unique visitors
- 4,541 visits
- Average of 146 visitors per day
- Most hits: Monday, March 1, with 291 hits
- Wednesdays average the most hits
- 77.1 percent of visits originated from users' bookmarks
- 11 percent of visits came from a search engine
- 11.6 percent of visits came from a link
- Most-viewed pages, in order: Member Directory, Press Releases, Events, Employment Opportunities and ACUniversity.

	No. of visitors		No. of visits	
Month	2009	2010	2009	2010
Jan.	2781	2534	4812	4405
Feb.	2705	2487	4716	4395
March	3007	2549	5372	4541
April	3105		5659	
May	2769		4853	
June	2676		4598	
July	2602		4694	
Aug.	2682		4741	
Sept.	2569		4778	
Oct.	2477		4237	
Nov.	2274		4281	
Dec.	2164		3982	

MEMBER NEWS & ANNOUNCEMENTS

Lots of good news about C.D. Smith

DESIGN AWARD: C.D. Smith Construction was among the members of the project team for a parking ramp built for a prominent medical center that earned a 2009 Decorative Concrete Design Award. The awards are a part of a program showcasing best uses of ready-mixed concrete in Wisconsin and Michigan's Upper Peninsula. The 549 stall, three-level Gunderson Lutheran Medical Center Parking Ramp is connected to the Gunderson Lutheran Medical Center and provides close proximity to the hospital with heated and handicapped access directly into the clinic, space counters at entrances and a top level that will be turned into green space. The structure contains over 12,000 yards of ready mixed concrete and has a life expectancy of 75 years.

GREEN BUILDING: C.D. Smith Construction's Gunderson Lutheran Health System has been awarded LEED® Silver established by the U.S. Green Building Council and verified by the Green Building Certification Institute. LEED is the nation's preeminent program for the design construction and operation of high performance green buildings. The project includes a five-story, 25,000 square foot lobby and the award-winning parking ramp. Gunderson Lutheran achieved LEED certification for energy use, lighting, water and material use as well as incorporating a variety of other sustainable strategies.

SAFETY AWARD: C.D. Smith Construction Services was awarded the Wisconsin Associated General Contractors 2009 Safety Excellence Award. Under the direction of Safety Director Patrick Smith, C.D. Smith strictly enforces its Safety Program to ensure a safe working environment for all workers and site visitors. Award recipients are determined by a company's loss time incidence rate for 2009, which is calculated by the U.S. Bureau of Labor Statistics. Other qualifications include: minimum of 4,000 work hours; zero recorded fatalities for 2009; and incidence rate less than 75 percent of the national average for construction.

C.D. Smith is located at 889 E. Johnson St. in Fond du Lac. Find them at www.cdsmith.com.

EPA proposes tightening ozone pollution standards

In December 2009, the EPA proposed tightening the ozone pollution standard from a three-year average of 75 ppb, to 60-70 ppb. Based on DNR monitoring data, Fond Du Lac County's ozone levels (2007: 74 ppb; 2008: 62; 2009: 66 ppb; with an average of 67 ppb) would violate the proposed rule if EPA sets the standard in the middle of the proposed range.

Ozone is a pollutant caused by car exhaust, industrial processes emissions and electric power generation reacting with sunlight and heat. Breathing ozone can aggravate lung and heart conditions. Even healthy people can experience wheezing or reduced lung capacity.

Counties that exceed the EPA standard for ozone are put in "non-attainment" status and mandated to have stricter permitting and environmental controls on industrial facilities. The timeline for adoption of the new standard is Aug. 31, 2010, with non-attaining counties being designated by August 2011, and state implementation plans due December 2013.

Attainment of the ozone standard for designated counties must be achieved between 2014-2031, depending on the severity of the problem. Sign up to receive Air Quality Alerts and other local air quality information from the NEW Air Coalition at www.FDLHealthyAir.com.

MEMBER NEWS & ANNOUNCEMENTS

BrownBoots Interactive hires account exec, office assistant

BrownBoots Interactive, Inc., has hired Heather Biró and Robin Halper.

As an account executive, Biró will help clients develop marketing programs and tactics. Before joining BrownBoots, she was an associate brand manager at Johnsonville Sausage. She received a bachelor's in Mass Communications from Principia College in Elsah, Ill., and an MBA from Marquette University. Biró serves on the board of the UW-Fond du Lac Foundation.

As office assistant, Halper will oversee and manage all office procedures. Prior to relocating to Fond du Lac, Halper was an independent consultant serving the Chicago area. She has a bachelor's in Educational Ministries from Moody Bible Institute in Chicago and volunteers for the Fond du Lac public school system.

Brown Boots, located in downtown Fond du Lac, is a full service advertising and marketing communications firm. Visit www.brownboots.com or call (920) 906-9175.



Heather Biró



Robin Halper

BCI Burke hosts training for playground installers

More than 60 professional playground installers from across the U.S. and Canada congregated in Fond du Lac recently to sharpen their skills and understanding of BCI Burke products. The installers spent two days in an intensive hands-on learning environment to get better acquainted with Burke products and get the tools they need when installing Burke equipment.

"The training is equally valuable for our team," said Mark Sondergard, BCI Burke president/owner. "The installers share tips and issues they may encounter in the field, and we can be responsive to their needs. The training also provides a forum for installers to exchange ideas with one another and with us, which helps all of us improve."

BCI Burke is a premier manufacturer of commercial playground, park and recreation equipment and a champion of engaging kids in fun, challenging and safe play. Find them at www.bciburke.com.

Employee buys Integrity Saw & Tool

Rick and Jackie Mand have sold Integrity Saw & Tool, Inc., to Paul Reetz, effective April 1. Reetz has been a salesman with the company for nearly 10 years, during which time helped grow and expand the business and its capabilities. Rich Mand has agreed to stay on as long as needed to ensure a seamless transition in the business operations.

Integrity intends to continue to focus on the needs of each of their customers. Visit them at www.integritysaw.com or call (920) 923-4474.

Rothenbach president/CEO of Fox Valley Savings Bank

James J. Rothenbach was named president/CEO of Fox Valley Savings Bank effective March 31. Current CEO Allen Knuth is planning to retire from full time service after serving 30 years with the bank.

Rothenbach has held a variety of community banking positions, including working for Bank One in West Bend and Stevens Point, Oshkosh Savings Bank, Fox Cities Bank and Ozaukee Bank. Rothenbach most recently was the regional president for Harris Wisconsin's North Region.

Rothenbach has a bachelor's from Marquette University, is a graduate of the Graduate School of Banking in Madison and the Graduate School of Commercial Lending in Norman, Okla.

Visit Fox Valley Savings Bank at www.fvsbank.com.

Fox World Travel celebrates 50 years of success

In its five decades, Fox World Travel has grown from one office, started in 1960 by Harold H. Juedes, to an award-winning travel management company with 12 locations throughout Wisconsin.

The company, formerly known as Fox Valley Travel Agency, changed its name to Fox World Travel in 2000 to reflect a global approach to serving customers worldwide. The company owes its longevity to innovative strategies, staying abreast of advances in technology and their associates, who live up to the company motto of "Find a Way."

Fox has operated under the mission to:

- Build long-lasting relationships with customers through exceptional service
- Create a great work experience for associates
- Deliver cost-effective, quality travel and incentive solutions
- Join with vendor partners in mutually beneficial relationships
- Exhibit passion, integrity and pursuit of perfection in everything they do

Through new business development, organic growth and acquisitions, Fox World Travel has earned the distinction of being one of the most respected travel companies in the Midwest and ranked among the top 20 of more than 20,000 travel management companies across the nation.

Fox World Travel operates the website www.GoFox.com. In addition to its Business and Vacation Travel Divisions, Fox World Travel operates Fox Select Vacations, a group travel division, Fox Premier Meetings and Incentives and Fox World Travel School.

Matthews Tire lauded for Special Olympics fund raiser

Matthews Tire and Auto Service Center at 562 W. Johnson St. has been recognized by Special Olympics Fox Valley for their work to raise funds for the organization. The business contributed \$1 to \$2 for every tire sold last October. Manager Todd Steffes recently presented a check for \$475 to the organization. Special Olympics Fox Valley provides athletic competitions for over 1,000 local athletes and opportunities for 1,600 local volunteers. Matthews Tire & Auto Service Centers, with locations in Appleton, Menasha, Fond du Lac, Green Bay and Waupaca, is a family-owned, full service tire and auto service provider with convenient shuttle service and a popular *no excuses* policy. Visit www.matthewstire.com.

SEBS Wisconsin selling new All Savers Insurance

SEBS Wisconsin, LLC, has been contracted to sell All Savers Insurance, an innovative United Healthcare Co. product that gives the employee the option to create a plan that best fits their needs, while offering options for the employer to select the premium that will fit their budget. Eric Serrano's team at SEBS Wisconsin recently sold the first policy in the country to a local employer in the Fox Valley.

For more information about All Savers or SEBS Wisconsin, call Serrano at (920) 907-8381.

Cartridge World offers online ordering, free printers

Cartridge World at N6663 Rolling Meadows Drive now has an online ordering system. To get started, customers should send manager Jeff Faul an email at sales518@cartridgeworldusa.com. Faul will set them up with a one-click, icon-based system that's fast and easy. Cartridge World also has a new program that provides free printers. By agreeing to purchase cartridges through Cartridge World for a set amount of time, the company will provide the printer at no cost. Faul said he customizes the printers to the customers' needs – providing the right size and capacity.

For more information, call Faul at (920) 322-1236 or stop by. Find Cartridge World online at www.cartridgeworldusa.com.



FOND DU LAC AREA ASSOCIATION OF COMMERCE

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FORWARD FOND DU LAC

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Fond du Lac Business Barometer			
March		2010	2009
Building permits	Monthly one-family homes / Year to date	4 / 6	0 / 3
	Monthly one-family value / Year to date	\$ 515,000 / \$ 1,085,000	\$ 0 / \$ 470,000
	Monthly multiple units / Year to date	1 / 2	0 / 0
	Monthly multiple units value / Year to date	\$270,000 / \$570,000	0 / 0
	Monthly commercial industrial / Year to date	0 / 0	1 / 2
	Monthly commercial industrial value / Year to date	0 / 0	\$ 3,845,737 / \$ 3,945,737
Employment*	Number employed City / County	20,033 / 49,372	20,894 / 51,272
	Number unemployed City / County	2,678 / 5,552	2,576 / 5,162
	Percent unemployed City / County	11.8 / 10.1	11.0 / 9.1
Parking utilities revenues		\$ 30,263.00	\$ 28,739.44
Real estate transfers*		85	66
Utilities	Industrial power (KWH)	19,030,116	
Statistics	Marriages*	14	25
	Divorces (Clerk of Courts)	27	37
	Births*	43	46
	Deaths*	38	36
Sanitation permits (outside city)		8	8

* Results from February