



## Education and Business: Focusing on partnerships, developing opportunities

Today's classroom is no longer limited to four walls. It has expanded into offices, factories, hospitals and more. From behind a desk to in front of a machine to next to a customer or patient, today's students are learning and exploring a world of endless opportunities. Today's classroom is comprised of real-world experience, hands-on learning and guided instruction by educators and business people alike.

And the point? With this idea of the wall-less classroom comes the need for new methods in which to teach students and prepare them for post high school life. Methods that capitalize on providing students with the knowledge and skills they need to succeed. To accomplish this, an understanding must exist among educators, business persons, manufacturers, engineers and the like. An understanding that results in collaborative teaching initiatives, both in the classroom and under the guided direction of employers and cooperative supervisors.

With this understanding comes a call to action and a commitment to continued communication. In an attempt to develop this opportunity, the Fond du Lac Area Association of Commerce Education Division invited education professionals to tour area businesses. The purpose, to promote an increased awareness of what area businesses are doing and the opportunities that exist for high school students – especially as they enter into internship and apprenticeship programs.

Additionally, educators and business professionals were able to form connections and identify partnership opportunities that can enhance student understanding of manufacturing, engineering and health care related fields.



**On August 18 local educators and professionals took part in the first educational tour of its kind. Those in attendance included Danielle Joslin, a physics teacher at Fond du Lac High School, Gerry Burr a technical education teacher at Campbellsport High School and Jon Marx a technical education teacher at Lomira High School. The host businesses that took part in this tour included Kondex Corporation, Mid-States Aluminum and Agnesian HealthCare.**

**Continued on page 5**

### WELCOME NEW MEMBERS

Strengthen our community by supporting member businesses

#### Rasmussen College

3500 E. Destination Drive, Suite 100  
Appleton, WI 54915  
(920) 750-5900  
[www.rasmussen.edu](http://www.rasmussen.edu)

#### Wells Fargo Home Mortgage

481 E. Division Street  
Fond du Lac, WI 54935  
(920) 922-2297

## Directors nominated for AC Board

The Nominating Committee of the Fond du Lac Area Association of Commerce is pleased to announce the following slate of candidates for terms on the Association of Commerce Board of Directors beginning January 1, 2012. The candidates include Mr. Brian Baker, Vice President of Baker Cheese, Inc.; Mr. Marty Ryan, Senior Vice President of ACTRA Rehabilitation Associates, Inc.; Mr. Steve Little, Executive Vice President of Agnesian HealthCare; District Court Judge Gary Sharpe and Dr. Sheila Ruhland President of Moraine Park Technical College. All candidates are current members of the

board and are eligible for re-election.

As per the by-laws of the Association, additional names may be submitted by petition if signed by no fewer than 25 members, all in good standing, and must be filed with the President of the Association of Commerce no later than September 10, 2011.

### INSIDE:

Spotlight on the Agri-Business Council  
(Page 4)

**Coffee Connection September 7**

**Location:** Children’s Museum of Fond du Lac  
51 Sheboygan Street  
**Time:** 7:30 a.m. to 8:30 a.m.  
**Your Host:** The Children’s Museum of Fond du Lac is a non-profit organization that supports healthy development of children and families, while contributing to the overall health of the community. Nearing the end of its 4th summer season, the Children’s Museum of Fond du Lac has welcomed more visitors than previous years, with an 11% increase in overall traffic. The exhibits at the museum feature a “continent” theme, encouraging visitors to experience the world around them. In addition, the museum also offers a wide array of programming for children under the age of twelve, including science, music, humanities, arts and culture. If you would like to learn more please visit [www.cmfdl.org](http://www.cmfdl.org).

**Cost:** \$2  
**Deadline to register:** September 6

**Business Connection September 20**

**Location:** Holiday Chrysler Dodge Jeep Ram  
815 S Rolling Meadows Dr  
**Time:** 5 p.m. to 7 p.m.  
**Your Host:** Holiday Chrysler Dodge Jeep Ram opened their doors on January 2nd 1997 after purchasing the former Deans Dodge. Owners Jim Flood and Mike Berg added the Jeep franchise in 2003 and then completed the full line up in 2005 by adding the Chrysler brand to the mix. In late 2008 and early 2009 the Chrysler Millennium project was done, with CD Smith doing a complete remodel along with adding a state of the art Express Lube and Car Wash. Jim and Mike are both 30 plus year veterans of the automobile business and along with their wives Judy Flood and Nancy Berg are life long local residents. Under Chrysler Corporation’s new leadership, Holiday Chrysler Dodge Jeep Ram is running at 160% effective of their sales territorial responsibility. For more information visit them online at [www.holidaycdj.com](http://www.holidaycdj.com).

**Cost:** \$2 if you are pre-registered; \$5 at the door  
**Deadline to register:** September 19

To register log on to [www.fdlac.com](http://www.fdlac.com) or call the AC at (920) 921-9500.

**Safety Program: Don’t get burned at work!**

**Date:** September 12, 2011  
**Time:** 4:30 p.m. Registration & Networking  
5:30 p.m. Dinner with program immediately following  
**Location:** Knights of Columbus Hall  
**Cost:** \$20 Safety Council Members, Spouses & Guests; \$25 Non-Safety/AC Members; \$30 Non-Safety/Non-AC Members

- \* Reservations must be received by Friday, September 9
- \* Cancellations accepted 48 hours in advance
- \* Presented by the Fond du Lac Fire Department

**Crucial Conversations—How to Talk When the Stakes are High**

**Date:** Tuesday, September 27  
**Time:** 7:30 - 9 a.m.  
**Location:** FDL Public Library  
**Cost:** \$25 AC Members; \$35 Non-Members



Leaders need to have the ability to tackle difficult situations. Can you have a crucial conversation with others to make a difference in your organization? Learn some basics in managing conversations during conflict and risky situations.

**Speaker:** Sue Roettger, Mid-States Aluminum  
**ACU is exclusively sponsored by Charter Business.**

**Company Tour:**

**Kelley Country Creamery**

**Date:** Friday, September 9  
**Registration:** 8:45 a.m.  
**Program & Tour:** 9 a.m.  
**Location:** W5215 County Rd B  
**Cost:** \$8 YPF Members; \$15 Non-Members

Join YPF as we head to Kelley Country Creamery. Take a tour, sample delicious ice cream and hear from owner Karen Kelley as she discusses ‘How to succeed in starting your own business’.



Karen and Tim Kelley and their five children – Amie, Betsy, Heidi, Molly and Clark – operate a 200-acre farmstead dairy and tend to 65 Holsteins that provide the Grade A milk for their new Creamery. The Kelleys are committed to sustainable agriculture, recognized for their farming practices and keep their cows on green pastures.

**SEPT COMMITTEE MEETINGS**

1	YPF Programs & Events	7:30 a.m.
	DFP Executive	Noon
	DFP Design Review Board	Noon
8	YPF Marketing	Noon
	Ag Board	Noon
9	Safety Board	7:30 a.m.
12	HR Board	3:30 p.m.
13	DFP Organization	8:30 a.m.
	YPF Executive	11 a.m.
	YPF Membership	Noon
14	DFP Board @ The Nielsen Co.	8 a.m.
	Leadership Alumni Board	Noon
15	DFP Events @ Library	8 a.m.
16	AC Exec.	7 a.m.
19	Legislative Forum	8 a.m.
20	STW Steering	9 a.m.
21	Ambassadors Club	7:30 a.m.
	Ag Ambassadors	Noon
	DFPMT	2 p.m.
22	DFP Marketing @ Ramada	Noon
	YPF Board	4 p.m.
23	AC Board	7 a.m.
26	Community Sounding Board	7:30 a.m.
28	Communications Council	7:30 a.m.
	DFP Design @ Police Station	8 a.m.
	Leadership Board	Noon
28	DFP ER @ Windhover	2 p.m.

Join the FDL Area Safety Council for a hands-on program on fire safety in the workplace. It will include an interactive session on the proper use of a fire extinguisher. This training is a great opportunity for individuals to meet mandated requirements for hands-on fire extinguisher training. Each attendee that participates will receive a certificate of completion that satisfies OSHA 1910.157.

Note: If fire extinguishers are available for employee use, it is the employer’s responsibility to educate employees on the principles and practices of using a fire extinguisher and the hazards associated with fighting small or developing fires. This education must be provided annually and when a new employee is first hired.

# ARE YOU IN? Join YPF and support the American Red Cross!

## Casino Night Sponsors

### South Hills Golf & Country Club

Family Focus Eye Care  
Grande Cheese Company  
Huberty & Associates  
Jackson Kahl Insurance Services  
Judkins Chiropractic  
Kottke Kustom Floors  
Marian University  
Moraine Park Technical College  
McClone Insurance  
Natural Stone Veneers

Poster printing courtesy of Scott's  
Discount Printing and the FDL Area  
Convention and Visitors Bureau

• All proceeds benefit American Red Cross - Northeast Wisconsin Chapter •

# A GREAT DEAL FOR A GREAT CAUSE.

EARN EXTRA GAME CHIPS IF YOU PRESENT YOUR RED CROSS BLOOD DONOR CARD -OR- SIGN UP BY AUG 16

JOIN US  
September 16, 2011  
CASINO NIGHT  
FUNDRAISER

PRESENTED BY:  
SOUTH HILLS  
GOLF & COUNTRY CLUB

## FRIDAY, SEPTEMBER 16, 2011

South Hills Golf & Country Club • 6 p.m. Registration / 7 p.m. Games  
Cost: \$35 YPF & South Hill Members / \$45 Non-Members

•• Register online at [www.fdlac.com](http://www.fdlac.com) or call the FDL AC at 920.921.9500 ••

## LOCAL STIMULUS PACKAGE

Every Wednesday, the Local Stimulus lands in members' in-boxes with offers, notices and special deals. This member to member discount program is popular on both sides of the equation. Advertising in the Local Stimulus Package is affordable and easy. Find the advertising order form at [www.fdlac.com](http://www.fdlac.com) or e-mail us at [info@fdlac.com](mailto:info@fdlac.com).

## WANTED: Show-off businesses

Are you proud of your business, your services, your products and your people? Want to show off? Then hosting an AC Business or Coffee Connection networking event is for you.

Every month, over 100 AC members gather at different host members' places of business, hotels or restaurants for an evening Business Connection, held the third Tuesday of the month. Business Connections are great for networking, but they also give the hosts a unique and fun way to share their message.

Coffee Connections, held the first Wednesday of the month, have proven to be the perfect way to start the morning. Coffee Connections are smaller and more personal than their evening counterparts; halfway through the event, each attendee is able to give a short commercial about their business.

The AC's Communications Council is finalizing hosts for the 2012 Connections. Contact Katie Leist for information on how your business can be added to the host list, (920) 921-9500 or e-mail [katie@fdlac.com](mailto:katie@fdlac.com).

## SAVE THE DATE!

September 20, 2011

**Event:** HR Legislative Update  
**Location:** Holiday Inn  
**Registration:** 7:15 a.m.  
**Breakfast:** 7:30 a.m.  
**Program:** 8 a.m. – 9:30 a.m.  
**Cost:** \$20 HR Members; \$25 AC Members; \$30 Non-HR/Non-AC Members

As an HR professional, your role is to make sure you and your business are up to date on all legislative changes on the horizon. What better way to learn 'what's new' than to attend the September HR Legislative Program held at the Holiday Inn.

Topics covered will include:

- Wisconsin Conceal & Carry
- ADA Act Changes
- GINA
- National Health Care Reform – New deadlines
- Wisconsin FMLA
- NLRB & DOL proposed changes
- And more!

To register log on to [www.fdlac.com](http://www.fdlac.com) or call the AC at (920) 921-9500.

# Spotlight on the Agri-Business Council

## Wrapping up a jam-packed summer



Thousands came out in support of local agriculture at the 2011 Breakfast on the Farm at Rosendale Dairy.

This summer has been busy for the Fond du Lac Area Agri-Business Council. Events were held in June, July and August to promote agriculture and raise money for programming.

### In the classroom...

The Agricultural Ambassador program wrapped up its final programs of the school year in June and July, visiting summer school classrooms and students in the Head Start program. During the 2010 – 2011 school year, three Agricultural Ambassadors visited with 15,984 students. This is a new record and an outstanding representation of the program's success!

### On the farm...

Rosendale Dairy, LLC near Pickett opened their doors to an estimated 10,000 people on Sunday, June 26 for the annual Breakfast on the Farm. The successful breakfast is vital to support educational programming, scholarships and a variety of other agricultural promotions of the Agri-Business Council. At the breakfast, ice cream sundae sales raised more than \$4,400 for the Agricultural Ambassador Program.

### In the community...

The Agricultural Ambassador Raffle raised over \$6,600 for classroom presentations. Top winners of the raffle, Pat and Rebecca Ries donated a portion of their winnings back to the program! All proceeds

from the raffle will be used to continue educating thousands of Fond du Lac County area youth through the Agricultural Ambassador program. Thank you to all who participated in the raffle!

### At the fair...

The Agri-Business Council worked with the 4-H Teen Leaders at the Fond du Lac County Fair serving up delicious food to fair guests. The booth was popular amongst those looking to get away from the heat. Money raised from the food stand will benefit the Agricultural Ambassador Program.

### On the green...

A golf outing and membership social was held on August 2nd at Whispering Springs Golf Course. Agri-Business members relaxed with a day of golf after all of the busy summer events, getting in 9 holes of golf between rain showers! The team consisting of Dean Birschbach, Brett Zickert, Jeff Montsma and Dan Zimmerman took top honors. Golfers participated in the Shoot for the Green contest and a 50/50 raffle to support the Ag Ambassador program. These special events raised over \$700 for agriculture education in the classroom.

### On to 2012...

Planning is underway for 2012, join the Agri-Business Council to see what agriculture is all about!

### What is the Agri-Business Council?

The Fond du Lac Area Association of Commerce Agri-Business Council is the LARGEST agricultural promotion organization in the area. The Agri-Business Council strives to provide a forum for communication among local agri-businesses, assist in the promotion of agriculture from farm to table and increase consumer awareness of the impact that agriculture has on our lives'.

### Who are members of the Agri-Business Council?

The Agri-Business Council is open to anyone with an interest in supporting local agriculture. Our 240 members range from dairy producers to cheese processors to implement dealers and everyone in between. The diversity of our membership reflects agriculture's ever-changing face!

### How do I become a member of the Agri-Business Council?

It is as easy as filling out a membership form and paying a nominal annual fee; dues are further reduced if you are an AC member. Membership dues support the continuous effort of the Council to keep agriculture strong in our area and promote its presence in our community through a wide variety of activities.

### What does the Agri-Business Council do throughout the year?

- Agricultural Ambassador Program - Three Agricultural Ambassadors educate 16,000 Fond du Lac County area students and teachers about the importance of agriculture
- The Annual Fond du Lac Agriculture Showcase featuring Wisconsin agri-businesses, wine and cheese tasting and kids activities
- Host thousands of visitors at the Breakfast on the Farm
- Award scholarships to Fond du Lac County youth continuing their education in agriculture
- Sponsor distribution of "This Business Called Agriculture" workbook to ALL Fond du Lac County 4th graders
- Award Teacher of the Year to non-vocational teachers placing a great emphasis on agriculture education

STILL TIME TO PARTICIPATE:

## Annual wage, benefit survey seeks business participants

The Northeast Wisconsin Chambers Coalition is conducting the 2010-2011 Fox Valley Wage & Benefit Study and your valuable input is needed.

At this critical time, with a struggling economy and changes in employment, accurate comparative wage and benefit information is of enhanced value to businesses in the region.

The study is conducted annually to determine salaries and benefits offered to employees in the Fox Valley area. It is a joint effort between the AC, the Fond du Lac Human Resource Association, and the chambers of Green Bay, Fox Cities and Oshkosh.

The surveys are conducted

online, and participants are given access to tabulation sites after entering their information. The wage survey has been updated and streamlined, with easier data entry and the capability to upload spreadsheet wage data. All survey information is kept confidential and is used only for compilation purposes. Results will be available in October.

Companies that participate in the survey receive results, which include geographical comparisons, at a discounted price of \$50.

If interested, contact AC Director of Programs and Services Tammy Young at (920) 921-9500 or [tammy@fdlac.com](mailto:tammy@fdlac.com). You will be sent links for immediate input.

# Be a shining star



The Downtown Fond du Lac Partnership Organization Committee has launched the "Shining Star" campaign to help light Santa's Tree in Veteran's Park for the upcoming Christmas season.

In previous years, due to lack of funding, the tree could only be lit with incandescent lights. Unfortunately, each year the lights need to be replaced as they cannot hold up to the harsh Wisconsin winters.

The cost of this project is \$5,000. At this time contributions are being sought from individuals, area businesses, organizations, service groups and our military branches. All donors will be mentioned in press releases and listed on the Downtown Fond du Lac Partnership website ([www.downtownfdl.com](http://www.downtownfdl.com)). Anyone contributing \$500 or more will be recognized as a "Shining Star" in this year's holiday parade.

Santa's Tree, so called because it is here where Santa gives his holiday greeting after the Christmas Parade, has become a destination spot for families to gather together during the parade. Located in Veteran's Park, Santa's Tree not only welcomes in the holiday season, but its bright and glowing lights are a sure way to welcome community members and visitors to the heart of the city.

**Be a Shining Star and help us reach our goal. Donations can be mailed to 207 N. Main St. Fond du Lac, WI 54935.**

Real life.  
Real professionals.

Sign up for 2012 and  
get the rest of 2011 FREE!

[www.ypfdl.org](http://www.ypfdl.org)

### WANTED: Employer Participation in the School to Work Program

Businesses share a common concern about the quality of the future workforce. The School to Work Program is designed to assist in the development of skilled workers; however, the key to program success is employer participation. For more information on shaping the future workforce, please contact the AC at (920) 921-9500 or visit [www.fdlac.com](http://www.fdlac.com).

### Continued from page 1

As a result of the Education and Business Tours numerous initiatives, opportunities and areas for improvement were identified. Overall, those in attendance were able to reflect on the experience and offered the following suggestions:

- Educators should invite employers into the classroom to present on topics such as engineering and how engineers interact with the shop floor.
- Employers should provide space at internship/apprenticeship facilities that would enable students to complete class work.
- Brainstorm additional opportunities to bring students into work facilities.
- Increase awareness of manufacturing opportunities in the area.

- Provide a better understanding of the School to Work program and what students do at participating facilities.
- Promote this opportunity and the tours to area educators.

The Fond du Lac Area Association of Commerce Education Division is focused on cultivating a skilled workforce by connecting business and education and building on-going relationships to design and deliver curriculum that is infused with work-based learning. Business and educational institutions are encouraged to become active partners. In order to continue to advance in this opportunity additional Education and Business Tours will be scheduled. Anyone interested in becoming involved in this important endeavor should call the AC at (920) 921-9500. This opportunity is open to all educators, regardless of specialty area, as it is meant to encourage dialogue and partnership among professional and business institutions.

# Time to satisfy your Fondue craving...

# They came, they gathered, they enjoyed...they GOT downtown!

www.fonduefest.com

Downtown Fond du Lac  
**fondue fest**



peace love fondue

**SATURDAY**  
**September 10, 2011**  
9 a.m. - 5 p.m.

- Arts & craft vendors
- Music Stages
- Classic Car Show
- Food & Farmers Market
- Bridal Fashion Show
- Kid's Zone

And of course... fondue!

Come together.  
DOWNTOWN FOND DU LAC

© 2011 Downtown Fond du Lac Partnership, www.downtownfdlac.com

Community members came together for the first ever 'Get Downtown' event on August 18 at the Main Street Plaza in Downtown Fond du Lac. The event was free and open to the public and included live entertainment, food and beverages and more.

In addition to great entertainment, the evening offered attendees a chance to discuss the future of the Main Street Plaza. Representatives from the Greater Fond du Lac Arts & Entertainment District were on hand to listen to suggestions and ideas concerning possible events and activities to bring to the plaza.

The Greater Fond du Lac Arts & Entertainment District is a division of the Fond du Lac Arts Council and the Downtown Fond du Lac Partnership. The district serves as the "great room" of the community, where Fond du Lac comes together for a multi-faceted mix of art, entertainment, music, education and special events. The district unifies the many artistic organizations in the community by creating a cohesive, focused and financially sustainable area. This area promotes and maintains the development of artistic taste and the knowledge, as well as an understanding and appreciation of the arts for all residents throughout the community. Additionally, the district serves as a catalyst to connect the community for a total sensory experience, in an area that is anchored by a thriving downtown business district open to all.



Above: The Main Street Plaza was filled with community members out to enjoy Downtown Fond du Lac.



Above: Live entertainment by The Kingfish Band provided a great evening of music, dancing and more!

## Bid Rx can help lower benefit costs

Skyrocketing increases for prescription benefits have resulted in rising out-of-pocket expenses. The AC has partnered with Wisconsin-based BidRx, LLC, to provide prescription cost savings to AC members and their employees.

BidRx.com is a free website that is an open and competitive marketplace for consumers to find and fill prescriptions with savings up to 85 percent. On their



site, visitors can learn about similar medications, receive discounts directly from pharmaceutical companies and put their prescriptions out for bid to compare prices and services from the thousands of pharmacies in the U.S.

To sample their services, visit [www.bidrx.com](http://www.bidrx.com) and click on "How it works."

For more information on the program, call BidRx at (920) 230-6200.

## MEMBER NEWS & ANNOUNCEMENTS

### Mercury Marine and FDL Area United Way Kick-off Annual Campaign Drive

The Fond du Lac Area United Way, along with their Pace Setter Mercury Marine, will kick-off the 2011 Campaign Drive September 8 at the UW-FDL Campus (7:30 - 9 a.m.). A breakfast and program will commence. Mercury Marine jump starts this year's campaign drive to reach a goal of \$730,000. "We hope to inspire all local businesses to support United Way," noted Steve Fleming, communications director, Mercury Marine and board president of United Way. United Way builds the program capacity of agencies and together builds a supportive, healthy and educated FDL area. An average of 25,000 men, women, children and youth are helped annually. For information about conducting a company campaign visit the Fond du Lac Area United Way website at [www.fdlunitedway.org](http://www.fdlunitedway.org). Call Amber Kaliwee to RSVP for the Kick-off at (920) 921-7010.

### Snap Fitness celebrates four years and welcomes new personal trainer

Snap Fitness of Fond du Lac welcomes new personal trainer Brenda Rahe. Rahe is a champion in women's natural bodybuilding. Snap Fitness certified trainers will inspire and motivate you to achieve your personal goals. Additionally Snap Fitness is celebrating its fourth year in Fond du Lac and with it great savings. Join during the month of September and receive free enrollment, one month free and free tanning to the first 25 individuals that join.

### St. Mary's Springs Academy partners with Marian University

St. Mary's Springs Academy (SMSA) and Marian University have entered into an official relationship agreement that provides educational discounts to faculty, staff and students served by SMSA and Marian. Effective immediately, SMSA and Marian will begin to offer the partnership benefits through the newly developed Sister Judith Schmidt, CSA Benefit Program.

### St. Mary's Springs Academy combines with Winnebago Lutheran Academy to serve students

St. Mary's Springs Academy and Winnebago Lutheran Academy are pleased to announce a collaborative bus service for several surrounding areas for the upcoming school year. The routes include:

- West Bend, Kewaskum, Campbellsport, Eden
- Plymouth
- Montello, Princeton, Ripon, Green Lake, Rosendale
- Iron Ridge, Mayville, Theresa, Lomira

For more information contact Carol Schlaefer at SMSA at (920) 322-8008.

### Society Insurance announces executive appointments: Parks, Reeves and Lifke

Society Insurance announced three new executive appointments, which became effective August 1, 2011.

The appointments, which were approved by the Board of Directors, include: Rick W. Parks, CPCU, President & Chief Executive Officer; William F. Reeves, CPCU, Senior Vice President and Chief Operating Officer, and D. Holly Lifke, CIC, Vice President – Commercial Underwriting.

Parks joined the company in July 2005 as Senior Vice President and Chief Operating Officer. He was elected to the firm's Board of Directors in March 2008. Parks has over 30 years of property-casualty insurance company experience, the majority being with other Midwest-based regional companies. He is a graduate of Indiana State University with a Bachelor of Science in Business Administration. Parks earned the Chartered Property Casualty Underwriter (CPCU) designation in 1987.



**Rick Parks**

Reeves joined Society in April 2008 as Vice President – Commercial Underwriting. Prior to joining the firm, Reeves spent 25 years with General Casualty Insurance Company in a variety of executive roles after beginning his career with Reliance Insurance. He is a graduate of the College of Insurance in New York City with a Bachelor of Science in Business Administration and earned his CPCU designation in 1998.

Lifke began her career at Society as Director of Human Resources in July 2000. She was promoted to Vice President – Human Resources in March 2004. Before moving into Human Resources, Lifke gained experience as a Bank Examiner for the Federal Deposit Insurance Corporation. She was awarded a Bachelor of Science Degree in Economics and Business Administration from the University of Wisconsin - Platteville and a Master of Business Administration from the University of Wisconsin - Oshkosh. Lifke earned the Certified Insurance Counselor (CIC) designation in 2009.

"These appointments are a great reflection of the work our retiring CEO, Jim Thomas, has done on succession planning during his time in leading the company," said Parks. "Jim has been extremely generous in helping me prepare to take on this new role and in supporting the development of our executive team overall. We appreciate all he's done for our company and wish him the best in his retirement."

Society Insurance is a property-casualty insurance company headquartered in Fond du Lac, Wisconsin. The company has offered Workers Compensation insurance continually since its founding in 1915. Society is also a leading insurance provider for restaurants, bars, hotels, groceries and the medical field in Wisconsin, Illinois, Indiana and Iowa.

**SEND US YOUR NEWS...**Send press releases, photos and bulletins to be published in the AC's "Member News & Announcements." The AC newsletter publishes on the first of the month, every month. Items for the newsletter must arrive on the 15th of the month prior to publication. E-mail [info@fdlac.com](mailto:info@fdlac.com) or fax to (920) 921-9559.



## FOND DU LAC AREA ASSOCIATION OF COMMERCE

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<b>Fond du Lac Business Barometer</b>			
<b>June</b>		<b>2011</b>	<b>2010</b>
Building permits	Monthly one-family homes / Year to date	1 / 12	0 / 25
	Monthly one-family value / Year to date	\$ 135,000 / \$ 2,108,500	0 / \$ 4,013,400
	Monthly multiple units / Year to date	2 / 3	0 / 4
	Monthly multiple units value / Year to date	\$ 350,000 / \$ 550,000	0 / \$ 1,590,000
	Monthly commercial industrial / Year to date	0 / 4	0 / 3
	Monthly commercial industrial value / Year to date	0 / \$ 301,580	0 / \$ 1,641,400
Employment*	Number employed City / County	20,759 / 51,094	20,813 / 51,295
	Number unemployed City / County	1,902 / 3,887	2,001 / 4,155
	Percent unemployed City / County	8.4 / 7.1	8.8 / 7.5
Real estate transfers*		91	134
Utilities	Industrial power (KWH)	10,656,868	11,418,539
Parking Utilities Revenues		\$ 29,689.92	\$ 27,239.37
Sanitation permits (outside city)		5	12

\* Results from May