

Seeds of
Growth

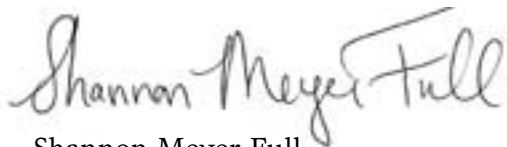
Fox Cities Chamber of Commerce
ANNUAL REPORT **2010-2011**



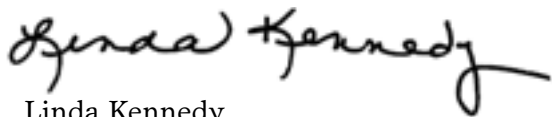
It is our privilege to present this year's Annual Report, "**Seeds of Growth.**" The theme indicates not only significant **growth** within the Chamber, but also **change** and **enhancements** that are happening throughout the organization.

Our most significant change has been in **leadership**. As you are aware, a new leader for the Chamber was announced in January and with **new leadership** comes **new ideas**. These new ideas are being vetted by our members, and we are excited about the **new initiatives** that we are launching. We are extremely fortunate to have **dedicated and committed volunteer leadership**, in addition to very **professional and passionate staff**. Cooperatively, we will continue to **enhance** our business climate, **develop and implement** a new comprehensive economic development strategy, **add** new leadership and professional development opportunities, **collaborate** to formalize a strong business/education partnership, continue to **take** policy position on legislative issues impacting our businesses, and **grow** the awareness and membership of our emerging career professional group, Pulse.

In this report, you will find a brief overview of the programming and the **benefits** of the Chamber demonstrating a very strong **return on investment**. We are committed to **advancing** the program of work for you, our members. **Thank you** for your continued **support, engagement and commitment** to the overall **growth** of our business community.



Shannon Meyer Full



Linda Kennedy

Your Chamber ... *It's Who You Know, And What We Do.*

YOUR CHAMBER plays a key role in the community. We promote civic, commercial, industrial and agricultural progress within our regional business community and work diligently with community partners for the establishment of pro-business legislation, economic development and a vibrant, healthy community.

YOUR CHAMBER provides information regarding government issues that affect business. The Chamber gives business a voice at all levels and speaks on their behalf on matters that impact not only the business community but also the region at large.

YOUR CHAMBER provides a sustained, concerted effort to promote the standard of living and economic health of our region.

The Chamber is involved in multiple areas including development of human capital, critical infrastructure, health, safety, literacy, and other initiatives all focused on the Fox Cities region.

YOUR CHAMBER creates positive perceptions for your business. It's an effective way to convey to consumers that your business uses good business practices, is trustworthy, cares about its customers and is committed to the community.

YOUR CHAMBER provides excellent networking opportunities. Typically, The Chamber hosts a variety of events throughout the year all designed to give members access to other business opportunities.

YOUR CHAMBER creates bottom line fiscal improvement for members by providing group buying power for health insurance plans, discounts on consulting, office supplies, and telephone systems – just to name a few.

YOUR CHAMBER creates professional development opportunities through timely seminars, and the Leadership Fox Cities and PULSE programs.

YOUR CHAMBER aids community educational excellence through The Christa McAuliffe Academy for Teachers and the Competitive Workforce programs for local students. Local initiatives such as F.O.C.U.S and StemFest help create tomorrow's local workforce.



Growing *through advocacy*

- **Federal Transportation Bill Reauthorized for another Year**
The Fox Cities Chamber lobbied aggressively and successfully in 2011 for another one year extension of the Federal Transportation Bill.
 - **Kampo Bridge Interchange Wins Approval**
In 2011, a decade of conversations culminated in the approval and funding for: the expansion of the Kampo Bridge; the completion of the USH's 10 and 41 Interchange; and the STH 15 Hortonville Bypass.
 - **Oil Company Gross Receipts Tax Defeated**
The Chamber successfully opposed the oil company gross receipts tax because it represented an imposed business tax without regard to profitability.
 - **Halted Changes to Joint & Several Liability Law**
The Chamber actively worked to have language removed from the state budget that would have repealed the current proportionate liability treatment of defendants found to be less than 50% at fault.
 - **Blocked Criminal Penalties for Employment Act Violations**
The Chamber worked in conjunction with Chambers from across the state to defeat an assembly bill that would have exacted criminal penalties for violation of the Wisconsin Fair Employment Act's arrest and conviction discrimination protection.
 - **Helping to Forge Relationships**
During the last year, the Chamber has helped its members forge personal relationships with our elected officials by arranging local, face-to-face meetings. Those opportunities have included:
 - May 26th – Governor Scott Walker meeting at Miron Construction regarding the state economy and job creation
 - June 6th – Congressman Tom Petri met with the Chamber's Government Issues Council to discuss the federal budget deficit, and the flagging economy
 - June 28th – WisDOT Secretary Mark Gottlieb meeting at PACON regarding the Kampo Bridge Project and the completion of the USH's 10 and 41 interchange
 - July 8th – Congressman Reid Ribble, Federal Rules & Regulations meeting at Liberty Hall
 - August 8th – U.S. Senator Ron Johnson, Small Business Owners' meeting at Radisson Paper Valley Hotel
 - September 19th – DNR Secretary Cathy Stepp meeting at Tidy View Dairy regarding impact of the Department rules and regulations on business
- Chamber committees also met numerous times, on behalf of our members, with our Fox Cities state legislators, county executives, town board chairs, village presidents, mayors, and municipal administrators.

Growing *through economic initiatives*

- Researched and produced the 2010-2011 Wage & Benefits Study.
- Conducted monthly Morning Business Advice Programs on topics relevant to our members' business challenges.
- Awarded the 2011 Small Business of the Year Awards to: Alpha-Prime, Inc., Hoffman LLC, Appetize, Inc. - HuHot Mongolian Grill, and Insight Publications.
- Awarded the 2011 Manufacturer of the Year Awards to: Bouwer Printing & Mailing, Inc., Veolia ES Services, Inc., Gulfstream Aerospace, Pierce Manufacturing Inc., and Plexus Corporation.
- The Business & Retention Committee conducted 82 business retention visits.
- SCORE, which is housed in the Chamber and a significant partner, assisted 244 businesses in starting or growing their business here in the Fox Cities.
- 77 businesses were visited as part of the Team Fox Cities Initiative.
- In collaboration with the United Way – Fox Cities, The Community Foundation and the Fox Cities Economic Development Partnership, a new LIFE Study (Leading Indicators for Excellence) was completed and reported to the community.
- Collaborated with the Northeast Wisconsin International Business Development Group to conduct the 9th Annual Northeastern Wisconsin Global Trade Conference.
- Collaborated with The Northeast Wisconsin International Business Development Group to assist a total of 71 businesses during 2010-2011.
- Presented and conducted seven business-related workshops, seminars and conferences to over 250 people in business leaders.
- The Fox Cities Economic Development Partnership (FCEDP) and the Chamber are working on the future Comprehensive Economic Development Strategy for the Fox Cities.
- The quarterly newsletter "Fox Cities Focus" was launched by the FCEDP, that better focuses on our economic vitality and challenges within our business community.
- Chamber staff fielded over 650 general business inquiries over the past fiscal year.
- Completed and presented the 2011 Economic Outlook Survey at the Economic Outlook Breakfast.



2011 Small Business of the Year Award winners, from left to right: Appetize, Inc. – HuHot Mongolian Grill, Insight Publications, Alpha-Prime, Inc. and Hoffman LLC.

Growing through programs

Education and Competitive Workforce

- Hosted over 3,000 8th grade students from 23 local middle schools at the “Career Fair” which was held at The Fox Cities Players Choice. Over 85 professionals shared their expertise, passion and experience to increase the awareness of those careers with the students.
- Piloted a STEM (science, technology, engineering & math) mentoring program for local 5th through 9th grade students under the name F.O.C.U.S. (fostering our communities understanding of STEM). Business partners donated time, space, innovation and inspiration to provide the following hands on activities at the following locations:
 - UW-Fox Valley; teams designed and tested a crash vehicle while parents learned of local educational opportunities in STEM
 - McCain Foods; discovered STEM occupations in food manufacturing by visiting their biology lab, R&D and Sensory lab
 - Fox Valley Technical College; created a water sensory device while working in their horticulture, electronics and FAB Lab
 - Affinity Health System; engaged in multiple health occupation stations: audiology, nursing, laboratory, physical therapy, occupational therapy, radiology and rehabilitation
- Provided job shadow experiences for 1,100 local high school students.
- Promoted financial literacy through the Chamber’s partnership with The Fox Valley Workforce Development Board by promoting and assisting with the “Reality Store” workshops.
- Engaged 143 public & private school teachers in the 16th Annual Christa McAuliffe Academy for Math, Science, Technology, and Literacy. The program is critical for our teachers to get real-world, hands-on experience taught by business professionals and master teachers from around the state. Tours of local businesses were given with emphasis on workplace skills needed for today’s business climate.



Over 100 teachers learned at the Christa McAuliffe Academy for Math, Science, Technology, and Literacy.



The career fair held by the Chamber inspired 3,000 students to choose a career in the sciences.



Leadership Fox Cities

- Celebrated and promoted the 20th Anniversary of Leadership Fox Cities with a current class of 40 members and a total of over 600 graduates of the program. LFC is recognized as the premier leadership development program in the valley.
- Hosted a successful 20 Year LFC Reunion that has inspired and challenged our alumni to engage in ongoing community and leadership development programs designed for our LFC graduates.
- Educated and cultivated 40 business and community leaders as part of this year's class on community sectors of Fox Cities History, Human Services, Health and Wellness, Economics, Law, Government, Media, Arts and Culture, Education and Environment.

“ The **high quality of healthcare** in our region is a key point of consideration when companies look for a place to establish their business. Affinity Health System is a proud member of the Fox Cities Chamber of Commerce. Affinity Health System is a proud member of the Fox Cities Chamber of Commerce, and we look forward to working together to grow this community. ”

Vincent Gallucci,
Chief Administrative Officer,
Affinity Health System

Membership

- Rebranded the Business Expo 2010 to “FaceBooth – Fox Cities,” and over 700 business and community leaders participated in the event showcasing local businesses, services and products.
- Hosted over 600 people at the Annual Meeting with Keynote Speaker and Economist, Barry Asmus.
- Awarded our Manufacturer of the Year to Bower Printing and Mailing; Veolia Environmental Services, Special Services, Inc.; Gulfstream Aerospace; and Pierce Mfg.



The Chamber piloted a STEM mentoring program for local students.

Growing through programs

(continued)

- Presented the 2010 Athena Award to Heather Vander Heyden from Fox Communities Credit Union.
- Conducted “Project Thank You” in December 2010, with 110 volunteers visiting our members personally and thanking them for their membership with the Chamber.
- Held the 26th Annual “Meet Your Legislators” Business Connection in January with over 250 decision makers and 13 of our state and federal elected officials in attendance.
- Welcomed 61 new business members into the Chamber during the Spring of 2011 Membership Campaign. We express our sincere appreciation to our Membership Drive Volunteers for their hard work and dedication.

“ I am a **business owner and lifelong resident of the Fox Cities** and I am grateful that our community has a strong business partner — The Fox Cities Chamber of Commerce & Industry. The Chamber provides its members with valuable economic, political and leadership information. Both large and small businesses benefit from the marketing, networking and support that the Fox Cities Chamber of Commerce & Industry provides its members. The professional staff and insight they offer help area businesses grow and prosper. ”

Rich Batley, Owner in CopperLeaf, Bridgewood & Bestwestern



Chamber ambassadors attend many ribbon cuttings.

- Hosted a sold-out Golf Outing in July 2011 with major sponsor support from Wal-Mart, Fox Banquets Rivertyme Catering, Bank First National and Fox Communities Credit Union. We debuted the “Big Ball Drop” at the event in which one lucky person won \$10,000, and we were able to raise necessary funds to allow us to continue our strong program of work.
- Chamber ambassadors attended a total of 52 ribbon cuttings, 12 business connections, and graciously volunteered at other Chamber events.



MeMe brought an innovative approach to traditional networking.



Sarah Schneider received the 2011 Future 15-Young Professional of the Year Award.

PULSE

- Engaged and developed over 800 emerging career professionals in our PULSE program.
- Hosted Leaderfest 2011, a professional development conference, in which 250 emerging career professionals interacted and learned from keynote speaker Joe Simon of Great2Greatest, an Executive Panel of local successful CEOs, and participated in 23 different breakout sessions.
- Hosted the inaugural Future 15 - Young Professionals Awards. The event recognized 15 emerging career professionals as well as naming Sarah Schneider of Schenck, Inc., Young Professional of the Year based on their contributions to their respective companies and to the community.
- Connected over 72 emerging career professionals with 4 local CEOs at the 5th Annual CEO Breakfast where they shared leadership skills and tips for success.

“ Since 1956, The Gunderson Group has been a member of the Fox Cities Chamber of Commerce. As a member, there is value because the Chamber of Commerce is one voice that speaks for businesses in our community, promoting our community as a whole. The Chamber of Commerce has been very instrumental in the positive growth and prosperity of the Fox Cities. ”

Gary D. Gunderson, President,
Gunderson Inc.

I have benefited from our Chamber membership not only personally, but my business as well. It all started with Leadership Fox Cities. I was in the first class 1990-1991 and then I became involved on the Small Business Committee, then the Leadership Fox Cities Steering Committee as well as other ad-hoc committees over the years. In 2010 I went on the Chamber trip to Washington for the Small Business Summit and Capitol Hill visits and that was awesome! For me, the opportunity to meet and network with so many other community leaders has been invaluable and it was all facilitated by the Chamber.

Jim Reid, President
American Digital Cartography, Inc. (ADCi)



The 2011 Chamber Golf Outing was a success, which included a big ball drop for the first time.



2011 Octoberfest.



Growing through numbers

Breakdown of Membership by Industry Segments:

Amusement	1	0.3%
Automotive	1	1.0%
Construction	5	6.0%
Financial/Banks	6	6.5%
Financial/Inv.	2	1.4%
Hotel/Motel	2	1.2%
Insurance	4	4.0%
Real Estate	2	2.5%
Manufacturers	6	6.6%
Professional	8	8.3%
Publishes/Printers	2	1.6%
Radio/Television	1	0.6%
Restaurants/Bars	5	5.5%
Retailers	11	11.8%
Wholesales/Dist	2	1.6%
Services	37	37.4%
Transportation	2	1.6%
Diversified	2	2.8%

Communities We Serve:

The Fox Cities Chamber has the privilege of serving 14 municipalities and 3 counties.

- The cities of Appleton, Kaukauna, Menasha and Neenah
- The villages of Combined Locks, Hortonville, Kimberly and Little Chute
- The towns of Buchanan, Greenville, Harrison, Menasha, Neenah and Grand Chute

The Revolving Loans Program provided to two Outagamie County manufacturing firms in the total amount of **\$225,000** resulted in **\$2.6 million** in private investment and the creation of **40 new jobs**.

1312
total members
83
new members

3rd largest
Chamber in the
state of Wisconsin
based on total
number of members

Growing *in the future*



Significant new initiatives are being launched at the chamber based on the feedback and needs of our members. Some of these include:

- An Executive Leadership Program – dedicated to new C-level and VP-level executives that have been newly recruited to the valley and their spouse.
- A Youth Leadership Program that will take our tried-and-true Leadership Fox Cities curriculum and present it to high school students.
- An Impactful STEM initiative including STEM Fest and other science, technology, engineering and math programs in collaboration with all of our schools.
- A Comprehensive Economic Development Strategy for the Fox Cities complete with organizational capacity, deliverable metrics, results-based competitive programming and a dedicated investment schedule.
- Better Targeted Communication Strategies designed around our signature initiatives – Advocacy, Economic Development, Leadership and Professional Development and Membership Services.
- A Member Outreach program that will ensure that every member of the organization will receive a face-to-face visit from a staff member and a peer volunteer within the year to better keep our finger on the pulse of the business community.

These are only a small example of the new initiatives that are being launched but many more are being explored. In order for these to be successful, we

must have engagement by our members, so please find your passion somewhere within the Chamber's program of work and get involved. Exciting things are happening and the success depends on you. In addition to your involvement, there are a few other factors that will lead to our success. They are strong leadership, a clear vision, a competitive spirit, an ability to take risks and unprecedented collaboration.

Leadership – We have committed and dedicated leaders in the public and private sector that focused on the community's success above and beyond their own individual success. Our leaders are working tirelessly to find the best practices around the world and implement those into our community. Join us, get engaged and become one of the leaders that is committed to growing our future.

Vision – The community is poised and is well on its way to having an integrated vision for our future. The vision focuses on continuing to enhance our quality of place, our quality of life and our competitiveness as a region within this global marketplace.

Competitive Spirit – Competition drives success and we have many leaders that truly want us to compete, not with one another, but together to make us better as a whole. We live in a world where everyone wants to be the best, and we have the ability, the passion and the dedication to exceed all of our expectations.

Chamber Staff

Shannon L. Meyer Full	Benjamin Lasiewicz
Terry Bergman	Patty Milka
Melody Lane Buller	Linda Myers
Cindy Champeau	Fred Ocampo
Thom Ciske	Rita Page
Forest Franzoi	James Schlies
Mary Jane Grissman	Gayle Schultz
Pamela K. Hull	Susan Vanden Heuvel
Joy Kapheim	

Risk-taking – In the Midwest, we are extremely risk-adverse, but we know that it is imperative for us to take risks in order to gain rewards. We have to create a culture of innovation and risk-taking that will push the envelope and put us slightly out of our comfort zone. The risks must be educated risks with a strong foundation but in order to truly compete, we must not be afraid to think it, want it and do it.

Unprecedented Collaboration – In the midst of extreme competition, we see the formation of unique partnerships. These new partnerships and collaborative efforts between sectors, that have never even considered working together, will produce results faster than we could ever imagine. We need you to invest in the future of this community. We need you to engage wherever you can lend your time, talent and treasure because you are a critical part of the growth of our future. You are a critical part of our success.

Octoberfest Board

Jaime Witt Board President The Post-Crescent	Joy Sams Thrivent Financial for Lutherans
Annie Koleske First Vice President Hands to Heart	Paul Shrode FVTC/Waupaca Regional Ctr.
Brett Robertson Second Vice President Robertson Insurance Agency	Eric Stadler Lamers Bus Lines, Inc.
Kathleen E. Dreyer Rotary Club of Appleton, Inc.	Don Stachowiak Finance Faith Technologies, Inc.
Andrea Malnar	Mark Staniak Cellcom
Dave McMahon Wisconsin Distributors Appleton, LLC	Jennifer Stephany Appleton Downtown, Inc.
Andy Miles Appleton Police Department	Jerry Swedberg Wisconsin Distributors Appleton, LLC
Greg Otis Appleton Downtown, Inc.	Heather Vander Heyden Fox Communities Credit Union
Mark Louis Salzwedel Thundera Multimedia	

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Bassett Mechanical

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Vice President/General
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Secretary, Menasha
Corporation

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Vice President
The Boldt Company

Joan A. Woldt
Regional President
Bank First National

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Dennis Jochman, Vice President/Sales
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Kip Golden, Co-Owner/Design & Project
Management, Keller Inc.

Vice Chairman-Economic Development
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WHBY

Vice Chairman-Community Affairs
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Vice Chairman-Government Relations
Joyce Bytof, President
Coldwell Banker The Real Estate Group



Chamber Mission:

To create a positive economic, political and social climate in the Fox Cities, thereby making it possible for members and the community to grow and prosper.





Fox Cities

Chamber of Commerce & Industry

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