

## Economic Outlook Results

True to their conservative nature, businesses in the Fox Cities are looking forward to improving economic conditions, improved sales and profits, and even some hiring in 2010, but their optimism remains bridled. This is according to the 2010 Economic Outlook Survey conducted by the Fox Cities Chamber of Commerce in January.

Sixty-four and one-half percent (64.5%) of all businesses in this year's survey indicated the availability of qualified workers as excellent to good or an increase over the 48.5 percent reported in the 2009 survey. Businesses rating the supply of qualified workers as excellent in this year's survey were 19 percent of all respondents or slightly more than the 16.5 percent reported last year.

In comparison to other U. S. cities of similar size, 75 percent indicated the Fox Cities as a better to much better place to conduct business, with 20 percent of respondents rating the area as excellent.

Local businesses are anticipating an improvement in employment, sales and profits for the upcoming year when compared to 2009.

With respect to the Fox Cities economy, business is more upbeat this year than 2009 with 27.5 percent of all respondents forecasting economic growth and another 69 percent predicting a stabilized local economy.

Mr. Sandy A. Lincoln, senior vice president and investment strategist with the M&I Investment Management Corporation served as the keynote speaker. His [PowerPoint presentation](#) is available on the Chamber website.

Detailed results of this year's Economic Outlook Survey are available on the Chamber web site, [www.foxcitieschamber.com](http://www.foxcitieschamber.com) For additional information, contact the Chamber via email at [information@foxcitieschamber.com](mailto:information@foxcitieschamber.com) or call (920) 734-7101.

## Business Connection for February

**When:** Wednesday, February 10, 2010, 5:00 to 7:00 p.m.

**Where:** Heartland Business Systems, 1700 Stephen Street, Little Chute

This is joint event being held with the Green Bay Chamber of Commerce. A monthly, informal, after-hours event sponsored by a Chamber member. Bring your business cards and mingle! Cost for Chamber members is \$2.00 if registered and paid in advance or \$4.00 at the door. Non-member cost to attend is \$20.00.

### [Morning Business Advice for February](#)

**When:** Thursday, February 11, 7:30-8:30 a.m.

**Where:** FVTC DJ Bordini, 5 Systems Drive, Appleton

Bill Guilbeault of Guilbeault Consulting, LLC will speak about "Human Resource: Hiring, Managing & Reducing Workforce" The event sponsor is Menn Law. Registration is at 7:15 a.m. Cost is \$7.00 for Chamber members in advance or \$10.00 at the door and \$15.00 for non-members. Advance registration is accepted until noon the day prior to the event.

### [Legislative Dialogue Breakfast](#)

**When:** Monday, February 22, 7:30 a.m.

**Where:** Radisson Paper Valley Hotel, Appleton

The Fox Cities Chamber of Commerce and other members of the Northeast Wisconsin Chambers Coalition (NEWCC) will hold their annual Legislative Dialogue Breakfast. Speakers at the event include Rick Chandler, president of Chandler Consulting, LLC, a public policy and government relations consulting firm and Dan Ariens, president and CEO, Ariens Company. Chandler served as the secretary of the Wisconsin Department of Revenue from 2001 to 2003 and Wisconsin state budget director from 1987 to 2001, will speak on the state budget crisis. Ariens, also is a member of the Governor's Task force on Global Warming, will address the state climate change legislation. Cost to attend the breakfast is \$15.00 per person.

### [Business Day in Madison 2010](#)

**When:** Tuesday, February 23

**Where:** Monona Terrace Convention & Community Center, Madison

The Fox Cities Chamber of Commerce will be coordinating a local group to attend the Wisconsin Manufacturers & Commerce Business Day in Madison on Tuesday, February 23 at the Monona Terrace Convention & Community Center. The opening address will be delivered by Charlie Cook, a leading Washington pollster and political analyst. The keynote address will be given by former White House press secretaries from both the Clinton and Bush administrations: Dana Perino, former press secretary for President George W. Bush, and Dee Dee Myers, former press secretary for President Bill Clinton. Congressman Paul Ryan has been invited to close the program and share his "Roadmap for America's Future." For more information go online to [www.wmc.org](http://www.wmc.org) and click on Business Day in Madison. You also can register by contacting Thom Ciske, vice president, Government Affairs at the Fox Cities Chamber by calling (920) 734-7101 or emailing to [tciske@foxcitieschamber.com](mailto:tciske@foxcitieschamber.com)

### [Pulse February Event -- Social Media & Personal Branding ~ Pure and Simple](#)

**When:** Tuesday, February 23, 5:15 to 7:30 p.m.

**Where:** Pullman's in Trolley Square, Appleton.

Social Media Consultant/Coaches Mark & Debra Gehrke will teach you to convey your Personal Brand consistently and magnificently via today's social media networks. Authenticity and integrity are the name of the game. Personal Branding, when done with care, ensures success on many levels. Not the least of which is YOU feeling infinitely more confident, less stressed and more at ease on your professional path. Cost to attend is \$10.00 for Pulse members and \$20.00 for non-members. Hors d'oeuvres will be served and a cash bar available To register go online to [www.foxcitiesyoungprofessionals.com](http://www.foxcitiesyoungprofessionals.com)

## **Breakfast Networking for February**

**When:** Thursday, February 25, 7:30 to 9:30 a.m.

**Where:** Fox Cities Chamber of Commerce, 125 N. Superior St., Appleton

Members have the opportunity to meet from at the Chamber office and give a two minute talk about themselves and their job and can distribute materials. A maximum of 30 people can attend. Individuals from Chamber member firms can sign up for as many dates as they would like. The cost to attend is \$2.00 per person which includes a continental breakfast. To register, go to the Chamber website [www.foxcitieschamber.com](http://www.foxcitieschamber.com) and click on Chamber Events on the left side. Go to the months you wish to register for and follow the instructions.

## **Office Depot Membership Discounts**

Members of the Fox Cities Chamber can receive a special discount from Office Depot during the month of February -- receive \$30.00 off an order of \$150.00. This is in addition to the discount program already established for Chamber members. The plan includes:

- Deep discounts on over 200 items including paper and toner
- 10% off all retail pricing
- Free next day deliver on orders over \$50
- Additional 1-2% off orders over \$150
- In store discounts
- Web based ordering

Discounts also are available on Office Depot Commercial Catalog prices; flexibility for larger companies to customize catalogs and pricing based on their purchasing , and discounts for Chamber members at all stores with a Store Purchasing Card or Procurement cards on copying and printing services.

Office Depot now offers Tech Depot, a wholly-owned fully-integrated subsidiary. This virtual tech warehouse offers more than 100,000 items from cables to software to servers. Tech Depot offers a 20 percent additional discount for members on 25 most popular items in addition to general discounts on a wide range of items.

For more information or to register, contact Gregory Breister by emailing to [Gregory.breister@officedepot.com](mailto:Gregory.breister@officedepot.com) or calling 920-328-3488.

## **The following events are co-sponsored with the Fox Cities Chamber**

### **Fox Cities 401(k) Summit for Plan Sponsors**

**When:** Tuesday, February 9, 8:30 a.m. to 12:30 p.m.

**Where:** Butte des Morts Country Club

Making the decisions to offer employees a qualified retirement plan is a crucial step toward helping them prepare for a financially secure retirement. With this decision, however, come certain additional responsibilities. Management of the plan, whether the responsibility of a single individual or a committee, must be performed up to the heightened fiduciary standards established by the Employee Retirement Income Security Act of 1974 (ERISA). Registration is free and will include a continental breakfast and lunch buffet.

## **Save the Date**

Small Business Awards Luncheon, Wednesday, June 9, 2010

Chamber Scramble Golf Outing, Monday, July 26, 2010

Business Expo 2010, Tuesday, September 14, 2010

Annual Meeting, Wednesday, October 27, 2010