



Up2Date, a weekly e-newsletter from the Fox Cities Chamber of Commerce, features Chamber sponsored programs and events including Business Connections, Morning Business Advice, seminars and other relevant news for the coming week. Up2Date is best viewed in HTML format.

To register for any of the following Fox Cities Chamber events or to inquire about Chamber membership, call (920) 734-7101, [go online](#) or [email](#). To read a full description of the following information, click on the title of the event or [go online](#) to www.foxcitieschamber.com



[The Bottom Line: Social Media for Business](#)

When: Thursday, June 4, 7:30 a.m. breakfast; 8:00 to 11:30 a.m. program

Where: Liberty Hall Conference Center, 800 Eisenhower Dr., Kimberly

This seminar will discuss the underlying value for business when it comes to utilizing social media tools, and more, to reach your audience. This seminar presented by the Fox Cities Chamber of Commerce will feature valuable insights from [HubSpot](#) Internet Marketing Company and [Red Shoes PR](#). Cost is \$30 for Fox Cities Chamber members, \$25.00 for additional people from the same company and \$45.00 for non-members. Check out the [seminar on Vimeo!](#) Additional social media information can be found at [Red Shoes PR](#) and [HubSpot](#).

[Weapons of Mass-Seduction: How to Make Sure Your Advertising Doesn't Bomb](#)

When: Tuesday, May 19, 8:30 a.m. to noon

Where: Radisson Paper Valley Hotel, Appleton

Midwest Communications is bringing Paul Weyland to speak on modern marketing and branding; the difference between good and bad marketing; how to avoid marketing mistakes; how to calculate return on your investment and why your price is the last thing you should sacrifice when trying to attract new customers. Weyland is an international marketing and advertising specialist. He speaks to corporate leaders, associations of independent business owners, organizations, managers and front-line sales and customer service people who want increase visibility and customer loyalty in an information-cluttered, over-scheduled and constantly changing world. This event is free, but [pre-registration is required](#).

You're invited to join us for a ribbon cutting ceremony for the **Affinity Medical Home in Kaukauna** with the Fox Cities Chamber of Commerce on Thursday, May 21 from 4:30 to 6:30 p.m. Affinity Medical Home
2601 Fieldcrest Drive, Kaukauna
Meet the personal care team and learn about their new way of caring for patients. Be part of a NEW APPROACH to primary care. Learn more at www.affinityhealth.org/medicalhome

Small Business of the Year Award Luncheon

When: Wednesday, June 10 from noon to 1:30 p.m.

Where: Radisson Paper Valley Hotel, Appleton

The awards recognize excellence in small business Manufacturing, Wholesale/Retail, Service and in up-and-coming small business via the Rising star Award. Sponsors of this year's awards include First National Bank – Fox Valley and Schenck Business Solutions in conjunction with The Post-Crescent and WHBY 1150 AM. The event will begin with registration at 11:30 a.m. The program is scheduled from noon until 1:30 p.m. Cost to attend is \$15.00 per person or \$130.00 for a table of 10. Invitations will be mailed to Chamber members in the coming weeks. Or register online by clicking the title above.

The Morning Business Advice calendar for the remainder of 2009 is now available, [click here](#). Please print off and keep this calendar for reference. Registration for all Morning Business Advice Programs can be found online at www.foxcitieschamber.com

Business Connection for May

When: Tuesday, May 19, 2009, 5:00 to 7:00 p.m.

Where: Sues Electronics, 2520 W. Wisconsin Avenue, Appleton

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.

Upcoming Business Connections

Tuesday, June 30, 2009, 5:00 to 7:00 p.m.

Appleton Yacht Club, 1200 S. Lutz Drive, Appleton

Pulse May Event -- Speed Mentoring

When: Tuesday, May 19 from 5:15 to 7:45 p.m.

Where: The Appleton Art Center, 111 W College Ave, Appleton

The speed mentoring event will give participants the opportunity to sit down with seasoned, successful professionals to discuss career strategies. Several Pulsers will meet with one mentor for 10-15 minutes, then move on to the next mentor. This will be an opportunity to gain insight from some of the best and networking with people who represent a great cross-section of businesses in the area. Cost to attend is \$10.00 for Pulse members and \$20.00 for non-members. To register for the event or for more information on Pulse including membership information, go online to www.foxcitiesyoungprofessionals.com or contact Joy Kapheim at (920) 734-7101.

Leaderfest '09, a Young Professional Regional Event

When: Tuesday, June 2

Where: Lambeau Field

The day will start with two concurrent workshops from 9:30 to 11:30 a.m. Participants can choose one to attend. There are 12 afternoon breakouts, held from 1:00 to 4:30 p.m., four sessions each hour. Participants can choose three to attend. Bret Bielema, head coach of the Wisconsin Badgers football team, will be the keynote speaker during the dinner program. Bielema's speech will focus on success at an early age. At the age of 36, he was hired as UW's head coach making him the youngest head coach in NCAA football. Cost to attend the day portion of the event is \$75.00 per person for a workshop and three breakout sessions and includes lunch. The evening is \$40.00 per person and includes dinner in the atrium floor at Lambeau Field and a free pass to the Packers Hall of Fame that can be redeemed at any time. Attend both for a discounted rate of \$100. Corporate tables of 10 are available in the evening for \$400. Visit www.leaderfest09.com for more information.

Pulse Networking Night with Kimberly Clark's NEON group

When: Tuesday, June 9, 2009, 5:00 to 7:00 p.m.

Where: McKnight & Carlson, 1350 W. College Avenue, Appleton

Come and get to know other Young Professionals from the area while enjoying some complementary appetizers and a cash bar. No need to register, just show up. Everyone is welcome, so feel free to bring friends. The event is free!

Breakfast Networking Connections

When: Thursday, June 25 (check our website for dates for the rest of year)

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

Members of the Fox Cities Chamber can now jump start their day with a hot cup of coffee and a handshake at the Breakfast Networking Connections. In the other end of the handshake might just be their next new customer! Meetings are held from 7:30 to 9:30 a.m. A maximum of 30 people can attend. Each participant is given two minutes to talk about themselves and their job and can distribute materials. The cost to attend is \$2.00 per person which include a continental breakfast.

Business Connection for June

When: Tuesday, June 30, 5:00 to 7:00 p.m.

Where: Appleton Yacht Club, 1200 S. Lutz Dr., Appleton

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.

Chamber Golf Outing

When: Monday, July 27 – shot gun start at 10:00 a.m.

Where: Ridgeway Country Club, Neenah.

The outing will remain in a best ball scramble format, but the shot gun start will be at 10:00 a.m. with a boxed lunch being delivered to the golfers on the course. A reception with a large variety of hors d' oeuvres will be held at the conclusion of golfing instead of a sit down dinner. Cost is \$125.00 per golfer or \$500.00 per foursome and includes 18 holes of golf, cart, the box lunch and hors d' oeuvres reception. Golfers can register online at www.foxcitieschamber.com Several sponsorship levels are still available for the event.

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

Customer Service Workshops

Morning Session 8:00 to 11:30 a.m.

Afternoon Session 1:00 to 4:30 p.m.

When: Thursday, May 28

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

Joe Constance of Constant Training will speak on customer service as an integral part of any business and how treating customers can affect your business. The cost to attend either workshop is \$70.00 for Chamber members and \$80.00 for non-members. All participants will receive a copy of Constance's book *Customer Service Eagles*.

[How to Make the Best of Tough Times](#)

When: Tuesday, June 2, 7:30 to 9:30 a.m.

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

This work session begins with a 10 point Survival Kit to make sure your business better endures the economic downturn. Next the participants will learn how to help their company emerge a stronger business. Finally the presenter, Jeff Strenger of Sustainable Continuous Improvement LLC, will share his model for engaging your entire team in developing a culture of sustainable continuous improvement. Cost is \$10.00 for Fox Cities Chamber Members and \$15.00 for non-members.

[Importer Security Filing Compliance Seminar](#)

When: Thursday, June 4, 7:30 a.m. breakfast; 8:00 to 10:30 a.m. presentation

Where: Bridgewood Resort Hotel & Conference Center, Neenah

The Importer Security Filing ("10+2") requirement went into effect on Jan. 26, 2009. While enforcement doesn't begin until January 2010, now's the time to take advantage of informed compliance awareness training designed to educate you on the new Importer Security Filing requirements facing the international trade community.

Cost is \$25.00 per person and includes a plated breakfast. To register go online to www.titletown.org and click on the Importer Security listing in the center of the page. For more information contact Fred Monique by emailing to Monique@titletown.org

[The ROI of Business Security & Surveillance](#)

When: Tuesday, June 9, 2009, 8:00 to 10:00 a.m.

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

Business Security: Protecting your assets by balancing goals, needs and cost.

Randy Melzer of RanderCom will discuss different strategies to meet specific business needs.

Learn more on how to protect your business, clients and employees without breaking the bank. Cost is \$10 for Chamber members and \$15 for non-members.

Save the Date

Chamber Golf Outing Scramble - Monday, July 27 - Ridgeway Country Club

Business Expo 2009 -- Tuesday, September 15

Annual Dinner -- Wednesday, October 28

The 14th annual [Christa McAuliffe Academy](#) is accepting applications for the summer workshop at North High School July 13-17. The Academy is a one-week teacher training for preK-12 teachers in the areas of math, science, technology, literacy and other areas of interest to teachers. Participants receive 1, 2, or 3 graduate credits from UW-O for their work. During the week teachers tour local companies to learn about their products, services and skill needs for workers. For more information, call Mary Jane Grissman at the Fox Cities Chamber by calling (920) 734-7101. View our web site at www.christamcauliffeacademy.com

Applications are now being accepted for the 2009-2010 [Leadership Fox Cities](#) class. The leadership development program trains individuals for a broad view of civic leadership to enhance our current and historic issues facing community leaders. Tuition covers all expenses. Some scholarships are available. A printable application for the 2009-2010 class is now available at www.leadershipfoxcities.com. For more information contact Gayle Schultz, at the Chamber by calling (920) 734-7101.

[Octoberfest](#), the area's largest community event, is in need of volunteers in several capacities.

License to Cruise (Friday 9/25/09)

- Help park cars from 4 to 6 p.m.
- Block captains from 6 to 10 p.m.

Octoberfest (Saturday 9/26/09)

- Block captains from 5 a.m. to noon and noon to 6:00 p.m.
- Bartending – all shifts, but specifically the 3 to 5:30 p.m. shift
- Headquarters (City Center Plaza) various shifts throughout the day.

To register to volunteer go to www.octoberfestonline.org, click on the word “volunteers” on the right side and complete the form.