

Northeast Wisconsin's two largest business organizations, the Fox Cities and Green Bay Chambers of Commerce, will host a special meeting intended to rally public support for responsible healthcare solutions as Congress heads back from summer recess.

The Rally for Responsible Reform **Tuesday, September 8, 2009 • 6:00 p.m.** **Time Warner Cable Field at Fox Cities Stadium, Appleton**

Attend FREE • Seating First-Come Basis
Parking & Gates Open 4:30 p.m. • Program 6:00 p.m.

Featured Speakers

- **Dr. John Toussaint**, President, ThedaCare Center for Healthcare Value, Appleton
- **Dan Madigan**, President/CEO, Feeco International, Green Bay
- **Debra Michiels**, Owner, Michiels Fox Banquets Rivertyme Catering, Appleton

Concessions will be available before & during the event.

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This is a very important issue. Please attend and pass this notice along to others you know.

[Morning Business Advice for September](#)

When: Thursday, September 10, 7:30-8:30 a.m.

Where: FVTC DJ Bordini Center, 5 Systems Dr., Appleton

The September MBA Program topic, speaker and items to be covered have changed. Christine Russell, vice president of government relations for WPS will speak about "Healthcare Reform and Its Potential Impact on Small Business. Russell will cover the status of health care reform, brief points regarding the House and Senate Bills, and impact on small business. The event is sponsored by Valley Insurance Associates, Inc. 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.

[The Fox Cities' Largest Business to Business Event Business Expo 2009](#)

When: Tuesday, September 15, 2009

Where: Tri County Ice Arena, 10:00 a.m. to 7:00 p.m.

The 21st Annual Business Expo offers maximum exposure with minimum time commitment. The event is co-Sponsored by NBC 26/My New 32; Network Health Plan; 104.3 WECB –The Breeze; The Business News; The Post-Crescent and News Talk 1150 – WHBY. Booth availability is exclusive only to Fox Cities Chamber members and limited to 155 booths. Booth space is still available -- rental is \$510 and includes standard electrical hook up, table and booth draping provided; exhibitors provide and assemble their own displays. Ribbon cutting ceremony opens the event. For more information on exhibiting at the Expo contact Pam Hull, vice president of membership and operations at the Chamber, by calling 920-734-7101 or e-mail to phull@foxcitieschamber.com.

[Pulse September Event - Pulp Non-Fiction](#)

When: Monday, September 21

Where: The Paper Discovery Center, 425 West Water Street, Appleton

Do you know the rich history of the Fox Cities and the industry that put us on the map? Come to the Paper Discovery Center to find out. Participants will strap on 3D glasses for a really cool experience and will get to make your own paper along the way! There will be plenty of networking and hors d'oeuvres following your interactive experience. A cash bar will be available. Registration begins at 5:15 p.m. and the event will be from 5:45 p.m. to 7:45 p.m. Cost is \$10.00 for Pulse members and \$20.00 for non-members. Registration ends Friday, September 18.

[Business Connection for September](#)

When: Wednesday, September 23, 5:00 to 7:00 p.m.

Where: Building Service, Inc., 2920 N. Ballard Rd. Ste. B, 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.

[Breakfast Networking Connections](#)

When: September 24, 2009 (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. At 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.

[License to Cruise](#)

When: Friday, September 25, 6:00 to 10:00 p.m.

Where: College Avenue, downtown Appleton

License to Cruise is your ticket to Cruise (walk) the Avenue and see over 400 Classic cars. Enjoy live entertainment in Houdini Plaza. Spin from 6:00 to 8:00 p.m. Funk Trunk from 8:45 to 10:00 p.m. and 15 food booths. The featured cars are the Buicks. For more information go to www.octoberfestonline.org or call (920) 734-7101.

Octoberfest

When: Saturday, September 26, 9:00 a.m. to 6:00 p.m.

Where: College Avenue, downtown Appleton

Octoberfest, the grad daddy of all festivals is packed with more than 100 food booths, 15 bands on 5 stages, 150 Arts and Craft booths, a family fun area and much more! For more information go to www.octoberfestonline.org or call (920) 734-7101.

Annual Meeting

When: Wednesday, October 28, 5:00 to 10:00 p.m.

Where: Radisson Paper Valley Hotel, downtown Appleton

Barry Asmus Ph.D. will be the keynote speaker. Asmus is a senior economist with the National Center for Policy Analysis (NCPA). He writes, testifies and speaks on political and business issues facing America and is widely recognized for his views on making the U.S. a world class competitor through total quality management and market incentives. Asmus has twice been voted the Outstanding Professor of the Year as well as receiving the Freedom Foundation at Valley Forge Award for Private Enterprise Education.

The program also will include recognizing outgoing members of the Chamber's Board of Directors and introducing the new Board leadership. Companies celebrating significant anniversaries of 50, 75, 100, and 125-years will be recognized. Presentation of the 2009 Manufacturer of the Year Awards will recognize successful manufacturing firms from the area, sponsored by Baker Tilly. Presentation of the Athena Award, recognizing a distinguished local business woman, also will be presented. The 2009 winner was Dr. Susan May, Fox Valley Technical College. Cost to attend is \$52.00 per person or \$520.00 for a table of 10.

Experience China

Join the Northeast Wisconsin Chamber Coalition (includes the Chambers of Commerce from Fond du Lac, the Fox Cities, Green Bay Area and Oshkosh) and fellow business leaders for an exciting adventure to China in spring 2010! The group will depart from JFK International Airport on April 8, 2010.

An information session about the trip will be held at the Fox Cities Chamber's Business Expo on Tuesday, September 15 at 4 p.m. at the Tri County Ice Arena.

Experience today's China – learn about the Chinese business system, meet with Chinese business leaders and take in all the country's memorable sites and cultural experiences.

The trip includes tours of Tian An Men Square, the largest square in the world, and the Temple of Heaven, the Great Wall and Ming Tombs while in Beijing. In Shanghai visits will be made to the Linger Garden, Tiger Hill, Hanshan Temple and National Embroidery Institute to see silk embroidery, a local craft with thousands of years of history.

For more information contact the Fox Cities Chamber of Commerce by calling (920) 734-7101 or emailing to information@foxcitieschamber.com Type China Trip in the subject line.

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

[Learn Ways to Lower Communications Costs](#)

When: September 17, 8:00 to 10:00 a.m.

Where: Fox Cities Chamber of Commerce, 125 N. Superior St., Appleton
RanderCom presents speaker Carl Peiffer, midwest regional vice president of Star2Star, to Appleton to discuss how can businesses are more dependent then ever on their communication systems. To be competitive businesses need a system that is flexible, responsive to customer needs, and helps employees become more productive. The tools range from office phones to personal devices, from texting to emails, or instant messaging to video conferencing. It all focuses on being able to provide quality service. Cost to attend is \$10.00 per person and covers seminar fee, continental breakfast and materials.

[Successful Cash Flow Management Terms & Strategies and Break-even Analysis](#)

When: September 22 & September 29, 8:30 to 11:30 a.m.

Where: Fox Cities Chamber of Commerce, 125 N. Superior St., Appleton
Tony Busch of Piora® Cash Flow Management, LLC will discuss cash flow conversion cycle and how is it managed to improve the performance of the business. Busch will cover all aspects of cash flow and break-even terminology. Cost to attend is \$25.00 per person for Chamber Member and \$35.00 for non-members.

BrandsFormation™ seminars offered

The Fox Cities, Fond du Lac Area and Oshkosh Chambers of Commerce are partnering with Cumulus to bring the BrandsFormation™ seminar to our area.

Chuck Mefford, president of Lighthouse Communications, and author of the book "BrandsFormation" teaches the methods of Successful Branding™ that can take an ordinary business and transform it into an extraordinary business.

Participants will come away from the seminar with

- What they don't teach you in school about marketing your business.
- Getting a solid ROI on your advertising investment.
- Be the business that people think of first when they need or want the services you offer.
- 4-step system to *BrandsForm®* your business.
- You've got a great story...how come you're not telling it?
- Two questions every business must ask themselves.
- Extending your brand throughout your business.
- Nothing happens without a great strategy.
- Building your business brand with Bricks and Mortar.

Mefford is a specialist in helping owner-operated businesses acquire new customers. His owner-operated clients have seen sales gains in excess of 200%. Medford's client list includes Pizza Hut, John Deere, MCI, Anheuser-Busch, and Domino's to name a few.

You will have two opportunities for the seminar:

Tuesday, September 22, 5:30 to 7:00 p.m.

Radisson Paper Valley Hotel downtown Appleton

Hors d'oeuvres and cocktails at 5:00 p.m.

This event is geared towards healthcare professionals.

Free BrandsFormation® Book for all participants

Wednesday, September 23, 8:30 a.m. to noon
Wave Ballroom, 2350 N. Casaloma Drive, Appleton
Continental Breakfast at 8:00 a.m.

The seminar is free for Chamber members and \$99.00 for non-members. To reserve your tickets, contact Jeff Schmidt by e-mailing Jeff.Schmidt@cumulus.com or calling (920)-426-3239.

SCORE Seminar: How to Succeed in Business in These Trying Times!

When: Thursday, October 1, 8:00 a.m. to 4:30 p.m.

Where: FVTC DJ Bordini Center, 5 Systems Dr., Appleton

Several speakers will participate in this day-long event.

"Dare to Dream" by Kristin Steede, runner-up to the winner of the NBC's 2009 Biggest Loser. Steede is an entrepreneur, business owner motivational speaker and will share the importance of Daring to Dream of winning at losing weight, that is.

"Fund Your Dream," a panel discussion on funding that will feature representation from the Small Business Administration, Associated Banc, Government, and cash flow importance.

"Live Your Dream" by Patricia Clason, your everyday EQ coach (emotional quotient), trainer, speaker, radio and television host. Author of "Speaking of Success" with Jack Canfield, Stephen Covey and Ken Blanchard, Clason addresses the psychological perspectives and principles behind the practical tools she teaches.

"Share Your Dream" by Al Lautenslager. Lautenslager has shared the stage with Mayor Rudy Guiliani and has worked with Donald Trump and The Apprentice. Lautenslager is the featured marketing and PR expert for the online version of Entrepreneur Magazine and a certified Marketing Coach. He is CEO of Certified Social Media.com and will speak on the value of social networking.

The seminar is co-sponsored by the Fox Cities Chamber of Commerce and Industry, Inc, and Fox Valley Technical College, Venture Center and your local SCORE chapter.

Cost to attend is \$25.00 for Chamber members; \$30.00 for the first person and \$20.00 each additional person from the same company.

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 information, click on the title of the event or [go online](#) to www.foxcitieschamber.com