



# Hortonville

AREA CHAMBER OF COMMERCE

*Building Business. Enriching Community.*

June 2011

## PRESIDENT'S MESSAGE

I begin my letter the same way I did last year's June issue: Better late than never... It has again been a longer than normal time span since you've received your Chamber Newsletter. Chamber volunteers again have been extremely busy planning and conducting two of our larger activities of the year, the Village Wide Rummage Sale and Chocolate Fest. After last year's ideal weather, this year we had rough weather for our 3<sup>rd</sup> Annual Chocolate Fest held at Commercial Club Park. Because of the rain and wind, we were unable to bring in the children's bounce houses and the fireworks were cancelled. The fireworks were also cancelled for our make-up date the following Saturday due to rain. We will have the fireworks later this year at a Hortonville/Greenville area event. New this year was an expanded bicycle ride. We also added new food choices and had additional activities for kids and families. The popular band Nashville Pipeline played. Chamber members have received numerous comments that families still really enjoyed the event despite the weather. Read more about these two events inside. A big thank you goes out to all of our volunteers and especially our sponsors. The event could certainly not take place without you. Additional feedback we've gotten affirms that these events

have helped us with one of our Chamber mission items: To promote a greater sense of community in the Hortonville Area. Upcoming Chamber events include our Networking Socials in June and August, and an educational breakfast meeting on Succession Planning for Your Small or Family-Owned Business. We have also begun working on our first ever Chamber Awards Dinner to be held in early November! See the Calendar of Events and watch the website and your email for soon-to-come details on times and places. If you can't make our regular meetings during the day, be sure to come join us for our evening Networking Socials. Be sure to check out our ever-changing website at [www.hortonvillechamber.com](http://www.hortonvillechamber.com). Remember that the Chamber sign is available to advertise your business. Over 17,000 vehicles go by it each day. To rent the sign, check out the website or contact Traci Martens at 770-0440. I hope to see you at a Chamber event this summer!

Joe Peikert

## NETWORKING SOCIAL

A nice group of chamber members and some guests met in Greenville on March 29<sup>th</sup> for our networking social. It was held at Family Insurance in Greenville and jointly hosted by Family Insurance, Corks & Caps and Pizza King. Beverages from Corks & Caps and fabulous pizza from Pizza King were enjoyed, along with great conversation. Some nice door prizes were taken home. **Our next event is June 14<sup>th</sup> to be held at Best Choice Floral & Landscaping. Stephanie from Best Choice shared that some great door prizes will be on hand including a grill!**

## On the Web

[www.hortonvillechamber.com](http://www.hortonvillechamber.com)

## Chamber Officers

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## SIGN

Rent the lighted Hortonville Area Chamber of Commerce sign to advertise your business. Located on the eastern edge of the Village.

### Rental Rates:

**Chamber Members: \$100.00 per week**

**Non- Members: \$150.00 per week**

Chamber Members get 3 free days rental per year with their paid membership dues, subject to availability.

To rent the sign call Traci at 920-779-0440 or contact one of the Chamber officers.

(The sign is for advertising local businesses and community events only. It is not available for personal messages, etc.)

## MEMBER FEATURE

### Home Helpers Introduces ABAC to Home Care

Home Helpers is excited to announce an innovative service for people with Alzheimer's. Activity Based Alzheimer's Care (ABAC) is being offered in a one-on-one setting in the home for people with Alzheimer's.

Activity Based Alzheimer Care suggests that activities are the foundation of care. Every event, encounter or exchange is considered an activity. The activity must be meaningful and appropriate for the individual.

"When home care agencies offer respite care for caregivers who are caring for a parent or spouse with Alzheimer's the care primarily focuses on giving the caregiver a break with little or no stimulation for the person affected by Alzheimer's. Home Helpers' caregivers who have successfully completed the ABAC training will engage and stimulate the person with Alzheimer's by providing various activities that are appropriate and meaningful," says Ashauer.

For more information about Home Helpers, please contact Denis Ashauer at 920-757-9610 or visit [www.HomeHelpers.CC](http://www.HomeHelpers.CC).

## BREAKFAST EDUCATION

On April 14<sup>th</sup> almost a dozen chamber members learned about how to use Social Media for your Business. Mark Gehrke, Mandala Life Media shared his vast knowledge and experience on how to incorporate tools such as Facebook and Linked In as tools to help you stay connected with your customers, reach different generations, and market your business in a whole new way. Those who attended left with some great ideas on how to get started or keep your social media offerings fresh for your business pages. If you missed the meeting but would like to learn more, contact Mark at 779-3007.

Our next breakfast education session will be on Succession Planning for Your Small or Family-Owned Business. Have you ever thought about how your business would run if you had to be away for an extended period or how to turn things over when its time for you to step away? Shipra Seefeldt from Strategic Solutions Consulting LLC will

share her thoughts with us on what questions you need to ask yourself and how to get started in this often under-planned event. Shipra has extensive experience in assisting small businesses and has co-authored a book called "Exit Planning for Business Owners – The Key to Your Future." The session will be held from 7:30-9:00 a.m. on July 14<sup>th</sup> at Wolf River Community Bank.

More information will be forwarded soon. If you want additional information contact any chamber officer.

### Volunteers Needed!

Our Chamber needs your support by volunteering at the Greenville Catfish Days Concert on August 6th. Contact Lance 757-1010

## HIGH SCHOOL SCHOLARSHIPS

The Chamber has traditionally awarded a \$500 scholarship to a graduating senior at HHS. This year the selection committee had a difficult time paring down the applications of all of the great applicants. We are pleased to share that the Chamber awarded three \$500 scholarships at this year's awards ceremony held on May 12<sup>th</sup> at the Hortonville High School Auditorium. Congratulations to Nick Anderson, Joe Lautenschlager and Logan Ott and best wishes as you continue your education journey!

### WELCOME WAGON

TO PARTICIPATE IN THE WELCOME WAGON AND PROMOTE YOUR BUSINESS TO NEW RESIDENTS IN OUR COMMUNITY; CONTACT SUE LEONARD at 920-540-4859

## VILLAGE RUMMAGE SALE

The Hortonville Village Wide Rummage sale was held on Saturday, May 7<sup>th</sup>. We had over 34 rummage sale sites listed on our map (with many more individual sales held in the area), and well over 500 maps were distributed to rummagers who spent time in and around Hortonville. If you operate a retail business, we hope your organization benefited from the visitors to our area, as well as our residents who were out and about. Thanks to all Chamber members who volunteered and especially Kevin Werner who again coordinated the event and to Natosha Daul from Tech Guides who did a fantastic job with designing the maps. The date for the Village Wide Rummage Sale next year will be set soon.

## MEMBER NEWS

### From Family Insurance Center

We are happy to announce 2 new additions to our Greenville team—Kelly Rozelle and Michele Daniels.

Kelly spent 22 years at Guardian Insurance in Appleton and served in many customer support capacities. She resides in Greenville with her husband Ned who is involved in the family business—Rozelle Construction and Properties. They have 2 daughters—Hannah attends UW—Milwaukee and Hope attends Xavier High School. She enjoys attending Hope's sporting events, creating tote bags along with working with Grand Chute Citizens Police Academy. As a family, they enjoy spending time at their cottage in Boulder Junction.

Michele spent the past 6 years as a Customer Service Representative at Valley Insurance in Appleton. Prior to that, she worked for AAL (Thrivent) for 16 years in their Securities Division. She also resides in Greenville with her husband Steve who works for the Appleton School District. They have 2 daughters—Brianna attends Hortonville High School and Kaylee attends Greenville Middle School. She enjoys golfing, camping and attending their daughters' soccer games and dance routines.

Both are anxious to meet with you and can assist you with any questions or needs that you may have. When you do business with us, you are supporting our local economy as we all live in the Greenville Community. Collectively we have nearly 50 years of insurance experience and our entire agency has well over 150 years! We are here to help and assist you. Come see us or give us a call.

-Lance Schmidt, Managing Agent



Kelly Rozelle



Michele Daniels

## WELCOME NEW MEMBERS

In Appleton:

Waterstone Mortgage Corp. Fox Valley  
New York Life  
Universal Insurance Advisors

In Hortonville:

Damn Yankees Watering Hole  
Lucky Horseshoes 4-H Club  
Donaldson's Gourmet & Gift  
Celebrating Home  
Black Otter Lake District  
Studio M School of Dance

In Greenville:

Country Slickers 4-H Club  
Engels & Lautenschlager Financial Services  
Leuthner Tax  
Greenville Storage LLC

In New London:

Boy Scout Troop 59  
Valley VNA Senior Services

In Waupaca:

Shepherd of the Lakes Church

### Special points of interest:

- ♦ **Meetings:** Held the first Thursday of every month at noon at the Hortonville Community Hall. Lunch is available for a \$3.00 purchase.
- ♦ **Attendance Incentive:** Bring your business card for a chance to win a free ad in the Village Voice. This past month the winner was Phillip Yingling, Edward Jones, Hortonville. Congratulations!

Membership Directories are printed and available. Contact a chamber officer to obtain some for your business.

Would you like to receive this newsletter via e-mail or are you interested in advertising in this newsletter? Let us know.

**Hortonville Area  
Chamber of Commerce  
P.O. Box 135  
Hortonville WI 54944**

## **CALENDAR OF EVENTS**

June 14th	Networking Social 5-7 p.m.at Best Choice Floral & Landscaping
July 7th	Chamber Meeting, Noon at Hortonville Community Hall
July 14 <sup>th</sup>	Breakfast Education: Succession Planning for Your Small or Family-Owned Business, 7:30-9:00 a.m., Wolf River Community Bank
August 4th	Chamber Meeting, Noon at Hortonville Community Hall
August 6th	Volunteer for our Chamber at Greenville's Catfish Days Concert Call Lance at 920-757-1010
August	Networking Social, 5-7 p.m. – Time & place to be determined
Oct/Nov	Business Bingo
November	Hortonville Area Chamber of Commerce Awards Dinner

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