

BLACK RIVER COUNTRY

W I S C O N S I N

November 2008 Volume 13 Issue 10

From Your President

Happy November to all! Another election will be over and done with soon. Will your candidate win? I certainly hope that it will be the best candidate. Time will tell.

After the election, we can turn to other dates in November. Remember those that served and thank a Veteran on November 11th. November is also a month to celebrate or recognize National American Indian Heritage, National Family Week, National Novel Writing Month and National Hospice Month. Let us not forget the nine-day gun season of deer hunting and last but certainly not least, Thanksgiving. Of late, Thanksgiving has been known as the day before Christmas shopping season. I feel that it is a lost holiday, but I refuse to let go. Even though we are a country in turmoil, there is still so much to be thankful for. I am thankful for all the great things the Lord has provided for me: family, friends, food, shelter and the freedom to enjoy them the way I believe. What are you thankful for? Have a great Thanksgiving!

Kae Shisler, President
BRACC

Chamber Chat with Barb

The 2nd Annual Black River Area Oktoberfest was a huge success tripling the number of attendees from the previous year. The weather couldn't have been more perfect which helped make the event a success. Craft vendors lined Pierce Street selling everything from wood crafts to jewelry, fiber arts to candles. The Children's activity area was very popular this year with the help of Co-Chairs Sheri Palmer and Ann Robertson. Festival attendees were treated to great food and refreshing beverages as well as musical entertainment

throughout the day. Car show enthusiasts were treated to a new event this year – an antique car and motorcycle show. Another new event was the addition of the Foundation Trail walk that was held to raise funds for the maintenance of the trail that encircles the city of Black River Falls.

Contests sponsored by Wal-Mart were held for pumpkin decorating and the winners in the 0-4-year-old category, Katie Sedelbauer-1st place, Jayme Koenigs-2nd place. In the 5-8-year-old category, Trey Emery won 1st place. In the 9-12-year-old category, Kacey Koenigs- 1st place and Natile Danielson-2nd place. In the 19-Older category, Candese Otterson-1st and Chari Dietzler-2nd. All winners received Wal-Mart gift cards.

A dessert contest, also sponsored by Wal-Mart was held and the recipes had to include apples or pumpkins. First place winner was Kathy Camlek who made a pumpkin torte. Second place went to Arlene Dunnigan for her apple pie pizza and third place went to Judy Hawley for her pumpkin crunch. The first place winner received a gift basket and the other winners received Chamber Bucks prizes.

This year also featured a medallion hunt where clues were scattered about local businesses. First place winners Emma and Rebecca Ross were awarded \$75 in Chamber Bucks. Second place winner, Bethany Redbird received \$50 in Chamber Bucks and third place winner receiving \$25 in Chamber Bucks was Andy Ellingson.

Non-profit organizations that benefited from the day's activities were the Jackson County Boys and Girls Club, Friends Sharing Food, Cub Scouts Troop Pack 59, Bolton Refuge Jackson County Outreach and a portion of the event proceeds will be donated to the American Red Cross to help with flood relief in southwest Wisconsin.

Plans are already underway for the 3rd Annual Black River Area Oktoberfest to be held next year. There were many individuals and businesses that helped put this event together and to each and every one of you, the Black River Area Chamber of Commerce, Sand Creek Brewing and the Black River Falls Downtown Association extend a big THANK YOU!

Barb Brower, Executive Director
BRACC

Welcome New Members!

FUNKTIONAL JUNKTION

Molly Hoffman

13 County A, Black River Falls, WI 54615

Phone: (715) 284-5282

E-mail: funktionaljunktion@gmail.com

Website: www.funktionaljunktion.com

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Paul Busch

Hwy 54 West

Black River Falls, WI 54615

Phone: (847) 321-8818

E-mail: paulbusch@comcast.com

Website: www.blackriverfallscabin.net

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GLASS D'LIGHTS

Tracy & Dave Lipke

N6732 Helbling Road

Black River Falls WI 54615

Phone: (715) 284-9555 or (715) 284-9772

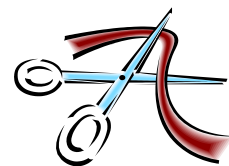
E-mail: glassdlights@gmail.com.

Do you have an idea you'd like to see in stained glass? If so, give us a call or come see us. We will use your own ideas or create a design just for you. We specialize in windows, entryways, sidelights, cabinet doors, panels, sun-catchers, fundraiser gifts and much more.

Ribbon Cuttings....



Marvin Matejka (center), owner of Roosevelt Plaza held the scissors for the ribbon cutting held October 3, surrounded by Black River Chamber staff, Ambassadors and Plaza business owners. Chamber members located in the Plaza are Plaza 24/7 Fitness, VPS Photography and Studio 107.



What's in the News?

Wazee Lake gets cleaned up.



Around sixty divers from Wisconsin, Illinois and Minnesota gathered at Wazee Lake recently to help keep the lake clean. Focus was placed on the beach area as this is where the worst conditions are expected. Among the other garbage that seems to be very common, discarded bait containers and fishing line are often present. Black River Canoe Rental provided canoes that volunteers used to pick up trash from around the lake's shoreline. The Jackson County parks provided lunch for participants. Wazee Sports Center gave away door prizes at the end of the event. Five hundred thirty dollars was raised for the Jackson Co. Dive Unit.



Jeremy "Chingo" Harris of Racine, WI, won the top prize of a dive regulator during the Wazee Lake clean up.



2009 Karner Blue Butterfly Festival & the Karner Blue 5K-10K Half Marathon Change Dates

Organizers of the Karner Blue Butterfly Festival (KBBF) have decided to move the annual summer festival to the third weekend in July for the 2009 event. In years past the festival has competed with another event – the Jackson County Beef Cookout. Both events will benefit by holding the events on separate days. The Karner Blue 5K-10K-Half Marathon planning committee has announced that the 2009 race will coincide with the KBBF, the third Saturday in July.



Reminder to Chamber Members

Don't forget to get your membership dues and ad placement form into the Chamber as soon as possible. Work is progressing on our new tourism guide and we don't want you to be excluded from this highly visible publication. If you need assistance, please call our office. We're ready to serve you.



Thank you....

Thank you to Buswell Funeral Home for hosting Business After 5 in October. Attendees were treated to a meal of hot sandwiches, salads including all the fixins'. Sand Creek Brewing Company and Ripp Distributing Company donated beverages to the event. Thank you for a very enjoyable evening.

Congratulations

Congratulations to Stan Gaynor, CEO of Black River Memorial Hospital for receiving the Best of the Best Award. This award is given annually during the Partners of Wisconsin Hospital Association State Convention to an administrator who has demonstrated a well-defined and supportive relationship with their Partners Organization. The Partners of Black River Memorial Hospital are very proud to have Stan given the honor of being the "Best of the Best!"

From the Marketing Committee....

An Upbeat Approach to a Beleaguered Public

Fight low consumer confidence with a positive attitude and upbeat customer service approach

There are some things that just make good business sense, regardless of the current market forces affecting a particular business.

One of the eternal best practices is upbeat customer service. And during periods of economic uncertainty and low consumer confidence, serving customers with a smile can really set your business apart.

Change, turmoil, uncertainty and a general sense of pessimism seem to be constant themes lately on the evening news. Whether much of this current malaise is being exaggerated or the sky really is falling—that's a topic for another discussion. But if you're a small business owner looking to continue to succeed, the current state of consumer confidence does deserve to be addressed.

In tourism marketing, friendly, upbeat customer service has always been paramount to the success of travel destinations. Travel is about selling an ideal – good times, fun with family and friends, leaving behind the daily grind. Making your business or community warm and welcoming helps to create this sense of escape from everyday life that travelers are seeking. Over time, various communities and businesses get labeled as either welcoming or unfriendly based on the collective impressions of thousands of travelers. Smiles and friendly service add up to significant sales over less hospitable competitors.

The same type of commitment to friendly, upbeat customer service can work for any business. Diners, shoppers, clients and patients want to be at ease while they are enjoying their meals, choosing their purchases, selecting their services or accepting care. Businesses need to create a positive experience for their customers.

But what does creating a positive customer experience entail? Generally speaking, it's a customer service attitude that is welcoming, friendly, direct and, quite literally, focused on the positive rather than the negative. It's an attitude that permeates all aspects of a customer's experience with your business, from the décor to the demeanor of the person at the cash register.

If your business is consumer focused, that means you provide service that sets you apart as the business people want to patronize again and again. If you're in a business that sells to other businesses, it's a focus on confident growth rather than nervousness or retreat.

So, take a little well-worn advice and "Put on a happy face." It costs nothing, it will help you to connect with customers—and it just might make you feel better overall.

Calendar of Events

NOVEMBER

- 1 Boys & Girls Club Annual Dinner 6pm
Castle Hill Supper Club; call 715-284-4005
- 2 Standard Time begins at 2AM; Set clocks
BACK one hour
- 11 The High Ground in Neillsville Veterans'
Day Celebration; call 715-743-4224
- 13 Holiday Tea sponsored by BR Memorial
Hospital Partners'; 9-1:30 with visit from
Santa at 12:30; tea table, bake sale, raffles,
Love Lights, letters from Santa, area artists
& more
- 14-16 Disney's Beauty & the Beast; Lunda
Theater; Fri. & Sat. 7:30pm; Sun. 6pm
- 16 BRF Arts Alliance presents University of
LaCrosse Faculty Classical Musical
Ensemble; United Methodist Church in
BRF; 3pm; Pre-concert featuring 3 Hand
Bell Choirs from BRF.
- 27 Annual Thanksgiving Dinner sponsored by
St. John's Lutheran Church

Scenes from the 2nd Annual Black River Area Oktoberfest



Bob Kolodejchuk was a happy vendor selling his wood crafts and creations.



Kevin Tegels tends his cooker turning out delicious brats, hot dogs and pork tenderloin sandwiches.



Theresa Paul, owner of Creative Embroidery was a vendor selling a large variety of embroidered and heat transferred clothing and accessories.



Miss Karner Blue Princess, Hannah Shankey (right) along with Attendant, Mary Onstad (left) helped throughout the children's activities.



Jay Dee Nichols sold a variety of pumpkins and gourds.



The American Red Cross was represented by Jane Ramey and John Elliott.

Scenes from the 2nd Annual Black River Area Oktoberfest



Carrie Blazek is the proud owner and builder of this car that was displayed at the Car Show.



Keith and Jo Brown pose while enjoying some Sand Creek Brewing Company refreshments.



Roger Paar with Black River Falls Municipal Utilities was on hand to offer rides on the NEV-Neighborhood Electric Vehicle.



The Wally Pikal Band entertained the crowd kicking off the day's activities.



Trey Emery was a proud winner in the pumpkin decorating contest.



Winning first place in the dessert contest, Kathy Camlek (center) receives her prize. Carly Dobson and husband Duane assist her.

Thank You

The Black River Area Chamber of Commerce, Sand Creek Brewing and the Black River Falls Downtown Association would like to thank the following businesses and individuals for their help and participation during the 2nd Annual Black River Area Oktoberfest.

DIGNITARY

Mayor Ron Danielson

EVENT ORGANIZERS

Traci Bailey
Barb Brower
Darren Durman
Linda Fischer
Charlotte Fleischman
Joe Gaier
Connie Gates
Patrick Guarino
Dana Iverson
Tom Krotzman
Todd Krueger
Mary Mack
Kathy Martin
Todd Perry
EJ Rosenberg
Kae Shisler
Jim Wiesender

CHILDREN'S ACTIVITIES

Sheri Palmer-Co-Chairman
Ann Robertson – Co-Chairman
Rose Schaper-Face Painting
Fevolden Farms Alpacas
Lyll & Becky White

Miss Karner Blue Princess Court

Hannah Shankey, Princess
Mary Onstad, Attendant

Miss Black River Falls Court

Austin Marg, Miss B.R.F.
Emily Dunneisen, 1st Attendant
Fawn Jessie, 2nd Attendant
Elizabeth Cook, 3rd Attendant

Miss Jackson County Court

Emily Jordan, Queen
Hannah Dvorak, 1st Attendant
Cera Boe, 2nd Attendant
Allyson Rush, 3rd Attendant

CAR SHOW

Charlotte Fleischman-Co-Chairman
Tom Krotzman-Co-Chairman
Gene Gutknecht
Grady Gutknecht

CONTESTS

Wal-Mart - Sponsor
Carly Dobson-Chairman
Duane Dobson

TICKET SALES

Jack Bailey
Traci Bailey
Barb Brower
Lois Corey
Mary Gaul
Andrea Gaul
Betty Modica
Ed Schaper
Angie Sherman
Jon Sherman
Kae Shisler
Vicki Simonis
Danette VanAuken

FOOD & BEVERAGE

Boys & Girls Club
Dale Pikal
Lon Pikal
Kevin & Lizzie Tegels
Rian Radtke
Nick Carey
Leif Skogstad
Nate Peck
Ena Lepinski
Kay & Mike Brauner
EJ Rosenberg
Bill Arndt
James Arndt
Nancy Krueger
Kirsten Krueger
Pheasant Ridge Resort
Bobby Knourek
Sandie Klinger
Woody Burns
Trish Wiesender
Lyll White
Tom Krotzman
Mike and Rhonda Groth
Andy Ellingson
Glenn Livet
Gaier Construction Co.
Cora Ilean

SET-UP & TEAR DOWN

Dan and Donna Golueke
Joe Williams

DONATIONS-DOOR PRIZES

Best Western Arrowhead Lodge
Black River Agency, Inc.
Situation Solutions, LLC
Days Inn
East Side Auto
Ripp Distributing
Scholze Ace Home Center
Tenba Ridge
United Auto
Waumandee State Bank

SAFETY & SECURITY

Chief of Police-Don Gilberg
Parks & Rec.-Steve Peterson
Director of Brewery Security
– Leif Skogstad
Assistant Dir. of Brewery Security
– Cora Ilean
BRF Utilities – Roger Paar
(NEV-Neighborhood Electric Vehicle Driver)

FOUNDATION TRAIL WALK

Mary O'Brien
Fred Stai

PARTICIPATING RETAILERS

Buzz & Brew Shop
I-94 BP
Main Street Scrapbooks
Molly's Rude Awakening
Sampson Gallery
Sport Country ATV & Marine
The Consignment Shop & More
The Craft Barn
The Merchant General Store
Waarvik Drug
Memory Lane

MEDALLION HUNT

Sheri Palmer-Chairman
Darren Durman
Kathy Martin
Black River Falls Downtown Assoc.



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Holiday Open House

Tuesday, November 18th

1118 Buena Vista Drive, Black River Falls

(Across from Black River Surplus)

****4:30 pm – 7:30 pm****

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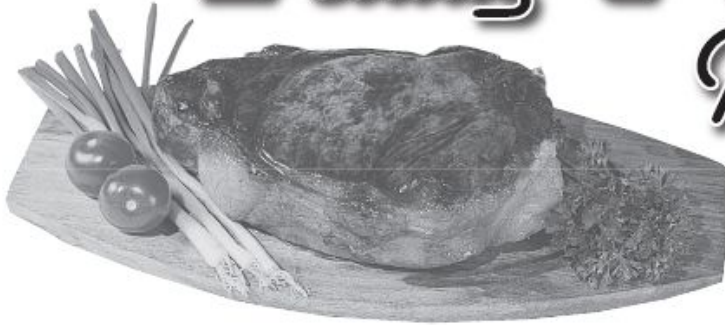


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2008 BRACC Board of Directors

President	Kae Shisler, Holiday Inn Express
Vice President	Wally Apland, Pine View Care Center
Treasurer	Clint Helland, Co-op Credit Union
	Traci Bailey, Days Inn
	Carly Dobson, Wal-Mart Super Center
	Darren Durman, The Merchant General Store
	Don Evenson, County Board Representative
	Bob "Gabby" Gabrielson, WWIS Radio
	Joe Gaier, Gaier Construction Corp.
	Chanelle Holliday, Black River Chiropractic Clinic
	Dana Iverson, Black River Country Bank
	Cara Lee Murphy, Ho-Chunk Nation Representative
	Todd Perry, Westland Insurance
	E. J. Rosenberg, Assist 2 Sell
	Marianne Torkelson, Western Technical College
Executive Director	Barbara Brower
Administrative Assistant	Kathy Martin
Office Assistant	Mary Mack
Office Assistant	Linda Fischer
Office Assistant	Connie Gates

2008-09 Business After 5 Calendar

November 12, 2008
Holiday Inn Express

May 2009
Del-Bean Coffee & Cheese

December 3, 2008
Black River Area Chamber of Commerce

June 2009
Skyline Golf Club

January 14, 2009
Farm Urban Realty

July 2009
Thunderbird Lodge

February 11, 2009
Waumandee State Bank

August 2009
Falls Motel

March 2009
Buzz & Brew Shop

September 2009
Cabalette Retreat

April 2009
Jackson County Bank

October 2009
Black River Country Bank

Black River Area Chamber of Commerce
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