

**RIVER FALLS**  
AREA CHAMBER OF COMMERCE  
& TOURISM BUREAU

# Chamber News

June 2008

## Our Mission

*The River Falls Area  
Chamber of Commerce  
& Tourism Bureau serves  
its members by promoting  
and advocating business  
in our community.*

### Upcoming Events:

June 10 - Business After Hours  
June 13 - Showdown on the Kinni  
June 19 - Town N' Country Day  
July 10 - 13 - River Falls Days  
July 24 - Business Breakfast

Please pass this newsletter  
on to additional employees  
or put in your lobby.  
Thank You!

## **Town N' Country Day - Thursday, June 19th** **Second and Locust Streets**

Join us for our community's agricultural heritage celebration. Come for breakfast & come back for lunch and cherries jubilee!

### **FREE Pancakes, Sausage, Milk & Coffee:**

7:30 am - until gone

### **Kids' Art and Craft Tent:**

10 am - 1 pm

### **Milk Mustache Booth:**

10 am - 1 pm

### **Picture and Award Pick Up:**

4 pm

### **Town N' Country Day Marketplace:**

10 am - 3 pm

### **Kids' Street Dance :**

10 am - 4 pm

### **Cheese Curds, Hot Dogs, Brats, Hamburgers & Cheeseburgers**

### **For Purchase:**

11 am - 4 pm or until gone

### **Kids' Games and Fun:**

Noon to 2 pm

### **FREE Cherries Jubilee :**

2 pm - until gone

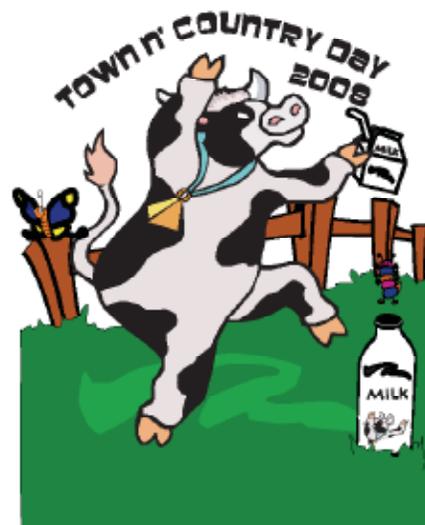
### **Bike Rodeo at Meyer Middle School:**

2 pm - 4 pm

### **Llamas and Other Critters:**

2 pm - 4 pm

### **Other Activities: Balloons, Inflatable, Shopping, Massages, and more!**



Thank you to our major sponsors:

Pancake Breakfast Sponsor



Cherries Jubilee Sponsor



Cheese Curd Sponsor



## Advertising Opportunities

**E-Mail Blast Sponsor:** Promote your business or event by sponsoring an e-mail blast. Includes your logo and a brief message about your company. \$50

**Event Sponsorship:** Each year the Chamber sponsors numerous Chamber and community events. These events include: River Falls Days, Town N' Country Day, Business After Hours, Chamber Coffees and much more. Sponsoring one of these events is a great way to get your business noticed. Prices vary.

**Membership Mailing Labels:** Advertise special events or promotions to your fellow Chamber members by purchasing preprinted member mailing labels. \$50

**New Move Packet:** Capitalize on the families and individuals who contact the Chamber about moving to the River Falls area each year. Include your company information in packets sent to these new and prospective residents. \$120/yr.

**Newsletter Back Page Ad:** Advertise your company on the back page of the newsletter. \$200

**Newsletter Display Ads:** Advertise for an entire year in the Chamber newsletter with a 1.8" X 1.3" ad. \$100/yr.

**Newsletter Inserts:** Promote your business or event with a newsletter insert. 420 of your 8 1/2" x 11" flyers will be inserted in the Chamber newsletter. \$100/insert

**Website Links:** Connect your website to the Chamber website. Upgrade your membership to include a web link. \$35 link, \$60 enhanced listing with link.

*To take advantage of any of these great marketing opportunities, please contact the Chamber at 715-425-2533.*

## Board of Directors

**Kris Ainsworth**  
Chair  
R.F. Medical Clinic

**Rick Osterhaus**  
Chair Elect  
R.F. School District

**Gretchen Link**  
Past Chair  
UW-RF

**Bill Donais**  
Treasurer  
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**Patsy Linehan**  
Ambassador Chair  
Security Financial Bank

**Melissa Wilson**  
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Technical College

**Aaron Davis**  
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Murray & Jacobson, SC

**Jeff Schwab**  
AllTel Corporation

**Ron Thielen**  
Best Maid Cookies



## News from the Chief Executive Officer

### Rosanne Bump

Funding a Long-Term Tourism Initiative

The Chamber recognizes the potential to better our local economy by capitalizing on the increasing number of visitors to the St. Croix Valley. We have been working on a tourism initiative since 2007 when the Chamber Board of Directors adopted a strategic plan that included working to create a long-term, sustainable program to attract visitors to the River Falls area. The Chamber has put together a proposal (available at [www.rfchamber.com](http://www.rfchamber.com)) that outlines the economic impact of tourism, how funds could be used to market the area, and information on the funding mechanism that the Chamber has decided to pursue – room tax.

If you've stayed in a hotel lately, you most likely have contributed to that community's tourism efforts through a room tax. Room tax is a funding mechanism that is provided by state governments (including Wisconsin) to fund tourism initiatives and is being used competitively by nearly every community surrounding River Falls to attract visitors.

Room tax is a visitor tax that is paid by visitors for visitor promotion - there is no tax burden to local residents or businesses. Room tax legislation has recently been updated to further define the acceptable uses of the funds collected. Seventy percent of the funds must be used in marketing efforts to attract overnight visitors which will be a direct benefit to the lodging owners in the area. River Falls' residents and businesses benefit through visitor spending on food, recreation, transportation, shopping, etc.

A long-term sustainable stream of funds will allow the Chamber, in partnership with River Falls' tourism businesses, to create a long-term sustainable, comprehensive tourism plan that will allow us to make a difference in our community. Our plan is to move this proposal forward in the next few weeks. If you have any comments, questions or concerns please feel free to contact myself or any of your Board members.

## Summer Events

### River Falls Days - July 10 -13

We're continuing to post updated material at [www.rfchamber.com](http://www.rfchamber.com). The following registration forms are available: parade, adult 3-on-3 basketball tournament, truck pull, youth 3-on-3 basketball tournament, 10K/2 mile/1K fun run, kiddie parade, dart tournament and city-wide garage sale.

Check back for: tractor pull, disc golf tournament, faster pastor race, bench press and the ultimate frisbee tournament.

Check [www.rfchamber.com](http://www.rfchamber.com) often for updates.



### Showdown on the Kinni - Friday, June 13th North End Industrial Park - 7:00 pm

All are invited to the 2nd Annual Showdown on the Kinni on Friday, June 13th starting at 7:00 pm. This annual event features many classes of truck and tractor pulls. More information online at [www.rfchamber.com](http://www.rfchamber.com).

## Energy Costs –Renewable Energy and the Bottom Line

By Craig Tarr ~ Energy Concepts, Inc.



We are fortunate here in River Falls to have both our gas and electric utilities participating in the Focus on Energy (FoE) program. FoE is a nationally recognized program for assisting state of Wisconsin businesses and residences with energy information and financial incentives. Since its inception in 2001, Focus on Energy's Business Programs have helped Wisconsin businesses save more than \$85 million in annual energy costs by providing expert advice, technical project support and financial assistance. The program brings awareness to various energy efficiency and conservation methods as well as providing incentives to make energy efficiency and renewable energy technologies more financially attractive.

Advances in technology, rising energy costs and the efforts of Focus on Energy's Renewable Energy Program have made renewable energy a more realistic and appealing option for home and business owners. Focus on Energy's Renewable Energy Program strives to make renewable energy a mainstream energy option in Wisconsin by encouraging clients to investigate and adopt renewable energy sources, such as solar, wind and biomass.

Energy costs represent 30% of the typical operating costs for a commercial building. One way to improve your businesses bottom line is to reduce energy costs. Installing a solar or wind system will directly reduce your energy usage hence cost. People often ask what is the payback? To answer that question we need to look further to other supporting programs. In addition to the Focus on Energy incentives, the federal government also provides assistance. Specifically, there are two tax considerations. The first is that a solar system qualifies for a 30% tax credit. The second is that the renewable energy system qualifies for a 5 year MACRS accelerated depreciation schedule. The combination of the FoE (25%) and the Federal tax programs (60%) as well as the actual energy savings realized results in a typical payback of 8-10 years for a renewable energy system.

With the increased public awareness to "go green," many businesses across the country are installing renewable energy systems in their buildings as a demonstration to their clients of the company's environmental commitment. Consider that installing a renewable energy system creates an intangible benefit that doesn't get calculated in the payback – increased business! Studies are being done to confirm that businesses can utilize their renewable energy system for marketing purposes and generate increased sales.

Focus on Energy provides a 50% cost share for a site assessment to evaluate the feasibility of a renewable energy system for your facility. Investing in renewable energy has become a cost effective and cost saving option for your commercial energy needs. Utilizing energy will allow your business to grow within the new "earth-friendly" environment consumers are looking for.

*Energy Concepts, Inc joined Focus on Energy's Renewable Energy Market Provider Program and is a local resource for Wisconsin businesses and residents looking to implement renewable energy systems. Craig Tarr, the principal and founder of Energy Concepts is a Licensed Professional Engineer (PE) in 10 states and is a LEED accredited professional. The company delivers professional engineering design, sales, and installation of wind, solar electric and solar thermal systems. For more information contact a staff member at 715-381-9977 or email Craig at ctarr@energyconcepts.us. Visit them on the web at www.energyconcepts.us.*

## Winner Highlight: 2007 River Falls Chamber Award Winner Ambassador Of the Year ~ Isaac Grover, Quality Computer Services



This year the River Falls Chamber Ambassadors voted Isaac Grover the Ambassador of the Year. He tirelessly arranged ambassador visits and devoted his time to introducing the River Falls community to new businesses.

Besides being a Chamber Ambassador, Isaac Grover is the owner of Quality Computer Services. Since 2001, Quality Computer Services has provided the River Falls area with affordable computer consulting, reliable web hosting and professional web design services. He has been fascinated with computers since he was in diapers. Isaac graduated from San Jose State in 2001 with a degree in Computer Engineering.

*Rosanne Bump, Chamber CEO; 2008  
Ambassador of the Year, Isaac Grover and  
Kris Ainsworth, Chamber Board President.*

Contact Quality Computer Services at 1-888-738-7704 or isaac@qcs-rf.com. Visit Quality Computer Services online at [www.qcs-rf.com](http://www.qcs-rf.com).

## Chamber Ambassador Visits



### A-1 Septic Service

A-1 Septic Service is located at N8363 650th St. in River Falls and offers septic tank pumping, portable toilets, septic tank inspections, water testing, replacement of tank lids, installation of new risers, and other septic repairs. In addition, A-1 Septic Service also offers after hour emergency calls, septic systems installation, perk tests, and repairs on existing septic systems.

A-1 Septic Service is a division of Kolve's Excavating that was started in the fall of 2007. Members since Spring 2008, A-1 Septic Service enjoys receiving flyers from the Chamber and information about new businesses. For more information about A-1 Septic Service please call 715-425-9188.



Pictured above: Lisa Ziebarth, WESTconsin Credit Union; Kim Masanz, Thrivent Financial for Lutherans; Paige Olson, Kinni Creek Lodge & Outfitters; Andy Brown, Associated Bank; Jerry Kove, A-1 Septic Service; Al Herman, A-1 Septic Service; Josh Lindseth, Associated Bank; Rosanne Bump, River Falls Chamber of Commerce & Tourism Bureau; Tricia McMahon; Erica Randgaard, Kilkarney Hills Golf Club; Patsy Linehan, Security Financial Bank.

Leadership River Falls

# Leaders Wanted

**(No experience necessary)**

Developing effective community leaders with vision, insight and the ability to get things done is what the Leadership River Falls program all is about.

If you want to learn more about the trends, challenges and issues that face the River Falls area and Western Wisconsin, this is the program for you.

#### Day-long topics include:

Natural Resources, Government, Community Life, Business & Industry, Education, Heritage, and Health and Human Service. Each session focuses on issues critical to our region's future success.

#### 2008 Program Dates:

**2-day retreat & kick off:** Thursday, September 25th and Friday, September 26th

**Day sessions:** Held the third Thursday from October - May.

Accepted applicants will pay a tuition fee of \$800.

Tuition support may be offered, please call the Chamber for details.

For more information, call  
the Chamber at 425-2533 or  
visit [www.rfchamber.com](http://www.rfchamber.com).



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## Business Breakfast

Thursday, July 24th - 7:30 - 8:45 am  
Kilkarney Hills Golf Club

### Mind your "Business" Manners

There are many ways one stays competitive in today's business world. Manners and etiquette rules are not constant and part of staying competitive means knowing what to do, how to act, and what to say in business situations. The importance of being familiar with a formal place setting, knowing how to properly shake hands, and introduce your boss to your colleague will be discussed during this interactive session along with much more.

More information will be mailed soon. Register and pay online at [www.rfchamber.com](http://www.rfchamber.com).

We're looking for a sponsor for this event, please call us at 425-2533.

## Renewing Members

Healthy Communities and  
Recovery Network  
426-6664  
Global M.A.D.E.  
821-9411  
McDonalds  
426-9326  
Edina Realty, Inc.  
425-8700  
ABC Consulting, LLC.  
(651) 747-7994  
George Hauser  
386-9050

Pierce County Economic  
Development Corp.  
425-3881  
River City Disposal, Inc.  
425-2141  
Metro Sales, Inc.  
(612) 861-4000  
River Falls Partnership For  
Youth  
425-1830  
Aaron Davis - Country  
Insurance Agency  
426-5716

## Business Briefs

**Frisbie Architects** recently added another registered architect, Farrah Lemmon, NCARB, to its staff. Farrah specializes in healthcare architecture and commercial projects. She worked for the Mayo Clinic's Facilities Development department for the past three years. A Hudson native, she holds a masters degree in architecture from Montana State University in Bozeman, MT. For more information, visit [www.frisbiearchitects.com](http://www.frisbiearchitects.com) or call 715-426-4908.

The Stockholders of Security Financial Services Corporation, the holding company of **Security Financial Bank**, have elected Matthew J. Frisbie of River Falls to a three year term on the Board of Directors. Mr. Frisbie is the Principal of **Frisbie Architects, Inc.** which is located in the River Center Office Building in River Falls. Security Financial Bank has total assets of \$335 million and has banking locations in Durand and River Falls and a financial planning office in Eau Claire. For more information about Frisbie Architects, visit [www.frisbiearchitects.com](http://www.frisbiearchitects.com) or call 715-426-4908. For more information about Security Financial Bank, visit [www.securityfinancialbank.com](http://www.securityfinancialbank.com) or call 715-426-6600.

**United Way St. Croix Valley** continues to make an impact in local communities throughout the valley. The United Way Board of Directors has approved the distribution of \$1,120,584 in funds and goods raised through the annual fall campaign and special initiatives fundraising. United Way has awarded approximately \$785,676 to 70 nonprofit programs and services. The United Way Board chose to allocate \$18,000 to cover the shared maintenance and shipping charges from Second Harvest. That, in turn, will bring food valued at more than \$140,000 into the St. Croix Valley. Additional food is supplied by SUPERVALU and other partners. This food and product is distributed through area food pantries, community meals and senior dining sites. For more information about United Way St. Croix Valley, visit [www.unitedwaystcroix.org](http://www.unitedwaystcroix.org) or call 715-377-0203.

Sam Anderson, 13, of River Falls, was the recipient of a \$50 savings bond from **WESTconsin Credit Union** for his essay submission entitled "Why I'm growing my green." The middle school essay contest was sponsored by WESTconsin in celebration of National Credit Union Youth Week last month. Anderson's essay will be featured on the Student Savers web page at [www.westconsinu.org](http://www.westconsinu.org).

Several scams have sprung up related to the Economic Stimulus Check initiative. **WESTconsin Credit Union** warns the community to be aware of fraud schemes and to never give out personal or financial information unless they have initiated the communication themselves. For more information about WESTconsin Credit Union, visit [www.westconsinu.org](http://www.westconsinu.org) or call 715-425-8113.

## New Members

**Quality Design Industries**  
Construction/Design Contractor  
P.O. Box 88  
River Falls, WI 54022  
651-204-933

**The Servant Quarters**  
Bed & Breakfast  
N7453 Happy Valley Road  
River Falls, WI 54022  
715-425-8333

**Community Health Partnership, Inc.**  
Non-Profit  
2240 Eastridge Center  
Eau Claire, WI 54701  
715-838-2900

**WIPFLI**  
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[www.wipfli.com](http://www.wipfli.com)

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INSURANCE COMPANY  
218 N. Main, River Falls  
Jeff Dusek- 425-5292

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**HUB 70**  
Design & Print  
214 N Main St - River Falls, WI  
Ph. 715.426.1750  
[www.hub.70.com](http://www.hub.70.com)

**United Way**  
1841 Sullivan Ct. River Falls, WI 54022  
715-426-7766 - [info@unitedwaystcroix.com](mailto:info@unitedwaystcroix.com)

**River Falls Area YMCA**  
"Building Strong Kids, Strong Families and a Stronger Community"  
303 S. Main Street, Suite 200  
[www.ymcatwincities.org](http://www.ymcatwincities.org)  
715-425-9778

## Newsletter Ads Available

For only \$100 you will receive an ad similar to the ones above, in our monthly newsletter through June 2009. Your ad will be seen by over 400 business and community members a month. That is over 4600 exposures for only \$100.

If you are interested in this great and inexpensive marketing tool, please e-mail [info@rfchamber.com](mailto:info@rfchamber.com).

## Business After Hours

Tuesday, June 10th

4:30 - 6:00 pm - Associated Bank

Enjoy drinks, food and socializing at this fun and casual networking event. Details on enclosed flyer.

Sponsored by  
**AssociatedBank**



**RIVER FALLS**  
AREA CHAMBER OF COMMERCE  
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2007 CHAMBER  
**Awards**

*River Falls Hospital/  
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2007 Business  
of the Year

*St. Croix Valley  
Restorative Justice*  
2007 Small Business  
of the Year

*Janna Carl*  
2007 Citizen  
of the Year

*Issac Grover*  
2007 Ambassador  
of the Year

*Terry McKay*  
2007 Chamber Champion

  
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The MBA program at UWRF has helped me develop the necessary skills to jump-start my professional career. The practical assignments and the real life examples used in the classroom made the learning process so much more valuable. It prepared me to become a productive employee in a global business environment.

**Nick Kevalevko**, Director of International Marketing  
Fiberstar, Inc. - 2007 Graduate

