

The Plover Advantage

THE PLOVER AREA BUSINESS ASSOCIATION NEWSLETTER

APRIL

Breakfast

Thursday
April 1, 2010

@

Comfort Inn

(Catered by Rockman's)

Registration: 7:15 am

RSVP NOW!

345-5258 PABA Office

MAY

Mixer/Tea Party

Thursday

May 6, 2010

hosted by

Legacy Investment

Strategies, LLC

5:00 pm - ???

watch for more details

JUNE

Annual Dinner

Awards

Citizen and Business
of the Year

Meet the new
Board of Directors

Thursday,
June 3, 2010

Registration: 5:30 pm

Social Hour: until 7:00 pm

Dinner: 7:00 pm

PABA EVENTS

March



On March 4, PABA held a dinner meeting at Spiedini's. Members and guests enjoyed a pleasant social hour having time to talk with old friends

and meet new members. This was followed with a scrumptious Italian buffet. Patty Dreier and Jim Gifford, candidates for the Portage County Executive position, were our speakers for the evening. Both candidates presented wonderful information, which allowed us to get to know them and their agendas better. Please check out each of their websites for more information about their campaigns. pattyforportagecounty.com and vote.iimgifford.com
Thank you to Kathy Nations of Spiedini's for the delightful meal and for the donation of 2 Spiedini's gift certificates. PABA also donated 2 raffle baskets. To be a winner in the drawings, it seems you couldn't have more than 3 letters in your first name. Winners of the gift certificates were Dan Mahoney and Tom Bertz. Raffle basket winners were Bob Siskoff and Bob Spoerl. Thank you to all who attended. We hope you found the evening enjoyable and informative.



Absolute Wildlife/Marketshare
Last Place Team



February Bowling Tournament



A great big thank you to all of the wonderful sponsors of this event. We appreciate your contributions. Thanks to 5 Star Lanes for hosting the event.

Winners



Male:

- 1 Gary Widder-Village
- 2 Nic Dulmes-PSOL
- 3 Jason Mansavage-Gen Beer

Female:

- 1 Amy Peplinski-Klismith Acct
- 2 Pam Tesch-Klismith Acct
- 3 Becky Firkus-5 Star Lanes

300 Game: Gary Widder-Village

Food: McCain Foods, Golden County Foods, and Chet Biadasz

Raffles: Bull's Eye Credit Union, Community First Bank, Copy Connection, Duraclean Specialists, Five Star Lanes, General Beer, Klismith Accounting & Tax Group SC, Mary Lane of Associated Bank, and Stevens Point Brewery.



Paradise Solutions
1st Place Team



YMCA Macho, Macho, Man
Ring a bell, yet?



Who's going for 2nds????



January

Thank you to Hyer Standards for hosting a lovely Mixer in January.



Thank You Raffle Sponsors

Hyer Standards

Big Apple Bagel

Jeff Hohn Agency (Edward Jones)

Ellis Stone Construction Co.

PABA



PABA
 2400 Post Road
 P.O. Box 213
 Plover, WI 54467
 Phone: 715-345-5258
 Fax: 715-345-5253
 Email: paba@ploverwi.gov
 Office Hours: Mon, Wed, Fri 11:45am-3:45pm
 Tues, Thurs 9:00am-3:00pm

We're on the Web!
www.ploverbiz.org

WHAT, WHERE & WHEN

Village of Plover, Office Hours

345-5250

Monday–Friday

7:30 a.m. to 4:30 p.m.

Library Hours

341-4007

Monday & Friday

10:00 a.m. - 5:00 p.m.

Tuesday & Thursday

1:00 p.m. - 8:00 p.m.

Wednesday

10:00 a.m.–8:00 p.m.

Saturday

10:00 a.m. - 2:00 p.m.

The Plover Advantage

The Plover Area Business Association Newsletter

The PLOVER ADVANTAGE is published quarterly by the Plover Area Business Association, an organization for the cooperative advancement of Plover Area Businesses.

- President.....Tammy Jankowski
- Vice President.....Chad Krueger
- Treasurer.....Randy Swanton
- Executive Director.....DeeAnn Donahue
- Editor.....DeeAnn Donahue
- Printer.....Copy Connection

The PLOVER ADVANTAGE welcomes items you feel are newsworthy. This publication is meant to keep our membership informed on important issues and area events. The editor and staff retain the right to edit, revise and use submitted materials as space permits.

Contributors should send articles and letters to the editor at : PABA, P.O. Box 213, Plover, WI 54467. Materials must reach the office by the 5th of the month prior to the quarterly issue and must include name, address and phone number. Address and phone number will be withheld from print upon request.

Village Report - March 11, 2010

By

Richard F. Holden

Community Development Manager

New Construction- The Village of Plover Building Permit Report for January-February, 2010, shows new construction at **\$212,200** compared to \$115,142 for last year at this time. We are talking to a number of developers on new projects in various parts of the Village and anticipate that 2010 will be a very good year for new construction.

2009 Jan-Feb Const Value		2010 Jan-Feb Const Value	
Residential	\$ 36,863	Residential	\$ 41,900
Multi-Family		Multi-Family	
Commercial	78,279	Commercial	170,300
TOTAL	\$115,142	TOTAL	\$212,200

What's New 2010 (including continuing projects) -

Crossroads Commons –

We have been providing zoning and utility information for a potential new development. (New retail store to be approved in March)

Pines Corporate Centre/TIF#3

Village Park at Plover/TIF #4 – (Additional space being leased in the existing buildings)

Sears at 3050 Village Park Drive - Alteration (\$300,000)¹

Centre Lakes – The property has been acquired by Kennedy Funding. We have been providing zoning, utility, and TIF information to several potential developers.

Other Areas –

We have been providing zoning and utility information for specialized residential development. We anticipate Kwik Trip construction to start in April.

Jay Mar at 2130 Jay Mar Rd. - Addition (\$267,700)²

Bushman Investments at 2821 Plover Springs - Alteration (\$33,000)³

¹Under Construction

²Under Construction

³Under Construction

We Need You!

Do you remember the good ole days when Plover used to have the Golden Sands Festival and Freedom Fest?

Well, community members would like to see this again.

The one-day event is tentatively scheduled for 2011 at Lake Pacawa. Sandy's Bar, Springville Eatery, and the Plover/Whiting Lions Club will be hosting a golf outing on August 30. Monies from this event will be used as seed money for the Lake Pacawa event.

PABA is excited about this opportunity and plans to participate.

Please contact DeeAnn at 345-5258 if you would like to join the planning committee.

"YOUR TOWN PLOVER"

WSAW-TV-7 will be running a week-long series promoting PLOVER. "Your Town Plover" will be aired the first part of June, 2010.

Channel 7 is looking for businesses that would be interested in having their company highlighted in this series. TV-7 will be contacting all Plover businesses in April. They will begin the recording process in May.

Each day during the highlighted week in June, WSAW would like to share a story of positive things happening in the area. If you have a story you'd like to share or are interested in having your business highlighted, please contact Al Lancaster at (715) 581-7177 or at alancaster@wsaw.com.

It's Membership Renewal Time!

Renewal invoices will be sent out April 1. Please renew right away to assure your inclusion in this year's directory. Make sure to complete and return the questionnaire, as well.

Nomination Forms

A nomination form for open Board positions, Citizen of the Year, and Business of the Year will be included. Please return the form by **April 23**.

Member Benefits

PABA is continually looking for additional benefits to offer its members.

PABA is excited to announce Cellcom as its Preferred Wireless Provider.

As a PABA member, you are eligible to receive preferred pricing (discounted off standard plans), no line minimums, nights and weekends, more "anytime" minutes, plus many other benefits.

Whether you already use Cellcom as a provider or another company, please call Cellcom for a price quote today.

Cellcom Rep: Chad Krueger
(715) 321-1020

Our website directory is currently under construction.

We hope to have adjustments completed soon.

Our website address is:

www.ploverbiz.org

Thank you for your patience.

BOARD OF DIRECTOR'S MEETINGS: MONTHS OF JANUARY, FEBRUARY, & MARCH

Board Members: Bill Rudahl (Past-President), Stevens Point School District; Tammy Jankowski (President), Duraclean Specialists; Chad Krueger, (Vice-President), Cellcom; Randy Swanton (Treasurer), Klismith Accounting & Tax Group SC; Sharon Konkol (PABA Backer President), Community First Bank; Tim Durigan, Mark Motors; Kathy Davies, American Red Cross; Mark Arend; Vern Nystrom, Keller, Inc.; Mike Warning, Lowe's; Roger Jacob, Del Monte

Advisors: Sherril Galle-Teske (Community Development Chairperson), American Red Cross; Dan Mahoney, Village of Plover; Dan Schlutter, Village of Plover; Tom Barrett, Stevens Point CVB; Lori Dehlinger, PCBC; DeeAnn Donahue, PABA Executive Director

January Board Meeting: Dan Mahoney and WI Rural Water Association visited with State Legislators regarding forthcoming ground-water legislation. Christmas Presents from the Heart was a success. The Board would like to encourage other businesses to do something earlier in the year for raising money for this campaign, i.e. Duraclean's Brat Fry in June.

February Board Meeting: There has been much interest in the area east of Wal-Mart, as well as the old Tree Acres property. The Village will be redoing Porter Road and adding sewer and water for future expansion. Work is anticipated to start May 7 through September 1. WDOT is interviewing engineering firms for design work for Business Highway 51.

March Board Meeting: Kwik Trip has started site work. A site plan for a new Dollar Tree in Crossroads has been approved. It will be south of MPC Sports. Groundwater legislation has been introduced. The Village agrees it is necessary; however, several changes are needed before finalizing. Dan Mahoney, Village Administrator, testified at a Senate hearing regarding this legislation. Dan represented not only the Village, but also Whiting and Stevens Point. PCBC has started a Power Breakfast Series. The National Fireworks Association will bring their show to the area in September 2011. PABA will be giving money quarterly to different charities/community events.

PABA BACKER VISITATIONS

JANUARY

Elite Muscle & Fitness visit at 2621 Post Road, Plover (715) 544-4880 www.elitemuscleandfitness.com



John Jazz with the Backers

Hours: Mon-Thu 6:30 am - 9:00 pm Fri 6:30 am - 8:00 pm
Sat 8:00 am - 1:00 pm

Todd Depner recently relocated his business to the Plover area. Elite Muscle & Fitness offers a variety of exercise equipment including 2 sets of circuit training machines and over 5 tons of free weights. Personal Trainers are also available. There are NO sign on or activation fees, and memberships can be yearly or month-to-month. Special rates are available for students and seniors. Locker rooms with showers are available.

Sharon Konkol with Armondo at El Patron



El Patron visit at 1830 Plover Road, Plover (715) 344-4121

Hours: Mon, Tue, Wed 11:00 am - 9:00 pm Thu 11:00 am - 9:30 pm Fri, Sat 11:00 am - 10:00 pm Sun 11:00 am - 8:00 pm
The bar remains open later on Thursday through Saturday

El Patron means The Boss (and is also the name of a premium tequila). Plover was in need of a good quality Mexican restaurant. The owners saw this need and opened their restaurant here. El Patron serves tasty food at reasonable prices. There are so many choices on its extensive menu. The service is personable and quick. A new tantalizing dish was recently added. El Patron is also offering salsa lessons every Thursday evening starting at 8:30 pm. Put on your dancing shoes and add a little culture to your life.



Jessica Perez with the Backers

Gingerbread Haus Bakery visit at 2447 Plover Road, Plover (715) 544-4434

Hours: Mon-Fri 7:00 am - 6:00 pm Sat 9:00 am - 5:00 pm

Gingerbread Haus opened in October 2009. The owner, Jessica Perez, learned to bake from her grandmother. Everything is made from scratch with no preservatives. The kitchen is 100% nut free. The Gingerbread Haus specializes in ethnic baked goods and catering to the dietary needs of its patrons. Whatever you need, Jessica will make it. All items are available as gluten-free, sugar-free, low-carb, vegan, soy-free, egg-free, dairy-free, corn-free, or yeast-free. Jessica offers over 50 cake flavors, handmade bonbons, cookies, and muffins. She also has a consignment area.

FEBRUARY

Wash & Dry Laundry, LLC visit at 2160 Parkdale Court, Plover (715) 570-4142

Wash & Dry Laundry, LLC is owned by Jeff Jagodinski and Kim Erzinger. Wash & Dry supplies coin-operated washers and dryers to apartment complexes, student housing, and rentals. Maintenance of the machines is handled by Wash & Dry. They take care of the headaches of keeping the machines operational. Wash & Dry also splits the profits with the landlord. This is a win-win situation for any landlord. Please give Jeff a call to see if Wash & Dry can be of service to you.



Jeff Jagodinski with Beth Martin

THE green co. visit at 2611 Post Road, Plover (715) 498-7225 www.greencostore.com



Laura West with the Backers

Hours: Mon - Sat 10:00 am - 6:00 pm Closed Sunday

Laura and her husband are not new to being business owners. Her husband owns Gone West Lawn Care & Landscaping. Laura not only owns THE green co., but she is also the owner of West Winds Renewable Resources, LLC. THE green co. is a retail business which sells sustainable products, recycled housewares, chemical-free cleaning products, natural health & beauty aids, repurposed fashions, organic and fair-trade foods. Laura also likes to incorporate educational and consulting services for eco-friendly products. At THE green co., the customer receives personal service that helps him/her make informed decisions about eco-friendly products for daily living.

Current PABA Backer Committee Members

PABA Backer President - Sharon Konkol, Community First Bank; Vice-President—Amy Schwendinger, Hampton Inn; Sue Doxrude & Nicki Hintz, M&I Bank; Beth Martin, Manpower; Tammy Jankowski, Duraclean; Kaye Niemi & Nancy Breitenstein, Central WI Credit Union; Dale Brahmsteadt, UltraCom; DeeAnn Donahue, PABA

New Member

Please stop by Laura's store and welcome her to our Association!

FEBRUARY (continued)

Stark Automotive Group visit at 1745 Park Avenue, Plover

(715) 341-7800

www.starkplover.com

Hours: Mon-Thu 9:00 am - 7:00 pm Fri 9:00 am - 6:00 pm Sat 9:00 am - 5:00 pm
Stark Automotive opened last fall in Village Park. Plover is a growing community and showed the need for a reliable retail auto business. Many of Stark's Plover customers used to travel to Merrill or other of Stark's locations to purchase their vehicles. Bill Stark, the owner, decided it was time to open shop right in the heart of the state. Rick Hubacek is the manager of the Plover location. Rick is not new to automotive sales (28 years) or Stark. He was the previous manager of the Merrill store and has worked for Bill in several of his stores around the state. If there's a car you want, Stark will have it. Stark's used inventory includes GM, Chrysler, Ford, Honda, Hyundai, Isuzu, Kia, Nissan, Subaru, Toyota, VW, and Volvo. You can even request financing to help you with your purchase.



Dan Milanowski with the Backers

Webster's Ultimate Performance visit at 1306 Okray Avenue, Plover (715) 344-6180

www.webstersperformance.com



Tom & Colleen Webster with the Backers

Hours: Mon-Thu 11:00 am - 6:00 pm Fri 11:00 am - 5:00 pm
Sat 10:00 am - 4:00 pm

Webster's Ultimate Performance is exactly that. Webster's offers almost every accessory you could ever want for your vehicle, plus they are professional installers. Webster's is owned by Tom Webster and Joe Skare. Tom has a degree in electro-mechanical, while Joe has a degree in mechanical drafting. The first three years of their business they worked exclusively with auto dealers until opening their retail store in June 2009. Joe specializes in custom subwoofer enclosures and audio installations. The most common accessories installed are sunroofs, leather interiors, heated seats, remote starters, backup cameras, cruise

control, DVD players, and auto dimming mirrors. As you can see, it's not just a shop for the young. People of all ages can find the accessories they need. Tom and Joe's goal is to be a full-service auto accessory shop with a focus on quality products, professional installation, and most importantly, customer service.

The Tanning Studio visit at 3027 Village Park Drive, Plover

(715) 544-4425

www.thetanningstudio.biz

Hours: Mon-Thu 8:00 am - 9:00 pm Fri 8:00 am - 8:00 pm Sat 9:00 am - 4:00 pm
Sun 10:00 am to 2:00 pm

Jodi Krenz saw that Plover was in need of a tanning salon, so she decided to open her third store in Village Park. Jodi's other stores are located in Wausau and Schofield. When you walk into her store, you feel like you are in a spa. You feel instantly relaxed and calm. The Tanning Studio offers seven levels of European tanning beds. It begins with a base bed and builds up to the "high pressure" level 7 unit. The Studio also offers sunless tanning. You can receive a perfectly uniform tan in less than 60 seconds with UV-free Mystic Tan. Mystic Tan solution consists of the active tanning ingredient DHA. The DHA mist is a water-soluble bronzer designed to produce an instant tan, customized to each customer's body size, skin type, and desired color. Multiple options are available to produce the de-



Jodi Krenz with the Backers

sired level of tan. The Tanning Studio also offers a retail area selling fashion purses, sunglasses, lotions, and other items. Best of all, no appointments are needed. Just stop in and tan at anytime. The Tanning Studio offers certified staff. It has also received several awards including being voted in the top 250 salons in the nation for 8 years by Looking Fit Magazine and being voted top 5 in the country for salon décor.

New Backer Members Are Always Welcome

Consider joining the Backers. Not sure. Join us for visits, meeting, and lunch to try it. The Backers Committee meets the 2nd Tuesday of the month starting at 10:30 am with lunch and meeting at approximately noon. Being a Backer gives you the privilege of being one of the first to welcome new businesses to Plover. Give DeeAnn a call to receive the monthly agenda. Next meeting is April 13.

Congratulations to Our Members



McCain Foods

McCain Foods was presented a Patriot Award on March 2.

The Patriot Award is a result of an employee nominating his/her employer who he/she feels has exceeded the legal requirements in supporting military employees of the company.

McCain Foods has also signed a Statement of Support, which pledges McCain's commitment to stand behind its employees that serve in the National Guard and the Reserve.

Way to go!

Awesome job!

Rockman's Catering

Rockman's Catering is celebrating their 25th Anniversary of being in business. On March 17, 1985, the owner, Scott Rockman, catered the company's first event. This event was a St. Patrick's Day party for a local business owner.

Since that time, the company has grown to 50 employees and caters to the entire Central Wisconsin area within a 60 mile radius of Stevens Point and Wausau.



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Altmann Construction Company, Inc.

Altmann Construction Company, Inc. has been awarded a 2009 Projects of Distinction Award from the Associated Builders & Contractors of Wisconsin. Their project, Renaissance Health and Rehabilitation Center Addition, Weston, won the Silver award in the woodwork category.

Project entries were evaluated by an independent panel of construction experts.



Heartland Custom Homes

Wausau Homes is celebrating its 50th Anniversary. In honor of this, Heartland Custom Homes is having a Grand Re-Opening Celebration.



Please join Heartland on Saturday, April 10 from 10:00 am - 2:00 pm at their new design center located at 2450 Plover Road in Plover.

After successfully serving the area for over 35 years, Heartland Custom Homes is excited to announce its brand new look along with the Wausau Home promise: on time delivery, firm pricing, and YOUR WAY!

Mark your calendars and come and see how Heartland Custom Homes is Redefining the Building Experience!

715 Area Code Change



Have you heard about the new dialing procedure for the 715 area code? Our area is running out of phone numbers. To alleviate this problem, local calls made from the 715 area code will need to be dialed using all 10 digits. The Public Service Commission (PSC) will make this mandatory starting July 17, 2010. If you forget, you will receive a recorded message as a reminder. In August, new phone numbers in the area will be assigned area code number 534.

Helpful hints: Start dialing all 10 digits now to reprogram yourself and change the stored phone numbers on your cell. Also, check your business cards, stationery, website, luggage tags, and anywhere else you may have listed your phone number.

If you have any questions, please call PSC at (715) 335-6301.



NEWSLETTER SPONSORS:

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 KLISMITH ACCOUNTING & TAX GROUP SC
 MARK MOTORS
 MEMBERS' ADVANTAGE CREDIT UNION
 NORTHEAST WI BUILDING & CONSTRUCTION
 OAKVIEW VETERINARY MEDICAL CENTER
 OKRAY FAMILY FARMS
 PISARSKI COMMUNITY FUNERAL HOME
 & CREMATION CENTER
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 WISCONSIN PUBLIC SERVICE

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 Golden County Foods
 Lowe's
 M&I Bank
 Pointe Precision
 The Portage County Bank
 RR Donnelley Global Turnkey Solutions
 Worzella & Sons

OPPORTUNITIES

**3 open Board of Director positions
 + Vice President position**

(meet last Thursday of month / 10 months)

Programming & Events has openings

(meet 3rd Tuesday of month to plan upcoming events)

PABA Backers has openings

(meet 2nd Tuesday of month)

Please contact DeeAnn at 345-5258

WALK WISCONSIN

June 5, 2010

Stevens Point, Wisconsin

**3 non-competitive walking events
 plus**

New this Year: Kids Walk Wisconsin

For more information call:

(715) 344-2556

or visit: www.walkwisconsin.com

REMEMBER

HERE to

VOTE

Tuesday, April 6

Absentee Ballot Forms Available Now



2400 Post Road, PO Box 213
Plover, WI 54467

MEMBER PARTICIPATION

Do you wish to become more involved with PABA by serving on a committee? We always could use more volunteers! Think about joining the Programming & Events or PABA Backers Committees today! Meeting Dates/Times listed below, call the PABA Office at 345-5258.



Upcoming Events...

APRIL 2010

- 01 Breakfast at Comfort Inn..... 7:15 a.m.
- 13 PABA Backers (2nd Tuesday)..... 10:30 a.m. Visitations/Noon Meeting
- 22 Community Development Committee—7:45 a.m. (4th Thursday) Plover Municipal Center
- 29 Board of Directors Meeting—7:30 a.m. (Last Thursday)..... Plover Municipal Center

MAY 2010

- 06 Mixer/Tea Party hosted by Legacy Investment Strategies, LLC..... 5:00 p.m. - ???
- 11 PABA Backers (2nd Tuesday)..... 10:30 a.m. Visitations/Noon Meeting
- 20 Community Development Committee—7:45 a.m. (3rd Thursday) Plover Municipal Center
- 27 Board of Directors Meeting—7:30 a.m. (Last Thursday). Plover Municipal Center

JUNE 2010

- 03 Annual Dinner at Elizabeth Inn. Registration begins at 5:30 p.m.
- 08 PABA Backers (2nd Tuesday) 10:30 a.m. Visitations/Noon Meeting
- 17 Community Development Committee—7:45 a.m. (3rd Thursday) Plover Municipal Center
- 24 Board of Directors Meeting—7:30 a.m. (Last Thursday)..... Plover Municipal Center

2009-2010 PABA Board of Directors	
Tammy Jankowski.....	President
Bill Rudahl.....	Past President
Chad Krueger.....	Vice President
Randy Swanton.....	Treasurer
Sharon Konkol.....	Backer President
Mark Arend.....	Board Member
Tim Durigan.....	Board Member
Kathy Davies.....	Board Member
Vern Nystrom.....	Board Member
Mike Warning.....	Board Member
Roger Jacob.....	Board Member
Open Seat.....	Board Member
Open Seat.....	Board Member