

The Plover Advantage

THE PLOVER AREA BUSINESS ASSOCIATION NEWSLETTER

February

Bowling Tournament

Thursday, Feb 10

Mardi Gras Theme

5 Star Lanes

1960 Post Road, Plover

Registration: 5:00 pm

Bowling: 5:30 pm

Dinner: 7:00 pm

March

Mixer

Thursday, March 10

Location TBA

5:00 pm–7:00 pm

April

Event

Thursday, April 14

Details to follow



Holiday Dinner

This year's Holiday Dinner was held in December at the Holiday Inn Hotel and Convention Center (PABA member). We had a beautiful snow fall to put us all into the holiday spirit. Attendees enjoyed gourmet appetizers and a scrumptious dinner. The members were able to mingle and chat with old acquaintances and some new ones. Karen Schanock, Melissa Sabel, and Dan Mahoney updated the members on happenings within the Portage County Business Council, Stevens Point CVB, and the Village of Plover. The Barbershoppers entertained us with classic and classic "renditions" of our favorite Christmas tunes. Our members were very generous with their donations to Christmas Presents from the Heart completing filling up the Christmas tree. Thank you to the members listed below for donating wonderful raffle gifts. The money raised from the raffles is used towards PABA's quarterly contributions to member benefits, area charities, and community events.





PABA
2400 Post Road
P.O. Box 213
Plover, WI 54467
Phone: 715-345-5258
Fax: 715-345-5253
Email: paba@ploverbiz.org
Office Hours: Mon-Thur 9:00 am - 3:00 pm
Friday by appointment

We're on the Web!

www.ploverbiz.org

WHAT, WHERE & WHEN

Village of Plover, Office Hours

715-345-5250
Monday-Friday
7:30 a.m. to 4:30 p.m.

Library Hours

715-341-4007
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.....Chad Krueger
Vice President.....Vern Nystrom
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 - December, 2010

By

Richard F. Holden
Community Development Manager

New Construction- The Village of Plover Building Permit Report for January-December, 2010, shows new construction at **\$23,351,298** compared to \$17,346,533 last year. A number of projects have been approved by the Plan Commission with construction expected to start in the spring. We continue to work with developers on new projects in various parts of the Village and anticipate that 2011 will be another excellent development year in the Village of Plover

2009 Jan-December Const Value	2010 Jan-December Const Value
Residential \$ 5,438,913	Residential \$ 10,806,697
Multi-Family 895	Multi-Family 5,513,500
Commercial 11,906,725	Commercial 7,031,101
TOTAL \$17,346,533	TOTAL \$23,351,298

What was New in 2010 (including continuing projects) -

Crossroads Commons –

Dollar Tree 1210 Meridian—New (\$459,749)¹
Wal-Mart 250 Crossroads—Alteration (\$32,000)²
Sally Beauty 1270 Commerce Place—Alteration (\$63,800)³

Pines Corporate Centre/TIF#3

Village Park at Plover/TIF #4

Sears at 3050 Village Park Drive—Alteration (\$300,000)⁴
Quirt Family Dentistry 1819 Park Avenue—Alteration (\$271,647)⁵

Centre Lakes – The property is owned by Kennedy Funding. We have been providing zoning, utility, and TIF information to several potential developers. We anticipate the sale of the property in January and after the sale a revised development plan and agreement to follow.

Other Areas

We have been providing zoning and utility information for specialized residential development.

Jay Mar at 2130 Jay Mar Rd.—Addition (\$267,700)⁶
Bushman Investments at 2821 Plover Springs—Alteration (\$33,000)⁷
Kwik Trip 1900 Post Road—New buildings (\$1,030,000)⁸
Village of Plover WWTF 4496 Coolidge Ave—Expansion (\$4,500,000)⁹
Okray Family Farms 3001 River Drive—Alteration (\$9,000)¹⁰
Country Store 2581 Post Road—Alteration (\$11,500)¹¹
Estate Wines 2582 Post Road—Alteration (\$5,650)¹²
SC Swiderski LLC Willow Road—(140 Units) Multi-family Development¹³
Mission Village Willow Road—(12 Unit) Multi-family¹⁴
Shulfer's 2430 Plover Road—Greenhouse (\$40,000)¹⁵
Craftsman Village Willow Road—(32 unit) Multi-family (\$3,912,000)¹⁶
Noel Residence—(\$7,339,572)¹⁷

¹Under Construction

¹⁰Completed

²Completed

¹¹Completed

³Completed

¹²Completed

⁴Completed

¹³Started

⁵Under Construction

¹⁴Started

⁶Completed

¹⁵Started

⁷Completed

¹⁶Started

⁸Completed

¹⁷Started

⁹Under Construction



The Portage County Business Council has launched its new economic development website—Portage County Connects. PC Connects serves as a one-stop resource that proactively meets the needs of current stakeholders and developers from outside the community who are seeking information about Portage County. It will be a critical tool for economic development and business attraction, retention, and expansion in Portage County.

PC Connects leverages social media and encourages contributions that provide breaking news and evergreen information concerning new and established area businesses, education institutions, legislative initiatives, developments, and workforce statistics. Find “Submit an Article” on the top tool bar to send in a posting.

www.portagecountyconnects.com

PABA has a new website design. We are very excited. Tim Krause, UWSP Technology Professor, was very kind to include PABA in his fall schedule. Thank you to University students Jack Polifka, Casey Moccero, and Andrew Zalewski for creating an awesome site.



The new site features a membership directory which includes a brief description of your business, as well as a hyperlink to your company website. You now even have the capability to make changes yourself to your company's listing.

Information regarding PABA's upcoming and past events will be included on the site plus any registration forms. You'll even be able to access PABA's monthly and quarterly newsletters from the site.

The new site also features an interactive calendar. You'll be able to find upcoming PABA events plus you now have an additional membership benefit. You can advertise your company's events on the calendar, as well.

Take the time to check out the new design at www.ploverbiz.org.

A new membership benefit



BOARD OF DIRECTOR'S MEETINGS: MONTHS OF OCTOBER, NOVEMBER, DECEMBER

Board Members: Tammy Jankowski (Past-President), Duraclean Specialists; Chad Krueger (President), Cellcom; Vern Nystrom, (Vice-President), Keller, Inc.; Randy Swanton (Treasurer), Klismith Accounting & Tax Group, SC; Sharon Konkol (PABA Backer President), Community First Bank; Nyra Lind, ABR Employment Services; Kathy Davies, American Red Cross; Mark Arend; Jeff Whitrock, Pioneer Bank; Mike Warning, Lowe's; Bill Rudahl, Stevens Point School District; Pete Theisen, M&I Bank; Mark Finessy, Okray Family Farms
Advisors: Dan Mahoney, Village of Plover; Dan Schlutter, Village of Plover; Sara Brish, Stevens Point CVB; Lori Dehlinger, PCBC; DeeAnn Donahue, PABA Executive Director

October Board Meeting: From the Board Advisors: The Village reported that it has met with the Wisconsin Dept. of Transportation (WDOT) regarding the Bus Hwy 51 reconstruction. SEH will be doing the design work. The Village completed its budget with a 0% tax rate increase. Due to the increased traffic volume in the Pines Corporate Center area, the village will be meeting with the WDOT regarding the possibility of traffic signals. The CVB is working on a new website. **From the PABA Board:** PABA is working with UWSP students on a new website. The PABA Board is holding its monthly meetings at various member businesses giving more exposure to our members.

November Board Meeting: From the Board Advisors: The CVB's new visitors guide has been sent to press. It has an expanded dining section. The CVB is working with the UWSP design Center on creating a new logo. **From the PABA Board:** The PABA Board held a strategic meeting on November 3. The goal of the meeting was to increase involvement and engagement and to define what PABA is about and where it is going. Surveys received from Expo attendees were discussed. Many desire to see this event opened to the public. The Board chose the Humane Society of Portage County to receive the donations from the January breakfast event which will be sponsored by WPS. The Board discussed promo items which could be handed out to new prospective members. A new mission statement for PABA is in the preliminary stages. Committee members discussed possible recipients for PABA's third quarter contribution.

December Board Meeting: No board meeting this month.

PABA BACKER VISITATIONS

OCTOBER

Pioneer Bank visit at 31 Park Ridge Drive, Stevens Point (715) 342-9071 www.pioneerbank.net **New Member**



Jeff Whitrock with Staff and Backers

Hours: Mon-Thu 8:30 am—4:30 pm Fri: 8:30 am-5:00 pm Sat: 9:00-noon

Jeff Whitrock, the President and CEO of Pioneer Bank, greeted the Backers. Jeff shared the history and philosophy of the bank with the group. Pioneer Bank is a locally-owned, independent bank serving the communities of central Wisconsin since 1910. Pioneer Bank offers a wide range of products and services to meet the needs of consumers and businesses including personal banking, business banking, mortgage loans, student loans, and investment banking. The goal of Pioneer Bank is to provide you with prompt, personal, and professional service. The bank has nine locations in Central Wisconsin including an agribusiness center. Its headquarters is located in Auburndale. Let Pioneer Bank help you develop your wealth and well-being while being sensitive to your needs. Call Jeff today.

WOW Back to the Country Store, LLC visit at 2581 Post Road, Plover (715) 344-2581 www.backtothecountrystore.com

New Member Hours: Mon-Sat 9:00 am-7:00 pm Sun 9:00 am-2:00 pm

The Backers met with the owners Juliette and Jim Wachowiak at this new store. WOW Back to the Country Store features everything you need for cooking up a fabulous meal including a great dessert. Back to the Country offers a myriad of pastas, grains, beans, oats, and rice. The store carries a variety of baking mixes to create the ultimate pancakes, brownies, and muffins. You can also purchase various fillings, icings, and flavorings. Are you having difficulties finding the right decorative toppings? No worries—Back to the Country has all of them from sprinkles, to edible beads, to glitters, sugars, and shapes for every season and holiday. The store features a large gluten-free section and organic section. There are spices galore along with coffees, teas, cocoas, nuts, and seeds. Have a munchies craving? Back to the Country stocks a vast array of dried fruits and veggies, popcorns, and other crunchy snacks. Looking for something a bit sweeter? They have that too. The store features many types of candies including the ones you loved as a kid and sugar-free candies, as well. You can also purchase meats and ready-to-bake pies, muffins, rolls, breads, and cookies. Make sure you stop by and check out this treasure of a store. If you can't make it to the store, feel free to visit the store's website and order any of its products online.



Juliette and Jim Wachowiak with the Backers

NOVEMBER

Post Road BP visit at 1011 Post Road, Plover (715) 341-3840 **New Member**

Hours: 7 days a week 5:00 a.m.—midnight

Mike Rabska is the owner of Post Road BP. Mike relocated to the Plover area about three years ago and purchased the Holiday Gas Station. Post Road BP offers much more than just gas. It's an awesome convenience store. There's something to satisfy all your snacking desires. Choose from a large variety of candies, chips, and other crunchy snacks. There's also cookies. Don't forget something to wash all those snacks down with. Any type of beverage you want, they have from hot java to ice-cold sodas. There is also a variety of bottled and canned beverages from which to select. Post Road BP also carries those last-minute essentials you may be in need of including items for your vehicle and your household. Pick up bread and milk or those very necessary paper products you don't want to be caught without. Visit Post Road BP today and welcome Mike to our association.



Mike Rabska with the PABA Backers

Ready Rental Center visit at 2821 Plover Springs Drive, Plover (715) 341-1889



Wayne and Jenny with the Backers

Hours: Mon-Fri: 8:00 am—4:30 pm Sat: 8:00 am—1:00 pm

You need it? They got it! Wayne Bushman and his store manager, Jenny, met with the Backers and explained the operation. They also gave us a tour. Wayne purchased the rental center last year and completely renovated the building and grounds. Ready Rental Center literally has over a 1,000 different items available to rent. You can rent yard equipment, dunk tanks, sno-cone machines, inflatables, canopies, tables, chairs, etc. Ready Rental also has a large variety of heavy-duty equipment to rent. The rental center is set up to deliver the items you need for a small backyard wedding or a large event for hundreds of people. Ready Rental Center is your local Toro dealer. Are you sick of shoveling snow this winter? Stop by and check Wayne's display of snow blowers or lawn mowers if you're hoping for an early spring. Wayne also owns Wood Street Rental Center in Stevens Point.



CHRISTMAS PRESENTS FROM THE HEART BENEFITING PEOPLE IN OUR COMMUNITY



The 22nd Annual Christmas Presents from the Heart campaign was a great success thanks to our members and wonderful community. Even during a poor economy, people dug deep and found something to give to those less fortunate than themselves. The Christmas tree at our Holiday Dinner was packed with gifts of toys, food, and warm winter clothing. We also received monetary donations and gift cards from several members and businesses. On a cold, snowy day, Sue Doxrude and Nicki Hintz, M&I Bank, co-chairpersons, along with DeeAnn Donahue, went to the various collection sites to pick up all the items and deliver them to the Noel Hangar. We actually made several additional trips because the giving just continued. That's what the Christmas season is all about.

The Christmas Presents from the Heart campaign got a head start this past summer. Duraclean sponsored a brat fry raising over \$1300 for the campaign. Please keep in mind that the giving doesn't need to be just at this time of the year, as Duraclean has demonstrated. Operation Bootstrap and community families are in need all year long. Please contact us if your company would like to sponsor a brat fry or another event to raise money for Christmas Presents from the Heart.

Thank you to Sue and Nicki for organizing this operation. Thank you to the following businesses for being collection sites. We couldn't have done it without you. Associated Bank (Plover), WOW Back to the Country Store, Central Wisconsin Credit Union (Plover and Stevens Point), Comfort Inn, Community First Bank, Copps Food Center (Plover), Hampton Inn, M&I Bank (both Plover locations), Members' Advantage Credit Union, Other Mothers, Plover Municipal Center, Portage County Bank (Stevens Point), Sky Club, and WoodTrust Bank.



M&I Bank



Nicki Hintz at Noel Hangar



CW Credit Union, Point

Jose Murillo & Eric Moilien
Community 1st Bank

Brat Fry volunteers



Yummy!



Fabulous Grillers

Tammy Jankowski, Duraclean, presenting donation

The PABA Backers would like to welcome Christine Charewicz, Manpower, as a new member of our committee.

Join Us

Be the first to welcome new businesses to the Plover Area. Join the PABA Backers. Visits and a luncheon meeting take place the 2nd Tuesday of the month. Call the office for more details.

Programming & Events

Would you like to help organize one of PABA's many events? Pick your favorite event and share your creative side.

P&E is currently seeking individuals to help organize the Annual Dinner, the Golf Outing, and the Expo.

Call DeeAnn at (715) 345-5258 if you are interested.



PABA
Plover Area
Business Association

You're Invited to Our Annual Bowling Event!

This year's theme...

MARDI GRAS!

*It's a bowling event Mardi Gras style...
hilarious game rules for your bowling aisle.
Grab your mask and best costume disguise,
the best dressed team will win a surprise!
So gather together your jesters to bowl...
having fun is your only goal!
We're serving the finest food and cake in town;
Don't worry, there'll be plenty to go around!
Register today for the tournament fight,
and prepare for music, laughs, and a colorful night!*

When: Thursday, February 10, 2011
Registration: 5:00 p.m.
Bowling: 5:30 p.m.
Dinner: 7:00 p.m. (approx.)

Where: 5 Star Lanes, 1960 Post Road, Plover

Cost: \$20 per Jester
\$70 for each Jester Team (reg & paid by Feb 7, 2011)
\$10 Dinner and socializing only

A registration form can be found on our website at
www.ploverbiz.org



Manpower welcomes Chris Charewicz to its Stevens Point Office. As Manpower's Area Business Development Manager, Chris will be expanding on an already stellar sales career.

Chris comes to Manpower with 16 years of Hotel Sales and Marketing Management experience most recently with the Hotel Mead. She attended UWSP in Theatre Arts and with her husband, John, decided to remain in the Stevens Point area. Chris became a travel agent and Sales Representative for Holiday Inn. From Door County to Milwaukee, her sales career included Starwood Hotels and Resorts, IHG, Marcus Hotels, and Bar-Clay Management.

Chris and John have one son, Andrew, Minneapolis, and enjoy spending time with their 2-year old granddaughter, Isabella.

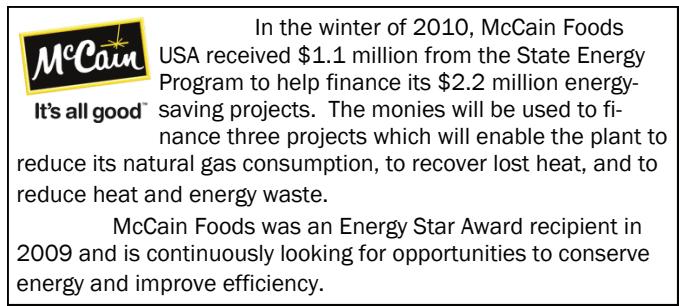


WOODTRUST BANK
Banking | Investments | Trust



Jason Dietz, Assistant Vice President-Investments & Research, has completed the requirements to receive the Chartered Financial Analyst (CFA) designation by successfully passing the Level III exam.

Jason joined the Trust & Investment Group at WoodTrust Bank in June 2006. He completed his Bachelor's degree through the UW-Madison in 2004 and MBA through UW-Whitewater in 2007. He is also involved in a variety of community activities through organizations such as the South Wood County YMCA, Heart of WI Business Alliance, United Way of Inner WI, and the Community Foundation of Greater South Wood County.



McCain
It's all good™

In the winter of 2010, McCain Foods USA received \$1.1 million from the State Energy Program to help finance its \$2.2 million energy-saving projects. The monies will be used to finance three projects which will enable the plant to reduce its natural gas consumption, to recover lost heat, and to reduce heat and energy waste.

McCain Foods was an Energy Star Award recipient in 2009 and is continuously looking for opportunities to conserve energy and improve efficiency.

Looking for new customers?

Reach 100s of new prospective customers each month with no effort on your part.

Seriously!! And it's FREE!!

PABA has two kiosks available in a high-traffic area in the Municipal Center just waiting for your company literature and business cards.

Many people come through the Municipal Center each day, and they always stop to review the information displayed in the kiosks.

Voting Day: Literally 100s of people will see your business advertised.

(They're standing in line right in front of the kiosks.)

Don't let this marketing opportunity pass you by.

Did I mention that it's FREE!!!

Drop off your info today or call for it to be picked up!



In December, Stevens Point Brewery broke ground for a new warehouse. The new building will be almost 6,600 square feet. It should be completed by spring. This new addition will help the Stevens Point Brewery become more productive and more efficient.

Trivia: Did you know that the Stevens Point Brewery is the 5th oldest continuously operating brewery remaining in the United States? It didn't even close its doors during Prohibition. The brewery is still Wisconsin-owned and independently operated.

NEWSLETTER SPONSORS:

Americold Logistics, LLC
Anderson, O'Brien, Bertz, Skrenes & Golla
Badger Plastic & Supply Co., Inc.
The Bamboo House
Big Apple Bagel
CH Robinson Company
Chili's
Duraclean Specialists
Ellis Stone Construction Co.
Elizabeth Inn & Convention Center
First Law Group SC
Hampton Inn
Hyer Standards
Jay-Mar , Inc.
Keller, Inc.
Kentucky Fried Chicken
Klismith Accounting & Tax Group, SC
Legacy Investment Strategies, LLC
Mark Toyota Scion of Plover
Northeast Wisconsin Building & Construction
Trades Council
Notable Impressions
Oakview Veterinary Medical Center, Inc.
Okray Family Farms
Other Mothers
Pioneer Bank
Pisarski Community Funeral Home & Cremation
Center
Shulfer's Sprinklers, Landscaping & Garden
Center
Springville Family Dental - Tad Meier, DDS
Stensberg Central Graphics
The Green Co.
Wisconsin Public Service
WOW! Back to the Country Store, LLC

Consider becoming a newsletter or major sponsor this next fiscal year and advertise your company to the entire membership every month of the year.

MAJOR SPONSORS

AECOM Technical Services
Alternative Health Concepts
Aspirus Stevens Point Clinic & Surgery Center
Community First Bank
Del Monte Corporation
Golden County Foods
Kwik Trip
Lowe's
M&I Bank
Pointe Precision
The Portage County Bank
RR Donnelley Global Turnkey Solutions
Wal-mart
Whispering Pines/The Lodge at Whispering Pines
Worzella & Sons
WoodTrust Bank



Better building efficiency.
Better bottom line.

Focus on Energy and Wisconsin Public Service have teamed up to offer increased financial incentives to help businesses complete energy-efficiency and renewable energy projects throughout the WPS service territory. These special incentives make smart energy upgrades more affordable than ever. Whether you're a landlord, small- or medium-sized business, industrial facility, school, institution, government building, or agribusiness owner—now is a great time to make improvements that will help your organization save energy and reduce costs for years to come.

Visit focusonenergy.com/wps or call 800.762.7077 today and learn how to boost your bottom line through better building efficiency.



Current PABA Backer Committee Members

Backer President - Sharon Konkol, Community First Bank; Amy Schwendinger, Hampton Inn; Sue Doxrude & Nicki Hintz, M&I Bank; Christine Charewicz, Manpower; Tammy Jankowski, Duraclean Specialists; Tim Durigan, Mark Toyota Scion; and DeeAnn Donahue, PABA



**Plover Area
Business Association**
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 Meetings and Events...

JANUARY 2011

11 PABA Backers	10:30 a.m. Visits/Noon Meeting
12 PABA Breakfast/WPS host 7:15 am.....	Comfort Inn
20 Community Development Committee—7:45 a.m.	Plover Municipal Center
27 Board of Directors Meeting—7:30 a.m.	Altmann Construction

FEBRUARY 2011

08 PABA Backers	11:00 a.m. Visits/Noon Meeting
10 Bowling Tournament starting at 5:00 p.m.....	Five Star Lanes
17 Community Development Committee—7:45 a.m.	Plover Municipal Center
24 Board of Directors Meeting-7:30 a.m.	Community First Bank

MARCH 2011

08 PABA Backers.....	10:30 a.m. Visits / Noon Meeting
10 Mixer 5:00 p.m.—7:00 p.m.....	TBA
17 Community Development Committee—7:45 a.m.....	Plover Municipal Center
24 Board of Directors Meeting-7:30 a.m.	Duraclean Specialists

2010-2011

PABA Board of Directors

Chad Krueger.....	President
Tammy Jankowski.....	Past President
Vern Nystrom.....	Vice President
Randy Swanton.....	Treasurer
Sharon Konkol.....	Backer President
Mark Arend.....	Board Member
Nyra Lind.....	Board Member
Kathy Davies.....	Board Member
Mark Finnessy.....	Board Member
Mike Warning.....	Board Member
Pete Theisen.....	Board Member
Jeff Whitrock.....	Board Member
Bill Rudahl.....	Board Member