

The Plover Advantage

THE PLOVER AREA BUSINESS ASSOCIATION NEWSLETTER



Biomass Presentation



In March, PABA hosted a luncheon event at the Comfort Inn with lunch catered by Rockman’s Catering. Representatives from WE Energies and Domtar presented information regarding the proposed biomass plant to be built in Rothschild, and the impact the plant will have on Central Wisconsin.

The \$250 million power plant will produce 50 megawatts of electricity—that’s enough to power 40,000 typical homes! The project will create approximately 400 construction jobs over the 2-1/2 year building process. An additional 150 permanent jobs will be created in the surrounding community.

Biomass is forest residue and clean wood waste; it is the tree tops and branches left after logging takes place and clean, untreated left over material from wood manufacturing such as bark or shavings. The biomass materials are converted into biomass energy, which is energy in the form of electricity or steam. This energy is considered carbon neutral, meaning that carbon released from combustion of biomass is presumed to be absorbed or captured by other biomass as it grows. The combined heat and power cogeneration is a more efficient use of biomass fuel than producing steam and electricity separately. The use of biomass material for energy generation promotes active management for sustaining forest growth and decreasing disease, infestation, and fire risks.

Recently, the DNR issued its final approval for the plant’s construction. The project is now awaiting approval from the PSC. Once received, construction will start immediately.

This new plant will help keep Wisconsin “green”. The plant will not only produce renewable energy for Wisconsin, but also steam for the Domtar Mill, help sustain forestry, and obtain fuel from logging, paper mills, and saw mills.

For additional information, log onto www.we-energies.com/biomass.



Draft concept of Rothschild facility

Your PABA Board of Directors proudly presents PABA’s new

Mission Statement
 Foster and advance
 business and community
 interests
 throughout the
 Greater Plover Area.

April

Mixer

Thursday, April 14
 Duralum Siding
 Windows & Sunrooms
 3250 Mecca Drive, Plover
 5:00 pm—7:00 pm

May

Mixer

Thursday, May 12
 Stevens Point CVB
 340 Division St North,
 Stevens Point
 4:00 pm—7:00 pm

June

Breakfast

Thursday, June 9
 WPS presents
 New Pilot Program
 Plover Municipal Center
 2400 Post Road, Plover

Registration: 7:15 am
 Breakfast: 7:30 am
 Program: 8:00 am
 Watch for more details

Annual Dinner

Thursday, June 16
 Citizen of the Year
 Business of the Year
 Awards
 Starting at 5:30 pm
 Watch for more details

The PABA Board of Directors is pleased to announce its plans for its quarterly fiscal contributions.

June-August: Educational scholarships for students of PABA members. Look for additional information in future newsletters.

September-November: Member networking event.

December-February: Educational seminars and workshops for PABA members.

March-May: Non-profit grants geared towards PABA 501(c)3s. An application form can be found on the PABA website under the “Events” pull down menu. Deadline for applications is April 30, 2011.



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 - March, 2011

By
 Richard F. Holden
 Community Development Manager

New Construction- The Village of Plover Building Permit Report for January-February, 2011, shows new construction at **\$120,908** compared to \$212,200 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. We are off to a slow start due to the economy and weather conditions, but we anticipate that 2011 will be another excellent development year in the Village of Plover.

2010 Jan-Feb Const Value		2011 Jan-Feb Const Value	
Residential	\$ 41,900	Residential	\$ 73,858
Multi-Family	0	Multi-Family	1,000
Commercial	170,300	Commercial	46,050
TOTAL	\$212,200	TOTAL	\$120,908

What is New in 2011 (including continuing projects) -

Crossroads Commons –

CORE Commercial Retail Center 1100-1200 Meridian Drive¹

Pines Corporate Centre/TIF#3

Village Park at Plover/TIF #4

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 late February/early March 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.

- Village of Plover WWTF 4496 Coolidge Ave—Expansion (\$4,500,000)²
- SC Swiderski LLC Willow Road—(140 Units) Multi-family Development (\$753,500)³
- Mission Village Willow Road—(12 Unit) Multi-family⁴
- Shulfer's 2430 Plover Road—Greenhouse (\$40,000)⁵
- Craftsman Village Willow Road—(32 unit) Multi-family (\$3,912,000)⁶
- Noel Residence—(\$7,339,572)⁷

¹Plan Commission approved—not started

²Under Construction

³Under Construction

⁴Under Construction

⁵Under Construction

⁶Under Construction

⁷Under Construction



Thank You, Duraclean Specialists

Duraclean Specialists, 2801 Post Road, Plover, was the host for PABA's March Board meeting. Duraclean's conference room worked great for all our needs. Thank you Tammy for supplying coffee, juice, and yummy treats! Duraclean is your home and business cleaning specialist in Central Wisconsin. Duraclean is also a leader in restoration services. Spring-cleaning time is just around the corner. Give Duraclean a call today at (715) 341-4797.

The PABA Board of Directors would like to visit your business.

Are you interested in hosting PABA's Board meeting? The Board meets the last Thursday of the month from 7:30 am—9:00 am. Your business will be highlighted in the monthly newsletter. Call the PABA office to schedule.

Tools to Promote Your Business

Have you checked out PABA's new website at www.ploverbiz.org?



The site features a membership directory listing a brief description of your business along with a hyperlink to your company website. *You now have the ability to edit your own listing.*

Information regarding PABA's upcoming and past events is included on the site, as well as registration and application forms. You can even access PABA's monthly and quarterly newsletters.

The website features an interactive calendar. Find upcoming PABA events. *As an additional membership benefit, you can advertise your company's events on the calendar. Just call the PABA office for a password.*

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

Board Members: Tammy Jankowski (Past-President), Duraclean Specialists; Chad Krueger (President), Cellcom; Vern Nyström, (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 Finnessy, 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

January Board Meeting: **From the Board Advisors:** The Village plans to make repairs on the Springville Pond dam this summer. The Village will be using hazard elimination funds to reorient turn lanes at Hwy B/Hoover. PCBC has been working with area leaders regarding the Whiting Mill closing. Portage County was awarded a \$120,000 grant for bike/ped path construction. Difficulties have arisen regarding the replacement of the bathroom at Galecke Park. The CVB has started its tradeshow marketing across the state. **From the PABA Board:** The Directors began establishing criteria for PABA's quarterly contributions. The Board drafted a new mission statement.

February Board Meeting: **From the Board Advisors:** The Village met with SEH (Bus Hwy 51 engineer). WDOT plans to start purchasing affected property along the Bus Hwy 51 corridor. The Village approved playground equipment for the OK Bluff Park. The Village is inventorying ash trees in the area. A new strip mall will be built in Crossroads near Dollar Tree. PCBC met with the CW Airport regarding the grant the airport received. The CVB is working on a bid for the 2014 Farm Technology Days event. This event draws 60,000-90,000 visitors. Portage County Planning & Zoning applied for a hazmat mitigation plan grant. **From the PABA Board:** The Board is reviewing all PABA committees. The Board decided not to host a golf outing this year. A new summer activity will be planned. A new mission statement was approved.

March Board Meeting: **From the Board Advisors:** The Village will be reconstructing Disk Drive this year. Work will begin soon on the Hwy R/Hwy HH intersection. Four potential tenants have expressed interest in the strip mall to be constructed by Dollar Tree. The county will construct some bike/ped trails in the Business Park this year. THE CVB is redeveloping the Portage County Wellness brochure. Spirit Fest will take place April 16 and 17. **From the PABA Board:** Contribution guidelines were established. The Board has an open seat available for 2011-13. A membership drive kickoff meeting will be held on April 1 for the PABA Directors and PABA Backers.

PABA BACKER VISITATIONS

JANUARY

Sears Hometown Dealer visit at 3050 Village Park Drive, Plover (715) 341-9989 www.searshometownstores.com



Justin with the Backers

Hours: Mon-Fri 9:00 am–7:00 pm Sat 9:00 am-6:00 pm Sun 11:00 am-4:00 pm
Justin, the manager this Sears store, greeted the Backers. Shawn Rehberg is the owner and operator of the Plover and Wisconsin Rapids stores. Shawn opened this store last spring. It offers a wide array of products such as appliances—including stoves, refrigerators, freezers, dishwashers, washers, and dryers; lawn and garden equipment; tools; grills; and televisions. Sears also carries the brands you are looking for—Kenmore, Maytag, Whirlpool, Craftsman, Samsung, and Husqvarna to name a few. If the store doesn't have the item you want in stock, the helpful staff will order it and have it shipped right to your house. The employees will even assemble your products, like grills with a 1,000 pieces. Check out the Sears website for the Deal of the Week. If you haven't been to the new store yet, now is the time to stop.

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-6:00 pm

The Backers stopped by to welcome Juliette as a new member to PABA and present her with a membership plaque. WOW Back to the Country Store features everything you need for cooking up a fabulous meal including a great dessert. 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 call in your order or visit the store's website and order any of its products online. The Store is committed to helping and giving back to the community through generous donations to area non-profits and charities.



Juliette Wachowiak with the Backers

Post Road BP visit at 1011 Post Road, Plover (715) 341-3940 **New Member**



Mike Rabska with the PABA Backers

Hours: 7 days a week 5:00 am-midnight
Mike Rabska was welcomed by the Backers as a new member to PABA. He was presented with a new member plaque to display in his business. Post Road BP doesn't sell just gas; it's also a great convenience store offering a variety of snacks, beverages, and last minute essentials. Visit Post Road BP today and welcome Mike to our association.

Stevens Point Area School District visit at 1900 Polk Street, Stevens Point (715) 345-5456 www.wisp.k12.wi.us

New Member

The Backers met with Attila Weninger, the new school district Superintendent, and welcomed him and the district as a new member to PABA. Attila is very supportive of the district's greatest assets—the students. Student artwork is proudly displayed around the Bliss Center. Attila came to the Stevens Point Area as an intern superintendent and fell in love with the area. He has many ideas for improving the school district including challenging students to be proficient in their learning, so they will be able to compete in today's world market and lead successful lives. Please stop by to welcome Attila.



Attila Weninger with the Backers

FEBRUARY

Pass It On Consignments visit at 2820 Post Road, Plover (715) 544-6600

Hours: Mon-Fri 10:00 am-5:00 pm Sat 10:00 am-3:00 pm

Pass In On Consignments is a new consignment store in Plover owned by Marty and Kelly Kizewski. The store carries a large variety of inventory including housewares, furniture, clothing for the whole family, decorations, linens, sporting goods, toys, books, and tools. Pass It On features low prices and inventory is constantly changing with the seasons. Stop by to see all the great items for sale, plus bring in your items to sell.



Kelly Kizewski and the PABA Backers

Estate Wines, LLC visit at 2582 Post Road, Plover (715) 952-6152 www.estatewinesoftheworld.com

The Backers met with Tom "The Wine Guy" Deppeisse to learn more about his business. Tom has been in the wine business for 28 years. Estate Wines brings the best wines from around the globe directly to you at reasonable prices. Tom personally visits small wineries and vineyards all around the world to find those truly unique wines that you can't purchase in a liquor store. Tom loves wine and wants to share his passion with you. Estate Wines also sells wine gift baskets, etched bottles, and will personalize wine labels. Call Tom today and schedule a personal wine tasting, or better yet, host a wine tasting party. You won't be disappointed. You can e-mail Tom at lwantgoodwine@yahoo.com.



Tom Deppeisse with the Backers

MARCH

Team Matthews Tire visit at 1521 Post Road, Plover (715) 344-6000 www.Matthewstirecenter.net

Hours: Mon-Fri 8:00 am-5:00 pm Sat 8:00 am-noon

The Backers met with Tony, one of the Plover location's managers. Team Matthews Tire Center recently opened in Plover. This is a family owned and operated business. The owners are very passionate about their business. Team Matthews's philosophy is to never promise more than it can deliver, and always give the customer more than they expect. Team Matthews doesn't just provide excellent customer service; it strives for customer loyalty. Team Matthews is more than just tires. The center has a great staff and several work bays to handle your vehicle oil changes, suspension replacements, a/c service, computer diagnostics, brakes, shocks, struts, transmission service and all those other items that your vehicles require. Stop by today and welcome this new business to Plover.



Tony with the PABA Backers

Ready Rental Center visit at 2821 Plover Springs Road, Plover (715) 341-1889 **New Member**



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

The Backers stopped by Ready Rental to present Jenny, store manager, with a new member plaque. Yard season is fast approaching. Ready Rental is a Toro dealer and has the equipment you need. The rental center carries over 1,000 different items. Call today to reserve those tables and chairs for your summer party, as well as canopies, inflatables, and a dunk tank. The center even offers delivery service. Keep Ready Rental Center in mind for your heavy-duty equipment needs.

Jenny with the Backers

D & B Treasures for Everyone visit at 2601 Hoover Avenue, Plover (715) 341-2599

The Backers visited Doug and Connie at their new store in Plover. A sister store is located in Junction City. D & B Treasures for Everyone is truly that. Their store has something for every member of your family. There is a huge inventory including clothing, furniture, knick-knacks, toys, jewelry, housewares, cards, and grocery items to name just a few categories. Doug specializes in auto parts, from oil filters and headlights to brakes and specialty parts. Stop in to see this great new store.



Doug and Connie along with the Backers

It's Nomination & Membership Renewal Time

It's that time of year again when PABA begins to look forward to its new fiscal year. Membership renewal information will be mailed to you shortly.

It is also time to nominate those special people and organizations for PABA's prestigious Citizen of the Year and Business of the Year Awards. Help PABA identify these candidates, so PABA may honor them.

An open seat is available on the PABA Board of Directors. The Board is the governing body of PABA and works hard to ensure PABA fulfills its mission statement. The Board would like to add your expertise to the committee.

A nomination form has been e-mailed to all members and is also available on the PABA website at www.ploverbiz.org. Highlight the "Events" tab (don't click), then click on other for a form. **Nomination forms are due to the PABA office by Monday, April 25.** Self-nominations are welcome.



United Way Aligns with Community Needs

United Way of Portage County has a successful history of improving lives within our community. We have been able to do this by working closely with our partner programs, business partners, and community volunteers.

After three years and thousands of hours of involvement with community volunteers and partner agencies, we are expanding beyond our traditional view of community needs and addressing the root cause of problems. Our work with our 34 direct service program partners will continue to be our foundation to improving the lives of people in Portage County.

We are working with partners across Portage County to not only provide short term, immediate help to those in need, but also to achieve lasting changes that will ensure better income stability, healthier lifestyles and academic progress for children and youth. Once we tackle the root cause to a problem, we are much more likely to ensure long-term change and to make a lasting impact.

We are calling our new approach to this process Community Impact. Like every process at United Way, the creation of a new vision was led by volunteers. The United Way Board of Directors initiated the transformation to focus on results and solutions to reduce or eliminate root cause problems that exist in our community.

Through our Community Impact initiatives, we are working to advance the common good by focusing on the building blocks of a good quality life – education, income and health. These are United Way's three impact areas and all of our partner programs align within these areas.

There are three teams of volunteers called Community Investment Teams that have been organized around each impact area. Together these teams consist of more than 50 volunteers. These Community Investment Teams become experts in their area. Each team will meet year round on a monthly basis and meetings will include:

- Site visits to the funded programs
- Training in each impact area – Education, Income & Health
- Forums and discussions on issues relating to their impact area

In addition to making funding recommendations these teams will help identify future community impact initiatives to address root cause problems. Everyone involved in this process is excited about the new focus for United Way of Portage County and the possibilities for improvement in our community.

We have listened to our donors and the community and have stepped up to the challenge to reduce or eliminate root causes of problems within our community.

We invite you to join us and be part of the change. You can give, you can advocate and you can volunteer – you can do one, or all – just do something. That's what it means to LIVE UNITED.

Jessica Glenetski is the marketing and communications coordinator for United Way of Portage County. For more information call her at 715-341-6740, or log on to www.unitedwaypoco.org. (Contributed article)

Schenck Names New Shareholder



Jon Trautman has been named a shareholder of Schenck Business Solutions. Jon is responsible for developing new business and leading audits. He has 15 years of experience in governmental audits. Jon has been the manager of the Stevens Point office since September 2009.



Cellcom Expands Broadband Internet

Cellcom recently announced that it has expanded wireless broadband internet service to include the Stevens Point and Waupaca areas. The connection speed is comparable to DSL.

Bank Worker Receives Certification

Doug Omernik of Community First Bank recently completed the Certified Community Bank Internal Auditing Program. Doug is the Internal Control Officer at the bank. He is a UWSP graduate and has been with CFB since February 2005.



Shulfer's Receives Silver Award

Shulfer's Sprinklers, Landscaping, and Garden Center is a recent recipient of the 2011 Excellence Hardscape Silver Award. It received the award for a residential concrete paver project, best concrete paver patio application of 1,000 square feet. The project showed innovation, beauty, and sustainability in the use of hardscape products in landscaping. The project was designed by Chris Shulfer and Shane O'Connell.

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
 Ready Rental 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 hundreds of potential customers every month.

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



focus on energy
 Partnering with Wisconsin utilities

**Do more. Get more.
 Save more.**

Focus on Energy and Wisconsin Public Service have a special offer for eligible WPS business and multi-family customers: The Energy Bundle Bonus! Now, you can earn up to double standard Focus incentives when you bundle your energy projects. Complete multiple energy-saving projects and you'll earn bonus incentives through the Energy Bundle Bonus.

It's easy, visit focusonenergy.com/wpsbonus and sign a pledge today to become eligible. After that, complete your projects and submit the Energy Bundle Bonus Form to Focus to get your bonus incentives.

For details contact Focus at **800.762.7077** or visit focusonenergy.com/wpsbonus.



Current PABA Backer Committee Members

Backer President - Sharon Konkol, Community First Bank; Amy Schwendinger, Hampton Inn; Nicki Hintz, M&I Bank; Christine Charewicz, Manpower; Tammy Jankowski, Duraclean Specialists; Tim Durigan, Mark Toyota Scion; Dan Mahoney, Village of Plover; 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...

April 2011

12 PABA Backers	11:00 am Visits/Noon Meeting
14 PABA Mixer 5:00 pm-7:00 pm.....	Duralum Siding Windows & Sunrooms
21 Community Development Committee-7:45 am.....	Plover Municipal Center
28 Board of Directors Meeting-7:30 am..	River Cities Bank

May 2011

10 PABA Backers	11:00 am Visits/Noon Meeting
12 PABA Mixer 4:00 pm-7:00 pm.....	Stevens Point CVB
19 Community Development Committee-7:45 am.....	Plover Municipal Center
26 Board of Directors Meeting-7:30 am.....	TBA

June 2011

09 PABA Breakfast/WPS: New Pilot Program registration 7:15 am.....	Plover Municipal Center
14 PABA Backers	11:00 am Visits/Noon Meeting
16 Annual Dinner starting at 5:30 pm.....	TBA
16 Community Development Committee-7:45 am.....	Plover Municipal Center
24 Brat Fry for Xmas Presents from the Heart 11:30 am-1:00 pm.....	Duraclean Specialists
30 Board of Directors Meeting-7:30 am..	TBA

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