

The Plover Advantage

THE PLOVER AREA BUSINESS ASSOCIATION NEWSLETTER

PABA Featured Events

November

Luncheon

Thursday, November 15
Hosted by Compass Ins
Silver Coach
Affordable Care Act

Wine Tasting

Saturday, November 17
Estate Wines
1:00-8:00pm
(see pg 10 for more details)

December

Holiday Party

Thursday, December 6
Starting at 5:30 pm
Entertainment

January

Mixer

Thursday, January 13
Host: Point of Beginning
5:00 pm—7:00 pm

February

Bowling Tournament

Thursday, February 7
Starting at 5:00 pm
Bowling & Dinner

Annual Dinner

PABA recently hosted its Annual Dinner. The event was held at the Sky Club. Entertainment was provided by Gretchen Grubbe and Lydia Hynson, students at UWSP. PABA honored Del Monte Foods as its Business of the Year, Fred La Rosa as its Citizen of the Year, and Tammy Jankowski as its Volunteer of the Year.

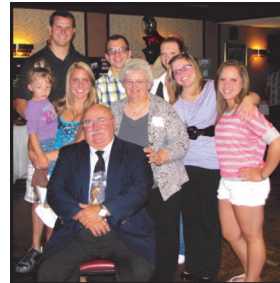
PABA welcomed its new board members: Vern Nystrom, Past President; Kathy Davies, President; Jeff Whitrock, Vice President; Nicki Hintz, PABA Backer President; Trina Sankey; Mark Finnessy; Sherri Galle-Teske; Nyra Lind; and Pete Theisen. The Association thanked Bill Rudahl and Tammy Jankowski for their years of service on the Board of Directors.

PABA Board members as well as guest speakers Julie Lassa, Louis Molepske Jr., Dan Mahoney, Karen Schanock, and Sara Brish assisted with the evenings presentations.

Donors to the event included Brody Designs, Central City Credit Union, Elizabeth Inn, Jay-Mar Inc., Paradise Bar & Grill, Plover Area Business Association, Portage County Gazette, Post Road BP, Shulfer's Sprinklers Landscaping & Garden Center, Sky Club, Sign Pro, and Stevens Point Brewery.



Del Monte Foods, Business of the Year
Louis Molepske Jr., Jay Ruenger, Roger Jacob, Doral Nelson, and Julie Lassa



Fred LaRosa, Citizen of the Year
with wife Martina and family



Tammy Jankowski, Volunteer of the Year
with husband Al and daughter Mattie (right), and family

Celebrate Plover

Did you have a chance to attend the first Celebrate Plover event? Wasn't it great? The weather was fabulous. The turnout was phenomenal.

Over 40 businesses participated in the Corporate Center, many being PABA members. The committee appreciates your support. The market area had 50 vendors, an outstanding response from vendors for a first year event. Thirteen food booths offered a vast array of tasty, tantalizing tidbits. No one was going home hungry. Del Monte donated both cooked and raw corn for the event. PABA hosted a soda/water booth. With the help of wonderful volunteers, we were able to raise almost \$2,000.

The day included musical entertainment by Pat Keller, Double Tap, and Grand Union. The Plover Fire Department did a great job in putting together water fight competitions. The Boys & Girls Club organized a fun Children's Parade along with games, dunk tank, and bounce toys, plus Cookee, a children's entertainer.

And did I mention the most awesome, spectacular, amazing choreographed firework show the county has ever seen? From the beginning of the show to the extraordinary water display to the incredible finale, the excitement from the crowd could be felt all around. It was an incredible day.

The committee is already planning next year's event. Mark your calendars for Saturday, July 27. You don't want to miss it. Are you interested in serving on one of Celebrate Plover's committees? Contact DeeAnn at the PABA office for more information.



PABA's NEWEST MEMBERS

Please welcome our newest members by stopping by and saying, "hi".

Dunkin Donuts, 3005 Village Park Drive, Plover (715) 544-0515

Pat Keller, 4860 Buckskin Lane, Plover, WI

Klasinski Neurocare S.C., 500B Vincent Street, Stevens Point (715) 344-0702

Northwestern Mutual Financial—Dan Thies, 5417 Vern Holmes Drive #2, Stevens Point (715) 344-3934

Point Heating & Cooling, 2730 Wisconsin Avenue, Plover (715) 345-1979

Sandra's Lasting Impressions, 2205 Post Road, Plover, (715) 344-1460

BOARD FACTS

June is the beginning of PABA's new fiscal year, and along with that, PABA welcomes new board members. The new directors are :

Sherri Galle-Teske, American Red Cross. Sherri used to be the Executive Director of PABA. She is also the Chairperson of the Community Development Committee.

Nicki Hintz, BMO Harris Bank. Nicki has been a member of the Backers for many years and is currently the Backer Chairperson.

Trina Sankey, Worzella & Sons Potatoes. Trina is a member of the Backers and recently just got married.



BOARD OF DIRECTOR'S MEETINGS: September 2012

Board Members: Vern Nystrom (Past-President), Keller, Inc; Kathy Davies, (President), Alzheimer's Assoc of Greater Wisconsin; Jeff Whitrock, (Vice President), Pioneer Bank; Randy Swanton (Treasurer), Klismith Accounting & Tax Group, SC; Nicki Hintz, (PABA Backer President), BMO Harris Bank; Mark Erbes, Erbes Construction; Mark Finnessy, Okray Family Farms; Sharon Lloyd, Community First Bank; Nyra Lind, ABR Employment Services; Trina Sankey, Worzella & Sons; Pete Theisen, The Portage County Bank; Mike Warning, Lowe's; Sherri Galle-Teske, American Red Cross

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

The Village of Plover: The Village stated that several area businesses are planning to do expansions in 2013. Some of the expansions will be buildings, while others will be building and employee expansions. The county will now be able to take possession of ten of the thirteen Kennedy Property parcels. A permit for a dialysis center has been issued. Element Mobile will be the first tenant in the new Windsor Center. The Hwy HH/Hoover intersection will be completed by the end of October. The intersection of Hwy B/Hoover will be reconstructed in 2013. Hwy R between Hwy HH and Porter will be reconstructed in 2013, as well. TJ Maxx will be opening the end of October. The WDOT continues acquisitions along the Bus Hwy 51 corridor. The first phase of construction from Green Avenue to Springville Drive is slated for 2015 or 2016.

Portage County Planning & Zoning: The WDOT contract for a bike/pedestrian path in the Business Park is now official. The County will be meeting with the consultant. The county will be doing infrastructure analysis around all the schools in Portage county, both public and private. The county will also be doing a generalized infrastructure analysis in the urban area, as well as in all the rural areas.

Stevens Point Area Convention & Visitors Bureau: The CVB launched its Customer Service Video training. This training will enhance the customer service experience for people travelling to this area. The hope for this training is that local employers will integrate this into their staff training.. The CVB is working on its 2013 marketing/budget plan. The CVB will begin selling ad and banner space for its 2013 Visitors Guide.

Board: The Board granted a student scholarship in its fiscal first quarter. The Board discussed upcoming events and ways to increase attendance at events. Board members will assist in setting up and working at the larger events. The directors approved the 2012-2013 budget.

PABA BACKER VISITS

Cate & Company visit at 1745 Park Avenue, Plover (715) 258-2594 find it on facebook



Christine Abbott with the Backers

Hours: Mon-Fri: 10:00 am–6:00 pm Sat 10:00 am–5:00 pm

Cate & Company originated in Waupaca 31 years ago. Five years ago, Christine Abbott purchased this store. That store is seasonal with a resort feel to it. Customers from this area kept telling Christine she needed to open a store here. Christine opened her second store in February. The Plover store carries different merchandise than the Waupaca store. Christine does all her own buying. The new store is located on Highway B, next to Mark Motors, so it offers great exposure and easy access. The store offers beautiful women's clothing, accessories, and jewelry. Christine even carries children's clothing and toys. The store also features home décor. Ladies, don't delay in checking out this store. A new clothing season is upon us.

Jo-Ann Fabric and Craft Store visit at 1150 Meridian Drive, Plover (715) 344-3657 www.joann.com

Hours: Mon–Sat: 9:00 am - 9:00 pm Sun: 10:00 am–6:00 pm

Jo-Ann Fabrics is the anchor store in the newest shopping center in Crossroads Commons. This store broke the company record in opening the store early. It opened its doors in March. The store's mission is to "spark the creativity that lives in every person". The store is very attractive when you enter. But be prepared to be overwhelmed by all that is offered. Jo-Ann offers a vast array of sewing, crafting, and home decorating items including a very large selection of fabrics, patterns, quilting and sewing notions. It also features every item you need for your stamping and scrapbooking projects. A large selection of home accents, artificial floral, finished seasonal and home décor merchandise awaits you. The store also offers a variety of classes in sewing, yarncrafting, quilting, cake decorating, and kids' studio.



Chee Thor with the Backers

Get It Now visit at 1140 Meridian Drive, Plover (715) 344-6855 www.getitnow.com



John Ries with the Backers

Hours: Mon-Fri 10:00 am - 7:00 pm Sat 9:00 am–6:00 pm

John Ries is the manager of this new unique furniture store. *Get It Now* offers customers a new way to own the best brands in furniture, appliances, electronics, and computers. *Get It Now* has an in-house financing team which works with customers to find a payment plan that is right for them. Credit is never a problem. Customers can even purchase items right out. Layaway is also offered. The store services all electronics and appliances. There are currently 24 stores in Wisconsin. Stop by today to see the large showroom filled with beautiful items.

Regis Hair Salon visit at 1200 Meridian Drive, Plover (715) 341-7753 www.regisalons.com

Hours: Mon-Fri 10:00 am–9:00 pm Sat 10:00 am–5:00 pm Sun 11:00 am–5:00 pm

Becky Tripp is the manager of this Regis Salon. She and the other employees are very excited about relocating their store to Crossroads Commons. Business is definitely booming. Regis offers a variety of services including shampoo, condition, cut and style, cut and dry, color, highlights, relaxing, perm, waxing, and intense conditioning. All services are available for women and men. Regis also sells several lines of hair products including Regis DESIGNLINE, Sebastian, Paul Mitchell, Redken, Matrix, TIGI, Kenra, and More. Walk-ins are welcomed, but appointments are appreciated. Book an appointment today to ready yourself for the holidays.



Becky and Michelle with the Backers

Free Advertising Opportunity

PABA would like to help you promote your business. A kiosk is available for your business brochures and business cards in the entryway of the Plover Municipal Center. This is an extremely high-traffic area.

Help PABA welcome new businesses to the area. Forward items to be included in a goodie bag which DeeAnn delivers to new businesses.

Please contact DeeAnn at (715) 345-5258, and she will pick up your items for display.

Rue 21 visit at 1170 Meridian Drive, Plover (715) 344-3863 www.rue21.com

Hours: Mon–Sat 10:00 am–9:00 pm Sun 11:00 am–6:00 pm

Danielle welcomed the Backer into her store. Rue 21 offers a broad assortment of new emerging fashion trends in apparel and accessories for girls and guys. There is a wide selection of styles and sizes available. A unique feature of Rue 21 is the prices—very affordable. Rue 21 knows that it is important to look good and still have money left for fun. The “rue” part of the store’s name in French and means street.; 21 represents the age everyone wants to be. Ahh! to be 21 again. Plan a visit to this great store soon. You can pick up some fun items for those teenagers on your list. Or better yet, stop by the store and purchase a give card today!



Danielle with the Backers

Ranchito Mexican Restaurant visit at 3462 Church Street, Stevens Point (715) 344-5185 find them on facebook



Gabe Perez with Sharon Lloyd

Hours: Mon-Fri 10:00 am –9:00 pm Sat 8:00 am–10:00 pm Sun 8:00 am–9:00 pm

Gabe Perez welcomed the Backers into his establishment, Ranchito Mexican Restaurant, for lunch. If you have not visited this restaurant yet, you must put it on your to-do list. All meals are prepared freshly in an authentic Mexican style. The delightful wait staff will start your table off with a basket of chips and some zesty salsa with just the right amount of zing. Ranchito’s offers an extensive menu including both Mexican and American cuisine and a kids’ menu. Ranchito’s also serves a variety of tasty beverages, alcoholic and non-alcoholic, to whet your palate. And don’t forget about dessert. Ranchito’s makes a tantalizing fried ice cream to top off your dinner. Stop in today and enjoy a \$5 lunch special.

Dunkin Donuts visit at 3001 Village Park Drive, Plover (715) 544-0515 www.dunkindonuts.com

New Member

Hours: Sun–Sat 5:00 am–10:00 pm

The Backers visited the newly opened Dunkin Donuts. Kim Delcastillo and Emily gave the Backers a very warm welcome with balloons, signs, a tour, and yes: DONUTS!!! Can you say yummy??!! This Dunkin Donuts is a family-owned franchise. The owners have two stores in the Dells and is hoping to open in other areas, as well. The Plover store has 40 employees, including 9 bakers. Just like the old commercial showed (“time to make the donuts”), the bakers do bake all night long. The store sells over 300 dozen donuts over a weekend. Breakfast and lunch sandwiches are offered all day. Twenty-one varieties of donuts are offered daily plus several creative specials designed by the bakers. Dunkin Donuts sells its wonderful coffee in one pound packages. Dunkin Donuts is very community minded. Stop by tomorrow for a delicious sandwich and donut.



Kim and Emily with the Backers

Lee’s Nails visit at 1190 Meridian Drive, Plover (715) 345-1008



Lee Hac with the Backers

Hours: Mon–Fri 9:30 am–7:30 pm Sat 9:00 am–5:00 pm Sun 10:00 am to 4:00 pm

Lee Hac welcomed the Backers into her new salon. Lee is new to the area and is enjoying the location in Crossroads Commons. Lee has three employees and hopes to expand. The salon is very inviting with nice, comfy chairs and lots of natural light. Lee’s Nails offers a variety of services for both manicures and pedicures. You can have your nails beautified with acrylic, gel, pink and white, shellac, nail designs, or a myriad of other special treatments. How about a nice spa pedicure for your tired feet after a day of shopping? Call to book and appointment or walk-ins are also accepted.

Mattress Firm visit at 1260 Commerce Place, Plover (715) 345-2265 www.mattressfirm.com



Hours: Mon–Thu 10:00 am–8:00 pm Fri 10:00 am–9:00 pm Sat 10:00 am to 8:00 pm Sun 12:00 to 6 pm

After a nice lunch, who’s not ready for a nap? Patrick Testin welcomed the Backers into his store. Mattress Firm entered Wisconsin 33 months ago. It has opened 29 stores and hopes to open more. Mattress Firm sells a variety of brands including Beautyrest, Tempurpedic, and Sealy. The mattresses are available in firm, plush, and pillow top. The store also sells wonderful pillows that your sleepy head just sinks into. The store allows a customer a 100-day trial period. Financing is available from six months to four years. The store has a large delivery area and will even remove your old mattress. Stop by today.

Current PABA Backer Committee Members

PABA Backer President - Nicki Hintz, BMO Harris Bank; Amy Schwendinger, Hampton Inn; Tammy Jankowski, Duraclean Specialists; Tim Durigan, Mark Toyota Scion; Jesirae Heuer, Edward Jones Investments; Sharon Lloyd, Community First Bank; Dan Mahoney, Village of Plover; Trina Sankey, Worzella and Sons; Carrie Mish, BMO Harris Bank; and DeeAnn Donahue, PABA

PABA Business of the Year Del Monte Foods

Del Monte Foods is one of the country's largest and most well-known producers, distributors, and marketers of premium quality, branded food and pet products for the U.S. retail market, generating approximately \$3.7 billion in net sales in fiscal 2011.

With a powerful portfolio of brands, Del Monte products are found in eight out of ten U.S. households. Pet food and pet snacks brands include Meow Mix®, Kibbles 'n Bits®, Milk-Bone®, 9Lives®, Pup-Peroni®, Gravy Train®, Nature's Recipe®, Canine Carry Outs®, Milo's Kitchen®, and other brand names. Food product brands include Del Monte®, S&W®, Contadina®, College Inn®, and other brand names. The Company also produces and distributes private label food and pet products.

Del Monte's facility in Plover was first constructed in 1965 and produced its first canned green beans in 1966. The plant was built in Plover because of its proximity to the Central Sands growing area and the ready access to this premier growing area. Since 1965, Del Monte has expanded its green bean operation numerous times and added capability to process Potatoes, Beets, and Carrots. Plover has grown to become the largest vegetable plant within the Del Monte Foods system. Today the plant processes tens of thousands of tons of raw vegetable products each year, employs 102 full-time people, and more than 500 seasonal employees each year.

Since its beginning, the Plover farm department has worked with the local growing community to provide vegetables for Del Monte plants in Wisconsin. Currently the farm group supplies raw product not only to the Plover plant but also to operations in Markesan and Cambria. The farm group currently supplies Peas, Sweet Corn, Green Beans, Wax Beans, Italian Beans, Beets, Carrots, and Potatoes to the three plants. Today Del Monte works with 94 growers here in Central Wisconsin to provide the bulk of these crops. Many of the growers have worked with Del Monte since the facility's inception in 1966.

Del Monte Foods has identified comprehensive corporate sustainability goals, which you can learn more about at www.delmontefoods.com/cr. At the local level, the plant and farm groups have made significant progress in reducing water and energy consumption to reduce our environmental footprint. Del Monte has been an active participant in the Little Plover Workgroup since the beginning of this group's activity in 2006. The Workgroup is a voluntary effort by agriculture, industry, municipalities, and environmental groups to maintain the Little Plover River at a healthy flow level. Del Monte, through a 2009 land purchase, has made contributions to this effort and has been supportive of the efforts of others in this area.

As an agriculturally-based company, Del Monte Plover is particularly aware of the needs of the less fortunate for wholesome food. During the recent downturn in the economy, during which time the need has grown dramatically, the Plover facility has donated significant amounts of canned vegetable products to organizations like Feeding America; local food banks in Plainfield, Wisconsin Rapids, and Stevens Point; as well as other various local charitable efforts. In the past year, Del Monte Plover has donated in excess of 8,200 cases, which equates to over 200,000 pounds of product.



Del Monte has been a long time Major Sponsor of PABA. Roger Jacob, Del Monte's director of operations, served on the Board of Directors from 2008-2010. Del Monte has supported the PABA golf outing and currently provides financial support and food product for the 2012 Celebrate Plover event.

Del Monte is pleased to be the recipient of PABA's Business of the Year award and looks forward to many more years of mutual success in Plover and the surrounding agriculture community.

Jay Ruenger, Roger Jacob, Doral Nelson

PABA Citizen of the Year

Frederick R. LaRosa



Fred was born and raised on the eastside of Milwaukee. He graduated from the local high school and continued his education earning college credits in police work. Fred relocated to Central Wisconsin when he took a job as a police officer for the Stevens Point Police Department. He and his wife, Martina, felt this would be a great area to raise a family.

Fred served in the Marine Corps for three years. He worked for the Stevens Point Police Department for 30 years. During this time, Fred worked in various areas of the department including dispatch, court and training, range officer, SWAT leader, detective bureau, and traffic and parking. While in parking and traffic, Fred worked with the safety cadets in the schools and as Officer Friendly with the young students. As part of his job, he took the cadets to Washington D.C. and the Wisconsin Dells. Fred retired from the department in 1997 as a Lieutenant. After retirement, he worked at Saint Michael's Lab as a courier for 10 years. He also works as a bailiff in the Portage County Courts.

Fred was first named to the Village Board in 1989 to complete the term of another supervisor. He served in this position until 1991. Fred ran for Village Board again in 1997 and won. He has been serving his ward and community ever since. Fred was named as a citizen member of the Village's Employee Relations Negotiating Committee in 1996. He has also served on various Board committees during this time.

Fred is a member of many organizations including the Marine Corps League as a charter member and serving as Past Commandment, the Wisconsin Law Enforcement Association, the American Legion, the Elks serving as an officer, and the Moose serving as a past officer and a bingo caller. He is a lifetime member of the Disabled American Veterans, the AMVETS, and the Polish American Legion. Fred is a past member of the Izaak Walton League and the Knights of Columbus.

Fred has also been a strong volunteer over the years. In his younger years, Fred and two other police officers started a midget hockey team for all the players that did not make the SPASH team and had no other place to play. The team was called The Dirty Dozen and The Three Blind Pigs. Fred refereed youth hockey and coached hockey for the Portage County Youth on Ice. He worked at the Elks' track meets and hoop shoot outs for many years. He also traveled around the state with a group of boys during the summers taking them to several track meets. Fred cooked chickens for many years for the Stevens Point Police Association's Walleye Tournament. He also used to coach Little League baseball.

Over the years, Fred has participated in several PABA events including the golf outings, Mixers, Ribbon Cutting events, and dinners.

Fred has received numerous awards and recognitions. His favorite awards have been letters of thanks from people he helped throughout the years. He received a plaque from the Ben Franklin Student Council at the end of the 1978-1979 school year. The plaque was given in recognition of Fred's time for working at all the school dances during the year. The plaque reads, "Fred LaRosa Ben's Favorite Policeman". In 1981-1982, Fred received an award from Portage County Voiture 831 40 & 8. They chose him as Outstanding Law Officer for his dedication to the safety of the children of Portage County and Stevens Point. In 1997, Fred received a State of Wisconsin Citation of Legislature for 30 years of service and a State of Wisconsin Certificate of Commendation.

Fred and his lovely wife, Martina, celebrated 50 years of marriage on May 19. Fred and Martina have three children—Maria, Stephen, and Christine. They also have ten grandchildren and one great-grandchild.

PABA Volunteer of the Year

Tammy Jankowski



Tammy was born and raised in Stevens Point, Wisconsin. She graduated from Pacelli High School. Tammy continued her education at Mid-State Technical College studying business. She also pursued an elementary education degree at the University of Wisconsin – Stevens Point. Tammy holds many certifications within the restoration industry including Smoke, Fire and Water Restoration, and Mold Remediation, as well as certifications in business management and human resources.

Tammy's other employment consisted of working in the restaurant and hotel industries, a cashier for a Farm Co-op, and an office assistant at the Portage County Health Center. Tammy and her husband Al lived out west and worked during the oil boom of the 80's in Montana for several years before purchasing Duraclean Specialists in 1985. Tammy was also employed at Skyward and with Portage County in both the purchasing department and the Register of Deeds office. Since purchasing the business, the couple has worked many long hours to help the business prosper and grow every year. Tammy is the business administrator for

Duraclean handling the duties of office and financial management, advertising, marketing, and business promotion.

Tammy believes in her community and enjoys giving back to it. Over the years, Tammy has volunteered countless hours at Plover-Whiting School, served as a Girl Scout leader for three years, and was a Religious Education Teacher at St. Bronislava's. The Jankowski family has hosted two foreign exchange students—Max from Germany and Christy from Moldova both of whom they very much consider a part of their family. Today, Tammy is still involved with the schools serving as chaperone for many trips and volunteering in any activity her children will allow her to.

Tammy has been involved with PABA for many years. She served on the PABA Board of Directors from 2006 to the present in the capacities of board member, vice president, president, and past president. She has been a member of the Backers since 2004. During this time, Tammy has served as vice president and president of the committee. She attends many of PABA's events and assists in helping newcomers feel welcome at the events. Tammy is a great believer in the Backer's Christmas Presents from the Heart Campaign. Six years ago, she and Duraclean Specialists hosted the first PABA Brat Fry to raise additional funds for the campaign. With the help of her trusty Grill Master Chet Biadasz and Duraclean's staff, the brat fry has raised over \$6,000 to benefit Operation Bootstrap. The community and local businesses look forward to this event every year. Tammy strongly believes in giving back to the community and doing her part in making Plover and the surrounding areas strong, supportive communities.

Tammy is a member of many area organizations. She serves as treasurer for Stevens Point Toastmaster #570 and was past treasurer for TOPS in Plover. She is also a member of the Portage County Business Council, the Golden Sands Home Builders Association, the Central Wisconsin Apartment Association, and the Wisconsin River Valley Claims Association. Tammy was a graduate of the Leadership of Portage County program in 2003.

Duraclean Specialists has received numerous awards from the franchise. It has received the Duraclean President Circle Award eight times. The Plover store is ranked 12th out of 250 franchises, and in 2006, it received the Franny Award. The Franny Award is the highest award within the franchise system. It is awarded to franchisees that positively represent the franchise system and are considered a model for others to follow within the system. Duraclean also won a 2008 sales contest that won them and their family a trip to Disney World.

Tammy shares her life with her wonderful husband Al. They have been married for 29 years. They have two beautiful daughters. Sara is 18 and just graduated high school. She is working for her second summer at Wildwood Wildlife Park in Minocqua and will be attending UW-River Falls this fall pursuing a degree in Biology. Mattie is 16 and involved in Student Senate, Cross Country, and Track & Ski Club. She will be a junior this fall at SPASH.

ANNUAL BRAT FRY - Xmas Presents from the Heart

The Plover Area Business Association (PABA) recently held its Annual Brat Fry. The event was hosted by Duraclean Specialists at its facility located at 2801 Post Road in Plover. This was a summer fundraiser for PABA's 24th Annual Christmas Presents from the Heart Campaign. Over \$2,100 was raised to benefit Operation Bootstrap. Many people came out to enjoy lunch and support this great cause. Food and other items were donated by Duraclean Specialists; Chet Biadasz; Niemuth Meat Market; The Sky Club; Shoemaker Electric; Coca-Cola; BMO Harris Bank; Gardner's; Dunkin Donuts, and Frito Lay. Many volunteers helped to make this event a success.



Community Grant

The Stevens Point YMCA was chosen as this year's recipient of the Plover Area Business Association's (PABA) Community Grant. PABA chose the YMCA due to its promotion of healthy eating and good nutrition, as well as the impact the project will have in Plover and in the surrounding community.



The Stevens Point YMCA has started a Fresh Fruits and Vegetables for Healthy Living Program for its 4-year old kindergarten program in Plover. It is no secret that childhood obesity is a major epidemic in the country today. Poor nutrition and a decrease in physical activity play a key role in the deteriorating health of families today.

The Y desires to be a community leader in improving the lives of children and families in the community by implementing the healthy eating program into its curriculum. This is being accomplished in a variety of ways. One way is through field trips to local markets and the community gardens to identify and purchase fresh produce to try. Another way is to engage the parents in the plan through newsletters, tips, and recipes to grow their interest and increase their involvement in improved nutrition. Realistic activities in the classroom will also support learning good habits and choosing healthy foods.

With a concentrated effort on healthy eating, this program will help families make the most of what they have, even on a tight budget, and teach family members how to make healthier snack and meal choices.

PABA BACKER VISITS *continued*

Mattress Firm visit at 1260 Commerce Place, Plover (715) 345-2265 www.mattressfirm.com



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 After a nice lunch, who's not ready for a nap? Patrick Testin welcomed the Backers into his store. Mattress Firm entered Wisconsin 33 months ago. It has opened 29 stores and hopes to open more. Mattress Firm sells a variety of brands including Beautyrest, Tempurpedic, and Sealy. The mattresses are available in firm, plush, and pillow top. The store also sells wonderful pillows that your sleepy head just sinks into. The store allows a customer a 100-day trial period. Financing is available from six months to four years. The store has a large delivery area and will even remove your old mattress. Stop by today.



Thank you, Stevens Point Brewery

Stevens Point Brewery was host to PABA's Board meeting. The brewery is located at 2617 Water Street, Stevens Point. A tour of this ever expanding facility is a must, as well as a visit to its hospitality room.

Thank You

Thank You, Rookies Sports Bar

Rookies Sports Bar located at 3425 Church Street, Stevens Point recently hosted PABA's board of directors for its monthly meeting. Rookies offers great food and banquet facilities for 275 people. The bar often offers live entertainment or come watch your favorite sporting event on one of the many tvs located throughout the bar area.

Mixer

Back to the Country hosted a wonderful mixer. Food and beverages were bountiful. There was a variety of popcorns, crunchy munchies, sweet candies, a huge variety of dried fruits, cookies and other pastries, and the list goes on and on. James and Juliette Wachowiak are the owners of this unique store. The staff used products from its store to create some warm tasty dishes including a fabulous chili. There were even six different flavors of brats. It was heaven. The store also gave away several great door prizes. Make sure to stop by to check out Back to the Country's vast array of products.



You're Invited to a Wine Tasting!

Estate Wines LLC

Your source for a vast array of unique wines and gifts from around the globe! Come sample the difference!



Wine Release Event!!

New Arrivals! Direct from France!
Liqueur de Chocolat!
Simply Delicious!

Several other Bordeaux wines both great pricing and flavor! First of the 2009's!

Also, new California Discoveries! Ramos Vineyards is halfway between Los Angeles and Sacramento in Kingsburg. They are committed to crafting wines of unique character, elegance, and intense focus. Oscar, owner & winemaker, has committed himself to the arduous process of finding the absolute best vineyards where their growers are steadfast in their care and attention to detail to produce only the finest wine grapes while using a sustainable approach.

On November 17th, please join me at my wine shop in Plover to sample some exciting new wines from California, France, Germany, and Argentina, along with the latest vintages from our well-known wineries!

See you at my

Pre-Thanksgiving Wine Tasting
Saturday November 17th from 1:00pm to 8:00pm

Please RSVP at iwantgoodwine@yahoo.com

or

call me at 715-952-6152

I look forward to seeing you at this exciting Event!

Cheers!

Tom

P.S. Please feel free to bring friends along! If you purchase a case (12 btl) you will receive a free bottle. If your friend purchases a case, they will also get a free bottle plus you will receive an extra free one for a "Thank You" for your referral!

I'VE NEVER SEEN SO MANY GREAT WINES AT ONE TIME!

Just in time for Thanksgiving dinner and Christmas coming up!

NEWSLETTER SPONSORS

- Americold Logistics, LLC*
- Anderson, O'Brien, Bertz, Skrenes & Golla*
- Badger Plastic & Supply Co., Inc.*
- Bamboo House*
- Beyond Ordinary*
- Big Apple Bagels*
- Dunkin Donuts*
- Duraclean Specialists*
- Ellis Stone Construction Co.*
- First Law Group SC*
- Golden County Foods*
- Jay-Mar , Inc.*
- Patrick Keller*
- Klasinski Neurocare, S.C.*
- Klismith Accounting & Tax Group, SC*
- Mark Toyota Scion of Plover*
- Members Advantage Credit Union*
- Northeast Wisconsin Bldg & Construction Trades Council*
- Oakview Veterinary Medical Center*
- Okray Family Farms*
- Pioneer Bank*
- Pisarski Community Funeral Home & Cremation Center*
- Plover Family Dental Care*
- Point Heating & Cooling*
- Portage County Gazette*
- Sandra's Lasting Impressions*
- Sign Pro*
- Springville Family Dental - Tad Meier, DDS*
- Stensberg Central Graphics*
- Westland Insurance Services, Inc.*
- Whispering Pines/Lodge*
- Wisconsin Public Service*
- WoodTrust Bank*
- YMCA of Stevens Point*

MAJOR SPONSORS

- AECOM Technical Services*
- Alternative Health Concepts*
- Community First Bank*
- Del Monte Corporation*
- Edward Jones Investments*
- (Jeff Hohn, Glenn Helminiak, Dorie Johnson, Jesirae Heuer Jackie Onan)*
- Lowe's*
- BMO, Harris Bank*
- Pointe Precision*
- The Portage County Bank*
- RR Donnelley Global Turnkey Solutions*
- Wal-mart*
- Worzella & Sons*





**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 PABA Backers today! Meeting Dates/Times listed below. For more information, call the PABA office at (715) 345-5258.

Upcoming Events...

NOVEMBER 2012

13 PABA Backers.....	10:30 a.m., Visits/Luncheon Meeting
15 Community Development Committee.....	7:45 a.m., Plover Municipal Center
15 Luncheon hosted by Compass Ins.....	11:15 a.m., Silver Coach
16 Christmas Presents from the Heart Collection begins.....	call for times, various locations
29 Board of Directors Meeting.....	7:30 a.m., Plover Municipal Center

DECEMBER 2012

06 Holiday Dinner.....	5:30 p.m., Stevens Pt Country Club
11 PABA Backers.....	10:30 a.m., Visits/Luncheon Meeting
14 Christmas Presents from the Heart Collection ends.....	call for times, various locations

JANUARY 2013

08 PABA Backers.....	10:30 a.m., Visits/Luncheon Meeting
10 Mixer hosted by Point of Beginning.....	5:00-7:00 p.m., Point of Beginning
17 Community Development Committee.....	7:45 a.m., Plover Municipal Center
31 Board of Directors Meeting.....	7:30 a.m., location TBD



2012-2013

PABA Board of Directors

Kathy Davies.....	President
Vern Nystrom.....	Past President
Jeff Whitrock.....	Vice President
Randy Swanton.....	Treasurer
Nicki Hintz.....	Backer President
Mark Erbes.....	Board Member
Mark Finnessy.....	Board Member
Sherri Galle-Teske.....	Board Member
Sharon Lloyd.....	Board Member
Nyra Lind.....	Board Member
Trina Sankey.....	Board Member
Pete Theisen.....	Board Member
Mike Warning.....	Board Member