

PORTAGE COUNTY BUSINESS COUNCIL

THE ACTIVE VOICE

Ambassadors Give Back

July Business After Hours

Keynote Conference Recap



JULY 2023

Photo by Dr9gon Media



Special thanks to June's Business X-Change host Silvertree LLC!

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Meet our new Director of Marketing and Communications



Sheamus is a recent graduate from the University of Wisconsin Stevens Point with a Bachelors of Fine Arts in Graphic Design. He is the new Direcor of Marketing for the Portage County Business Council and is excited to serve and learn more about the many businesses in Portage County. Feel free to say hello and contact him at:
SheamusR@portagecountybiz.com

Sheamus Roelle

Portage County's Big 3

by Michael Witte, Executive Director, Portage County Business Council

There is always friendly competition among the neighboring communities and counties but there is always that lingering question; How do our communities stack up against our neighbors? I remember my statistics professor in college said that you can take statistics and make them say whatever you want them too. That apart, I took a hard look at the '2023 Best Places to live in Wisconsin' by NICHE - <https://www.niche.com/places-to-live/search/best-places-to-live/s/wisconsin/>

Portage County had some big wins! We have three communities that all came in in the top 100. I have shared their descriptions so you can read them verbatim.

Stevens Point (#52) is a town in Wisconsin with a population of 25,752. Stevens Point is in Portage County and is one of the best places to live in Wisconsin. Living in Stevens Point offers residents a dense suburban feel and most residents own their homes. In Stevens Point there are a lot of bars, coffee shops, and parks. Many young professionals live in Stevens Point and residents tend to lean conservative. The public schools in Stevens Point are highly rated.

Plover (#69) is a town in Wisconsin with a population of 13,435. Plover is in Portage County and is one of the best places to live in Wisconsin. Living

in Plover offers residents a sparse suburban feel and most residents own their homes. In Plover there are a lot of bars, coffee shops, and parks. Many families and young professionals live in Plover and residents tend to lean conservative. The public schools in Plover are highly rated.

Whiting (94) is a town in Wisconsin with a population of 1,535. Whiting is in Portage County and is one of the best places to live in Wisconsin. Living in Whiting offers residents a dense suburban feel and most residents own their homes. In Whiting there are a lot of bars, restaurants, and parks. Many retirees live in Whiting and residents tend to lean conservative. The public schools in Whiting are highly rated.

Stevens Point, Plover and Whiting combined operate under the Stevens Point School District with additional access to the post-secondary institutions, Mid-State Technical College and the University of Wisconsin Stevens Point, so we can check off the education box in a big way!

We are all located on the hardest working river in the world – the Wisconsin River. We have recreational opportunities abounding in Portage County, from Standing Rocks County Park to Lake Pacawa, the Whiting Loop parks and both Pfiffner and Iverson parks.

Restaurants, coffee shops and a plethora of retail establishments that make shopping here a true blessing. I have my personal favorites, Franks Hardware, Beyond Ordinary, Real Deals, Fall Line Outfitters and Turquoise on Main.

Here is a challenge I put out to all of our readers. The next time you go out to pick something up, whether it be something for the house, guests, or maybe going out to eat. Try going a few blocks further and try some place completely different. I know there are businesses in the community that you don't even know exist. We are doing our part to introduce them to you but please give everyone a try – Explore our communities!

Stay Tuned



"A talented workforce is the foundation for growth and future success."



Business X-Change

What is Business X-Change?

A presentation which allows business owners and their employees the opportunity to discuss pertinent topics, learn from local industry leaders and, most importantly, learn from each other. Business X-Change meets monthly from 7:30 - 8:30 a.m.

In-Person Business X-Change

Wednesday, July 12, 2023

7:30 am – 8:30 am

Please [CLICK HERE](#) to Register

- This program will be offered in person at PCBC.
- While there is no cost to attend, the value of the information is priceless.
- Coffee and danish provided.



Special THANK YOU to Simplicity Credit Union & Exclamation Services for their sponsorship of this program.

"Empathy: A Top Priority to Improve Your Bottom Line"

About the Program: : How do successful organizations stay ahead of the curve? By viewing their business through the eyes of their customers. Learn practical techniques to view your business from the perspective of your customers, fostering deeper connections, enhancing customer satisfaction, and ultimately boosting your bottom line. Join us to unlock the transformative power of empathy and gain a competitive edge in today's dynamic business landscape.

Key Points included:

1. How to create a working model to describe your customer's most pressing needs.
2. Using empathy to target a message that will sell your products and services.
3. The power of innovation to exceed expectations

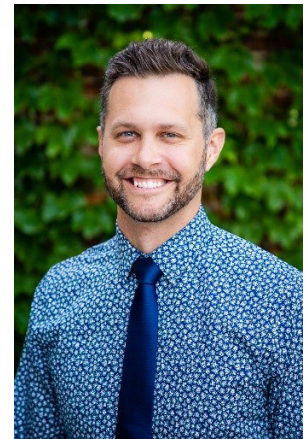
About our Presenters:

Ben Bauer, Executive Director

As an Entrepreneur, Graphic Designer, and Innovator Ben has nearly 20 years of experience leading teams and coaching his clients to succeed in their Marketing strategies.

Suzanne Campbell, Lead Creative & Brand Champion

With more than 20 years of experience, including expertise in Organizational Training, Marketing, and Sales, Suzanne brings a depth of knowledge to everything she does.



Ben Bauer
Executive Director



Suzanne Campbell
Lead Creative & Brand Champion

Business *after* Hours

A Portage County Business Council Event

**Tuesday
July 18,
5 - 7 pm**

RSVP by
Monday, July 17, 2023

**Co-Hosted by Mission Coffee House
& Purple Basil**

**Held at Mission Coffee House, 1800
Plover Road (located in the Artist &
Fare complex), Plover**



Please join Mission Coffee House & Purple Basil as they team up to host Business After Hours. Enjoy music, delicious complimentary food by Purple Basil, Mission Coffee House, Citrus Summer Sensational Cocktails & Mocktails, door prizes, and a 50/50 raffle. Event will take place in Mission Coffee House, the Beer Gardens and Upstairs Mezzanine. Don't miss the fun!

WHAT IS BUSINESS AFTER HOURS? A social event designed for and hosted by Business Council members to give business professionals an opportunity to network, share ideas and have their facility seen by other members. The member host(s) furnishes refreshments and hors d'oeuvres for the evening. A different Business Council member hosts Business After Hours every month. Members are welcome to co-host the event with another Business Council member. Members should call to book the month they are interested in hosting as early as possible. Sponsorship opportunities are available. For more information contact Karen Myers at the Portage County Business Council.

[CLICK HERE](#) TO REGISTER ONLINE

For questions contact Karen Myers:

715-344-1940

karenm@portagecountybiz.com

UPCOMING BUSINESS AFTER HOURS DATES

ALL EVENTS ARE THE 3RD TUESDAY OF EACH MONTH

August 15 - Anderson O'Brien

September 19 - Prevail Bank

October 17 - Fall Line Outfitters

2023 KEYNOTE CONFERENCE RECAP

KEVIN HERMENING Liberty & Leadership



Former Iran Hostage Speaks at Keynote Conference

Over 75 people came out to hear Marine veteran, business owner and community volunteer Kevin Hermening at our Breakfast Conference on June 27th. Kevin provided a personal glimpse into a difficult time in our nation's history. Attendees heard his story of being held hostage for 444 days at the US Embassy in Iran after Islamic terrorists captured the entire diplomatic staff. Kevin challenged all of us to remember daily the sacrifices that those who wear the uniform of their country make in service to our nation.

Thank you Kevin for such a dynamic presentation!



Keynote Speaker – Kevin Hermening



Media Sponsor



Women in BUSINESS

A Portage County Business Council Event

THURSDAY, JULY 20, 2023

11:15AM to 1:00PM

Holiday Inn Hotel & Convention Center, 1001
Amber Avenue, Stevens Point



Special thanks to our Media Sponsor:
Midwest Communications Radio Group

REGISTER HERE

\$31 for PCBC Members

\$36 for Prospective PCBC Members

Women in Business is open to the public.

This Women in Business event is an opportunity for women in the Central Wisconsin area to network, talk about issues that affect their daily professional lives, learn something new and have fun doing it.

Event will include a delicious lunch, door prizes giveaways, swag bag full of goodies, and a 50/50 raffle. Don't miss the fun!

Watch for more program details to come.

For questions contact Karen Myers:
715-344-1940
karenm@portagecountybiz.com

**"Do It Today,
Not Someday"**



We are excited to share that Dr. Shelly Mondeik, President of Mid-State Technical College will be our special guest speaker.

 **MID-STATE**
TECHNICAL COLLEGE

Presented by Mid-State Technical College

Ambassadors Give Back

We love to see our members and all Portage County businesses thrive and grow!



On June 1st, Denyon Homes introduced their newest model home located in the Harvest Acres neighborhood located in Plover, WI. Members of our Ambassadors Club, PCBC staff and Village of Plover dignitaries were there to help celebrate with a ribbon cutting. Congratulations!



Our Ambassadors, PCBC staff, Mayor Wiza, community members and our furry friends helped celebrate the opening of BowWow Meow Boutique on June 7th with a ribbon cutting. Stop by to visit them at 3449 Church Street, Stevens Point. Congratulations!



On June 9th, we had the pleasure of having a ribbon cutting for the opening of Guild Designs! Inside you can find a bookstore, stationary business, floral shop, and cocktail bar! Check them out on 1040 Main St, Downtown Stevens Point. Congradulations!



Congratulations to Family Health La Clinica on opening their Stevens Point medical and behavioral services office at 3125 Main Street. Members of our Ambassadors Club and PCBC staff joined their team for a ribbon cutting on June 23rd to celebrate. We had the opportunity to tour their office and learn about their services.

Meet our **Ambassadors**

Carrie Nelson

**Product Specialist
Van Horn Nissan of
Stevens Point**



Where do you Work?

I work at Van Horn Nissan in Stevens Point as a Product Specialist

How long have you been an Ambassador?

I've enjoyed being an ambassador for a year and a half.

What do you enjoy the most about being an Ambassador?

I love being part of a group that helps new businesses feel welcome to our Portage County area, as well as meeting them.

What is your most memorable moment from a PCBC event?

I don't have one, I have many! The best one if I had to choose, would be the Business on the Green golf outing event. I love to golf and just being on the 9th hole this year, I got to meet so many fun people and learned a few tips as an added bonus.

What is one interesting fact about you that most people do not know?

In my down time I cross-stitch. I am currently working on my granddaughter's baby blanket with Winnie-the-Pooh.

What's your favorite activity to do in Portage County?

Golfing at all the courses in our beautiful area!

Member to Member Deals



Purple Basil is an Italian inspired food truck offering catering services with and without the truck! We offer a variety of delicious, freshly made dishes for your corporate event. We are dedicated to creating a menu that will make your event unforgettable. From appetizers to entrées, whatever your needs may be, we can provide the perfect culinary experience!

Whether it be for employee appreciation, work lunch meetings, company picnics or just a group order for lunch, we can customize a menu for any occasion. PCBC members receive 10% off up to \$50 on our services, meal deliveries have a 10 meal minimum. PCBC Members will receive an extra month when you subscribe to the Social Media Master or Branding Boss Session before December 31st.

**SEE FLYER FOR MORE
INFORMATION**

WEDNESDAY SEPTEMBER 6 2023

11:15AM to 1:00PM

Holiday Inn Hotel & Convention Center,
1001 Amber Avenue, Stevens Point



Do you have a job vacancy that you need to fill? Are you looking for talented new employees? If so, the Portage County Business Council Job Fair may be the event to help you!

Premier Business Booth Sponsor \$300 (PCBC Member Investors ONLY)

Preferred Display Table Location

Up to 2 people per booth

Exhibitor Lounge with free refreshments

Company Logo on Day of Event Floor Map Distributed to all Attendees of Show and Exhibitors

Social Media Posting

PCBC Website Listing including Company Logo and link to Company Website

Logo on other Event Marketing Materials

Business Booth Sponsor \$200 (PCBC Member Investors ONLY)

Display table

Up to 2 people per booth

Exhibitor Lounge with free refreshments

Company name on Day of Event Floor Map distributed to all Attendees of Show and Exhibitors

PCBC Website Listing

Company name on other Event Marketing Materials

Non-Member Business Booth \$250 (Non PCBC Member Investors)

PCBC Website Listing

Up to 2 people per booth

Exhibitor Lounge with free refreshments

Swag Bag Sponsorship \$175 Only 6 Spots Available

Logo on attendee Swag Bag given to job seekers and exhibitors

PCBC Website Listing

Great way to get visibility and exposure without having a table at the event

REGISTER HERE

Photos from 2022 Job Fair courtesy of Dr9gon Media



Special Thanks to our Media Sponsor of the event:



Business on the Green Lives up to its Putt-ential

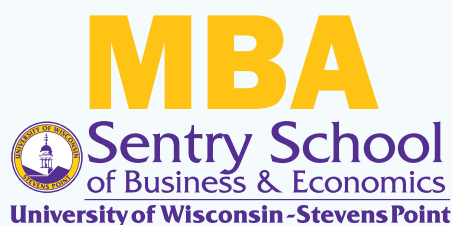
The Portage County Business Council thanks you for your participation in our Business on the Green Golf Outing held at the Stevens Point Country Club and Wisconsin River Golf Club courses. Business professionals arrived in full force, June 5th, for this 34th annual event enjoying nice weather, sporting competition, camaraderie, a dinner and awards ceremony. We extend a big thank you to our Platinum Sponsors UW-Stevens Point MBA Sentry School of Business & Economics and Sentry for their support of the event. We would also like to thank our 60 sponsors, and additional supporters, golfers and volunteers that helped make the event a success.

Business on the Green will be back next year! Save the date of Monday, June 3, 2024.



Photos courtesy of Dr9gon Media

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Rockman's Catering
Roundy's Supermarkets
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Secure Heritage Insurance Agency
Security Health Plan
SentryWorld
Shulfer's Sprinklers Landscaping & Garden Center
Silvertree LLC
Simplicity Credit Union
Skyward
Solarus
Steve Lane Sales Team
Stevens Point Country Club
Stevens Point Medical Aesthetics
Tactical Escape 101
Team Schierl Companies
TRICOR Insurance
U.S. Bank
U.S. Senior Open
Van Horn Nissan of Stevens Point
Valley Communities Credit Union
Wisconsin Potato & Vegetable Growers Association
Wisconsin River Golf Club

welcome

New Members - June 2023

INFINITY TAX & CONSULTING

Offering tax and consulting in Stevens Point.
2821 Post Road, Stevens Point / 715-412-1449
Email: stacey@infinitytaxwi.com



CAR SPA MOBILE DETAILING

Need your car cleaned or detailed? They come to you and do it all!
Remote work / 920-239-6060
Email: coxgavin803@gmail.com
Website: CarSpaDetail.com



THE SKY CLUB

Portage County's Historic Supper Club since 1935!
2202 Post Road, Plover / 715-341-4000
Email: skyclub@att.net
Website: The Sky Club | FB: The Sky Club

THE FREUND'S



A BRIGHTER IMAGE

Window cleaning servicing the Central Wisconsin region!
Remote Work / 715-340-0490
Email: abrighterimagellc.com
Website: A Brighter Image | FB: A Brighter Image



JEFF CLARK & ASSOCIATES INSURANCE

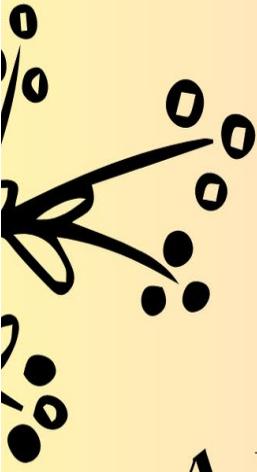
A local insurance agent company covering Medicare, health, and life insurances; new location opening in Stevens Point!
1265 Main Street, Stevens Point / 715- 424-4101
Email: Ashley.ott@jca-insurance.com Website: JCA



DRIP MEDIA

Located in the Wausau area, they are your local source for all things digital media and design.
6002 Municipal Street, Weston / 715 - 359 - 5678
Email: brandon@dripmedia.com
Website: Drip Media | FB: Drip Media





Please feel free to walk around the office and inquire
to staff if you'd like to purchase an art piece.

ART FOR SALE AT PORTAGE COUNTY BUSINESS COUNCIL



All the art at PCBC is for sale &
artists receive 100% commission

Please contact Chloe at
chloek@portagecountybiz.com with
any questions.



HAPPY MEMBERVERSARY

To all of our investors who renewed in June

Silvertree, LLC
Section 715 Throwing

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FOOD TRUCK FRIDAY 2023 SCHEDULE

**At Portage County Business Council
5501 Vern Holmes Drive**

11:00 am -2:00 pm



June 2nd - Purple Basil

June 23rd - Gifted Hands Kitchen

***July 7th - Purple Basil**

***July 21st - Gifted Hands Kitchen**

***August 4th - Purple Basil**

***August 11th - Gifted Hands Kitchen**

***September 1st - Purple Basil**

***September 8th - UWSP Food Truck**

***September 15th - Gifted Hands Kitchen**

***October 6th - Purple Basil**

***Car Spa Mobile Detailing will be present**

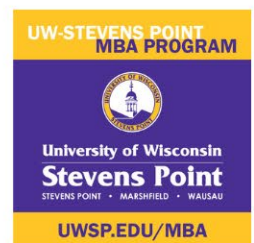
Leadership Portage County



All Inclusive Leadership Program
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Did we mention FUN?

Contact Holly at HollyF@poragecountybiz.com to apply!

SPONSORS



SAVE THE DATE

TUESDAY

AUGUST 22, 2023

11:30AM to 4:30PM

\$25/person includes site tour, bus transportation, buffet lunch at O'so Brewing Company, guest speaker presentation, socializing and education



AG TOUR 2023

Ag Tour 2023 is open to anyone interested in learning more about local agri-business. For questions contact Karen Myers at 715-344-1940 or karenm@portagecountybiz.com.

The Salvation Army Hope Center

Christmas
in July

June 30 thru July 14

From 10am to 6pm

at

Festival Foods, Metro Market Stevens Point
and Metro Market Plover

sign up at www.registertoring.com

For more information contact

Alex at 715-341-2437





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WBD is *your* *personal* *guide* to SBA financing...



That's the point!

Find
out
more...



The National SEED Project is a peer-led professional development program that creates conversational communities to drive personal, organizational, and societal change toward greater equity and diversity.

Through personal reflection and testimony, listening to others' voices, and learning experientially and collectively, SEED equips us to connect our lives to one another and to society at large by acknowledging systems of oppression, power, and privilege—and challenges us to push for change. SEED values your voice so you can, in turn, better value the voices of your colleagues, students, and community.

“At the project's core is a fundamental belief that, if given the opportunity, people will inspire, motivate, and learn with one another.”
– Dr. Peggy McIntosh, SEED Founder



Questions: Contact Continuing Education at
715-346-3838 | uwspceweb@uwsp.edu
uwsp.edu/conted/Pages/Seeking-Educational-Equity-and-Diversity-Summit.aspx



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SCHEDULE MEETING

Member FDIC 

Contact US!

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715-344-1940 • www.portagecountybiz.com



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