

# *the* ACTIVE VOICE

Monthly Digital Magazine from the Portage County Business Council

January 2023

**Upcoming Events**  
**Women in Business**  
**Sponsorships**  
**Annual Dinner**  
**Award Winners**



*Women in Business held December 8, 2022*  
*Photos by Dr9gon Media*







Everyone had a delightful time at our December Business After Hours hosted by O'so Brewing Company! They served their delicious pizza and pulled pork sandwiches along with beer, wine & soda. Santa was even available for pictures!



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"Portage County is on a growth curve. People are realizing that this is a great place to Live, Work and Thrive."

# Buckle Up – It's A New Year!

by Michael Witte, Executive Director, Portage County Business Council

Welcome to 2023!

I hope everyone had a safe and happy holiday season and you are ready for the new year!

This is an exciting time for all of Portage County! We have so many new things in the works.

The Food + Farm Exploration Center is well on it's way, just south of Lake Pacawa and Pacawa Park in the Village of Plover. There are 51 new homes being built in Plover as well. That's not all. Stay tuned for an announcement of a new restaurant looking to locate in Plover!

Our neighbors to the east are booming as well, the Village of Amherst has a new addition in their Business Park. Legacy Platform's new building is being built in the Business Park on the east side of town. They are an industrial steel supplier and are very excited to be starting operations here in 2023.

Stevens Point is also changing and growing. Starting with redevelopment of the old Wal-Mart property on Highway 10 and Brilowski, which will become a Big Lots, Five Below and other mid-box retailers. Downtown the Northside Yard is adding it's third building to the complex with town houses coming on the Portage Street side of the property. Then a new hotel will be going up less than a block from the Portage County Business Council – the

Home2 Suites by Hilton will be in the neighborhood.

Thank you to the voters of Stevens Point for approving Badger Avenue expansion and the new railroad siding. Badger Avenue expansion will be going from E.M. Capps drive near Lineage Logistics due south to County HH (McDill Avenue). This extension will take 100's of trucks off Brilowski sending them south to HH and then west to the I-39 interchange. The rail siding will allow for the expansion of Lineage Logistics which is adding on again and this buildout will be adding twelve rail dock doors, but keep an eye on the East Park Commerce Center – much more news to come!

I want to let you know all of these things happening because there is so much great excitement going on and people need to know that Portage County is on a growth curve. People are realizing that this is a great place to Live, Work and Thrive!!!

Stay Tuned . . .





# Business *after* Hours

A Portage County Business Council Event

**TUESDAY,**  
**January 17,**  
**5 - 7 pm**

RSVP by  
Monday, Jan. 16th

**Hosted by: The Garden Wellness**

**Located in the Artist & Fare, 1814 Plover Road, Plover**



Please join The Garden Wellness for our first Business After Hours of the year as they showcase their facility. Attendees will be treated to a complimentary mocktail bar, appetizers, live music, giveaways, 50/50 raffle, and a surprise at the end of the event for a "ball of fun".

Share this information with your team!

For questions, contact Karen Myers at 715-344-1940 or KarenM@portagecountybiz.com.

Complimentary to Members, Available to Prospective Members.

**[CLICK HERE](#) TO REGISTER ONLINE**

## UPCOMING BUSINESS AFTER HOURS DATES

ALL EVENTS ARE THE 3RD TUESDAY OF EACH MONTH

February 21 Express Employment Professionals      March 21 Dimensions Living-Stevens Point  
April 18 Central Wisconsin Children's Museum & The Salvation Army of Portage County



# 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, January 11, 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.

## Leadership Level-Up: Practical Metaphysics for Leaders

**About the Program:** Join Aaron J. Marx for a deeply intentional, inspiring, and intelligent exploration of psychology, philosophy, and perception that will yield abundant insight and help you realize what it means to lead and create from a place of true visionary authenticity as we enter a new year.

Perfect for CEO's, small business owners, department heads, and community leaders of all kinds who want to see better results and more harmonious cultures with less effort.

### Key Points included:

- 15 truths of the human condition to help you develop compassion and empathy.
- How to understand the source of human motivation in order to see more clearly the desires of yourself and everyone around you.
- Why starting with PURPOSE generates strategy endlessly and effortlessly.
- The one thing ALL success comes down to.
- The 5 realms in which a human mind can operate and how to move from one to the other.
- How PURPOSE yields vision and creates leadership automatically.
- How to begin discerning your PURPOSE by getting clear on your 5 spheres of leadership influence.
- The concept of Triple-Optimization, and the 3 "Ms" that maximize happiness and contentment.
- The many access points that open up a special and purposeful realm of conversation.

**About our Presenter:** Aaron J. Marx is a Visionary Purpose Coach & Metaphysical Leadership Mentor. His unique, nuanced, and deeply processed perspective on the human condition allows him to hold a special kind of visionary conversational space that helps creatives, entrepreneurs, small business owners, CEOs, and other community leaders work through their frustrations and aspirations on every level from every possible angle so they can truly understand their purpose and desires, develop clear strategies to move forward and evaluate the tradeoffs involved with complicated decisions so they can positively influence every culture they touch and bring more prosperity and positivity into their lives.

**Special THANK YOU to Aaron J. Marx for his sponsorship of this program.**

For event questions, contact Karen at 715-344-1940 or KarenM@portagecountybiz.com.



**Aaron J. Marx**  
**Visionary Purpose Coach**  
**& Metaphysical Leadership**  
**Mentor**

# Women in BUSINESS

A Portage County Business Council Event

Special thanks to our Media  
Sponsor of our four Women  
in Business Events –



## Don't miss these exciting events scheduled for 2023:

Tuesday, April 27 – Fashion Runway Show, sponsored by 

Thursday, July 20 – sponsored by 

Wednesday, September 20 – sponsored by 

Friday, December 8 – sponsored by 

## SPONSORSHIP OPPORTUNITIES AVAILABLE

An opportunity is available to Business Council members wishing to play a greater role in our Women in Business Luncheons in 2023. Here's how it works...

### CENTERPIECE SPONSOR (Three Sponsors per Event) - \$200

OR Exclusive Sponsorship for \$600 per event.

Corporate Sponsor of 25 Centerpieces at Event.

Centerpieces provided by PCBC.

- Company logo on placards near each centerpiece at each guest table
- Logo displayed on PCBC website with a link to

your company's homepage

- Pre-event promotion in PCBC digital magazine
- Verbal recognition at event
- Company name recognition in event program
- Opportunity to provide token gift to all attendees
- A company reserved table for preferential seating

### TOTE BAG DONOR (July/Dec Open) - Provide 200 gift bags

- Verbal recognition at event
- Insertion of promotional piece in bag

- Company name recognition in event program

### DOOR PRIZE SPONSOR - Provide door prize to be given at event

- Verbal recognition at event
- Display of door prize at event

- Company name recognition in event program

All events will be held from 11:15AM to 1:00PM. Cost: \$31/Members, \$36/Prospective Members

Don't miss out on this great opportunity at an affordable cost. Act Fast as sponsorships go quickly!

Contact Karen Myers at Ph: 715-344-1940 or by email at [karenm@portagecountybiz.com](mailto:karenm@portagecountybiz.com) for questions or to secure your sponsorship.



## PHOTOS FROM OUR 2022 EVENTS:





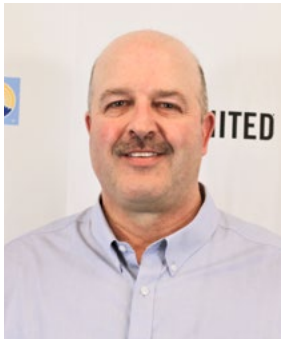
# Annual Dinner

Wed, January 25, 2023 • 5:30-8:30 pm  
Holiday Inn Hotel & Convention Center

Presented by



Marshfield Medical Center  
River Region  
Stevens Point Campus



Join us for this exciting evening extravaganza as we honor our

**2022 President's  
Award Recipient:  
Fred Hebblewhite**

CEO, United Way of  
Portage County

**Small  
Business  
of the Year:**



**Decree of Excellence:**



**Ambassador of the Year: TBA**

The Business Council extends an invitation to all PCBC members and guests to attend the Annual Dinner. Reservations are \$70 per person. Attendees will also have the opportunity to bid on a wide selection of Silent Auction items. *Our Master of Ceremonies will be WSAW News Channel 7 Anchor Mr. Jeff Thelen.*



**\$70 per person**

**REGISTER HERE**

*Social*

5:30 - 6:50 pm

Complimentary Hors d'oeuvres,  
Cash Bar

*Silent Auction*

5:30 - 6:50 pm

A spectacular array of jewelry,  
artwork, travel, sports and  
entertainment packages

*Dinner & Program*

6:50 - 8:00 pm

Dinner entrée options:  
Filet Mignon & Classic Crab Cake  
or Vegetable Lasagna

*Awards*

8:00 - 8:30 pm

Presentation of Awards for  
*Ambassador of the Year - TBA*  
*Small Business of the Year -*  
*Real Deals on Home Decor*  
*Decree of Excellence -*  
*Steel King Industries, Inc.*  
*2022 President's Award -*  
Fred Hebblewhite,  
United Way of Portage County



*Special thanks to our*  
**PRESENTING SPONSORS**



**Marshfield Medical Center**  
**River Region**

**Stevens Point Campus**



**AWARD SPONSORS:**



**DELTA DENTAL**

**Nicolet**  
NATIONAL BANK

**KerberRose**  
Certified Public Accountants

**SIMPLICITY**  
CREDIT UNION

**PAY IT FORWARD**  
**SPONSOR:**



**Sentry**

**WOODTRUST BANK**  
BANKING | INVESTMENTS | TRUST

**SILENT AUCTION**  
**SPONSOR:**

*Herrschners*

**RECEPTION SPONSORS:**



**THE DIRKS GROUP**  
Beyond the Network



**REGISTER HERE**

*Reservations are due by January 18, 2023.*

## Promote Your Products and Services at Annual Dinner Silent Auction

The event will also feature an amazing silent auction featuring golf packages, clothing, performance tickets, artwork, themed gift baskets and so much more. There's still time to donate.

As a Silent Auction donor, the Business Council promotes both your business and the merchandise and/or service in all printed promotional material.

Your business and donated item will also be promoted during the Annual Dinner to over 375 business people. Each donation will be recognized with a display at the Silent Auction, highlighting your business name.

Contribution ideas could be a specialty product and/or a service your business offers. Ideas might include a performance tickets, floral delivery, consulting services, golf lessons, artwork, jewelry, clothing or various themed gift baskets. Need more ideas? How about

a weekend get-away package, home/office cleaning, Packer, Badger or Brewer tickets, a photography session or dining out certificates. Be creative...Don't miss this chance to promote your business to the business community.

Equally exciting is our Pendant Raffle featuring this stunning 14KT white gold, .40ct round diamond split style pendant donated by Lee Ayers Jewelers and created by Thomas Dailing.



**Don't Miss This Event!!!**

For questions or to donate a silent auction item contact Karen Myers at 715-344-1940 or [karenm@portagecountybiz.com](mailto:karenm@portagecountybiz.com).



# Ambassadors Give Back

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

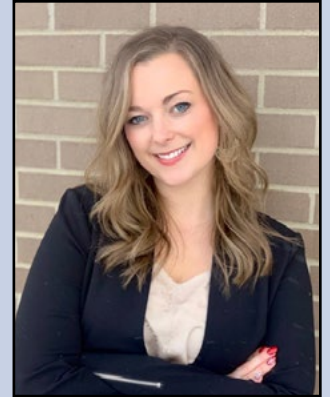


Our Letters from Santa project was a huge success, raising \$1,000 to be able to donate to CAP Services, Inc. Family Crisis Center, and an additional \$1,000 to be able to donate to our furry friends at the Humane Society of Portage County. We were also able to provide care packages to both organizations! Thank you to everyone who joined in and donated!



## Meet our Ambassadors

**Billie Sjomeling**  
U.S. Bank



**Where do you work?**

I am a Business Banking Relationship Manager at U.S. Bank.

**How long have you been an Ambassador?**

Almost 1 year.

**What do you enjoy the most about being an Ambassador?**

I love attending the ribbon cuttings most of all. It's so much fun to support local new and growing businesses.

**What is your most memorable moment from a PCBC Event?**

Modeling in the Women in Business Fashion Show this past year was an absolute blast!

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

My favorite hobbies growing up were tap dancing and playing guitar!

**What is your favorite activity to do in Portage County?**

I love shopping and supporting the local boutiques and coffee shops, spending time on the Green Circle and attending and planning Ignite Young Professionals events!

### DO YOU KNOW SOMEONE WHO NEEDS A SPACE FOR A MEETING?

The Portage County Business Council Foundation Room is ideal for staff meetings, sales presentations, and employee training sessions. There is an 85" Smart TV with easy

HDMI hook-up and a white board available. The room has ten 8-ft tables and space for up to 45 people. Contact us at 715-344-1940 to check availability and pricing.

## HAPPY MEMBERVERSARY

To all of our members who renewed in December

Batteries Plus Bulbs

Delta Dental of Wisconsin

Exceling Your Business, LLC

Family Health La Clinica

Frank's Hardware Co. Inc.

Ingredion Incorporated

Knight Barry Title Services LLC

QPS Employment Group

The Bottle Stop, LLC

TYRI Americas

Valley Communities Credit Union



## LEADERSHIP PORTAGE COUNTY & TEEN LEADER DEVELOPMENT

HAS  
SPONSORSHIP  
OPPORTUNITIES  
FOR  
2023/2024

Contact Holly Fox  
Director of Professional Development  
715.344.1940  
HollyF@portagecountybiz.com



## Upcoming Events



Thank you to  
the UWSP MBA  
Program for  
being our Ignite  
Fuel Sponsor.



Thank you  
to TDS  
for  
being our  
Ignite Event Sponsor.



## IGNITE BLANKET TYING EVENT FOR A GOOD CAUSE

@ CREATE Portage County - 1039 ELLIS ST, STEVENS POINT

**THURSDAY, DECEMBER 26 | 6-8 PM**

This volunteer event is FREE and Open to the Public

The holiday season may be over, but giving back is always in season!  
Join Ignite to tie fleece blankets that will be donated to local shelters.

Ignite Young Professionals will be hosting a fleece blanket tying event at CREATE Portage County on Thursday January 26th from 6-8 pm. The blankets will be donated to local shelters & people in need.

Bring your favorite pair of scissors and invite your friends! This event is completely open to the public. Light snacks will be provided for volunteers.

**A special thanks to Slumberland Furniture for sponsorship to purchase supplies for this event!**





## Shop Local

Support local business with your Nicolet Bank Debit Card and earn 3.00% Annual Percentage Yield\* with Real Rewards Checking. Apply online at [Nicoletbank.com](https://nicoletbank.com) or talk to your local banker.

### To Qualify:

- ✓ eStatements
- ✓ Direct Deposit
- ✓ 10 Debit Transactions (PIN or Sign)



#### Ashlie Schertz

AVP Branch Manager  
Stevens Point Branch  
NMLS ID# 411069  
[aschertz@nicoletbank.com](mailto:aschertz@nicoletbank.com)  
715.254.0690

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Real Rewards Checking is available for consumer deposits only. Annual Percentage Yield ("APY") is accurate as of 3/1/2021. Real Rewards Checking is a variable rate account. Your APY may change at any time after your account is opened, at the discretion of Nicolet National Bank. This is a tiered rate product. If qualifications are met for the qualification cycle, Tier 1: The portion of your balance that is equal to or less than \$10,000 will earn 3.00% APY. Tier 2: Interest rate of 0.01% will be paid on the portion of your balance that exceeds \$10,000. The APY for Tier 2 will range from 0.26% to 3.00%, depending on the balance in your account. If qualifications are not met for the qualification cycle, 0.01% APY applies to the entire balance. You must enroll in online banking and e-statements in order to qualify. Transactions required each qualification cycle: At least ten posted and cleared debit card transactions (ATM-processed transactions do not count as qualifying debit card transactions), and at least one posted and cleared direct deposit of payroll or social security. Fees and withdrawals of interest will reduce earnings and APY. All Nicolet National Bank checking accounts are subject to credit approval. Additional terms and conditions apply. See [Nicoletbank.com](https://Nicoletbank.com) for details. Member FDIC.

# JANUARY

- 11 BUSINESS X-CHANGE
- 12 SPASH REALITY SHOP
- 17 BUSINESS AFTER HOURS
- 19 LEADERSHIP PORTAGE COUNTY
- 25 ANNUAL DINNER & SILENT AUCTION

# FEBRUARY

- 08 BUSINESS X-CHANGE
- 16 SALESNET
- 16 LEADERSHIP PORTAGE COUNTY
- 21 BUSINESS AFTER HOURS

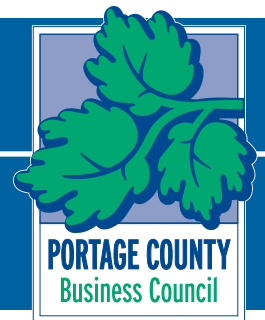


...that the Portage County Business Council can help promote your business or organization? If you are having an upcoming event, you can add it to Events on our website and let us know to share your event on our FB events page. Plus, if you're having an event, celebration, open house or just want to announce something amazing, we can share your post on our Facebook Page\*! If interested, email Deb Zaske at [DebZ@portagecountybiz.com](mailto:DebZ@portagecountybiz.com).

*\*Posts are for PCBC members only, dependent on social media calendar availability and at the discretion of PCBC.*

## Contact US!

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