BUSINESS OUNTY dors Give Back Recap SEPTEMBER 202

The Active Voice



Special thanks to August's Business X-Change host All of Us Research Program/Marshfield Clinc Health System!

Check out our new video series 'Monday Mornings with Mike' on YouTube!



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

Not Tapping the Brakes

by Michael Witte, Executive Director, Portage County Business Council

A day does not go by without someone saying something about the increasing cost of doing business or the cost of living for that matter. We see it every where we go, the cost of fuel, food, clothing and durable goods.

I know many people watch the evening news which has been getting worse and worse and let's not even start with social media. Misinformation, people's opinions or just plain being out of touch with the rest of the community.

I talk to people all around our great county. If you know me or have ever had the chance to chat you know I am a glass half full person. I do not dwell on what is happening in Washington D.C. or Madison, not that I am not interested but I believe we need to focus on us, our community, our County. Each and everyone of us can effect change in our household, Business or Organization. I get it, sometimes it is hard being positive and optimistic but I want all of us to speak what we want.

Mike, what do you mean? Speak what we want. From positive affirmations when we get up in the morning. I am not a coffee drinker, I don't even have a coffee pot in the kitchen (it's in the basement when we have guests), but whether I feel it or not I tell myself this is going to be a great day. I may have a horrid schedule but I mentally get myself ready and excited about the meetings I have and everyone here that I enjoy working with. There is a book by Francis Martin titled Hung by the Tongue. It is actually a

quick read but it gets you thinking and realizing that you, we the community have the power to effect change.

Have you heard of the Crab pot mentality? It is a metaphor that refers to placing a bunch of crabs in a pot to boil and that you don't even need to provide a lid on that pot. Because if one of the crabs makes it to the top and it's about to flee to freedom, another crab will reach up and pull her back down to them, to their collective demise. You need to become the shining star. I recently addressed a group that gathered for breakfast and I said that we need to stop hiding our lamp under a bushel basket but instead put it on the lampstand for all to see the light.

We have so much positive going on in Portage County. We have great companies with caring leaders and positive co-workers. Don't let the negativity outshine you! Speak up with your positive view.

As for the economy, lets mind our own businesses, tell people how great it is to live, work and thrive here in Portage County and make our economy grow, it is NOT time for us to tap the brakes!

Stay Tuned



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.

Business X-Change

Wednesday, September 13, 2023 7:30 am - 8:30 am CLICK HERE to Register

- This program will be offered in person at PCBC.
- · No cost to attend
- · Coffee and danish provided.

Topic: "What Your Business is Worth... And Why it Matters"

About the Program: 98% of business owners do not know the value of their business. For most business owners, the business is a large part of their estate and their expected source of retirement income. Therefore, it is critical to have an exit plan and know how to optimize the business value in the most tax efficient manner. In a Business Valuation System with over two dozen data sources and 900 different business codes, the patented algorithm uses methods from a Market, Asset and Income approach to reach a valuation. This method has been endorsed by the American Bankers Association (ABA).

Key Points included:

- Benefits of Knowing
- 7-Step Valuation Process
- 4 Valuation Elements
- Key Performance Indicators



Lee Courtright Certified Financial Planner Founder & CEO of Golden Sands Financial LLC



www.goldsandsfin.com

Special THANK YOU to Golden Sands Financial LLC for their sponsorship of this program.

About our Presenter: Lee Courtright, Certified Financial Planner is an established financial professional. His advisory business is focused on helping his clients understand and respond to change as they prepare for and manage financially, in their later years. Most of his work is concentrated in the areas of tax efficient retirement income and estate planning. He is especially concerned with helping them plan for the appropriate transition of their wealth to family members and charitable interests.

BUSINESS BUSINESS A Portage County Business Council Event

Tuesday Sept. 19, 5 - 7 pm

RSVP by Monday, Sept 18, 2023





Hosted by Prevail Bank 5709 Windy Drive, Suite A Stevens Point

Please join the team of Prevail Bank for Business After Hours. Enjoy this fun networking event with delicious complimentary food including grilled, on-site sirloin burgers, brats and beef franks, cheese & sausage, fruit and vegetable trays, as well as cookies and triple-chocolate brownies for dessert. Attendees will also be treated to beverage options including local beers, seltzers, wine, soda and water. Door prizes including local gift cards will be given away and a 50/50 raffle will be played.

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.

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

October 17 - Fall Line Outfitters

November 14 - NRG Media

The 2023 Portage County Business Council Job Fair was held September 6th at the Holiday Inn



The event was a huge success with over 250 job seekers attending and interacting with 50 local employers!

Special thanks to our sponsors and supporters of the event:

ABR Employment Services

Aspirus Health

CoVantage Credit Union

Family Health La Clinica

Firehouse Subs

G.O.A.L.S. Great Outcomes Achieving Long-Term Success

Hermening Financial Group

Herrschners Inc

Holiday Inn Hotel & Convention Center

Ingredion Incorporated

Ki Mobility

Nicolet National Bank

Northwestern Mutual

NRG Media

Sentry

Skyward

State of Wisconsin Department of Workforce Development

Steel King Industries Inc

Stevens Point Area Public School District

Tactical Escape 101

The Dirks Group LLC

Tommy's Express Car Wash

Worzalla



Remember: It is a FREE member benefit to post jobs on our website! To post a job, simply:

- Go to our website, www.portagecountybiz.com
- Click on Member Log In
- Log On using your member credentials (give us a call if you need this)
- Click the "Job Openings" Tab on the left side of the screen
- Then click the blue button marked "Add Job Posting"
- Fill in the information including general details, contact information, active dates and an image (Company Logo)
- Once completed, click the "Submit for Approval" button on the bottom

Once the posting has been submitted, we review it, approve it and it is live on our website.



WEDNESDAY SEPT. 20, 2023 11:15AM to 1:00PM

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



Special thanks to our Media Sponsor: Midwest Communications Radio Group



Presented by Van Horn Nissan of Stevens Point

CLICK HERE FOR MORE INFO AND REGISTRATION

\$31 for PCBC Members \$36 for Prospective PCBC Members Women in Business is open to the public.

We are excited to share that Casey Demers, Director of Business Development from The Boldt Company, will be our keynote speaker presenting "Thriving in a Gender Bias Industry: Stepping Up and Stepping In". As a "woman in construction" Casey finds it invaluable to share what a role in her industry means, as well as all others in a non-traditional gender biased role or industry. Specifically, the construction industry as a whole recently celebrated 1 million women in the construction industry for the FIRST TIME EVER, over 14% in the industry!

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

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



We are excited to share that Casey Demers from The Boldt Company will be our special guest speaker.

Special thanks for our Centerpiece Sponsors – CliftonLarsonAllen LLP, Ho-Chunk Gaming Nekoosa and Maher Water Corporation







Ambassadors Give Back

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



On August 3rd members of our Ambassador Club and PCBC staff held a congratulatory ribbon cutting for the City Bus Transit system in the Stevens Point and Plover area. A new route has been added to the city's system.

Congratulations to T-Mobile on opening a new store at 1810 Plover Road in Plover. On August 9th members of our Ambassadors Club, PCBC staff and dignitaries from the Village of Plover helped them celebrate with a ribbon cutting.





Members of our Ambassadors Club, PCBC staff, Village of Plover dignitaries and community members joined the Portage County Historical Society at Heritage Park in Plover on August 16th to celebrate the completed renovations of their General Store building. Recognition was given to Team Schierl Companies for their sponsorship of this historic building. Congratulations!

On August 17th our Ambassadors, PCBC staff, Village of Plover and City of Stevens Point dignitaries welcomed Summit Credit Union to the community with a ribbon cutting. Stop by their new office located in Crossroads Commons - 170 Crossroad Drive, Suite 170, Plover. Congratulations!





On August 23rd members of our Ambassadors Club and PCBC staff attended the grand opening of Jeff Clark & Associates Insurance Services office located downtown at 1265 Main Street, Suite #103, Stevens Point. We helped celebrate with a ribbon cutting. Congratulations!

Members of our Ambassadors Club, PCBC staff and Steve Kunst from the Village of Plover visited the Boys & Girls Club of Portage County to witness the first Treasurer Box in Portage County containing tools and resources for all ages to support wellbeing and inspired kindness. TDS was the proud sponsor of the treasurer boxes. On August 24th we helped celebrate with a ribbon cutting.





On August 29th members of our Ambassadors Club and PCBC staff had the opportunity to tour the new Bantr studio, one bedroom and two bedroom apartments located at 209 Division Street, Stevens Point. These beautiful apartments have underground parking, a gym, common spaces and so much more. Stop by to get a tour! We celebrated their opening with an official ribbon cutting which included Property Manager, Courtney Sankey and her team. Congratulations!

Meet our Ambassadors

Karen Glinski

Skyward

Where do you work?
I work in the Organizational Development
Department at Skyward, and my position
is company recruiter.

How long have you been an Ambassador? It will be a year in October.



What do you enjoy the most about being an Ambassador?

I enjoy being a part of such a wonderful, giving group of individuals who genuinely care about our community and want to see it grow and prosper.

What is your most memorable moment from a ribbon cutting or PCBC event? I enjoy every ribbon cutting and groundbreaking I can attend. It is so enjoyable to be a part of welcoming new businesses and their owners to the area and celebrating with them.

What is one interesting fact about you that most people do not know? My family's roots grow deep in our community as I am the fifth generation of the Glinski family born and raised in Stevens Point.

What is your favorite activity to do in Portage County?

Boating has been a part of my family since I was born. Growing up I spent most weeknights and every weekend boating on the Wisconsin River. Our family's passion for boating has been passed down to my sons and my grandchildren. Time on the water with my family is my favorite time!

Member to Member Deals



Elevate your talent acquisition game and gain a competitive edge in today's dynamic hiring market!

Join our three part webinar series on talent attraction strategies. Over the course of the sessions, our expert instructor will dive into proven techniques for attracting top talent. This series will equip you with the insights and tools needed to attract and build a winning workforce.

October 3 | 1-2 p.m.

Video Best Practices in Recruiting and Onboarding

October 4 | 1-2 p.m.

Going beyond the job board: finding employees with social media

October 5 | 1-2 p.m.

Improve candidate quality by getting control of online reviews

Regular Fee: \$50

Chamber Member Special Price: \$15 for the

full series

Use promo code: PART23

CLICK HERE FOR MORE INFORMATION

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.

CLICK HERE FOR MORE INFORMATION



WINES

OF THE WORLD

Friday October 27 6:00-9:00PM

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

Tickets:

\$65/PCBC Member \$70/ Prospective Member \$75/ Day of Event MUST BE 21 TO ATTEND

- Jewelry Raffle donated by Lee Ayers Jewelers & created by designer Thomas Dailing
- Over 100 Wines for Sampling
- Live Jazz Music
- Delicious Food, Cheese, Desserts
- Spirits, Bourbons & Craft Beers
- Free Gift Bag & Door Prizes

The Business Council extends an invitation to an event like no other. For more information about the event contact Karen Myers at karenm@portagecountybiz.com or 715-344-1940.



The Portage County Business Council is excited to host Wines of the World on Friday, October 27, 2023.

Join us that evening from 6:00PM – 9:00PM at the Holiday Inn Hotel & Convention Center. What to expect you ask?

- Over 100 Wines for Tasting featured by The Bottle Stop including local wine vendor Sunset Point Winery
- A delicious array of food consisting of appetizer stations, dessert stations, meats, seafood and more prepared by the Holiday Inn and Rockman's Catering
- Wisconsin artisan cheeses and some imports by Ski's Meat Market
- Various beer bars including the Stevens Point Brewery, and O'so Brewing Company
- Bourbon tastings and other spirits
- Live Jazz Music by the UW-Stevens Point Alumni Quartet
- Door prizes including a catered dinner for 6 people in the privacy of your own home with Chef Scott Rockman, owner of Rockman's Catering
- Raffles
- Wine Pull
- Silent auction

All this and more for the cost of \$65 for PCBC Member Investors, \$70 for Prospective Member Investors, \$75 at the Door. Tickets are available at the Portage County Business Council office.

This event will provide an opportunity for guests to network, socialize and have fun learning about wine. Don't miss this event!

Exciting sponsorship opportunities including reserved tables are also available. Click here for more details.

Don't miss this opportunity to take part of an evening of fun, socializing and education about wine. Proceeds from the event benefit member programs and new initiatives of the Business Council.

REGISTER HERE



THANK YOU TO OUR SPONSORS



Chardonnay Table Sponsors: Ameriprise Financial Services, Inc. Michael Smith & Associates and Van Horn Nissan of Stevens Point

Corkscrew Sponsor: CoVantage Credit Union Rating (Pen) Sponsor: Festival Foods Print Sponsor: Dolce Digital Imaging & Printing

Ag Tour Recap



Our Ag Tour event, held on August 22nd was enjoyed by all! Special thanks to our Presenting Sponsors: Del Monte Foods and Okray Family Farms





Del Monte Foods, Inc.

Our appreciation also goes out to our host and tour stop Flyte Family Farms, a family-owned business for over 40 years. Adam Flyte showed us their potato shed, hydroponic greenhouses, finished at their gift store and were treated to some delicious ice cream. The event also included a delicious homemade pizza buffet at O'so Brewing Company, where attendees heard from guest speaker Ken Schroeder, Portage County Extension Agriculture Agent as he presented "Addressing the Challenges of Agriculture". Thank you to the event supporters including First State Bank, O'so Brewing Company and Wisconsin Potato & Vegetable Growers Association.

Those in attendance enjoyed the beautiful weather, a wonderful lunch and guest speaker, informative tour and great networking! The event celebrates the agri-business industry in Central Wisconsin and tours of local agri-businesses are open to anyone interested in learning more about their great successes.

AG TOUR 2023

For more information, contact Karen Myers at 715-344-1940 or karenm@portagecountybiz.com.



Leadership Portage County

Leadership Portage County launched their 2023/24 year on August 24 and 25. The Opening Retreat was held at the Portage County Business Council both days and was full of get-to-know each other activities. This year we have 30 professional participants from all over Portage County businesses and this team is rich with diverse backgrounds, ideals and aspirations!

The first two days of the Opening Retreat were sponsored by Sentry, our Title Sponsor and TDS, the day's sponsor.

We took a Lamers bus on a Historical tour of Portage County, while hearing of our county's rich history from John Harry, Portage County Historical Society's Executive Director.

Ben Nusz, the Mid-State Technical College Stevens Point Dean and Craig Bernstein, **Executive Director of Workforce Development** with Mid-State Technical College, delivered their first of many amazing lessons on Leadership to the group. The participants had a show and tell piece where we learned a little bit more about one another. A very vulnerable and emotional piece that brought our group closer in a short period of time! Leadership Portage County were also honored by Jeff Whitrock's energy. (EVP and Chief Market Development an Sales Officer at First State Bank) His Medicine Wheel and Culture Shock activities raised awareness of our differences as well as our strengths and weaknesses. The last day provided us with an opportunity to be put in small groups to compete in a competitive game of scavenger hunt in Portage County.

Lunches were from Pizza Ranch and Firehouse Subs. Yum!

It's going to be a great year!





Welcome New Members - August 2023

MUSIC THERAPY SERVICES OF CENTRAL WISCONSIN

2811 Post Road Stevens Point, WI 54481 715-212-5086

Email: richelle@mtscw.com Website: MTSCW



NORTHSTAR RESTORATION SERVICES

NorthStar is your full-service certified Water, Fire, Storm, & Mold restoration service, with 24-Hour response. 4900 Stewart Avenue Wausau, WI 54401 715-301-0128



LO QUE SEA LEMONADES & MORE

A Stevens Point area food truck featuring bubble waffles lemonades, and more. 1008 Main Street Stevens Point, WI 715-575-1894

Email: Gp.us.IIc@gmail.com FB: Lo Que Sea

DMR MEDIA SPECIALISTS LLC

DMR Media's vision is to be a leading provider of innovative website solutions and empowering businesses with cutting-edge designs.
920-940-4049

Email: Andrew.rohm@DMRmedia.org



EVEXIA ACCOUNTING

At Evexia Accounting, they're all about making sure that your tax planning is on point so that when tax season comes, you are ready.

1265 Main Street, Suite 104 Stevens Point, WI 54481 715-342-0506

Email: myteam@evexiaacounting.com Website: Evexia



EDWARD JONES- KEEGAN ZIEMER

Keegan's dedicated to helping his clients achieve their financial goals through personalized investment strategies.
3029 Village Park Drive Plover, WI 54467
715-342-7293

Email:Keegan.ziemer@edwardjones.com Website:Edward Jones



SCOOTERS COFFEE

Scooter's Coffee is a drive-thru coffee shop coming to Stevens Point soon! 5707 Hwy 10 Stevens Point, WI 54482

Email: jeremiahm@hartfamilycoffee.com Website: Scooters



HAPPY MEMBERVERSARY

To all of our investors who renewed in August

Arrow Precision Asphalt Maintenance

Herrschners

Portage County Title

Secure Heritage Insurance Agency

Seek Careers & Staffing

Stevens Point Curling Club

Tri-County School District



SAVE THE DATE — Wednesday, January 24, 2023

5:30 - 8:30pm

Holiday Inn Hotel & Convention Center

Winners of the Decree of Excellence Award, Ambassador of the Year Award, Small Business of the Year and the President's Award will all be recognized during the Portage County Business Council's Annual Dinner and Silent Auction on Wednesday, January 24th. Be sure to save the date!



HIGHLIGHTS: Athens, Acropolis, The Parthenon, Mykonos Old Town, Santorini Island, Oia Village, Ancient Akrotiri, Wine Tasting, Taverna Dinner Show



Join us for a TRAVEL SHOW to learn more!

Thursday, Oct. 12th 11am OR 5:30pm

Portage County Business Council 5501 Vern Holmes Drive Stevens Point



RSVP's requested but not required! 715-344-1940 Scan QR code for trip website with more info.



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

UPDATED



the ACTIVE VOICE

PORTAGE COUNTY BUSINESS COUNCIL NEWSLETTER

The Active Voice Digital Magazine Advertising Options

Over 2,000 Portage County business people receive our digital magazine!

 ${f Step~1}$ Contact the Business Council for a spot in our monthly digital magazine. Space is reserved on a first come, first-served basis. The ad(s) will be placed throughout the issue, based on size.

Step 2 A emailed contract must be received by the 20th of the month prior to the launch of the digital magazine to reserve your space. Payment (Credit Card, Check, or Cash) must be received by the 24th of the month. The Active Voice is launched within the first full week of each month.

Step 3 Send one of the size options below in a PDF file (high resolution) format including the website you would like the ad to link to by the 24th of the month prior to the launch of the online newsletter to **SheamusR@portagecountybiz.com**.

Mail payment to 5501 Vern Holmes Drive, Stevens Point, WI 54482

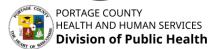
For more information regarding newsletter advertising in The Active Voice, contact Sheamus Roelle at the Portage County Business Council 715-344-1940 | Sheamus R@portagecountybiz.com.



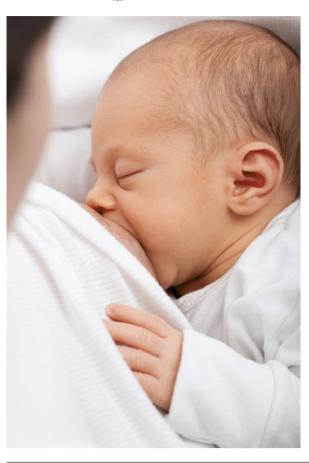




PUMP ACT



AND THE WORKPLACE



WHAT IS THIS ACT?

• A FEDERAL LAW THAT PASSED EARLIER THIS YEAR (2023) THAT REQUIRES EMPLOYERS TO PROVIDE REASONABLE BREAK TIME AND A PRIVATE SPACE (THAT IS NOT A BATHROOM) FOR LACTACTING EMPLOYEES TO EXPRESS MILK FOR UP TO ONE YEAR AFTER CHILDBIRTH.

THIS ACT WILL:

- IMPROVE MATERNAL MENTAL
 HEALTH OUTCOMES
- IMPROVE ECONOMIC CONDITIONS FOR NURSING MOTHERS
- GRANT EMPLOYEES ACCESS TO LEGAL RECOURSE OPTIONS
- EXPAND WORKPLACE PROTECTIONS

PREGNANT WORKER FAIRNESS ACT (PWFA)

IN ADDITION TO THE NEW PUMP ACT, THIS NEW LAW PROTECTS PREGNANT EMPLOYEES FROM WORKPLACE DISCRIMINATION AND PROVIDES REASONABLE ACCOMMODATIONS FOR PREGNANCY-RELATED CONDITIONS. THIS IS DONE BY PROVIDING MODIFIED TASKS, ALTERNATIVE ASSIGNMENTS, DISABILITY LEAVE OR LEAVE WITHOUT PAY.



WHAT EMPLOYERS NEED TO KNOW

(CLICK ON THE PHRASES FOR RESOURCES)

- HOW TO CREATE LACTATION POLICY
- WHAT A LACTATION ROOM SHOULD INCLUDE
- WHAT SPACE ACCOMODATIONS TO HAVE FOR LACTATING MOTHERS
- TIME ACCOMODATIONS TO HAVE FOR LACTATING MOTHERS





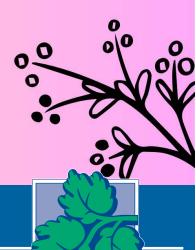
Please feel free to walk around the office and inquire to staff if you'd like to purchase an art piece.

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.



Contact US!

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