

Chamber News

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WINTER 2020

From The President's Desk.... 2020 Jamie Wieting

Greetings Fellow Chilton Chamber members:

It is an honor to serve as your 2020 Chamber President. I am looking forward to the adventure and hope to fulfill my obligation to the best of my ability.

Getting involved!!! I started this venture with the Chamber a number of years ago when I decided I should go to a planned meeting in order to see what the Chilton Chamber is all about and find out why I should be involved. I sat there and listened, continued to learn more and more with each meeting I went to, and made the decision to get more involved and help in our community in a different way than just in our business. I encourage you all to do the same. Come and check what our meetings are about. Even if it is just one or two a year. I promise that you will learn a lot about our community that you didn't already know and you will make connections with other members of our community and establish relationships that you may not have in other circumstances. We welcome all to the meetings and strongly encourage your business involvement.

What is new to the chamber? Relatively new to the chamber is our refreshed website and facebook page. If you have not already, "LIKE" our chamber facebook page. Randomly business will be featured on the chamber facebook page, which is included with your membership. It is a great way to have free advertising for our businesses.

One of my favorite things about our new website is our community calendar. *How this works:* go to,

www.chiltonchamber.com, and click on calendar. You can either submit an event that you want published or you can simply just be in the know for community events. This calendar can be referenced for what is going on around our community and what the chamber is all involved in. This is just another way of free advertising for the events that you have going on in your business and spread the word so our community is aware. I challenge you to fill up the calendar and start using the resources that are available to you. This can be a great tool for ourselves to utilize as well as a way to welcome new community members, encourage them to get them involved and feel welcomed to Chilton.

As always the Chilton Chamber is looking forward to their traditional events:

-Ambassadors Club is a way that we recognize new businesses and existing businesses that have made substantial positive improvements to their business.

-Summer Festival and Father's Day Parade is held every summer and brings thousands of people to the streets of Chilton for a weekend of family fun!

-Christmas Parade of Lights is held annually and is a great way to kick off the Holiday Season.

-Crafty Apple Fest is the largest and best organized craft fair in the area bringing in over 100 vendors and thousands of shoppers to the streets of Chilton.

-CHS Scholarship Evening – Every year since 1961 local

Chilton Businesses have presented scholarships to Chilton High School's best and brightest Seniors.

-Retail Promotions – The Chamber promotes multiple retail events each year including Summer Crazy Daze and our "Christmas on Us" promotion. Each promotion is designed to encourage customers to "Shop Locally" while offering specific benefits for doing so.

-Distinguished Citizen of the Year - Each year since 1949 the Chilton Chamber of Commerce has recognized and honored a Chilton resident for their service and devotion to our community.

-Chamber of Commerce Community Directory is a hard copy comprehensive listing and summary of local businesses, Civic Groups, Schools, and Churches. It is a great tool to allow people to become familiar with our wonderful city. This is a great compliment to the Website to inform people who we are and what we have to offer as a community.

I am looking forward to a great year and with working with all of you.

Warmest Regards,
Jamie L. Wieting
2020 Chamber President

Visit us at
www.chiltonchamber.com

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Become Involved

- Do you have something you would like to submit in our yearly newsletter?
- Any other thoughts about the chamber in general are always welcome. Call 418-1650.
- Would you like to be part of a committee or volunteer for one of our events? Just call-we'd love your help.
- If you have a special event or fund raiser you support, we would be happy to share through our email system.
- Bring a friend, and let them know what we are all about.
- Would you like to be part of a great organization that supports and promotes local businesses of all types? If you would like more information about the Chilton Chamber of Commerce please contact Tammy Pethan at 920/418-1650 or info@chiltonchamber.com.

Seeking Nominations for 2019 Citizen of The Year

Nominations are being accepted for Chilton's 2019 Distinguished Citizen of the Year.

The Chilton Chamber of Commerce will honor the recipient at the Chilton Eagles Club on Wednesday, March 25th. A social will be held from 6:00-7:00 PM, with the award presentation and program to follow at 7:00 PM. Tickets are \$12.00 per person and can be picked up at Vern's Cheese, BMO Harris Bank, or The State Bank.

Nominations should be sent to the Chilton Chamber of Commerce, PO Box 122 Chilton, WI 53014. There

is a form that needs to be filled out and submitted. Forms can be found on our website, under the Citizen of the Year tab, or can be picked up at City Hall, or the Public Library during business hours. You may email us at:

info@chiltonchamber.com to request a form to be emailed to you. The form is very specific in asking the nominees accomplishments. **Nominations must be typed or written.** Deadline is Monday, February 10, 2020

Resumes submitted in prior years must be resubmitted on the new form. The achievements of the individual being nominated must have

benefited the citizens of the Chilton area, should focus on volunteer related items rather than be job related, and the nominee must live or work in the Chilton area.

The winner will be selected by a committee of chamber members from submitted resumes prior to the March 1st monthly chamber meeting at which time the Chamber board will hear the recommendation from the committee.

If you have any questions, please call Tammy Pethan, Chamber Secretary, at 418-1650.

Chamber Cash Check Program

Chamber Cash is a program that is designed to provide chamber members an opportunity for increased sales while serving as an outlet for bearers of the chamber checks to redeem them at participating member businesses. This also encourages residents to keep their shopping dollars local.

Chamber Cash can be purchased from the Farm and Home service desk during regular business hours. The checks are available in any denomination. When a chamber check is purchased a list of participating members (for redemption) is included. Participating members accept the chamber cash checks and can simply make a deposit.

Businesses can simply deposit the chamber checks as they would any other check.

Mail order chamber cash

checks are also available by emailing the chamber at: info@chiltonchamber.com or by calling the chamber secretary, Tammy at 920/418-1650.

Yearly, the chamber cash program generates over \$20,000 in sales right here in Chilton, just through the chamber cash program. You may redeem your certificate at any participating member listed below:

- A & K Truckland
- Artistic Images
- Baus Family Dental
- Best Western Stanton Inn
- Blattner's Piggly Wiggly
- BMO Harris Bank
- Brantmeier Electric
- Chaussee' Chiropractic Office
- Cheers
- Chilton Furniture
- Chilton Upholstery
- Country Visions Co-op
- Delta Publications
- Ditter's 40 West

- East Shore Humane Society
- Ethel's Pub & Grill
- Eyecare Center-Dr. Burkhardt
- Family Insurance Center
- Farm & Home
- Friederichs Abstract & Title
- Gravity Park
- Great Midwest Bank
- Hickory Hills Country Club
- Hilde's Deli and Bakery
- Horst Distributing
- Housekeepers
- Inspire Dreams Learning Center
- Jiggers Auto
- Jorgen's Auto
- Just For You Flowers and Gifts
- Karls Mechanical Contractors
- Mueller Plumbing, LLC
- Papa Don's Pizza
- Pet Pals Professional Grooming
- Pheasant Hill Animal Hospital
- Pla-Mor Lanes
- Premier Financial Credit Union
- Printing Express
- Reinl Accounting
- Riesterer & Schnell
- Roepke's Village Inn
- Rowland's Calumet Brewery
- Schmidt's Clothing
- Scoops Ice Cream
- Seasons By Design
- Seven Angels
- Shear America
- State Bank of Chilton
- Terra Verde Coffeeshouse
- Vande Hey Brantmeier
- Vern's Cheese
- Walgreens
- Weber's Self Serve



2020 Chamber Schedule

| Meeting Schedule | | | Event Schedule |
|---|------------------------------------|--------------------------------|--|
| 01/22/20 5:30 PM | Annual Meeting | Cheers | 1/30/20 Annual Meeting at Cheers 3/25/20 Citizen of The Year at Chilton Eagles 5/06/20 Scholarship Presentations at Chilton High School 6/18-6/21/20 Chilton Summer Festival Weekend 09/12/20 Crafty Apple Fest 12/05/20 Holiday Parade of Lights 09/02/20 2:30 PM Annual Golf Outing at Hickory Hills |
| 03/04/20 Noon | Monthly Meeting | Hilde’s Deli & Bakery | |
| 04/01/20 Noon | Monthly Meeting | Seven Angel’s | |
| 05/06/20 5:30 PM | Monthly Meeting | Chilton High School | |
| 06/03/20 Noon | Monthly Meeting | Groeschl Wealth Advisors | |
| 09/02/20 1:00 PM | Monthly Meeting | Hickory Hills | |
| 10/7/20 5:30 PM | Monthly Meeting | State Bank of Chilton | |
| 11/4/20 5:30 PM | Monthly Meeting | Premier Financial Credit Union | |
| 12/09/20 6:30 PM | Monthly Meeting & Election Meeting | Roepke’s Village Inn | |
| All members are invited to attend any of our monthly meeting and events. Reservations can be made by calling, chamber secretary, Tammy Pethan at 418-1650 or emailing to info@chiltonchamber.com . Please visit our website at www.chiltonchamber.com to access the agenda and minutes one week prior to the meeting date. | | | |

2020 Committee Chairpersons

| | |
|---|--|
| Scholarship Committee | Glen Calnin |
| Finance Committee | Candy Chaussee’ |
| Dues & Membership Committee | Tammy Pethan |
| Citizen of The Year Selection Committee | Jamie Wieting |
| Ambassador’s Club | Tammy Pethan & Jamie Wieting |
| Holiday Parade of Lights | Terry Friederichs & Paula Mortimer |
| Summer Festival | Jerry Mallmann |
| Parade—Jerry Mallmann | |
| Street Dance—Bob Cullen | |
| 50/50 Raffle—Tammy Pethan & Candy Chaussee’ | |
| Website/Facebook | Tammy Pethan, Carrie Kost |
| Brochure Committee | Tammy Pethan, Mike Gerhartz |
| Chamber Cash | Tammy Pethan & Candy Chaussee’ |
| Retail/Business Committee | Kim McKeen |
| Craft Apple Fest | Kim McKeen/Tammy Pethan/ Jerry Mallmann |
| Annual Meeting | Executive Committee |

2020 Officers & Directors

Jamie Wieting-President

Kari Meyers-1st VP

Glen Calnin-2nd VP

Candy Chaussee’-Treasurer

Tammy Pethan-Secretary

Erica Bates-Past President

Board Members

Jessica Wunrow

Carrie Kost

Pat Rowland

Lisa Herrick

Kim McKeen

Mike Gerhartz

Denise Bangart

Jerry Mallmann

Sue Kapingst

Stacy Woelfel

Bill Suttner

**Chilton Chamber of
Commerce**

**PO Box 122
Chilton, WI 53014**

Phone: 920/418-1650

E-mail: info@chiltonchamber.com

**Visit us at
www.chiltonchamber.com**

**Our Mission
Statement.....**

The mission of the Chilton Chamber is to organize, to unite, advertise and advance the commercial, mercantile and manufacturing interests of the City of Chilton; to improve civic and industrial conditions; to promote just and equitable principles of business and trade among its members; manage and maintain rooms and places for meetings and in general to do all things possible for the promotion of business and civic interests and general prosperity and welfare of the City of Chilton.

County Sales Tax

Beginning January 1, 2020, the 0.5% county tax will be in effect in Outagamie County. This brings the number of counties that have adopted the county tax to 67.

Depending on where the sale/purchase occurs and the type of seller, possible tax rates include:

- State sales and use tax (5%)
- County sales and use tax (0.5%)
- Baseball stadium district sales and use tax (0.1%)
- Local food and beverage tax (0.5%)
- Premier resort area tax (0.5% or 1.25%)
- Retailers who are not located in a county with a county tax and who have or are required to have a Wisconsin seller's permit or use tax registration certificate, are subject to the county tax and are required to collect and remit it, in certain situations.

Caution: Retailers who are not located in a county with a tax are still subject to the county tax and are required to collect and remit it, if they:

- make taxable sales that are sourced to (i.e., take place in) a county with a tax; or
- sell a motor vehicle, boat, recreational vehicle, or aircraft that will be customarily kept in a county which has adopted the county tax.

FOR MORE INFORMATION PLEASE CONTACT:

WISCONSIN DEPARTMENT OF REVENUE

Customer Service Bureau

PO Box 8949

Madison, WI 53708-8949

Phone: (608) 266-2776

Fax: (608) 267-1030

Email additional questions to DORSalesandUse@wisconsin.gov

Please contact your accountant if you have questions regarding this rate increase or questions on how to change your software for the increase.

Thank you to Suttner Accounting, Inc. for submitting this information.

Marketing Your Small Business Online

By Carrie Kost

First Things First – a Great Website

How do people find your business? Most people search online, but even with a strong recommendation, the majority will still check out your website before they call or walk in your door. Every legitimate business needs a professional looking website. Here are ten essentials to get this right.

1. **Your website must be mobile friendly!** Is your website easy to use on any size screen? Is information easy to find? Google penalizes websites that are not mobile ready, even if you're not searching on a smartphone.
2. **Outdated design tells visitors your website is neglected.** A tidy, modern layout with nice graphics and consistent fonts makes your site look professional and up to date.
3. **Showcase your brand!** Your logo and brand colors should be clearly visible and used consistently across your website.
4. **High quality photos are important.** Smartphone photos are OK for social media, but website visitors expect professional quality photography.
5. **Tell visitors what you want them to do!** Include a clear "call to action" on every page with an easy way to contact you or sign up for email list.
6. **Make your website footer helpful.** Include complete contact info, a sitemap, and social media links.
7. **SEO is not optional.** Search Engine Optimization includes keywords in your page titles and content, and back-end code you can't see, like meta tags and image attributes. These need to be done correctly for Google to display your page on search.
8. **Don't ignore ADA Accessibility.** Your website should be usable by visitors who are hearing or sight impaired, and specific guidelines are available.
9. **Plan regular website updates!** Design your website so you can feature new products, services, promotions, news, etc. Visitors and Google like new content!
10. **Make sure Google Analytics is installed.** A ton of helpful data is tracked, and it's free!

Three More Important Things

1. **Register your own domain** (website address)! It's really hard to get control back if someone else registers it and it's not in your name.
2. **Claim your Google My Business profile** and watch for user-suggested changes - Google will publish these without your approval.
3. **Ask customers for Google reviews** and respond quickly to ALL reviews. Reviews affect your search rank and most people consider them when deciding who to do business with.