Register for March 8th, American Agriculture Banquet Today!

Memories Wedding & Banquet Hall  
2811 Plover Springs Drive, Plover, WI  
Catered by Rockman's Catering  
$25 Person

Event Highlights:  
6:00 pm - 7:00 pm - Social, Cash Bar, Complimentary Hors d’oeuvres  
7:00 pm - 8:15 pm - Dinner & Featured Keynote, Ferron Havens, President/CEO Wisconsin Agribusiness Council, Inc., Madison, WI  
8:15 pm - 8:45 pm - Awards, Presentation of 4-H Leadership in Agriculture, Outstanding FFA Seniors, Agri-Business Scholarship, and Outstanding Contribution to Agriculture Award - Mr. Wayne Ganser

The Portage County Business Council is pleased to announce Ferron Havens as keynote speaker for the banquet. In June 2004, Havens was hired by the Wisconsin Agribusiness Council Board to serve as the President/CEO. Since that time he has enjoyed working on WAC’s initiatives to promote Wisconsin agriculture through increased public awareness, educational activities, legislative advocacy and membership services.

Originally from Darlington, Havens is a graduate of UW Madison. He spent 21 years as an agriculture education instructor at Verona Area High School. Prior to joining WAC, Havens worked as a product specialist for Gemplers, an agri-supply catalog company in Madison, Wisconsin. Ferron and his wife, Barb, live on an 80 acre farm near Blue Mounds where they raise sheep, cattle, and asparagus. They have two sons.

Haven’s presentation is titled ‘Maybe Agriculture Isn’t That Important’. What are the issues facing agriculture and who is beating us up today? Find out what we can do to positively change people’s attitudes and perceptions about the agriculture industry as we work to improve and grow this dynamic industry.

Business Council members and their guests are invited to attend the 2010 American Agriculture Banquet. We will also recognize several individuals who have contributed to the success of agribusiness in Portage County. Area students will be recognized in the area of both 4-H and FFA, Agri-Business Scholarship and the 2009 Outstanding Contribution to Agriculture Award will be presented to Wayne Ganser, retiree from Jay-Mar, Inc., during the program.

For more event information please contact Karen Schanock at 715-344-1940 or email kshanoc@portagecountybiz.com
### Business Briefs...

The Business Briefs column is an avenue for Business Council members to spotlight noteworthy business and professional accomplishments, recognition and awards. The Business Council encourages all members to submit items of interest, in 100 words or less, to: amilsna@portagecountybiz.com by the 24th of the month prior to the next newsletter issue. PCBC members are noted in bold.

Joan DeGuire North, dean of the College of Professional Studies (CPS) at the University of Wisconsin-Stevens Point, recently announced her retirement as of July 31, 2010. With over 25 years at the university, North is the longest acting dean in college history. Some of her accomplishments include: national accreditation of nearly all CPS programs; three new majors—health sciences, athletic training and health promotion—were recently established and all classrooms and labs have been renovated with the latest technologies; and a collaborative business degree program with UW-Marathon County and the clinical doctorate in audiology, offered in collaboration with UW-Madison, have been established. She established the nationally acclaimed “Teaching Partners” program featuring faculty and teaching academic staff. CPS has partnered with working professionals in organizations such as Sentry Insurance, Aspirus, Avada Hearing Care, Marshfield Clinic, St. Clare’s Hospital, St. Michael’s Hospital and 19 hospital affiliates, plus over 100 school districts, including Stevens Point Area Public Schools and Stevens Point Area Catholic Schools.

Sen. Julie Lassa visited the Aspirus Stevens Point Clinic on Feb. 9 to discuss health care reform and tour the facility.

Lassa, a Stevens Point native, used her visit to meet with providers and get a local perspective on various issues relating to health care reform.

Central Wisconsin Airport (CWA) announced the addition of a fourth flight to Detroit Metropolitan Wayne County Airport (DTW) starting May 2, 2010, provided by Delta Airlines.

CWA links north central Wisconsin to the world with 16 daily flights to major connecting cities including Minneapolis/St. Paul, Detroit and Chicago. These daily flights are being provided by Delta Airlines, United Express Airlines, and American Eagle Airlines.

### Seeking Nominations for Friend of Small Business and Entrepreneur of the Year Awards

The Portage County Business Council invites you to nominate a business or business person for one of the prestigious 2009 Awards. Nominations are being sought for: Friend of Small Business and Entrepreneur of the Year. Both awards will be presented at the Small Business Breakfast on Friday, May 7, 2010.

The process is simple - just email Karen Schanock at kschanoc@portagecountybiz.com with your nominations. Please include who you are and an email or phone contact. Self nominations are encouraged. For complete award criteria and nomination forms click here for the Friend of Small Business form and click here for the Entrepreneur of the Year form. Your nominations are due by Friday, March 12, 2010.

### Small Business X-Change

**Wednesday, March 17, 2010**  
7:30 am Portage County Business Council Foundation Room  
Continental Breakfast served  
No cost to attend  

**TMA+PERITUS**  
"Understanding Social Media For Business"  

Presenter: Jim Carlson - Director of Internet Strategies for TMA+Peritus  
This program is sponsored in part by TMA+Peritus

A roundtable series of meetings that allow small business owners and their employees the opportunity to discuss pertinent topics, learn from local industry leaders and, most importantly, learn from each other. Small Business X-Change meets regularly throughout the year from 7:30 - 8:30am at the Portage County Business Council office.

Social Media has rapidly become a communication tool that has been integrated into several generations’ daily lives. In addition to helping people keep up with their ‘friends’, social media has arrived as an essential business tool.

Jim Carlson will demonstrate the crucial relationship between social media and business. He has been involved in the digital world of bytes, code and pixels for over 18 years, and is a member of the University of Wisconsin Business Technology Consortium. He is an expert in Search Engine Optimization, Search Engine Management and Social Media Optimization. He has held various Internet Marketing positions with Footlocker.com, and has managed the e-commerce web sites for Footlocker, Champs Sports, ESPN, the National Football League, the National Basketball Association and the United States Olympic Committee.

Click here for more information and RSVP.
BUSINESS BRIEFS CONTINUED

Coldwell Banker The Real Estate Group has been ranked among the Top 125 companies by Training magazine, the training industry’s premier publication. The announcement was made at the Training 2010 Conference & Expo, held February 1-3 in San Diego.

They are also pleased to announce a new sales associate to their team. Nicole Nekolny to the Stevens Point location. Nekolny comes to Coldwell Banker The Real Estate Group with over 20 years in the sales industry.

Stevens Point BioLife announced it has been named the top BioLife Center as they recently earned Baxter Healthcare Corporation’s coveted Murray Thelin award. Each year, Baxter BioScience issues the Murray Thelin Award which recognizes the pursuit of excellence at Baxter’s plasma collection facilities around the world.

The Stevens Point center collected over 104,000 donations in 2009, ranking it the 14th largest producer in the company even though it’s located in the smallest community in the BioLife network of over 60 centers. The Stevens Point center has a reputation as a well-controlled and high quality center, and was one of only three centers to be awarded the Quality Award for Outstanding Performance. The center also ranked among the top five in staff productivity, processing times, and staff turnover and finished first among overall center ranking.

Pam Jewell of Blenker Companies and a member of the Golden Sands Home Builder's Association, was presented the Rising Star Award at the Wisconsin Builder’s Association state convention, held February 12-14 in Appleton.

The WBA Rising Star Award recognizes an outstanding individual who has actively worked toward the improvement of the housing industry by exceeding expectations and is consistently raising the bar.

Altmann Construction Company Inc., Wisconsin Rapids, announced it has been awarded a 2009 Projects of Distinction Award from the Associated Builders & Contractors (ABC) of Wisconsin. Their project, Renaissance Health and Rehabilitation Center Addition, located in Weston, WI, won the Silver Projects of Distinction Award in the Woodwork category. The Projects of Distinction Awards Program recognizes the most distinct construction projects in Wisconsin. Project entries were evaluated by an independent panel of construction experts. Winning projects were eligible for entry in ABC’s National Excellence in Construction Awards Program.

MAXIMIZE YOUR MEMBERSHIP

Maximize Your Membership kicked off on February 17 with 16 new and existing members in attendance. From networking to member benefits and a mini-mastermind session, good connections were made and the time flew by quickly.

Thank you to Nancy Dolce, Juany Heck, Dick Judy, Sharon Nienow, Dorothy Pientka, Terri Taylor and the Business Council/Foundation staff for assisting with this event.

The next session will be held on Wednesday, May 19. Watch for more details coming soon.
Be Sure to Attend our Women in Business Luncheon

Women in Business is scheduled for Thursday, March 25, 2010. Join us from 11:15 am to 1:00 pm at Memories Wedding & Banquet Hall, 2811 Plover Springs Drive, Plover, WI. Our guest speaker is Deborah Adams, owner of The Wellness Spa, 3916 Water Street, Stevens Point, WI. Come hear her presentation entitled, “Living Wellness.”

11:15 am  Registration and Networking
11:30 am  Welcome
11:45 am  Lunch (catered by Rockman’s Catering)
12:15 am  Guest Speaker, Deborah Adams
1:00 pm  Door Prize Giveaways and Closing

Scroll down for more details and registration material or Click Here to register online. You can also call the Business Council office at 715/344-1940. Cost is $20/person for members and $30/person for prospective-members. This event is co-sponsored by Memories Wedding & Banquet Hall, Notable Impressions, Rockman’s Catering and 96.7 WLJY.

A special thank you to our Presenting Sponsor - Clifton Gunderson LLP.

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Wayne Ganser To Receive Outstanding Contribution to Agriculture Award

Mr. Wayne Ganser, retiree from Jay-Mar, Inc., has been selected to receive the Outstanding Contribution to Agriculture Award from the Portage County Business Council. The Agri-Business Committee will present the award during the 2010 American Agriculture Banquet on Monday, March 8, 2010 at Memories Wedding & Banquet Hall, 2811 Plover Springs Drive, Plover, WI.

A Certified Crop Agronomist, Ganser was the Vice President of Sales, Research and Development for Jay-Mar Inc., one of the state’s leading agricultural supply companies. He retired from Jay-Mar, Inc in December 2008 after 30 years with the company. Ganser is well known by potato and vegetable farmers throughout Wisconsin and many other states. His knowledge of all aspects of potato and other vegetable production, and professionalism is unsurpassed in the industry. His expertise was especially valuable after potentially disastrous events such as hail, flooding and disease affecting the crop. He has rescued countless acres by recommending the proper treatment for the field; allowing the grower to avert crop failure and raise a marketable crop. Wayne was always found in the fields throughout the growing season, scouting, taking yield samples and doing anything that needed to be done to be sure that his customers were raising the best crop they could.

Ganser has been instrumental in numerous organizations including the Portage County Business Council Agri-Business Committee, helping organize agriculture tours and banquets and the Spud Bowl Committee. In addition, he received special recognition from the Wisconsin Potato and Vegetable Growers Association Inc., as Business Person of the Year in 2009.

Prior to his employment at Jay-Mar, Inc, he was a Vocational Agriculture Instructor for 11 years at Stevens Point Area Senior High School, while also working for four years in the Research Agronomy Department at the University of Wisconsin-Madison. He holds a BS degree with an emphasis in Soils and Crop Science and Plant Genetics from UW-Madison.

Wayne was born on a farm in Jefferson, Wisconsin where he developed a passion for agriculture that continues today and will certainly continue into his well-deserved retirement. “Anyone who has visited with Wayne knows that he has a deep love for Wisconsin, its farmers and the importance of keeping farming profitable”, states Tony Grapsas of Jay-Mar, Inc.

Congratulations to Wayne Ganser!
The 2010 “Business On The Green” Sponsorship Opportunities

Diamond Level $1,550 Only 1 Remaining Sponsorship Available At Time of Print
✓ Corporate sponsor of after-hours 19th hole social
✓ Company logo on banner provided by Business Council hung at 19th Hole Networking Event
✓ Company logo on registration brochure
✓ Three months of promotion in Business Council newsletter, The Active Voice
✓ Company name and logo on signs during the event at two courses, on event program and signage at 19th Hole Networking
✓ Eight golfer passes at 18-hole event (4 at each location)

Gold Level $800 Only 14 ½ Remaining Sponsorships Available At Time of Print
✓ Sponsor one hole at the golf event on one course; Business Council will provide sign for hole on golf course
✓ Company name on registration brochure, two months of promotion in The Active Voice, signs during the event, recognition on program and during after hours
✓ Up to 2 lunches for those staffing their hole during the outing
✓ Four golfer passes at 18-hole event - your choice of course

Beverage Cart Sponsors $600 Only 3 Remaining Sponsorships Available At Time of Print
✓ Company recognition, with logo on all beverage carts at two courses
✓ Company name on all complimentary beverage tickets
✓ Company name on: registration brochure, event signage, program and during 19th Hole Networking
✓ Company name part of two months of promotion in newsletter, The Active Voice
✓ Two golfer passes at 18-hole event

Lunch Sponsors $600 Only 4 Remaining Sponsorships Available At Time of Print
✓ Sponsor cookout lunch on one course; Business Council will provide sign by lunch serving station
✓ Sponsors will be responsible to assist at lunch serving station during outing
✓ Company name on: registration brochure, event signage, program and during 19th Hole Networking
✓ Company name part of two months of promotion in newsletter, The Active Voice
✓ Up to 2 lunches for those staffing the lunch serving station
✓ Two golfer passes at 18-hole event

Putting Contest Sponsors $350 Sold Out
✓ Corporate sponsor of Putting Contest on one course; Business Council will provide sign for hole on course
✓ Company name on: registration brochure, event signage, program during 19th Hole and one month of promotion in The Active Voice
✓ Up to 2 lunches for those staffing their hole during the outing
✓ Sponsor will be responsible to staff the hole during outing and provide prize valued at a minimum of $50

Hole In One Sponsors $250 Only 1 Remaining Sponsorship Available At Time of Print
✓ Company name on: registration brochure, event signage, program during 19th Hole and one month of promotion in The Active Voice, Business Council will provide sign for hole on golf course
✓ Two golfer passes at 18-hole event if product amount values $10,000 or more - your choice of course, value of prize and cost of insurance must be provided
✓ Up to 2 lunch boxes for those staffing their hole during the outing

Hole Event Prize Sponsors
✓ Company name on: event signage, program during 19th Hole and one month of promotion in The Active Voice
✓ Buy one get one free golfer pass at 18-hole event if single product amount values $500 or more

Product/Services Sponsors
✓ Company name on: event signage, program during 19th Hole and one month of promotion in The Active Voice
✓ Buy one get one free golfer pass at 18-hole event if single product amount values $500 or more

Raffle Prize Sponsors
✓ Company name on raffle ticket
✓ Company name on: event signage, program during 19th Hole and one month of promotion in The Active Voice
✓ Company name on registration flyer if product amount values $500 or more
✓ Buy one get one free golfer pass at 18-hole event if product amount values $500 or more

To register as a sponsor, contact Karen Schanock at 344-1940 or kschanoc@portagcountybiz.com.

Foursome registration open. Click Here to register. Due to limited space for single and double golfers start planning your foursomes today.
Leadership Portage County

February 4, 2010
- Human and Community Organizations

Portage County is well known for its community resources and LPC took time this month to explore the organizations and institutions that provide the services and supports in which Portage County’s reputation is based. LPC participants took on scenarios of individuals in need and sought to find resources that would assist the person in the scenario. This “walk in the shoes” activity illustrated the challenges faced by individuals who have a need, even as basic as not being able to find an organization. The activity also allowed LPC participants to tour Portage County’s organizations and meet the dedicated individuals working in this field. Thank you to all of the organizations and individuals who made the activity successful. Also, thank you to the other presenters of the day: Mary Ann Krems, Pamela Luedtke, Wendy Mitch, and Alex Reichl. Finally, thank you to Community Industries Corporation for hosting the February LPC Session.

Register for LPC 2010-2011!
LPC is seeking you to participate in its 18th program and to join its over 450 alumni in a personal, business, and community development experience like none other. With early registration discounts, limited and program space available, Click Here for application and employer consent forms and apply now.

Act now!
Registration deadline is June 1, 2010.

LPC Revival
Calling all LPC Alumni! Remember your LPC program? Do you miss taking a day each month to network with other community leaders, tour interesting and unique institutions and locations in Portage County, and learning about facets of community issues directly from source? Relive your experience with the 2010 LPC Revival!

Join the current class for part of their Environment Session on March 4, 2010 for lunch and/or a tour of the Hydroelectric Plant at Jordan Dam with Plant Operator Mike Bigalke. Lunch is $10.00; the tour is free.

11:45 am Lunch at the Jordan Park West Lodge (Chicken Caesar Wraps)
12:30 pm Walk/carpool to Hydroelectric Plant
12:45 pm Tour with Mike Bigalke

Click Here and register today!
Registrations due Monday, March 1.

2010 Alumni Annual Meeting
February 5, 2010

Forty five LPC Alumni met for their annual meeting at TravelGuard to socialize, hear alumni and program updates, present the 2010 Honorary Alumni Award, and tour the TravelGuard facility. Anton Anday was honored as the 2010 Honorary Alumni award, in recognition of his contributions to the LPC program.

LPC Alumni would like to thank TravelGuard for hosting the Annual Meeting and Bistro 212 for providing coffee.

LPC Alumni

Josh Haasenohrl, TravelGuard, welcomes LPC Alumni prior to leading a tour of the new Business Park facility.

2010 Honorary LPC Alumni Anton Anday addressing the LPC Alumni Annual Meeting attendees in accepting his award.
JUNIOR REALITY SHOP - FEBRUARY 12, 2010
SAINT PETER MIDDLE SCHOOL

Partners in Education and Saint Peter Middle School collaborated to bring application of career exploration to seventh grade students. Over the past couple months, students completed a career interest survey, researched a career within a career cluster of interest, wrote a paper about that career in their English class and learned about checkbooks in their Math class. PIE took their desired career and made the students paychecks based on the average salary for that career in Portage County and challenged them to use those paychecks to buy the good and services that they envision needing or wanting for their adult life. The program built awareness of aspects of a budget and a realization for their actual costs, appreciation for their parents’ efforts to maintain a balanced budget while providing for their children, and understanding of the benefits of savings for unexpected expenses and as a safety net.

Thank you to all Junior Reality Shop Volunteers!
Shelley Brillowski, ABR Employment Services
Holly Carter, Central City Credit Union
Steve Chizzo, Ellis Stone Construction
Sherry Daniels, UW Extension
Sara Daven, UWSP student
Julie Hayes, UWSP
Jodi Pankow, CESA 5
Danielle Rudie, UWSP student
Katie Zelhofer, Central City Credit Union

Wisconsin Court Reporters Association shows a stenograph to a 2009 Career Expo participant.

APRIL 27, 2010
REGISTER TODAY!

13th Annual Regional Career Exploration Day
April 27, 2010
8:30am - Noon
Ramada Stevens Point
$50/booth

Student checkbook bindings generously provided by...
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Gary Wysocki - Paragon Farms

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Mike Morrissey - City of Stevens Point
Dan Mahoney - Village of Plover
Steve Smith - Mid-State Technical College

MEETING CALENDAR & EVENTS

March 2010
2 Business Expo - Noon - 5:00 pm, Holiday Inn
2 Business Expo After Hours - 5:00 - 7:00 pm, Holiday Inn
4 LPC Revival - 11:45 am, Jordan Park West Lodge
8 American Agriculture Banquet - 6:00 - 9:00 pm, Memories Wedding & Banquet Hall
11 Ambassador Club Mtg/Visits - 8:00 am, PCBC
17 Executive Committee, 7:30 am, Anderson Law Office
17 Small Business X-Change - 7:30 am, PCBC
18 SalesNet Meeting - 11:45 am, PCBC
24 PCBC Board Meeting, 7:30 am, PCBC
25 Women in Business - 11:15 a.m. - 1:00 pm, Memories Wedding & Banquet Hall
25 Ambassador Visitation - 3:30 pm
24 Legislative Committee Meeting, 7:30 am, PCBC

April 2 2010 PCBC Office Closed

Where do YOU read The Active Voice?

With over 500 Business Council members employing 20,000+ people, we thought it would be fun to issue a challenge. Be creative and come up with unique places where YOU read The Active Voice . . . whether you are right here in Portage County or traveling afar. Send us your photos and tell us who you are, the name of the member business you work for, and where you are reading your Active Voice (please be sure a printed copy or your laptop screen shows the front page of the newsletter in the photo). We'll select from submissions and print in upcoming issues. Please email your photos (.jpg format) and the requested information to amlsna@portagecountybiz.com.

Remember the deadline for the newsletter is the 24th of the month prior to publication. We look forward to seeing where The Active Voice appears . . . have fun and thanks for taking us along!

Advertising in the Active Voice
$100 gets you a full color PDF advertisement (supplied by your business or organization) that reaches over 1300 Business Council member representatives via our online newsletter. Click Here or call 715-344-1940 for more information.

The team that makes things happen!
Join us for Women in Business, presented by Clifton Gunderson LLP. This event will provide an opportunity for you to network, talk about issues that affect your daily professional lives, learn something new and have fun doing it.

Deborah Adams, Founder and Owner of The Wellness Spa, Inc., 3916 Water Street, Stevens Point will be our guest speaker. Come hear Deb present "Living Wellness".

Discover how great you can feel by simply taking a deep breath! Enjoy an informative and interactive session using focused breathing and inspiring thoughts to improve your emotional and physical health while awakening your connection with every cell in your body so you can start ‘Living Wellness’ right now.

Deborah Adams has been in the wellness field for over 25 years, licensed massage therapist and certified in personal training, lifestyle change and Tai Chi. Founder and owner of The Wellness Spa, Inc. in Stevens Point since 1994 and the creator of Camp Goddess™, she shares the word of wellness as a featured monthly writer for a Wisconsin publication as well as through lectures, educational seminars, and retreats covering a variety of topics in stress management, massage, Qigong and Tai Chi, all with a focus on enlightening those around her to the amazing healing powers each of us possess within.
WorkKeys® for Employers
Your Solution to Finding and Keeping Qualified Employees
⭐ If turnover levels keep you awake at night;
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Learn how WorkKeys connects employers with the most skilled employees. Contact the North Central Wisconsin Workforce Development Board at 715-422-4700.

www.nationalcareerreadiness.org
June 5, 2010 • Stevens Point, WI

The premier walking event in the Midwest

3 non-competitive walking events:

1. **Full-Marathon** sponsored by Stevens Point Journal / Ministry Health Care
2. **Half-Marathon** sponsored by Delta Dental
3. **Quarter-Marathon** sponsored by First Law Group

New this year: Kid’s Walk Wisconsin will be Saturday, June 5, 2010. See website for more information.

This event is brought to you by Active Portage County, Inc.

For more information:
call 715-344-2556
or visit www.walkwisconsin.com