

# The Chamber Link

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Established: 1921

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Plymouth, WI 53073

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Hours: Monday–Friday, 9 a.m. – 4 p.m.

## 2012 Officers

President: Ron Nielsen

*AdviCoach – Nielsen Group LLC*

Immediate Past President: Jim Marshall

*Marshall Signs*

President-Elect: Dan Lemmer

*Elkhart Lake's Road America*

Treasurer: Tom Reil

*Waldo State Bank*

## 2012 Directors

Brian Yerges (City Council Liaison)

Tammy Flora

*Masters Gallery Foods*

Shawn Marcom

*Sargento Foods*

Frank Maydak

*Frontier Communications*

Jean McMurray

*Aurora Health Care*

Chris Merklein

*Arch Electric*

Ryan Perkins

*St. Nicholas Hospital*

Dr. Clark Reinke

*Plymouth School District*

Jason Schneider

*Schneider Funeral Home & Life Tributes*

Dennis Schwartz

*Photography by Dennis Schwartz*

Christine Thill

*Libby's House Communities*

Tom Turick

*Northwestern Mutual Financial Network*

## Staff

Mary Martin, Executive Director

Debbie DeGroot, Tourism Specialist

Current Membership: 350

## Annual Dinner Draws Record Attendance on January 25, 2012

The 91st Annual Dinner & Meeting of the Plymouth Chamber of Commerce held on Wednesday, January 25, 2012 at the Osthoff



Resort, attracted a record 234 Chamber members and guests. Featured speaker, Bill Michaels, Wisconsin's Sports Talk Leader, shared a variety of lively stories of interviews and encounters with professional athletes. Michaels spoke of the importance of developing and nurturing relationships in his inspiring presentation entitled "The Success of Wisconsin's Sports Teams: Covering the BEST". Michaels is the host of a syndicated

sports talk show called "The Bill Michaels Show" heard throughout Wisconsin and neighboring states.



A live auction by Bill Cain of ReMax Realty Plus/Bill Cain Auctioneers featured a wide variety of items.

See page 2 for the Business Award Recipients acknowledged at the event.

Appreciation to Annual Dinner & Meeting Sponsor:



See enclosed insert for a list of live auction donors.

## Plymouth Chamber Welcomes New Executive Director

The Plymouth Chamber of Commerce Board of Directors announced that Mary Martin has been selected as the new executive director of the Plymouth Chamber. She follows Lisa Hurley, who will be departing from the Chamber as of February 1 to pursue new opportunities with HomeCare Health Services & Hospice.



Martin most recently was the marketing manager at Wade House Historic Site in Greenbush. There, she created and executed plan for advertising, promotions, public relations and marketing. She also collaborated within teams for event planning and execution, as well as managed a new volunteer program at the site.

She has more than fourteen years experience

as a marketing professional, including nonprofit businesses and corporate and healthcare-related industries. Martin has an extensive educational background including a Master of Science degree in Education, a Bachelor of Arts degree in Business Communications, and an Associate of Science degree in Business.

According to Plymouth Chamber President Ron Nielsen, "Martin's business and tourism experience make her a perfect fit for this position."

Martin was introduced to the Plymouth Chamber membership at the Chamber's Annual Dinner and Meeting held on Wednesday, January 25, at the Osthoff Resort. Martin is a native of Milwaukee, lived in Appleton for 15 years, and currently resides in Glenbeulah with her husband Scott and son Charlie (a senior at Plymouth High School).

## 2011 Chamber Annual Business Awards

### Generations ~ 2011 Community Impact Award

Tom Turicik, Northwestern Mutual Financial Network, presented the 2011 Community Impact Award to Generations. Martha Laning, executive director of the Plymouth Intergenerational Center, accepted the award. This new award is specifically designed to honor a project within the community that will continue to have a significant impact on the community for years to come.



The initial idea for the project was to bring a Child Care Center and a Senior Center together under one roof. Following much discussion, a Coalition was created and eventually an Executive Director was hired. The mission was to establish and maintain a community facility that would serve and enhance the lives of all generations within Sheboygan County.

A federal grant was instrumental in helping the Coalition obtain more than \$1 Million Dollars. The grant was contingent upon local community support, and area businesses such as Sargento, Sartori Company, Masters Gallery Foods, Van Horn Automotive and more, stepped up to the plate and contributed \$1.3 Million. By April of 2010 the group met their build goal of \$3.8 million. Community members stepped in to support the project, volunteering their time to work on the design, help manage the overall project, and share their craftsmanship skills, thereby reducing the construction costs to remain within budget.

In May of 2011 tenants of the Generations building: Growing Generations Child Care Center, The Plymouth Adult Community Center, Head Start, The Family Resource Center of Sheboygan County, Parents Plus and the Plymouth Intergenerational Coalition moved in, each of which tenants are separate organizations that have their own operational budgets.

In addition to being the home for these organizations, Generations is a beautiful facility which serves as a community center, where all county residents can stop in and play pool/ping pong, join friends and family for coffee or lunch at the PIC-a-Deli, or hold an event or business meeting. This facility is a model for how an idea that captures the spirit and support of others can take root and make a significant and positive impact within in a community.

### Walldogs Event ~ 2011 C.A.R.E. (Community And Redevelopment Excellence) Award

Tom Turicik presented the C.A.R.E. (Community and Redevelopment Excellence) Award to the Walldogs event held in Plymouth June 22-26, 2011. Accepting the award were Jerry Thompson, event Chair and Debbie Karr, artist coordinator. This is the first time that this award is being given to a project / event rather than an individual or business.



The Walldogs event several years in making and began while Thompson was working with Debbie Karr the Cream of Wheat Flour mural, found on the Plymouth Historical Museum's east wall. He had heard about a group of artists which come to one community each year to paint murals on sides of buildings. The group was an established and successful organization, painting murals around the world.

Based on Plymouth's previous experience with murals, artists and willingness to raise the more than \$120,000 for the event, the announcement of Plymouth as the location for the 2011 event was made in the Fall of 2009 and the rest is history. Plymouth is now the home to a record 21 historic murals created by the nationally-known Walldogs organization.

This project would not have happened without the time and dedication of a core committee headed by Thompson and the coordination and communication of the Walldogs artists by Debbie Karr. The entire community has been amazed at the wonderful results and continued promotion of Plymouth as "Your MURAL Destination".

### Chiro-Health Chiropractic Care Center ~ 2011 Small Business of the Year Award

Tom Turicik presented the 2011 Small Business of the Year Award to Chiro-Health Chiropractic Care Center. Accepting the award was Dr. Cindy Munson, whose primary focus is providing quality chiropractic care and helping individuals meet their highest level of health. Munson is an active member of the community who believes in giving back. Some of the causes her business has supported include Plymouth Food Pantry, Bridgeway, Safe Harbor, and much more.



In 2011, her business undertook a 1,000 square foot expansion and remodeling project. The clinic had a complete facelift – adding digital X-Ray, larger physical therapy bay, lending library for patient use, massage therapy room and space for better patient flow. The clinic has recently hired an additional chiropractor, two massage therapists, and full-time chiropractic technician.

In 2004, the Plymouth Professional Business Women's group awarded her by naming her Plymouth's Woman of the Year. In 2010, The Wisconsin Chiropractic Association named her "Wisconsin's Chiropractor of the Year." The future is bright for the team of the 2011 Small Business Award Recipient ~ Chiro-Health Chiropractic Care Center – Congratulations to Dr. Cindy Munson and her staff.

### Frontier Communications ~ 2011 Business of the Year Award

Tom Turicik presented the 2011 Business of the Year Award to Frontier Communications. Frank Maydak, General Manager-Eastern Wisconsin, accepted the award. Frontier is fairly new to the Plymouth area, but has a long successful history dating back to 1935, offering services to residential & business customers from broadband, phone, satellite television to wireless internet data access and more.



Frontier Communications operates in 27 states with approximately 15,250 employees and is a member of the S&P 500. With more than 500 employees in Wisconsin, 72 of those are managed from the Plymouth location and specifically 24 employees within the greater Plymouth area.

In 2011 Frontier created more than 70 new positions including 2 positions locally. They invest an average \$30 million in infrastructure and expansion of services within the state annually with \$2 million of that within the greater Plymouth area. Frontier Communications purchased the land lines and operation from Verizon and has been serving the Plymouth community since July 2010. In nearly 18 months they have become involved with many local organizations, including Walldogs, Plymouth Chamber of Commerce, Plymouth Arts Center, Biz Connection Radio Program Sponsorship, and Sheboygan County Fair.

### Lisa Hurley ~ 2011 Business Community Service Award

Tom Turicik presented the 2011 Business Community Service Award to Lisa Hurley, who has served as executive director of the Plymouth Chamber of Commerce since 2001. Lisa managed more than 350 members, 17 Board of Directors, 5 committees directly related to her job, several outside committees, coordinated two major community events and many networking events each year, assisted with the maintenance of a website containing 150 pages of information that is continuously being updated, published several pieces of community literature annually, promoted Plymouth as a destination, operated a Visitor Center with extended summer hours, published a monthly newsletter, updated social media applications, maintained budgets and overall management of a nonprofit organization.



In addition, she donates her time and resources to many organizations, including Downtown Revitalization Committee, Plymouth School District, Plymouth Historical Society, Tourism Alliance of Sheboygan County (TASC), Friends of the Marsh Tower and several others. She also contributes her talents to the community in which she lives.



**Hot Time in the  
Old Town**  
**Friday, February 10, 2012**  
**5:00 – 8:00 p.m.**

**Meet our firefighters and have  
a treat at one of the sponsors'  
businesses. Fill the boot  
to support our firefighters.  
Donations will be used toward  
the upkeep of the infrared  
camera.**

**Welcome New Chamber  
Members!**

Drewry Farms Maple Syrup  
W5762 Winooski Rd  
Plymouth, WI 53073  
Contact: Barbara Drewry-Zimmerman  
Email: bzimmy@excel.net  
Website: www.drewryfarmsmaple.com  
We are a family farm specializing in maple  
syrup production and selling maple syrup  
products. Visitors are welcome anytime; our  
annual open house is the last Saturday in  
March. Call or visit the website to schedule  
a visit.

JT Construction LLC  
304 Kettleview Court  
Elkhart Lake, WI 53020  
Contact: John Techel  
Phone: 920-876-3090  
Fax: 920-876-3040  
Email: jtconstructionllc@yahoo.com  
Website: www.jtconstructionllc.com  
Full-service, residential remodeling and  
new home construction; aging-in-place  
remodeling.

Silver Springs Bar and Grill  
W6990 Silver Springs Lane  
Plymouth, WI 53073  
Contact: Todd Bastian  
Phone: 920-893-9700  
Website:  
www.silverspringsbarandgrill.com  
Nestled in the hills of the Kettle Moraine  
Forest, Silver Springs Bar and Grill  
welcomes you to a "taste of the North  
without the long ride". Open Wed-Thurs,  
5:00 p.m. to 10:00 p.m.; Fri-Sat-Sun,  
11:00 a.m. to 10:00 p.m.; closed Mon-  
Tues. Hours to change in February.

**Edward Jones ~ Mike Watson Ribbon Cutting**

Mike Watson, Financial Advisor for Edward Jones, celebrated the opening of his new office location at 110 Carr Road, Plymouth with a ribbon cutting event. He was joined by Nathan Volkomener, Huberty & Associates, S.C.; Becky Kern, Plymouth Care Center; Lisa Hurley, Plymouth Chamber; Bart Halderson, Schenck SC; Mary Martin, Plymouth Chamber; Dr. Sharon Roberts, 20 /20 Visions; Jackie Pottratz, Allechant Boutique LLC; Sam Suchon, Suchon Funeral Home and Cremation Services; Terry Evans, Sun Graphics; Ron Nielsen, AdvCoach – Nielsen Group LLC; Dan Lemmer, Elkhart Lake's Road America; Eldon Isely, Modern Shed; Vicki Gravatt, Tricor Insurance; Alison Smith, Sheboygan By Owner; Jamie Alexander, Plymouth Care Center; Betsy Kiedrowski, South Horizon Senior Living; Marsha Binder, Sheboygan County Home Builders Association; Debbie Brown, Willow Therapeutic Massage; John Enockson, EPhoto; Cheryle Pohlman; Frank Maydak, Frontier Communications; Carrie Rooker, Deicher Construction and Amy VanEss, Tricor Insurance.





**Charles L. Gibson**  
920-892-2716  
cgibson@gibsonrealty.com

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## Chamber Calendar

## FEBRUARY 2012

### Business Connections:

**Thursday, February 23**  
5:00 – 7:00 p.m.

**Plymouth Ambulance Service, Inc.**  
604 S. Milwaukee Street, Plymouth

### Tuesday, February 7

Community Development & Relations  
Exchange Bank Coffeehouse  
10:00 a.m.

### Thursday, February 9

Tourism Advisory Committee  
Chamber Office  
8:00 a.m.

### Monday, February 13

Member Services Committee  
Chamber Office  
1:00 p.m.

### Tuesday, February 14

Board of Directors Meeting  
Baymont Inn & Suites Meeting Room  
11:30 a.m.

### Tuesday, February 21

Downtown Business Association  
Plymouth Medical Plaza  
7:30 a.m.

Happy Valentine's Day

