

CommUNITY



The CommUNITY Team is a partnership of individuals who enhance the attributes of Berlin through education and promotion.

Berlin Business News

NEW BUSINESS



Fox River Beef

Owner: Doug Coker
106 N. Capron St. 920-658-1020
Email: doug@foxriverbeef.com
Website: www.foxriverbeef.com

NEW BUSINESS



Michael Starshak, Financial Advisor

Trust Wisconsin
124 W. Huron St. 877-626-9001
Email: mike@trustwisconsin.com
Website: www.trustwisconsin.com

NEW BUSINESS



Munchie's Beef

Owner: Joe Rogers & Angelo Rogers
101 W. Huron St. 920-361-9090
Email: contact@munchiesbeef.com
Website: www.munchiesbeef.com

NEW BUSINESS



Hilltop Small Engine, LLC

Owner: Brad Warwick
315 N. Washington St. 920-789-9384
Hours open: M-F 1 PM to 6 PM, and
Sundays 8 AM to Noon

EXPANDED BUSINESS



Perfection Body & Paint

Owner: Scott Opper
543 E. Huron St. 920-361-4711
Expanded - Storage Buildings

EXPANDED/NEW OWNER



Walker Agency, Inc.

Owner: Greg Walker
114 N. Wisconsin St. 920-361-4444
Email: walkeragencyww@centurytel.net

EXPANDED BUSINESS



Aurora Manufacturing

329 S. Church St. 920-361-3099
www.aurora-mfg.com

NEW OWNER & NAME



Church Street Market

Owners: Mike Novak & Paul Fassbender
253 S. Church St. 920-361-3212
Formerly Sentry Foods

NEW NAME



CenturyLink

144 N. Pearl St. 920-361-8401
www.centurylink.com
Provider of communications and high-speed internet access.

January**February**

06 - Annual Charity "Wine & Roses" wine tasting event. This is a Fundraiser for the CHN Foundation. Contact 361-6524 w/questions.

27 - Berlin Arts & Humanity Council's Midwinter Art Faire 10 a.m. – 4 p.m. @ Clay Lamberton School. Contact Mary Kubiak, 273-0644.

March

11 - Berlin Chamber of Commerce will be hosting its Annual Taste of Berlin Social Event at the City Inn. Locally produced product available. To make reservations contact the Chamber 361-3636.

April**May**

08 - Berlin City-wide Rummage Sales sponsored by the Berlin Journal Newspapers 361-1515.

15 - Helping Hands for Cancer 5K Run/Walk and CHN Healthy Living Fair 10:00am – 2:00pm on the campus of Berlin Memorial Hospital.

30 & 31 - Memorial Day events. Sunday evening memorial service at Riverside Park. Monday parade at 9:30 a.m. and ceremony at Nathan Strong Park to follow.

2nd & 4th Sunday of every month, Memorial Day – Labor Day Berlin Area Historical Museum is open, or by appointment 361-2460.

June

05 - Annual VFW Poker Run. Shotgun style start. Two or four wheels - ALL WELCOME! Contact Butch Rhodes at 361-1252.

09 - CHN Charity Golf Classic, at the Golf Courses of Lawsonia in Green Lake. Contact 920-361-5480 for information.

16 - Berlin Chamber of Commerce sponsored COMMUNITY Steak Fry - The Great Berlin Grill Out! Contact the Chamber 361-3636.

July

16 & 17 - Fox River Days Family Fun w/live music, karaoke & 3 on 3 Basketball, and many other activities. Organized by Fox River Days Foundation, sponsored in part by the BID. Contact Mary Lou Neubauer 361-5402.

17 - Berlin Chamber of Commerce sponsored Pig Roast @ Fox River Days. Contact Harry 361-3636.

17 - Annual Sidewalk Sales. Organized by the BBA/Sponsored by the BID – SHOP BERLIN!!! Contact Jason or Tina at Fields 361-1375.

31 - Annual Bugle Mouth Bass Tournament at Riverside Park. Contact Mark VanOrnum 229-2424.

August

7 & 8 - Cruzin' America Daze Annual Car Show & Memorial Cruise @ Riverside Park. Memorial Cruise, live music & fireworks on Saturday evening. Car show on Sunday. Contact Street Cruzers, Inc. at 361-0843 or visit www.streetcruzers.org.

18 - Berlin Chamber of Commerce Annual Golf Outing. Contact the Chamber 361-3636.

28 - Berlin Blue Knights Annual Bruce Williams Memorial Ride & Co-ed Softball Tournament. Contact Kevin Block 361-4237.

27 & 28 - CHN BBQ Competition "Burning Down The Fox" at Princeton school grounds. www.burningdownthefox.com

September

18 - Charity "Ride For Health" all wheeled fall ride through central Wisconsin. This is a Fundraiser for the CHN Foundation. Contact 361-6524 w/questions.

11 - All Saints Catholic School Dinner Auction at the City Inn. Entire community is welcome. Contact Nicole at 361-4522.

October

02 - Pumpkins On Petunias. Berlin's premier fall event. Shop Berlin! Organized by the BBA/Sponsored in part by the BID. Call 361-0533 w/questions.

16 - Berlin Historical Society's Ghost Walk in Oakwood Cemetery. Contact Lee Erdmann 361-2460.

Berlin Fire Department Annual Pig Roast & Open House. Food, fun, & learning for the whole family. Date TBD

November

04 - CHN Diabetic Health Fair

27 - Berlin Chamber of Commerce Annual Lighted Holiday Parade 5 p.m. Contact the Chamber 361-3636.

December

05 - Festival of Nine Lessons & Carols starting at 4 p.m. at Federated Church of Berlin. Visit www.federatedchurchberlin.org or call 299-5040.

Meeting Schedule

BBA - First Wednesday of the month at 8 AM. ALL Berlin business owners and/or employees encouraged to get involved.

BID - Second Wednesday of the month at 5:30 PM in City Hall Council Chambers. All BID members encouraged to attend.

Chamber - Second Thursday of the month at Noon at the Chamber office. Chamber members please.

CommUNITY Team - First Tuesday of the month at Noon at City Hall, 2nd floor conference room.

Webinar Series

A great resource supplied by the Green Lake County UW Extension. Learn about today's economy broadband, Econ. Dev., downtowns, and sustainability. All FREE. Call 361-5401 x5456 for details.

Chamber Chat Article written by Harry Kwidzinski, Berlin Chamber Executive Director

The year has gone by so fast. Santa is on his way so you'd better be good. The 24th Annual Lighted Christmas Parade is now history but next year we are looking for some changes and would like your help. You can volunteer your time. To help and support call Harry at 361-3636. With your help we can make the 25th anniversary of the parade a great one. Don't wait, call now.

New businesses have popped up and with our support they will be with us for a long time. Improvements have been seen in our downtown with more to come. We have gained new members at the Chamber of Commerce and we deeply appreciate your support, numbers will bring improvements and new ideas.

Friends of the Park is our newest member at this time. They deserve mention for their hard work and dedication to make our parks with their numerous flower beds beautiful for all of us to enjoy. The Friends also have a tree memorial program that greatly improves our parks. They meet at the Berlin Public Library and for more information please call Linda at 361-0153 and are always looking for more volunteers, and of course, more trees.

February 6th, CHN Foundation will host their annual charity "Wine and Roses" wine tasting event. For more information please call 361-6524.

BBA Buzz Article written by Ken Schmidt, WISS/WAUH & BBA member & Sue Knoke, BBA Secretary

With 2009 coming to a close we can look back and see the many activities and accomplishments that the Berlin Business Association has achieved. The BID provides financial support to these BBA planned events. Many thanks to the BID.

In October the BBA had another great success with the Pumpkins On Petunias event. The weather may have been cool, but the retailers did well, as did the food & craft vendors. The day provided a Tractor Parade and Pumpkin Extravaganza, along with many activities for the entire family.

The November Musical Open House was a great hit as well. Carriage rides, Santa, and arts & crafts were just a few of the activities that went along with shopping in Berlin! Afterwards, the Chamber's Holiday Parade and tree lighting ceremony in Nathan Strong Park was a perfect way to kick off the Holiday Season in the Berlin community.

Men's Night Out will take place December 7 at the Wolff's Den, but will no longer be sponsored by the BBA and BID.

Other events held in 2009 were also very positive. Berlin Gives Back was a success. And the BBA sponsored a day helping & donating homemade dishes for the Community Table.

What Can You Get For FREE Anymore These Days?

How about FREE Marketing? Yup, that's right - I said FREE marketing! Would you like that? Who wouldn't?! Here's a few items offered to you: 1) Any business or event committee in Berlin has the ability to submit a flyer to be inserted in this newsletter, that then gets hand delivered to every business in Berlin, that is a direct audience, times 275. The cost to you is FREE! (well, you supply the flyers, but that's all - no postage, no insert fees). 2) Want your website promoted for FREE? Let us know what it is, we'll put a link on the www.1berlin.com business directory. 3) Any Berlin commercial/business building for sale can listed on www.1berlin.com for FREE! In addition to that, I have the means to get your commercial/business listing on a website directed straight toward the investors and entrepreneurs. Want more? Ok then, how about you nonprofit groups, your info. can be advertised on the Berlin local cable channel for FREE. You know, if I keep going on, I may not have a desk or chair left.

On February 27th Berlin Arts and Humanities will sponsor their Midwinter Art Faire at Clay Lamberton School from 10 am to 4 pm. Last years art faire was one of the greatest I've seen in a long time. I sure hope you can make this years, you won't be disappointed For more information call Mary at 273-0644.

Our first chamber outing will showcase our 4th Annual Beer and Wine Tasting. In March 2010 we will be trying something a little different. We will not only be giving you a taste of local beers but also of local wines along with a taste of area restaurants. It promises to be a great time at the City Inn of Berlin. March 11th will be the date with more information to follow. We are still in the planning and expansion stages. Please keep this one in mind.

We are always looking for Business After 5 sponsors. This is a chance for you to showcase your business or club in order to educate all of us as to what we are missing by not coming to you. I know on my visits I find something I didn't know some of you have, I'm sure I'm not the only one. We can't afford to let chances slip away so do consider a Business After 5 to showcase your business. Networking is a very important part of any business and this is your chance. Please call Harry at 361-3636 to set up a date for you.

That's it for now, remember "Smile, it's contagious".

What a pleasure that day was to see all of the smiling faces.

Volunteers are always needed. The BBA is for ALL Berlin businesses to get involved with. There are no fees or taxes charged in order to join in and take part, there are no guidelines or parameters that must be followed, it's just Berlin businesses working together to promote Berlin as a whole. The BBA wants to help EVERY business in Berlin. But businesses need to keep in mind that only so much can be done FOR them, and without everyone's help, the task becomes increasingly more difficult for those who actually do step forward. For any business owner or employee who would like to get involved, know that your help is needed and appreciated. More people helping, means less work for each individual.

The BBA has recently established a new logo, along with a motto "Promoting the Positive." The BBA meets the first Wednesday of the month at 8 AM. The December meeting will be December 2nd at Goodrich Furnishings, and will also be the time to nominate a new Chairperson & Secretary. Come and have a cookie and a cup of coffee, and join in the conversation to help us PROMOTE THE POSITIVE!

HEXECO, Inc.

N1102 29th Ave., Berlin
920-361-3440

Industrial Business**Spotlight**

HEXECO, Inc. founded in 1976 and is a privately-held corporation specializing in the design and manufacture of bearing oil coolers for large industrial generators and motors used in hydroelectric and nuclear power plants.

HEXECO also designs special exchangers for operating conditions or heat transfer requirements not easily handled by standard heat exchanger designs available from others. Another area of our business is heat exchanger repair on certain types of designs.

Rolf Christiansen is the founder and President. In 1974 Rolf left his engineering job at Perflex (company previously located in Berlin) and became a Sales Representative for a number of heat exchanger companies. Rolf formed a sales company named HESECO (Heat Exchanger Sales and Engineering Company). One of the companies he represented decided to drop the bearing cooler product line, so Rolf asked their permission to build the coolers himself to help

support sales of other product lines. With the go-ahead, he built the first cooler in his basement. By 1977 Rolf located a storage warehouse out in the country and soon the HEXECO manufacturing facility was established at its present location.

In 1991 a fire destroyed the original building. The next year a more modern facility was rebuilt at the same location. In the mid-1990's the shop space was doubled during an expansion and a cold storage shed was built in back of the shop.

Rolf's son, Curt, is involved in HEXECO, Inc. and son, Jay, is involved in HESECO, L.L.C., the sales representative business.

HEXECO continues to enjoy success as a job shop facility for the manufacture of custom-designed coolers for a niche market. Our current employment is 6 full time shop fabricators and 3 office personnel.

The crew at HEXECO

**Community Business****Berlin Community Scholarship Corp.****Spotlight**

Interview and article by Bobbie Erdmann

Twenty-five years ago a chance article about a community scholarship program in a trade magazine started Sue Yankowski thinking about something similar for Berlin. At the time Mrs. Yankowski was on the Berlin School Board and aware of the challenges students were having going on to college. She approached members of the AAUW with her idea and three others, Sandie Lothar, Peggy Seaman and Nancy Kujawa, came on board to plan and institute a Berlin scholarship program. After investigating several avenues the group formed a tax-exempt 501C3 organization and began soliciting members and donations.

According to the organization's records the first BCSC scholarships were awarded in 1985 to four Berlin students for a total amount of \$2,000. Since that time 725 scholarships have been given to graduates and former graduates of Berlin High School for a total of \$581,915.

The primary objective of the organization has been and continues to be to provide scholarships to students already in college. Some of their awards have been to graduating seniors because of stipulations made by donors. Recently the BCSC was named in Madeline Mleczeck's estate as recipient of funds to expand their program.

Membership is open to the public for an annual \$10 fee and the drive for new members or returning members is going on right now. New members can contact the officers, President, Jean Dretske; Vice-president, Peggy Seaman, Treasurer, Jen Johnson or Secretary Vicki Heiar or any of the board members; Greg Bellmer, Jason Buttke, Missy Gravunder, Teri Mauer, Caren Reich, Mike Shattuck, Marilyn Voeltner, Cindy Wallace, and Amy Wenig for information or to join.

BCSC celebrated their 25th anniversary with an open house on November 12th at the 1st National Bank's depot meeting room. Peggy Seaman, one of the original organizers and still a current Board member, was recognized for her years of service at this event.

Service Business**Konen Flooring, LLC****Spotlight**

Interview and article by Mary Lou Neubauer

Konen Flooring LLC was established in 1995 by Don & Vicki Konen of Berlin. Don is in his 20th year in the Flooring business specializing in carpet, vinyl, hardwood and ceramic tile installations. Don also custom builds ceramic tile showers of any shape and size

Tile work, especially custom showers, is one area of his business that Don can really be creative and give his customer a "one of a kind" product. He will work with you to see what "fits" with your style and needs.

While new home construction, remodels and replacements account for the majority of Konen Flooring's work, Don also does commercial installations such as apartment complex's, churches, restaurants and more. Don sub-contracts through numerous floor-

ing stores and contractors in the area, as well as having many direct customers. A forty to fifty mile radius is generally the area that Konen Flooring covers but Don has done installations in the Madison, Milwaukee and Green Bay areas as well as in the Chicago area.

Materials can also be purchased through Konen Flooring. Don can bring samples directly to your home or business, whichever is more convenient for you.

Free estimates are always available as well as job measuring. Don is always willing to work around your schedule whether it's during the day, evening or weekend. Give Don a call at 920-229-3619 or 920-361-3619, he'll be happy to help you out with whatever flooring needs you have.

Retail Business

Spotlight

Church Street Market (former Sentry Foods)

253 S. Church St.
920-361-3212

Interview and article by Bobbie Erdmann

A well-known and respected Berlin establishment has changed hands. The Sentry Foods store has become Church St. Market. It is owned and operated by partners Mike Novak and Paul Fassbender. Both men have been in the grocery business for a number of years and have stores in the Green Bay area. They purchased the Berlin Sentry store from Tim Hogan on September 30. Gil Young is the store manager. He is excited to be here and looks forward to meeting customers and working with the community. Mike, Paul and Gil are committed to excellence in quality and service.

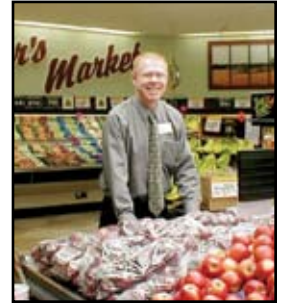
By introducing an independent store instead of a chain the owners have the flexibility to adapt product offerings to meet the needs of the Berlin area. For the customer, this will mean a larger selection of products to choose from.

The produce department already has a number of new additions including organic offerings. Customers will soon find numerous new products in the rest of the store as well. The store also features Meat, Deli, Bakery, Floral, and Liquor departments.

Store features that have been popular with Berlinites such as “senior discount Wednesday” and “Funds for Friends” give-back to the community program have been retained. Watch for the store’s colorful new sign, sporting the Church St. Market logo to be raised shortly.

The store has plans for a Grand Opening in early December.

Manager Gil Young looking over the produce at Church Street Market



Brown Wilcox Assisted Living

347 E. Huron St.
920-361-2552

Interview and article by Bobbie Erdmann

Started as a gift to the city in 1917 this beautiful, homey establishment has provided residence for the area’s elderly for 92 years. Jenny Wilcox Brown endowed the gift as a memorial to her husband, John R. Brown and her mother, Fannie A. Wilcox. In conjunction with her brother, Alfred, she did much of the planning for the completion of the project and dedicated her entire estate to its establishment. The red brick home is located on the site of her former girlhood home.

Today this non-profit facility is managed by a Board of Directors and an executive secretary. Day to day decisions are under the direction of Linda Pischke who has been administrator for the past eleven years. She works with a staff of 15, several who have 10 or more years experience at Brown-Wilcox. An RN and two LPNs provide the necessary medical care for the residents. BW is licensed by the State of Wisconsin and

Service Business

Spotlight

is affiliated with “CareWisconsin.”

The facility provides home-cooked meals, laundry, cleaning, social activities, personal care, local taxi service, medication maintenance, and offers health and wellness programs. In 2003

a 900 sq. foot all-enclosed glass solarium was added to the front of the building. This room gives the residents an opportunity to enjoy sunshine no matter what the season. Many card games and craft activities take place here.

Brown-Wilcox has accommodations for 20 residents with two floors of rooms all with private baths including four suites with living room, bedroom and bath. A new resident feels right at home since their rooms are furnished with their own furniture. All services are included in the monthly fee.

Some of the residents enjoying snack time on the sunny gazebo



Berlin Business News

ADDED SERVICE



Majik Sweep Chimney Service, LLC Gas & Wood Fireplace Inserts

Owner: Dan & Cindy Hertzberg
425 E. Huron St. 920-361-2503
Showroom open 8-6 M-F, 9-Noon on Sat.

ADDED SERVICE



Karam Mfg./Pellet Fuel Warehouse

133 Enterprise Dr. 920-361-2370
www.pelletfuelwarehouse.com
Rocky Mountain & Lumber Jack brand wood pellet fuel

Health Saving Accounts For Your Future

Article supplied by Baylake Bank

Health Savings Accounts (HSAs) provide a comprehensive means to help ensure that medical costs don't have an unnecessary impact on your financial well-being," said Jennifer Gitzel, Financial Center Manager at Baylake Bank in Berlin. According to Gitzel, individuals and small business can both benefit from HSAs. She offered some HSA fundamentals based on information from the U.S. Department of the Treasury: What is a Health Savings Account ("HSA")? A Health Savings Account is an alternative to traditional health insurance; it is a savings product that offers a different way for consumers to pay for their health care. HSAs enable you to pay for current health expenses and save for future qualified medical and retiree health expenses on a tax-free basis. You must be covered by a High Deductible Health Plan (HDHP) to be able to take advantage of HSAs. You own and control the money in your HSA; you can decide what types of investments to make with the money in the

account to help make it grow. What is a "High Deductible Health Plan" (HDHP)? Sometimes referred to as a "catastrophic" health insurance plan, an HDHP is an inexpensive health insurance plan that generally doesn't pay for the first several thousand dollars of health care expenses (i.e., your "deductible") but will generally cover you after that. Can the funds in an HSA be invested? Yes, you can invest the funds in your HSA. The same types of investments permitted for IRAs are allowed for HSAs, including stocks, bonds, mutual funds, and certificates of deposit.

"Essentially, HSAs are tax-free medical savings accounts. You contribute to them just like retirement accounts, and anything you haven't used from them when you reach 65 is yours, penalty free. They're a very flexible and effective savings tool, and we've found that our customers really benefit from utilizing them," Gitzel said. Baylake Bank, Member FDIC.

'Building Communities' Webinar Series

A FREE Educational Series For Every Business Owner & Community Leader

****All Webinar's will begin at 11 AM and will be held at The Goose Blind in Green Lake*

January 19, 2010 – Broadband and E-Commerce: Putting the "E" in Community and Business

Historically communities developed along important waterways, then roads and highways. Why? Access to markets. Where is the nearest on-ramp to the world-market—the Internet (and how many lanes does it have and what is the speed limit)? Successful businesses in the next years will be those that tap into this huge potential. Successful communities will be those that bring this essential infrastructure to their community. Learn about why broadband matters and how to foster a vibrant community network.

February 16, 2010 – Retaining and Attracting People as an Economic Development Strategy

Did you know that according to Live First, Work Second author Rebecca Ryan, 3 out of 4 Americans respond that a cool city is more important than a good job? But that doesn't represent us, right? Michigan's Cool Cities Survey found nearly 7 in 10 recent college graduates agreed as did almost 75% of young people Iron Co. Wisconsin (pop. 6,197) and Gogebic Co. Michigan (pop. 16,043). Learn why a focus on retaining and attracting young professionals may be one of the most important community building strategies you employ—and why being a cool city may be even more important in your community than Seattle or St. Paul.

March 16, 2010 – Housing and Other Critical Sectors: Assessing and Building Our Economy

We've all read the terrible statistics about the housing crisis, plant closing and job losses, and the declining tax base. But what do we really know about our community and how it is performing? How have things truly changed over time and how do they compare to similar markets? Perhaps of even more importance, what lessons can we learn from these assessments and how can we use them to make our communities stronger? Learn about practical tools you can use to measure your community's economic performance and how to use this information to help shape policies to grow the economy.

Berlin Landlord Group Proves To Be A Benefit

Article written by Mary Lou Neubauer

Berlin Landlord Group is scheduled to meet again in March 2010. Attendance at the informational meetings can prove to be a great benefit as the topics discussed are those situations you run into every day. Whether it be disposal of items left behind, standardized leases, reasonable clean-up charges, or insurance

situations, the discussion and interaction with the speakers and fellow landlords is a priceless tool you can tap into. Landlords who have been unable to attend, can obtain the information that is discussed at the meetings by contacting Mary Lou Neubauer at 361-5402.

Berlin Waterfront Initiative Update

Article written by Mary Lou Neubauer

In April 2009 the State Department of Commerce awarded Berlin a Planning Grant to provide designs for the redevelopment of the Fox River area downtown. Planning & design work was done through the summer and at the October City Council meeting a plan was adopted providing the base work for our riverfront to become a more focal point in the downtown.

A project carries a hefty pricetag, if all done at once, but this plan is broken down to singular components for staged implementation. The project which Fox River Days Foundation donates its proceeds to, has generated \$5,000 already. It is the hope that this revitalization will become a reality in the years to come. Supporting the Fox River Days event will allow for a faster development time frame.

Green Lake Country Visitors Bureau Welcomes Berlin

Article written by Nicole Chase, Marketing Director GLCVB

Green Lake Country Visitors Bureau (GLCVB) would like to welcome the Berlin Chamber to our team! Our journey forward will bring many opportunities to the Berlin community. GLCVB promotes community events, welcomes tourism and promotes using local businesses for shopping and services.

The variety of marketing tools we utilize, such as radio, website, electronic eNewsletter, online advertising, brochures and trade shows to name just a few, contribute to our success in bringing customers into our communities.

They also remind our local residents about the valuable

services and products that are available in our own backyards.

GLCVB currently represents the Green Lake, Markesan, Princeton and Ripon Chambers. We are looking forward to be joining forces with the Berlin Chamber in the upcoming New Year. To learn more about GLCVB please visit our website at www.glcountry.com. Welcome!



Tri-County Tourism Alliance (TCTA)

Joining Green Lake, Waushara, & Marquette Counties Together

Article written by Ellen Koeppen, Ex. Director Green Lake Chamber & TCTA Secretary

The Tri-County Tourism Alliance has been around for quite some time in some form or another. The group detailed here is the alliance as it is functioning today. I don't have the "BE" history ('B'efore 'E'llen) so I apologize for not including those who were involved in the evolution of the group.

With the leadership and facilitation of the UW-Extension representatives from the three counties (Jason Kauffeld-GL, Marty Havlovic-Marq, Patrick Nehring-W), the alliance was created with three representatives from each county. Election of officers was held October of 2008.

Your TCTA Team: representing Waushara Cty. is: Linda Freudenthal, President, Judy Downie, and Michael Anderson. Representing Marquette Cty. is: Roger Peterson, Vice-President, Paul Calamari, and Mike Lake. Representing Green Lake Cty. is: Keith Van Buren, Jerry Disterhaft, Ellen Koeppen, Secretary/Treasurer.

The team developed guidelines and a mission statement.

Our mission: Tri-County Tourism Alliance inspires visitors to come to our region by promoting original and authentic experiences that encourage people to share their memories and return to create new ones.

The team came up with many ways we can work together in order to promote our area. We decided to concentrate our efforts on trade shows. Together we can have a presence at the shows making visitors aware of the variety of activities, venues, communities, and fun that the entire area has to offer. We have plans to attend 3 shows together for the 2010 season.

Check out the website at www.DiscoverCentralWisconsin.com. Berlin will soon be represented through the GLCVB. It's purpose is to get people considering our three counties as one region with lots to offer for a great get-a-way. It is evolving with us, so check back for updates.

You can contact me (ellen@visitgreenlake.com) if you have any questions or ideas for this team. We are YOUR team, working together!

Tri-County Regional Economic Development Corporation (TREDC) Update

Article written by Sue Knoke, TREDC Project Manager



The recent TREDC Annual Summit this year was a salute to Area Agri-business. The photos above are from the summit that was held in late October at J & S Rivers Bend Campground & Resort, located just South of Montello. Guest speakers included Ed Janus with WI Dairy History Project, April Fuhr with Local Fare, Badger Financial reps., and Waushara & Marquette Cty. UW Extension Ag. Agents.

Executive Director, Bill Wheeler presented Emory Opsal of StoneRidge Market, John & Barb Bednarek of Bednarek's Bison, and Rebecca Nelson of Aquaponics each with a plaque of appreciation for their dedication to Agri-business in the Tri-County area and for being the 'Argicultural Business of the

Year' in their county.

The summit was well attended by TREDC board members, County Economic Development Corporation members, area Chamber Executives, and other Agri-business related frontiersman.

In other TREDC news, the Tri-County (Industrial business) Retention Survey is underway. Marquette County is now near completion, with Green Lake and Waushara Counties on the horizon. If you receive a letter indicating so, you may receive a visit from an Economic Development committee member wanting to know more about your business needs and opinions. If you would like to volunteer to be a chosen business survey participant, please contact us at 920-382-0963.

THANK YOU FOR YOUR SUPPORT

The following contributors help to make this year's newsletters possible:
Berlin Journal Newspapers & Bank Mutual (Donations Needed - Please See Insert)

This Edition Of The CommUNITY Newsletter Is Paid For By The Chamber, We Thank The Chamber For All Their Efforts

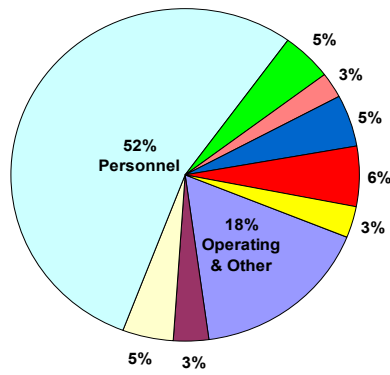
THIS NEWSLETTER CAN BE VIEWED ELECTRONICALLY ON WWW.1BERLIN.COM

**CommUNITY
Newsletter
Editorial
Committee**
Sue Knoke
Mary Lou Neubauer
Bobbie Erdmann
Assisting: Angie Fralish
**To volunteer,
contact a committee
member.**

**Help Us Keep
Your Contact
Information
Up-To-Date**

Have a new address?
Email?
Would you like your
business website link on
the City website?
Please call 920-361-5401
ext. 5456 or email
sknoke@dotnet.com
to ensure your
information is current.

Berlin City Levy



Operating & Other	Capital Projects
Debt Service	Personnel Expenses
Utilities	P & L Insurance
Hydrant Rental	Garbage Collection
Taxi	

Municipalities continue to be under state levy limits, which is likely to continue in one form or another for some time. Currently, there is a 3% cap on levy increases with debt being outside of the limits. Municipalities also have the opportunity to carry forward unused levy capacity from previous two years. Additional increases are allowed only by an approved referendum. With all of these things taken into consideration, the City of Berlin's allowable 2009 levy is \$1,918,883, which would require a levy of \$9.52 per \$1,000 of assessed valuation.

The 2009 proposed city levy is considerably lower at \$1,679,035. This is 12% lower than the allowable levy and requires a significantly lower mill rate of \$8.33 per \$1,000 of assessed valuation (\$8.38 for Waushara County residents). Compared to 2008 mill rates, this equates to a 1.2% mill rate increase for Green Lake County and a 2.1% decrease for Waushara County.

The City of Berlin mill rate accounts for approximately 32% of your property tax bill. The other 68% is comprised of county, technical college, state, and school district levies.