

2011 Annual Report

First annual Restaurant Week a big success—over 500 comment cards received from restaurant patrons.



Over 300 people attended the Third Annual Community Expo. Keynote speaker Jeff Skiles "Miracle on the Hudson" was a big hit with attendees.

Duane Sprecher receives the 2011 Community Business Leader Award



Mission

Statement:

The object and purpose of this Chamber shall be to foster, promote and protect the business interests of its members and to create a positive economic, educational and social climate in Sun Prairie



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2011 Chamber Members

Becky Burbach
 Cheryl Namyst
 Gerald J. Lewis
 Jacquelyn Barnes
 Mike Cunningham
 Nancy Schallert
 Patrick Cashman
 Phyllis Buskager
 Sally Carpenter
 Tim Russell
 Vernon F. Buskager
 1st Step Mortgage Group
 4 Lakes Label & Printing
 4-H Happy Hikers
 A Place for Mom, Inc.
 A+ Storage, LLC
 Access Community Health Centers
 Accounting Department, The
 Action Plumbing, Heating, Air
 Conditioning & Electric
 Affordable 35mm Slide Scanning
 Affordable Legal Services of Sun
 Prairie
 American Family Ins.-Cutler/
 Anderson
 American Family-Fassbender
 Agency
 American Legion Post #333
 Ameriprint
 Ammo Box LLC, The
 AMS/ US Cellular
 Anchorbank, fsb
 Angell Park
 Angell Park Apartments
 Angelus Retirement Community
 Animal Hospital of Sun Prairie
 Anna's Pizzeria
 Anytime Fitness
 Aqua Plumbing, LLC
 Associated Bank
 Atlantis Taverna
 Avon Booth
 Ba Ba's Supper Club
 Bakke Chiropractic Clinic
 Baldwin Eye Care
 Bank of Sun Prairie
 Bates Floor Covering
 BCH Tax & Financial Inc.
 Beans n Cream Coffeehouse
 Becker Boiler
 Behrend Counseling Service
 Bella Donna Salon
 Belso Design
 Ben's Auto Service
 Bethlehem Lutheran Church
 Birrenkott Surveying
 Blue Dandelion Photography LLC
 Bradley Farms Inc.
 Brenda Eckhardt Photography
 Bristol Lutheran Church
 Brooks Tractor
 B's Jewelers LLC
 Buck & Honey's Restaurant
 Burracho's Fresh Mexican Grill
 Business Improvement District, SP
 Cambria Suites
 Camp K-9 Pet Care Center
 Cannery Grill, The
 Capital Newspapers Inc.
 Cardinal Heating & Air
 Conditioning, Inc.
 Cardinal Roofing & Construction
 Cardinals Nest
 Celerity Staffing Solutions
 Century 21 Affiliated
 Charter Business
 Chase Lumber
 Chicken Lips
 City of Sun Prairie
 Coldwell Banker Success Realtors
 Colonial Club Senior Center
 Colonial View Apartments
 Columbus Community Hospital, Inc.
 Comfort Inn & Suites Madison
 Airport

Comfort Keepers
 Complete Business Services
 Complete Mobile Dentistry
 Comprehensive Suntax Assoc., Inc.
 Conrad Real Estate Services
 Continental Mapping Consultants, Inc.
 Cops Supermarket
 Cory Howe Photography
 Costumes with Character
 Country Wide Text
 Countryside Animal Clinic
 Courtyard by Marriott Madison East
 Cousins Subs, Chocolate Shoppe Ice
 Cream
 Cress Funeral Home
 CTI Paper Group, Inc
 Culver's Frozen Custard
 Dairy Queen
 Dane County Title Company
 Day One Pizza
 Dean Medical Center - Sun Prairie
 Deforest Aquatic Club
 DeGoller Printing Inc.
 DeWitt, Ross & Stevens, S.C.
 Diesel Driving School & Associated
 Training
 DirectNetworks, Inc.
 Dorn True Value Hardware
 Dr. Chris Stevens Family & Cosmetic
 Dentistry
 Dr. James Amstadt and Associates
 DSI Real Estate Group, Inc.
 E80 Plus Constructors, LLC
 East Towne Mall
 Eddies Alehouse and Eatery
 Educated Mortgage Services, LLC
 Edward Jones Investments
 EL Patron Mexican Grill
 Elite Embroidery & Screen Printing
 e-Media Resources
 Energy Law Wisconsin
 Engraving & Trophy Specialists, Inc.
 Entercorn Communications
 EROLLING LLC
 Eustice, Laffey, Sebranek & Auby, S.C.
 Exceptional Catering
 Exchange Club
 Express Employment Professionals
 EZ Office Products
 Fairfield Inn & Suites-Madison East
 Fairway Independent Mortgage Corp.
 Faith Technologies Inc. dba Town &
 Country Electric
 Faithliving Center
 Family Dentistry-R.J. Carpenter, DDS SC
 Famous Footwear Distribution Center
 Farmers Insurance-Wetley Agency
 Feuling Concrete Construction, Inc.
 First Choice Dental
 First Choice Insurance Solutions
 First Weber Group
 Five Star Telecom
 Forever Yours Jewelry Inc.
 Four Seasons Craft Mall
 Frank Liquor Co. Group
 Friends of McCarthy Park
 Friends of the Sun Prairie Public Library
 Frontier Communications
 Fusion Dance Academy
 Fuzzy's Liquor
 Gallina Company
 Garden Prairie Farm
 Gates Auto Body, Inc.
 Gil-Her, LTD.
 Ginger Bread House Preschool
 Glacier Mobil Mart
 Glass Nickel Pizza
 Globe University
 Golden Days Company, LLC
 Good Shepherd Episcopal Church
 Grand Stay Residential Suites Hotel
 Greater Madison Area SHRM, Inc.
 Group Health Cooperative of South
 Central WI

Gus's Diner
 H & L Construction, LLC
 H & R Block
 Hair Excellence
 Hallman Lindsay Paints, Inc.
 Hamilton Place Apartments
 Hampton Inn - Madison East
 Handy Appliance Center, Inc.
 Harmony Living Centers
 Harms Insurance Group
 Heads Up Hair Salon
 Health by Nature
 Heartland Community Church
 Heartland Credit Union
 Hebl, Hebl, & Ripp
 Hensen Fine Cabinetry Div.HMI Hensen
 Manufacturing
 Herzing University
 Hirschinger Insurance
 HNI Risk Solutions
 Holiday Inn at The American Center
 Holly Sales & Service, Inc.
 Hometown News, The Star
 Horstman Computer Services, LLC
 Huntington Learning Center
 Hyland Park of Sun Prairie
 IDO Feed & Supply Corporation
 In Business Magazine
 Independent Investigations
 Independent Pharmacy Cooperative
 Infinity High Purity Systems, LLC
 Inxpress USA
 ITS Compliance Inc.
 J.F. Ahren Co.
 JB's Italian Grille
 Jennings and Woldt Remodeling, Inc.
 Jerry's Apples and Farm Market
 JulieGem Realty
 Jung Garden Center
 Karate America
 Keitel Group Insurance Inc.
 Kemp Financial Services
 Kicks Unlimited
 KindredHearts
 King Pest Solutions, LLC
 Knight Barry Title Services, LLC
 Knights of Columbus
 Kobussen Buses Ltd.
 KonText Architects, LLC
 Kvalheim Kountry Painters
 Kwik Trip
 Lake Windsor Country Club
 Lemkey Lock & Security
 Liberty Mutual
 Liberty Square Senior Apartments
 Little Caesars Pizza
 Living Hope Fellowship Church
 Living Water Lutheran Church
 Luedtke-Storm-Mackey Chiropractic
 M & I
 MadCityAds LLC
 Madison Mallards
 Maly Ceramic Tile Co. Inc.
 Market Street Diner & Bakery
 Mary Kay, Stephanie Showers
 McFarland State Bank
 McGovern's Enterprises
 MCV Salon & Spa
 Mead Consulting, Inc
 Meant to Bead
 Meriter Deforest-Windsor Clinic
 Meyer's Animal House
 Miller Custom Homes, Inc.
 Monda's Family Hair Care
 Mounds Pet Food Warehouse
 Municipal Electric Utilities of WI Inc
 Neuschwander Asset Management
 New Crossing Church
 Nonn's Design Show Place
 Oak Park Place
 Oaks Golf Course
 Oakwood Village East
 O'Connell Pharmacy
 Oliver's Plumbing & Remodel

Olympic Village Sun Prairie-
 Independent Living
 ONE Plus Architecture
 Open Door Church
 Our Savior's Lutheran Church
 Palmer Johnson Power Systems
 Panda Garden
 Pan-O-Gold/Village Hearth Breads
 Papa Murphy's Take & Bake Pizza
 Park Bank
 Parktowne Laundry
 Parkview Dental Associates
 PAYCHEX
 Peace Ev.Lutheran Church-School-
 WELS
 Peaceful Hands Massage LLC
 Pepsi-Cola of Madison
 Personalized Pick Pack & Ship
 Physicians Plus Insurance Corporation
 Pit Stop Pub, LLC
 Pizza Hut Delivery
 Pizza Pit
 Plandesign
 Playter Enterprises
 Prairie Athletic Club
 Prairie Barbers
 Prairie Counseling
 Prairie Diner
 Prairie Gardens C.B.R.F.
 Prairie Glass Company, Inc.
 Prairie Jewelers
 Prairie Lanes
 Prairie Music Academy
 Prairie Right Management
 Prairie Veterinary Associates, Inc.
 Primavera Cleaning Service
 Pro Health Chiropractic
 Pro-Active Engineering, Inc
 QTI Group Qualtemp
 Quality Inn & Suites
 Quality Pet Sitting
 Regus-Madison East
 Roger's Carpentry, LLC
 Roger's Paint 'n Paper, LLC
 Rotary Club-2011 President
 Round Table, The
 S & K Snowplowing, Lawn Mowing &
 Automotive LLC
 Sacred Hearts Catholic Church &
 School
 Schonheit Gardens
 Security Finance
 Select Communications/Verizon
 Wireless
 Send Out cards
 Sentry Foods & Floral
 Service Specialists of Wisconsin
 Settlers Bank
 Sharpe Engineering & Equipment
 Sherwin-Williams
 Signmaster Custom Signs
 Signs By Tomorrow
 Ski's Salon
 Smith & Gesteland, LLP
 Smith & Olsen Dental, LLC
 Snap Fitness - Sun Prairie
 Soderholm Foods
 Sound Electric
 St. Albert The Great Catholic Church
 St. Mary's Foundation
 St. Mary's Hospital
 Stark Chevrolet of Sun Prairie, Inc.
 Stark Company Realtors
 State Farm Insurance-Pierick
 State Farm Insurance-Wilkins
 Staybridge Suites Madison East
 Stewart Performing Arts
 Strawberry Fields of Wisconsin, LLC
 Studio FX, Modern Hair & Nail Design
 Suburban Studio
 Summit Credit Union
 Sun Prairie Area School District
 Sun Prairie Business & Education
 Partnership

Sun Prairie Civic Theatre
 Sun Prairie Concrete
 Sun Prairie Education Association
 Sun Prairie Education Foundation
 Sun Prairie Farmers Market
 Sun Prairie Health Care Center
 Sun Prairie Improvement Council Ltd
 Sun Prairie Lions Club
 Sun Prairie Nursery School
 Sun Prairie Optimist Club
 Sun Prairie Pet Clinic Inc.
 Sun Prairie Taxi Service
 Sun Prairie United Methodist Church
 Sun Prairie Utilities
 Sun Prairie Youth Hockey
 Association
 Sunny Day Preschool and Daycare
 Sunny Nutrition
 Sunshine Place
 Sunwood Apartments
 Super 8 Motel
 Super Lube
 SVA Plumb Financial
 Sweet Sounds Hearing Aids
 System Forms
 T.C. Chase & Associates, LLC
 Target
 TEC Mailing Solutions, LLC
 Teddy's Place
 The Crosse House Sun Prairie
 Historical Restorations, Inc.
 The Retail Computer Group, LLC
 The Salty Peanut Photography
 The Spa
 The Tint Factory
 Token Creek Dental Center LLC
 Token Creek Veterinary Clinic
 Total Wellness
 Town Planner
 Trachte Building Systems
 Transcend Architects & Engineers
 Transformation Church
 Travel Leaders /Journey's Travel
 Group
 Trek Diagnostics Systems, Inc.
 Tuschen-Newcomer Funeral Home
 Unique Sewing Creations, LLC
 Universal Roofing Co. Inc
 UPS Store
 UW Credit Union
 UW Health-Sun Prairie
 Value Added Distributors, LLC
 Van Buren Place
 Van Pelt Accounting
 Veolia Environmental Services
 Veridian Homes
 Veyance Technologies, Inc
 Engineered Products
 VFW Post #9362
 W.O.R.C.
 Walgreens
 Wal-Mart
 Washington Mills Ceramics Corp.
 Waste Management
 Wendy's
 Westside Dental Associates
 What's Brew'n Cafe & Coffee Bar
 Wildtree
 Willows Nursing and Rehab Center
 Wisconsin Cleaners
 Wisconsin Distributors, LLC
 Wisconsin Wealth Advisors, LLC
 Wolf Paving & Excavating Co., Inc
 Woodland Creek Nursery
 WPPI Energy
 Wright Vision Care
 Xango
 YMCA
 Zimbrick Fish Hatchery Road
 Thanks to our 395 Chamber Mem-
 bers for their continued support and
 participation. As of 11/21/11

2011 Chamber Volunteer Committees/Programs - Highlights & Accomplishments

Ambassadors 34 volunteers participate in this program!

- Visited 18 sites in 2011
- survey members for input / retention calls
- 6 new members during the member drive

Business Promotion

- 96 businesses participated in the halloween spooktacular
- 38 businesses participated in the Keytag discount program
- 26 businesses participated in the Sun Prairie Sale days event
- Restaurant week: 1st year; 500+ comment cards returned; 18 restaurants participated
- 41 businesses participated in the gift certificate program
- On-Line Coupon promotion for 24/7 advertising via our website

Community Promotion

- Produced a 52 page full color, community information guide with a distribution of 18,000; the guide is distributed via: local businesses, area chambers/CVB's, area events, relocation packets
- Produce a full color community map bi-annually

Community Expo

The third year for this annual event again sold out in exhibitor space; free to the general public to attend; 300+ attendees.

- Keynote Speaker added this year; 138 in attendance
- Featured free seminars & give-aways
- 42 businesses/organizations participated as exhibitors

Education & Media

The committee hosted four educational seminars in 2011; the cost to attend is \$3 per chamber member; topics included:

- Teamwork
- Branding
- Digital Media 101
- You and Ergonomics

The Chamber maintains a database of media contacts, local and statewide, which is available to Chamber members at no cost

Golf Classic

This fun, "casually competitive" event hosted 96 golfers at The Oaks Golf Course, member golf course. Golfers enjoyed a fun afternoon of networking in a relaxed environment.

Leadership

Thirteen participants are enjoying the 14th year of the Leadership program. The Chamber partners with the City of Sun Prairie and Sun Prairie School District to deliver this high-quality, adult education program. Participants learn about their community and how they can make a difference via their leadership skills.

Government Affairs

- Hosted a legislative update regarding state legislation affecting businesses
- Produced: seminar & brochure on "how to run for public office"
- Produced two "Newspage" issues - these include local and state government updates
- Meet with city staff regarding business concerns as needed and/or hold informational meetings

Program Planning

- Hosted 7 member luncheons with topics/speakers such as: Meet the Candidates, WI Economic Forecast, Energy Conservation, UW Office of Corporate Relations and Workforce Development
- Average luncheon attendance is 60 people
- Hosted the annual meeting in January with speaker Mark Johnson, UW Women's Hockey Coach
- Hosted 5 member mixers

Annual Sweet Corn Festival

Our largest fundraiser and biggest event in Sun Prairie. Chamber Staff coordinate the entire event and contract with local organizations to offer food or services at the event. We secure over 200 volunteers, administer all contracts for the facility, services, entertainment, corn and do all set-up and tear down of the event.

Corn Fest Detail

The "detail" committee coordinates the heart of cornfest - the corn! This group coordinates the harvesting, delivery and purchase of over 80 tons of corn this year as well as supervising paid staff to cook the corn. Our volunteer supervisors are dedicated personnel who "sweat it out" each cornfest, bringing success our biggest fundraiser!

Corn Fest Program

- Scheduled entertainment for the family stage, beer tent and children's area
- Coordinated advertising plans
- Secured 35 sponsors for the event

Corn Fest Parade

- Secured 88 parade participants; Kicks off the festival!

Additional Chamber of Commerce services/programs:

Member Services

- 'Business to Business Services' employer discount program now with 27 participants
- Chamber Care Health Insurance Program-member association health care plans by GHC, Dean Health Care Providers
- Two *member orientation sessions* were held in 2011
- Member lists, member labels, tourism information, city maps, sales items, relocation referrals

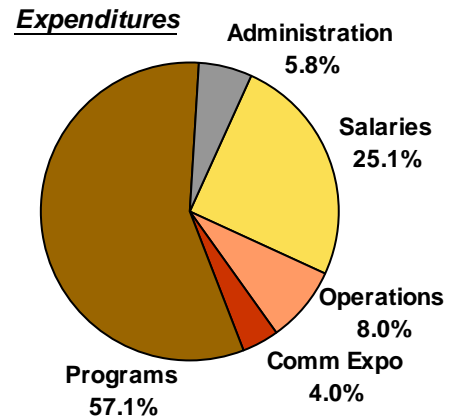
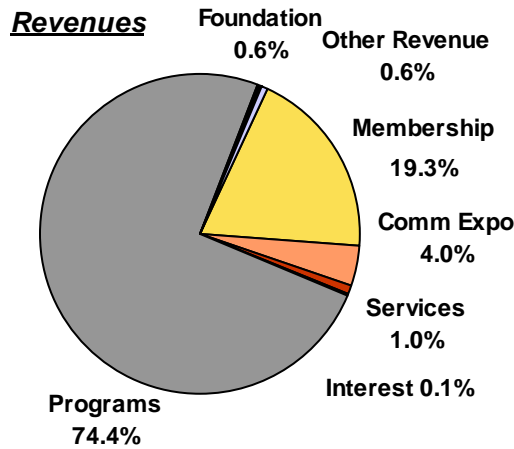
Events:

- **Groundhog Day Celebration & Community Breakfast:** Community event promotes Sun Prairie; Added "Jimmy's Specials" to promote local businesses / encourage shopping local
- **Annual Taste of the Arts Fair:** approx. 3,500 patrons; 114 booths; expanded the Wine & Cheese Tasting this year

Business Resources/Economic Development Resources:

- Resource and referral information for small business start-up and maintenance programs—in print and on website
- Listing of commercial property available
- Resource and referral for city resources/questions
- Host luncheons and/or meetings regarding city development
- Produce annual "Economic Profile"
- Produce annual "Employers Guide"

2011 Chamber Budget



Who are we - the Chamber of Commerce?

We are a non-profit organization, specifically a business association made up of 395 members and 10,144 employees. We are volunteer driven with a volunteer board of directors, thirteen volunteer committees consisting of a total of 106 volunteers and three full-time paid staff. Our primary source of income is non-dues revenue; our business plan focuses on business/community promotion & connecting our members to each other & the public.

How is your Chamber connected?

The Executive Director serves in these capacities:

- Liaison on the Tourism Commission
- Service on the THRIVE Engaging and Marketing Committee
- Service on the Dane County Revolving Loan Fund Committee
- Wisconsin Chamber of Commerce Executives
- Wisconsin Manufacturers and Commerce

Staff participate in Business Education Partnership activities/adopt-a-class Membership in Association of Chamber of Commerce Executives

2011 Chamber Board of Directors

Officers:

Chris Hirschinger, President	Hirschinger Insurance
Lill Quandt, Vice President	Peaceful Hands Massage
Nate Eisner, Treasurer	Edward Jones
Ann Stauffacher, Secretary	Holiday Inn at the American Center

Board Members:

Jeff Gauger	Beans n' Cream Coffeehouse
Cheryl Namyst	
Dan O'Brien	Educated Mortgage Services
Sue Olson	Wisconsin Wealth Advisors
Kim Ripp	Hebl, Hebl & Ripp
Matt Rosenthal	Summit Credit Union
Steve Strobel	Town Planner
Casey Trudgeon	Wisconsin Distributors

Board Liaisons:

John Murray	City of Sun Prairie
Pam Klute	Trachte Building Systems

2012 Chamber of Commerce Calendar—Highlights

January:	Community Guides Available TBD: Annual Meeting
February:	2nd: Groundhog Day Prognostication 4th: Groundhog Day Celebration/ Chili lunch
May:	31st: Chamber Golf Outing
June:	9th: Taste of the Arts Fair
July:	27th & 28th: Sun Prairie Sale Days & Flea Market
August:	16th–19th: Sweet Corn Festival
September:	2012/2013 Leadership Class begins
October:	25th: Halloween Business Spooktacular
November:	1st: Community Expo

*Member Luncheons are held February–May and September–November

*Mixers are held February/April/July and September/October

*Educational Seminars are held February, April, July and October

For updated information, check our website at www.sunprairiechamber.com or call our office at 837-4547; e-mail: spchamber@frontier.com

Website:

The Chamber website was 'recreated' and launched early in 2009. Staff do all updates in-house which means our Members can call us with any edits to their business listing, weblink etc and we can take care of it right away. Our Member News page features Member Spotlights, new Members and press releases/info about our Members on a timely basis.

- 2,122,439 hits on the Chamber website through November 21, 2011; highest month was August with 592,773 hits & best day was February 2nd with 35,185 hits
- Members on-line database & Free Weblinks
- Online event registration and member surveys