

CHAMBER CHAT

News and events from your local chambers.

All Chambers

■ The "All Chamber Business After Hours with Comedy, Champagne & Camaraderie" event is set to take place from 5:30 p.m. to 7:30 p.m. today at the Cedarburg Cultural Center. The event will feature door prizes, entertainment and complimentary champagne/hors d'oeuvres. To RSVP, call the Cedarburg Cultural Center at 375-3676 or e-mail ccen-ter@ameritech.net.

■ The Ozaukee Networking Chamber Exchange Breakfast will take place on Wednesday, Feb. 27 at the Paramount Restaurant at 1304 12th Ave. in Grafton. The quarterly meeting is sponsored by the chambers in Ozaukee County to enhance networking and improve your opportunities to generate more local business. In addition to a full buffet breakfast, each meeting includes time for networking, introductions, sharing of success stories and leads. Cost for the breakfast is \$12 for chamber members and \$20 for nonmembers.

■ Community gift certificates are redeemable at area shops, restaurants, hotels and service providers and available in any denomination. Certificates can be purchased at your local chamber office.

■ For more information on local events visit:
www.mtchamber.org
www.cedarburg.org
www.grafton.wi.org

Cedarburg

■ The chamber is seeking sponsors for Cedarburg's annual 4th of July Hometown Celebration. Festivities will include daylong holiday activities, a parade, picnic in Cedar Creek Park and fireworks at dusk. The 2008 celebration will also include a special Summer Sounds concert featuring local favorites "Stealin' Strings." For sponsorship information, call the chamber office at 377-5856.

■ The 2008 Sample of Cedarburg Business Fair is scheduled for March 6 at the Cedarburg Cultural Center. Chamber member businesses will have the opportunity to showcase their products and services at this free public event. Businesses interested in participating or joining the chamber should call the chamber office.

■ Thanks to a generous grant from the Cedarburg-Grafton Rotary Club, necessary repairs have been made to the announcement banner located over Washington Avenue. To schedule hanging of your organization's banner, please call the chamber office at 377-5856.

Grafton

■ HealthWave of Ozaukee will be presenting "Well Workplace University" from 8:30 a.m. to 3:30 p.m. on March 6 at the Zaun Pavilion in Lime Kiln Park. The daylong workshop will be facilitated by the Wellness Council of Wisconsin and focus on assisting businesses in building a results-oriented employee wellness program. HealthWave is a partnership of the village of Grafton, Aurora Health Care, Form & Fitness, Grafton Area Chamber of Commerce and the Grafton School District. Call the chamber at 377-1650.

■ The Grafton Blues Association will host a chamber Business After Hours event from 5:30 p.m. until 7:30 p.m. on March 13 at the Rose-Harms Legion Post. Entertainment will be provided by Chicago musicians Joe Filisko and Eric Noden. Chamber members, as well as future members and their guests are invited to attend to hear great music and to learn more about what the GBA is doing in the Grafton community. Complimentary hors d'oeuvres will be served. RSVP to the chamber office by March 7.

Mequon-Thiensville

■ Isa Sadlin, Executive Director of the Islam Institute, will be the featured speaker of the next chamber luncheon. Sadlin's presentation is titled, "The Emergence of Islam in America." The event runs from 11:45 a.m. to 1:30 p.m. on March 5 at the Four Points Sheraton at 8900 N. Kildeer Court in Brown Deer. The event is \$20 for chamber members and \$30 for nonmembers and walk-ins. To register, visit www.mtchamber.org/chamber-event-registration.cfm.

■ The 15th annual M-T Chamber Golf Classic is set for Aug. 4 at Mequon Country Club. To register, visit www.mtchamber.org or call the chamber at 512-9358 for a registration brochure.

■ The chamber is accepting nominations for the 2008 business and citizen of the year awards. Each year the chamber recognizes a business and citizen for their outstanding achievements and contributions to the community. The awards will be presented at the annual awards dinner on Oct. 1 at Shully's in Thiensville. Nomination forms can be obtained on-line at www.mtchamber.org. The deadline for submitting nominations is June 1.



Photo by Mark Justesen

Cedarburg merchant Robin Parsons believes high gas prices and big box retailers have more of an impact on her store sales than national economy woes.

Local retailers unfazed by fears of looming national recession

By Steve Schuster
News Graphic Correspondent

Ozaukee County — Picture a place with a lower than average unemployment rate, and where business continues to thrive even with the threat of a recession.

Does such a place exist? Yes, and it may even be right in your backyard. Even with a volatile stock market, and a high unemployment rate statewide, southern Ozaukee County continues to prosper.

"It's one of the most volatile times (for the stock market) we've had in the last 50 years," said Jerry Faust, a financial advisor with Edward Jones in Grafton.

According to Faust, it's typical to have a volatile market during an election year, and the key is to maintain perspective.

"My job as an advisor is to see that people stay invested and not get concerned with (the) short term and look at the long term," Faust said. "These are great buying opportunities (as the market is at) a 15-20 percent discount in comparison to four months ago," Faust said.

Ozaukee County's 3.3 percent unemployment rate in December was more than a percentage point below the state and national averages for that month, according to Elizabeth Falk, Labor and Market Economist for southeastern Wisconsin with the Wisconsin Department of Workforce Development.

"We haven't seen any significant closings," said Nancy Hundt, Executive Director of the Grafton Area Chamber of Commerce. "Everything seems to be pret-

ty up beat and strong with the recent additions to the new retail stores and restaurants."

But Hundt said that without actually surveying each business, it's difficult to determine its success.

Noodles and Company, Verizon Wireless, Qdoba Mexican Grill, and Costco are just some of the many new businesses in Grafton's Southern Commercial District.

Angelo Savasta, a store manager at the Verizon Wireless store in Grafton, said business is not where it should be right now, but it's difficult to pinpoint whether this is due to a recession or because their store is new.

"Business has improved from when we started," said Savasta, whose store opened Feb. 1. "But it's not up to where we expected."

Across the street at members only wholesaler Costco, which opened its doors last August, General Manager Doug Peters said business continues to remain strong.

Kristine Hage, executive director of the Cedarburg Chamber of Commerce, is skeptical that a recession is reasonably foreseeable and believes there really isn't any evidence to make such a dire prediction.

Business volume is really contingent upon what type of goods or services a business has to offer, she said.

Hage also blames bad weather, big box retailers, and the Internet for lower than expected retail growth, but is still very optimistic about the economy.

"I would be reluctant to use the 'r' word," Hage said. "I'm not sure I'm convinced that (a recession) is happening. We've had businesses that are doing quite well and have even expanded."

A Little Pizzazz, a woman's apparel and accessory shop in the Cedar Creek Settlement Shops, is a perfect example.

Store owner Tami Conard moved her shop to a much larger space across the hall from her former location in the Settlement earlier this month.

"I wouldn't have done it if I didn't think it would be worthwhile," Conard said. "I think people come to these quaint little places because there is so much to offer. We have things that you don't see all over."

Ozaukee County native Robin Parsons owns two stores in the Cedar Creek Settlement, Robin's Nest Antiques and Gifts, and the Cedar Creek Trading Post, which offers everything from popcorn and fudge to retro candy.

Parsons acknowledges business is less than what she would like it to be right now, but doesn't blame it on a recession.

Instead, she blames it on variables such as high gas prices and the consumer shift toward one-stop shopping at big box retail stores.

"I see a downturn in general, but am forever an optimist," Parsons said.

"If a recession were to hit, it would hurt us (local stores) even further," she said. "We need people to shop locally and to support us."



Bucks coach to speak at Concordia business leadership breakfast

Milwaukee Bucks Head Coach Larry Krystkowiak will be the guest speaker for Concordia University's next Business Leadership Series breakfast on March 13. Krystkowiak will be speaking on "Developing a Game Plan for Life and Work." The event will run from 7:30 a.m. to 9 a.m. in the Siebert Lutheran Dining Hall. Krystkowiak was named the 10th head coach in Bucks history last March. He is currently in the midst of his first full season as head coach. Krystkowiak and his wife Jan reside in Mequon with their five children.

Originally hired by the Bucks in 2006 as an assistant to his predecessor Terry Stotts, Krystkowiak came to Milwaukee after two seasons of coaching at his alma mater, the University of Montana. Krystkowiak is the Grizzlies all-time leader in points and rebounds and is the only player in men's basketball history at Montana to have his number retired. Drafted by Chicago in 1986, Krystkowiak played nine NBA seasons, including five with the Bucks.

Tickets are \$160 for a table of eight or \$25 per individual and include breakfast. Those attending will also receive vouchers valid for discount tickets and free concessions for Bucks games on April 12 and 14. Reservations must be made by March 5 through Michelle Buss at 243-4337 or michelle.buss@cuw.edu.

Mequon Form & Fitness moves to new location

IN BRIEF

■ Form & Fitness in Mequon will debut its new location at 1412 W. Mequon Road in Mequon Court II on Feb. 18. Form & Fitness will be joined at its new location by Body Renovation Physical Therapy. The 2,000 square-foot facility will feature a fresh design as well as locker and equipment upgrades.

■ The Manufacturing Career Expo will take place on Feb. 27 from 8:15 a.m. to 12:15 p.m. at Port Washington High School at 427 West Jackson St. The purpose of the event is to excite students and teachers about the wide array of career opportunities available in the manufacturing sector. An exten-

sive range of manufacturers are anticipated to be on hand to show students all the options. Businesses interested in participating in the Expo can register on-line at www.wfdc.org/business/conferences.htm. For more information, call the Workforce Development Center at (262)238-2882.

■ The School of Business and Legal Studies at Concordia University is accepting applications for the 2008 Concordia University Award for Ethical Business Leadership. The award recognizes local business leaders who go above legal requirements and exhibit particularly noteworthy and socially responsible practices. Past winners include Matt Furno of the Milwaukee Protestant Home and Tom Kacmarcik of Kapco. A one page nomina-

tion form can be received by calling Dr. William Ellis at calling 243-4226 or e-mailing william.ellis@cuw.edu. Deadline to turn in nomination forms is March 1.

■ Andreas Doermann has joined the facial plastic surgery physician staff of Aurora-Advanced Healthcare at their Mequon and Menomonee Falls clinics. Doermann received his medical degree from the University of Wisconsin-Madison. He is board certified in plastic surgery and has staff privileges at Community Memorial and Columbia St. Mary's hospitals. Doermann is currently accepting new patients. For more information, call the East Mequon Clinic at 387-8200 or the Menomonee Falls Clinic at (262)251-7500.



JOAN LLOYD

STAFF TALK

Moving up the ladder gets tricky

Q. You have always been such a big help to me when I have questions and I am coming to you with a new situation that I'm not sure how to handle. I have been with my company for about three years. There are three people in my department: myself, my co-worker and our manager. When I was hired, the manager did not inform my co-worker that I was being hired at a higher level than she. This caused quite a bit of friction at first, because I have known this lady for many years, and she assumed that I was coming on board as her equal. I was in management at my former employer, so that is also my career track at this company.

The upcoming issue is that I am getting a promotion in a couple of months, and will be moving from a cubicle next to my co-worker into an office. I believe this will be very upsetting and hurtful to her, as she believes she should receive preferred treatment because she has been here five years longer than I have.

However, her skill set is such that she is well suited for the position she has now. Our manager does not do a good job of dealing with this type of thing. I would like to help him come up with a way to make her feel special when this takes place. She and I work well together and we also get along well, and I would like for that to continue. What can we do to show appreciation and give her the attention she is going to need? Perhaps a new title or small bonus? Please help me, as I am having a difficult time coming up with anything that I feel is appropriate.

A. Perhaps you're having a tough time coming up with something appropriate because it isn't appropriate. Call me hard core, but why do you have to apologize for your success or reward your co-worker, just so she doesn't have hurt feelings about your promotion? There are some steps you can take that won't reward the wrong behavior.

Because there are only two of you, the issue of equality is in your face. In a larger company there are many levels and job categories and so it isn't such a stark and personal comparison. That is probably why you and your boss are worried about soothing your coworker's feelings.

Unfortunately, your manager has contributed to this situation because he wasn't clear with her when you were hired. However, I'm assuming she found out you were brought in at a higher level, since friction erupted after you were hired. Now that you are getting along, I suspect she has accepted your higher job category. One thing your manager can do is to have separate career discussions with each of you. During that conversation, he can praise her contributions and compliment her work.

In his discussion with your co-worker, they could identify her strengths and development needs and put a plan together for helping her reach her career goals. If she is happy in her job, that plan could include action steps to close any skill gaps she has, or give her additional responsibilities in areas in which she is strong.

(Joan Lloyd is an executive coach, management consultant, facilitator and professional trainer. E-mail your question to Joan at info@joanlloyd.com.)

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The News Graphic encourage Ozaukee County businesses to keep us updated on your company. Information on new hires, promotions, workshops or any other relevant company news is welcome. Please send information via e-mail to tcarpenter@conley.net.com or through the mail at The News Graphic, P.O. Box 47, Cedarburg, WI 53012.