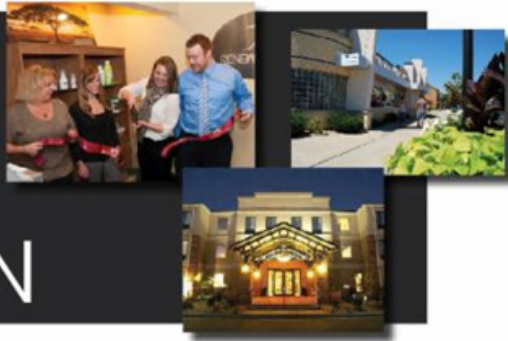


The BUSINESS CONNECTION



June 2015

Top of Mind - 650 x 125 pixels
\$200/Month (limit 2)



MIDDLETON
CHAMBER OF COMMERCE

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- Executive Director Update
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Executive Director Update

Advocacy is an interesting animal, with no shortage of perspectives to be considered at any point in time. What's perfect policy for one doesn't work at all for another. The greater good is a 40K foot view but businesses operate and pay bills on the ground (928ft above sea level at Morey Field).

We see headlines with cost increases of up to 24% for commercial water use in Middleton - some shrug it off but if you're providing showers to a few thousand people each day, your expenses just jumped. We can object, but utility infrastructure has to be maintained and the PSC approves rate changes - but it still stings.

Then we see headlines with local unemployment around 2.9%. Great news to some, but if you're trying to grow your business or add summer help, you have a problem. Think you've seen the end of help wanted signs? Service is likely to suffer, your patience will be tested and owners may be spending more time in their businesses.

And then there are racial and social disparity issues nationally and within local communities - even Middleton PD is drilling down into violations data for trend analysis. And with over a year of study behind it, Our Madison Plan ([more information](#)) has suggested a framework for 5 areas where improvement is crucial for a stronger and more balanced community.

Yoga with a View

JOIN US JULY 15, 6:30AM
FOR SUNRISE YOGA!

\$10 YOGA & BREAKFAST ONLY
\$30 YOGA, BREAKFAST & DINNER EVENT

Yoga on the hill at Pleasant View!

Brought to you by



Chloe Kestrovella & Rob
Enlightened Strength

Side Button
225 x 300 pixels

\$100/month
(limit 1)



Van Nutt
Executive Director

These issues and many more affect the Chamber's entire membership. Our Board of Directors is addressing what it can, within reason. Our Talent initiative continues to delve into resources and programs around the state, looking to link to functioning programs that should ultimately enhance your ability to find employees when you need them and tools to retain the employees you have.

We'll be launching our "Micro" - small group discussions - in June, to build on the positive experiences we've seen at the two GMM trial sessions. The hope is that members will benefit through more opportunities to share experiences and ideas in a casual and timely way.

Late June, we'll see the first programs geared towards young families and those looking for additional connections. And our 4th initiative will make it easier for you to understand and take advantage of Chamber programming through our mobile-friendly web site.

Have a great start to your summer. There's always a great deal going on, but we'll continue to be "at the table" for you.

- Van

Upcoming Chamber Events

June 3, 12pm
Golf Outing Committee
Pleasant View Clubhouse

June 4, 7:30am
Get Moving Middleton ([Register](#))
Hilton Garden Inn

June 8, 11:30am
Ambassador Committee
Globe University

June 10, 8am (7:45 Registration)
Ask the Expert: HR and Employment Law Panel Discussion ([Register](#))
Edgewood College - Deming Way

June 10, 5-7pm
Business Social Hour ([Register](#))
Cold Fusion Restaurant & Bar

June 17, 12pm
Economic Development Briefing ([Register](#))
Wisconsin Bank & Trust

June 23, 4:30pm
Ribbon Cutting & Grand Opening
River Valley Bank

June 24, 12pm
Golf Outing Committee
Pleasant View Clubhouse



New Members



Best Cleaners
6713 Frank Lloyd Wright
608-836-6868

www.bestcleanersmadison.com



Cat Care Clinic
322 Junction Road
608-833-9750

www.catcareclinic.net



IMAGE

3201 Glacier Ridge Road
608-576-1105

www.darenpagenkopf.amtamembers.com



Incredible Windows

8383 Greenway Blvd, Suite 600
608-826-7419

www.incrediblewindows.com



T. Anton Investment House

6300 University Avenue
608-501-1549

www.tantoninvestmenthouse.com

Members on the Move

Announcements | Awards | Hires & Promotions



ANNOUNCEMENTS

[Wisconsin Bank & Trust Welcomes New Board Member](#), Wisconsin Bank & Trust announced that Lola Roeh will join the Bank's Board of Directors.

[ALTUS Announces Leases](#), ALTUS Commercial Real Estate is pleased to announce the lease of 121 S. Pickney Street and 326 Junction Road.

[Settlers' Paul Completes MBA](#), The CEO and President of Settlers Bank congratulate Cheryl Paul, for completing the UW Executive MBA program.

[SVA Hosted Free Shredding Events](#), SVA, in conjunction with the Better Business Bureau, hosted three ShredFest events in Madison, Brookfield and Appleton.

[Design Structures Begins Construction on The Float Factor](#), Design Structures is excited to announce they will begin construction on The Float Factor at 326 Junction Road.

[New Construction at Greenway Station](#), Greenway Station Shopping Center has begun the construction of a new 4000 square foot building.

[ALTUS Announces Lease](#), ALTUS Commercial Real Estate is pleased to announce that Anita Frey has completed the lease of 8517 Excelsior Drive.

HIRES & PROMOTIONS

[Settlers Bank Announces New Hire](#), Settlers Bank is excited to announce the addition of Tara Fell to the team.

[Roche Joins the Alliance](#), Mike Roche has been named Member Services Manager of The Alliance.

JOB OPPORTUNITIES

[View Member Job Openings](#)

Member Events

6/3	Workshop: Ask a Psychologist, Gilda's Club	More Info
6/9	Yoga for Anxiety Relief, PULSE Kettlebells and Yoga	More Info
6/11	Gio's Garden Golf Classic, The Oaks	More Info
6/11	Celebrate 50 Years of Sizzle, Ruth's Chris Steakhouse	More Info
6/12-6/13	Garage Sale, Restoring Hope Transplant House	More Info
6/13-6/28	2015 Parade of Homes, The Communities of Bishops Bay	More Info
6/16	Annual Talk & Dinner, Madison Community Foundation	More Info
6/17	Middleton Historical Society Pie & Ice Cream Social, Lakeview	More Info
6/18	Prairie Rhapsody Benefit Concert, Holy Wisdom Monastery	More Info
6/18	Clean Up Middleton Event, PPD	More Info
6/19	Grand Opening Giveaway Deadline, River Valley Bank	More Info
6/25	Gilda's Backyard BBQ, Gilda's Club	More Info
6/27	Open House, PULSE Kettlebells and Yoga	More Info

[View all Member Events & Promotions](#)

How Did You Get From There to Here? Profiles on the vocational journey



Interview by Linda Abbott

Linda, owner of Never Forget Legacies & Tributes, creates heirloom-quality legacy books for individuals and families to preserve cherished memories and life stories. An award-winning journalist, author and public relations professional, Linda lives in Middleton with her husband Paul.

Meet: Tracey Anton Owner, T. Anton Investment House, Inc.

Where did you grow up?

I grew up in Richfield, a small rural community northwest of Milwaukee. My parents had a hobby farm and my Dad worked at Evinrude Outboard Motors. I was the sixth of seven children. I had a wonderful childhood, but my mother passed away when I was eight years old. That was heartbreaking but my siblings rallied and we were very close and still are.

What was your first job?

I started as a dishwasher at a Greek restaurant. My first day on the job was Mother's Day. I washed dishes for five hours straight! After a year I was promoted to waitress. It was a great experience. I learned how to multitask under a lot of pressure, that the customer always came first and to be accurate and detailed with ordering.



What were your career goals?

I put myself through college and I knew that I had to pick something practical so I could get a job. My initial plan was business, but then I gravitated to finance. It was a great fit, and I thought it was really interesting and challenging.

The university really does put you to the task and was a great learning environment. And it taught me that if you want something you've got to go after it - and not let fear stand in the way.

Where did you go to work after college?

I got a job at Googins and Company when I was in college and worked there 23 years. Louise Googins was a great mentor.

You just launched your own firm. Tell me about T. Anton Investment House.

I always wanted my own shop. So I was very excited to launch T. Anton Investment House in March of this year.

We're a boutique investment management company. In addition to our primary focus of investing, we offer retirement and financial planning services, including estate and income tax planning. Some people come to see me because they want to know when they can retire, how to invest and grow their money, and how to create an income in retirement to maintain their lifestyle.

We are a Registered Investment Advisory and fee-only firm. By law, we have a fiduciary duty to act in our clients' best interest. I chose the "fee only" model in which all fees are transparent and it eliminates any conflict of interest in investment selection since we are only paid by clients and not products.

What are some key messages you share about investing with clients and on your WIBA radio show, "Straight Talk from the House"?

Once you decide on an investment strategy, stick with the plan. Don't think that just because markets go down that you've done something wrong. If you can learn to accept volatility you'll be able to participate in the growth of stocks over the long run.

It's important to understand that you've got to take some risk to beat inflation. You need growth in your portfolio so you can't have all fixed income securities and retire.

You should be comfortable with your portfolio mix of stocks and bonds. That's different for everyone and depends on your lifestyle, income needs, risk tolerance and investment horizon. The eighth wonder of the world is the power of compounding. It's amazing what can happen given time.

Baby Boomers are retiring in huge numbers and living longer than ever. Any advice on retirement planning?

Don't let the retirement "number" scare you to the point that you don't even start planning because the number seems so huge. It all depends on your lifestyle, what returns you can expect on average and what you're trying to accomplish.

Don't let people, the markets or jargon intimidate you. Just sit down with someone you can talk to who understands your situation and can work on your behalf to achieve your goals.

What is the favorite part of your job?

Helping people. It's really great to see clients be able to do what they want to do . . . maybe that's spending time with their grandchildren or retiring and living in Italy. And taking the burden of investing off of their shoulders, they're grateful and it's so rewarding for me. I really love what I do, it's the best thing ever.

You've been named to InBusiness Magazine's Forty Under Forty, and you're active in Big Brothers Big Sisters, United Way Tocqueville Society and Tempo. What drives your involvement in these organizations?

It's really driven by my faith. I feel very strongly about giving back. When I was a little girl without a mom I felt like I had some hard times. Now I can help people and make a difference in their lives.

What do you like to do for fun?

I love spending time with my husband, Doug. He's the love of my life and we just got married in January. We met on Match . . . we had this great email exchange, I prayed, he wrote (laughter) so we decided to meet at the dog park. We got married in a beautiful barn in Poynette and had a horse and carriage. My dad, who is 82, walked me down the aisle. It was really sweet and we had so much fun.

May Renewals

SNINES, LLC	EnvisionCAD	Pellitteri Waste Systems
Aerie Preferred Financial Group	Friends of Middleton Library	Photography by Sean Lamb
Barnes, Inc.	Goode Solutions LLC	PKK Lighting, Inc.
Berndt CPA	Greene-Niesen Insurance Agency, Inc.	The Roman Candle Pizzeria
Boardman Clark, LLP	Hawks Quindel, S.C.	Sam Simon Real Estate - G. Simon
BWBR	Holiday Inn Hotel & Suites - Madison West	Sam Simon Real Estate LLC
Captain Bills Seafood	Hubbard Avenue Diner	Sam's Club
Career Momentum, Inc.	Inner Power Pitch	Skyline Services, Inc.
Central Place Real Estate	James A. Lord, DDS, S.C.	Staybridge Suites Middleton/Madison West
Chalmers Jewelers	Jas McDaniel Photography	ThermaCor, Inc
Chartwell Wisconsin	Megna Financial, LLC	Tri 4 Schools
Comfort Suites Madison West	Middleton Area Historical Society	Wegner CPAs
Costco Wholesale	Middleton Ford	WISC - TV3 / CBS
Culligan Total Water	Monsanto Company	Wisconsin Bank & Trust
DirectNetworks, Inc.	Nonn's	Wolff Kubly Hardware & Time Center
Entercom Madison	Paychex Inc.	ZDA Inc

Celebrating Middleton Chamber Anniversaries

- 5 Years

Integral Building Systems
Pellitteri Waste Systems
- 30 Years

Middleton Village Nursing & Rehabilitation
Monsanto Company/Agracetus Campus
- 10 Years

Residence Inn by Marriott
The Jefferson Senior Independent Living
- 35 Years

Group Health Cooperative of SC WI
Sam Simon Real Estate
- 25 Years

James A. Lord, DDS

Thank You for your continued support!