Berlin Business News

**NEW OWNERS**

**Berlin Family Restaurant/ Izzy’s Pub**
Chris & Ajessa Jecevicus
186 Broadway
(920) 371-7693
Open 7 days a week, Free delivery service
New menu items and salad bar,
New pizza menu and bar menu options.
Check out the live entertainment at
Izzy’s Pub

**NAME CHANGE**

**Drexel Building Supply**
W3053 Cty Trk F • (920) 361-2833
www.drexelteam.com
April 1st, 2013 brought a name change
to Berlin Building Supply.
All aspects of company and local store
remain the same but the 4 locations are
now under one unified name of Drexel.
Berlin store hosts hours of
M-Th 6:30 – 5:00; Friday 6:30 – 4:00
and Saturday 7 – 11 a.m.

**NEW SR LIVING COMPLEX**

**Berlin Sr. Village**
277, 281, 285 Jackson Street
Rental number: (920) 787-1478
55 and older Senior living apartments
Project overseen by CAP Services

---

**Berlin Boating Enthusiasts Have New Downtown Docking Facility**

Boating in the Berlin area has taken
another step forward with the construc-
tion of a downtown dock, adjacent to the
Water Street Parking lot/Huron Street
Bridge.

Through the efforts of local fund rais-
ing, the receipt of a DNR Recreational
Boating Facilities Grant, and the Berlin
Boat Club, this dock allows boaters to
be in walking distance of many of our
downtown businesses.

With the re-opening of the Eureka Lock
in 2012, boaters are once again able to
travel to Berlin for recreational boating
and fishing experiences. Berlin also has
a boat launch and tie-ups at Riverside
Park, one adjacent to the Aquatic center,
and two launching sites at the Berlin
Locks Park.

---

Check out Building UP Berlin logo on the front page of the
City of Berlin website www.cityofberlin.net to learn more about
programs available for new construction, remodeling, business
development and information on market and trade areas.
2013 Calendar of Events

September
Every Tues. of Sept., Berlin Farmers Market & Artists Market, 4-7 pm, Nathan Strong Park, Berlin. Call Katie at 920-979-7005 for information.

13-15  Whooping Crane Festival
14  Berlin Chamber of Commerce Golf Outing @ Mascoutin Golf Club. NEW this year, night golf. Call 361-3636 for more info. www.berlinchamber.net
14  Badger State Tire 25th Anniversary Celebration located just west of Wal-Mart, W2056 Cty Rd F. 9:00 to 2:00
21  Thrasher Opera House Gala Fundraiser- 6:30 pm. Contact 920-294-4279
27  Berlin High School Homecoming against Luxemburg-Casco
28 & 29  Thrasher Opera House Annual Harvest of Bargains, a bumper crop of lightly used items. 10am-3pm both days.

October
5  Berlin’s Premier Event Pumpkin’s on Petunias, downtown Berlin, 10am-5pm www.berlinchamber.net
19  Berlin Historical Society Ghost Walk in Oakwood Cemetery. Contact Lee Erdmann @ 361-2460
26  VFW Wild Catfish Fry @ VFW Hall, 420 N Wisconsin St.

November
3  Thrasher Opera House presents Johnsmith folk singer-songwriter based in Wisconsin. Contact 920-294-4279
7  Boys and Girls Club of the Tri-County Area Steak & Burger @ Royal Ridges, Ripon. For more info call 920-361-2717 or www.bgcaberlin.org
21  Berlin’s Annual Lighting the Park at Nathan Strong Park At 5:30pm. Call 361-3636 for more info. or visit www.berlinchamber.net
21  Berlin’s 28th Annual Christmas Parade starting at 6:30- East to West. Call 361-3636 for more info. Or visit www.berlinchamber.net
17  Thrasher Opera House presents ArtsPower Theatre “Harry the Dirty Dog”. Contact 920-294-4279
23  Thrasher Opera House presents Thanksgiving Jazz Series: Lisa Roti jazz vocalist. Contact 920-294-4279.

December
5  4th Annual Business of the Year/Citizen of the Year @ City Inn Banquet Hall sponsored by the Berlin Chamber of Commerce. Call 361- 3636 for more info or visit www.berlinchamber.net PUBLIC WELCOME.
8  Thrasher Opera House presents Switchback: A Midwestern Christmas. Contact 920-294-4279
15  Thrasher Opera House presents The Alley Cats’ Jingle Bell Rock Harmoniously Hysterical Holiday Hits. Contact 920-294-4279
25  Berlin Kiwanis Christmas Dinner at The City Inn, noon. Contact Julie @ 920-361-2100.

Berlin Fire Department Open House Set for October 12

The Berlin Fire Department will be having its annual Pig Roast and Open House on Saturday, October 12, 2013 in conjunction with Fire Prevention Week.

Event will run from 10:00 a.m. – 3:00 p.m. with serving starting at 11:30 at the Berlin Fire Station at 226 Spring Street. Pig Roast tickets are $8.00 in advance and $10.00 at the door. Kids, ages 10 and under, can have a Free Hot Dog lunch. Carry outs are also available.

There will also be fun for the whole family with kid’s games, fire truck rides, and equipment demonstrations.
As this will be the last CommUNITY news article for the year, you can keep abreast of Chamber happenings in weekly Chamber Chat articles the Berlin Journal or through the weekly e-mailed newsletter, the “Berlin Leader”. The “Leader” goes out to not only the Chamber members but to the entire Berlin Business list. If you do not receive the weekly “Leader” and wish to be informed of upcoming activities, let me know your email address. In addition to the “Leader”, we also are reaching out with other information to the Berlin Businesses which would be of interest to you and your company. If you have changed your email address, please let me know at berlinchamber@centurytel.net or 361-3636. We strive to connect the business community and hope you will see this valuable resource and support our Berlin Chamber.

Our Chamber Golf Outing has changed this year to exciting Night Golfing! September 14th is the date and the beautiful Mascoutin GC is the location. This is shaping up to be quite a blast so I hope you can join us. This may not be the first time for you to night golf but it is the first to happen at the Mascoutin GC. Try it, I think you’ll like it.

Nathan Strong Park is getting an electrical update this summer. This year, Lighting the Park should have plenty of electricity to handle even more trees. Of course it doesn’t mean we can relax on regular Christmas tree lights, we still need to have led lights in order to accommodate everyone and of course be environmentally sensitive. With a generous donation from the former BBA along with support from the Berlin Rotary, we were able to get the upgrade done. Total cost of the project is just over $9,500.00 and we are still doing fundraising. Any donations can be earmarked to the Nathan Strong Electrical Upgrade Project and would be appreciated. Thank you to all who have provided support and we can be proud of the beautiful Nathan Strong Park at Christmas time knowing you helped make this happen.

Requests for trees are starting to come in already, it isn’t too early to think of a beautiful tree for all to enjoy.

How about if we all get together this year to participate in the Lighted Christmas Parade? It isn’t that hard to do and can be a great deal of fun. Let’s put Berlin on the map with a huge parade. It can happen if you help. I know we can do it. Let’s have the “biggest little parade in the valley”. Show your Community pride.

It looks like the Berlin Chamber Wine and Beer Extravaganza will be MARCH 6TH, 2014 this coming year. We have always had a great turn out and I know the participants have enjoyed the event very much. Mark it on your calendar for a good time and watch for details.

Finally let’s keep our thoughts and minds in a positive direction. With a positive outlook, we can all prosper and make Berlin the greatest place to live. Look forward and be positive, don’t look back and complain. You make Berlin what it is, a great place to live.

Berlin Chamber Spearheads Upcoming Events for Community to Enjoy

Saturday, October 5th starting at 10am

GREAT PUMPKIN CONTEST Enter your pumpkin Sizing 10-10:30am
KIDS ZONE - 1st National 10am - 3pm (or till gone) Games, pumpkin bowling, apple bobbing, petting zoo, bird house building, hair & nail art, chalk coloring and more
KIDS PEDAL PULL – 11-12 P.M.; WORKING SAWMILL – Every hour on the hour; WOOD CARVING - Demonstrations
TRACTOR PARADE & COW DROP AT 12PM – Buy your tickets to win $500
PUMPKIN DERBY - 1pm 3rd annual soapbox car racing with 4 separate classes for ages 7-17 plus a new adult class for 18+

Free registration
TRACTOR/TRUCK PULL 3pm ~ Registration 2:00 pm
GREAT PUMPKIN DROP from 100FT from an aerial fire truck and smashing a car - 3pm

LIVE MUSIC
10:00- 12noon OLD TIME SOUNDS
12:00- 4:00pm OPEN STAGE
1:00- 3:30 pm BOOMBAS BOPPERS
2:00- 4:00 pm DEAD HORSES

FOOD “ON THE SQUARE”
Local restaurants and food vendors
to tempt your taste buds on N. Capron St.
Hay Rides, Pontoon Rides, Coin Dig

Like us on Facebook or Visit us at www.pumpkinsonthepetunias.com

Have a business building or site for sale or lease? Contact Mary Lou at mneubauer@cityofberlin.net to be listed on the city website.
Service Business

Coulson Tax Service
101 W. Marquette St., P O Box 94, Berlin WI 54923
(920) 361-2499

The Coulson name has been a consistent factor in the tax business in Berlin since the 1950’s. With three generations working in the bookkeeping and tax field, Coulson’s have been at their current location on the corner of Marquette and Wisconsin Streets since 1977.

Although the company’s peak times are January through April, tax work is done throughout the year. In addition to Income Tax preparation, Coulson’s provide tax planning for their clients and monthly payroll and bookkeeping services for businesses. Clients include families, farm operations, businesses and corporations, and LLC’s.

Steve is also a TASC (Total Administrative Services Corporation) provider. He will sit down with his clients, whether it is a small business or an individual/family, and assist in mapping out a plan of action according to their current or upcoming needs. Coulson’s provide year around assistance and welcomes new clients.

Every year Coulson’s attend tax classes to keep current with all the changes coming forward from the state and federal governments. They also encourage customers to start looking at their year’s activity in late summer as timing of expenditures or savings can be very instrumental in financial success. With the advisory services Steve provides throughout the year, your financial /tax health can be enhanced with a mid-year check-up.

With the retirement of Erwin in 2011 at age 91, the office is run by Steve, Jean and their daughter Annamae. The family is very active in Berlin Kiwanis and bowling in their spare time.

Service Business

Berlin Bowling Lanes & Fox River Room
119-123 N. Pearl St.
(920) 361-1282

Since 1967, customers have become accustomed to seeing Ralph DeRuyter behind the counter and bar at Berlin Bowling Lanes. He’s owned and operated the downtown business since moving his family to Berlin to become the fourth owner of the 8-lane establishment. With DeRuyter being the 46-year fixture at the business, many other changes have occurred, including a remodel in 1972, the purchase of an adjacent building in 1989, automatic scoring in 2008 and the addition of a kitchen along with replaced lanes this year.

“The biggest change was probably the purchase of the building next door that allowed us to offer a room to rent for parties and special events,” says DeRuyter. “But over the last several years, the addition of the kitchen and the replacement of the lanes have been large projects, as well.”

The kitchen addition has allowed DeRuyter to offer toasted sandwiches and pizzas that have been popular with bowlers and the lunch-time crowd.

But as much as things have changed, bowlers can expect many of the same league offerings that they’ve been accustomed to over the last several years:

Monday Afternoon: Seniors
Monday Evening: Men’s City League
Tuesday Morning: Seniors
Tuesday Evening: Ladies League
Wednesday Evening: Men’s Merchants League
Thursday Evening: Men’s Commercial League
Saturday Evening: Mixed/Couples League

And many days of the week you’ll find Berlin High School gym class students or staff from Fox River Industries keeping the lanes busy in the afternoons. Open bowling is available Friday evenings and during the day Saturday and Sunday, along with some weekday afternoons.

If you’re interested in joining a league, renting the Fox River Room or finding out what else is new at Berlin Lanes, give Ralph a call, 361-1282.
Hoppa Pumping Service & Electrical Root Cutting, Inc.

Whether you live in the city or in the country, all homes and businesses have sewer and septic needs. Hoppa Pumping began in 1954 by Dan’s father, and over the years the company has grown with the services they provide. In 1973, Dan began working with the company. Initially, their main focus was septic tank pumping, however over the years the services now include sewer pipe cleaning, service and maintenance on septic systems, installation of new water and sewer and sink lines, repair of collapsed or deficient lines, holding tank needs, grease lines, floor drains, water heater & softener plumbing, soil testing, and electrical root cutting. They also carry portable toilet units to rent.

In rural areas, property owners have to have their septic tanks inspected on a 3-year maintenance schedule (time may be modified in certain instances). Hoppa Pumping can perform that required maintenance for you. This is a Federal program which has been passed down to County enforcement. Hoppa Pumping also sells private or commercial sewage and sump pumps.

Slow running drain systems can be a common problem. Back-up of sewage can come from many sources such as root infiltration. Recently, with the popularity of water-saver toilets, buildup in sewer lines have also caused drains to run slow or poorly. In septic systems, clogged filters, and pump or power failure can also cause drainage problems.

In the winter you will find Dan doing custom snow plowing or thawing frozen pipes or lines. His service area is about a 50 mile radius around Berlin. However, will travel farther as needed.

If you are experiencing slow running drains or back-ups, or in need of any of the other services noted, contact Hoppa Pumping Service to get your system back on track.

Local Businesses Celebrating Milestones

**Badger State Tire**

*Badger State Tire is celebrating 25 years in the Berlin community with a Customer Appreciation day on Saturday, Sept. 14th.* Stop out and enjoy food and entertainment between 9:00 & 2:00, along with a raffle drawing for some great prizes.

Located just west of the Wal-Mart Supercenter at W 2056 County Road F, Badger State Tire is your complete car care headquarters. They provide service on your vehicles brakes, air conditioning, exhaust, engine diagnostics, and oil changes. Badger State also sells pellet grills and the flavored pellets, and pellet stoves along with stocking the heating pellets. Give the crew at Badger State Tire a call at 361-4466 to schedule an appointment or stop in to see their inventory of stoves.

---

**Diedrich-Mathia Jewelers**

*Diedrich-Mathia Jewelers celebrates 35 years.* Bob and Joan Mathia purchased the jewelry store located at 114 W. Huron St. in 1978 from the Fiedlers. Diedrich-Mathia Jewelers specializes in fine diamonds & designs, colored stones, watches and jewelry repair.

Diedrich features Premier Diamonds direct from Antwerp, their very own selection of high quality, beautiful diamonds chosen just for their customers. The Mathias’ first store in Ripon, Diedrich Jewelers, will be celebrating their 90th anniversary this year.
Five Things YOU CAN DO TODAY to Boost your Business’s Online Presence

A 2012 study by the Pew Research Center found that 58% of all Americans and 78% of Internet users turn to online sources first to research businesses, products and services before making a purchase, planning a trip or visiting a new store. Additionally, 40% of all Internet searches are done on mobile devices. These trends have significantly changed the nature of retail and service industry marketing in the past decade, and are likely to continue to influence business/customer relationships in years to come. One positive aspect of these trends is the ability of businesses to utilize free and low-cost tools to understand their market, reach their customers and achieve more frequent communication with valued clients. The following are five things that you can do today to assess and improve your business’s online presence:

1. First, examine the appearance of your business in the various common search engines. Providing complete and accurate information will improve its ranking in searches, influence how it is displayed on maps, and enable your customers to easily locate and access relevant information. Visit www.getlisted.org to see what your customers are able to learn about you.

2. Second, determine whether your website is mobile device friendly. If a potential customer clicks through from a map to visit your site, can they get there? www.mobile-website-simulator.com will allow you to view your site’s appearance on multiple platforms.

3. Third, become engaged with social media. A business Facebook page is a free way to create a personalized presence online, and allow your customers to connect to your business. Once you have a site, make sure to link it to other local businesses, area resource pages and other amenities that might be of value to your customers.

4. Fourth, ensure that your online listings say something about your business. This is most important for retail and service businesses, but having a few customer testimonials or reviews allows new customers to get a sense of the atmosphere they can expect and what your business does best. These are most effective when offered by actual customers who can comment on what they value about your business without sounding overly biased.

5. Lastly, if you have addressed the preceding four elements, work on establishing a consistent online presence. Re-post information about relevant topics to your customers, whether it is information about local events that you’re sponsoring for a good cause, tips on items related to your industry (i.e., planting schedules for a nursery company) or photos of new merchandise offerings. A focus on regular and relevant content will create a positive connotation and keep your business in the forefront when customers require your services.

Most importantly, think of your online presence as an extension of yourself and your business, and not just another item on the to-do list. Many small business owners have a passion for interacting with customers. These tools ultimately provide a way for businesses to interact with more customers on a regular basis. Framing these items in that light will make them more fun for you which will be recognized by your customers.

By: Errin Welty, Vierbicher Associates

Code Red Alerts For Residents – Sign Up Now!

Code Red is an automated emergency alert system in place for Green Lake County. Having the ability to alert a group of individuals of a potential hazard which may include tornado warnings, evacuation notices, bio-terrorism alerts, boil water notices, and missing child reports, Code Red is a means to notify you of a pending situation with ease and proficiency.

To sign up for Code Red Alerts, simply go to the Green Lake County Website co.greenlake.wi.us and under the Online Resources box it is listed as Code Red Community Notification Enrollment. Simply open that link and you can fill in name/address/phone number(s) and when there is an alert for your area you will be notified directly by a phone call. Weather alerts such as tornado warnings are included in the Code Red alerts.

If you do not have a computer or are unable to sign up in that manner, call 920-294-4134 Extension #1146 and indicate you are interested in registering. This information will remain the property of ECN and is not sold to phone solicitation companies. It will not be disclosed unless compelled to do so by a court of sufficient jurisdiction.
ADVOCAP is seeking qualified individuals to participate in its Business Development program. The program offers financial and technical assistance with the focus on low-to-moderate-income persons who want to start or expand a small business and resides in Green Lake, Fond du Lac, or Winnebago counties. Qualified persons will receive individualized help to explore their business ideas, develop a business and financial plan, access microloans for business operations and receive ongoing technical assistance after the business start.

ADVOCAP’s Business Development program director, Kathy Doyle can be reached at (920) 922-7760 extension 3532 or kathyd@advocap.org. Kathy will meet with interested parties to explore opportunities available for your new business start-up or expansion.

Founded in 1966, ADVOCAP’s mission is to create opportunities for people and communities to increase self-sufficiency and reduce poverty. ADVOCAP is a private 501c3 non-profit charitable organization serving this area.

Business Loans Available in Berlin Area

Berlin Library Activities scheduled for this Fall

What a great summer we had at the Berlin Public Library – and now we are looking forward to the fall and the resurrection of Storytime. Registration for that program will begin the week of September 16 with the first Storytime on October 2. We continue to invite all to share in our book discussion group who typically meet on the last Wednesday of the month at 1:30 in the afternoon. On September 14 at 10, we are featuring a program discussing Birdscaping by using native plants to attract and hold birds in your area. On September 26 the library is hosting a program at 6 in the evening about Alzheimer’s. “The Basics: Memory Loss, Dementia and Alzheimer’s disease” is a program designed to help participants understand the difference between normal age-related memory changes and more serious memory problems that should be evaluated by a medical professional. Other topics that will be covered include the common causes of memory loss, risk factors, and the importance of an accurate diagnosis.

For information about any program contact the library at 920-361-5420, stop in at 122 W. Park Avenue or online at www.berlinlibrary.org.

Berliner Sr. Center Activities Abound

Open Jam Session: Chuck is here with his harmonica and is jamming with anyone who’d like to bring in their instrument. We’d love to have banjo, guitar, keyboard, vocalists, and any other instrument you love to play.

AND, best news yet, if you’re a youngster wantin’ to jam with some oldsters – come on in – you’re invited! All skills welcome. Every Monday from 10:30 to noon. We’re just beginning – You won’t want to miss!

Senior Center Travel Update: Scotland and Ireland – leaving on October 11, 2014 (next year) 11 Days – Includes air costs, land transportation on tour, hotels, and 16 meals. Tour begins with arrival in Glasgow, Scotland, then take a cruise on Loch Katrine, visit and tasting at Glen-goyne Whiskey Distillery, see the Edinburgh Castle, ferry across the Irish Sea to Belfast Northern Ireland, visit Dublin Blarney Castle, and take a cart ride in Killarney, stop at Dingle Peninsula, and more. Cost: $3,449.

Reminder that all trips are open to the public – not only seniors.

Check out full line up of activities at 142 Water Street, or by calling 361-5422 or on the web www.cityofberlin.net.

Berlin Emergency Food Pantry Drop spots:

Federated Church of Berlin, 192 E. Huron Street • Open Thursday mornings from 8 – 11 a.m.

Berlin City Hall, 108 N. Capron Street • Open Monday-Friday 7:30 – 4:30

First Weber Real Estate, 236 Broadway • Open Monday - Saturday

68% of customers don’t return because they experience an attitude of indifference or rudeness from the owner, manager or an employee. Don’t let this happen to you!

Source: Customer Service for the New Millennium
Did you know
Compiled by Bobbie Erdmann

• Donald Brown, born and raised in Berlin, went on to become President of United Air Craft Corporation and was also instrumental in development of the Pratt & Whitney Aircraft Company.

• When the Pacific Coast Condensary (Carnation Co.) was looking for a Midwest location they choose Berlin over five other communities making ours the first milk condensary plant in the Midwest.

• The funeral of Steven Hackett was held at the Whiting Hotel. Hackett was a long-time resident and part-time employee of the Hotel.

• Berlin had the very first telephone exchange in the state of Wisconsin thanks to Charles Starks, editor of the Berlin Journal. He strung the wires himself for customers. The company was later sold to the Wisconsin Telephone Co.

• Berlin had the oldest GAR post in the nation. GAR stands for Grand Army of the Republic and was a veteran’s organization for Civil War vets.

• During the 2nd World War, the citizens of Berlin considered changing their name to ‘Carnation.’

• German prisoners of war from WWII were brought here to work in the area’s canning factories.

• Chief Hinocker, the well known Winnebago clan leader, was originally buried in Berlin at Kissam’s Grove.

• In the 1930’s the Green Lake Historical Society had his body moved to Dartford Cemetery.

• The maximum crushing strength of Berlin’s rhyolite (granite) is 47,674 lbs. per square inch making it one of the strongest rocks in the world.

• The Wisconsin Iron Brigade monument in the National Park at Gettysburg, PA. is made of Berlin Rhyolite.

• Peter Stirling, a horse raised and trained at Riverside Park farm in Berlin, won the Kentucky Futurity in 1901, being the first northern horse to win this race. He also set a World’s record in the run. The Futurity is the premier race for harness racing as the Derby is for saddle horse racing.