

Westside Association Meeting Minutes-August 1-2013
Meeting called to order by President Connie Drexler @12:00
Approval June 2013 minutes passed (Ron/Robin)

Treasurer's Report

- current balance is \$6373.83
- Disbursements for July -
 - Encore Event Planning- \$1419.30 (for Butte des Morts bridge/HWY 41 ribbon cutting ceremony)
- Deposits: none for July

Chamber Report:

- June 30th - Oshkosh unemployment rate: 7.65%
- New construction
 - North side Pizza Hut relocating next to Cherry Berry
 - Demolition of former Jeld-Wen site
- Ongoing construction
 - CVS
 - Big Rig Chrome Shop
 - Kwik Trip (by Lowes)
 - Fast n Easy Pawn Shop (in old AI McDermott Pumps Building - Jackson St)
 - Family Dollar - north side
 - UW-O Alumni Center
- New Openings:
 - Horicon bank
 - Suttner Accounting (Norm Packer and Tom Rothe offices)
 - Outlet Shop remodel
 - Winnebago bicycle
 - Berry Fresh
 - Fleur Couture
 - Backlot Comedy Club
 - Riverwalk from Main St to Jackson (north side of river)
- Southside: donation of land along former Jeld-Wen site for riverwalk
- Chamber Happenings- August:
 - Waterfest- through August 29
 - Business after hours August 6- Dublin's

New Business:

- speakers set for the year

Guest Speaker: Zack Pawlosky- Candeo Creative

- formed his own company about 18 months ago- after presenting here at Westside and encouraged by Connie Drexler
- currently have 10 staff members
- Candeo- is an accredited LinkedIn partner
- serves many local businesses large and small
- Linked-In
 - 8 years old
 - 100 million members
 - in over 200 countries
 - average age- 44
 - 80% college educated
 - a new member joins every second
 - #4 online
 - over 2 million company profiles
 - #1 networking site for business professionals
 - #1 place for leads
 - higher quality of membership and interaction
- Top priorities
 - complete personal profile
 - grow your personal network
 - join industry/professional groups
 - ask and answer questions
 - seek introductions
 - gather recommendations
 - create a business profile
- What can Linked-In do:
 - keeps you connected
 - display resume and profile to potential clients
 - build your Linked-In network
- Important to have a complete profile
- Recommendations and endorsements
- Build your network:
 - join Linked-In groups
 - local: Oshkosh Chamber of Commerce, Social Media Oshkosh, Wisconsin Small Business
 - Maintain your profile
 - keep it professional
 - know how your connections are
 - Manage your contacts
 - Use network messenger- send and receive messages
 - prospecting on Linked-In- use advanced search

Meeting adjourned at 1:00PM