

ADVANCE LITTLE CHUTE MEMBERSHIP CAMPAIGN

By Janet Verstegen

Advance Little Chute, Inc. (ALC) business and community organization has kicked off their first Membership Drive. The ALC Membership Committee has been working hard to identify those businesses in Little Chute who are not ALC members and the ALC Steering Committee has asked their ALC Board of Directors to identify those persons and businesses they know to contact them personally. Within the next few weeks, one of the ALC Directors will visit over 200 businesses to explain the new ALC, the benefits of belonging to an active and concerned association, and will ask them to join ALC.

The Advance Little Chute Board of Directors is an active and visionary group who are ready to lead Little Chute to its next phase of development as a tourist destination. Advance Little Chute Board of Directors and their officers include: Paul Cornett, President, Chuck Kell, Vice-President, Todd Vanderloop, Treasurer, Janet Verstegen, Secretary, Bobbie Beckman, Tracie Buchinger, Dave Botz, Peggy Edmonds, John Elrick, Bart Landsverk, Rhonda Pingel, Nicole Priestaf, Steve Rutten, Dave Van Eperen, Dave Verhagen.

The Advance Little Chute organization was formed from the Little Chute Business Association (Times-Villager 11/1/06 "LC Business Association Changes Its Name and Redefines Its Purpose"). Over the past year, the group worked to form a vital association with the mission to "promote advancement of commerce, tourism, culture and quality of life for the Village of Little Chute. Advance Little Chute wants Little Chute to be "A Village with a Vision". With an increased membership who can take part in a variety of ALC efforts and programs, ALC believes they can "unite businesses, schools, organizations, government, and interested persons in a common goal: to more the Village of Little Chute forward and make it a united, vibrant, economically strong, and socially healthy community."

The ALC Board of Directors took several steps to assure membership in ALC is affordable even for small businesses. The graded membership was revised, businesses no longer are required to join the Heart of the Valley Chamber of Commerce to be a member of ALC, and membership fees will be prorated. Annual membership dues ranges from \$48.00 for a business with 1 - 4 employees to a high of \$84.00 for over 15 employees.

By joining ALC, local businesses will be joining a strong, united voice for dynamic growth and prosperity. Members will be able to network at the many events planned for 2008. The ALC Board of Directors and their new part-time director, Robin Dekker will be developing many initiatives in the next year like an ALC website, an ALC marketing program, market projections for Little Chute, an ALC business directory, and business recruitment and recognition.

In February, ALC will be contacting nonprofit groups and individual citizens to join ALC. With the participation of nonprofit groups, ALC will be able to realize one of their goals - to unite Little Chute. By March 1st, ALC hopes to revise their promotional brochure to include the names of all of the ALC members and have the brochure ready for the March 11, 7:00 a.m. annual meeting.

Advance Little Chute supports, coordinates and guides entertainment, tourism opportunities, retail, office, and industrial development in an effort to create a place where everyone can feel prosperous, safe, and happy. The Advance Little Chute Board of Directors asks each and every business who would like to see the unification and advancement of Little Chute and its business to join the ALC organization and become a part of this growing and vital group.