

SUMMER 2015

FJI • REPORT

15 Minutes With
Drywater Productions

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*STAND UP PADDLEBOARD

Charting Progress: FJI
Quarter in Review

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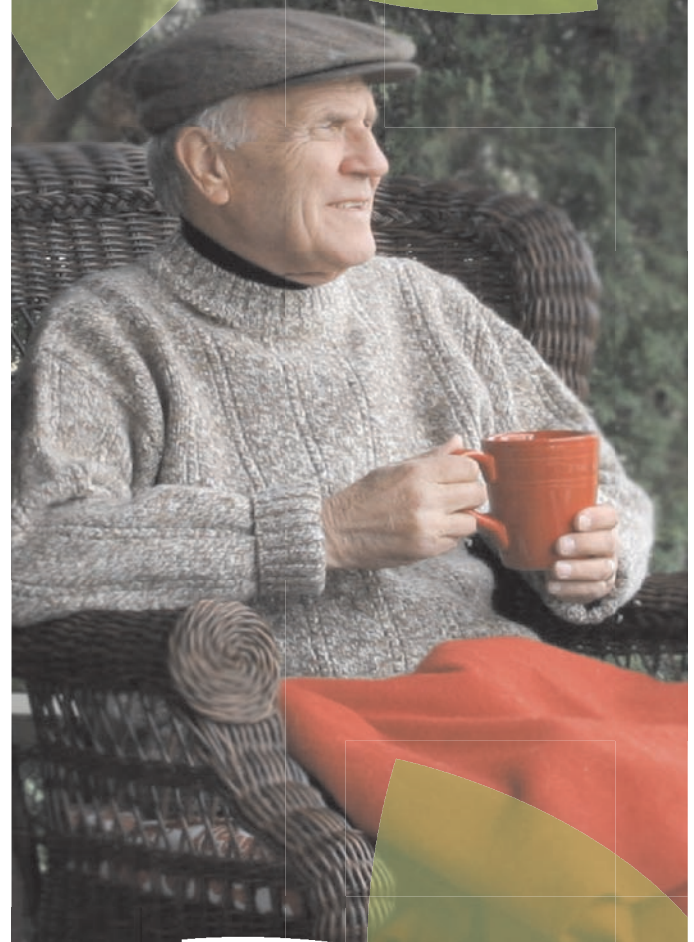
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7 STEPS TO SMALL BUSINESS SUCCESS

When I set out to write this column about running a small business I asked several Forward Janesville members who own and operate small businesses what advice they would give other small business owners. The feedback was partially predictable and partially surprising to me. I had to condense the feedback so I apologize in advance to those who gave me advice that doesn't appear exactly as you reported it to me. Below are seven tips that resonated with me.

A Plan, A Budget and Written Goals

We've all heard the saying, "if you fail to plan, you plan to fail." Developing a strategy and having a plan to achieve objectives is critical to any organization's success. Review the plan annually and make needed adjustments based on your experience.

No one I talked to admitted to not having a budget but they said they knew of other small businesses that dive in without the guidance of a budget. It's simply hard to imagine executing a plan and achieving goals without a budget to guide you. Your chances of growing your business in a logical way without putting everything at risk is greatly improved with a budget.

Goals are how businesses achieve objectives. Write out your goals and assign them. Each goal should have an identified employee who is responsible for achieving it within a defined timeline.

Know Your Market

For any growth strategy to work, you must take the time to understand your market, define your competitors and calculate your ability to gain additional customers or users given the competitive landscape. There are plenty of examples of small companies that expanded too rapidly after encountering initial success. Growing too fast is a common mistake that can undermine long-term success.

Have A Clear Marketing Strategy

You never know where, when or how a new prospect is going to hear about your business. Your company must present a consistent, clear message on all fronts. You will never get a second chance to make a first impression. Make sure every new prospect who sees your business for the first time receives the same, consistent message. There are several Forward Janesville members who specialize in helping small businesses with this critical task.

Employees Are Often Your Most Important Asset

Employees are not only the ones who complete tasks, they are usually the first contact customers have with your business. It's important to manage this with policies that support and encourage workers. Employees need to have clear job expectations and the training to perform job responsibilities. They need to be monitored for completing job tasks and rewarded for doing a good job. Well-managed employees are happy, and happy employees have a direct impact on a positive customer experience.

Always Look for Ways to Improve

While everyone who works for you can be challenged to look for ways to improve, the small business owner is ultimately responsible for finding ways to enhance products and services. It can be a very small thing but lots of small improvements add up to more value to the customer and lower costs to the business.

Don't Try To Do It All

The greatest mistake entrepreneurs make is to believe they can do it all by themselves. While an entrepreneur can do almost everything, they do almost everything poorly. It is your job to identify your key talents and focus on them to your fullest. Surround yourself with people who are strong where your talents are weakest.

Balance Personal and Business Life

Too often small business owners put their personal lives on hold to focus exclusively on their businesses. Ultimately, both suffer. There is no question your business needs your full attention and effort, but only in short spurts. Balance your personal and business life to do better in both.

There are literally thousands of web sites and journal articles about tips for small business owners. If you are interested, a quick Google search will keep you busy for hours.

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The Forward Janesville Quarter in Review

At Forward Janesville, we never forget that we are a member organization dedicated to serving the interests of our business community. To be as transparent and communicative as possible, this quarter we're launching a new column summarizing our recent efforts. We are excited about what we have accomplished in early 2015 and look forward to sharing more great things in the future. Thank you for your continued support!

01

Hosted a trip to Washington D.C. In February, Forward Janesville led its second annual legislative trip to D.C. A group of more than 30 area business and civic leaders participated. The group met with a host of national leaders, including House Speaker John Boehner, U.S. Transportation Secretary Anthony Foxx and members of our state Congressional delegation.

02

Held our annual "Rock County Day" in Madison. Rock County Day in Madison provides a chance for Forward Janesville members to personally interact with state legislators. Nearly 50 people participated in this year's event at the Wisconsin State Capitol. The group heard from several state leaders before visiting each state lawmaker's office to deliver our state legislative agenda, the Roadmap to Rock County's Future. For more information on the Roadmap, visit ForwardJanesville.com > What We Do > Government Relations.

03

Coordinated local Teacher Tours. To spark conversation regarding the local workforce and desired education/trade skills, Forward Janesville arranged for local teachers to tour four area businesses, providing opportunity to discuss timely issues and share ideas. Lanair, Prent, ANGI Energy Systems and Data Dimensions hosted events in the spring, with additional sites to be added in the fall.

04

Hosted Governor Mitt Romney and Congressman Paul Ryan as the keynote speakers during the 2015 Forward Janesville Annual Dinner. On this extraordinary night, we transformed a warehouse into a five-star dinner venue hosting 1,400 attendees thanks to our host, GOEX Corporation.

05

Offered two free "Nothing But Net" speed networking sessions encouraging the FJI membership to connect, engage and exchange business cards with area business representatives.

06

Welcomed four new board members to the Forward Janesville leadership team, including Dave Hiller (Data Dimensions), Joe Stadelman (Angus-Young Associates), Sherri Stumpf (Blackhawk Community Credit Union) and Daniel Swanson (J.P. Cullen & Sons, Inc.). On March 1, 2015, Craig DeGarmo (DeGarmo Plumbing & Piping, Inc.) accepted the role of Board Chair.

07

Partnered with local businesses to host three Business After Fives at Flooring & More, Kutter Harley-Davidson (celebrated their 30th Anniversary) and Quaker Steak & Lube. A cumulative attendance of over 500, demonstrating the strength of our business community and providing additional opportunities to network.

08

Joined forces with the FJI Goodwill Ambassadors to celebrate six ribbon cutting and ground breaking ceremonies, including Menchie's Frozen Yogurt, YWCA Fix The Flats, The Diamond Center, Festival Foods, Culvers, AnSer and A1 Movers .

Questions or comments?

As always, please feel free to contact John Beckord at 608-757-3160 anytime.



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15 Minutes With Drywater Productions' Stephen & Cameron



Pickering

Laura Barten, Barten & Associates, LLC

Meeting Cameron and Stephen Pickering in their home office you immediately get the sense that juggling comes naturally to both. Despite three very active little ones, an almost newborn baby and a very large dog clamoring for attention, both are focused, good natured and ready to speak intelligently about the nature of film and running a small business without missing a beat.

The husband-and-wife team started their company, Drywater Productions, in 2005, after Stephen finished film school in Vancouver. Cameron, a history major with a love of writing and a passion for editing, discovered while working on a family member's wedding video, was on board. They knew it wouldn't be easy managing a new business and growing family, but decided it was better to take the risk and go full-time.

"We got our start online, doing Zooppa.com commercials. With Zooppa, big brands ask for a commercial and anyone can submit. Then the company chooses the one they want. Our work began winning these contests and this gave us a nice six-month buffer to start," says Stephen.

But like all small businesses, the economy's ebb and flow can create challenges. "About three years ago, we were almost ready to give up. The commercial jobs were drying up. Stephen considered taking a full time position. Then we began to get more involved in the local community. Joining Forward Janesville was incredibly helpful. Suddenly doors started opening again. The last year we've more than doubled our business. We're thinking of taking on more employees. We love this community, we're both from here and have been here most of our lives. Being able to work from Janesville while taking on both local and national work is the perfect mix," said Cameron.

Today, in addition to national commercial work, Drywater works with local organizations like the Beloit International Film Festival, the Rock County Historical Society, Mercy Health System and Forward Janesville.

"It's a good business to be in. As a society, we're heading toward more and more video, and I think that quality cinema is in higher demand. It's a good place to be," said Stephen.

THE PROFESSIONAL

Tell us about your work. What does a day-in-the-life look like?

STEPHEN: We love creating videos that have cinematic storytelling and eye-catching motion graphics, not the corporate videos we all know. We're also a husband and wife team working from our home office. And we're blessed with four awesome children. We've heard of the "9 to 5" work schedule, but for us it's a bit more crazy. Cameron does most of the editing, while I do the majority of the filming and motion graphics. We find that we can get a lot of work done during naptime or after the kids are asleep for the night! We've heard of that thing called "the nightlife." We have yet to discover it, though.

CAMERON: When most people go to work, you have a consistent hourly schedule, right? Our work during the daytime hours is really not that consistent. We often have breaks throughout the day to help take care of the kids, home school, get lunch ready, change diapers, naps, etc. When one person is editing or filming, the other is spending time with the kiddos. We try to take a few hours off in the evening or on weekends to spend as a family, eat dinner, work on the house, etc. Then after the kids finally go to bed, we work. From 8pm to 1am is when we can work uninterrupted ... for the most part. We really could not do this, though, without the help of our family, who will often take the kids last minute if the need arises!





What was your last project?

Our latest exciting project was for the Rock County Historical Society. We created visually engaging video tours of the Lincoln-Tallman House, complete with 2D and 3D animation and special effects.

What do you value most in a business partnership?

STEPHEN: A partnership in which each party is valued equally.

CAMERON: What Stephen said, and that includes a partnership within our business relationships as well as within our own marriage/working relationship.

What is your motto/business philosophy?

STEPHEN: We're not in it for the money. We feel God has not only blessed us with a talent and skill-set in this area, but also with a passion for it. It's easy to do our best when we love what we do.

CAMERON: Thus, our motto is *drumroll* "It's not just our job; it's our passion."

If you weren't making videos/motion graphics, what would you be doing?

STEPHEN: A police officer, an architect, an engineer, a children's doctor—who knows. My interests are everywhere so it would be tough to narrow my focus.

CAMERON: I'm surprised he didn't say author/illustrator of children's books. As for me, well, I am technically a stay-at-home mommy, but I have two dreams. I've always wanted to pursue singing somehow and I've also got a collection of stories in my head that somehow, sometime, I'd like to write down. I'd love to share these either novel form or as a screenplay someday.

Best piece of advice for other regional business owners?

We're still relatively young, so our advice is really the advice we've received from other regional business owners! But the best advice we received was to get involved with the community. Volunteer and get your name out there. Become a valuable asset to the community—not just the service you offer (anyone can

offer a service), but also as an individual or business. That advice also works for life in general. We'd be a bunch of lonely people without giving to and being involved in a community.

Top things clients should look for in a video development partner?

STEPHEN: Be open about your budget, if you have one. Most companies can work within budget, big or small, as well as give you suggestions and ideas.

CAMERON: Also, think about the style you want. Look at prior work and ask about work style and approach. There is a big difference between a cinematic approach and something more news-style or simple. If you want all of the bells and whistles, special effects, etc., the budget will necessarily be higher.

Any changes coming to your industry that could affect businesses?

STEPHEN: Video on websites are huge when it comes to

Continued on page 10





search engine optimization and many think that some is better than none, but sometimes if your video comes up first and isn't a quality video it could actually hurt you. Quality and up-to-date video matters.

CAMERON: The younger generation relies on video versus written content. If I'm looking at a hotel, for example, I will look at a video before anything else. And typically video can be used for any company. A plumber could demonstrate a simple fix. This shows that you're an expert and visitors might be more apt to hire you. Offering a video that is helpful to a client goes a long way.

Why FJI?

We wouldn't be where we are today without FJI. It's the relationships we've developed with other professionals that have taught us so much about business in general, as well as the personal referrals and recommendations that have consistently brought us new clients.

THE PERSONAL

What is your idea of perfect happiness?

STEPHEN: Perfect happiness is doing what I love and being paid for it. Feature filmmaking is what we're striving for, and I'd be lying if I didn't say I'd enjoy a little bit more money; however, in all honestly, working at home we get to spend all day with our kids. I get to watch them grow up, I get to see their big milestones, like rolling over or hearing their first words. I can take a break whenever I want during the day to transform into a velociraptor and chase the kids around the house or build forts or play superheroes. I can be a major part of their life all day, every day when most parents don't get this opportunity.

CAMERON: I think I'm pretty happy right now. God has given us a great family, a wonderful house that we've worked hard on, a very happy marriage, and a loving community of friends, family and neighbors here in Janesville. I guess the one thing I would love is more down time. Life can be pretty hectic sometimes. Other than that, I wouldn't change a thing.

What would be your last meal?

STEPHEN: I love food. So I'd be happy with just about anything... served in a large quantity.

CAMERON: Cookie dough ice cream.

What superhero power/talent would you most like to have?

STEPHEN: Flying. No doubt about it.

CAMERON: To read people's thoughts so I always say/do the right thing at the right time.

Favorite vacation destination?

CAMERON: I'm the one who plans vacations, and the one place I've always wanted to go is somewhere with peace and quiet, clear blue water and white sandy beaches. I don't care where, just with those three things. One day we'll get there!

STEPHEN: Someplace I can sleep uninterrupted.

Favorite film?

STEPHEN: The Matrix. Ground breaking special effects! And then they came out with the sequels ... WHYYYY???

CAMERON: I have a few, so I'm just going to list them: It Happened One Night, Two Weeks with Love, Sabrina, While You

Were Sleeping and Band of Brothers. I know, it's a strange list. Those are the films I always go back to when I want to watch a good film that makes me happy or one that inspires me.

Where are you most likely to splurge?

STEPHEN: Amazon.com. They have everything from computer equipment to camera gear. But I'm also a sucker for hardware stores—my kids don't enjoy shopping with me at the hardware store, I could spend days in there.

CAMERON: *Ahem* the wife doesn't enjoy shopping with him at hardware stores either ... my place to splurge is definitely Goodwill. Seriously, it's like a treasure hunt every time I go in there!

One thing you have always wanted to do but haven't yet done?

STEPHEN: Skydive.

CAMERON: Go to Europe. Try out for The Voice. That second one is on my bucket list.

What would people be surprised to know about you?

STEPHEN: I don't watch TV and very rarely watch movies, yet I want to make movies. I just can't find the time to sit for two or three hours.

CAMERON: Two things: One, I love to read up on Kate Middleton because all this bad news depresses me and reading up on her life makes the news happier for me. Two, I sing in the shower. Haha! I do! It's what I do to relax after a crazy day of taking care of four kids and work.

AMBASSADOR PROFILE



Liz Sikich

Development Coordinator at KANDU Industries, Inc.

Goodwill Ambassador Chair for Volunteer Recognition Task Force

Goodwill Ambassador since 2004; Action Team member since 2012

Why is being a Goodwill Ambassador important to you?

I am always excited to meet and talk with new people! I feel being involved in our community helps me personally and professionally, plus keeps me aware of what positive changes are happening in the business community.

Why did you get involved with the Ambassadors and on the Action Team?

All of us have a story to share. I enjoy listening to people's career/business paths, personal stories and creating connections with long lasting friendships. I joined the Action Team because I enjoy brainstorming with a group, sharing my ideas and helping make a difference.

What or who inspired you to get involved?

Several people inspired me throughout the years: Terri Moldenhauer, Paul Meyers, Laurie Huml Eckert and Jim McMullen.

What have you have learned from a fellow Ambassador or business member that impacted you, personally or professionally?

Jim McMullen and KANDU Industries taught me that possibilities are endless and you never know what experiences and connections may impact your life.

What was your most interesting or hilarious Ambassador experience?

It was wonderful to watch my fellow Ambassadors welcome JoLynn, Forward Janesville's new Director of Events and Membership Development. She started days before the annual golf outing last year and without hesitation the Ambassadors jumped right in to assist her and Josie. We are a team!

What is your favorite Forward Janesville event and why?

The Annual Golf Outing. It is always fun and the perfect way to meet new people in a relaxing environment!

What advice would you give to a new Ambassador joining the program?

Don't be afraid to dig right in! Attend ribbon cuttings, BA5s, the annual lunch/dinner, the business expo, etc. We are here to assist you, please just ask! The connections you make will be amazing.

Why is green your favorite color?

Green is growth, harmony, energy and ambition—what an awesome representation of Forward Janesville and the Ambassadors!

Do you have a favorite quote or saying?

"Attitude is a little thing that makes a big difference." —Winston Churchill

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Why the Interstate Expansion Still Matters

Dan Cunningham - Vice President Government Relations and Education

Recently, Forward Janesville led a delegation of area business and civic leaders to the Wisconsin State Capitol for our annual Rock County Day in Madison, our organization's annual lobbying day. We talked about several legislative priorities, but the Interstate 39/90 Expansion Project—and the need to fully fund the project in the 2015-17 state budget—once again topped our list.

While Governor Walker's 2015-17 budget proposal keeps the I-39/90 expansion project on schedule, the method he uses to finance additional transportation spending (\$1.3 billion in borrowing) was about as popular as a root canal with most legislators we visited on Rock County Day. As of this writing, legislative leaders are exploring ways to trim his borrowing proposal. However, WisDOT Secretary Mark Gottlieb and others have warned that the Interstate 39/90 expansion project could be delayed by up to two years if the legislature cuts into the Governor's plan.

So in short, the project is staring down the barrel of a significant delay. This unfortunate possibility has reminded me why improving I-39/90 is still so important to Rock County's economic future. Here are a few thoughts:

- First, from a perception standpoint, our dated and crumbling highway infrastructure brands Wisconsin as a place that isn't really open for business. All one has to do is drive a few miles south to the Illinois border to see what a modern and safe highway infrastructure looks like. Do we really want to lose to Illinois?
- Completing the project on schedule will send the message that our state is ready to work, and we are serious about improving our infrastructure. This is important to our efforts to attract jobs to Wisconsin. Businesses of all kinds need safe and reliable transportation networks to move their goods and services efficiently. A two-year delay will put Wisconsin at a competitive disadvantage with neighboring states, who are aggressively upgrading their infrastructure.
- How many more high-profile public safety incidents will occur during a two-year delay? Unfortunately, examples are abundant. Remember the accident on May 20 that closed the northbound lanes for over seven hours? That shutdown not only inconvenienced thousands, but disrupted the flow of commerce along the corridor. With \$650 to \$800 million in commerce flowing along the I-39/90 corridor every day, these kinds of incidents can have a very serious economic impact.
- What about the human toll of a delay? How many accidents could be prevented by completing the project on schedule? The Interstate as it stands is almost comically unsafe in spots—particularly the interchanges. Exit 171A on the northbound side of I-39/90 comes to mind, but there are many other bad spots. Most people I talk to have a scary story or two about an interstate incident.
- If the legislature chooses to cut projects, the I-39/90 expansion should not be first in line to be delayed. For far too long, Milwaukee-area projects automatically get the green light to move forward. If cuts are coming, ALL state major highway projects should be under the microscope.

The transportation funding debate has been frustrating. State leaders are missing a golden opportunity to fix this problem permanently. There are some intriguing solutions right there for the taking, but most of these potential solutions have been taken off the table. It is worth noting that it costs \$168 less (on average) in gas taxes and user fees to drive in Wisconsin than it does in bordering states, and the public has signaled a willingness to pay more for the promise of upgraded infrastructure. Yet here we are. Meanwhile, other states are taking steps to shore up their transportation funding base. Wisconsin had an opportunity to join those states, but that doesn't appear likely at this point.

Forward Janesville will continue to fight tirelessly for the Interstate 39/90 expansion project. We will encourage state leaders to seek a permanent and sustainable solution to the state's transportation funding issues, and we will keep you posted as we do so.

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MITCH PELSUE

{ EDUCATION }

1971-1974

Biology Degree
Kansas State University
Manhattan, KS

1974-1978

Doctor of Dental Surgery Degree
Northwestern University Dental School
Evanston, IL

1978-1982

U.S. Navy
San Diego, CA • Subic Bay, Philippines

1982-1984

Orthodontics Residency
Specialty Certificate in Orthodontics
and Dentofacial Orthopedics
Loyola University
Chicago, IL

{ WORK EXPERIENCE }

1984-1990

Partner with Dr. Robert Yahr,
Janesville Orthodontists
Yahr and Pelsue Orthodontics
Janesville, WI

1990-PRESENT

Partner (with Brian Pelsue since 2008)
Pelsue Orthodontics
Janesville, WI

2012-PRESENT

Owner, Boards and More and
Rock River Paddle Sports
Stand Up Paddleboarding (SUP) Company
Oconomowoc, WI
Janesville, WI

When I started Boards and More, I researched so many different board options. In the end, we select very specific, high quality products that take a custom approach. We're a little higher quality and price, but our



customers want that engagement. I help train anyone who buys a board. When you teach someone, you both fall in love with the sport. It's an experience and the start of a relationship as much as a purchase.

I joined Forward Janesville back when it was the Chamber of Commerce and Dr. Yahr was on the board. I got to know Marv Roth—he was an incredible individual. I believe it is important to support the business community in any way you can. When you give first, it all comes back to you.



Not everyone knows I have become a yoga junkie! I am certified in both Kundalini and Hatha/Vinyasa yoga and am beginning to teach. I did a teacher training immersion course in Sedona, AZ, at Seven Center Yoga Arts and just fell in love with the practice.



Initially, I thought I was going to be a veterinarian. I worked for one in high school. I applied to both veterinarian and dental school. In 1973, the dental school application deposit was \$500 and non-refundable. That non-refundable deposit is how I ended up going to dental school instead!

Today, I still practice at Pelsue Orthodontics a few mornings a week, though my son Brian has taken on the majority of the business. This freed me up to work on Boards and More, my stand up paddleboard (SUP) retail and paddleboard yoga and fitness business in Oconomowoc. It has become a passion. In the orthodontics practice I am Dr. Pelsue, but at Boards and More I'm just Mitch. It's a different experience. The friendships that develop are wonderful and surprising.

These days I spend a lot of time at the lake in Oconomowoc. The community of paddleboarders is really remarkable—it's like the community of surfers and, for that matter, those who love yoga, too. You could say I found my tribe. We just instantly relate.

{ LIFE LESSONS }

1

Whatever you do, have a passion for it. Otherwise you are just going through the motions. When you have a passion for something, others want to be around you and it's contagious. I think to be of value to anyone else you have to make sure you are strong inside yourself. Work on yourself first. Develop your own inner self-confidence.

2

Relationships are the basis of everything. They are what make a business progress and succeed. Invest in building strong relationships. Share your experience. If you don't take the time and effort to invest in and learn from others, you can't be the best you can be and pass that on.

3

If you're starting a new business and want to be successful, keep overhead low, develop strategic partnerships and find a successful mentor. I worked with my partner Bob Yahr (Rotary Gardens founder) in the practice until 1990. He was a remarkable mentor. I consider Bob one of the best orthodontists I've ever met and an excellent businessperson, too. When I opened the paddleboard business, I developed a relationship with a business owner in Delafield who had long operated a similar summer business. These types of relationship are invaluable.

4

Give back to the community as much as you can. Look at it as an opportunity and an investment.

Making the Most of Your FJI Membership

One of the core values of a membership investment in your local chamber is the opportunity to create a network of contacts. Contacts to make connections that may lead to various business opportunities.

Networking is the basis for providing a lifeline of support, and business generation that helps improve your business performance, products and staff skills. Networking can also help you develop knowledge and skills, by providing one-on-one opportunities for engagement. You can use networking to boost your reputation, gather new leads and introduce your new employees to the business community. By being a regular attendee at networking events, you raise your business profile by getting your face and your business known to other chamber members.

Many times, the atmosphere at these informal events is similar to "we are all in this community together, raising families and building businesses." Attendees are always exchanging ideas, passing around business cards and eager to meet new members of the business community. If you are new to the networking scene, seek out a 'green jacket' or our Goodwill Ambassador volunteers. These friendly FJI representatives will make you feel welcome and begin introducing you to key attendees.

Forward Janesville has many opportunities for networking, including these five:

- **MONTHLY BUSINESS AFTER FIVES**, hosted by various member businesses (third Thursday of the month from 5-7pm, with special member pricing of \$5/each)
- Quarterly **"NOTHING BUT NET"** Speed Networking sessions, hosted by various member businesses. Free and open to FJI members only, you are guaranteed to leave with 15 to 20 new business contacts.
- Opportunity to become a **GOODWILL AMBASSADOR**, one of over 50 engaged volunteers representing our member businesses. Ambassadors get behind-the-scene tours of new businesses and are our welcoming committee to new members and businesses via ribbon cuttings and open houses.
- Attend or sponsor a booth at the **ROCK REGIONAL BUSINESS LUNCHEON & EXPO**. Stroll through the Expo to network with 100+ businesses during an afternoon/evening or take advantage of special member booth rates to participate as a vendor.
- Attend various FJI events such as the **ANNUAL AWARDS LUNCHEON, ANNUAL DINNER or GOLF OUTING**

When your business is a member of Forward Janesville, your annual membership sticker hanging in your front window/door is like having a Good Housekeeping seal of approval. A chamber membership provides credibility, with member businesses demonstrating that they are a part of a collective group effort to make their community a better place to live, work and play. The big reward is that as your community thrives, so will your business.

REMINDER

Remember, when **your business is a Forward Janesville member, so are ALL of your employees.** Networking events are the perfect way for your employees to engage themselves in our community—encourage participation from your staff to attend FJI's upcoming Business After Fives!



A Night to Remember: The 2015 Forward Janesville Annual Dinner

On April 7, 2015, Forward Janesville hosted Governor Mitt Romney and Congressman Paul Ryan as keynote presenters at the Forward Janesville Annual Dinner. GOEX Corporation hosted the event, transforming a warehouse into a dinner venue site that accommodated 1,400 attendees. Guests were treated to music, dinner and a program by Forward Janesville. Photos and a transformation video can be viewed on the forwardjanesville.com website or on the Forward Janesville Facebook page. Special appreciation to Best Events Catering, Fetch Graphics, Drywater Productions, Megan O'Leary Photography and mdezin Creative Group, plus our many Corporate Sponsors, for helping make the annual dinner a night Janesville will remember for years to come!

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Tallman Perfume?

Mike Reuter - Executive Director, Rock County Historical Society

In Janesville, the name Tallman is synonymous with four things: abolitionism, Lincoln, a grand residence and perfume?

While the family patriarch, William Morrison Tallman was known in town for his politics, real estate holdings and law practice, it was his son, William Henry who became a creative entrepreneur. Various apprenticeships out East and family business connections at home offered William Henry to purchase an ownership stake in a local drugstore business. In 1857, after a series of ownership changes, buyouts and name changes, William Henry and his new partner, Henry W. Collins formed Tallman and Collins, an import and wholesale business, selling drugs, medicines, chemicals, paints, perfumery, wines and liquors, all for medicinal purposes.

Seeking an opportunity to make more revenue, Tallman expanded to create their own line of products while supplementing the retail goods current on their shelves. In 1864, Tallman and Collins manufactured their own line of perfumes and flavoring extracts, which proved to be highly popular. So much so, that their manufacturing facilities were used by the federal government to manufacture surgeon's plasters during the Civil War, a form of bandage and other supplies contained in medical field kits used on the battlefield. Tallman sold the retail side of the business to focus solely on perfume manufacturing, expanding the line to over 500 items and moving his laboratory and manufacturing to a building on the corner of Cherry and Pleasant streets. Women were not their only customers; men purchased colognes, one in particular, Tallman's Florida Water, was a popular item during the 1860s.

Unfortunately for William Henry, he ran into various legal battles and conflicts with Henry Collins, and the two amicably dissolved the firm in 1869. Renamed the Tallman Perfume Company and led by William Henry and his brother Edgar, the firm continued to flourish, selling over one million bottles of perfume and cologne during the 1870s. Poor health contributed to the closure of the perfume company and the laboratory in 1883. Perfume bottles, advertisements and surgeon's plasters from Tallman and Collins reside in the collections of the Rock County Historical Society as mementos from this unique trade, but it is William Henry Tallman's ambition and entrepreneurial spirit that stands out in Janesville's early retail history.



A Tallman & Collins salesman's traveling products trunk.



The pictured site is of 609 W. Court street, Offices of Tallman & Collins

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Calendar of Events

All meetings are held at FJI, unless otherwise noted.

JULY 2015

- 15 Goodwill Ambassadors, Noon, BHCCU, 2707 Kennedy Rd., Suite 100, Lombardi Room, Membership Matters Kickoff!
- 16 Board of Directors, 7:30 am
- 16 **Business After Five, 5:00-7:00 pm, Corporate Contractors Inc. and Blackhawk Transport, 3800 Gateway Blvd, Suite 200, in partnership with the Greater Beloit Chamber of Commerce**

AUGUST 2015

- 4 **Nothing But Net, Noon, Venue TBD**
- 18 Government Relations Council, 7:30 am
- 19 Goodwill Ambassadors, 7:30 am, Venue TBD
- 20 Board of Directors, 7:30 am
- 20 **Business After Five, 5:00-7:00 pm, Holiday Inn Express & Janesville Conference Center, 3100 Wellington Place**

SEPTEMBER 2015

- 15 Government Relations Council, 7:30 am
- 16 Goodwill Ambassadors, Noon, Membership Matters Finale!, Venue TBD
- 17 Board of Directors, 7:30 am
- 17 **Business After Five, 5:00-7:00 pm, Rock County Historical Society, 426 N. Jackson Co-Sponsored by BMO Harris Bank**

OCTOBER 2015

- 15 Board of Directors, 7:30 am
- 15 **Rock Regional Business Expo, Luncheon & BA5, Pontiac Convention Center and Holiday Inn Express & Janesville Conference Center, Sponsorships Available! Call Jolynn Burden, 757-3160**
- 20 Government Relations Council, 7:30 am
- 21 Goodwill Ambassadors, Noon, Blackhawk Technical College Advanced Manufacturing Facility, Milton

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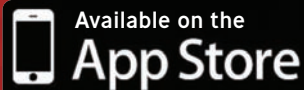
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