



Chamber Insights is a quarterly newsletter featuring guest articles, member profiles, photos from past events, and member-exclusive opportunities.

Featured Article: The Importance of Having a Disaster Recovery and Business Continuity Plan

Trisha Camosy & Michael Polzin

Two of our Chamber members, [Camosy Construction](#) and [Leeward Business Advisors](#), address how Covid-19 has affected their businesses and the importance of creating Business Continuity and Disaster Recovery plans in this quarter's guest blog.

All businesses face risks. Business leaders often wrestle with the cost of risk reduction measures versus the benefit. In the context of a global epidemic like Covid-19, the seemingly improbable risk of a global disruption has become a reality. Having a plan does not have to break the bank and can afford business owners peace of mind and importantly, a solution to maintain business operations.

Planning for Disaster Recovery requires protecting your physical assets and company information so it could be recovered if it were damaged in a disaster, such as a flood, tornado, or fire. To control costs, it is important to know the priority assets. The list of priorities should then be used to inform the plan.

Preparing for a Business Continuity event requires a similar approach. However, the scope of the risk has a different focus. Business Continuity planning focuses on addressing risks that could impact the ability for the business to continue to function in a new or unknown set of circumstances. Sudden changes in the business market, impacts to logistics and shipping, and significant loss of staff are examples of potential triggers for a Business Continuity plan.

Maintaining business success through the Covid-19 global crisis is requiring businesses to pull pages from both play books. Businesses without plans need to adapt quickly or risk long term, potentially irreversible impacts. Fortunately, there are

many freely available resources and companies that can help businesses prepare, test, and when needed, carry out their recovery and continuity plans.

I talked with Trisha Camosy about how Camosy Construction has been impacted by Covid-19 and how they planned for continued business success.

Michael Polzin: *How prepared was Camosy Construction to respond to the Covid-19 crisis?*

Trisha Camosy: In our 110th year of operation, Camosy Construction, like most businesses, is facing new challenges due to the “Safer at Home” order. We have adapted to the ideal of “Pivot and Refocus” to maintain operations while providing a safe environment for all our employees. With the help of our Captive Insurance group and Insurance company, we created a Pandemic Preparedness Plan that outlines “work at home” considerations, infection control measures, exposure protocols and appointing individuals within our company to handle aspects that must be addressed when situations arise.

MP: *Has the business been impacted by the Covid-19 events?*

TC: Overall, Camosy has been able to remain operating at almost 100%. Some construction for clients, such as pharmaceutical companies, needed to put off the on-going work in order to focus on more essential projects. To continue our other projects safely, we implemented extra precautions including providing additional hygiene stations, monitoring for any staff with symptoms, enforcing social distancing on sites and within the offices, and diligently monitoring product availability.

The Architect/Engineer/Contractor (A/E/C) industry, like most industries, has its own specific set of elements that must be monitored and maintained to be productive and competitive. This makes it extremely important to have a plan in place to address these critical components.

MP: *How are the people of Camosy Construction getting through the crisis?*

TC: Change may be difficult, but it is how you handle change and adversity in a time of crisis that people will remember.

No company operates risk free. The cost of preparedness is a sliding scale and businesses need to decide where to draw the line and how much to invest proactively to reduce or avoid risks. There are approaches that create a well-balanced solution to control costs while avoiding high impact risks. No plan should be expected to add value if it is not well formed and properly tested to ensure its viability.

Resources for developing Business Continuity and Disaster Recovery Plans

- CIO.com
- HubSpot.com
- disasterrecoveryplantemplate.org

Trisha Camosy is the Marketing Coordinator for Camosy Construction and serves on the Board of Directors for the Kenosha Area



Chamber of Commerce.

Visit their website



Michael Polzin is the CEO of Leeward Business Advisors.

Visit their website

Member Profile: Pleasant Prairie RecPlex

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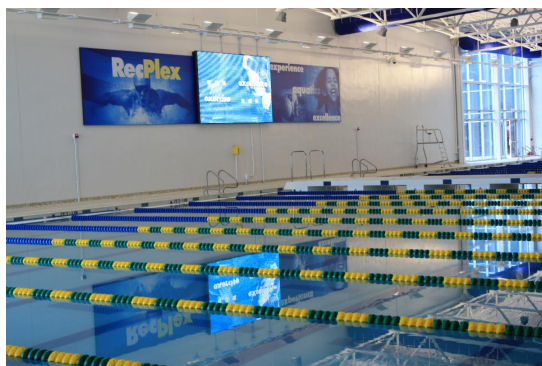
ant Prairie is home to the RecPlex, the largest municipal recreation facility in America. The RecPlex opened in 2000 and will be celebrating their 20th year anniversary on October 1st. Located in Prairie Springs Park, on the shores of Lake Andrea, RecPlex has so much to offer to all ages and throughout the whole year. Each year, a little over 2 million people visit the facility, from local members and

participants for sports and recreation activities to millions of tourists and guests for tournaments, competitions and triathlons. RecPlex is home to a state-of-the-art fitness center, an ice arena with two NHL-sized ice rinks and a pro shop, an aqua arena with 50m Olympic-sized pool, an indoor waterpark, a sports fieldhouse with suspended indoor track, racquetball courts, ballfields, concessions and much more.

Our facility was forced to close due to the COVID-19 health emergency on March 18th. Despite limited reserves and ongoing utilities and general operating costs, all membership accounts, advertising partnerships and sponsorships were placed on hold and not charged during the crisis. Where most facilities decided to close completely or continue to receive payments, we took a proactive approach with the closure to invest in our members and facility. Our maintenance staff has been hard at work and posted numerous facility improvement photos on social media throughout the weeks and our programming staff in fitness, sports, ice, aquatics, therapeutic recreation and youth has offered programs and services virtually. These times were unprecedented and very difficult for so many and we are very much looking forward for our soft opening on May 26th.

“Families belong here” is our tag line due to the amazing community and the numerous opportunities available for the whole family. The RecPlex offers both family and individual memberships. As the Marketing & Promotions Director, our advertising/sponsor partnerships are a huge focus and benefit for the facility. It allows local businesses to get exposure to millions of people each year, many who travel and are looking for suggestions while in the area, as well as to our huge member base and local visitors, who are at the facility much more frequently. Things to do in the area including food, shopping, hotels and activities are some of the most requested information by our patrons. There are numerous advertising opportunities available for massive exposure, please [visit our website](#) or contact me directly, [Josh Covelli](#) for more details.

RecPlex is excited to open again and has a well balanced approach to safeguard their members, guests and staff while allowing access to the facility. Please follow us on social media and visit us online at RecPlexOnline.com for all updates.



The Kenosha Area Chamber of Commerce thanks the **Pleasant Prairie RecPlex** for their membership with the Chamber. We encourage you to do business with other [Chamber members](#).

We will continue to share the stories of our members each quarter in the *Chamber Insights* newsletter, as well as on social media.

What is your story? If your business is interested in being featured, please [contact the Chamber](#).



Visit their website

501(c)(3) vs 501(c)(6) – What is the difference?

The Kenosha Area Chamber of Commerce is a 501(c)(6) organization. The c3 and c6 are two common IRS tax-exempt statuses for nonprofits. Here are some common differences:

501(c)(3)

Operated exclusively for charitable, educational, religious, literary, or scientific purposes.

Includes membership associations (e.g., professional society), if the purpose is to advance the profession with respect to “educational” activities.

Lobbying and political activities are significantly restricted. A c3 will lose tax-exempt status if the IRS determines that it has engaged in “substantial” lobbying activities.

Enhanced fundraising advantages, such as eligibility to receive tax-deductible “charitable contributions” and gifts of property and eligibility to receive many grants.

Eligibility to receive other state and local tax exemptions (e.g. sales

501(c)(6)

Operated to promote a common business interest, and to improve business conditions in the industry.

A membership organization (e.g., business league, industry trade association), advancing a common business interest.

Allowed a wide-range of lobbying. Yet, the main stipulation is that a c6 is required to disclose to membership the % of their annual dues that is lobbying. **(KACC does not lobby)**

Dues or other payments to a c6 are only deductible to the extent that they serve an “ordinary and necessary” business purpose of the payer.

tax).

The Chamber is a 501(c)(6) organization and is not eligible for most of the relief funding provided by the government and the Small Business Administration. Even the latest relief package approved by the House on April 23 excludes 501(c)(6) organizations from relief funding.

The Chamber has reduced staffing expenses through furloughs, reduction of hours and reduction of pay. However, the Chamber continues to have monthly expenses – rent, utilities, insurance, etc. – that need to be paid. During times of “business as usual,” the Chamber’s budget is \$20,000 per month. Even with the reduction in expenses and cost controls, our current monthly revenue does not cover our current monthly expenses.

Because of this need, the Chamber has created a “Chamber COVID-19 Relief Fund.” The goal of this relief fund is to raise 60-90 days of funding for the Chamber. We are asking members that can to send contributions to this Relief Fund. These contributions will help sustain the Chamber through the pandemic. Checks can be sent directly to the Kenosha Area Chamber of Commerce, 600 52nd Street, Suite 130, Kenosha, WI 53140. If you wish to contribute via a credit card, please call Lou Molitor at (262) 237-2316 and the transaction will be confidentially handled for you via the Chamber’s online payment system.

The Kenosha Area Chamber of Commerce values and appreciates all of our member businesses. We will continue to provide all of the services that we can during this pandemic. As the economy opens, the Chamber will provide guidance to businesses on how to keep their employees safe, how to keep their customers safe, how to obtain access to PPEs and marketing to let their customers know that it is safe to do business again.

Now, we are asking for your help. Thank you in advance for your consideration and contribution.

The Expo in Photos



February 29, 2020
Mascot Parade at the Kenosha Expo Health & Home Show



February 29, 2020
Gateway Technical College at the Kenosha Expo Health & Home Show



February 29, 2020
Minuteman Press at the Kenosha Expo Health & Home Show



February 29, 2020
Southern Lakes Credit Union at the Kenosha Expo Health & Home Show



February 29, 2020
Alexander Chiropractic Neurology Center at the Kenosha Expo Health & Home Show



February 29, 2020
Master Services, Inc. at the Kenosha Expo Health & Home Show

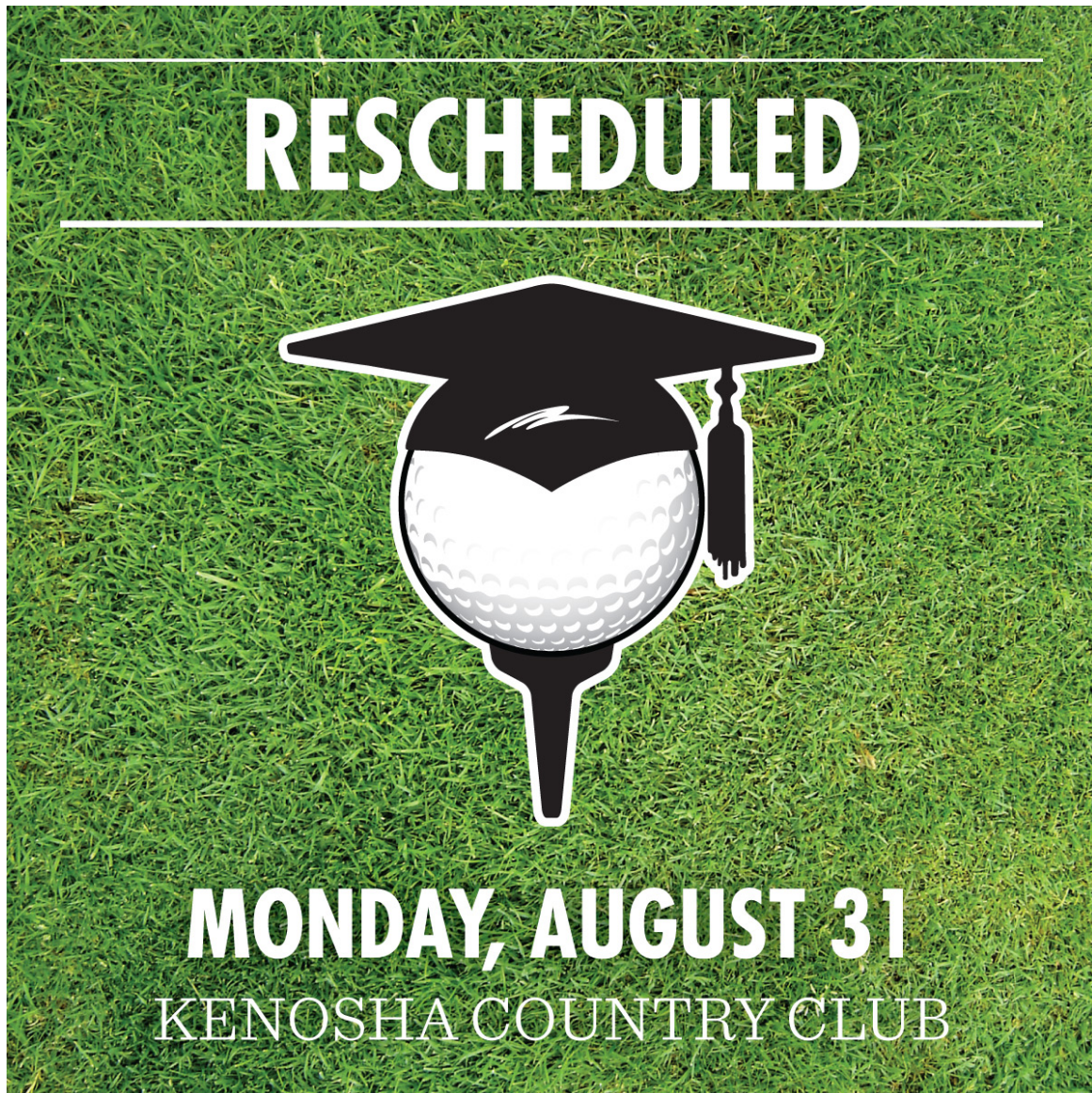


February 29, 2020
Misurelli Sorensen Heating & Air
Conditioning at the Kenosha Expo Health
& Home Show



March 1, 2020
Great Kenosha Raffle Grand Prize
Winners

**Save the Date for the 2020 Scholarship Golf
Classic!**



Kenosha Area Chamber of Commerce | 600 52nd Street, Suite 130, Kenosha, WI 53140

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Featured Article: The Value of Blogging

Jennifer Dooley-Hogan, *Dooley & Associates*

What's the value of a guest blog?

Writing a guest blog is your opportunity to use your own voice to showcase your knowledge and expertise in the industry you serve or on a topic you're passionate about, helping to increase your professional credibility and establish you as a thought leader.

Why do blogs have a bad wrap?

The majority of my clients have business blogs but that usually takes some convincing because there's a stereotype that blogs are like online diaries. That couldn't be further from the truth when referring to a business or professional blog. Some blogs focus on company news while others allow team members to author blogs to spotlight their expertise. Often times, blogs are labeled news or updates or something more creative that fits into your brand. An example is the Dooley & Associates blog is named "The Juice" in honor of our iconic orange brand and our newsletter is lovingly named "Orangebits". The important part is that your audience knows that this section on your website is where they go for updates about your business or profession.

Blogs can be written from the heart or an opportunity to showcase your company culture or business philosophy. Every year on my company's anniversary I write a blog about the top things I've learned to date.

That brings me to top “anything” lists. People love to read lists and if you add in an infographic your engagement will usually go through the roof. Whether you’re sharing five tips every parent should know or nine things to avoid when purchasing a new car, people love to read easy to digest lists that include pictures or icons.

Search Matters

Search ranking and your digital presence is more important than ever. When is the last time you Googled yourself or your business? If you tell me you never do, I’d never believe you! Guest blogs give you and your business another piece of worthwhile content on the web and you can NEVER have too many of those.

Traffic Matters

Once your blog is posted it’s important to drive traffic to read it. That can be done by linking to it on your personal and business social media, adding the link to your e-newsletter or even to your email signature. I know self promotion is not the simplest for every generation or professional but it’s now the way of the world whether we like it or not.

So the next time someone asks you to write a guest blog treat it like an opportunity and not a chore, because that’s exactly what they’ve given you!



Jennifer Dooley-Hogan is an orange obsessed idea girl who believes success is in the details & failure has never been an option. She is the Owner and Principal of Dooley & Associates, a marketing firm she founded in 2008.

[Visit their website](#)

Member Profile: Leeward Business Advisors

We sat down with the CEO of Leeward Business Advisors, Michael Polzin, to learn more about him and his business.

“In November of 2014 Jason Klein, Erika Keating, and I formed Leeward Business Advisors. We laid out a five-year business plan, filed our articles of incorporation, put \$500 in our new business checking account, and started knocking on doors. Our purpose is to provide the same quality Information Technology (IT) for all business, whether they have 1 or 1,000 employees.”



Michael spent over 25 years working for Fortune 500 companies with multi-million dollar technology budgets. He saw that the leadership style and culture was built on spending a lot of time, money, and talking at each other about whose problem it is to solve the problem.

"I realized that regardless of geography, size, or industry, businesses tend to suffer from the same types of technology challenges. I found the average small business IT service provider was gleefully intent to sell their customers anything and everything. Sometimes ten of them, just for good measure. It was time to take my years of insight and experience and do something impactful with it."

It is an amazing and humbling journey to start a company, build it from the ground up, and watch it rise. Our team, now around 20 strong, is dedicated, resilient, compassionate, and hard charging.

Today, our team oversees thousands of computer systems, dozens of processes, and hundreds of requests a day, all with the aim of solving the problem and delighting our customers."

Leeward Business Advisors is an Integrated Service Provider (InSP). They offer a variety of services depending on the needs of the business. They can provide computers, network equipment, and complete IT support. They see their customers as partners.

"Our team meets with executives and owners, learns about their business, identifies their needs, helps them prioritize, and provides value-aligned solutions. Sometimes the solution is to reduce technology, manage it differently, and improve their process. It isn't about how much money we can make. If we are working with the customer to find out what they need to grow and provide that, the relationship that is built is going to help both of our businesses grow."

Michael believes in Servant Leadership and a company culture that embraces each employee where they are at and supports their growth.

"I find ways to support my employees in their entirety, no more "leaving your baggage at the door" when coming to work. We built a team culture that is genuinely supportive and not limited to dealing with 9 to 5 issues."

It is an interesting office housing not only humans, but a 50-pound Sulcata Tortoise, 2 hamsters, 2 dogs, and a tree frog! They have a full kitchen and a bathroom with a shower. It is perpetual "bring your child to work day" so child care is not a barrier to employment. Employees are encouraged to view the office as a professional extension of their home. They also have a conference center that can accommodate 50 people that can be used at no charge by community nonprofits and groups.

Leeward Business Advisors does not have a sales department. They grow through community engagement and only doing what is right for potential customers, even if that means they go somewhere else.

"We joined the Chamber because we want to be active and supportive members of the business community. My employees and I sit on many committees and boards as well"

as facilitate real-world experiences and opportunities for students and those with disadvantages. This helps our entire community grow, which helps us grow. It strengthens the employee pipeline and builds a strong workforce. Our membership has directly led us to new customers and employees.”



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The Quarter in Photos



November 8, 2019
Leadership Kenosha Nonprofit
Leadership Session



November 14, 2019
Office Furniture Warehouse of Kenosha
Ribbon Cutting



November 20, 2019
Platinum Systems at the Business to Business Expo



December 5, 2019
Superb Grill Ribbon Cutting



December 11, 2019
Leadership Kenosha at the Kenosha County Administration Building



December 11, 2019
Duke's Country Saloon Ribbon Cutting



January 23, 2020
Chef David at the Leeward Business Advisors Business After 5



January 30, 2020
Chamber President Lou Molitor at the Downtown BID Annual Meeting

Member-Exclusive Opportunities



Do you work at the Best Place in Kenosha?

The Kenosha Area Chamber of Commerce is now accepting nominations for the 13th annual Kenosha County "Best Place to Work" Award. This award is intended to highlight an outstanding Kenosha County employer, as nominated by its employees. Any Chamber member in good standing with a location in Kenosha County is eligible for the award.

Download the Nomination form or stop by the Chamber to pick one up and tell us about the environment at your place of work. Explain how they have helped you, inspired you, developed a sense of family or community, or aided you or other employees in your time of need.

[Learn More](#)



Scholarships for High School Students and Adult Learners

The Kenosha Area Chamber of Commerce Foundation awards scholarships to students that display positive character, leadership skills, academic excellence, community involvement, and future aspirations. Each year, the Kenosha Area Chamber of Commerce Foundation awards scholarships to graduating high school seniors as well as adults looking to further their education at the associates, bachelors, or masters level. These scholarship opportunities are open to all employees of Chamber Members. Scholarships are formally awarded each year at the Chamber's Annual Meeting in August.

Applications for the High School Scholarships are due April 10th and the Herzing Scholarships for Adult Learners are due May 8th.

[Learn More](#)

