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On the cover



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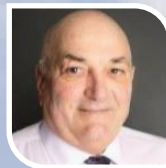
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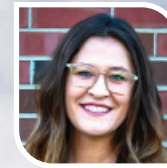
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FROM THE CHAMBER PRESIDENT /CEO



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Our three main core competencies are aimed at creating success for our members through advocacy, connections and education.

We provide an excellent platform to spring into more business opportunities. New customers, new clients, quality leads, business to business and business to consumer opportunities are unlimited and available to members 24/7/365. The results are real, tangible and undeniable. Programs such as the chamber’s wildly popular B2B program, highlighted in this issue, have generated more than \$13.2 million in sales since inception.

The Chamber is where your business belongs.

When it comes to growing your business, brand and credibility look no further than the plethora of offerings from the Dubuque Area Chamber of Commerce that advocate, connect and educate for your business success.

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B2B

Chamber Referral Group



NETWORKING OPPORTUNITIES FOR CHAMBER MEMBERS

BY JILL CARLSON

PHOTOS BY JESSICA REILLY AND METRO CREATIVE

One of the perks of being a member of the Dubuque Area Chamber of Commerce is networking with area businesspeople.

Since 2014, the Chamber has offered the B2B Referral Group, a membership-based networking opportunity that is garnering positive results for the participants.

Dan "Sully" Sullivan, vice president of member relations at the Chamber, coordinates B2B, which includes 51 members.



Dan "Sully" Sullivan

"The primary function of B2B is to develop relationships and make business referrals to each other," Sullivan said. "The biggest evolution of the B2B groups is the addition of two new groups each in 2016 and 2021. There is a strong possibility there will be the addition of a fourth group in the future based on a waiting list of businesspeople who want to be involved."

The referrals given in the B2B groups are warm leads where B2B members are making introductions with other businesspeople.

"Based on the warm lead philosophy

we maintain a closing percentage of nearly 65%," Sullivan said. "There has been \$13.2 million of closed referred business since 2014, when the first group began. B2B privileges include the opportunity to highlight the member's business on a weekly basis, the chance to do a deep dive into the business a couple of times per year on average, including the chance to invite the group to your place of business when you present, warm leads from other B2B members and business category exclusiveness."

B2B began as a less-expensive and local version of BNI – Business Networking International – and is open to members of the Chamber. To join B2B, Sullivan said the process is simple.

"A business or businessperson would



Lisa Anderson

inquire about joining a group and if their business category is not represented in one of the groups, they would be welcomed to join a group," he said.

Current B2B members shared their experiences to show how B2B has impacted their referral and networking abilities.

Lisa Anderson, Realtor at American Realty, was one of the original members of the Tuesday B2B that formed in 2014.

"The connections I have built with members over the course of my almost nine years of being a B2B member are extensive and I find myself reaching out



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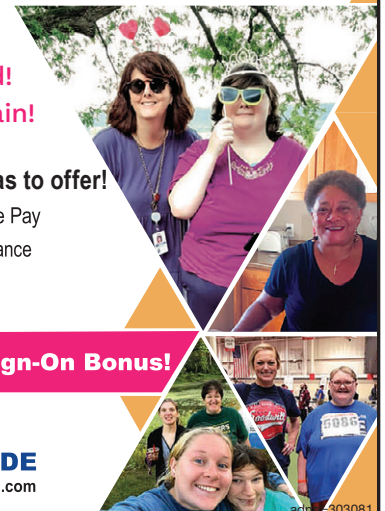
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The B2B Referral Group meets for a discussion at the Dubuque Area Chamber of Commerce's office.

to current and former members on a weekly basis for some sort of product or service," she said. "As a realtor, there are so many different services and industries that I need to have connections in: mortgage lenders, insurance, the trades — HVAC, electrical, plumbing — and I have gained those connections through B2B. This allows me to be a one-stop resource for my clients. I am so appreciative when my fellow members provide me a referral and so finding referrals in return is very important for me. Your fellow B2B members become an extension of you and your business. I am always amazed at how we all become cheerleaders for one another. We celebrate our successes and work through our challenges as a group."

Derek Olberding, senior vice president of commercial lending at Fidelity Bank & Trust, joined B2B five years ago. As a result of the relationships he's built and the introductions people have made for him, he often feels like he's part of that business.

"In my profession, many people prefer

“As someone that works in multiple communities in Eastern Iowa, I can tell you there is no place like the Dubuque Chamber for the value they bring their members. The amount of work the Chamber puts into communicating policy issues with the State House was a nice surprise.”

Steve Kane



Derek Olberding

having separation for B2B referrals, and I prefer having financial conversations remain confidential," he said. "Once I have an introduction to someone, I follow up from there. Whether some referrals are passed quickly and easily or come from a

long and winding path, I believe you get out of B2B what you put in it."



Steve Kane

Steve Kane, director of Our Faith STO with the Archdiocese of Dubuque, said B2B has been the best networking, idea-sharing group he's ever been part of.

"I've worked with both the Tuesday and Thursday group over several years, so I appreciate the different backgrounds and types of businesses that are represented," he said. "As someone

that works in multiple communities in Eastern Iowa, I can tell you there is no place like the Dubuque Chamber for the value they bring their members. The amount of work the Chamber puts into communicating policy issues with the State House was a nice surprise. Once a quarter the staff provides updates to our B2B groups on the work the Chamber is doing on behalf of the Dubuque area. It's refreshing to be in the same room with the people talking with policymakers in Des Moines, hearing their perspectives and sharing your own. I like the variety of businesses that belong to B2B. It isn't just the traditional top 10 business categories, like banks and insurance companies. It's also nonprofits, the (Dubuque) Fighting Saints, healthcare centers, theaters, hair stylists, home organizers, real estate agents, video production, media and many others that add great perspective to what businesses need and go through every day. It becomes a one-stop shop for many of the services we all need from time to time, but the best part is that they all know someone that may help you find your next best prospect for what you do."



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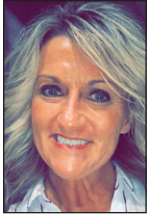
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Bridget Shanley

Bridget Shanley, sales and marketing representative at Steamatic of Dubuque, joined a B2B in 2020 and has realized many benefits from the membership.

“B2B members are so resourceful. If you need help finding anything, they always seem to know someone who can help you,” she said. “B2B members are compassionate and so caring. There’s such an amazing vibe that happens in our group every week. The short presentations that are required of each B2B member weekly brings a better understanding of what

their business does, which opens doors to opportunity and referred business. Being part of the chamber is one thing, but being an active member is incredible! I can honestly say I look forward to the B2B meetings every week. The people you meet, the relationships you build and the business you acquire is just a small piece to the pie. If you’re serious about building your business, consider joining The Dubuque Area Chamber and The B2B Group, you won’t be disappointed.”

Rob Reinert, financial advisor of Northwestern Mutual, helped with the original startup of B2B in 2014 and shares something he realized over time.

“I’m surprised how much you learn of another member’s business,” he said.



Rob Reinert

“I’m referring to in-depth knowledge of day-to-day business operations, products and services, challenges and successes over that longer period of time during which they have been a member. Networking with and building relationships

with other business owners and professionals has helped grow my business and referral efforts. When others become more knowledgeable of my company’s products and services and what differentiates me in the marketplace, I become more referable and a value to others.”

“B2B members are compassionate and so caring. There’s such an amazing vibe that happens in our group every week. The short presentations that are required of each B2B member weekly brings a better understanding of what their business does, which opens doors to opportunity and referred business. Being part of the chamber is one thing, but being an active member is incredible!”

Bridget Shanley



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Owner Jonathon Moore prepares an order at Howling BBQ.

NEW KID ON THE BLOCK

Howling BBQ

BY JILL CARLSON

Jonathon Moore decided that he wanted to own a barbecue place when he was growing up.

“I enjoyed watching the Food Network, saw how beef brisket was prepared and decided that I wanted to have my own restaurant,” he said.

Howling BBQ, which is owned by Moore and his wife, Gretchen, opened in 2021 as a food truck. Moore named the business as he likes wolves and thought the name was perfect.



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The Moores decided to open a brick-and-mortar location so they could operate their business year-round and not just in the summer when food trucks are popular.

“We found this location on University Avenue and opened in October 2022,” Moore said.

The restaurant offers dine-in, carryout and delivery through Door Dash.

With a menu that includes barbecue pulled pork, brisket, ribs, mac and cheese, bourbon baked beans and banana pudding, Moore found a winning combination.

“Our sauce is made in-house and is sweet and tangy with an apple flavor and tomato base,” he said. “It’s perfect for the Texas-style barbecue, which is barbecued low and slow for 12 hours or longer over hickory wood.”

Originally from Peoria, Ill., Moore moved to Dubuque in 2009, when IBM



Howling BBQ is located on University Avenue.



Howling BBQ offers carryout, dine-in and delivery.



Dawneacia Arnold brings an order out to customers at Howling BBQ.

opened an office. He worked as a server administrator for email systems until 2019 when IBM moved many jobs to Missouri.

“We love it here in Dubuque and decided to put our roots down,” Moore said. “It was the perfect time to fulfill my dreams of opening a barbecue restaurant.”

The food truck is offered for various events such as school fun nights or back-to-school events, office lunches and Dubuque events and festivals including Asbury (Iowa) Music in the Park in July. Popular food truck items include barbecue pulled pork nachos, barbecue pulled pork sandwiches and mac and cheese. Customers can sign up for a Howling BBQ food truck appearance at howlingbbq.com.

Each year, Howling BBQ does a fundraiser, with a portion of the proceeds from the food truck on a specific day going to the Dubuque Regional Humane Society.

Moore joined the Chamber a year ago and finds the networking opportunities help him get the word out about Howling BBQ.

Howling BBQ also offers catering for meat by-the-pound and sides by the half-pan. For this year’s Super Bowl, they offered a package deal with meat and sides.

The staff of four includes Moore and his wife, their son, Jay, and his friend, Samantha.

“We are a family-owned and operated business,” Moore said. “We want to be part of the Dubuque community and offer a fun atmosphere, along with delicious barbecue.”



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BEEN AROUND THE BLOCK

Lifeline Audio Video Technologies

BY JILL CARLSON

From working as a 15-year-old guitar teacher at Mound City Music to owning the business now called Lifeline Audio Video Technologies, Scott Wright's life is full of sound and images.

The Platteville, Wis.-based Mound City Music was started in the mid-to-late 1970s by Mike Mair. Mair hired Wright to teach guitar for the full-service music store, which Wright did through high school and college.





Scott Wright

“I ended up working part-time as a salesperson in college for Mound City Music as well,” he said. “Mike offered me a full-time job when I graduated college in 1990, and that is when I bought into the business and changed the name to Lifeline Audio

Video Technologies. We changed from a full-service music store to an audio/video

contracting company in 1993.”

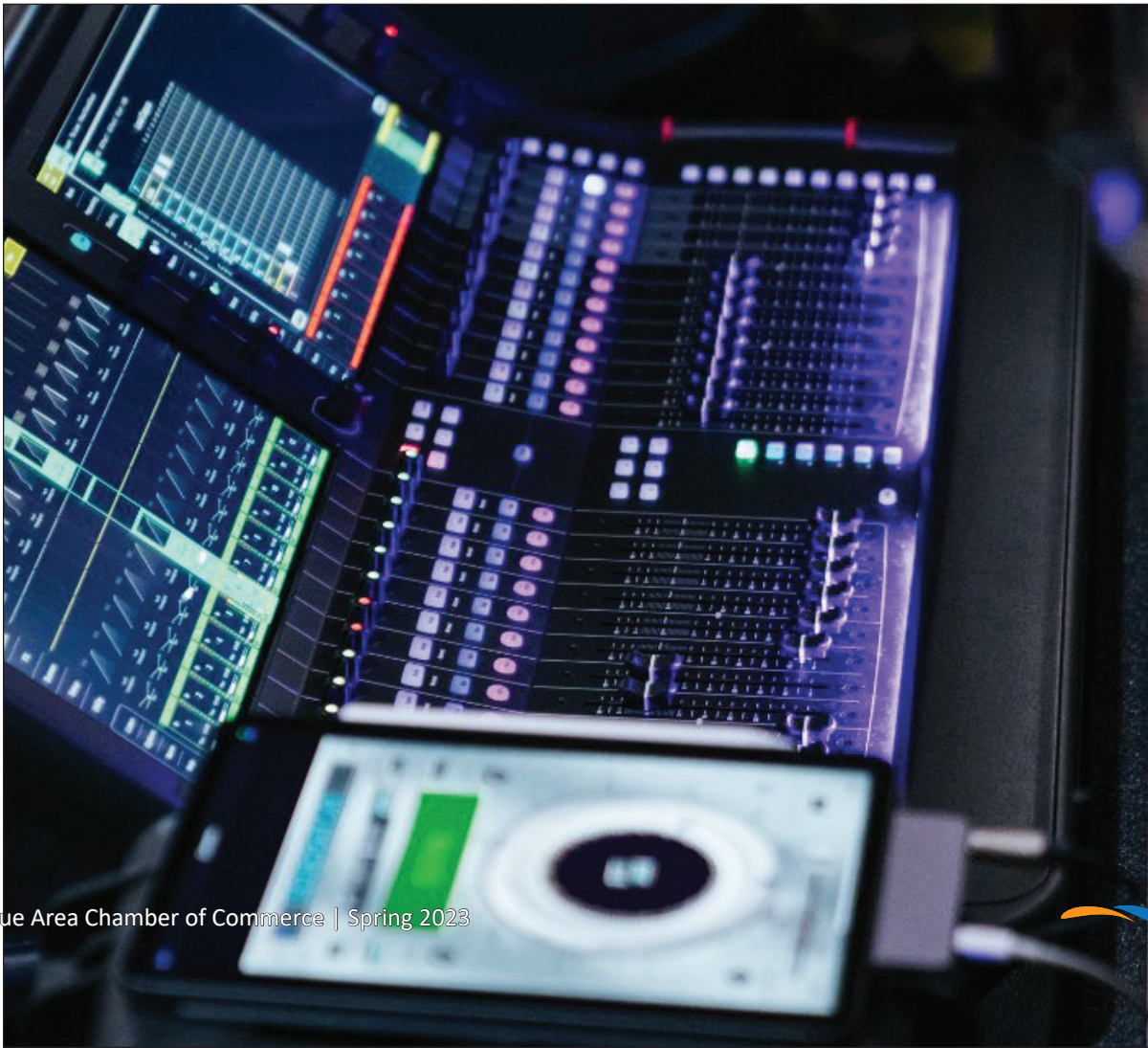
Mair retired six years ago, and the business is now owned by Wright, who serves as president, with his wife, Connie, as the payroll and office manager.

Connie and Scott’s twin daughters, Maggie and Kylie, age 22, help at various times throughout the year when extra hands are needed with things like inventory.

Lifeline is a full-service audio/video contractor, primarily concentrating on

installed audio/video solutions including the design, engineering, installation, programming, project management, training and after-the-sale service.

“Our primary customers are churches, schools, auditoriums conference rooms in commercial buildings, outdoor spaces, banks, training facilities, court rooms and hotels,” Wright said. “Every job we do is different. No two projects that are the same. It’s important to learn about the customer’s needs and take the time



to customize each system for their specific requirements. We have a motto at Lifeline: We take complex technology and make it easy to use."

The 30-year-old business has seen great change in industry products and customer needs in the last 10-to-20 years.

"Streaming is a big part of our business now, especially since COVID," Wright said. "How we worship in churches today is so much different than 10 years ago. If I were to tell some churches 20 years ago, they would have projectors and screens in their sanctuary along with them worshipping to a full contemporary band, they would have said I was crazy, but it's part of how we worship in many spaces today."

The business has 11 employees, many of whom have been with Lifeline for several years,

"I'm so blessed to have a very strong team of talented people," Wright said. "We all come to work every day to exceed customer expectations. Our strength is building relationships."

Lifeline originally was located in downtown Platteville, but they quickly outgrew that location.

In 2000, Lifeline moved to a 20,000-square-foot facility in Platteville Industrial Park.

Lifeline has been a Dubuque Area Chamber of Commerce member for more than 12 years.

Wright said that as a specialized business, being a member of the Chamber allows it to network with hundreds of businesses that wouldn't have known Lifeline exists.

"I have also made some lifelong friends through the Chamber, and some of my strongest business acquaintances I met through Chamber functions," he said.





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survivor

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Grand River Medical Group

Ribbon Cutting Date:
11/15/2022
3500 Dodge St., No. 135

Stonehill Communities

Ribbon Cutting
Date: 10/6/2022
1001 Assisi Drive





Grand River Medical Group and Hartig Drug

Ribbon Cutting Date: 12/16/2022
4025 Westmark Drive

RIBBON CUTTINGS



Green State Credit Union

Ribbon Cutting Date: 11/18/2022
3405 Stoneman Road

RIBBON CUTTINGS



Higher-Self Holistics Metaphysical Center

Ribbon Cutting Date: 10/6/2022
3003 Asbury Road



Romper Room Childcare Center

Ribbon Cutting Date: 10/6/2022
1275 Main St.

RIBBON CUTTINGS



**Dubuque Ice
Arena**

**Ribbon Cutting
Date: 11/2/2022
1800 Admiral
Sheehy Drive**



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Rockwell Anderson Studio

Ribbon Cutting Date: 10/27/2022
396 W. Locust St.



The Spot Nutrition

Ribbon Cutting Date: 12/2/2022
356 Main St.



Dubuque Star Beer

Ribbon Cutting Date: 10/20/2022
600 Star Brewery Drive

RIBBON CUTTINGS

RIBBON CUTTINGS



NICC Peosta Campus

Ribbon Cutting Date: 9/29/2022
8342 NICC Drive



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President

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adno=302707



Platteville Area Events

DETAILS AT PLATTEVILLE.COM

NATIONAL TOURISM WEEK
MAY 7-13 AT PLATTEVILLE REGIONAL CHAMBER

MUSIC IN THE PARK
THURSDAYS JUNE-AUGUST AT CITY PARK

CHAMBER GOLF OUTING
JUNE 16 AT PLATTEVILLE GOLF COURSE

HOMETOWN FESTIVAL WEEK
JULY 15-23 AT VARIOUS LOCATIONS

SOUTHWEST MUSIC FESTIVAL
JULY 15 AT HISTORIC 2ND STREET

SOUTHWEST AUTO CLUB CRUISE IN ON MAIN
JULY 15 AT MAIN STREET

CHALK & CHEESE
AUG. 26 AT CITY PARK

Platteville Regional Chamber
275 BUS. HWY. 151, PLATTEVILLE, WI
608-348-8888 ❖ WWW.PLATTEVILLE.COM

adno=311207

RIBBON CUTTINGS



Tri-State Occupational Health

Ribbon Cutting Date: 11/8/2022
4155 Pennsylvania Ave.



Eagle Pointe Place

Ribbon Cutting Date: 10/13/2022
2700 Matthew John Drive

RIBBON CUTTINGS



Float and Fly Wellness Studio

Ribbon Cutting Date: 11/22/2022
1344 Locust St

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563-495-0888

adno=311878



Oetken Family Dentistry

Ribbon Cutting Date: 10/20/2022
1082 Cedar Cross Road

RIBBON CUTTINGS



Restore & Renew Therapeutics

Ribbon Cutting Date: 12/2/2022
5070 Asbury Road, Suite C

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