



COOL TREASURE FOR A HOT SUMMER NIGHT

One-year old Silas Van Alstine, checks out a chest full of popsicles at the WOW concert July 16 at Washington Park in Wittenberg. His sisters, from left, Kylie Van Alstine, 2, and Avery Van Alstine, 4, enjoy their selections and the music of Quarry Road. **STORY ON PAGE 2**

MIRIAM NELSON | NEW MEDIA

Murders in Memphis, with many motives

Family ties get tested and friendships get strained at a popular rib joint.

PAGE 3

Striking out on her own adventure

Megan Dorsch creates her own marketing company to help businesses succeed in the digital age.

PAGE 20

Keeping up with the times is a full time job

Without a healthy dose of curiosity technology will leave you in the lurch.

PAGE 38



**MORE NEWS,
MORE OFTEN** **\$10.00
MONTH**

DIGITAL FIRST COVERAGE WITH
BREAKING NEWS TICKER

WITTENBERG
ENTERPRISE
& BIRNAMWOOD NEWS

(USPS868-800)

Published Wednesdays

by **NEW Media Inc**

d/b/a The Wittenberg Enterprise

& Birnamwood News

Periodicals postage paid at

Wittenberg WI 54499

POSTMASTER: Send address changes to:

NEW Media Inc, 1464 E. Green Bay St.,

Shawano WI 54166

Editor

Miriam Nelson mnelson@newmedia-wi.com

Telephone

715-853-0515

Office

1464 E. Green Bay St., Shawano, WI 54166

10 a.m. to 2 p.m. Monday-Friday

Publisher

Greg Mellis gmellis@newmedia-wi.com

Editor-In-Chief

Carol Ryczek cryczek@newmedia-wi.com

Sports Editor

Morgan Rode sports@newmedia-wi.com

Obituaries

obits@newmedia-wi.com

Classifieds/legal notices

classifieds@newmedia-wi.com

Retail advertising

pbahr@newmedia-wi.com

Calendar items (free)

calendar@newmedia-wi.com

Subscriptions

Subscription, delivery or payment question?

Call 715-526-2121

10 a.m. to 2 p.m. Monday-Friday

circulation@newmedia-wi.com

RATES

Print

Print single issue: \$1

Prepaid nonrefundable 12 months:

\$41 Mail - WI

\$52 Mail - outside WI

www.newmedia-wi.com

1-day. \$0.99

3-mo (90-day introductory offer) \$12

Month-to-month \$10

Prepaid 12 month, nonrefundable, \$99

Member, Wisconsin Newspaper Association



Hot music, hot curds and cool popsicles

By **MIRIAM NELSON**

News Editor

With a bandshell for the band, shelter for the sun-shy and lots of grassy areas for social distancing, Washington Park proved to be a huge hit for the Walls Of Wittenberg concert July 16.

Normally, the concert series is held on the second Tuesday of the summer months in the Art Park next to the WOWSPACE in downtown Wittenberg. The free concerts encourage people to use the Art Park, tour the WOWSPACE and learn more about WOW.

This year, with COVID-19 coloring everyone's concerns, the three concerts were initially canceled. The June band couldn't make the first event, and organizers were concerned about social distancing. A replacement band, Open Tab, came from Appleton to perform that night under the shelter at Washington Park to a small but loyal crowd, in spite of the rain and lack of advertising.

Rain also affected the ability to host the July 14 concert, which was then switched to July 16. Quarry Road is a popular local band that helped to spread the word of the date change through their fan base and social media. Mandolin player Dan Krolow was glad for the two-day reprieve, as he was still healing from a finger cut from the previous weekend.

Unfortunately, Chubby Cheeks, the ice cream novelty van, had a previous commitment and couldn't attend that night.

"It was such a hot night, so we bought a bunch of popsicles to pass out with some water for our guests,"



Dean Falstad, 4, of Wittenberg, contemplates the selection of popsicles at the free concert July 16 at Washington Park. Quarry Road played for an audience of about 100 people.

said WOW President Elaine Knab.

The event brought in about 100 people, according to event coordinator Meg Hartleben.

"We encourage people to bring their own food and beverages," said Hartleben. "People were good about setting up their lawn chairs and practicing social distancing."

It was also the first night the Wittenberg Lion's Club was able to use its new cheese curd stand, which was ordered and purchased from a company in Georgia that specializes in food service vehicles.

"It was a good test run for us," said Lion Roger Wendler.

The Lions are eager to find venues where they can sell curds to make up for the events already canceled due to the pandemic. Tavern Front in Wittenberg has booked the Lions to sell curds at the Crab Fest the business is hosting Aug. 14. Wendler is hopeful they can start booking more

events now that a lot of the pandemic restrictions have been lifted.

The Drover's are the next band scheduled for the concert series, and that date has already been shifted to the third Thursday, Aug. 18.

"It's been an interesting summer of adapting and adjusting for our concert series," said Hartleben. "We're extremely grateful for the loyal followings of the fans."

The Lion's Club and Chubby Cheeks have plans to be at the Aug. 18 concert in Washington Park.

The concerts are free to the public, though donations are always appreciated. The bands are paid for by funds raised through the Community Crossroads Theatre, the performing arts arm of WOW. The next theater show, which would normally be held in October, has already been canceled, thus limiting the funds available to host next summer's free concert series.

Aerial enforcement planned in Marathon County

To enhance safety for all travelers, the Wisconsin State Patrol plans to use aircraft and ground-based officers to enforce speed limits and other traffic laws in Marathon County.

Aerial enforcement missions are planned for Saturday, July 25 along Interstate 39 in Marathon County.

Most state patrol aerial missions are funded through federal dol-

lars designated to support traffic law enforcement. The state patrol analyzes data on traffic citations, crash reports and related information to identify highway corridors for enforcement initiatives.

"We often announce enforcement efforts like this to emphasize that the goal is public safety through voluntary compliance with traffic laws — not to stop or cite motorists,"

said Capt. Travis Wanless from the state Patrol's North Central Region.

State patrol aircraft use a timing device known as VASCAR — Visual Average Speed Computer and Recorder — along with highway markings to determine vehicle speeds.

When pilots detect speeders, aggressive or reckless drivers, they contact ground-based units to initiate a traffic stop.

Murder and music in Memphis wrapped up in a rib joint

I don't know about you, but this week I spent several hours sitting in front of a fan with a good book in my hands. "Delicious and Suspicious" by Riley Adams looked like a fun read and it really was.



JAN JONES

Memphis, Tennessee, may be a very big city, but like all cities it is comprised of many close-knit neighborhoods. One such neighborhood sits on the edge of famous Beale Street, where one can wander from end to end listening to great music and sampling iconic barbecue and all the fixings.

One of the most popular rib joints is called Aunt Pat's. It is run by Lulu Taylor with the help of her son Ben and his wife Sara. Aunt Pat's has family feel as Ben and Sara's twin girls, Coco and Ella Beth drop by after school. Lulu loves the fact that many of their customers also feel like family.

The elderly Big Ben, Bobby and Morty come in everyday for a plate of ribs and then preside over the lovely screened porch. Flo, Cherry and Evelyn are Lulu's dear friends, love Elvis and volunteer at Graceland. Each is a bit quirky and add color to Lulu's life. While Ben works his magic in the kitchen, Lulu keeps things running smoothly

in the dining room.

As the story opens everyone is excited because Rebecca Adrian, a scout from the Cooking Channel, is coming to check out the restaurant. A good review could do a lot for Aunt Pat's bottom line. When Rebecca Adrian arrives, she's extremely rude and brags about knowing all sorts of important people in New York.

Her bragging convinces Lulu that Rebecca could help launch Sara's art career and arranges a show at the local gallery. It also spurs Mildred to show Rebecca a romance manuscript she's been working on for years. Instead of offering help, Rebecca caustically berates both Sara's art and Mildred's manuscript then abruptly goes to the Peabody Lounge. Most of Aunt Pat's regulars also go there to confront Rebecca for their own reasons.

Later Lulu and the videographer, Tony, find Rebecca in her room. She is dead, and everything points to poison. Lulu immediately goes into "detective mode." She needs to find out who did this and how before it damages Aunt Pat's reputation, but she has more suspects and motives than she can count.

She knows that none of her friends or family would kill over rude behavior or rude comments yet so many of them were at the Peabody when Rebecca was poisoned. As Lulu winnows the suspect list, she learns that Sara's nephew, Derrick, had slashed Rebecca's tires. Mildred wanted to

AT A GLANCE

BOOK: "Delicious and Suspicious"

AUTHOR: Riley Adams

PUBLISHER: Berkley

PUBLISHED: July 6, 2010

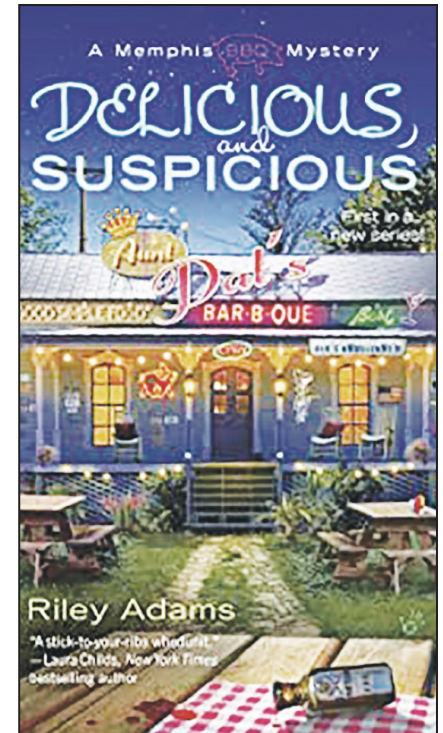
PAGES: 288

tell Rebecca off. Sara went to pick up Derrick, and Flo went to warn Rebecca against showing any footage of her.

Lulu is shocked to learn that Seb was also there and he was with a "former" flame, and Lulu's competitor, Lurleen. She knew that Seb had been in drug trouble and spent time in jail, but she didn't know that he'd dated Rebecca and was now dating Lurleen. Now she's sure he's using drugs again.

When Mildred is found dead, Lulu is even more determined to find the killer. Lulu loves her boys, but if one of them is involved with murder, she won't stand in the way of the law. So, she keeps digging. Sadly, Lulu doesn't realize that her actions are being watched by a stone cold murderer.

When things come to a dangerous head Lulu's common sense, grit and



a bit of divine intervention save the day. This story doesn't end all neat and happy, but it does end with justice served, family ties secured, and the bonds of friendship renewed.

This is the Friday-only COVID-19 Journal version of
NEW Media's Shawano Leader, Wittenberg Enterprise &
Biramwood News and Oconto County Times Herald.
Find us online at www.newmedia-wi.com

Wittenberg Historical Society Annual Meeting

Tuesday, July 28 at 6pm

Outdoors Covid Style at Washington
Park on Webb St., Wittenberg

Please practice social distancing
and masks encouraged.

Thanks for your support!

Blueberry HAVEN

NOW OPEN

**THRU AUGUST
(BERRIES PERMITTING)**

SOCIAL DISTANCING OBSERVED

FOLLOW US ON FB FOR DAILY UPDATES
TUES.-SAT. 7AM-1PM

Please call during business hours
(715) 823-4091

closed Sunday and Mondays for ripening

715-823-4091

W9967 County Road XX, Bear Creek
Family owned and operated by Duane and Moni Jarvais.

PUBLIC RECORD

SHAWANO POLICE DEPARTMENT

July 20

Police logged 24 incidents, including: A vehicle reported vandalized in the 100 block of Military Road; a disturbance in the 1000 block of South River Street; disorderly conduct in the 200 block of Pearl Avenue.

July 19

Police logged 20 incidents, including: A 38-year-old Shawano woman arrested for disorderly conduct/domestic violence in the 1100 block of Birch Hill Lane; a 23-year-old Racine woman arrested for first-offense operating while intoxicated and transported to ThedaCare Medical Center with minor injuries after her vehicle struck a light pole at Green Bay Street and Fairview Road; an intoxicated person at Huckleberry Harbor, 222 N. Sawyer St.; counterfeit money reported at Charlie's County Market, 521 S. Main St.

July 18

Police logged 25 incidents, including: A 24-year-old Shawano man arrested for first-offense operating while intoxicated at Fairview Avenue and Center Street; a 12-year-old Shawano girl referred to juvenile court for operating a motor vehicle without the owner's consent after she took her mother's vehicle in the 1000 block of

South Lafayette Street and a 14-year-old Shawano girl referred to juvenile court for receiving the vehicle as stolen property; a disturbance in the 500 block of South Cleveland Street; an assault complaint in the 100 block of South Washington Street.

July 17

Police logged 30 incidents, including: An intoxicated person in the 100 block of North Sawyer Street; disturbances in the 100 block of Humphrey Circle and at Pizza Hut, 816 E. Green Bay St.; a wedding band reported stolen in the 700 block of East Fifth Street; an assault complaint in the 200 block of North Riverside Drive; disorderly conduct in the 200 block of West Lieg Avenue; a vehicle reported stolen in the 400 block of West Third Street.

July 16

Police logged 30 incidents, including: A two-vehicle property damage accident in the 700 block of South Washington Street; a two-vehicle accident at Lincoln and Elizabeth streets; a shoplifting complaint at Walmart, 1244 E. Green Bay St.; a vehicle reported vandalized in the 1300 block of East Lieg Avenue; a domestic disturbance in the 1000 block of South Weed Street.

July 15

Police logged 20 incidents, including: A juvenile problem in the 600 block of River Heights; disturbance in the 800 block of

South Evergreen Street; a male subject who fled on foot after a pursuit in the 500 block of South Main Street.

July 14

Police logged 25 incidents, including: Disorderly conduct at Walgreen's, 401 E. Green Bay St.; a scam complaint in the 500 block of South Franklin Street; harassment reported in the 700 block of South Main Street.

SHAWANO COUNTY SHERIFF'S DEPARTMENT

July 20

Deputies logged 43 incidents, including: A 41-year-old man cited for operating after revocation on Lake Drive in the Town of Wescott; disorderly conduct on Hemlock Road in the Town of Herman; disturbances on Nauman Road in the Town of Green Valley and Engel Drive in Shawano; an assault on Hemlock Road in the Town of Wittenberg.

July 19

Deputies logged 49 incidents, including: An injury accident on state Highway 29 in the Town of Hartland; property theft on County Road A in the Town of Wescott; a disturbance on County Road M in the Town of Pella; a domestic disturbance on County Road MMM in the Town of Richmond.

July 18

Deputies logged 47 incidents, including:

An intoxicated person on Riverside Drive in the Town of Wescott; an assault complaint at ThedaCare Medical Center, 100 County Road B in Shawano; property theft on Sandy Drive in the Town of Washington; drug complaints on Butternut Road in the Town of Richmond and at the Ho-Chunk Casino, N7198 in the Town of Wittenberg; disorderly conduct on U.S. Highway 45 in Birnamwood.

July 17

Deputies logged 57 incidents, including: An assault on Mader Street in Gresham; disturbances on Express Way in Bonduel and County Road T in the Town of Waukechon; disorderly conduct on Green Valley Road in the Town of Green Valley.

July 16

Deputies logged 33 incidents, including: A 36-year-old man arrested on a warrant on U.S. Highway 45 in the Town of Wittenberg; an arrest for operating while intoxicated on state Highway 29 in the Town of Maple Grove.

July 15

Deputies logged 29 incidents, including: A drug complaint on Genesee Street in Wittenberg; property theft complaints on Smalley Street in the Town of Wescott and Country Lane in the Town of Washington; disturbance on County Road A in Gresham.

COURT NEWS

Recent proceedings in Shawano-Menominee County Circuit Court:

- Stuart L. Long, 34, of Cecil, was charged July 21 with felony counts of fleeing an officer in a motor vehicle, first-degree recklessly endangering safety and possession of a firearm by a felon. He could face a maximum 12 1/2 years in prison and \$25,000 fine if convicted of reckless endangerment. Long was ordered held on a \$5,000 cash bond set by Judge James Habeck and is due in court for an adjourned initial appearance on Aug. 17.

- Latasha M. Teller, 29, of Green Bay, was charged July 21 with felony counts of misappropriating identity information to avoid penalty and possession of methamphetamine. She could face a maximum six years in prison and \$10,000 fine if convicted. Teller was ordered held on a \$500 cash bond set by Judge James Habeck and was scheduled for an adjourned initial appearance July 23.

- Ann C. Stelling, 44, homeless, was charged July 21 with a felony count of possession of methamphetamine. She could face a maximum 3 1/2 years in prison and \$10,000 fine if convicted. Stelling was ordered held on a \$500 cash bond set by Judge James Habeck and was scheduled for an adjourned initial court appearance Aug. 17.

- An arrest warrant was issued July 21 for Roger L. Anderson, 46, address unknown, for a sex registry violation. He could face six years in prison and a \$10,000

fine if convicted.

- Troy Siegmeier, 48, of Fond du Lac, was charged July 20 with a felony count of fifth or sixth-offense operating while intoxicated. He could face a maximum 10 years in prison and \$10,000 fine if convicted. Siegmeier is free on a \$3,500 signature bond set by Judge James Habeck and is due back in court for an adjourned initial appearance Aug. 24.

- Marjorie L. Komanekin, 32, of Shawano, was charged July 20 with a felony count of possession of methamphetamine. She could face a maximum 3 1/2 years in prison and \$10,000 fine if convicted. Komanekin is free on a \$750 signature bond set by Judge James Habeck and was scheduled for a preliminary hearing on Aug. 5.

- Randy Clendenning, 65, of New Berlin, was charged July 20 with a felony count of fourth offense operating while intoxicated. He could face a maximum six years in prison and \$10,000 fine if convicted. Clendenning is free on a \$2,000 signature bond and is due back in court for an adjourned initial appearance Aug. 31.

- Michael J. Anthony, 33, of Shawano, was charged July 20 with a felony count of possession of methamphetamine. He could face a maximum 3 1/2 years in prison and \$10,000 fine if convicted. Anthony was ordered held on a \$500 cash bond and is due in court for a preliminary hearing Aug. 5.

- Robert L. Chack, 57, of Bowler, was

charged July 17 with a felony count of fifth or sixth-offense operating while intoxicated. He could face a maximum 10 years in prison and \$10,000 fine if convicted. He was ordered held on a \$2,500 cash bond set by Shawano County Family Court Commissioner Luanne Henk and was scheduled for an adjourned initial court appearance on July 27.

- Salvador Oviedo, 44, of Bonduel, was charged July 17 with a felony count of fourth offense operating while intoxicated. He could face a maximum six years in prison and \$10,000 fine if convicted. Oviedo

was ordered held on a \$1,000 cash bond set by Shawano County Family Court Commissioner Luanne Henk and was scheduled for an adjourned initial court appearance on July 27.

- Austin M. Krause, 22, of Milwaukee, was charged July 14 with four felony counts of first-degree recklessly endangering safety and one count of fleeing an officer in a motor vehicle. He could face a maximum 12 1/2 years in prison and \$25,000 fine on each of the reckless endangerment counts if convicted. An arrest warrant was issued July 14.

OBITUARIES

Vernon E. Beall

Vernon E. Beall, 92, of Clintonville, passed away on Saturday, July 18, 2020, at his home.

The Eberhardt-Stevenson Funeral Home and Crematory in Clintonville is assisting the Beall family during this time.

Barbara A. Giersbach

Barbara A. Giersbach, 88, of Clintonville, passed away peacefully on July 13, 2020, at Greentree Heath and Rehabilitation Center in Clintonville.

The Eberhardt-Stevenson Funeral Home and Crematory in Clintonville is assisting the Giersbach family during this time.

David L. Miller

David L. Miller, 71, of Green Bay, formerly of Clintonville, passed away on July 14, 2020 at Oak Park Place in Green Bay.

The Eberhardt-Stevenson Funeral Home and Crematory in Clintonville is assisting the Miller family during this time.

OPINION

GUEST COLUMN

Local newspapers play key cost-saving role

There are many aspects to the value of a community having a local newspaper serving its community.

The financial health of these newspapers has been challenged in recent years with the loss of local retail advertising, the transition to digital news delivery, negative effects of recent newsprint tariffs, the announcement of huge newspaper postage increases (50%-plus) over the next five years, and the recent negative impact of COVID-19 on many community businesses which advertise in local papers.

One of the main things a newspaper does is represent the public in keeping a local open government. It does this by receiving information about activities/actions occurring at local government meetings, gathering information from open government records and publishing government notices. These three things are the foundation for open government and without any one of them, "openness" is compromised.

The loss of all of those things can be devastating and often occurs when a newspaper closes. Up to this point in time, there has been no effective replacement of a community newspaper in print or online.

One of the impacts of losing a newspaper is an increase in the operational costs of local governments. I am going to reference one study on local governments following newspaper closures to illustrate the financial impact alone of such a loss, "Financing Dies in Darkness? The Impact of Newspaper Closures on Public Finance," by Pengjie



ANDREW JOHNSON

Gao, University of Notre Dame; Change Lee and Dermot Murphy, University of Illinois at Chicago, Feb. 12, 2019. This document can be viewed online at <https://www.brookings.edu/research/financing-dies-in-darkness-the-impact-of-newspaper-closures-on-public-finance>.

This particular study looked at increased costs to municipalities for borrowing bonds after a newspaper closure. This study looked at actual data from municipalities from across the United States over a period of several years where newspapers were closed.

The study examined the actual cost increase in a municipality during the three years after a newspaper closed. According to the study, "our main finding is that newspaper closures have a significantly adverse impact on municipal borrowing costs in the long run."

The study further found that "the number of government employees increased by approximately four per 1,000 residents, tax revenue per capita increased by \$85, and the deficit per capita increased by about \$53."

This means taxes increased \$340 per year for a household of four people. It is not theoretically what could happen. This is what actually has happened. In perspective, a \$50 annual subscription to a community

newspaper is an incredible value.

Other media, including radio, can provide news coverage, but usually cover larger areas and thus cannot provide detailed/complete coverage of each government entity in the coverage area. Television news coverage in rural communities is usually limited to only the very top or sensational news stories that would be of interest to the entire region or state audience.

Sharing information via social media by citizens can be good or bad, but is not the same as a professional journalist who gets first-hand information witnessing a meeting, interviewing newsmakers, reviewing original documents and then editing material so it makes sense to the public. A large amount of information shared on social media is not complete, out of context, or simply not true.

Community newspapers are the most trusted source of local news — more than all other media combined. Trust is a huge issue.

In recent times, many papers often have few options other than to close. Most small-town newspaper publishers put their hearts and souls into the paper because they understand what it means to lose the paper, so they will go as far as they can.

Community newspapers are different from any other local business. No other business has the rights of the citizens tied to it as community newspapers do. The "press" is the only private business mentioned in the constitution, so our founding fathers must have

thought it was important.

What can you do? First and foremost, subscribe to the paper, give gift subscriptions, or ask your employer to offer subscriptions to the local paper as a benefit. Encourage your family and friends to subscribe. It is much less expensive to subscribe than not.

Second, patronize businesses which currently advertise in a local paper and encourage other businesses you patronize to advertise in the paper.

Third, support the paper by what you say in words and post on social media.

Fourth, consider making a tax-deductible contribution to the paper specifically to employ professional journalists. Perhaps there will be a day when surviving newspapers will have a similar model structure to public television stations.

Finally, engage with the people who run your local newspaper. Let them know you do care and want to see them succeed. Citizens that are lucky enough to still have newspapers in their communities should do whatever they can to keep the papers, because if they close, the publications statistically will not return and it will cost every business and citizen more money — a lot more money each and every year into the future until something is developed to effectively replace the community newspaper ... if that ever happens.

Andrew Johnson is the immediate past president of the National Newspaper Association and a past president of the Wisconsin Newspaper Association.

LETTERS TO THE EDITOR

County board ignores impacts of COVID-19

To the editor:

It was brought to my attention that a member was forced to resign from the Shawano County Board this week when the board members refused to grant his request to extend the provision allowing members to attend meetings virtually during the pandemic.

One might not immediately appreciate the reason for my duress and lest this incident be swept under the carpet, let me provide some background: Based solely upon their ages, the former member and his wife are both considered

"high risk" in our current pandemic situation, as is their disabled daughter.

The former member and his wife are their daughter's sole caretakers, and in order to preserve their own health and therefore hers, they have been strictly adherent to the recommended precautions during this time, including attending all meetings virtually to avoid contact with individuals exposed to or carrying COVID-19.

The Shawano County Board has been disregarding the national guidelines, however. In addition to no longer allowing members to attend meetings virtually, they also have not been mandating that members mask during the meetings which are held in a small

room where it is impossible to socially distance as recommended.

These proceedings are in stark contrast to the surrounding county boards, all which are taking responsible actions to protect their membership, including allowing virtual meeting attendance and holding their in-person meetings with proper social distancing practices in place while requiring members to mask at all times.

It is appalling that the Shawano County Board has such utter disregard for the well-being of its members and community at large. At best, this is a discriminatory act against a perfectly healthy member who was only trying to protect himself and therefore his family

from the poor judgment of others. At worst, this is a reflection of the state of Shawano County, a community which historically was full of compassionate, kind individuals who pulled together when the going got tough.

As someone who grew up in Shawano and knows what the community is capable of when it works together, I ask each and every person reading this to take a good hard look in the mirror and re-evaluate your priorities. As a physician, I hope to God none of you or your family have to see the destruction COVID-19 is capable of wreaking upon those who laughed in the face of science.

Hannah Miller, Shawano

Q&A WITH MEGAN DORSCH

Shawano woman branches out into the world of entrepreneurship

By **MIRIAM NELSON**
News Editor

Editor's note: *The Enterprise & News recently chatted with Megan Dorsch, Shawano, who has opened a new marketing consulting business, Dorsch Creative LLC. Dorsch is also an artist and chair of this fall's annual Miles of Art event for Shawano and Menominee counties.*

Q: What prompted you to start your own business?

A: I've always wanted to work in a more creative capacity since that's really my passion and strength. My own business was something I had considered increasingly over the past five years.

I had been with Nueske's Applewood Smoked Meats for almost 19 years and had handled creative marketing for Nueske's for the past 16. It was a job and a company that I loved dearly. I had only thought of striking out on my own once Bob Nueske, owner, passed in January of 2015. He was the most kind and patient person I have ever met in the business world, and he made time for everyone. What an amazing listener he was, too. Some people leave shoes that can't be filled. I am grateful for each one of the years I spent developing Nueske's marketing and image — and developing myself — while learning from some amazing people.

In May, because COVID-19 had ravaged the food service world — along with many other industries — my position at Nueske's was eliminated. I spent a couple of weeks reeling, like so many of us have in 2020. Then, after really thinking about my life and how this virus was affecting us all, I gathered myself and began looking at jobs, all the while thinking about starting my own business, as I had so many times over the past few years.

As I looked through what was out there, I began to feel I was being presented with the right time to focus on the passion I have for creative marketing, and nothing that was out there looked “just right” for what I could offer. All of these jobs contained pieces of what I loved but



CONTRIBUTED



Megan Dorsch of Dorsch Creative LLC

CONTRIBUTED

weren't the whole package. As uncertainty after uncertainty revealed itself, (“Would the kids go to school

in fall?” “Would restaurants stay open?” “What does life really look like now?”) I knew that this was a unique moment in time that was showing itself to me.

I sat down and planned what services I would focus on, I filed for Dorsch Creative LLC and now here I am, developing my new business. I have never been so terrified and so excited; it's exhilarating. I'm glad I finally took this step after holding its vision in my head for so long.

There are so many terrific small businesses in this area that I would love to work with and who don't want to hire someone for, say, social media, as a full-time position but need some guidance.

I can help clients fill those gaps

in their marketing.

Q: What are the types of services you offer?

A: I really excel and enjoy helping clients engage potential customers through digital storytelling, which is using digital tools like copy and imagery to tell the story of your business or product in ways that are engaging and accessible to others — and tie into clients' branding. I'm available for social media needs, content creation for web and social platforms, whether it be in the form of copy, images, video, creative direction, brand development, special events planning and a host of other creative marketing services. I'm also experienced in public relations, whether it's work-

ing up press releases, being in front of the camera or promoting special events.

Sitting down with a client and going over their existing programs and looking at ways to improve their marketing program means we can select the area that the business needs to work on and then customize a plan and package that works best for them.

Q: What's the process? Do you meet with clients and determine a package of services?

A: I prefer to work with individual clients to determine a custom package that's best for their business. I offer a selection of a la carte services, like social media planning, creative direction, advertising, copy writing, and the like. And if clients are ready to look at their current marketing plan holistically, then I'm able to work with all of their channels and craft their messaging for sales and marketing – and their branding – into a cohesive program.

Q: Is it a one-time set up and done or is it ongoing planning and reporting?

A: If a client prefers to work with me on a single project, that's absolutely something I am happy to do. Say, if someone simply needs some ad concepts to help them pick a campaign, some assistance with a particular event or wants an assessment of their current social media tactics, trade show programs, those are certainly a la carte services that I provide. Ongoing services lie in areas like social media, digital storytelling and content creation, recurring event planning, brand development and the like.

Q: You say you prefer to work with small or medium-sized businesses. Is that by employee count or by revenue?

A: Working for Bob Nueske really made me love working with family businesses of a certain size, and I am lucky to have been able to work with a growing company to help them realize their potential. Yes, the food industry is my darling, and, while I can assist clients from any industry, I do hope to work with a few local food service and food manufacturing clients. Food is so much fun, and I have almost two decades experience in the food and manufacturing realm. That said, I am here to assist and advise on creative marketing plans for any business, from salons to real estate to retail.

ONLINE

You can also find this story at newmedia-wi.com.



CONTRIBUTED



CONTRIBUTED

Q: What is your educational/work background?

A: I have a background in the arts and in marketing. I worked for Nueske's Applewood Smoked Meats in Wittenberg, starting in 2001, and was with them until 2020. Over the years, I developed their public relations, marketing, social media, and creative materials, as well as handling event planning at hundreds of events across the nation.

Q: What would you like to share about your family life?

A: I've lived in Shawano since I was about six months old, and the only other place I've ever lived was Milwaukee, while attending the Milwaukee Institute of Art & Design. I've spent much of my career traveling around the U.S. for industry events and trade shows, so I've gotten my fill of the world that way, and have always been glad to come back home after my travels are over. I love this area and have no intention of ever leaving.

My household includes school-

aged kids and a variety of pets, and I live in the country. I still live in the same township that I grew up in, the town of Richmond.

Continuous improvement is important to me, on a personal level, and I take continuing education classes at NWTC to stay current on technology.

Q: Any other interests? MOA, you're an artist and any other things you're involved in?

A: I'm also a painter and illustrator, and can also do mural work and other commissioned art. While I was reserving domains for Dorsch Creative (full website coming soon at www.dorschcreative.com), I also reserved www.megandorsch.com and that will be a page I'll develop this year, as well, to showcase my art work.

Shawano-Menominee Miles of Art is another project I'm involved in, and I'm currently the chair for the event. This year, we are hoping to hold Miles of Art on Saturday, Oct. 3, and Sunday, Oct. 4. The event will look a bit different this year and will have some site changes from years past, due to COVID-19.

The event will go on, at this point, but social distancing needs to be observed. Watch our Facebook page for updates at Shawano Miles of Art Tour @smartwisconsin.

Cooking is another love of mine, and I've done recipe development, prepared many of the dishes I developed on television ("Living With Amy" on WLUK Fox 11), and I love working with photographers and stylists to produce beautiful shots of food. I kind of geek out on food photography.

Q: Do you have a brick and mortar presence, or do you meet with clients at their business? What's your contact info?

A: Given the current COVID-19 climate, I work out of my home office and meet with clients at their businesses or over coffee. Once we all have a better idea what the next year or two will bring, I may opt to open a physical office space in the city of Shawano, but I'll be watching how things develop in our world over the next couple of seasons.

I can be reached by texting or calling 715-853-1513 or emailing me at meganddorsch@gmail.com. As I develop my websites, unique emails to each one (DorschCreative.com., MeganDorsch.com), but I can always be reached at my Gmail address, as well.

SUPPORT LOCAL NEWS

SUBSCRIBE. DONATE. ADVERTISE.

During times of crisis, crucial information about your community comes from local reporters.

Access to high-quality information is essential. Especially local information. And especially now. What's happening in our communities? What's the impact? How are our local leaders responding? For answers to these questions, we rely on the hard work of our local reporters. As a result, readership of local news outlets has reached record highs.

But during COVID-19, local news outlets are losing money. Fast. Advertising has plummeted during the pandemic as most aren't subscribing fast enough to fill the void. This has led to thousands of local reporters being laid off, just as our society faces numerous, urgent challenges.

Millions of people are in danger of losing access to the authoritative local

information they need to stay informed. That's why the Local Media Consortium and the Local Media Consortium are working with local news providers to build a strong future for local journalism. And that's why our longtime partner, Google, is purchasing ads for this online publication across the country as well as providing a \$10M fund to help struggling local news outlets. But these actions alone aren't enough.

Please consider supporting the local news organizations working so hard to keep us informed. And if you have a business that's able to, advertise with them. Your support is critical to sustaining the dedicated journalists serving your communities.

Our local news outlets really need our help. Let's help them thrive again.

This message supported by:



SupportLocalNewsNow.com

CLASSIFIEDS

Call: 715-526-2121 Monday - Friday 8am - 5pm
In Person: Monday - Friday 9am - 5pm
Online: classifieds@newmedia-wi.com

WWW.NEWMEDIA-WI.COM

SHAWANO LEADER SHAWANO LEADER TIMES HERALD ENTERPRISE SHOPPER SUPER SHOPPER DEADLINE: NOON FRIDAY

**Please use this handy form. Classified Ads \$16.50 for first 10 words.
One word in each space. 20¢ per each additional word. (Ad runs in 5 papers!)**
Prepaid Personal ads only.

				16.50
16.70	16.90	17.10	17.30	17.50
18.70	18.90	19.10	19.30	19.50
19.70	19.90	20.10	20.30	20.50
20.70	20.90	21.10	21.30	21.50
21.70	21.90	22.10	22.30	22.50
22.70	22.90	23.10	23.30	23.50
23.70	23.90	24.10	24.30	24.50

I enclose total payment of \$_____ to place my NEW Media Classified Ad for _____ days.
Send Check or Money Order. WE ACCEPT MAJOR CREDIT & DEBIT CARDS. **All Classifieds Must Be Pre-paid!**
In case of cancellation, credit will be issued.

PAYMENT INFORMATION:



☐ Cash ☐ Check# ☐ Credit Card ☐ Master Card

Credit Card #: _____

3 Digit Sec. # _____ Expiration Date _____ / _____

Name on Card: _____

Signature: _____

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Mail to: NEW Media, 1464 E. Green Bay St., Shawano, WI 54166

Where, oh where, did my curiosity go?

I love to read those posts about how much things have changed over the years in terms of technology. It helps me keep things in perspective when I feel I'm not grasping the latest trend.

Think of what it must have been like when there were only outdoor toilets. My house was built in 1881 about the time that indoor toilets were just becoming popular with the rich. I'm guessing my home, originally built for Rev. E.J. Homme did not have indoor plumbing. Although he had many businesses and many streams of income, I'm sure the bulk of his revenue was used for financing his dreams of social do-good-ery establishing homes for the elderly and the orphans. I'm guessing money was not spent on the novelty of indoor plumbing.

One look at my back yard with it's incredibly uneven lawn and I can imagine many outdoor toilet being built and filled in at several spots over the years. I have no proof of that, but those are the ideas pondered by the over-imaginative people such



MIRIAM NELSON

as myself.

I think back to what it must have been like for him to set up his own print shop and using what was high technology then setting every line up by hand and in reverse. He's

probably rolling over in his grave each time I whine about my computer overheating or every time I "lose" a file somewhere in the ether that is the internet.

Technology is changing by leaps and bounds and even though I try to keep on top of things, I find that more and more I need the help of a small child with nimble fingers to zip through the maze that makes up my computer's hard drive. It's one thing to be born in an age where learning to type is as easy to learning to breathe, it's another thing to try to adjust each time something changes. You always feel a bit behind as you try to adapt.

What I need is an app to give me a quick reference check on words that have been made up to define the various functions they perform. Did I tweet, did I twitter — all I know for certain is that I didn't twerk and I'll never make the mistake of saying that again! For those even less engulfed in the latest vernacular, to tweet is a short remark published on Twitter, to twerk is to shake your butt provocatively. See how important it is to get the lingo correct?

I know I'm a bit behind on understanding the ins and outs of the latest cellphone, computer and TV technology, but I'm just not curious enough to try to figure things out on my own. I'm still scarred by living in the time before autosave was created and you could easily loose everything you had worked on if you forgot to "save" the document.

I'll admit I'm more curious than some, but there are others who love to figure out how to do things. These are the people who enjoy putting together puzzles.

The Safer at Home Order must

have been a godsend for them, spending days and weeks putting together puzzles and feeling a deep sense of accomplishment for each one completed. My favorite bookstore just posted a picture of a 9,000 piece puzzle they have for sale. I'm still quaking at the thought of it. Just getting the edge pieces would no doubt take me the better part of a year! I know for sure I do not have the patience, desire or curiosity to fill in the remaining spaces.

My lack of curiosity could explain a lot of my life choices. I did manage to graduate from college having only ever written one term paper - that was in a world before everyone had a computer at their fingertips and you had to pay someone to type it for you! I suppose I shall continue to go kicking and screaming through each bit of change in technology designed to make my life better. I just hope that I someday soon learn to embrace it.

Miriam Nelson is the news editor of the Wittenberg Enterprise & Birnamwood News. Readers can contact her at mnelson@newmedia-wi.com

Selling wares



James Stegall, Phlox, shows some of his wares he brought July 11 to Shops On Grand's parking lot for a flea market. Seven vendors pitched tents for the day to sell items of interest. Owner Eileen Weller will host a third flea market on Aug. 8, and if the weather holds, there might be one in September. Shops on Grand is located at 203 E. Grand Ave., Wittenberg.

MIRIAM NELSON | NEW MEDIA

Chamber golf outing set for Aug. 13

By MIRIAM NELSON
News Editor

The Wittenberg Area Chamber of Commerce 2nd Annual Golf Outing will be held on August 13 at Maple Hills Golf Course in Wittenberg.

The nine-hole shotgun scramble event will start with registration at 10 a.m. and the \$50 per person entry fee includes a picnic lunch, a two-meat buffet dinner and a golf cart. Anyone who wants to bid on raffle baskets and attend only the dinner portion of the event can pay \$30 to participate.

"Last year was our first attempt at this type of fundraiser and it was well received by the chamber members," said WACC President Sally Jo Stevens.

The WACC is operated entirely by volunteers and fundraisers such as the golf outing have provided funds to keep the organization working for the local businesses, according to Stevens. The golf outing is open to anyone and is a great opportunity to mingle with other business owners, said Stevens.

Due to COVID-19, Wittenberg

AT A GLANCE

WHAT: WACC 2nd Annual Golf Outing

WHEN: Aug. 13 with 10 a.m. registration

WHERE: Maple Hills Golf Course, N6621 Cardinal Lane, Wittenberg

PRICE: \$50 per person, includes lunch dinner and golf cart

FYI CALL 715-253-2448 OR 715-579-1024 TO REGISTER

Community Days normally held in June was cancelled. The WACC, American Legion and Homme Home all help sponsor that main event of the year. Stevens noted that the golf outing is another way to help support the area.

Membership in the WACC is \$100 and the benefits include being listed on the website, Facebook posting and promotion, networking events, and business and community support. The WACC is open to any businesses within the Wittenberg-Birnamwood School District.

Any businesses that would like to contribute raffle baskets or prizes can contact Stevens at 715-579-1024.

Ho-Chunk Gaming Wittenberg is a major sponsor of the event.

mnelson@newmedia-wi.com

NTC expands agriculture program with partnership

Northcentral Technical College and eight additional colleges in the Community College Alliance for Agriculture Advancement will receive \$529,924.48 over the course of the next four years as part of a cooperative agreement issued by the U.S. Department of Agriculture Natural Resources Conservation Service.

The agreement is expected to realize a shared goal of ensuring

quality education and training of field practitioners. By establishing a collaborative framework for cooperative activities, these partners will enhance and accelerate training and adoption of technologies and best practices for improved agricultural productivity and natural resources stewardship.

A key component of this agreement is hands-on learning in the field, utilizing college land resources to

model best practices. Faculty and students will work with NRCS field office staff to implement a conservation plan, install practices on the ground, collect data, and help inform current and future producers. NTC will utilize funds to implement a conservation plan with the Wisconsin NRCS, support research plots, teach students to collect and report samples, and host field days.

The goal is not only to accelerate the adoption of conservation practices through the education of current, two-year agriculture students, but to also disseminate information to the broader community through field days and other NTC events and partnerships.

“NTC plans to hold at least one field day per year to demonstrate to our community the work we are performing through this grant to

achieve successful crops utilizing the latest conservation practices in the Agricultural industry,” said Dr. Greg Cisewski, dean of NTC’s School of Agricultural Sciences, Utilities, and Transportation.

The college collaboration was born out of a mutual desire to provide more ongoing education, training and demonstration to future farm producers and agricultural service providers with the goal of improving the health, longterm productivity, resilience and sustainability of the soil.

In addition to working together on applied research projects that advance student learning on their college farms, member institutions partner with one another to share resources, faculty expertise, curriculum and tools, which will advance the future of agriculture production in this country.

NTC Foundation awards student scholarships totaling over \$300,000

The Northcentral Technical College Foundation awarded nearly 500 scholarships totaling over \$300,000 to students who will be pursuing higher education at NTC during the fall 2020 term.

The following local students include: Aniwa: Cassandra Bostwick, Brittney Martin; Birnamwood: Kaine Bernarde, Richard Olson; Eland: Tyler Giddings; Gresham:

Jacob Bratz; Hatley: Shelby Hintz, Austin Kluck, Evan Trzebiatowski, Ben Vosters; Mattoon: Matthew Pecha; Phlox: Lucas Dionne; Ringle: Tyler Westberg; Rosholt: Jenna Brandl, Shaina Niewiadomski, Mackenzie Yaeger; Tigerton: Austin Hoffmann; Wittenberg: Megan Gauderman, Evelyn Kizewski, Lindsey Schwalbach and Olivia Zoromski.

WITTENBERG-BIRNAMWOOD SCHOOL DISTRICT
BOARD OF EDUCATION
July 27, 2020

6:40 P.M. - Budget and Finance Committee Meeting
7:00 P.M. - Regular Board Meeting High School Library

AGENDA

I. Meeting called to order, pursuant to Wisconsin Statutes 19.84(1).

II. Roll Call of the Board - Pledge of Allegiance to the Flag

II. Motion to Approve the Minutes of the June 22, 2020 Regular Board Meeting as circulated.

IV. Communications and Delegations

V. Public Comments

VI. Board Concerns or Reports

VII. Financial Report

VIII. Approve the Agenda

I. The Board may adjourn to Closed Session at the close of the meeting pursuant to WI.STATS.1985(1) © for Personnel Matters, and 19.85(1)(g) for Legal Matters and 19.85(1)(e) for Negotiations.

II. The Board will Reconvene to Open Session to ratify any decisions made in Closed Session.

IX. Administrative Reports

X. Old Business
None

XI. New Business

A. Approve 2020-2021 Accademic Standards

B. Approve Technology Purchase

C. Approve PLC Schedule

D. Approve Teacher Hires

E. Approve Support Staff Retirement

F. 2020-2021 Budget for Information

G. Seclusion and Restraint Report

H. Approve 2020-2021 Wage Adjustments

XII. Adjournment

The Town of Wittenberg

Requesting Quotes for Roadwork

The Town of Wittenberg is requesting quotes for milling and topcoat on Elm Road. Milling will be 1 inch and the topcoat will be 1 inch. The road is marked where the project will be done. Project is North of the bridge and continues West for approximately one-half mile.

Bids should be in writing and placed in a sealed envelope marked Elm Road road work and mailed to the Town of Wittenberg, PO Box 186, Wittenberg, WI 54499. Bids shall be received no later than Monday, July 27, 2020 at 4:00 pm. Bids will be opened during the special Town Board meeting. The Wittenberg Town Board reserves the right to accept/decline any/all quotes.

Linda Fletcher, Clerk

WNAXLP

Village and Town of Wittenberg

Requesting Quotes for Joint Roadwork

The Village of Wittenberg and the Town of Wittenberg are requesting quotes for grinding, shaping and new asphalt for Robin Road. The road will be 20 ft. wide, 2.5 inches thick and approximately 3,000 ft. long. The shoulder will be 2 ft. This is a TRIP road project for the Town of Wittenberg.

Bids should be in writing and placed in a sealed envelope marked Robin Road road work and mailed to the Town of Wittenberg, PO Box 186, Wittenberg, WI 54499. Bids shall be received no later than Monday, July 27, 2020 at 4:00 pm. Bids will be opened during the special Town Board meeting. The Wittenberg Town Board and the Wittenberg Village Board reserves the right to accept/decline any/all quotes.

Linda Fletcher, Clerk

WNAXLP

Your
Wittenberg-Birnamwood Area

BUSINESS DIRECTORY

Over 100 Years of Experience

KROPF'S MEATS
Custom Butchering - Smoking
Processing of Beef & Pork
715-793-4675

HANSON
SANITATION & EXCAVATING INC.

P.O. BOX 349

715-253-2020

Wittenberg, WI

CALL TO SCHEDULE YOUR 3 YEAR SEPTIC PUMPING

Residential/Commercial Plumbing & Excavating

Site Prep • Road Building • Basements • Backfill

Septic System Install & Repair • Tank pumping

Sewer Jetting • Soil Test • Septic Evaluations

Aggregate – Pick up or Delivery

Fill • Gravel • Screened Top Dirt

Screened Sand • Washed Stone

MPRS# 227138

MPRS# 262025

Woodstock

FLOORING &
DESIGN CENTER

CABINETS, COUNTERTOPS AND FLOORING!

VISIT OUR 6,000 SQ. FT. SHOWROOM!

MON-FRI 7AM - 4:30PM • WED TIL 6PM

715.449.2279

WWW.WOODSTOCKFLOORING.COM

KERSTEN LUMBER CO. INC.

Lumber • Standing Timber

Saw Logs • Veneer Logs

Hardwood Flooring

Landscaping Mulch/Chips

715-449-2518

Fax: 715-449-2967

P.O. Box 245 • 295 Hwy 45 • Birnamwood, WI 54414

Best Prices for Your Standing Timber & Saw Logs
Contact Us for All Your Forestry Needs

Rightway & Stratford
PROPANE
1.800.463.5100

Pond-Hill Processing

Eat Pork

BEEF by the 1/2, 1/4 or whole

PORK by the 1/2 or whole

Custom butchering and smoking

W16257 County Rd. Q, Wittenberg, WI 54499

(715) 253-2491

pondhillprocessing.com pondhillproc@gmail.com



715-524-2663
538 S. Main Street, Shawano, WI 54166
smokey.joes@mail.com