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**I-S Chamber’s “Business After 5” presentation on Waupaca County Tourism efforts related to Iola-Scandinavia**

The Iola-Scandinavia Chamber of Commerce’s next Business After 5 event will be at Just Rusty’s at Glacier Woods Golf Course on Cty J North on Tuesday, April 15, with cocktails and hors d’ouvres starting at 5:30 p.m. The event features a 6:30 p.m. presentation on Waupaca County tourism efforts. All members and their associates are invited. Please RSVP by Friday, April 11, to Brenda Mazemke at Brenda.Mazemke@cwecoop.com

The presenters are Mike Koles, Waupaca County UW-Extension Development Educator, and David Thiel, Waupaca County Economic Development Corporation (WCEDC) Executive Director.

For the past two years, Waupaca County and eight municipalities (the cities of Clintonville, Manawa, Marion, New London, Waupaca & Weyauwega; villages of Fremont & Iola) have participated in a three-year Department of Tourism Grant Program.

More than $100,000 has been invested by the State of Wisconsin, Waupaca County and the local municipalities in building state-of-art tools, including a website with searchable map capabilities; business and tourism attraction YouTube videos; social media; and television and Internet advertising.

In 2014, the cable and Internet advertising campaign will be targeted at the Milwaukee and Fox Valley markets during the second quarter of the year.  New tools being developed for 2014 include a mobile app for apple and android formats, as well as the ability for businesses to create and monitor downloadable coupons.

The presentation will provide a detailed overview of the website and marketing campaign, as well as an explanation for how Iola and Scandinavia’s business sector can take advantage of these tools to attract new customers.

For more information on the Chamber and this event, go to [www.ischamber.com](http://www.ischamber.com).

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