



April, 2011 2008

# TAVERN LEAGUE OF WISCONSIN

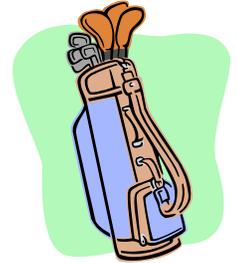
## 3rd DISTRICT NEWSLETTER

(Includes Crawford, Grant-Iowa, Juneau, LaCrosse, Monroe, Richland, Sauk, Vernon)

### Zone Vice Presidents Dist 1, 3 & 9



State President  
**Rob Swearingen**  
ALGen's  
Rhinelanders



**3rd DISTRICT MEETING**  
Monday, May 2nd  
**Sawmill Saloon**  
(Crawford County)  
206 W Blackhawk Ave  
Prairie du Chien, WI  
(608) 326-4020  
Lunch 1:00 p.m. Meeting 2:00 p.m.  
**\*\*MARK YOUR CALENDAR !!**



**Jim "Pick" Pickett**  
Alpine Inn LaCrosse



**Chris Marsicano**  
Village Inn Supper  
Club/ Delavan



**Pete Madland**  
TLW Exec Director



Director Jerry Day  
Second Shot Saloon  
Fennimore



Director Todd  
Giraud Rite Spot  
Sparta



Director "Tuna"  
Dan Frisch  
Heinies Mauston



**“FORE” A GOOD TIME - GET INVOLVED IN THE 3RD DISTRICT GOLF OUTING !!!!**

Monday, May 23rd at Castle Rock Golf Course in Juneau County.

We are in the intense planning stage for this outing and need your help, as it will be here before you know it! We are asking all 3rd District members to participate in this outing in some way. There are many options here, you can donate a bottle of booze, a gift certificate or sandwich/dinner from your establishment. We also need hole sponsorships and/or volunteers to help with raffles the day of the outing. You could sponsor a team or play on team. (If you are receiving this newsletter in the mail you are a member of the 3rd District) You can bring your donation to this upcoming meeting in Prairie du Chien/Sawmill or contact your local director or local league president or 3rd District Director to pick up your donation. We are planning lots of fun events for this golf outing, so start rallying your teams, get them signed up as there is only room for 36 teams. Entry fee includes your golf/cart and flag events with prizes, your lunch and dinner; plus pizza will be served throughout the outing on the 'turn' and a couple drink tickets. There is a sign-up brochure on the 3dtlw.com website under 'publications' that you can mail in for your teams and you can also sign up your hole sponsors on this mail-in form. It's a great deal! Hope to see you there!




### NATIONAL ABL CONVENTION COMING TO MILWAUKEE

June 12-14th is the date for the ABL (American Beverage Licensees, our National Organization) The Hilton Milwaukee City Center will host this convention. The theme is 'Brewing Up Business'. This is our opportunity to attend a National Convention right in Wisconsin (first time that has happened). **TLW BONUS**—the first 300 people to sign up for this convention will receive a free Brewer tickets to Sunday's Brewer game (Cardinals) when you sign up with a tailgate party in the planning. Also possible is a Brewery tour and a party at the museum. As more details are worked out in the planning, these will be released. **The 3rd District is offering to pay one registration for each of the local leagues in the 3rd District.** Your local tavern league will determine how to choose the recipient of this free registration. So if you are interested in attending one or more days of this convention, please inform your local league president to be eligible for this free registration. Try to book early to assure a room at the convention site. Call (414) 935-5940.

**Lets show our great Wisconsin Hospitality and TLW support !!**

# Meeting Minutes

3rd DISTRICT MEETING Wednesday, April 6<sup>th</sup>, 2011 Spring Conference Green Bay

Meeting was called to order by Directors Todd Giraud, Jerry Day and Tuna Frisch.

**ATTENDANCE:** 36 members/guests. 14 Juneau County, 5 Sauk County, 5 Monroe, 10 LaCrosse, 1 Iowa-Grant, 1 Crawford. Introductions done.

Secretary's report – copies of the minutes were available as handout. Notify Sherry of any events you want on the website. Motion made and seconded to approve secretary's report. Treasurer's report read by Todd Giraud was accepted. Motion was made and seconded to accept treasurer's report.

**Southern Zone VP—Jim Pickett** – Jim reported that items from the Executive meeting have been discussed in the general sessions. Reminded everyone of the TLW Day at Brewer Park on July 30<sup>th</sup> against Houston Astros – 6 p.m. game; tailgate at 3:00 p.m.

## **COMMITTEE REPORTS**

**Pool tournament** – Art Ekern reported it was a successful fundraiser – although this year we had 34 paid teams as compared to 43 last year. Table sponsorships went over well. The financials for this fundraiser are up from last year which is very good considering the economy. Some money still may come in as a few table sponsors still owing. One area where we could improve is donated prizes; due to lack of prizes, Plinko was not done. There were a couple donated prizes -- one county donated a 'weekend' package deal and that went over well; one county donated a Sears product which raffled well also, otherwise raffles were limited to tip boards. Many thanks to Glenn and the Moose Lodge staff for all they do to make this so successful; they are great to work with!! A portion of drink revenues were donated back to the district. Thanks Art Ekern and Gerry Smith for all their hard work, dedicating lots of their time and efforts. The only comment for next time would be to try to get more people and counties involved in this event. Great job LaCrosse and thanks to the volunteers and players who participated from the other local leagues.

**Finance/legal Committee** – Todd and Mike Brown – status is sent in and is being processed--501c3 and LLC. Our accountant advisor (Diane) is here today and the committee will meet with Diane after this caucus.

**Golf Outing** – Posters are available, please pick up before you leave. Brochures are also available – these are ideal to hand out to your vendors for hole sponsorships and team requests. It shows all the counties involved in this outing and gives all the details. Please try to collect a bottle of booze from your members or some type of prize donation/gift certificate, etc. Prize baskets will be made with the booze. Reminder that each local league is responsible for four \$100 hole sponsors. Bring as many of these donations to the May meeting at Sawmill in Crawford County or drop off to a Juneau County member. The committee will meet after this caucus and discuss further details of the event.

**Membership Drive** – Membership is steadily declining – try to do membership drives in your counties. Brownie stressed the importance of following up with your members after they pay their dues too; providing education on what the TLW is doing and has done, and stop at members whenever you can, and not just for collection of dues. Try to get these members involved and coming to the meetings will help too so they understand all the benefits and work the TLW does.

**Hospitality Room** – Tuna reported this went real well again this year. There were lots of good comments from other leagues. President Swearingen and his wife attended this party and gave a nice talk with positive comments on the 3<sup>rd</sup> District. The consensus was to keep this tradition going at future conventions.

**Raffle/fundraiser** -- \$50 raffle tickets were turned in and all accounted for. GREAT JOB ALL LOCAL LEAGUES ON THE SALE OF THESE TICKETS. Winners were drawn.

## **NEW BUSINESS**

**3rd District Election:** Nominations previous made include: Southern Zone Vice President one-year – Jim Pickett. Southern Zone VP two-year: Chris Marsicano Directors – 2 year Director: Tuna Frisch. 1-year director: Todd Giraud. No new nominations were made. Nominations were closed.

**ABL National Convention:** The National ABL convention will be held in Milwaukee in June 12<sup>th</sup> – 14<sup>th</sup>. Registration is \$250 for the convention. Host motel is Hilton Downtown Milwaukee—room rate is \$139 a night. Breakfast, lunch, dinner is included in this registration most days. One brewer ticket will be given with the first 300 registrations with a tailgate party being planned. Many festivities are in the planning such as a Brewery tour, party at museum. 3<sup>rd</sup> District will give each of the six active local leagues one registration to the ABL convention to give to one of their members as they wish. (Either a one-day registration or the three-day registration). The local leagues will decide how to choose the recipient from their county. (The recipient would pay their registration and then turn it into Treasurer Todd to get reimbursement).

**Next Meeting** -- May 2<sup>nd</sup> at the Sawmill. A comment was made thanking Denny Fuller for his efforts in consistent representation of his county and participation in our 3<sup>rd</sup> District meetings/events.

**PAC Giving** -- Discussion was held on the PAC – which consists of Federal Pac, Direct Givers and Conduit - We can specify which PAC we wish our donation to go to if we choose to. Motion made to increase our donation.

**GOOD & WELFARE:** Reminder made to patronize the trade show – and stop by Special Olympics booth. A challenge was made for next year to get Brownie to do the Polar Plunge. It was also noted that other areas can do these Polar Plunges, i.e. Shipwreck in Juneau County, stop by booth if interested. Reminder made to pick up the metal TLW signs at TLW booth if your county has any of these coming from the membership incentive and have them billed to Todd.

**MEETING WAS ADJOURNED.**

Visit this website periodically for TLW updates & color copies of newsletter  
3dtlw.com





*"The Tavern League Wisconsin, with its 5,000 tavern owner members, is ABL's affiliate in the Badger State. TLW's presence in state politics, charities and responsibility programs has put it at the forefront of state trade associations effectiveness. Not to mention the fact the Wisconsin tavern owners are second-to-none when it comes to hospitality. Details and a schedule of events are still in the works, but a number of attractions are expected to make the 2011 ABL Convention a can't-miss event. Plans are still being finalized for the exciting hospitality and social events at the 2011 Convention, attendees can be sure that they will be plentiful and exciting. Previous ABL Conventions have featured tastings, receptions and tours of beverage alcohol industry products and facilities, and ABL is excited about the opportunities that Milwaukee provides to showcase the industry."*

These comments are from the ABL. See website [www.ablusa.org](http://www.ablusa.org) for additional comments and info on this ABL convention in Wisconsin.

**MEETING Rotation:**

- Sauk County
- LaCrosse County
- Crawford County—May**
- Grant-Iowa County
- Monroe County
- Juneau County

**3rd District GOLF Rotation:**

- Monroe County
- Grant-Iowa
- Sauk County
- Juneau County **\*\*2011 host**
- Crawford County
- LaCrosse County



**TLW DAY AT MILLER PARK/ TAILGATE PARTY**

Saturday July 30th is annual TLW day at Miller Park when Brewers play Houston Astros. Tailgate party 3:00-6:00pm; game starts at 6:10pm; tailgate includes beer/ brats/soda/live music & free t-shirt to first 900 TLW attendees, special Klement Sausages appearance & pictures at tailgate. Contact State TLW to order tickets and more info (800)445-9221. Take a bus from your county or establishment. It's a FUN time!!

**EXECUTIVE DIRECTOR** Pete Madland (800) 445-9221

**TLW STATE PRESIDENT** Rob Swearingen (715) 362-2230

**SOUTH/ZONE VICE-PRESIDENTS**

Jim "Pick" Pickett (608) 785-7425 Chris Marsicano (262)728-6360

**THIRD DISTRICT DIRECTORY**

**3RD DISTRICT DIRECTORS** Jerry Day (Grant/Iowa) (608) 732-6949

Tuna Frisch (Juneau) Todd Giraud (Monroe) (608) 393-6886 (608) 269-2080

ACTIVE LEAGUES	PRESIDENT	SECRETARY
SAUK	MICKY QUINDT (608) 356-6950 QUINDTS / BARABOO	DAVE SHANKS (608) 253-4653 WILDERNESS/ WI DELLS
JUNEAU	TUNA FRISCH (608) 393-6886 HEINIE'S / MAUSTON	TRACY WEST (608) 847-5209 WAY STATION/ MAUSTON
MONROE	TODD GIRAUD (608) 269-2080 RITE SPOT/ SPARTA	SUSAN OLSON (608) 654-7611 BOBBY JOHN'S in CASHTON
GRANT/ IOWA	DAN(Hedley)BOWDEN (608) 778-2120 DOOLITTLES/ LANCASTER	ELLY YOOSE (608) 723-4327 YODER'S POTOSI
LACROSSE	MIKE BROWN (608) 386-6242 LOGAN'S BAR/ LACROSSE	ART EKERN (608) 784-2266 TOP SHOTS/ LACROSSE
CRAWFORD	KEITH COLBURN (608) 326-0759 FRAZIER'S/ PRAIRIE DU CHIEN	JANN CLEMENTS (608) 326-4030 CAPTAIN'S/EASTON

# What's Happ'ning in the District?

<b>May</b>	<b>June (cont)</b> 27th <u>Juneau Golf</u> Outing at Castle Rock Golf Course	<b>September</b>
9th <u>Monroe County</u> Spring Fling	<b>July</b>	12th <u>TLW</u> State Golf Outing In-shalla Country Club Tomahawk
23rd <u>Golf Outing 3rd District</u> in Juneau County at Castle Rock GC	30th <u>TLW</u> Day at Brewer Park / Houston Astros	<b>October</b>
<b>June</b>	<b>August</b>	3rd-6th <u>TLW</u> Fall Convention at Paper Valley Hotel in Appleton
11th-13th <u>ABL</u> National Convention in MILWAUKEE	15th <u>LaCrosse</u> Golf Outing Cedar Creek Onalaska	
13th <u>Grant/Iowa</u> meeting at Badger Camp (2:00pm)	29th <u>TLW</u> League Leaders Day at the Concourse in Madison	Contact Secretary Sherry with local league events for website/newsletter

## CONGRATULATIONS !!!!! 3RD DISTRICT POOL WINNERS

**Class A** -- 1st Elk Lake Tavern-Eau Claire; 2nd Opera House-New Lisbon; 3rd Bobby V's Sparta

**Class B** -- 1st North Side Oasis-LaCrosse; 2nd Moose Lodge-LaCrosse; 3rd Track II-LaCrosse; 4th Top Shots-LaCrosse

**Class C** -- 1st Top Shots Zero-LaCrosse; 2nd Tippy Toe Inn-Chaseburg; 3rd Jo's Kountry Bar-Steuben

Reminder: The money from these 3rd District fundraisers are used to benefit our industry in many ways. Much of it is returned directly to your local leagues in the form of 3rd District matching your charity donations. 3rd District has had membership incentive programs providing TLW metal signs to your league's new members and monies to your local leagues for recruitment. The district also makes considerable PAC donations at the State/federal level (political action contributions) thus taking some of the pressure off your local leagues when for these type of political donations are needed. **IT PAYS TO SUPPORT YOUR DISTRICT!**

**Drink and Drive Responsibly**

