

Nearly 130 Take 'Savin' o' the Green' Pledge



Suzette Jenkins of Sparta received a \$100.00 gift basket as the winner of the iBuyMoCo "Savin' o' the Green" pledge drive drawing. Jenkins — pictured above with Jim "Pete" Peterson of All American Do-It Center — was one of 127 individuals who took the iBuyMoCo pledge between March 1 through March 17.

"Individuals who take the iBuyMoCo pledge agree to shift 10 percent of retail spending they currently do outside of Monroe County to local businesses. We're not asking anyone to spend more money, but to try to do more of their buying locally," said Lorry Erickson, iBuyMoCo coordinator.

A long-time Sparta resident, Jenkins said she and her husband, Wayne, do shop locally whenever possible. "We buy our groceries and gas here in Sparta, we go to the movies here and when we go out to eat we do it at local restaurants," she said.

Jenkins took the iBuyMoCo pledge at All American Do-It Center in Tomah, one of five Monroe County businesses who had iBuyMoCo sign-up tables during the pledge drive. Also participating were J&R Variety in Tomah and Curves, Expressions Studio and Northwood Country Market in Sparta.

As the winner of the drawing, Jenkins received a two-month free membership at Curves in Sparta, a \$30 grilling set from All American Do-It Center in Tomah, a backpack and toy doctor's kit from Tomah Memorial Hospital, a

planting guide from Armstrong Landscaping in Sparta, a cranberry coffee mug and cranberry cream coffee from Cranberry Country Mall in Tomah, a \$5.00 gift certificate from Pichette Photography in Tomah and an iBuyMoCo T-shirt.

The iBuyMoCo Campaign was launched by the county's Economic Development and Tourism Committee in response to a University of Wisconsin-Extension survey that showed Monroe County businesses lost \$41 million in potential taxable sales to out-of-county businesses in 2007.

The goal of the campaign is to bring 10 percent — or \$4.1 million worth — of retail purchases made outside of the county back to Monroe County.

"Shifting just 10 percent of purchases back to Monroe County would increase personal incomes by \$3.5 million, increase employment by 100 employees and increase municipal tax revenues more than \$700,000," Erickson said.

To take the pledge, Monroe County residents can sign-up on-line at www.ibuymoco.com or write to iBuyMoCo, P.O. Box 704, Tomah, WI 54660.

New iBuyMoCo Businesses

The following Monroe County businesses and organizations have joined the iBuyMoCo Campaign since the Winter 2011 iBuyMoCo Quarterly Newsletter was distributed:

Franklin Victorian Bed-and-Breakfast Inn, Hagen's Sales and Service, Hair Artists, Halcyon Landscape Service, Scrips Laser Designs, Tina's K-9 Rescue and Yarn Stash, all of Sparta.

Alpha Web Solutions, Anytime Fitness, Bear Creek Fibers, Book Bog, Culligan Water Treatment, Elete Plumbing, L&J Tree Farm, Nathan's Electric Service, North American Cranberry Growers Network, R. Moake Excavating and Shawn's Auto Body, all of Tomah.

Historical Art by Fred Weiner, Jim's Handyman Services, Just Imagine Custom Interior Painting, Keytime Motorsports and Rex Moseley Fruit & Vegetable Farm, all of Warrens.

Other new enrollees include: Footprints in Time Midwifery Services of Black River Falls and Tomah, Cashton Fitness Center of Cashton and Oakdale Credit Union of Oakdale. For a complete listing of iBuyMoCo participants, visit the Business Directory on www.ibuymoco.com.