





## Meet Advisory Board Members!

Thank you Cathy and Dave for your sharing of your time and talents with Business & Estate Advisers, Inc.!



**Cathy Roth**  
Wayzata Advisory Board Member

Cathy Roth and her husband Terry own FRESCO, a manufacturer's representative firm in the electric utility industry. We work closely with distributors and educate them on all the products we market.

FRESCO has been committed to representing its principal manufacturers. Today that tradition and dedication continues in the second-generation ownership serving customers across the upper Midwest. In addition to running their business, they are active parents raising their three children – ages 16, 13 and 9 years.

Cathy and Terry came to know Sarah through their CPA in 1999 when they needed someone to re-state their profit sharing plan. Their previous investment firm wasn't set up to do the compliance and re-stating of work.



**David Hildebrand**  
Rice Lake Former Advisory Board Member

Dave Hildebrand and his wife Sue have spent the past 36 years in Rice Lake. Born and raised in Milwaukee, Dave kept his roots in the state and took his career to Superior, WI in 1970 to join the staff at Wisconsin Indianhead Technical College (WITC). In 1984, Dave became President of the College where he spent the next 20 years until he retired.

For the past seven years Dave and Sue have been part of a travel group with E. Dennis and Sue Zahrbock. Just as their personal friendship developed, so did Dave's interest in learning more about Dennis' business. Dave became very interested in sharing his knowledge of the area and his community experience with Business & Estate Advisers. He joined the Advisory Board and served on the Board for three years.

Dave and Sue have a daughter Kimberly and son, Hans. Both children participated in the Rotary Foreign Exchange Program. (Their daughter was the first student in Rice Lake to take part in the program.) They are proud grandparents and enjoy spending time with their 3-year old grandson.

## IOCP Poker Event Recap

On Saturday, November 15, we held our 2008 Texas Hold 'Em Poker Tournament to raise money for IOCP's 13th annual Sleep Out Campaign, which helps IOCP's emergency housing services and long-term housing solutions.



*Thank You to our 2008 recipients of the*  
**EXCEPTIONAL SERVICE AWARD OF EXCELLENCE**  
*for providing excellent customer service to others in the community.*

### 2008 Rice Lake Recipients

Bistro 63 • Grinders Sport Shop • Hauck Power Sports • JJ Elf Shoe Repair • Louie's Finer Meats • My Friend Jim's • Rice Lake Air Center  
S&S Glass & Door • Therapeutic Massage by Kelly • Woodland Signs

We encourage you to support these companies who stay committed to providing you exceptional service.

**Have you recently been given exceptional customer service – the kind of service that makes you want to come back and do business again and again?**

**Reward that local business in the Rice Lake area by nominating them for the EXCEPTIONAL SERVICE AWARD OF EXCELLENCE.**

Once a quarter a local company worthy of recognition for their exceptional customer service will be awarded this honor. The individual and their company will be featured on WJMC Radio, in the Rice Lake Chronotype and Rice Lake Chamber of Commerce Newsletter, and will receive a plaque for display in their business.

**For details on how to nominate a local business, contact:**

Karen Heram, Rice Lake Area Chamber of Commerce at [karen@rice-lake.com](mailto:karen@rice-lake.com) or Steve Bowman, Business & Estate Advisers, Inc. at [steve@business-estate.com](mailto:steve@business-estate.com)

