

arated first from fourth place in the race, in which last year's Illinois champion took third.

The utility has taken the crown for three consecutive years. This was Glodowski's second state championship. Koss finished first in 2008. Lake finished fourth for the second time in two years. Glodowski wins an all-expense-paid trip to next year's American Water Works Association national competition in June in Washington, D.C.

GREEN BAY Dick Bennett to speak at awards luncheon

Former University of Wisconsin and UW-Green Bay basketball coach Dick Bennett will be the keynote speaker at the third annual Ethics in Business Award Luncheon.

Also at the event, scheduled for 11:30 a.m. to 1:10 p.m. Nov. 11 at the KI Convention Center, 333 Main St., the American Foundation of Counseling Services will honor its Ethics in Business Award recipients. They are Wisconsin Public Radio, MCL Industries Inc. and Bill Jaritz.

Seats cost \$45 per person or \$400 for a table of 10. For information, go to www.americanfoundationonline.org, e-mail aholstead@afscounseling.org or call (920) 437-8256.

—Richard Rymann/Press-Gazette

Service providing	2009	2010	Change
Trade, transportation and utilities	33,000	33,200	200
Wholesale trade	6,600	6,700	100
Retail trade	15,100	15,300	200
Transportation, warehousing and utilities	11,300	11,200	-100
Information	2,200	2,100	-100
Professional and business services	12,200	12,300	100
Education, health services	15,200	15,400	200
Leisure and hospitality	21,500	21,400	-100
Other services, excluding public	16,200	16,600	400
Total government	7,100	7,000	-100
Federal government	21,400	19,600	-1,800
State government	1,200	1,200	0
Local government	2,300	2,000	-300
	17,900	16,400	-1,500

STOCKS OF LOCAL INTEREST

Closings	Oct. 1	Oct. 29
Associated Bank (ASBG)	13.21	12.88
Procter & Gamble (PG)	60.16	63.19
Humana (HUM)	50.13	57.84
Manitowoc Co. (MTW)	11.88	10.92
Kimberly-Clark (KMB)	65.03	62.54
UnitedHealthcare (UNH)	35.43	36.25
Integrus Energy (TEG)	52.32	53.03

FOOD BASKET

Average cost of a gallon of Morning Glory 2 percent milk, a pound of 80/20 ground beef, a pound of red delicious apples, a 16-ounce loaf of store brand white bread, pound of whole chicken at 3 local grocery stores.

10	\$9.85	\$10.11
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Year to date	2009	2010	Change
Sept. departures	30,020	31,672	5.5%
Year to date	272,661	277,443	1.8%
Sept. arrivals	28,772	30,381	5.6%
Year to date	271,772	277,274	2%

Source: Austin Straubel International Airport

FLIGHTS

COUNTY SALES TAX DISTRIBUTION

October county sales tax distribution to the four of 60 Wisconsin counties in the Green Bay Press-Gazette coverage area that have enacted the 0.5 percent sales and use tax.

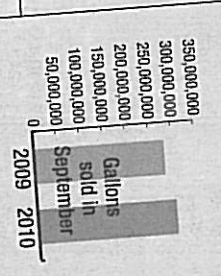
County	2009	2010
Door	369,776.41	353,927.15
Marquette	244,567.07	262,619.60
Oconto	116,293.54	146,967.55
Shawano	175,620.41	176,676.39

Source: Department of Revenue

BUILDING PERMITS

Municipality	No. of permits '09	Value of permits '09	No. of permits '10	Value of permits '10
Ashwaubenon	77	929,629	54	696,553
Allouez	49	\$579,132	43	\$162,974
Bellevue	29	\$9,316,508	32	\$1,151,627
De Pere	93	\$3,538,773	76	\$1,610,717.00

GAS USAGE



*Gasoline and clean diesel fuel
Source: State Dept. of Revenue

NEW VEHICLE REGISTRATIONS

Includes motorcycles, trailers, automobiles, buses, motor homes and trucks

County	Sept. 2009	Sept. 2010
Brown	918	960
Door	98	139
Kewaunee	47	78
Manitowoc	171	248
Marquette	110	128
Oconto	91	121
Shawano	70	107
State	16,492	20,248

Source: Dept. of Transportation

long way since Tom Sawyer took a stick, some string, a hook and a worm and sat by the side of a stream.

Today, you go after a specific fish. Let's take trout as an example. You do your homework. You know the time of year and the time of day that will be most effective. By calling around, you find out the best lake or stream and the exact spot to fish. Even the water temperature and depth are important.

In the business context, we would call this market research. You determine which customer will be most profitable. You define the "ideal customer." You look at your sales and find out which products bring in the highest margins.

Now that you have decided to fish for trout, you choose the appropriate tools: rod, reel, line, lead and lure. Isn't it amazing how much effort has gone into designing the perfect lure? Some have holographic eyes, some make a specific noise and some are depth specific. There are lures that are Teflon impregnated, invisible below the water but visible above. When you get a bite, you must be careful not to lose it. Setting the hook might be called customer retention.

At this point, you are asking yourself, is my sales and marketing department using the same hook and bait for every