

Illusions & Design, dba. Spring Green Floral

Spring Green proudly serves the Marshfield area. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

Spring Green moved from the north side of Marshfield (507 N Central Ave) in October of 2016. Their history goes back to 1982 when Mary Michlig, Mike Kille and Tom Davis began operating Spring Green Floral at the Northway Mall for owners Dave and Lin Valle. After numerous locations and moves, home for the new updated shop is 200 S Central Ave.



Floral shop opens

Mary Michlig (left), Mike Kille and Tom Davis (not pictured) are operating Spring Green, a floral shop at Northway Mall. They will offer a full line of floral plants, a wide variety of green plants, and

candies. Kille, Stratford, has an associate degree in horticulture. Michlig, Edgar, has worked with flowers for three years. She and her husband, Ron, have three children. Davis is from Wisconsin Dells.

(News-Herald Photo)

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Spring Green plans move

Spring Green Floral and Hobby will soon be moving from its Northway Mall location to the former Koller's Super Valu adjacent to Shopko, 1306 N. Central Ave.

David and Lin Valle, owners of Spring Green, received a Ben Franklin Craft franchise recently, and will be adding the Ben Franklin Craft division to their existing operations.

"We are adding a great deal of expertise and buying power to our present operation," Valle said. "We will add an additional 4,000 square feet to our present operation, bringing in a wider variety of new and expanded craft lines, a frame shop operation, a craft fabric department, a country corner area and a pack and ship department for customers."

The store should open at the new location sometime between the last week in November or the first week in December.

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Marshfield, Wisconsin
28 Sep 1989, Thu • Page 3



Fresh start

Dave and Lin Valle, owners of Spring Green Floral and Hobby, 1302 N. Central Ave., pose in their new location. The firm recently moved from Northway Mall to the former Koller's Super Market. They

feature a full-line floral shop, extensive crafts department with craft fabrics, a custom frame shop, an expanded hobby department, and a candy and balloon section. (News-Herald Photo)

Spring Green Floral now viewed as a model store

When Spring Green Floral and Hobby moved from Northway Mall to the former Koller's Super Market late last month, it became the prototype for a possible chain of small Ben Franklin craft stores nationwide.

"It's very unique," said David Valle, owner. "We're being looked at as kind of a model store."

Valle recently received a Ben Franklin Craft franchise, and the new 9,000-square-foot Spring Green, 1302 N. Central Ave., will include a Ben Franklin Craft division, among other additions.

The store is unique, according to Valle, because normally Ben Franklin stores with full-line floral

services and high volumes of merchandise are considerably larger.

"We have a number of VIPs coming through," Valle said. If the store does well, similar stores could be opened in Stevens Point and Wisconsin Rapids in two or three years, with expansion nationwide later on, he said.

"I'd like to be able to expand into other areas with this type of Ben Franklin store," Valle said. The store should be making \$1 million in sales within two years, he said.

Customers will notice numerous changes in Spring Green, according to Valle. For starters, the new location more than triples the size

of the store, from 2,800 to 9,000 square feet.

"By coming on board with Ben Franklin, not only do we include the craft department, but we have craft fabrics, custom frames, United Parcel Service," and other new items, Valle said. The UPS service allows customers to mail packages anywhere in the nation from Spring Green, he said.

One section of the store has been designated "County Corner," and offers country wood products.

"Wearable art," such as painted sweatshirts, are also expected to be a popular item, according to Valle.

Store officials began planning the move last February, Valle said.

"Trying to move in a short period of time during the Christmas season is really tough," he said. Even now, the store is only about 75 percent stocked. But, customers will have access to more variety and lower prices, according to Valle.

Prices should drop by 20 to 25 percent for some craft items, Valle said, because Ben Franklin can provide items less expensively.

The larger store is also requiring Spring Green to hire more employees, doubling its hired staff size from 10 to 20 people. According to Valle, the store is now accepting applications.

From his elevated office, Valle can view his store through large windows. He said he regretted moving from the Northway Mall location, but is excited about the store's new Shopko Plaza site.

"The business there was fantastic, but we just outgrew it," Valle said of the mall location. With the new site and expanded departments, Valle hopes "to give the customer variety, as well as price."

10 YEARS AGO TODAY

Spring Green Floral & Hobby has moved to larger quarters at the Northway Mall. Owners are Dave and Lynn Valle. The manager is Mary Michlig. The firm employs five persons.... Construction of a

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29 Mar 1996, Fri • Page 4

Spring Green Floral, jewelry store join McMillan Acres

By Sarah Fuelleman
Of the News-Herald

McMillan Acres will feature smaller local stores as well as a Wal-Mart Supercenter and a Staples office supply store.

The development, located at Highway 97 and McMillan Road on recently annexed property at the city's north end, is slated to open in February.

Among the smaller stores, Marshfield's Spring Green Floral, Hobbies & Crafts will be moving from its location in Shopko Plaza to the new development.

Owner David Valle said the lease expired at his old shop and he was looking for a new building to house a growing inventory. The developer mentioned McMillan Acres and it seemed like a good fit, Valle said.

"We were busting at the seams," he said.

Because he expected the new shop to be open by Christmas this year, Valle stocked up on a great deal of seasonal merchandise which he wouldn't have room to sell at the current location.

To make room until February, Valle opened a second shop at 434 S. Central Ave.

His inventory is now split, with the hobby department on South Central and the craft supplies and floral on North Central Avenue.

"We're doing it through the Christmas season," Valle said. "Hopefully, the new facility will be open in February or March and then we can combine both businesses."

Please see **STORES, A-5**

Continued from Page A-1

Because he had to place his orders a year ahead of time, the South Central shop also will be the Christmas annex, holding all the extra seasonal items purchased.

The current shop division might be a bit inconvenient for customers, but Valle said he hopes the temporary delay will be worth it.

Other stores with leases in McMillan Acres are: Christensen's Jeweler's, Rogan's Shoes, Fashion Bug, Dollar Tree and Fantastic Sam's.

Astra Miller, vice president of leasing for the development company that owns the property, said there is one small space left in the strip mall area.

Three out lots will be sold, but Miller would not say who was buying those lots which front Highway 97.

However, at Tuesday's Plan Commission meeting a sign was approved for Hollywood Video for the out lot directly on the corner of McMillan and Highway 97.

Building Services
Supervisor Roland Donath said he did not know who was buying the other properties.

Miller said at least one is slated to be a restaurant. The buyer of the other lot hasn't decided how to use it, she said.

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More stores to build near Wal-Mart

MARSHFIELD — The Wal-Mart development on the north end of the city will feature smaller local stores as well as a Wal-Mart Supercenter and a Staples office supply store.

The development, located at Highway 97 and McMillan Road on recently annexed property at the city's north end, is scheduled to open in February 2000.

Among the smaller stores, Marshfield's Spring Green Floral, Hobbies & Crafts will be moving from its location in Shopko Plaza to the new development.

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Astra Miller, vice president of leasing for the development company that owns the property, said there is one small space left in the strip mall area. She expects that to be leased shortly.

Three out lots will be sold, but Miller would not say who was buying those lots, which front Highway 97.

However, the Marshfield Plan Commission Tuesday approved a sign for Hollywood Video for the out lot on the corner of McMillan and Highway 97.

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Miller said at least one is slated to be a restaurant.

The buyer of the other lot hasn't decided how to use it, she said.

City's landscape changes



RECENT PHOTOS show the new Menards (left) and Staples (right) stores which will open soon in McMillan Acres on the north side of the city. The Wal-Mart Supercenter in the complex will employ between 400 and 500 people, a company official says.

Menards, McMillan Acres take shape

By Sarah Fuelleman
Of the News-Herald

The skyline at the city's northern limits is changing, and the stores built in McMillan Acres will open soon.

Daphne Davis, community affairs director for Wal-Mart Corp., said the Wal-Mart Supercenter will employ between 400 and 500 people, and interviews have already begun at M&I Tri County Bank. Applications are available through the Marshfield Job Center.

The vast majority of those employees will be

hired locally, Davis said. Managers likely will be moved in from other stores, but they also generally started as associates.

"About 60 percent of Wal-Mart managers started careers as associates," she said. "We have a strong tradition of growing people from within."

Astra Miller, vice president of leasing for AIG Properties, the developer of McMillan Acres, said her company turned the Wal-Mart over when it was just a pad.

The building will be 183,000 square feet and will include a full Wal-Mart as well as a grocery store. It's the Supercenter design that has grown in

popularity within the company, said Dr. Kenneth Stone, a professor at Iowa State University and an expert on Wal-Mart.

The other companies, to be housed in a strip mall next to Wal-Mart, will be opening within the next few months, Miller said.

Miller's company generally builds the outside of the building and then turns the fixture and stocking over to the tenant, she said.

Fantastic Sam's will open first, by Sunday if all goes well.

Please see MALL, A-6

MALL: McMillan Acres stores to open soon

Continued from Page A-1

The largest store in the strip mall, Staples Office Supply store, is planning to open March 4.

"We handed that over Feb. 1. They have a crew to do their own fixturing and fitting," Miller said.

Christensen's Jewelers will open next, by March 15 if all goes well, Miller said.

Next to Christensen's will be Dollar Tree.

"They're crew is a bit late," Miller said.

Dollar Tree should open April 4.

Rogan's Shoes will be handed over on Monday and the store

will open March 1, Miller said.

Fashion Bug is expected to open March 23, and Spring Green Floral couldn't think about moving until after Valentine's Day, so they will be last, Miller said.

Her company will turn the store over on Feb. 28, but owner David Valle still expects to have the new shop open by March 6.

Four lots on McMillan Acres have been or will be sold, to Hollywood Video, Wendy's Restaurant, AmeriHost Inn and Weiler Convenience Stores.

Wayne Weiler, owner of Weiler Enterprises, said both the convenience stores in the city will

remain open with the new one being built. He had planned to build a new station on the southeast corner of the Central Avenue/McMillan Street intersection, but with a change in medians and other issues, he decided to move north.

"The traffic patterns up there," precipitated the new store, he said.

He hopes to have the store open by the end of May or early June. It will include a car wash, 10 pumps, including diesel, but limited food.

"We'll have coffees, fountain sodas, but not as much food," Weiler said.

He said the labor market is so tight now it's hard to find enough workers to staff food preparation.

Across the street, Menards will open in late May or early June, said Dawn Sands, a company spokesman.

"It's always difficult to pinpoint a date," she said. "There's so much to be done with the store and it depends on how everything comes together."

The company will begin taking applications at the store within the next few weeks, Sands said. Those dates will be listed in newspaper ads, she said.

"Then we'll hire and train before the store opens," she said.

GARAGE SALE!



1 DAY ONLY
Sat., April 1st

We've moved into our new location, and now we need to clean up!

Sale located at

Spring Green Floral, Hobbies & Crafts
1302 N. Central Ave., Marshfield

HOURS: Saturday, 9 am to 5 pm

Garage Sale Prices. or Make An Offer!

- Fixtures • Racks • Slatboard • Pegboard
- Plastic Fencing • HD Train Display Building
- Furniture • Electric Heaters • Weight Scale
- Floral Coolers

Many other items! Come see our selection!



**Spring Green Floral,
Hobbies & Crafts**

Stitches of color

Marshfield shop pushes imagination level for area craft-a-holics

By Amy E. Bowen
CW Sunday staff writer

On the outside, Marshfield's Spring Green Floral Hobbies and Crafts looks like any other craft and floral store, but shoppers soon realize that it isn't the average shop. Upon closer observation, a customer might see a cat hiding in one of the green plants or a dog helping her owner fix displays. That's right, Spring Green is home to Sam, the resident cat who has been at the store since he was a kitten. Sam is popular among the children and some customers who come in just to play with the cat, said Sam's "dad" and Spring Green owner Dave Valle.

"He loves people to look at him and pet him, but don't pick him up," Valle said. "That's his personality."

Sam's not alone in the store, however. His sister, Katie, an 11-

month-old Shih Tzu, comes to work with Valle every day. It's not uncommon to see her running around the store during working hours.

"Our store, when you stop and look at what we do — whether it be crafts or flowers — has the old general store feeling," Valle said. "We try to create that type of atmosphere."

Valle also put a fish pond in the store's green plant display. The pond serves a dual purpose as home to some customers' pond fish during the winter months and as a way to monitor the moisture in the display.

The store also serves as a post office and United Parcel Service drop-off center.

Valle opened the store in 1986, combining a florist and a craft store. Combining the two areas just made sense, Valle said.

"If you look at the floral business, if you want to be competitive, you need the artificial and silk flowers," he said. "If you really think about it, it's really a nice marriage between the two."

Spring Green moved to a bigger store last year near — the



SPOLS OF THREAD and other craft supplies line an aisle at Spring Green Floral Hobbies and Crafts in Marshfield. CW Sunday photo by Dan Young

new Super Wal-Mart shopping center — which allowed it to stock many more items. Aside from the floral shop, materials for rubber stamping, scrapbooking and stopping stones also are hot buys, Valle said.

Different collectibles are popular with the customers as well. Snowbuddies and Demdaro Angels fly off the shelves, Valle said.

The store also carries a full-line of fabrics, which Valle admits has lost popularity over the years.

"The fabric is a lost art," he said. "People are too much in a hurry. If I need it, I'll go out and buy it."

Even though most consumers don't want to even think about the winter holidays, Valle said he already is receiving Christmas craft merchandise.

The slowdown in the economy has taken its toll on the store and on the arts and crafts industry as a whole. After talking to vendors and other shop

PROFILE	
NAME: Spring Green Floral Hobbies and Crafts	OWNERSHIP: Dave Valle
ADDRESS: 1915 N. Central Ave., Marshfield	HOURS: 9 a.m.-8 p.m. Monday-Friday; 9 a.m.-5 p.m. Saturday; 10 a.m.-5 p.m. Sunday
PRODUCT OR SERVICE: Floral, craft and hobby store	PHONE: (715) 367-3421
NUMBER OF EMPLOYEES: 15-20	FAX: (715) 384-3425
	E-MAIL ADDRESS: sprgreen@walc.net
	HISTORY: Owned by Dave Valle since 1986

owners, Valle said that no one knows exactly why the industry is faltering.

"Maybe the economy plays a role in the slowdown," he said. "Floral is a luxury item, so they have a tendency not to purchase those things."

Owning Spring Green allows Valle, who worked in banking for many years before buying

the store, a chance to be more creative.

"I like to be creative," he said. "I like to do things and display things. It's fun, and that's what makes the business fun."

Bowen writes for the Marshfield News-Herald

Spring Green moving

By Amy E. Bowen
Of the News-Herald

Spring Green Floral Hobbies and Crafts is expected to move into a new location by March 1.

The store, currently located at 1915 N. Central Ave., is in the process of moving to its new, smaller location at 406 E. Fourth St. Owner Dave Valle said hopefully the floral part of the store will be open in the new location by Feb. 14.

According to Valle, the business will still be a full-scale floral and gift shop. The store will feature themed rooms, collectibles, a postal office and a United Parcel Service drop off. It will not carry hobby or craft supplies.

"I'm looking forward to it," Mary Michlig, store manager, said. "It'll be nice to be in a smaller shop where we can be more creative."

Low customer counts caused Valle to move his business. When the store was located near ShopKo, Valle said he average 200 customers per day. At his current shop, he averages 150 shoppers.

"Everyone aspires to be bigger and better," Valle said of his



News-Herald photo by Dan Young

LAURA FRANCIS, Vesper, stands in line at Spring Green Floral Hobbies and Crafts, as she takes advantage of the store's moving sale.

two-year stay on Marshfield's north side. "To me, this was my dream store, but my sales did not support the store."

The store will continue to be

open at both locations until the move is complete. Valle said a national craft company will move into the North Central Avenue building.

Therapy for ill children

Local florist decorates St. Joseph's pediatric ward

By Amy E. Bowen
Of the News-Herald

Who knew gigantic stuffed animals could profoundly affect sick kids and their families at Auxiliary Park, one of the most popular places at St. Joseph's Hospital?

The Winnie the Pooh characters and the Easter Bunny brought a Wausau family joy during their terminally ill daughter's last days in the pediatrics ward, said Dave Valle, owner of Spring Green Floral and Hobby, whose employees decorates the unit year round. The family sent him notes and took a photograph of the young girl last year, sitting in front of the display during her last Easter.

Located on the third floor in pediatrics, the park is the first and last visions sick children and their families see in the ward. Employees of Spring Green took down St. Patrick's Day decorations Tuesday morning and replaced it with an Easter display.

Studies show that decorated hospital wards actually help patients feel better, said child life coordinator Heidi Loomis. That's why Loomis approached Valle at Christmastime in 1997 — shortly after the ward opened.

"It makes a big impact on making their stay positive," Loomis said. "It just promotes the healing process."

Julie Strassman's 4 1/2-year-old daughter, Nicole, doesn't know that the park's decorations are really part of her treatment, she just thinks it's pretty cool. Julie of Tomahawk said it's the one place Nicole wants to visit.

Nicole has been in and out of the hospital with leukemia for about two years. She was admitted last Saturday with a fever, and was anxiously waiting to leave so she could see the new display.

"The kids enjoy coming up here and looking at the stuff," the girl's mother said. "She was excited, she wanted to come and see what's going on."

Children such as Nicole are one of the reasons why Valle and his staff partially



News-Herald photos by Dan Young

ABOVE, SHARON THIEDE of Spring Green Floral and Hobby hangs a butterfly Tuesday morning as she helps decorate the lobby of the pediatrics unit at St. Joseph's Hospital in Marshfield. Below, Piglet — a character from Winnie the Pooh, peeks out from behind a tree.

"It makes a big impact on making their stay positive."

HEIDI LOOMIS
St. Joseph's Hospital



lights, color, flowers and animation to bring the park to life.

"I think it makes a difference with the kids," he said. "When you walk on the floor it makes it more comfortable and warm."

donate their time and lend supplies to the display. St. Joseph's Hospital Foundation funds the rest of the project.

The floral business decorates for Christmas, St. Patrick's Day, Easter, summer, fall and Halloween. Valle said the business tries to use

Amy E. Bowen can be reached at (715) 384-3131 or (800) 967-2087, Ext. 329, or at amy.bowen@cwnews.net.

Florist receives Rotary's Service Above Self Award



Casey Riffe/Marshfield News-Herald
Dave Valle, owner of Spring Green Floral in Marshfield, works on a hanging flower basket Tuesday as his dog, Katie, stands by. Valle received Rotary's Service Above Self Award on Monday for his dedication to the community.

Valle honored for helping chamber, sister city program

BY AMY E. BOWEN
Marshfield News-Herald

Students from as far away as Argentina have reaped the benefits of Dave Valle's efforts.

His work to bring computers into schools in Marshfield's Sister City, Jauregui/Lujan, Argentina, was just one of the countless ways the Marshfield man will leave his mark.

The Rotary on Monday

ensured his work won't be forgotten by awarding Valle the Service Above Self Award.

"He exudes the Rotarian image," said Jerry Nelson, Rotary secretary. "He's a giving and caring person. ... It's hard to put into words."

The Service Above Self Award recognizes Rotary members who have given outstanding service to the club and the community, said Reed Hall, a Rotary

member, past recipient of the award and chairman of the Service Above Self committee.

"I guess I never thought that I would get it," said Valle, the 39th recipient of the award. "To me, it's one of the top awards that Rotarians can give. I guess I never thought I was worthy."

The Service Above Self committee overwhelmingly chose Valle for the honor, Hall said. Valle

helped start the Marshfield Area Chamber of Commerce and Industry's Ambassadors in the 1980s, and that impressed the award committee, said Ralph Mueller, committee member.

"The ambassadors serve as the public relations arm of the chamber," said Debbie Bauer, MACCI program director. "They're the eyes and the ears of the

See **ROTARY** Page A2

Remainder of article on next page

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Rotary: Valle wins Service Above Self Award

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business community that helps promote the city of Marshfield. We're a small staff of four, and they provide support that we need."

Valle, who owns Spring Green and Floral in Marshfield, has been a Rotary member since 1975. He has served as club treasurer since 1986.

He has worked on several Rotary committees, including finance and budget. Valle also has helped with the Rotary's

annual student exchange.

The Rotary's dedication to helping people on local, national and international levels attracted Valle to the organization, he said.

"A lot of this stuff is done without publicity," Valle said. "Something needs to be done, so we roll up our sleeves and get the job done."

Valle said he actually thought that Nelson was going to receive the award. Hall had asked him to write a speech to introduce Nelson. Valle prepared charts and graphs for the speech — they were never used. Instead, Valle listened to others praise his own efforts.

"I don't know how long I spent on it — probably three

weeks," Valle said.

Valle worked in the banking industry in Mayville and Lake Geneva before coming to Marshfield in 1979. He became a florist in 1986, opening Spring Green Floral.

Amy E. Bousen can be reached at 1-715-384-3131 or 1-800-967-2087, ext. 333, or at amy.bousen@cwnews.net.

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OUR VIEW

Valle great example of Rotarians

"Service above self," the theme for Rotary International, sets a lofty goal for the club's members. But in Marshfield there are a number of Rotarians who don't just say those words, they live them.

So it's our pleasure to join the chorus of praise for Dave Valle, owner of Spring Green Floral, the latest Service Above Self Award recipient.

Notice we didn't say winner.

This award isn't won. It is earned.

Valle has earned the award with decades of service to the Marshfield Noon Rotary Club and to the community.

"He exudes the Rotarian image," Jerry Nelson, secretary of the elder of the city's two Rotary clubs. "He's a giving and caring person."

That says a lot.

One of Rotary International's capstone projects is the elimination of polio. Not in Europe. Not in Asia. Not in Africa. Not in the Americas. In the WORLD. Its Polio Plus project distributes vaccines to rural health clinics around the globe, immunizing whole states and countries against the crippling disease.

When one member of a club that likely will wipe the scourge of polio from the face of the Earth calls another member a giving and caring person, that's a high honor.

ing person, that's a high honor.

Characteristically, Valle was humble.

"I guess I never thought that I would get it," Valle said. "To me, it's one of the top awards that Rotarians can give. I guess I never thought I was worthy."

Those rascally Rotarians kept the award a secret from Valle by dispatching him to write a speech to introduce Nelson, who Valle assumed would be this year's Service Above Self Award winner. (Note to all Noon Rotarians. If they ask you to write a speech, be suspicious. These people are devious.)

These are some things you maybe didn't know about Valle.

He helped bring computers to schoolchildren in Jauregui/Lujan, Argentina, Marshfield's Sister City. He helped begin the Marshfield Area Chamber of Commerce and Industry's ambassadors. He has helped with the club's international student program, the Rotary Youth Exchange. He has been the club's treasurer since 1989 and has been on its finance and budget committee.

And he's done all of this expecting nothing in return.

Service Above Self.

Dave Valle is a great choice for this year's honor and an inspiration for nominees yet to come.

Congrats, Dave.

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Spring Green
Floral is
MOVING TO A NEW LOCATION!



60% OFF
Regular Price
ALL Summer

- Silk Arrangements • Bushes
- Greens • Assorted Gift Items

SALE ENDS AUGUST 16th

1406 E. 4th St., Marshfield

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The latest in holiday collectibles are featured in the front window display for Spring Green Floral, 505 N. Central Ave.

"We always try to make sure our windows are attractive and colorful to our customers," said owner David Valle. "We're a florist, so if we can't do it — who can?"

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Casey Riffe/Marshfield News-Herald

Delivery driver Darwin Leonard from Spring Green Floral loads bouquets Wednesday. Higher gas prices have affected the price of delivery items from flowers to pizza.

Businesses' clients paying gas prices, too

Owners forced to charge their customers more

By JENI LEWIS
Marshfield News-Herald

Rising gasoline prices are raising the cost of getting things delivered around Marshfield.

Dave Valle, owner of Spring Green Floral, 1406 E. Fourth St., said he is hoping the increase is temporary. The price in Marshfield topped out at \$2.13 this week.

"We've had to basically increase delivery fees the last two weeks, right after Mother's Day, as soon as (gas prices) started to hit \$2," he said.

Before Mother's Day, Spring Green Floral offered free flower delivery in Marshfield. Now the company is adding a \$3 surcharge for in-town deliveries and has increased the out-of-town delivery charge by \$2.

Domino's Pizza delivery drivers also are complaining about the rise in prices. Although the company reimburses drivers for each deliv-

ery, the reimbursement amount hasn't increased; Domino's isn't looking to raise the cost of pizzas to cover the higher gas prices because the corporate office already had raised pizza prices recently.

"The drivers definitely see a problem with it," said Erin Sloniker, assistant manager for the Marshfield branch at 122 S. Central Ave. "People are looking to get other jobs right now."

Radio Cab of Marshfield Inc., 400 S. Central Ave., also is suffering through the prices.

"We really have no choice but to eat the extra cost," said Darrell Gates, Radio Cab owner and operator. "Our budget was determined by August of last year. That's the price we're stuck with until next year."

Radio Cab operates as a mass transit provider in Marshfield, charging a standard fare to anywhere in the city. To cover the additional expense, it's cutting costs wherever possible.

"We're cutting where we can, hours and supplies," Gates said. "The summer, we slow way down. We got real lucky this year in the spring

See **GAS PRICES** Page A2

Gas prices: Costs up

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and the later months of the winter that the prices didn't jump way high."

Valle said he's been slapped twice by fuel prices, both in the cost of delivering flowers to customers and by his wholesalers increasing prices to deliver flowers to his business.

"Customers have been really very understanding (about the surcharge)," Valle said.

Volunteer drivers for the Home Delivered Meals Program based at Marshfield Clinic haven't complained to Jackie Zoellner about gas prices.

"I was concerned about that," Zoellner said. "Our delivery routes are in town, and they average nine miles. It's not a big amount of gas."

One company using large amounts of diesel fuel has been pass-

ing most of the cost on to customers.

"We've had fuel spikes in the past six to 10 years," said Bob Rader, executive vice president of Roehl Transportation, 8555 E. 29th St. "The magnitude today is that most customers are paying somewhere between 10 to 13 cents a mile for the additional high fuel prices."

Roehl Transportation negotiates a surcharge with customers on a weekly basis, passing between 80 percent and 85 percent of the cost on to clients and eating the other 15 to 20 percent.

"What we try to do is to control our fuel cost by training our drivers to shift properly and control drivers' routes so that we minimize the cost of fuel (as much as possible)," Rader said.

Jeni Lewis can be reached at 384-3131 or 800-967-2087, ext. 329, or at jeni.lewis@cwnews.net.

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27 May 2004, Thu • Pages 1 & 2

Schools cope with Valentine's rush

By JENI LEWIS
Marshfield News-Herald

Holiday has grown into an organizational zoo

Flowers and balloons and candy, oh my.

When Valentine's Day hits, schools turn into reception areas, accepting all the gifts for students.

It's become such a load that Marshfield High School has a team of parent volunteers dedicated to handling all the gifts.

"The problem got to be so huge with flowers arriving at school for kids' sweethearts, the office was overloaded," said Phil Hiller, a member of Parents of Positive Students and a volunteer who's helped sort gifts over the years. "Parents did

volunteer so the opportunity for these kids to do this wouldn't go away."

Today, the band room is the receiving area where gifts will be delivered. A letter has been mailed to all the florists directing them to the band room. During ninth hour, students will receive a slip of paper telling them if they have a gift to be picked up after school. The parent volunteers have the gifts organized in alphabetical order so the students are in and out the door quickly.

"It's overwhelming for the

office and the office staff to handle all the flowers coming in," said principal John Blankush. The process allows the high school staff to "continue with business as usual," he said.

Volunteers say today is hectic, especially when the gifts start arriving.

"It's really, really busy because there's a lot of deliveries," said Janet Bruhn, co-chairwoman of the volunteers with Jenny Voight.

At Marshfield Middle School, the main office still accepts the gifts, and secretary Dorothy Halle said she'll

see just about every florist from Marshfield and even Spencer today.

The school's policy is to call students who receive gifts down to the office at the end of each class and give them the card. The rest of the gift they can pick up at the end of the day.

"We don't want them dragging that stuff around the building during the day," Halle said.

And the system helps to keep distractions down to a minimum.

"The kids, when they walk past the office, they say, 'Oh

look at all that stuff,'" Halle said.

Florists appreciate it when schools have organized distribution programs.

"It is one of the best destination points," said Dave Valle, owner of Spring Green Floral. "The schools have it so well organized, they have it real easy for us."

He said he's heard from florists in other towns that some districts are even forbidding the distribution of Valentine's Day staff, which is bad for business. Most of his school business goes to the high school, which



Dan Young/Marshfield News-Herald

Carrie Michlig of Spring Green Floral and Hobby places a rose Sunday in a bouquet bound for Auburndale High School for Valentine's Day.

opens early in the morning and gives him a chance to move merchandise out quickly.

"It really is a very good

partnership," Valle said.

Jeni Lewis can be reached at 384-3131 or 800-967-2087, ext. 329 or at jeni.lewis@cwnews.net.

Frame shop interested in unique pieces

By JENI LEWIS
Special Writer/Staff

LOCALLY OWNED

Locally Owned is a weekly feature highlighting small businesses in central Wisconsin.

Customers with that odd-sized poster or photo that could use a frame need look no farther than Off the Wall Custom Framing and Art, owned by Jody and Brenda Frahmann of Marshfield.

Jody was a finish carpenter for Spring Green Floral in Marshfield, and made an offer to purchase the framing business from Dave Valle at Spring Green Floral nine years ago.

"It's such precision work. I was really so fortunate when we had the frame department that Jody came in. He is very meticulous in what he does," Valle said. "It's great for him. It is a very

good business if you find that right fellow. He strives to make that customer happy."

In addition to custom framing, Off the Wall also sells prints, posters and sports merchandise for fans of teams including the Packers, Brewers and Badgers.

"We frame some very unique things," said Brenda, who began working with her husband full-time about six years ago.

Off the Wall Custom Framing and Art

Address: 108 W. Fourth Street, Marshfield.
Products and services: Custom-made frames, as well as sale of prints and posters.
Number of employees: 2
Ownership: Brenda and Jody Frahmann
Hours: 10 a.m. to 6 p.m. Monday through Friday
Phone: 715-384-4844
Fax: 715-387-6160
Web site: www.offthewall-customframing.com
E-mail address: jodyaf@peoplepc.com
History: Jody and Brenda Frahmann bought the business from Spring Green Floral nine years ago.

"Because they don't fit in standard, they have to go to custom framing."

Those unique pieces have included everything from baptismal gowns to a single feather.

"The business is just family-run, but that makes it perfect," Brenda said.

"I get to work with my husband all day," she said. "It leaves us to also take care of our kids; that's one big thing.



DAN YOUNG/CENTRAL WISCONSIN SOURCE
 Brenda and Jody Frahmann stand in their shop, Off the Wall Custom Framing, in Marshfield.

It gives us the opportunity if one needs us on a field trip, we can go. That works when you have a family."

One of the issues for the framing business is speed, Jody said.

"The big thing is people

like to have their framing quicker or faster," Brenda said. "We are now in the process of trying to redo parts of our business so that will happen. So they won't be waiting so long for their framing to be done."

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Local businesses find ways to sweeten V-Day deals

By JENI LEWIS
 MARSHFIELD NEWS-HERALD

As Marshfield-area businesses team up to offer package deals, the excuses for not doing anything special on Valentine's Day are dwindling.

Hotels are partnering with limousine services, florists working with chocolate companies, and everything is designed to make decisions easier.

"When dealing with men, generally they say 'What have you got?'" said Dave Valle, owner of Spring Green Floral, 505 N. Central Ave. "We put together packages that are real easy for them to choose from."

The packages include

roses, chocolates from Onks Homemade Chocolate in Oshkosh, coffee selections and balloons.

Couples who want to get away from the house can head over to AmeriHost Inn at 2107 N. Central Ave. to stay in a whirlpool suite and receive a Marshfield Area Chamber of Commerce and Industry gift certificate for a limo ride by Last Minute Limo USA. Another MACCI gift certificate can be used for a Marshfield restaurant — all organized into one package deal.

"You definitely save money," said AmeriHost General Manager Sandra Hanson. "If it's the gentleman that's inquiring, it will take a bit of stress off of him. Everything is ready to go."



DAN YOUNG/MARSHFIELD NEWS-HERALD

A Valentine's Day package from Spring Green Floral and hobby includes flowers, chocolates and coffee.

Last Minute Limo USA has worked with the hotel for about four years, said Martin Mann, president of the company.

Plenty of restaurants are offering meal specials for two, including heart-shaped ribeye at the Vintage House, 10150 Highway 10, or heart-shaped prime rib

at Clearwaters Restaurant, 2700 S. Roddis Ave. 501. Martini Lounge, at 501 S. Washington Ave., is complementing a five-course dinner for two with a bottle of wine.

And for dessert, couples can head over to Culver's restaurant, 109 W. Upham St., for a half-price banana split.

Floral shop thrives

Service blooms in niche market

By LEZ WELTER
CENTRAL WISCONSIN SUNDAY

While the choices in fresh flowers and plants are abundant at Spring Green Floral, Marshfield, the shop's supply of artificial greenery for interior and exterior decorating is vast.

"The base of our business is fresh flowers," said owner David Valle. "Since silk flowers and plants have become so real looking, their popularity has grown. That has been a good market."

Spring Green Floral has become synonymous with tasteful interior and exterior decorating.

"Anything I have ever needed or wanted to do, I know they could do it and it would be wonderful," said Marian Huth of Marshfield, a longtime customer.

The store's manager, Mary Michlig, is helpful when choosing an arrangement or gift, Huth said.

"Mary does a nice job with colors," she said.

Michlig has a knack for interior decorating, said Valle.



DAN YOUNG/CENTRAL WISCONSIN SUNDAY

David Valle of Spring Green Floral and Hobby in Marshfield works on an artificial flower arrangement.

"We work well together," Valle said and added he brought years of financial and customer service experience to the floral shop.

Integral to the company's success is the attention to customer service.

"The customer comes first. Whether it's a small or large business, you need to pay attention to your customers. Our employees are very conscientious on this," he said.

Spring Green Floral is also a U.S. Postal Service and UPS facility.

"We don't do that to make money. It's a ser-

LOCALLY OWNED

Locally Owned is a weekly feature highlighting small businesses in central Wisconsin.

vice for anyone to use. You always need to think how to bring people into the store," he said.

The variety of services and customer-focused details has kept Karen Eckes of Marshfield coming back year after year.

"I'm always happy with their work. Mary has very good taste and understands what I like,

Spring Green Floral

Owner: David Valle
Address: 505 N. Central Ave., Marshfield
Phone: 715-387-3421
Web site: springgreenfloral.com
Number of employees: Six full-time and one part-time
Years in business: 27

and Dave has a great sense of humor. Over the years, you build up a trust, and I know they will do the best job," Eckes said.

10 YEARS AGO: Dr. Kim Gowey, DDS, was elected treasurer of the 2002 board of trustees during the American Academy of Implant Dentistry's 50th annual meeting held recently in New Orleans. He has a private practice in Medford.

Spring Green Floral Hobbies and Crafts is expected to move into a new location by March 1. The store, currently at 1915 N. Central Ave., is in the process of moving to its new smaller site at 406 E. Fourth St.

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ing only to find out they have a parking ticket, she said.

Randles doubts the change will bring a lot more people into downtown Marshfield, but she hopes it will encourage the ones who do visit to stay in the area longer and explore more of the stores.

Angie Young, manager of Illusions and Design

Spring Green Floral, 200 S. Central Ave., Marshfield, also said she hopes the change in parking will encourage people to stay downtown longer and visit more shops along South Central Avenue.

Young worries that the new parking spaces will be taken up by employees who will be left without their normal parking spaces when the city

turns a parking lot behind the floral shop into a park.

Book World, 414 S. Central Ave., Marshfield, doesn't have the same problems with parking that many other downtown businesses have, said Annie Scheibegger, an employee in the store. Book World has its own parking lot; however, anything that gets people to spend more time down-

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