

Window: Planning can improve customer traffic

"With small businesses, the number one reason people say they don't make a change (to a window display) is because they don't have time," she said. "But it really is a good use of their time because it can directly help their business."

The second most popular reason is that it costs too much money. Not true, said Kim White, a Retailworks Inc. display artist.

"We recommend doing things as inexpensively as

possible," she said.

Merchants should be sure to incorporate items they sell and, if needed, should try to borrow merchandise from other neighborhood retailers in exchange for signage, Falk said.

Second-hand and thrift shops are also good hunting grounds for props.

For Angie Mangold, patient relations director at Mangold Center for Family Health & Wellness, the pro-

fessional advice was a great help. The Mangold Center, a medical office specializing in personalized patient care, has large windows in the front of the Centrum Building, but could use help on ways to use them more effectively.

"I'm open to all ideas," she said.

Falk and White created three unique displays, one focusing on outdoor activities and allergies, another featuring medical items and

a third with information about the business.

While all displays a business should be cohesive, they can also be independent, White said.

"We like to treat them all individually," she said. "They don't need to be in total concert with one another. Instead, colors and signage can tie them all together."

meyerpeter, 245 Slinger Road, West Bend, unit K-2, Slinger, \$125,000.

Benton Land & Development LLC to Stephen G. and Rachel M. Blonski, 424 Cedar Crest Lane, Slinger, \$256,300.

Darrell F. and Mary Ann

Seventeen Ave., West Bend, \$159,000.

Deutsche Bank National Trust Co. and Impac Security Assets Corp. etc. to Melanie A. Powers, 1077 Birchwood Drive, West Bend, \$157,500.

LOTTERY

Thursday

WISCONSIN

SuperCash: 4-5-8-20-31-36; Doubler: No

Pick 4: 0-8-3-5

Pick 3: 4-6-4

Badger 5: 1-5-23-24-29

ILLINOIS

Pick Three-Midday - 1-0-6;

Pick Three-Evening - 5-0-9;

Pick Four-Midday - 0-0-6-1;

Pick Four-Evening - 7-9-5-7;

Little Lotto: 5-12-14-21-28.

Official: UW degree goal means new approaches

FOND DU LAC (AP) — Reaching a new goal to graduate 80,000 more students in the next 15 years will require more paths to degrees, improved retention rates and higher enrollments, the University of Wisconsin System's top academic official said Thursday.

The strategies will include adding three-year degree programs on several campuses, increasing the use of online courses, and luring back adults with

some college credits to finish, UW System senior vice president Rebecca Martin told the Board of Regents.

"This is aspirational — but also, we believe it's possible," she said of the goal as the regents kicked off a two-day meeting at UW-Fond du Lac.

The regents who govern the system of 179,000 students said they were excited about the goal announced Monday to increase the number of two- and four-

year degrees issued by 30 percent by 2025.

Martin said the UW System enrollment would climb to 196,000 by fall 2015, with a focus on adding adult students, minorities and low-income students.

She said the success of pre-college programs such as the Wisconsin Covenant will be critical to increasing the number of students prepared for college, allowing under-represented populations to enroll in greater numbers.

2010 Full Color BUSINESS & SERVICE Directory

The Daily News will be publishing a **full color**, 24-page signature business & service directory. This convenient directory will be something readers will have right at their fingertips! It's a great way to introduce your new or existing business to new customers.

Publishes:

Daily News

June 16, 2010

Deadline:

Friday, May 7, 2010

To place your Full Color ad in the June 16th book, call

Joanie Rosewicz, Special Features Representative

Phone: 262-670-1541 • Fax: 262-670-9456 • Email: jrosewicz@conley.net.com

**SIGN UP FOR OUR FALL DIRECTORY AND
RECEIVE A 10% DISCOUNT!!**