



Why each horse can – or can't – win Preakness Stakes

SPORTS, 1B

THE POST-CRESCENT

SATURDAY, MAY 20, 2023 | POSTCRESCENT.COM K1

PART OF THE USA TODAY NETWORK

'A ONCE-IN-A-LIFETIME OPPORTUNITY'



Rachel Bouressa spools out line while dividing a pasture into two smaller pastures on the Bouressa Family Farm last summer in the township of Royalton. The Inflation Reduction Act will almost double the amount of money Wisconsin receives for some of its farm conservation programs. WM. GLASHEEN/USA TODAY NETWORK-WISCONSIN

Funding for Wisconsin farm conservation programs could nearly double

Madeline Heim

Milwaukee Journal Sentinel
USA TODAY NETWORK – WISCONSIN

A sweeping federal investment in combating climate change will almost double the amount of money Wisconsin receives for some of its farm conservation programs, meaning more farmers will be able to get help protecting their soil, reducing runoff and improving water quality.

The Inflation Reduction Act, signed by President Joe Biden last August, is a \$750

billion effort to reduce health care costs, bolster tax collections, and encourage clean energy production. As part of that last component, nearly \$20 billion is headed to the Natural Resources Conservation Service over the next few years to beef up conservation programs. The money is specifically aimed at practices that will reduce greenhouse gas emissions and protect working lands against climate change.

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"We are viewing this as a once-in-a-lifetime opportunity to work with farmers we've never worked with before. We're not going to let people down."

Melissa Bartz

Assistant state conservationist for financial assistance programs for the Conservation Service's Wisconsin office



Cars are parked outside the Rodeway Inn at 210 N. Westhill Blvd. in Grand Chute. The motel was the site of 240 police calls within 9½ months. DAN POWERS/USA TODAY NETWORK-WISCONSIN

Rodeway Inn loses license

Grand Chute responds to prostitution and drug complaints

Duke Behnke

Appleton Post-Crescent
USA TODAY NETWORK – WISCONSIN

GRAND CHUTE – The Rodeway Inn had its motel license revoked Thursday afternoon following complaints of illegal drug activity, prostitution, sexual assault and code violations at the property.

The motel, 210 N. Westhill Blvd., was the site of two overdose deaths in August. A Grand Chute man was sentenced to 10 years in prison for selling drugs to the men.

The Town Board voted 5-0 in closed session May 9 to reaffirm its earlier decision to revoke the license, and Town Clerk Kayla Raatz notified Arora Hospitality, the company operating the Rodeway Inn, of the decision in a certified letter Wednesday.

Police posted the revocation notice on the property the next day.

The letter says owner and operator Hardeep Arora "shall cease operations immediately following the posting of the notice of revocation" and surrender the license to Raatz.

Operating the motel without a license could result in fines of \$1,000 per day, Raatz said.

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Event planner seeks to bring smiles, laughs

Veteran opens Whimsical Celebrations in Neenah

Tina Dettman-Bielefeldt

Special to Green Bay Press-Gazette
USA TODAY NETWORK – WISCONSIN

As you celebrate any event, Jessica Williams hopes you'll make it "whimsical." That's her goal with every event that she stages in her business, Whimsical Celebrations.

Williams, headquartered in Neenah, wants to bring a unique touch to events throughout northeastern Wisconsin. She has the experience to do just that.

"All of my jobs have had some sort of event planning," she said. "It started in high school when I planned a talent show. That extended into college where as a resident assistant, I put on a social event every month. With every job, there was always something. I was always a leader."

She was a summer event intern at Leach Amphitheater in Oshkosh, event

coordinator and fundraising intern for Appleton's Children's Hospital, and ministry assistant for Lourdes Academy. She helped plan events featuring clowns, space robots, face painting, reptiles, mascots, and myriad other activities.

Even while working at Fort McCoy and then serving in the U.S. Army Reserves for nine years, Williams volunteered to help put together fundraising events as she worked toward an MBA. In the midst of a busy career, she began to dream of starting a business.

"Throughout my life from high school and on, many people would ask why I wasn't an event planner," she said. "I had arranged talent shows, community events, educational and social gatherings, and served as a public speaker for various occasions and roles. Yet, even with all of my experience, I never felt Wisconsin was the best market to host events and get paid for it."

That changed when she hosted an

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An outdoor party by Whimsical Celebrations of Neenah, owned by Jessica Williams, front. PROVIDED BY JESSICA WILLIAMS

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Volume 104 | No. 103
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The iconic hot dog on wheels that's been known as the Wienermobile since 1936 has a new name for the first time, The Kraft Heinz Company announced Wednesday. It will now be called the Frankmobile. BUSINESS WIRE

For better or wurst

Oscar Mayer Wienermobile's name has changed

Hannah Kirby

Milwaukee Journal Sentinel

USA TODAY NETWORK - WISCONSIN

Well, hot diggity dog. The hot dog on wheels that's been relished as the Wienermobile since 1936 has a new name for the first time, The Kraft Heinz Company announced Wednesday.

Oscar Mayer, which got its start in the late 1800s, had been headquartered in Madison for nearly 100 years before relocating to Chicago in 2015.

It's a part of the Kraft Heinz food and beverage company, which was created in 2015 through the combination of Pittsburgh-based Heinz and suburban Chicago-based Kraft, which was engineered by Warren Buffett's Berkshire Hathaway and Brazilian investment firm 3G Capital, according to a previous Journal Sentinel report.

Here's what to know, from the Wienermobile's new name to why its name was changed:

What is the Wienermobile's new name?

The Frankmobile

Why was the Wienermobile's name changed?

The new name "pays homage" to the brand's 100% beef franks and their new recipe, a news release said. The new recipe features a "more balanced" flavor profile and "iconic" beefy taste that is "more flavorful than ever," the release said.

Other changes that have been made to the vehicle

The fleet of six vehicles will have new exterior decals, including ones that say "please do not lick," the news release said.

And, the vehicles' "Wiener Whistles" will now be frank-themed "Frank Whistles."

"Oscar Mayer designed every detail of the Frankmobile to encourage people from takings things too seriously, freeing people up to enjoy themselves with seriously delicious meats," the news release said.

What will hotdoggers now be called?

Hotdoggers, aka the vehicle's spokespeople/drivers, will now be called Frankfurters.

The Hotdoggers ... err Frankfurters are recent college grads who take the hot dog on wheels across the country and represent Oscar Mayer as brand ambassadors for media appearances and interviews, at grocery retail and charity functions, and more, according to the job application.

Where to find the Frankmobile

The Frankmobile's upcoming stops can be found at OscarMayer.com/Frankmobile. It's scheduled to visit Verona, Sun Prairie and Beaver Dam in June.

People named Frank are in luck. Here's why

Anyone named an iteration of "Frank" can stop by the Frankmobile to get a coupon for a free pack of Oscar Mayer 100% Beef Franks, the news release said.

Rodeway Inn

Continued from Page 1A

What were the problems at the motel?

Police Chief Greg Peterson filed a complaint against the Rodeway Inn in November.

The complaint said that from Jan. 1, 2022, to Oct. 15, police responded to 19 calls for drug activity at the property.

"Of the 19 drug-related calls for service, nine resulted in at least one drug-related arrest," Peterson said. "There were 12 total drug-related arrests. Three of these arrests were for drug-trafficking offenses."

During the same period, police investigated two incidents involving prostitution at the motel, one of which resulted in an arrest for child enticement, use of a computer to facilitate a child sex crime and possession of cocaine.

Police also responded to eight incidents that resulted in citations for ordinance violations.

"There were an additional five minor theft complaints, 24 disturbances and 20 trespassing complaints, each of which could have qualified for an ordinance arrest," Peterson said.

In total, the Rodeway Inn generated 240 police calls during the 9½-month period. The number was nearly six times higher than the average for all Grand Chute motels.

Peterson's complaint also noted that Arora Hospitality was in violation of state law or the town's municipal code concerning unregistered guests at the hotel, insect infestation, mold growth, fire alarms, security measures and property maintenance.

In a July 23 incident, "a female reported to have been sexually assaulted by multiple suspects in a room that was not registered to any person," Peterson said.

What was the response from the Rodeway Inn?

Dave Winkel, an attorney for Arora Hospitality, placed much of the blame for the problems on motel guests.

Of the 19 calls related to drug activity, none involved motel employees, he said in response to the complaint.

"The respondent encourages the employees, and any citizens staying at the hotel, to call the police and report any illegal criminal behavior, which is exactly what happened," Winkel wrote. "The respondent is now being penalized for the behavior of people respondent does not control."

Regarding the two prostitution calls, Winkel said there was no evidence of prostitution activities when the guests checked into the motel or thereafter for Arora Hospitality to do anything about it.

Winkel said the ordinance violations concerned smoking marijuana, smoking



A sign at the Rodeway Inn at 210 N. Westhill Blvd. in Grand Chute says the motel is temporarily closed. It had its license revoked Thursday.

DAN POWERS/USA TODAY NETWORK-WISCONSIN

inside the building, trespassing, fighting and overflowing garbage.

"Except for the one citation, they all involved third parties uncontrollable by the motel," he said.

What was the tipping point for the town?

Dylan Davis, community resource officer for Grand Chute police, said the revocation of the motel's license was "quite extraordinary" because police try to work with businesses to correct problems before they get to the point of revocation.

The lack of a satisfactory response and failing to take responsibility for the problems didn't sit well with police or the Town Board.

"The offenses that were occurring, the frequent calls for service and the resources that were being sent to this location really kind of pushed us toward this revocation," Davis told The Post-Crescent.

Town Chairman Jason Van Eperen said the problems at the motel had gotten progressively worse, particularly regarding public safety.

"This was not good for our community to let this keep going this way because eventually there's going to be innocent people getting hurt," Van Eperen said.

Revoked license cannot be reissued for a year

Grand Chute's ordinance says a license that was revoked "shall not be reissued for a period of one year from the date of such revocation, unless the period of revocation is either delayed or shortened by the Town Board."

Raatz said Arora Hospitality could sell the motel to a new owner, who could apply for a license.

"But that new owner would have to be able to get the place up to code," Raatz said.

Contact Duke Behnke at 920-993-7176 or dbehnke@gannett.com. Follow him on Twitter at @DukeBehnke.

Smiles

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Art Party in June 2022.

"I said that everyone should dress for a mess," Williams said. "It was a full-day outside in perfect weather where we tie-dyed with squirt guns, did a paint slip-n-slide, threw darts and paint-filled balloons, and created masterpieces by painting pots, jar, and canvases. It was the most popular and fun event I ever hosted."

As the compliments poured in, family and friends encouraged her to explore the possibility of starting a business. With that nudge, she began her research and decided to forge ahead. That led to the creation of a business model, formation of an LLC, and graphic design. She also came up with a name.

"The name, Whimsical Celebrations, was thoroughly thought out," she said. "Whimsical means playful quaint or fanciful; a celebration is the action of marking one's pleasure at an important event or occasion. I want to celebrate any and all occasions because every individual deserves to laugh, be joyful, and live in the moment."

To hone her business skills, she signed up for the Vetpreneur Project Course for veterans that was funded by the Venture Project and Salute the Troops. The seven-week program took place at the Venture Center in Oshkosh, and concluded with a business pitch contest where she was runner-up.

August marked the official start of Whimsical Celebrations. Then, in January, she quit her full-time job to dedicate all of her time to the business.

"It was getting hard to have two full-time jobs so I decided to take the risk," she said. "After a long career of working for someone else, I decided it was time to challenge myself. I was confident that I could be successful at bringing some-



A date night design by Whimsical Creations. PROVIDED BY JESSICA WILLIAMS

thing like this to the community."

As she works to get established, there have been challenges. It has been hard to figure out pricing and she says that she originally "undersold" herself and wasn't compensated for all of the hours of planning. For a rental aspect of the business, she purchased products that cost thousands of dollars.

"I should have waited until I knew I needed or would need such items," she noted.

Williams now follows a business model in a format developed in her busi-

ness classes at the Venture Center. She uses the business model canvas, an illustrative method of posting ideas and concepts on a large board. With the illustrations and sticky notes, she is able to be adaptable and pivot when necessary.

The same trial and error applies to her marketing plan. With a target market that is defined as people who don't have the time, expertise, or desire to plan an event themselves, she needs to get brand recognition so those people can find her.

"I am posting on social media at least once a day, but the options continue to grow," Williams stated. "I sent post cards to members of area chambers of commerce and am networking by taking part in a number of groups."

The contacts made at the Vetpreneur Class, led by Amy Pietsch of Fox Valley Technical College's Venture Center, have been a great help and she lauds the classes.

She said, "It is all about let's talk and get to work instead of just being lectured at. Because I have fellow classmates, we are learning together."

That education has her testing the market, and she says, if it's a hit, you run with it. If not, you adjust.

Throughout it all, she goes forward with the goal of extinguishing boring parties and replacing them with fun, innovative, and memorable events. She will plan, host, execute, develop games, work remotely or in person, and do as much or little as her clients want. She will do family reunions, murder mystery dinners, date nights, proposals, wine and craft nights, business events, and almost any type of celebration.

Her goal, within a year, is to have one event a week at minimum. By year five, she says her big goal is to have a venue with themed rooms in a variety of sizes with enough land to hold almost any event. Above all, Williams wants to be known for bringing joy.

"What I love about this business is the smiles and laughter that occur and being able to see the joy in that moment," she said. "It's hard to capture that, but over the weekend I had a game night and my tripod was set up to take a photo, and spontaneously, everyone just burst out laughing. I love that photo. Having so much laughter that people are crying and their bellies hurt."

Tina Dettman-Bielefeldt is co-owner of DB Commercial Real Estate in Green Bay and past district director for SCORE, Wisconsin.