

10/20/06

Greetings WCM Members & Partners!

I am sure you are all starting to gear up for the holiday shopping season! So is WCM! Read below for information on recent major enhancements and changes to the Wisconsin Common Market.

In this issue:

1. Merchant Accounts Discontinued
2. PayPal Shopping Cart
3. WCM Yahoo Group
4. WCM Featured Member of the Week

1. MERCHANT ACCOUNTS DISCONTINUED

For the past few months, I have been encouraging all of you to get a PayPal account to process your WCM orders. Setup for a PayPal account is free and easy. Now for the final push - Effective immediately, the Wisconsin Common Market will NO LONGER support non-PayPal merchant account credit card processing. This is the biggest transformation ever to hit the Wisconsin Common Market! Rest assured that this decision was not made lightly. However, there are many benefits to using PayPal:

- Eliminates credit card security concerns
 - Online shoppers are already familiar with PayPal
 - PayPal users receive more sales than non-PayPal users
 - Opens the door to future site enhancements
 - Creates a more uniform shopping experience
- If you are not already using PayPal, please set up an account today at:

<https://www.paypal.com/us/mrb/pal=52E886K48SDK6> . It will take a couple of days for PayPal to verify your information. Once you have a PayPal account, enter the email address you are using with PayPal into the "PayPal" field under your Member Information page on the control panel. Please contact me at kbriggs@WisconsinCommonMarket.com, if you have any questions or concerns!

2. PAYPAL SHOPPING CART

WCM is happy to announce the deployment of our very own, custom built PayPal shopping cart! The PayPal shopping cart will allow customers to purchase multiple items from the same business in one transaction.

3. WCM YAHOO GROUP

The Wisconsin Common Market Yahoo Group is for Wisconsin Common Market members to network, collaborate and share ideas. Whether you are an artist, crafter, merchant or farmer -- you are all entrepreneurs! And, each of you has something from which the rest of us could learn and benefit. So, go ahead -- share your experiences! Suggest up and coming venues! Pose questions! Whether you are starting an art tour, searching

for products to sell at your retail location or simply looking for someone with which to collaborate product lines, take advantage of your membership in this wonderful community of small, Wisconsin businesses! To participate, visit <http://finance.groups.yahoo.com/group/wisconsincommonmarket/> and click "Join this Group."

4. WCM FEATURED MEMBER OF THE WEEK

The next time you visit the WCM home page, check out the "WCM Featured Member of the Week." Each week, a different WCM business and sale will be spotlighted on the home page. The WCM Featured Member of the Week will also be detailed in the e-newsletter for WCM enthusiasts. To join, visit <http://www.wisconsincommonmarket.com/chats.cfm> . If you would like to learn how you can become a featured business of the week, contact me at kbriggs@WisconsinCommonMarket.com

Karman Briggs
Wisconsin Common Market Manager
418 Wisconsin St
PO Box 540
Eau Claire WI 54702-0540
ph: 715-836-7511, #174
fax: 715-836-7580
<http://www.WisconsinCommonMarket.com/>