

## “A Paper Designed With Readers In Mind”

- CONTENT:** The Beacon has a mixture of general interest news, editorials and feature articles about people, places and things in or near southeast Wisconsin. Features include the only regular Business section in the county, Spotlight on People, Health, Books, Recreation, Dining and Leisure, Automotive News, a comprehensive calendar of events, plus the **Good Humour** section which consists of lighter features, satire, cartoons and puzzles for adults and children.

Cartoons include Willy 'n Ethel, Pickles, Mr. Boffo, Herman and Cats With Hands.

The Beacon is the area's exclusive subscriber to the Chicago Tribune and Christian Science Monitor news and feature services.

- FORMAT:** Easy-to-read (11 x 17 - inch)

quarterfold newspaper with an eye-catching flag and eight full color pages.

- PURPOSE:** To have readers say “That’s interesting, I didn’t know that,” and call someone else’s attention to the article; to provide a “good read” that will generate enough pleasure, interest and loyalty to result in an effective and affordable advertising medium.

- QUALITY:** The quality of writing and the reputation of those businesses who already advertise in **The Beacon** provide an excellent environment for your message.

**Free**  
**The Beacon & Good Humour**  
 A paper designed with readers in mind  
 June 13-June 26, 2008

**GM plant closing will affect south central Wisconsin economy**

Edited by Dennis West  
 In news that will have a great effect on the south central Wisconsin economy, General Motors announced it will close its Janesville assembly plant, as well as other trucks and large SUVs.  
 GM CEO Rick Wagoner made the announcement in Detroit on June 13, just annual meetings in Janesville.  
 The Janesville factory produces the Chevy Tahoe and Suburban, GMC Yukon and Chevy and GMC medium-duty trucks. GM will close production by the end of 2009 and the SUV line by 2010, or sooner if market demand remains weak.  
 He says these are difficult decisions and adds that the company will work closely with its sales partners in the U.S., Canada and Mexico to mitigate the effects of these actions. Wagoner says he moves considers long term and permanent changes in consumer demand for trucks and SUVs.  
 The Janesville plant employs 2,600 workers. Earlier this year GM announced it was eliminating one shift at the plant, which makes for 2,000 jobs.  
 The closing won't just affect the 2,600 GM workers and their families. Many businesses in the Janesville area supply the plant with products and services. There is no doubt that the plant closing will be a ripple that affects the area's economy.  
 The announcement was not a complete surprise, but it was still an unpleasant shock for plant workers and Governor Jim Doyle.  
 When GM eliminated one shift at the Janesville plant in April, workers began to get nervous about the company possibly phasing out the SUVs they make, but they hoped GM executives would recognize that the plant had always produced quality products during its 60-year history.  
 Local 59 shop steward John Doherty says the company's plan to close the plant by 2010 confirms his belief that the company is only interested in its shareholders. He says the three one-week general strikes during the negotiation, and conveyor to marionette manufacturing during the company's only interest in its shareholders. He says the three one-week general strikes during the negotiation, and conveyor to marionette manufacturing during the company's only interest in its shareholders. He says the three one-week general strikes during the negotiation, and conveyor to marionette manufacturing during the company's only interest in its shareholders.

**Walworth County Dairy Breakfast to take place on June 21**

There is breakfast, and then there is the annual Dairy Breakfast. This year's event will take place on Saturday, June 21, from 8:00 a.m. to 12:00 p.m. at the Walworth County Fairgrounds.  
 This year's menu will include pan-yogurt, coffee cake, cheeses, milk (with or without) and even kefir cream sandwiches with fresh fruit.  
 The event, which highlights the local milk, cheese and milking, consists of a craft sale, entertainment, live music, petting zoo, show prizes and exhibits for area businesses. Now this year is a special celebration of Dairy Month, which is the first of this year's event is the Paul Brockmeyer family, owners of Brockmeyer Farms, which is located just south of Waukesha on Clear Valley Road.  
 Brockmeyer Farms was established in 1971 as a cash grain operation. In 1975 they added a custom harvesting and field business, and in 1982 Holstein milkers. They bought a milking herd in the fall calves are sold as replacement feeders. The cattle have been grazed rotationally since 1984. The farm consists of 180 acres, 127 of which are tillable and the remainder in treatment pasture or wood lot.  
 Paul and Kathy have a long tradition of dairy promotion, hosting farm tours and taking cows and calves to various schools in Wisconsin and Illinois for many years. Paul is active with the Walworth County Dairy Promotion Committee and is an instructor with the Tractor Safety Program.  
 In addition to her many duties on the farm, Kathy is a Medical Technologist at Fort Health Care. They have three grown children: Kyle, Lindsey and Meghan, all of whom were active in showing cattle through 4-H and FFA.  
 Kyle, who is in the Wisconsin Air National Guard, works at Truxus Field in Madison and helps with stockpiling repair equipment operation and training. His wife, Lanna, teaches kindergarten at Janesville.  
 Lindsey (Krahn) and her husband, Matt, have twin nine-month-old boys, Noah and Blake. She is a day-care teacher and he works as a maintenance for Visa Plus.  
 Meghan, who is in Brilliance Air National Guard, is following the tradition of attending UW-Forestville with a major in animal sciences. On weekdays she manages the farm and does day tasks. She has also been to purchase her own Brown Swiss cattle, with the goal of someday having a herd of her own.  
 As the host family for this year's Dairy Breakfast, the Brockmeyers invite everyone to join them at the fairgrounds on June 21.  
 Advance donations for adults is \$5, \$6 for children under 12 and \$4 for Handicapped parking will be available.