

Main Street Alliance: More than 50 WI small businesses committed to National Voter Registration Day efforts

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WISCONSIN – More than 50 small businesses around Wisconsin are participating in National Voter Registration Day. Participating businesses have pledged to publicize voter registration content to their social media audiences (totaling over 150,000), share information with their staff, create videos promoting voter registration, and more.

Main Street Alliance is building a coalition of Wisconsin small business owners to engage in nonpartisan election work and speak up for the issues they care about, including tax fairness, capital access, health care, anti-monopoly protections, paid leave, child care, and retirement security.

“As a family child care business owner, it is important to get out the vote and educate voters on how to access reliable information so that they cast their votes for candidates who will support and create policies that support them,” said Corine Hendrickson, owner of Corrine’s Little Explorers Child Care in New Glarus. “Child care businesses like mine are the center of the economy. We interact with many people in the community every day. I can make an impact by having conversations with my community about how to connect to candidates directly and ask about their policy positions, how to find that information, and finally, what steps they need to take to cast their vote.”

Watch a video of Corrine’s story [here](#).

“Now more than ever, it is important that Main Street concerns are addressed at the local, state, and federal level,” said Patrick DePula of Salvatore’s Tomato Pies and Dark Horse Art Bar. “Small businesses drive our local economy. Our small businesses need good, sound policies for workers. These policies are tantamount to the success of our communities. We need to elect leaders that prioritize Main Street, not big business.”

Shawn Phetteplace, Midwest Regional Manager for Main Street Alliance, said MSA’s members understand that voting and fair access to the ballot is good for business.

“Main Street Alliance members are building power for small businesses across Wisconsin and the country. One of the best ways to do that is to vote and make sure that policymakers hear us loud and clear. We urge all small business owners, staff, and community members to register to vote, request an absentee ballot, or show up on election day,” said Phetteplace.

“Voting is one of my favorite pastimes and I am committed to helping others access their right to vote, too! Our government can only reflect our values when we participate in it. I always remind my employees about voting days and post links to myvote.wi.gov so they can see if they are registered, look up their polling places and see what is on their ballot. Small business owners employ half the country – we can have a huge effect when we encourage our employees to vote!”, added Melissa Buchholz, owner of Odd Duck in Milwaukee.

National Voter Registration Day is just one of the many ways local small businesses are encouraging civic participation. Learn more about Main Street Alliance’s civic engagement work [here](#). For information on the Milwaukee National Voter Registration Day event at the Deer District, [click here](#).