DIGITAL WORKFORCE ATTRACTION CAMPAIGN

Workforce attraction and retention remains one of the most challenging issues our members were dealing with in 2021. And this issue isn’t going away. The Chamber is working hard to link with schools to make sure students have the opportunity to learn about career choices in their hometown. The Chamber supports businesses struggling with talent recruitment with a digital marketing campaign aimed at enticing skilled workers to our area. Since 2019, this program has grown each year with added videos and an enhanced relocation program. In 2021, we successfully implemented an 8 month digital marketing campaign. The campaign generated 3.5 million impressions and more than 61k clicks to the Chamber website and access directly to sponsor jobs pages.

YOUR CHAMBER REPRESENTING 17,000+ EMPLOYEES IN THESE INDUSTRIES

2021 ANNUAL REPORT

YOUR CHAMBER REPRESENTING 17,000+ EMPLOYEES IN THESE INDUSTRIES

Business
Manufacturing
Hospitality & Tourism
Real Estate, Construction & Home
Retail
Healthcare & Fitness
Education, Government & Nonprofit
Agriculture, Food & Animals
Other

$155,000
Tourism Recovery
Grants Received

TOURISM RECOVERY
Along with other areas of business, the tourism industry has been working hard to rebound from ongoing restrictions. The grants awarded to this sector help to promote tourism to our area, which benefits all of our businesses.

2300
Volunteer hours

397
Members

25+
Events

YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY
The Chippewa Falls and Eau Claire Chambers join together to encourage young business professionals to learn more about and engage in the area business community. Connecting people to their communities is a great way to retain good employees.
CHIPPEWA VALLEY RALLY
The Chippewa Valley Alliance (Chippewa Falls, Eau Claire and Menomonie Chambers) hosted the Chippewa Valley Rally with 49 legislative appointments virtually in 2021. We had more than 50 people help us make this event a success and bring the issues important to our region to the attention of legislators in Madison.

ANNUAL MEETING
200 members joined together at the virtual networking event of the year. The new platform allowed us to network with each other while enjoying curated Experience Boxes.

BUSINESS AFTER HOURS
Nearly 600 Chamber members attended eight social after hours events to network and unwind after busy days at work.

Chamber 101
35 members joined these virtual events to learn what Chamber membership has to offer for their business.

COMMERCE & COMMERCING
More than 250 members attended these 10 free networking events. Members have the opportunity to share contacts, discuss upcoming community projects, and build relationships with fellow business leaders.

CHAMBER GOLF OUTING
144 members braved the heat to work the green for business contacts and low scores. It is made possible by member sponsorships.

NETWORKING & EVENTS
During 2021, 1500 Chamber members were able to come together for 31 Chamber events to network and learn at Chamber events.

**Annual Meeting**
- 200 members attended

**Business After Hours**
- Nearly 600 Chamber members

**Coffee & Commerce**
- More than 250 members attended

**Chamber 101**
- 35 members attended

**Chamber Golf Outing**
- 144 members attended

**Chamber 101**
- 35 members attended

**Chippewa Valley Rally**
- 49 legislative appointments

**Coffee & Commerce**
- More than 250 members attended

**Chamber Alliance**
- Chippewa Falls - Eau Claire - Menomonie
EXCELLENCE IN EDUCATION
At the 36th Annual Excellence in Education Banquet, the Chamber recognized 19 Seniors from the top 5% of the graduating classes of Chippewa Falls Senior High and McDonell High Schools. 40 businesses and organizations sponsored the event so that the students, their families, and honored teachers could be guests at the banquet.

FARMER APPRECIATION DINNER
We served close to 2,000 people at the farmer appreciation dinner at the fairgrounds. We offered dine in and drive-thru options for people as we continued to navigate through the pandemic.

NON-PROFIT ROUNDBALE
Nearly 40 participants from non-profits came together to share struggles and successes of their organizations.

OKTOBERFEST
Nearly 10,000 attendees made their way to the Northern Wisconsin State Fair Grounds to attend the 18th Annual Oktoberfest, September 17-18th.

SUCCESS FOR BREAKFAST
Our members shared their knowledge with 54 participants. We were able to learn about the new BUILD-Chippewa Falls Program, Media Relationships, and Cybersecurity.

NETWORKING@NOON
At this free networking event, 55 members had the opportunity to share contacts, discuss upcoming community projects, and build relationships with fellow business leaders.

Women to Women Event
Over 40 women gathered to network while hearing from a panel of women in business in the Chippewa Valley.

DOING THE THINGS THAT MOST PEOPLE THINK JUST HAPPEN IN CHIPPEWA FALLS!
For over a century, we’ve guided members through periods of every economic climate, always adapting our focus to overcome obstacles and seize opportunities. As a member of the Chamber, you are a part of a partnership that includes over 700 businesses working to continuously improve the economy of our community.
OUR MISSION
To improve the quality of life in our community by providing leadership to coordinate, support, and promote the business interest of our membership.

OUR VISION
To be the recognized leader of the business community by providing value through member benefits, quality programs and political leadership resulting in a solid return on investment for our members.

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CHAIR-ELECT
Scott Smith, Nordson Extrusion Dies Industries, LLC
FIRST VICE CHAIR
Courtney Berg, CCF Bank
TREASURER
Jamie Leibrandt, Northwestern Bank
IMMEDIATE PAST CHAIR
Mark Broses, Short Elliott Hendrickson Inc. (SEH)

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Stacey Bunkelman, CCF Bank
Amber Cernhous, The Raven Team
Mike Crawford, Access Security
Rolly Enderes, ChemCeed LLC
Chad Hable, WiPti
Tom Hubbard
Jen Moen, Northwestern Bank
Carrie Nielsen, Royal Construction
Michele Paquette, B&D Metal Fab
Brooke Petska, Marawood Construction Services
Steve Pregent, Pregent Development LLC
Jackie Sadler, Chippewa County
Tom Seaholm, WNB Financial
Tami Severson, Spectrum Business
Tyler Sperry, Mower Insurance
Michael Stoffel, Ayres
Blake Sykora, Indianhead Insurance
Tiffany Thompson, Leinenkugel’s Leinie Lodge
Zach Schimmel, Fries Financial Group

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David Goldbach, Alliance Plastics Corp.
Greg Hoffman, Ex-Officio, City of Chippewa Falls
Dave Johnson, EO Johnson Business Technologies
Cathy Leibke, Holiday Inn Express & Suites & Staybridge Suites
Dave Lemanski, Chippewa River Industries, Inc.
Michael Stoffel, Ayres
Riley Wogernese, Cobblestone Hotel & Suites

MEET US
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Trina Banks, B&G Liquor Warehouse
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Zach Schimmel, Fries Financial Group

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Jackie Boos, Tourism Director
Erin Smith, Communications & Marketing Manager
Tasha Weiss, Programs Director
Kathy Strecker, Membership Coordinator
Michelle Farrow, Workforce Development Coordinator

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