

A MESSAGE FROM THE PRESIDENT

Allyson Wisniewski

Chippewa Falls Area Chamber of Commerce



Dear Chamber Members,

It is with great honor to serve as the President of the Chippewa Falls Area Chamber of Commerce. It has been wonderful to meet countless members and leaders in our community and hear how our committed board of directors and staff can best serve you as the voice of business in Chippewa Falls. Thank you for the warm welcome.

The Chamber's work in the community and our efforts to enhance the quality of life in Chippewa Falls continue to be a driving force for our Chamber and its members. We know that quality of life issues are vital to attracting employers and employees alike to Chippewa Falls and to maintaining a thriving local economy.

I have seen how local businesses continue to rise to the changing economic realities that are affecting our bottom lines. This is a pivotal moment to build a stronger business climate, promote economic growth and accelerate the region's economic competitiveness.

The Chamber will continue to focus on serving our members with relevant programming, economic and workforce development, tourism efforts, and numerous networking events. I am excited to build on our successes and continuously look for new opportunities for growth.

I am looking forward to the opportunity to collaborate with you in the coming years. Together, we can create a vibrant future for our city and region.

Sincerely,

Allyson Wisniewski
President
Chippewa Falls Area Chamber of Commerce

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715-723-0331 | chippewachamber.org

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The Chamber is a non-profit 501 (c) (6) organization funded by membership dues as well as non-dues items such as events, programs, etc.



A MESSAGE FROM THE CHAIR OF THE BOARD

Scott Smith

Business Unit Director
Nordson Extrusion Dies Industries, LLC

Dear Chamber Members,

Welcome to the 2023 Chippewa Falls Area Chamber of Commerce Membership Directory and Resource Guide. The Chamber is a key organization in this community that provides opportunities for businesses to develop relationships and get connected with community leaders and elected officials; it also provides an easy way to stay on top of issues that impact local businesses.

On behalf of the Chamber Board of Directors and staff, I encourage you to take advantage of these valuable resources, and reference the numerous services and products offered by our loyal members. I urge you to be involved with your Chamber and its events, and we welcome your input.

We have an outstanding team of individuals who are investing their time and energy to ensure that this chamber continues to be successful and I am honored to have the opportunity to serve as their Chair of the Board in 2023. Together, we are making Chippewa Falls a great place to live, learn, work, and play.

Thank you for being a Chamber member!

Sincerely,

Scott Smith
Chair, Board of Directors
Chippewa Falls Area Chamber of Commerce

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MEET US

EXECUTIVE COMMITTEE

Chair

Scott Smith

Nordson Extrusion Dies Industries, LLC

Chair-Elect

Courtney Berg

CCFBank

First Vice Chair

Dave Lemanski

Chippewa River Industries, Inc.

Treasurer

Jamie Leibrandt

Northwestern Bank

Immediate Past Chair

Amy Forcier-Pabst

Royal Credit Union

BOARD OF DIRECTORS

Angela Eckman

Chippewa Valley Technical College

Greg Field

W.S. Darley & Co.

Jason Forman

Blain's Farm & Fleet

David Goldbach

Alliance Plastics Corp.

Dave Johnson

EO Johnson Business Technologies

Cathy Leibke

Holiday Inn Express & Suites

Karin Schuler

Premium Waters, Inc.

John Monarski

Ex-Officio, City of Chippewa Falls

Michael Stoffel

Ayres

Riley Wogernese

Cobblestone Hotel & Suites

AMBASSADORS

Trina Banks

B&G Liquor Warehouse

Stephani Bonner

Chippewa Falls Harley-Davidson

Stacey Bunkelman

CCFBank

Amber Cernohous

Acquisition Realty & Development

Hannah Cowan

Citizens State Bank

Mike Crawford

Access Security, Inc.

Rolly Enderes

ChemCeed LLC/CF Products

Mike Farrow

Northwestern Bank

Sarah Gordee

Hookd Promotions

Chad Hable

Wipfli LLP

Tom Hubbard

Individual

Jen Moen

Nicolet National Bank

Rob Mooney

Alliance Plastics Corp

Allie Neary

After Ten Agency

Carrie Nielsen

Royal Construction, Inc.

Michele Paquette

B&D Metal Fab

Brooke Petska

Marshfield Clinic Health System

Steve Pregent

Pregent Development LLC

Jackie Sadler

Chippewa County

Tom Seaholm

WNB Financial

Tami Severson

Spectrum Business

Tyler Sperry

Mower Insurance Agency, Inc.

Blake Sykora

Ansay & Associates

Tiffany Thompson

Leinenkugel's Leinie Lodge

Zach Schimmel

Fries Financial Group

Michael Stoffel

Ayres

Tony Willkom

Royal Credit Union

CHAMBER STAFF

Allyson Wisniewski

President

Jackie Boos

Tourism Director

Michelle Farrow

Workforce Development Coordinator

Mandy Nunes

First Impressions & Administrative Assistant

Erin Smith

Communication & Marketing Manager

Kathy Strecker

Membership Coordinator

Tasha Weiss

Programs Director

ECONOMIC ADVOCACY

Chippewa Valley Rally



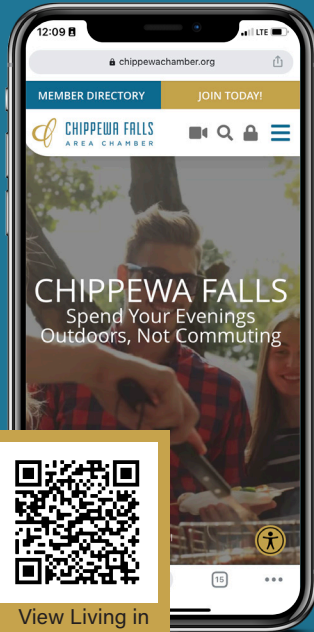
The Chippewa Valley Chamber Alliance (Chippewa Falls, Eau Claire, and Menomonie Chambers) traveled to Madison to speak with legislators about issues relevant to the Chippewa Valley. At the Chippewa Valley Rally, Chippewa Falls celebrated the state putting up a parcel of land for sale after 10 years of advocating for this movement. This provides new opportunity for development in Chippewa Falls.

74
MEETINGS

60
ATTENDEES

Workforce Attraction Campaign

Talent attraction is a key element of Chippewa Falls' economic strategic plan. The Chamber's digital workforce attraction campaign for 2022 targeted the Twin Cities, Chicago, and some specific colleges /universities for an eight-month campaign. Highlighted in the ads were our quality of life, housing, and jobs. Over 1.1 million people viewed the messaging and over 44,000 visited the Living in Chippewa Falls section of our website.



1.1+ MILLION
AD VIEWS

44K+ PAGE
VISITS

TOURISM DIVISION

The Tourism Division, GO Chippewa County, operates to market the experience in our backyard. Funded through lodging tax from three municipality contracts, our team creates year-round content to promote our story and quality of life in the Chippewa Falls area. Travel is an incredibly resilient industry and an essential economic driver, spurring growth for area businesses and community members.

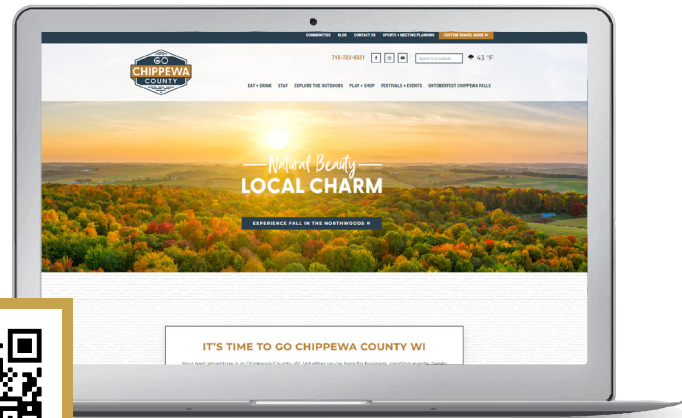
\$90K in grants for local organizations that attract tourists to the county

670K+
Website Views
+313.5K

200K+
Website Visitors
+103.2K

2,472
Visitor Packets

*Data is from 2022 & compared to data from 2021



View Tourism Website

OKTOBERFEST

This year, Oktoberfest Chippewa Falls celebrated its 19th year of family fun. Held at the Northern Wisconsin State Fairgrounds, Oktoberfest celebrates Chippewa Falls' German heritage with authentic food, games, live music, and more! Over 9,000 people came out to this year's celebration. Jeff and Patti Darley were named the 2022 Festmeister and Festmeisterin (left photo). Prost!



Mission

The mission of the Chippewa Falls Area Chamber of Commerce is to improve the quality of life in our community by providing leadership to coordinate, support and promote the business interests of our membership.

Vision

The Chippewa Falls Area Chamber of Commerce will 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.

What We Do

We are in the business of helping our local business community flourish. We work every day to create new opportunities for our members. As times change, we adjust to fit the needs of our members. From coordinating networking events to digitalizing marketing efforts, we are here for you, our members!

NEW CHAMBER WEBSITE

In 2022, the Chippewa Falls Area Chamber of Commerce launched our new website. The goal of the website design was to offer members a simple method to find Chamber information. Within the website, members will find new advertising opportunities, featured events, testimonials, and a better user experience. Find the latest Chamber communication, upcoming community and Chamber events, member benefits, relocation services, and *so much more*. This is a vital tool for membership! Scan the QR code below or visit chippewachamber.org to check it out.



MEMBERSHIP

Connecting business & community.

BY THE NUMBERS

Total Membership **718**

New Members **70**

Employees Represented **17,000+**

Ribbon Cuts **40**

Ground Breaks **4**

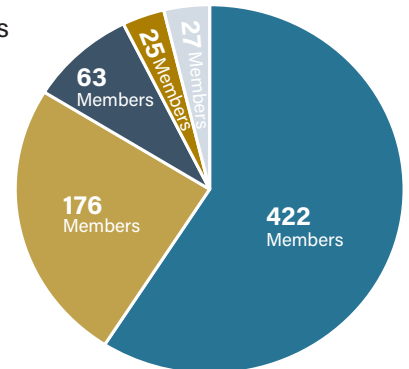


Member Employee Count

A majority of the Chamber's members have 0-5 employees

Number of Employees

- 0-5
- 6-20
- 21-50
- 51-100
- 100+

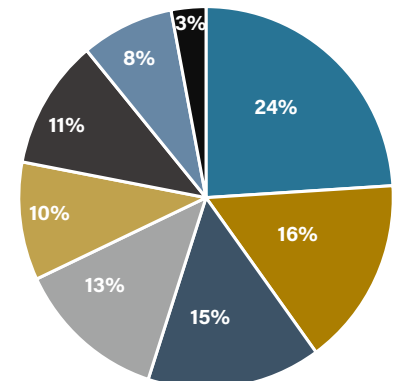


Industries Represented

The Chamber's largest member industry is Business.

Industries

- Business
- Manufacturing
- Hospitality
- Real Estate
- Retail
- Health
- Education
- Agriculture



NETWORKING EVENTS

Annual Meeting



The Annual Meeting drew a crowd of over **250** people. We celebrated the resiliency of the Chippewa Falls community with the theme "Hats Off" to all of our business members, an homage to all the hard work our members accomplish.

Business After Hours

10
Events

600+
Attendees

Women to Women Luncheon

The Women to Women Luncheon brought together **75** women to hear a panel of speakers share their stories of being business owners and leaders. It was a wonderful opportunity for networking and mentorship.



Coffee & Commerce

10
Events

400+
Attendees

Golf Outing



The Annual Golf Outing is one of the Chamber's most popular events. In 2022, **200** members came out to Lake Wissota Golf & Events to network and enjoy a day on the course.

Networking@Noon

3
Events

58
Attendees

Farmer Appreciation Dinner

In recognition of the hard work of Chippewa Falls' area farmers, the Chamber hosts the Farmer Appreciation Dinner. Over **1,800** guests were served a chicken dinner. Thank you to our local farmers!



Chamber 101

4
Events

44
Attendees

Young Professionals of the Chippewa Valley



In partnership with the Eau Claire Area Chamber of Commerce, Young Professionals of the Chippewa Valley grew to over **400** members. Offering **500+** hours of community service and hosting **32** networking/professional development events throughout the year!

EDUCATIONAL EVENTS

Leadership Chippewa Falls



Leadership Chippewa Falls Class of 2022 had **20** graduates. This group learned more about the Chippewa Falls community by visiting different industries in the Chippewa Falls Area. Then, created a project to improve our community.

Excellence in Education

In 2022, we recognized **18** students from Chippewa Falls Senior High School and **2** students from McDonnell Central Catholic High School at the Excellence in Education Banquet. These students were the top 5% of their graduating classes.



Success for Breakfast



We hosted **2** Success for Breakfast events. During both, a panel of speakers shared their experiences with the audience.

Nonprofit Round Table Discussion

The Nonprofit Round Table Discussion offers local nonprofit employees an opportunity to discuss current issues, ideas, and more. Over **40** attendees participated in this discussion.



2023

CALENDAR OF EVENTS

JANUARY

13 - Coffee & Commerce
23 - Annual Meeting

FEBRUARY

10 - Coffee & Commerce
23 - Chippewa Valley Rally
27 - Business After Hours

MARCH

8 - Chamber 101
10 - Coffee & Commerce
16 - Women to Women Luncheon
17 - Networking@Noon
27 - Business After Hours

APRIL

14 - Coffee & Commerce
24 - Business After Hours
26 - Success for Breakfast

*All dates are subject to change

MAY

3 - Excellence in Education
12 - Coffee & Commerce
22 - Business After Hours

JUNE

13 - Annual Golf Outing
16 - Coffee & Commerce
21 - Farmer Appreciation
26 - Business After Hours

JULY

12 - Chamber 101

AUGUST

18 - Networking@Noon

SEPTEMBER

8 - Coffee and Commerce
15 - 16 - Oktoberfest
25 - Business After Hours

OCTOBER

11 - Chamber 101
13 - Coffee & Commerce
20 - Networking@Noon
23 - Business After Hours
25 - Success for Breakfast
26 - Nonprofit Round Table

NOVEMBER

10 - Coffee & Commerce
27 - Business After Hours

DECEMBER

8 - Coffee & Commerce
13 - Chamber 101
18 - Business After Hours
20 - Success for Breakfast

A blue banner with a white border, featuring the word "Oktoberfest" in a large, white, stylized font. Below it, in a smaller white font, is "CHIPPEWA FALLS, WISCONSIN". The banner is set against a background of wooden planks.

Oktoberfest
CHIPPEWA FALLS, WISCONSIN

SEPTEMBER 15-16, 2023

Northern Wisconsin State Fairgrounds

otkoberfestchippewafalls.com

