

# 2021 ANNUAL REPORT

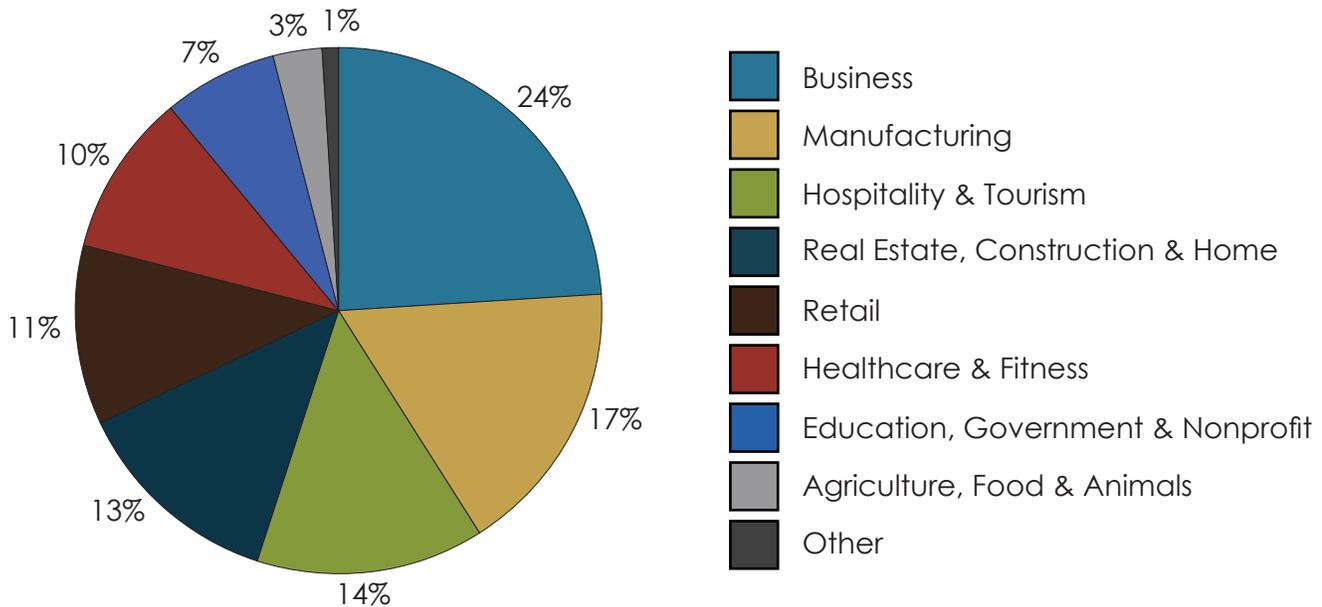
## DIGITAL WORKFORCE ATTRACTION CAMPAIGN

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.



One of seven ads used in the 2021 Workforce Attraction Campaign.

## YOUR CHAMBER REPRESENTING 17,000+ EMPLOYEES IN THESE INDUSTRIES



### 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.

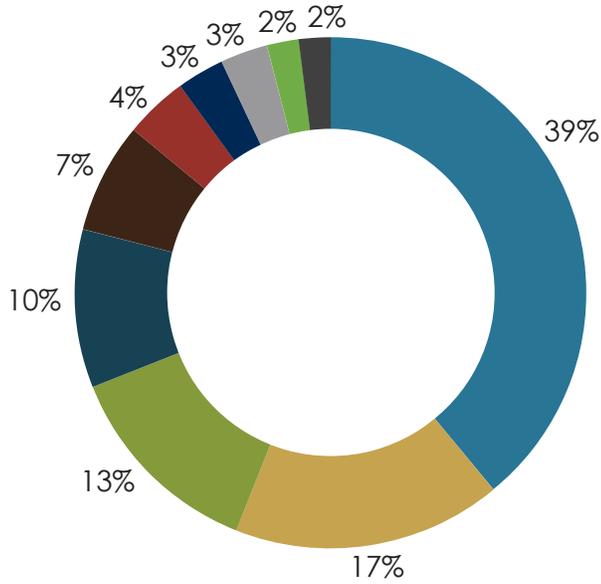


### YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY

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.

## NETWORKING & EVENTS

During 2021, **1,500 Chamber members** were able to come together for **31 Chamber events** to network and learn at Chamber events.



-  Business After Hours
-  Coffee & Commerce
-  Annual Meeting
-  Chamber Golf Outing
-  Success for Breakfast
-  Networking@Noon
-  Women to Women Event
-  Chippewa Valley Rally
-  Chamber 101
-  Nonprofit Round Table

### 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.



### 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.

### COFFEE & COMMERCE

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 ALLIANCE  
chippewa falls - eau claire - menomonie

### 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.



**25**  
**Ribbon Cuttings &  
 Ground Breaking  
 Ceremonies**



**NON-PROFIT ROUNDABLE**

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

**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.

**OKTOBERFEST**

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



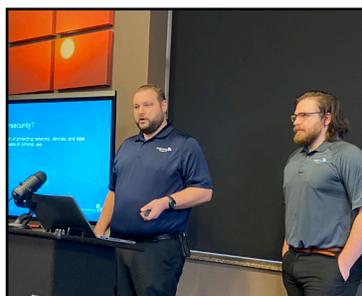
Jerry & Mary Kuehl - 2021  
 Festmeister & Festmeistrin



**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.

**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.



**CHIPPEWA FALLS**  
 AREA CHAMBER

**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.

# MEET US

## EXECUTIVE COMMITTEE

CHAIR

**Amy Forcier-Pabst**, Royal Credit Union

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)

### 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.

## AMBASSADORS

**Trina Banks**, B&G Liquor Warehouse

**Stacey Bunkelman**, CCF Bank

**Amber Cernhous**, The Raven Team

**Mike Crawford**, Access Security

**Rolly Enderes**, ChemCeed LLC

**Chad Hable**, Wipfli

**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

## BOARD OF DIRECTORS

**Kirk Boettcher**, Rooney Printing

**Kari Dahl**, TTM Technologies

**Angela Eckman**, Chippewa Valley Technical College

**Greg Field**, W.S. Darley & Co.

**Jason Forman**, Blain's Farm & Fleet

**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



## STAFF

**Mike Jordan**, President

**Mandy Nunes**, First Impressions & Administrative Assistant

**Jackie Boos**, Tourism Director

**Erin Smith**, Communications & Marketing Manager

**Tasha Weiss**, Programs Director

**Kathy Strecker**, Membership Coordinator

**Michelle Farrow**, Workforce Development Coordinator

### 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.