

LA GROSSE PLUMBING SUPPLY



Chamber of Commerce
LA CROSSE AREA

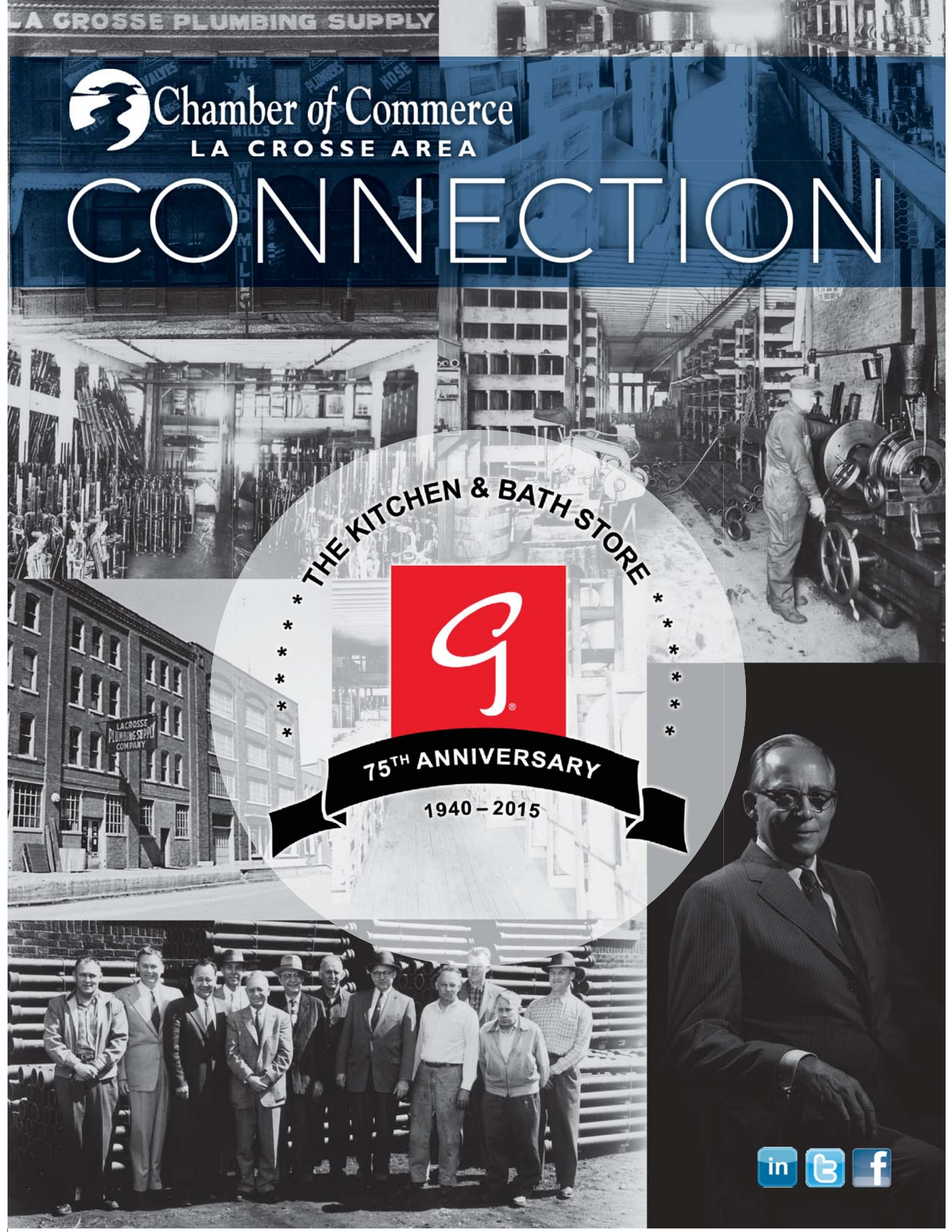
CONNECTION

THE KITCHEN & BATH STORE



75TH ANNIVERSARY

1940 - 2015



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Member News

GUNDERSSEN'S MEDICAL EDUCATION earns top award

Gundersen Medical Foundation's Medical Education program has been awarded the inaugural DeWitt C. Baldwin, Jr. award from the Accreditation Council for Graduate Medical Education (ACGME). The award recognizes residency programs that are exemplary in fostering a respectful, supportive environment for medical education and patient care, which leads to the personal and professional development of learners. ACGME representatives visited the Gundersen campus to observe residents and Medical Education faculty, program directors and leadership. A huge congratulations to Gundersen on this prestigious honor.

MARCO ADDS SPECIALIZED ENTERPRISE NETWORK TEAM and

Named Winner of the 2016 BOLD AWARDS. In February, Marco announced the addition of an Enterprise Network Team focused exclusively on providing business enablement technology solutions to enterprise businesses. The team will enable businesses to solve their toughest technology challenges and uncover smarter ways of operating across all lines of business. Marco was also awarded the 2016 BOLD Award in the middle market category, presented by the Minnesota Chapter of the Association for Corporate Growth® (ACG). The program celebrates the corporate leaders and teams that are behind successful mergers and acquisitions, financing and extraordinary strategies that led to sustainability, remarkable performance and/or accelerated growth in 2015.

WESTERN'S VICE PRESIDENT of Academic Affairs receives honors.

Roger Stanford was recognized as the Executive in Residence at the University of Wisconsin – Stout. Stanford was the keynote speaker at the Sixth Annual Career and Technical Executive in Residence program in February. The event, held during Career and Technical Education Month, highlights a leader from career and technical education who has contributed to the field.

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Table of Contents

MEMBER NEWS.....	1
75 YEARS OF GERHARD'S.....	3
RECENT EVENTS	5
UPCOMING EVENTS.....	6
YOUNG PROFESSIONALS.....	7
CONNECTING MEMBERS TO MEMBERS	9



Executive Director's Message:

Going Back to Basics - Connecting to Grow

"Our forefathers didn't measure the Chamber's success based on how many members we had or how much money we had for programs and services, those were created by an organization whose goal was to grow. Our founding principal is uniting businesses to connect, to grow and to advocate..."

I have a speech that I have coined "my Abe Lincoln speech" because it begins with "Our forefathers ..." It is quoted here. I tell this story to as many people as I can because we are taking the Chamber back to our roots. It's like a restaurant. Filling tables is an indicator of serving really tasty food. If people like the food, they fill the tables. The menu must change to keep people tantalized and you can offer wine and dessert to enhance the experience, but success is all about the food (with the delivery important as well). For our Chamber, we're going back to our fundamental principle - our food, if you will. The Chamber began when two businesses thought it was a good idea to talk to each other. It was so beneficial, they invited another. Nothing beats connecting face to face.

Vicki Markussen

Vicki Markussen,
Executive Director
La Crosse Area
Chamber of Commerce

COVER STORY:

75 Years of Gerhard'sPage 3



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**Showcase
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business
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**Tradeshows Displays
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1026 19th Street South
La Crosse, Wisconsin

SuperSizeMyGraphics.com 608-784-2110

Cover Story: 75 Years of Gerhard

Gerhard's is the largest and most versatile kitchen and bath store in the upper Midwest. As the recipient of numerous service and influencer awards from industry leading web community Houzz, Gerhard's is the regions go-to for interior design for kitchen and bath.

The promise to simplify the customers shopping experience while meeting their unique needs through personalized service, consumer friendly store environments and high quality products delivered with pride is something that Gerhard's has perfected over the course of their 75 years.

In 1897 three tradesmen pooled their resources and created La Crosse Plumbing and Supply Company. Over the course of many years, several new locations opened throughout the Midwest eventually becoming First Supply Group. In 1940 Gary "Gerhard" Poehling took over the family business. Poehling was a visionary and during his first year running the business he opened (presumably) the first kitchen and bath store in the country where consumers could view kitchen and bath displays to help them in the design process. To honor Gary's innovative concept, in 1987 the Kitchen & Bath Stores were all renamed Gerhard's.

The Gerhard's of today is led by the fifth generation of the Poehling family who continues Gary's legacy by operating 27 First Supply locations, 13 Gerhard's showrooms, and a Kohler Signature store in Edina, MN. Gary's ability to provide quality products and deliver unparalleled customer service made him legendary in the industry. In 2015, Gerhard's celebrated 75 years of serving trade professionals and consumers. They have made a name for themselves as providers of inspirational design, quality products, relevant resources and exceptional service.

In celebration of this milestone

achievement, Gerhard's set out to accomplish "75 Acts of Kindness" The activities ranged from supporting veterans, Toys for Tots, donating items to shelters, and many other causes. Each Gerhard's location launched their own giving campaign to celebrate the importance of giving back to the community in which they serve.



Being a family run business for five generations, our communities are so much more than simply where we do business. The opportunity to honor the philanthropic legacy of my grandfather, Gary Poehling, and 75 years of business by giving back to our communities gave us a chance to say thank you to them for the support, the comradery and the confidence in our organization over so many years. La Crosse is the backbone of our company. The strong values and sense of community we have in La Crosse carries through to all of the places we've grown.

Katie Poehling,
COO Kitchen & Bath Stores



GERHARDS THEN...



...GERHARDS NOW

Celebration

148th Annual

Awards

Leadership Award

Peter Hughes

Regional Progress

Western Technical College

Volunteer Of The Year

Tim Oliver

**Small Business Of The
Year**

Allergy Associates Of La Crosse

**Chair's Community
Service Award**

Dan Wettstein



Recent Events



REGIONAL TRANSPORTATION DISCUSSION

Plus Milwaukee Guest at March Forum

Tom Faella (left) with the La Crosse Area Planning Committee spoke about recent and upcoming boundary agreements with municipalities along with their role of uniting village presidents to mayor to design regional air, bike and road transportation solutions. Assemblyman Evan Goyke (right) from an inner Milwaukee district told the group of the many positive changes happening in Milwaukee to build positive images of his district.



LA CROSSE'S NEW UNIFIED DEVELOPERS CODE DISCUSSED AT MARCH MEETING

La Crosse City Planner Jason Gilman is seeking feedback on the new comprehensive document known as the "Unified Developers Code." Gilman presented an overview of the document urging those present to pay particular attention to the design standards and parking component of the plan. The code book compiles all codes and processes into a single document to guide developers through the processes and anticipated questions for their projects. Gilman will distribute the draft document to anyone wanting to provide feedback before it is implemented no later than July.



SERVANT LEADERS LEARN ABOUT THE "DEEP STORY" AND MORE

Rick Kyte (Viterbo University) captivated the businesses attending the Chamber-Viterbo Servant Leadership class. This session of the three-session series included Kyte explaining the need to tell the company's "deep story" to bring the end of a bell-curve back around to the beginning - i.e. to the building of excitement in the startup stage to the high sense of "we" creating a successful company into a sense of loss with the company's mission.



INTERNSHIP HIGHLIGHTS

Delivering a quadruple bulls-eye for our businesses was the presentation "Starting and Maintaining a "Quality Internship Program" as prepared collaboratively by Western Technical College, Viterbo University, UW-La Crosse and Trane. Highlights and handouts from this event are on our website at www.lacrossechamber.com/learn.



DAHL FORD LINCOLN ONALASKA

Business After Hours

Thank you Dahl Ford Lincoln Onalaska for hosting the Business After Hours. Attendees enjoyed the basket - shooting to benefit St. Jude's as well as fantastically displayed food and beverages while browsing the vehicles and facility.



THE COURT ABOVE MAIN

Business After Hours

The historic renovation of a former YMCA into the beautiful Court Above Main was highlighted at the February Business After Hours. Thank you, Court Above Main!

Upcoming Events



THE FORUM: THE VIABILITY OF OUR AIRPORT

MONDAY APRIL 11TH, 7AM - 8:15AM

LA CROSSE CHAMBER OF COMMERCE-ANDERSON EDUCATION CENTER

Speaker: Clinton Torp, Airport Manager

Learn from Torp what the La Crosse airport is doing to keep our airport vibrant and competitive including research on attracting new airlines to LSE.



ALLERGY ASSOCIATES OF LA CROSSE

THURSDAY APRIL 14TH, 5:15PM - 6:30PM

Please use the new Morris Center entrance:

2731 National Drive, Onalaska, WI

Visit Allergy Associates of La Crosse, and its new statement-of-the-art Morris Center. The new center expands our ability to provide advanced diagnostics, treatment, and education for food allergy patients and related allergic disease. Also, learn how clinic, and sister company Allergy choices, are bringing people from around the country to the Coulee Region.

EASY WAYS TO ENGAGE IN GOVERNMENT

TUESDAY APRIL 19TH, 5:00PM - 8:00PM

Pearl Street Brewery

1401 St. Andrew Street, La Crosse, WI

Learn easy first steps including where your voice can be heard in the levels of government and how to become an educated voter and voice.

Register @ www.lacrossechamber.com

FIND OUT WHY THE HONOR STUDENT BANQUET IS JOE KRUSE'S FAVORITE CHAMBER EVENT

The Honor Student Banquet is the Chamber's finest moment every year says Mayo Clinic Health System – Franciscan Healthcare's Chief Administrative Officer Joe Kruse. This event says this evening spent honoring the top five percent of high school students is a gift to these hard-working students and their families from businesses. Kruse believes he's been to about 20 of these annual events.

The Chamber receives the listing of top high school graduates from the schools and solicits the employers of the parents or the student themselves to sponsor. The Chamber annual sponsorship also includes sponsoring a student. The businesses then serve as a table host for the student and his or her family as the group enjoys a dinner at UW-La Crosse's Valhalla Hall. A student chosen from among them gives a send-off speech.

Newly added to the event is the featuring of a business leader who graduated from a local high school. In 2016, this is Will Kratt who graduated from Aquinas High School, went away to college and returned to his hometown to work



APRIL 20TH, 2016

UNIVERSITY OF WISCONSIN- LA CROSSE

for ISC, an architectural, engineering, environmental and planning firm. Kratt is a leader in the Downtown Mainstreet Young Professionals group and their community service projects.

TO SPONSOR A STUDENT AND FAMILY, CONTACT DAWN HONKEN AT DAWN@LACROSSECHAMBER.COM OR 608.784.4880.

Why Sponsor the Honor Student Banquet

- Brand your company with soon-to-be graduates
- Help us send off the area's best and brightest

For more information, contact Steve Bissen at steve@lacrossechamber.com or 608.784.4880

INTRODUCING "CONNECT IN 60"

Beginning in early May are 60-minute sessions uniting different sectors at varying times with one goal – showcasing one business either doing something really well or who's made a new discovery, then having a group discussion of what others have discovered on this topic. The most powerful component is connecting you with someone else who can help you think or work something through.

Envision a company who has shifted markets based on consumer demands. Find out how they monitored to know product sales were shifting, how they heard the voice of their customer, and how they shifted gears. Then discuss with others in the group how they are listening to customers and adjusting.

Hopefully this tantalizes your taste buds. If you have great ideas, let us know. We already have three great speakers lined up. Watch for the launch coming soon.

**CHAMBER
ROI**

**May 4th - 7AM
La Crosse Chamber of Commerce -
Anderson Education Center**

**Register online @
www.lacrossechamber.com**



Young Professionals of the Coulee Region

APRIL EDUCATION LUNCHEON WEDNESDAY, APRIL 6TH, 12:00 - 1:00 P.M.

***"Becoming an Educated Voter" presented by Nathan Franklin
(External Relations, Dairyland Power Cooperative)***

With a career path as a legislative aide to a position in a governor's office to an advocate for efficient and effective energy, this fellow young professional will provide a non-partisan perspective on how to educate yourself on issues and candidates and how to engage public officials and your government.

**Location: City Council Chambers, City Hall
400 La Crosse Street, La Crosse WI 54601**

Cost: \$10 (includes lunch)

Registration: Must pre-register at www.lacrossechamber.com

APRIL VISIONARY SESSION TUESDAY, APRIL 12TH, 7:30 - 9:30 A.M.

A creative, collaborative session that will bring together young leaders in the Coulee Region to assess where we are at now, where we want to be in the future and discuss strategies to move to the desired direction.

**Location: La Crosse Area Chamber of Commerce,
Anderson Training Center**

NO COST

Registration: Must pre-register at www.lacrossechamber.com

WISCONSIN YP WEEK APRIL 23 - 30, 2016

YPWeek is a weeklong platform for discovery, adventure and meaningful conversations about the issues that matter among young professionals in Wisconsin. YPWeek brings together key leaders in the community, at purposefully chosen locations that integrate the unique cultural assets with meaningful learning or social interaction. The activities engage the millennial workforce in experiences that are important to you as a YP while educating your employers on the important role these functions play in retaining you as their workforce.



YPWeek Events

BUBBLER AWARDS AT PLATINUM FLIGHT CENTER, APPLETON WI SATURDAY, APRIL 23, 2016

The Bubbler Awards shine a light on the companies who make great strides to accommodate the interests and needs of a shifting new workforce. It's easy to paint a picture of Millennials as discontent or disinterested in traditional forms of employment. We are eager to showcase the reality of how many Wisconsin-based companies allow young professionals to call this state home.

The Bubbler Awards is an example of how YPWeek Wisconsin highlights the young professional voice. Additionally, the nomination and selection process establish a framework for existing and emerging young professionals throughout the state to collaborate and brand Wisconsin as a workplace destination for Millennials. The nomination evaluation centered on what Millennials are looking for in today's workplace including: competitive salary and benefits, opportunity for advancement and employee and community engagement.

The 2016 Bubbler Awards Ceremony is Saturday, April 23, 2016 at the Platinum Flight Center in Appleton, WI. The following companies were nominated by their employees, evaluated

and selected by a group of young professional leaders from across the state of Wisconsin as the Top 10 Best Places to Work for Young Professionals.

- o Penrod (Milwaukee)
- o LinkEHR (Madison)
- o Greenheck (Wausau)
- o Mortenson Construction (Brookfield)
- o Wisnet (Fond du Lac)
- o West Corporation (Appleton)
- o GE Healthcare (Pewaukee)
- o Society Insurance (Fond du Lac)
- o Spredfast (Madison)
- o Red Arrow Labs, a Dohmen company (Milwaukee)

RISE & GRIND TUESDAY, APRIL 26TH, 2016

Studio 16
9550 US Highway 16, Onalaska, WI

Time: 7:15AM - 8:00AM

Join the YPCR as Studio 16's certified, experienced coaches provide a private training session to help you discover a better, more fit version of yourself.

COFFEE2CONNECT TUESDAY, APRIL 26TH, 2016

Café D'Vine
9550 US Highway 16, Onalaska, WI

8:15AM - 9:00AM

Join YPCR for coffee and meaningful conversation!

MILLENNIALS: THE GOOD, THE BAD AND THE REALITY! WEDNESDAY, APRIL 27, 2016

Altra Federal Credit Union
1700 Oak Forest Drive Street, Onalaska WI

12:00PM - 1:00PM

Join a discussion on how Millennials are reshaping the work force.

W.L.O.P. - WORLD'S LARGEST OFFICE PARTY [WOL - UHP] THURSDAY, APRIL 28, 2016

La Crosse Center
300 Harborview Plaza, La Crosse, WI

4:00PM - 8:00PM

YCPR NIGHT OUT FRIDAY, APRIL 29, 2016

Weber Center for the Performing Arts
428 Front Street South, La Crosse, WI

6:30PM

Piggy's Restaurant
501 Front Street South, La Crosse, WI

8:00PM

Description: Join YPCR for a night out in La Crosse. The evening starts with cocktails, hors d'oeuvres and networking at the Weber Center for the Performing Arts. The evening will continue with laughs in the Blues Lounge at Piggy's Restaurant.

**YOUNG PROFESSIONALS
QUARTERLY SOCIAL
AT PEARL STREET BREWERY**



Connecting Members to Mem

INTRODUCING...

YP SUMMER SPEAKER SERIES

We're excited to announce our first annual "YP Summer Speaker Series"

This three-part series will bring you together with truly passionate leaders and business owners in our community to discuss topics to help you grow as an individual and a professional.

This series will be one not to miss! Only 40 spots available. Register now @ www.lacrossechamber.com

For questions contact Kelly Castady or Bobbi Schoh - 608-784-4880

**Price: YP Member \$99
Non-Member \$149**

JUNE 21

3:30 - 5:00PM

TURTLE STACK BREWERY

125 2ND STREET SOUTH, LA CROSSE, WI

Speakers - Amy and Vince Stodola - Owners of Turtle Stack Brewery

Topic - Entrepreneurship and Starting your own Business

JULY 19

3:30 - 5:00PM

THE CHARMANT HOTEL

101 STATE STREET, LA CROSSE, WI

Speaker - Don Weber

Topic - The Future of "C-Level" Executives

AUGUST 16

3:30-5:00 PM

MISTY'S DANCE UNLIMITED

980 12TH AVENUE SOUTH, ONALASKA, WI

Speaker - Misty Lown

Topic - Building Your Brand and Self- Promotion

LYNN KONSELA at Hanson & Associates, a private wealth practice of Ameriprise Financial Services, Inc., was promoted to Associate Financial Advisor. Lynn will continue providing clients with exceptional service, while guiding them in their path to financial stability through all stages of life.

COTTAGE GARDEN Floral has moved to 2026 Rose Court, La Crosse. Stop by to check out their beautiful fresh flowers and plant arrangements. Same day delivery available. Contact Cottage Garden Floral at 608-784-6966 or cottagegardenfloral@yahoo.com.

COULEE READING Center is hosting its 2nd annual literacy blast fundraiser on May 12, 6:00 p.m. - 9:00 p.m., at The Grand Hotel Ballroom (above Pearl Ice Cream Parlor), 207 Pearl Street, La Crosse. Silent auction, live music, food and beverages available. For tickets or sponsorship opportunities, contact 608-788-7323 or director@couleereadingcenter.org.

THE FRANCISCAN Spirituality Center presents "The Sacred Art of Listening" workshop and book signing with Kay Lindahl, 8:30 a.m. - 11:30 a.m., on April 29. This workshop is ideal for anyone working in business, health care, education or ministry. Cost is \$35. To register, contact 608-791-5295 or visit www.fscenter.org.

RIBBON CUTTINGS

**La Crosse Regional
AIRPORT**



CHRISTINA HEIT, CPA; Claudia Weinberger, CPA; and Justin Petersen have been promoted to Senior Associates at Hawkins Ash CPAs, LLP. Hawkins Ash CPAs, LLP is dedicated to promoting from within whenever possible. Congratulations to these employees!

THE LA CROSSE Wellness Center is offering Coulee Kids Summer Camp for children ages 7 - 12. Registration is weekly and the camps will run from June 13 - August 19. For more information and to register, visit www.laxwc.com or contact 608-781-7627.

ERIC GUTH, General Manager for Mutual of Omaha, earned his 12th President's Circle honor in 2015. The President's Circle Award is the highest distinction given by Mutual of Omaha to general managers whose agencies have achieved outstanding sales and service during the year.

DON AND Roxanne Weber will receive the Community Red Shield Award at The Salvation Army's 2016 Civic Event on May 12. For more details, visit www.bells2ring.org.

ROLAN COVERT from 360clean of La Crosse was recently honored as 2015 Franchisee of the Year at 360clean's Annual Conference in Charleston, South Carolina.

THE UNIVERSITY of Wisconsin-La Crosse invites you to the International Banquet and (new) Global Citizenship Reception on April 2 - a celebration of the rich diversity our international students and international community outreach bring to La Crosse. For more information, contact conted@uwlax.edu or visit <http://www.uwlax.edu/conted/international-banquet/>.

THE UNIVERSITY of Wisconsin-La Crosse Continuing Education and Extension Department welcomes Tammy Netwal to the UW-L team! Tammy is already busy helping provide even greater outreach and service in connecting the university and the community to provide progressive and quality learning. Visit <http://www.uwlax.edu/conted/>.

VITERBO UNIVERSITY is proud to announce the MBA in Health Care Leadership Online. It is designed for health care administrators, physicians, nurses, and other health care professionals. Visit www.viterbo.edu/healthcaremba or contact Sara Cook at 608-796-3374 or slcook@viterbo.edu.

THE WESTERN Technical College Supervisory Management program is designed for individuals who want to acquire and improve managerial, supervisory, and leadership skills. Classes are offered in Mauston, Tomah, Black River Falls, Independence, Viroqua, La Crosse and online. Contact supervisorymgt@westerntc.edu or visit www.westerntc.edu/superman.

WORKFORCE CONNECTIONS, Inc. (WCI) welcomes Bob Matthews as the new Employment Coordinator focusing primarily on WCI participants and BethAnn Zenk as the Coach Coordinator working with WCI Coaches (mentors) to the WCI team. For more information, contact 608-789-5620.

GUIDELINES FOR THE "CONNECTING MEMBERS TO MEMBERS" SECTION OF THE NEWSLETTER. Share your business developments with your fellow Chamber members. Submit items before the 10th of the month, no more than 40 words in length and limited to personnel news or changes, new ownership, merger or acquisitions, awards, change of location, expansions, remodeling, or sponsorship of community events. The Chamber reserves the right to edit items over 40 words in length. Submit your information to Dawn Honken at dawn.honken@lacrossechamber.com.



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Welcome New Members!

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La Crosse, WI 54601
608- 519-5940
www.4sisterslacrosse.com
Lori Helke, Treasurer
Traci Weber, Vice President
Corynn Wieland, President
Restaurants - Taverns

Blue Stars
1100 Kane Street
Suite 125A
La Crosse, WI 54603
608- 782-3219
www.bluestars.org
Brad Furlano, Executive Director
Christina Knudsen, Director of Development
Entertainment

Duluth Trading Company
400 Main Street
La Crosse, WI 54601
608- 424-1915, Ext. 1525
www.duluthtrading.com
Lauren Rothering, Inbound Marketing Specialist
Retail

E-Cig Warehouse
70 Copeland Avenue
La Crosse, WI 54603
608-782-1380
www.ecigwarehousemn.com
Trevor Courtney, President
Vaping Stores

Gensler
300 2nd Street N., Suite 400
La Crosse, WI 54601
608-796-4343
www.gensler.com

Julie Henline, Operations/Client Relationship Leader
Architects

H & R Block
103 6th Street S.
La Crosse, WI 54601
608-782-6014
www.hrblock.com
Susan Rose, Office Manager
Tax Services

Patrick Nealis Photography
4526 Oak Drive
La Crosse, WI 54601
(608) 386-1509
www.patricknealis.com
Patrick Nealis, Owner/Photographer
Photographers

SEVEN
P.O. Box 762
Onalaska, WI 54650
608-780-3853
www.thesevenspot.com
Michelle Jerome

Larry Vangen
424 Gillette Street, Unit B
La Crosse, WI 54603
608-769-3861
Larry Vangen
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