



CONNECTION

OCTOBER 2016



LIVE LIFE ASSURED

**HealthTradition
Health Plan**

WITH MAYO CLINIC HEALTH SYSTEM

**CHAMBER LEADERSHIP
EXECUTIVE COMMITTEE**

Joe Kruse - Chair

Mayo Clinic Health System

Joe Poehling - Chair-Elect

First Supply, LLC

Forrest Moe - Vice-Chair Elect

Schomburg Refrigeration Co., Inc.

Ed Jaekel, - Treasurer

JRM CPAs, LLC

Jack Peplinski - Past Chair

Altra Federal Credit Union

Bruce Friell

Gundersen Health System

Cindy Prindle

Western Technical College

BOARD OF DIRECTORS

Kerstin Boudreau

Metre

Randy Berg

Trane

Lynn Bruns

ISG

Chris Butler

Verve, a Credit Union

Brad Dinsmoor, Board Advisor

Dinsmoor Strategies

Rick Eickmeier, Board Advisor

Anytime Fitness, Onalaska

Mark Hughes, Board Advisor

Candlewood Suites

Scott Kish

Schumacher-Kish Funeral Home, Inc.

Sue Kolve-Feehan

The Salon Professional Academy

Steven Nicolai

Nicolai Apartments

Annette O'Hern

School District of La Crosse

Brandon Prinsen

Johns, Flaherty & Collins, SC

JoAnn Steffes

Steffes HR Advantage

Brenda Stuhr

Trust Point, Inc.

Jodi Widuch

The Parenting Place

Jeff Wieser

Wieser Brothers General Contractor, Inc.

Blake Winters

Pischke Motors of La Crosse, Inc.

Executive Director's Message:

BE ENGAGED IN THE POLITICAL PROCESS

I could tell our elected official was having a day of gripes. I went to her with an industry issue and her response took me back. "Get people elected who can change that for you." I was surprised because as an industry we have always been vocal and communicative about our needs, and I was met with this response.

Her comment, however, gets to the heart of the matter. Don't complain if you don't vote. I hear some people looking at the national election and unsure who to vote for. I love the households where the spouses cancel out each other's votes due to their differences of opinion. That is an engaged household!

Even if you don't like the federal race dynamics, there are still many local elections that likely have just as much if not more impact on your life.

What the Chamber has experienced in our trips is the ability to provide new perspective to our electeds as well as gain insight on their thought processes through our trips to Madison and Washington DC. These trips are a great way to take a next step to learning the inner workings of our capitols.

By the time this hits your inbox we will have taken our trip to Madison on October



4. Our issues include funding for the expansion of our La Crosse Center and to keep our Airport vital. We will tell them about problems with the current unemployment laws and much more. Our trip to DC in May helped show the impact of the soon-to-be overtime for salaried employee law changes on our businesses, particularly nonprofits.

If you're interested in engaging further, let me know. I'll make sure you receive information.

Vicki Markussen

Vicki Markussen,
Executive Director
La Crosse Area
Chamber of Commerce

COVER STORY:

CONTACT THE CHAMBER

VICKI MARKUSSEN,
EXECUTIVE DIRECTOR
608-784-4880 ext. 6
vicki@lacrossechamber.com

BOBBI SCHOH,
FINANCE DIRECTOR
608-784-4880 ext. 3
bobbi@lacrossechamber.com

KELLY CASTADY,
**MARKETING & EVENTS
DIRECTOR**
608-784-4880 ext. 7
kelly@lacrossechamber.com

DAWN HONKEN,
OFFICE MANAGER
608-784-4880 ext. 4
dawn@lacrossechamber.com

STEVE BISSEN,
**BUSINESS OUTREACH
DIRECTOR**
608-784-4880 ext. 5
steve@lacrossechamber.com

Magazine Layout by
Jacob Klatte
jmklatte@live.com

Live Life Assured.....Page 7

Table of Contents

ROCK STARS	4
RECENT EVENTS	5
UPCOMING EVENTS.....	6
RIBBON CUTTINGS	9
CONNECTING MEMBERS TO MEMBERS	10

Different instruments... *same dedication*

Linda Lebakken, *Violinist*
La Crosse Symphony Orchestra

Caleb Langer, *Carpentry Pro*
Brickl Bros., Inc.



Brickl Bros. is honored to sponsor the La Crosse
Symphony Orchestra's inaugural 2016-2017 performance:

The Glory of France

Saturday, October 22nd, 7:30 P.M.

La Crosse Symphony Orchestra

Tickets available online at
www.lacrossesympphony.org
or by phone at (608) 783-2121

BRICKL BROS.
Designers | Construction Managers | Builders
West Salem, WI | (800) 658-9030 | BricklBros.com

ROCK STARS

Connect. Grow. Advocate. is the bedrock of the Chamber. Here we **Spotlight** some people who help us continue to build on that foundation.

MARK HYDE (Kraus-Anderson) helped negotiate with a property owner on behalf of the Chamber on a pending real-estate transaction.

BRANDON PRINSEN (Johns, Flaherty & Collins) assisted with legal documentation on a real-estate transaction.

STEVE NICOLAI (Nicolai Apartments) worked on behalf of the Chamber to get a bid for pressure washing/cleaning the outside of our new building.

ED JAEKEL (Johnson, Jaekel & Associates) ran a cash-flow analysis for our organization and also recruited volunteers for a strategic plan oversight committee.

JOE HEIM (UW-L Foundation) wrote the invitation for and researched addresses for the speakers invited to the next Forum: Assembly Candidates

LAURA OLSON (Gundersen Health System) wrote a save the date, saving our team time, for the upcoming Oktoberfest in the Capitol.

JOE POEHLING (First Supply), Forrest Moe (Schomberg Refrigeration), **MARK HUGHES** (Candlewood Suites), **BRENDA & MARK STUHR** (Trust Point) and **DAN MARKUSSEN** (Chart Industries) helped move furniture from the former Chamber building to our newer office.

Ribbon Cuttings



OUTBACK STEAKHOUSE

Outback Steakhouse held a ribbon cutting to celebrate new ownership under Managing Partner Jamie Capuzzi.



360 REAL ESTATE

Three Sixty Real Estate celebrated the grand opening of their new Aguilera building next to UWL



HOME 2 SUITES BY HILTON

Downtown La Crosse's newest hotel celebrated their opening with an open house, celebration, ribbon cutting and business after hours event.



**Tradeshow Displays
Retractable Banners
Table Covers
Directors Chairs**

m 1026 19th Street South
La Crosse, Wisconsin

SuperSizeMyGraphics.com 608-784-2110

Recent Events



YPCR QUARTERLY SOCIAL

Recently, the Young Professionals of the Coulee Region had the opportunity to learn about and explore the Upper Hixon Trails, one of La Crosse's most beautiful attractions. Tyler Heinz, owner of Grand Bluff Running in downtown La Crosse, shared a brief history of the Upper Hixon Trails as well as how the trails are maintained and protected with help from local volunteer groups and work efforts of many local residents. The YPCR group went on a one-mile hike, a first taste of the trails for many of the event attendees. The Upper Hixon Trails are a free recreational activity available to anyone. Before winter comes, make this fun "staycation" something your whole family can look forward to!



THE FORUM

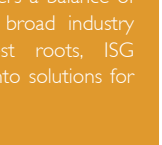
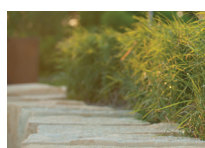
Candidates for the Wisconsin assembly and senate spoke on everything from transportation funding to recruiting talent to rural schools to school vouchers September's The Forum.



BUSINESS AFTER HOURS

Business After Hours at Home2 Suites by Hilton Downtown La Crosse -

The newest hotel in downtown La Crosse hosted an open house, ribbon cutting event and Business After Hours on a sunny September evening. Guests enjoyed tours of the property, live music and delicious food catered by The Waterfront Restaurant and Tavern.



Local Expertise + National Footprint

As a full service architecture, engineering, environmental, and planning firm with 230+ professionals in 8 offices throughout Iowa, Minnesota, and Wisconsin, ISG offers a balance of neighborhood understanding and broad industry perspective. With local Midwest roots, ISG translates nationwide experience into solutions for partners and clients across the U.S.

ARCHITECTURE + ENGINEERING + ENVIRONMENTAL + PLANNING

f t in www.is-grp.com

Upcoming Events



THE LA CROSSE AREA COMMUNITY LEADERSHIP PROGRAM is unlike any other program you will experience and is guaranteed to give you greater insight into the community in which you live, better insight into how others think, how you handle differences, and how other leaders work through those issues. Upon graduation, you become a member of our esteemed Alumni group that is equipped to help build the community's future.

This Leadership Program is best for people new to the community, people who want a better understanding of the greater environment in which they work, people serving on non-profit boards, and those wanting a different approach to leadership development.

Many graduates find that this program taps something in them that they didn't know existed because they better understand the community they live in and are a better leader and citizen as a result. They contribute to vital areas of the community including public office, business, arts, social services and community civic organizations. **REGISTER AT LACROSSECHAMBER.COM**

WHAT PARTICIPANTS WILL GAIN

- A far greater understanding and perspective of the community.
- Knowledge of themselves and how to utilize their strengths.
- Improved leadership skills.
- A new network of professionals.
- A passion to improve our community.
- How to work together with a diverse team for common good.
- Understand the community impact of your decisions.
- Enhanced leadership through strength & weakness finding.
- Understand how to build a good team.

WHAT EMPLOYERS WILL GAIN

- Engages your leaders in the community, connecting their job, your company & greater needs.
- Identifies employees' strengths and how to work well with others.
- Provides professional networking opportunities.
- Helps employees develop greater personal vision.
- Improves employees' vision for "big picture" thinking.
- Enhances self-awareness, improving their abilities to lead others.

A doer is just a dreamer with a better business plan.

Our business banking experts know that every dream needs a plan of action. Find out how we can help your business prepare for what's ahead.

Bremer.com
800-908-BANK (2265)

Member FDIC.
©2016 Bremer Financial Corporation.
All rights reserved.





2016 BUSINESS EXPO

OCTOBER 27 8:30 AM - 2:30 PM

Attendance to the 2016 Business Expo is free with a business card, take this opportunity to connect with more than 120 local companies who are exhibiting this year. Grow from our breakfast and luncheon speakers, highlighting local companies.

Abbie Leithold speaks to the morning crowd over breakfast, sharing the passion of Leithold Music.

Brennan Marine share their growth strategies over the generations as the featured lunch presenter.

Register online at
lacrossechamber.com



BUSINESS AFTER HOURS @ U.S. BANK

OCTOBER 13, 2016

5:15 PM - 6:30 PM

In 2016 U.S. Bank was named one of the World's Most Ethical Companies by the Ethisphere Institute. www.ethisphere.com

We put people first, and our dedication to making ethical decisions and doing the right thing is at the heart of what we do.

U.S. Bank has been a part of the La Crosse Community for over 150 years. Please join us on Thursday, October 13th for the La Crosse Chamber Business After Hours Event to celebrate The Power of Possible.....



TOP 20 ACCOUNTING FIRM, SEASONED PROFESSIONALS, RIGHT DOWN THE ROAD.

Wipfli has been helping businesses to succeed for over 86 years. Our seasoned professionals provide audit and accounting, tax, and consulting services with the focus you expect from a local firm, but the depth of resources of a national firm. Contact Wipfli today.

La Crosse Office: 608.784.7300

wipfli.com

WIPFLI
CPAs and Consultants

EVERYONE'S LINING UP TO GET THIS BOOK!



**SAVE
\$15.00
TODAY**

Don't miss your chance to save big. Order your copy today!

Relive La Crosse County history with our upcoming pictorial book!



PURCHASE ONLINE AT:

LaCrosse.PictorialBook.com

AND SAVE WITH FLAT-RATE SHIPPING

PRESENTED BY

Tribune
LA CROSSE

MAYO CLINIC
HEALTH SYSTEM

SB State Bank
Financial

Please note: photos that appear in this ad may not appear in final book.

LIVE LIFE ASSURED

HealthTradition
Health Plan

WITH MAYO CLINIC HEALTH SYSTEM

When You Value Your Employees, It Shows

Optimized benefits for small and large groups

Your group health plan is a powerful tool for attracting talent, building commitment and retaining employees who contribute to your organization's success.

Health Tradition Health Plan provides the assurance of affordable access to Mayo Clinic care. We help you design a health benefit employees will value, keeping benefits robust by applying proven cost strategies:

- » Actively empower members to make good health care decisions
- » Encourage preventive care and screenings to identify health risks before they become serious
- » Provide extra support for members with chronic conditions
- » Support healthy lifestyles with exclusive, member-friendly programming
- » Give members access to a Mayo Clinic RN anytime, day or night, which improves utilization and provides peace of mind

The provider network people want

Health Tradition plans have been designed around an exceptional provider network including Mayo Clinic Health System – Franciscan Healthcare, Mayo Clinic Health System in Eau Claire and other select providers in western Wisconsin communities. Health Tradition is now one of the fastest growing health plans in Wisconsin.

The renowned Mayo Clinic model of care employs team medicine to deliver better outcomes. Each member selects a primary provider for and continuity

and compassionate, personal care.

Each member has referral access to an extraordinary network of top specialists including Mayo Clinic in Rochester.

Mayo Clinic was recently named #1 hospital nationwide.

Exclusive Mayo Clinic-developed wellness programs

Proven programs apply Mayo Clinic wellness expertise to help members create new, healthy habits. The popular Wellness at Work is a turnkey program of workplace wellness challenges, with complete implementation kits delivered quarterly at no cost. The Eat Well Move More rebate rewards fitness and good nutrition with an annual rebate of up to \$200 for each member household.

We support employers with comprehensive services

Health Tradition provides plan management, reporting, analysis and implementation tools, real-time access to claims data, nondiscrimination testing and more. Online tools give members immediate and convenient access to their claims data. All plans are administered by Mayo Clinic Health Solutions, Health Tradition's sister company and a national leader in plan administration.

Meeting the prescription drug cost challenge

Drug prices are escalating far faster than other medical costs, from specialty drugs to generics. But smart cost containment strategies can help preserve the value of pharmacy benefits, even in this environment. Health Tradition employs multiple strategies. These include

active formulary management using Mayo Clinic's own formulary. Updated throughout the year, it incorporates the latest research, responding to price changes or shortages faster, and adding newer, more effective drugs sooner. This close relationship with Mayo Clinic network affords us considerable purchasing power, with additional savings through the OptumRX pharmacy network. Our prescribers use clinical best practices like step programs for best outcomes at least cost. Plus, innovative wellness programs help members avoid chronic conditions, reducing the need for prescription drugs.

Local service

For 30 years, Western Wisconsin companies have relied on us for responsive, knowledgeable service. Based in Onalaska, Wisconsin, we're readily available to benefits managers and individual members whenever they have a question.

Many organizations work closely with Health Tradition brokers in their communities. Our brokers have risen to the challenges posed by increasing levels of complexity and growing health plan choices. They are current on ACA requirements, tax issues and in using all available plan design options to balance excellent benefits with cost-effectiveness. Consult with a Health Tradition broker or call us at 608-781-9692 or 888-459-3020.



Administered by
Mayo Clinic Health Solutions

Affordable new 2017 HMO, POS, consumer-directed HDHP, SHOP and self-funded options in collaboration with Mayo Clinic Health Solutions. Call 608-781-9692.



The 33rd annual Chamber Golf Outing was held at the La Crosse Country Club on August 29th. Almost 200 golfers dusted off their irons for a fantastic day of food, drinks, golf and prizes.



Photography Sponsors: The Charmant Hotel Jordana Snyder Photography



A great place to shop.
A great place to work.



Kwik Trip

kwiktrip.com



Connecting Members to Members

The **AMERICAN FAMILY INSURANCE** - Jason Lassen Agency team welcomes Mark Aschenbrenner as their newest Account Manager! Mark is retired from the Air Force and the Show Director of the River City Water Ski Team. For competitive quotes, contact maschenb@amfam.com or 608-526-9400!

The **FRANCISCAN SPIRITUALITY CENTER**, 920 Market Street, La Crosse, offers a retreat on grief this fall. Courage to Live: Healing from Grief is planned for October 28 - October 29. For more information, visit www.fscenter.org or contact 608-791-5295.

The **FRANCISCAN SPIRITUALITY CENTER** announces the addition of Kristy Walz, development director, and Melinda Pupillo, program and retreat coordinator. Deb Hansen has moved into the role of full-time spiritual director. For more information, visit www.fscenter.org.

GREATER LA CROSSE AREA DIVERSITY COUNCIL invites you to "Building Bridges: Workplace and Community," on November 10 at the Black River Beach Neighborhood Center from 8:00 a.m. - 1:30 p.m. Presentations are by local employers about promising practices in diversity and inclusion, and by the La Crosse Human Rights Commission.

Matt Haffemann was awarded the Rookie of the Month Award for **MUTUAL OF OMAHA** in August. Haffemann offers the company's wide range of products and services to residents of the tri-state area. He is associated with the Upper Midwest Division Office.

SERVPRO OF LA CROSSE COUNTY would like to welcome their new Restoration Supervisor, Ryan Lockington. With over 19 years of management experience, he is "Here To Help®" both commercial and residential property owners with any of their cleaning and restoration needs.

UNIVERSITY OF WISCONSIN-LA CROSSE invites you to register now for UW-La Crosse ACT® Prep Course (Fall 2016 & Spring 2017) which will be held October 15 - November 19, 2016 and February 25 - April 1, 2017. For more information, visit <http://www.uwlax.edu/conted/test-prep/act>.

Plan your education and career advancement at **VITERBO UNIVERSITY's** free Adult Education Fair on Thursday, October 20 in Viterbo's Reinhart Center Board Room from 4:00 p.m. - 6:00 p.m. For more information, contact adultlearning@viterbo.edu, 1-888-VITERBO or visit <http://www.viterbo.edu/educationfair>.

Earn your associate's degree online with the **WESTERN TECHNICAL COLLEGE** Supervisory Management program. Classes designed for individuals who want to improve their managerial, supervisory, and leadership skills are led by experienced supervisors. For more information, contact supervisorymgt@westerntc.edu, 608-785-9168 or visit www.westerntc.edu/superman.

SHENANIGANS and Celebrations on the River are very pleased to announce that Sarah Beier has joined their team as Director of Events. Please extend a warm welcome to Sarah at future events. For more information, visit www.shenanigansfun.com or contact 608-783-3333.

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.



Young Professionals of the Coulee Region

THE CHAMBER'S INAUGURAL YOUNG PROFESSIONALS SPEAKER SERIES connected 40 members of the group to passionate leaders in the community in a casual, round-table setting. Each session focused on a topic related to the Chamber's core efforts - Connect, Grow and Advocate. The first session was held at Turtle Stack Brewery with brewery co-owners, Vince and Amy Stodola. The pair discussed the importance of connection with regards to building and growing your business and focused on their involvement in the community. Session two was held at the Charmant hotel and we welcomed speaker, Don Weber. Weber spoke openly and candidly to the group about the struggles in business and staying focused and determined. Of the many takeaways from this session, the one that hit home for the group the most was "without risk there is no reward." We wrapped up the series with a session on branding and self-promotion with Misty Lown of Misty's Dance Unlimited. Misty has so much passion and has built a wonderful business that helps so many. Misty speaks all over the country and we are honored that she took the time to speak to this group.



Diamond Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



CliftonLarsonAllen



601 7th Street N. • La Crosse, WI 54601
Phone: 608-784-4880 • Fax: 608-784-4919
info@lacrossechamber.com
www.lacrossechamber.com

Presorted Standard
U.S. Postage
PAID
La Crosse, WI
Permit No. 219

Welcome New Members!

LIMB LAB

1919 State Road
La Crosse, WI 54601
608.782-1855
www.limblab.com
Caitlin Stephenson
Medical Equipment and Supplies

BIG EVENT COMPANY

2903 Losey Blvd South
La Crosse, WI 54601
608.786.4017
www.thebigecompany.com
Darrell Wilcox
Entertainment