

# CONNECTION

**JANUARY - FEBRUARY 2017**

# 2016

## REPORT TO OUR INVESTORS: TRANSFORMATIONAL CHANGE

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EXECUTIVE COMMITTEE**

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**Randy Berg**

Trane

**Bruce Friell**

Gundersen Health System

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Wieser Brothers General Contractor, Inc.

## Executive Director's Message:

### Dear Investors,

The year 2016 was our year for breakthrough conversations at the La Crosse Area Chamber of Commerce. While the Chamber continued the re-energizing work started in 2014, we ended 2016 with one strategic question

– how do we tip back to being the organization that meets needs more than an organization that provides benefits?

An organization that is filling needs is one to which businesses flock. An organization that provides benefits needs to work very hard at communicating and justifying return on investment.

Don't mistake my comment as saying we are not providing value. Many find the Chamber's networking, our business information and the business-to-business focus of what we do worth the investment. But we can do so much more, and it is time to raise the bar. Continuously improving what we do is vital, but identifying what we do extremely well – our hedgehog as author Jim Collins likes to call it – is where we'll soar



from good to great.

Fulfilling needs is the focus of our strategic planning initiatives moving forward. You'll see these highlighted in this, our first report to our investors in a very long time.

You'll also hear about our new program that builds off one component of our hedgehog – uniting businesses to share best practices and move initiatives forward.

By connecting businesses to each other, the community and government, we are able to grow and advocate on their behalf.

With appreciation,

*Vicki Markussen*

Vicki Markussen

Executive Director



# COVER STORY:

## CONTACT THE CHAMBER

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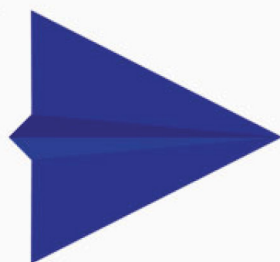
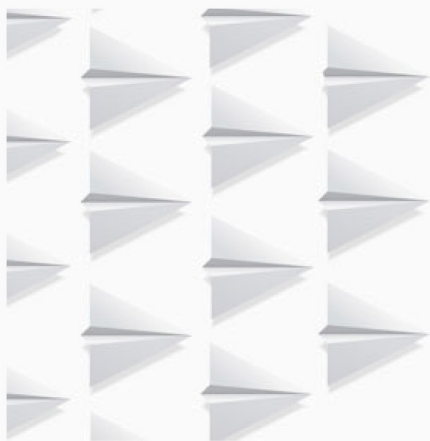
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**LEADERSHIP**  
*Starts With You*

**La Crosse Regional**  
**AIRPORT**



**Chamber of Commerce**  
**LA CROSSE AREA**

**Twenty-three companies joined us at the La Crosse Regional Airport on November 23 for the LSE LEADER Ceremony. The program encourages businesses to consider adopting a fly-local policy as a pledge of support for the airport's local economic value. Consider joining these businesses to become an LSE LEADER:**

Altra Federal Credit Union  
Brick Brothers  
Candlewood Suites  
City of La Crosse  
Dahl Automotive La Crosse  
Dairyland Power Cooperative

Details Group Tour and Event Planning  
Dinsmoor Strategies  
Downtown Mainstreet Inc  
Effective Business Practices, LLC  
Explore La Crosse  
First Supply, LLC

Gundersen Health System  
Home2 Suites Downtown La Crosse  
ISC  
JRM CPAs, LLC  
La Crosse Area Chamber of Commerce  
La Crosse Tribune River Valley Media Group

Mayo Clinic Health System  
Metre  
Schomburg Refrigeration Co  
The Salon Professional Academy  
Western Technical College

**For more information, visit: <http://www.lseairport.com/content/airlines-flights/lse-leaders>**



# 2016 REPORT TO OUR INVESTORS: TRANSFORMATIONAL CHANGE

## VISION

By uniting and sharing resources, businesses in La Crosse County will thrive through strategic growth, a positive business climate, and a community that is growing, attractive and safe for their employees.

## MISSION

To grow businesses in La Crosse County by connecting them to each other, strengthening their companies, and advocating on their behalf.

## CORE VALUES 1.0

We are in the early stages of developing our values, which shape our culture at the Chamber. With many great companies leading the way, watch for our 2.0 version coming soon.

**WE ARE INNOVATIVE:** embracing change, pursuing opportunities, learning from failures and continuously improving.

**WE ARE STEWARDS:** using our resources efficiently, effectively, and wisely, leveraging our strengths.

**WE ARE ETHICAL:** communicating openly and honestly, taking responsibility for our actions in our business practices.

## THREE AREAS OF FOCUS FOR 2017

- 1) Workforce Development
- 2) Advocacy Growth
- 3) Operational Stewardship

### WORKFORCE DEVELOPMENT

The number one concern the Chamber hears from our members is the shortage of workers. While the Millennials have the quantity of people to replace the Baby Boomers, the bulk are still in high school. Baby Boomers are retiring at a faster pace than Millennials are coming of age. The Millennials also have a higher education than the Baby Boomers they are replacing. Very interesting times are at hand and sure to continue as the Chamber seeks to deal with workforce shortages and match open positions to the workforce coming of age.

### ADVOCACY GROWTH

The La Crosse Area Chamber of Commerce is the voice for businesses locally, in Madison and in Washington D.C. due to our consistent efforts at all three levels. In 2017, we will develop a plan to take this voice to a new level in these advocacy efforts. With growing regulations and costs placed on businesses, the Chamber is the best avenue for communicating impact and advocating for change.

### OPERATIONAL STEWARDSHIP

The number-crunching done for our Strategic Planning session is simultaneously a source of pride and an explanation for how hard our Chamber team is working for you. You will see this outlined in our report. As a service organization whose largest investment is our team, we owe it to you to ensure our biggest resource – our time – aligns with values. Value is defined by the programs and services for which you are willing to pay. Ensuring alignment with member value in 2017 is our pledge to being good stewards of your investment. Watch for great things to come!

## 2016 NEW AREAS OF STRENGTH

Our Hedgehog\*: The Chamber is the best organization at connecting businesses in La Crosse County- to each other, the community and government – for catalytic change on their behalf.

\*Hedgehog = what we can be the best in the world at doing

Connect in 60

Using our Hedgehog, we are sharing the best-practices of businesses in our area with others through a sixty-minute session where a business shares their best practices and sparks others in attendance to impart what they are working on. Look for more Connect in 60s in 2017.

Business Information

The Chamber has the best database of companies in our area. Because of its frequent use, it is more up-to-date and more economical than any purchased list, anywhere.

In 2016, we began taking our list to the next level, including non-member businesses in the list.

## THE VOICE OF BUSINESS

### 725 Businesses

Representing 36,103 employees

#### PROFILE OF A CHAMBER MEMBER

<12 Full Time Equivalent Employees: 52%

<50: 88%

#### LOCATION:

La Crosse: 454

Onalaska: 165

Other La Crosse County-La Crescent: 54

Outside La Crosse County: 52

Type*	#
Advertising & Media	34
Organic Agriculture	1
Arts, Culture & Entertainment	21
Automotive & Marine	25
Business & Professional Services	166
Computers &	53
Telecommunications	
Construction Equipment &	73
Contractors	
Family, Community & Civic Organizations	25

Type*	#
Finance & Insurance	79
Government, Education &	32
Individuals	
Health Care	65
Home & Garden	6
Industrial Supplies & Services	18
Legal	5
Lodging & Travel	29
Manufacturing, Production &	34
Wholesale	
Personal Services & Care	45

Type*	#
Pets & Veterinary	4
Public Utilities & Environment	5
Real Estate, Moving & Storage	46
Restaurants, Food & Beverages	76
Shopping & Specialty Retail	46
Sports & Recreation	25
Transportation	11

\*Some companies are in multiple categories



# 2016 ACCOMPLISHMENTS

## CONNECT & GROW

### 28 YP CONNECTION EVENTS\*

connecting them with each other and the community along with growth opportunities

### 836 BUSINESS LEADERS CONNECTING AT OUR BUSINESS AFTER HOURS

with an 18-month waiting list of companies waiting to host this event

### 608 ATTENDEES AT OUR ANNUAL CELEBRATION / MEETING

#### A RECORD IN THE PAST 25 YEARS:

attendance at this event that celebrates the success of businesses the largest gathering we've seen in at least 25 years!

### 249 TOP HIGH SCHOOL STUDENTS, FAMILY MEMBERS AND THEIR SPONSORS AT OUR HONOR STUDENT BANQUET

honoring the top five-percent of graduating seniors in this time-honored event

### 185 YOUNG PROFESSIONAL MEMBERS

An increase from 125 the year prior

### 167 ATTENDEES AT THE "O.T.? OH MY!" EVENT

**NEW:** educating people on the overtime for salaried employee changes anticipated in 2016 (that were put on hold at the last minute)

### 92 INDIVIDUALS AND BUSINESSES REPRESENTATIVES FOR "YOUNG ADULTS WITH DISABILITIES"

an opportunity to connect this untapped workforce with our business members

### 70 TRANSPORTATION ATTENDEES

**NEW:** met to be updated by the Department of Transportation on road plans for greater La Crosse.

### 53 BUSINESS LEADERS CONNECTING WITH THE WI DWD SECRETARY

**NEW:** telling their concerns directly to the Wisconsin head of workforce development strategies

### 37 RIBBON CUTTINGS & GROUND BREAKINGS

Celebrating our collective business growth in the past year

## IMPACT

IN THE PAST TWELVE MONTHS

205 → 6,217  
EVENTS PARTICIPANTS

939 Young Professionals Attending

### 3 ENTREPRENEURS SHARING THEIR STORY FOR THE YP SUMMER SERIES

**NEW:** sharing the story of how these three businesses started up and grew

### 2 MEETINGS AND SURVEYS OF YOUNG PROFESSIONALS' VISION

**NEW:** resulting in top discussion areas of housing, mentoring, recreating and more that can move greater La Crosse from good to great in attracting and keeping our top talent

### 2 INVESTORS MEETINGS

**NEW:** uniting businesses with our Chairman of the Board and Chairman-Elect for feedback sessions

### 2 SISTER CITIES OF EPINAL, FRANCE AND FRIEDBERG, GERMANY

Visited and business connections made between these great cities and our La Crosse area businesses

### 1 WEBSITE OVERHAUL

**NEW:** to better connect you with other members and our programs & services

### 1 DATABASE UPGRADE

**NEW:** watch in 2017 for the opportunity to post job openings, items for sale, events, etc.

## 1 NEWSLETTER & GRAPHICAL OVERHAUL

**NEW:** Moving our newsletter to a magazine-style and spotlights on businesses to better connect you with information needed to help you grow and thrive.

## ADVOCATE

### 697 PEOPLE ENGAGED IN THE FORUM

A monthly opportunity to learn what is happening in Madison and our community directly from those elected or hired to help our area thrive.

### 28 VOICES TAKEN TO MADISON FOR OKTOBERFEST IN THE CAPITOL

**A RECORD:** for our organization's individual efforts to take our local voice to Madison

### 15 DEVELOPERS MEETING WITH A PLANNER

**NEW:** providing new City Planner Jason Gilman with feedback on the Unified Developers Code being implemented by the City.

### 14 PEOPLE INTERESTED IN ENGAGING IN GOVERNMENT

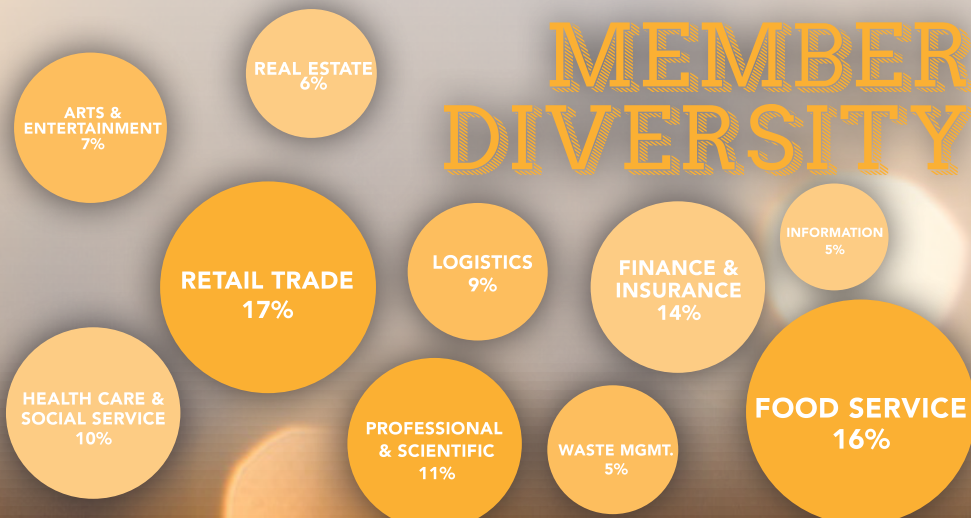
**NEW:** united for an "Engage in Government" class

### 1 WHITE HOUSE TESTIMONIAL

**NEW:** by Chamber Chairman-Elect of the Board to talk about the impact of new overtime rules on La Crosse businesses with the US Office of Management and Budget

\*Events = ribbon cuttings, committee meetings, Annual Meeting, leadership and other educational events, Young Professional events, and other events people attended

## MEMBER DIVERSITY





# HOW TO **MAXIMIZE** YOUR MEMBERSHIP

## **STEVE BISSEN, BUSINESS OUTREACH DIRECTOR**

Quite often we are asked "How do I get the most out of my membership?" That is not always an easy question to answer because businesses join the Chamber for a wide variety of reasons.

Many people believe that joining a Chamber of Commerce is a way to increase or enhance their businesses and we agree. But merely writing a check and waiting for the phone to ring doesn't work. Most people that join a Chamber don't go through the online membership directory the week they join and start doing business with other members, so why would you expect other members to immediately contact you?

What is the value of your membership? Again, each business has a different answer. Some join for education, others to meet other businesses and to stay connected. Here's a few great ways to start.

## **UTILIZE THE MEMBER INFORMATION CENTER**

In 2016, the La Crosse Area Chamber of Commerce moved to an innovative, member-friendly database. With your online access to the Member Information Center, you can include the following in your online directory listing:

- Business Contact Information, including name, address, phone, fax and email
- Representative Contact Information, including display settings for each rep
- 200 character Business Description in "About Us" section
- Hours of Operation
- Location Map including "What's Nearby?" feature
- Link to website and social networking sites
- Eight Keyword Search Terms

In addition to making your member listing more robust, as you add Representatives (employees) to your profile they can choose to join segmented groups to receive Chamber communication on the topics that interest them.

**HOW DO I DO THIS?** Visit [www.lacrossechamber.com](http://www.lacrossechamber.com) and select "Login" in the upper right hand corner. If you do not have a member login or password, request that information and we will provide it shortly.

## **VOLUNTEER**

There is no better way to meet more people and find out what the Chamber offers than by getting involved.

- Become an Ambassador – You'll see them at ribbon cuttings, signature events and Business After Hours. They are always looking to introduce new members to people they know and do business with in the Chamber.
- Join the Business Outreach Committee – This committee helps implement the Chamber's membership strategies including recruitment, onboarding, engagement and retention.
- Are you passionate about a specific event or program? Let us know. On occasion, we create task forces to address certain items.

We've just scratched the surface. If your Chamber membership is not working for you, let's talk.

## **MaXimize Your Membership**

Wednesday, January 25 · Noon-1:00pm



**UTILIZE** your online Member Information Center to increase your marketing reach

**BUILD** connections

**DISCOVER** the potential within your Chamber membership

**ENGAGE** with fellow Chamber members



Free to attend and all are welcome. Please RSVP:

**[WWW.LACROSSECHAMBER.COM](http://WWW.LACROSSECHAMBER.COM)**

This new quarterly program helps you understand what the Chamber offers your business and provides strategies for maximizing these benefits.



# Business Expo RECAP

This year's Business Expo, held at the La Crosse Center, united the area's small, medium and large employers to cultivate new business relationships and strengthen existing community partnerships. The Small Business Breakfast showcased Leithold Music as Abbie Leithold-Gerzema shared the inspiring story of this local business's origin and growth. The Business Expo Luncheon was a crowd-pleaser with Mark Binsfeld of Brennan Marine providing details on the fascinating and life-changing work done by this company in the La Crosse Area and across the nation. Mark shared his thoughts on talent recruitment and retention and the value of cultivating a strong internal culture, two items which resonated highly with business leaders in attendance.

- **GAINED AWARENESS.** 66.6% of survey respondents said they gained awareness and connected with a business that they had not known about prior to the Expo
- **REINFORCING.** 66.6% of survey respondents said the Business Expo helped to reinforce their existing business to business relationships.
- **NEW BUSINESS.** 45% of survey respondents said they are likely to do business with a company that they met at the Expo.
- **67.9% of survey respondents are somewhat likely or likely to recommend the Business Expo to a friend or colleague.**



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# Upcoming Events

**MAXIMIZE YOUR MEMBERSHIP  
JANUARY 25. 12-1PM  
LA CROSSE AREA CHAMBER  
601 7TH ST N, LA CROSSE**

The first of a series of quarterly sessions led by the Chamber's Business Outreach Director, Steve Bissen, to help members leverage the resources of your membership for greater reach and success. Brown bag lunch is recommended. Visit [lacrossechamber.com](http://lacrossechamber.com).

**SERVANT LEADERSHIP  
SPRING 2017 KICKOFF  
FEBRUARY 2. 8-11:30AM**

Spots are still available for this high-demand, four-day program on servant leadership, offered in partnership with Viterbo University. Our facilitator, Tom Thibodeau, is nationally renowned for his work in servant leadership. Attendees will leave ready to lead others well in both their personal and professional lives. Visit [lacrossechamber.com](http://lacrossechamber.com).



**CHAMBER ANNUAL CELEBRATION.  
LA CROSSE CENTER,  
MARCH 6. 5:15-8PM  
\$65**

Gain inside knowledge of the Chamber's strategic initiatives and review the year's success as you enjoy an elegant evening of networking and awards. We'll celebrate the innovation of the La Crosse Area business community and set the tone for the 2017.



**MADISON CHANGES  
JANUARY 9. 7-8:15AM**

Gain a sense of the election's impact, both regionally and locally at this month's session of The Forum.

**FEBRUARY 13. 7-8:15AM**

Attend and gain knowledge on the new legislative session priorities and engage in budget discussions with legislators and the Walker administration (invited).

**CONNECT IN 60.  
"CHANGE... FOR A STAR PERFORMANCE"  
FEBRUARY 21, 8-9AM,  
AT THE CHAMBER**

Learn how Roland "Rolly" Dyck, VP/GM of Schilling Supply Company of Schilling Supply Company has applied five points to create star performance in organizations. In a competitive, commodity-driven industry, Schilling Supply Company has succeeded for over 100 years and faced competition from the Internet head-on. Come learn from Rolly's insight and share your own best practices.



**BUSINESS AFTER HOURS AT THE  
PARENTING PLACE  
JANUARY 12. 5:15-6:30PM**

Join us for the best networking event in

town, hosted by The Parenting Place. This organization seeks to provide children with a positive, supportive and loving start in life through educating and strengthening parents and caregivers. Admission is free with a business card.

**BUSINESS AFTER HOURS:  
FEBRUARY 9. 5:15-6:30PM**

Opportunities are available to partner with the Chamber to host Business After Hours for 2017. Don't miss your chance to bring in local professionals looking to learn about your business and build their network. Contact Maggie Christian for more information.



**SAVE THE DATE**

**Monday, March 6  
5:15pm-8:00pm**

**Event Sponsorship  
Opportunities Available**







## **IMPLEMENT: YOUNG PROFESSIONAL RENTAL HOUSING**

**JANUARY 11, 2017**

**NOON-1**

**\$10 (INCLUDES LUNCH)**

**LA CROSSE AREA CHAMBER OF COMMERCE**

You identified the quality of rental housing in the area as a challenge in the greater La Crosse area. Come be part of the change to see more housing for young professionals that meets your needs begin. This isn't a chance to hear from developers, it's a chance to tell them what you've encountered. Spark the change in housing that you want to see. This IMPLEMENTATION conversation will define the problem and measure what success looks like. A task force will then move this forward.

## **IMPLEMENT: GROWING OUR SMALL BUSINESS CHARM**

**FEBRUARY 1, 2017**

**NOON-1**

**\$10 (INCLUDES LUNCH)**

**LA CROSSE AREA CHAMBER OF COMMERCE**

Your visioning session identified the small business culture in the greater La Crosse areas as something important to keeping young professionals in the area. Come hear from people developing entrepreneurs and supporting small businesses on what more is coming and what else can be done. Share your thoughts on what more could be done and what you'd like to see.

# Recent Events

## **COMMUNITY LEADERSHIP PROGRAM**

The La Crosse Area Community Leadership Program launched its 2016-17 program with two sessions: Orientation and Economic Vitality and Collaboration. In the first session, facilitator Joseph Hill shared key leadership principles and personality assessment tools reminding the class that to become an effective leader you must first seek to understand and lead yourself. In session two, students engaged with local economic development issues from the perspectives of City officials and a small business owner, and participated in a public visioning process for the Highway 23 corridor in North La Crosse.

## **YOUNG PROFESSIONALS OF THE COULEE REGION DARK LA CROSSE TOUR**

Attendees explored the darker side to La Crosse's history through a stage production at the Pump House.

## **YOUNG PROFESSIONALS OF THE COULEE REGION EDUCATION LUNCHEON**

The Young Professionals group met to discuss the path forward after their productive and insightful Visioning session. La Crosse City Planner, Jason Gilman, provided his unique perspective on topics including housing rental quality and value, commuter-friendly traffic flows and access to downtown via boat.

## **BUSINESS AFTER HOURS AT SPRINGBROOK ASSISTED LIVING**

Thank you to all at SpringBrook Community Assisted Living for hosting November's Business After Hours event.

## **THE FORUM**

One week after the election, University of Wisconsin-La Crosse professor Joe Heim reviewed the impact of the 2017 election at the presidential, state and local levels.

## **TALENT SUMMIT**

Teresa Pierce, of Workforce Connections, facilitated a lively discussion surrounding one of the most critical needs of employers in the La Crosse Area - talent. The quality of perspectives and insights that filled the room gave credibility to the Chamber's work in this area and strengthened resolve to collaborate on this topic.

## **CORE INVESTORS MEETING**

The La Crosse Area Chamber convened a group of its key investors for an informative discussion surrounding the future of the Chamber, its strategic initiatives, events and programming. Attendees had insightful comments and suggestions for us to consider when moving forward.



# Recent Events, Continued

## YOUNG PROFESSIONALS OF THE COULEE REGION QUARTERLY SOCIAL

The YPCR celebrated the close of 2016 a few weeks early at Mid West Family Broadcasting's Liquid Lounge for their quarterly social event, where attendees enjoyed tours, live music and games.

## BUSINESS AFTER HOURS AT LA CROSSE WELLNESS CENTER

Thank you to the La Crosse Wellness Center for hosting December's Business After Hours in their new facility.

# Ribbon Cuttings



## DAHL AUTOMOTIVE

Dahl Subaru, part of the Dahl Automotive family of dealerships, broke ground at the location of their upcoming Subaru facility, scheduled for completion in early fall 2017.



## BOYS & GIRLS CLUB OF GREATER LA CROSSE

Boys & Girls Club of Greater La Crosse held a ribbon cutting for renovation and addition to their facility.



## IDENTITY WORKS

Identity Works broke ground on the future spot of their expanded distribution center, to be built by Brickl Brothers.



# Connecting Members to Members

## **ALLERGY ASSOCIATES OF LA CROSSE**

welcomes Beth Twite PA-C, to our staff. A graduate of Stony Brook University in New York, Beth will provide allergy treatment to pediatric and adult patients. For appointments, contact 608-782-2027.

**B.A. BURRITO CO.** is proud to announce the opening of its newest location at 208 College Drive in Decorah, Iowa, and excited at this opportunity to serve the greater Decorah market.

## **EO JOHNSON BUSINESS TECHNOLOGIES**

was recognized as a 2016 Elite Dealer by ENX Magazine, a document imaging authority. Dealers are selected based upon their growth, marketing initiatives, customer service, community involvement, workplace culture and market adaptability. Read more on [eojohnson.com](http://eojohnson.com).

John McHugh, Mike Hesch and Kristy Walz will present Three Boxes of Chocolate: A Half-day Retreat for Corporate Leaders, on Friday, Feb. 3, from 7:30-11:45 a.m., at the **FRANCISCAN SPIRITUALITY CENTER**. Check-in begins at 7:15 a.m. Cost is \$79. More info: [www.FSCenter.org](http://www.FSCenter.org) or call 608-791-5295

## **HALE, SKEMP, HANSON, SKEMP & SLEIK**

is proud to announce that Attorneys James Curtis, Michael Gill, Charles Hanson, Margaret Herlitzka, Thomas Horvath, David Russell, Kevin Roop, Frank Doherty, Bryant Klos and Craig Steger were named 2016 Wisconsin Super Lawyers.

## **HALE, SKEMP, HANSON, SKEMP & SLEIK**

is proud to announce that Attorneys Sarah Fortune, Jennifer Lough and Garrett Pankratz were named 2016 Wisconsin Rising Stars by Super Lawyers.

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months. [www.launchmyapp.info](http://www.launchmyapp.info) Melissa Remis, LegalShield Independent Associate, 608-385-6262

**LEGALSHIELD** Independent Associate, Melissa Remis, welcomes Coverra Insurance Services, O'Brien Insurance Agency, and Roxanne Lenarz as new brokers on the team. They are able to offer our Legal and IDSshield Restoration services to individuals, employees, and small business owners.

The Eric D Guth Division Office of **MUTUAL OF OMAHA FINANCIAL ADVISORS** has changed names to The Upper Midwest Division Office to more accurately reflect their service territory. In 28 years, the office has grown from 10,000 Annual New Business premium to over 75 million.

Stacy Shapiro, President of **SHAPIRO STRATEGIES**, has been celebrating ten years of service to the Coulee Region through her consulting, training, and facilitating work such as, Purposeful (strategic) Planning, Board & Staff Retreats, and Leadership & Communication training. Visit [www.shapirostrategies.com](http://www.shapirostrategies.com).

## **UNIVERSITY OF WISCONSIN-LA CROSSE**

invites you to register for the 3rd regional Montessori conference on January 21 - welcoming Kathy Leitch, an international speaker, and a master at infusing Montessori's premise of peace and respect. More info: [conted@uwlax.edu](mailto:conted@uwlax.edu) or [www.uwlax.edu/conted/montessori](http://www.uwlax.edu/conted/montessori).

The Department of Theatre Arts at the **UNIVERSITY OF WISCONSIN-LA CROSSE** is thrilled to announce that its October 2016 world premiere production of 26 Pebbles has been selected to perform at the Kennedy Center/American College Theatre Festival competition in Indianapolis, Indiana this January.

If you have earned professional certifications, completed training in your workplace, or have a number of years experience in your field, you may qualify to receive Credit for Prior Learning at **VITERBO UNIVERSITY**. For more information, visit [www.viterbo.edu/prior-learning](http://www.viterbo.edu/prior-learning).

Plan your education and career advancement at **VITERBO UNIVERSITY'S** free Adult Education Fair Tuesday, March 7 in Viterbo's Reinhart Center Board Room from 4-6 p.m. For more information email [adultlearning@viterbo.edu](mailto:adultlearning@viterbo.edu), call 1-888-VITERBO or visit [www.viterbo.edu/educationfair](http://www.viterbo.edu/educationfair).

**WESTERN TECHNICAL COLLEGE** alumni, Jeff and Brian Wieser, have been recognized by the Wisconsin Technical College District Boards Association as the 2016 Distinguished Alumnus Award recipient.

## **WESTERN TECHNICAL COLLEGE**

celebrated the completely renovated Coleman Center, the oldest building on Western's campus.

## **WETTSTEIN BROTHERS ELECTRIC**

is excited to announce that Travis Horstman has recently joined the project management team as Estimator/Project Manager. Travis completed his electrical apprenticeship in 2002 & has been with the company since 2007 as lead foreman.

**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 the Chamber at [newsletter@lacrossechamber.com](mailto:newsletter@lacrossechamber.com).

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