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Operation Through Cooperation

EXECUTIVE COMMITTEE
Front Row—Left to right: Ted Solie, Vice President, Economic Development Group; Jean Gitz, President; William Kratt, Vice President, Public Affairs Group. Back Row: J. L Monte Holman, Vice President, Community Development Group; Quinn Johnson, Executive Vice President; Robert Frise, President-Elect; Duane Ring, Immediate Past President; James Brindley, Treasurer; Ken Blanchard, Vice President, Membership-Finance Group.

BOARD OF DIRECTORS
Left to right: Tom Wheeler, Bob Korkowski, William E. Kratt, Duane Moore, Herb Bassett, Gordon Feinberg, James Brindley, Duane Ring, Kermit Newcomer, Ken Blanchard.

BOARD OF DIRECTORS
Left to right: Jean Gitz, Ted Solie, Robert Frise, Walter Rose, David Skogen, Richard L. Lommen, Dave McDowell, Ken Lindner, Beth Gass, Clark Nixon. Absent: Les Eversole, John Flanagan, J. L Monte Holman and Al Poser.

GREATER LA CROSSE AREA CHAMBER OF COMMERCE

Serving the Entire LaCrosse area

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The La Crosse Tribune (La Crosse, Wisconsin) · Thu, Feb 10, 1977 · Page 30

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GREATER LA CROSSE AREA CHAMBER OF COMMERCE

ANNUAL REPORT 1976

COMMUNITY DEVELOPMENT GROUP

Vice President—Dick Brindley

BICENTENNIAL COMMITTEE

Co-Chairmen: Carl Schubert and Charles Vaslow.

Committee members: Richard Beggs, John Broughton, O. Bergman, Ken Birnbaum, Vern Droog, Phil Esten, John Flanagan, John Freisinger, Eugene Fry, Quincy Hale, Aaron Hanson, Art Hebberd, Claire Johnson, Don Hinton, William Hopkins, Harold Kiehne, Oz Lindgren, Jim Libke, Norm Longfellow, Chick Meinert, Duane Moore, Mark O'Meara, Marianne O'Neil, Gary Poehling, Harold Ristow, Virgil Roberts, Dr. Fred Ross, Hubert Schleiter, Carl Schneider, Della Schultz, Wood Smith, Dick Staats, Raoul Van Landuyt, Pam Viner, Creed Wood, John Zoerb, Bonnie Mahoney.

- This committee continued the effort started in 1975 to develop hiking and cross country skiing trails in Hixon Forest.
- They concluded their efforts with the dedication of the Bicentennial Trail on October 10.
- The Committee worked closely with the Board of Park Commissioners as well as Educational, Fraternal, Labor, Social, Service, Youth organizations, and individuals in the creation of this beautiful forest development.
- The committee also was responsible for raising over $6,000 to help defray expenses of the improvements.

EDUCATION COMMITTEE

Chairperson: Sharon Imes

Committee members: Larry Bakko, Bernie Bachmann, Eugene Balts, Francis Brown, Frank Grover, Rev. Ernest Nelson, Sal Polizzotto, Roland Solberg, John Sleik, Howard Voss, Tom Wheeler, Ken Woodruff, Jack Swidler, Allen Trapp, Alvin Mikelson, Ken Kavanaugh, Gene Wilson.

- Committee remained active and concerned throughout the year and continually searched for other ways to be involved in education in the La Crosse area.
- They looked into the possibility of providing a family life enrichment program in the schools and investigated the possibility of an ongoing program dealing in careers for young people. Since both were programs which must be pursued throughout the year, speakers were invited and programs were discussed with them. It was decided not to pursue the family enrichment program since some aspects were already provided, but to pursue the development of some type of ongoing career information program for young people.
- Again sponsored the Annual Honor Student Banquet.
- Committee also agreed to help provide information to Professor Snyder at University of Wisconsin-La Crosse for financial aid so that he can continue an economic seminar for educators.

ENVIRONMENTAL AFFAIRS COMMITTEE

Chairman: Peter Delwiche

Committee members: Dick Brindley, Ken Brown, Gene Carl, Barbara Conway, Dan Flaherty, Barbara Frank, Al Gaboric, Mike Galstad, Frank Grover, Quincy Hale, Don Hopkins, Joe Kawatski, Larry Lindesmith, Harry Locketz, David Morris, Charlie Morgan, Robert Mulder, Henry Rebhan, Steve Reiman, Eugene Schaller, Rosalie Schnick, Thomas Steele, Bob Tooke, Al Urbanek, Joe Wakeen Sr., Dick Williams.

- Committee served as an information source regarding local environmental issues and concerns for the Board.
- The Board acted on one recommendation from the Committee during the last year.
- The Committee also furnished the public library with a subscription to "Environmental Science and Technology" magazine, as well as providing a number of research articles in the field of environmental affairs.

RIVER STUDY COMIITTEE

Chairman: Jim Sherwood

Committee members: James Ash, Fred Barge, Tom Doran, Barbara Conway, Dan Flaherty, Sandra Fletcher, Barbara Frank, Fred Funk, Aaron Hanson, Richard Hawkins Sr., Doug Mc Neel, Steve Reiman, Jake Hoeschler.

- Committee was relatively inactive during the year because there were no concerns relating to area rivers.

ECONOMIC DEVELOPMENT GROUP

Vice President—Robert Frise

AGRI BUSINESS COMMITTEE

Chairman: Earl Hunter

Committee members: Walter Ahlstrom, Roger Bjorge, Don Dickinson, John Ellenbecker, Doris Flick, Harold Gay, Charles Gustafson, Herb Hoelzer, Oz Lindgren, Dave Morris, Norbert Nuttelman, Stanley Peterson, Bernard Pralle, Virgil Roberts, Jaran Rundahl, Robert Sexauer, Cy Simonson, John Sleik, Kermit Graf, Jim Ness.

- 1976 Agri Business committee again sponsored the 4-H News Magazine which is sent to all 4-H Leaders.
- Continued support to Ag Day and Junior Livestock auction at the Interstate Fair.
- Five busloads of area people were taken to Farmfest '76 at Lake Crystal, Minnesota, on September 13-19. This activity proved to be a moneymaker and netted $322.79 for the Chamber.
- Committee again furnished pins for 4-H Achievement Night and served refreshments to the 800 attending this event.
- The members of the committee continue to support the Pig Club and its project through personal financial donations as well as working on the project.
- The committee sponsored the 4-H Leaders Christmas Party on December 2 with well over 200 persons attending.

TRANSPORTATION COMMITTEE

Chairman: Dick Morkwed

Committee members: Dee Affeldt, E. S. Carlsson, George Dahnke, Frank Grover, George Hoel, Jake Hoeschler, Richard Hougom, Ed Instenes, Don Juntunen, Joe Ludden, Donald Peterson, Richard Riley, Henry Rebhan, James Ritter, Tom Schini, John Turner.

- The committee monitored transportation problems in the Greater La Crosse area particularly those dealing with freight rates on products into and out of the community.
- Met with the Bicentennial Expressway Committee and reviewed this project and gave their endorsement to same.
- Representatives of the committee appeared before a State Legislature Task Force regarding transportation problems in the state.

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GREATER LA CROSSE CHAMBER OF COMMERCE • ANNUAL REPORT 1976—CONTINUED

MEMBERSHIP FINANCE GROUP

Vice President—Duane Moore

AMBASSADOR COMMITTEE

Chairman: Richard Westerfield

Committee members: Dave Arneson, Gene Balts, Herb Bassett, Royal Bassett, Jim Block, Len Brown, Mike Collins, Horace Crews, Dick Dee, Phil Erlandson, John Flynn, Harold Gay, Palmer Hanson, Ron Harmon, Russ Heilman, Bill Holstein, Jean Johnson, Ken Keller, Bill Kelley, Scott Kellicut, Bill Kerrigan, Bob Klein, Oz Lindgren, Bill Mann, Paul Markos, Pat McBain, Bob Moen, Duane Moore, Jerry Padgett, Gene Phillips, Sal Polizzotto, Dennis Roers, Gordon Sayner, Bob Schilling, Jack Reinsvold, Bill Schwartz, Robert Sexauer, Pat Stephens, Ralph Steele, Ted Strehl, Keith Thoftne, Geof White.

- 1976 proved to be a banner year for the Ambassadors as they continued in their usual outstanding role of serving as host to many important events including the visit of President Ford last March.
- The Ambassadors proved again to be excellent collectors of delinquent accounts by securing $5,821.00.
- They delivered 44 "Building A Better La Crosse" signs.
- Presented 12 Civic Awards. They participated in 10 area parades and served as emissaries of good will on 14 occasions ... reaching more than a quarter million people.

MEMBERSHIP COMMITTEE

Chairman: Bill Kerrigan

Committee members: Dave Arneson, Herb Bassett, Len Brown, Tom Cherf, Horace Crews, Gib Chick, Bob Harkness, Jerry Padgett, Gordon Sayner, Scott Kellicut, Royal Bassett, Jack Reinsvold, Ken Keller and Christ Mesoloras.

- Committee was responsible for the production of 157 new members during the year.
- They conducted a major membership drive in May of 1976 which was responsible for 59 new members.
- They presented 20 Dollar of Profit certificates to new businesses in the area.

OTHER ACTIVITIES

MILITARY AFFAIRS COMMITTEE

Chairman: Lloyd Marlow

Committee members: Leo Berry, Stuart Brokaw, Dwight Boyer, Bob Burgess, Phil Davy, Bob Deal, Fred Davenport, Frank Devine, Tom Doran, Don Glanzer, Lt. Daniel Harris, John Paul Kendall, Matt Heimerman, Bill Holstein, John Leithen, Joe Kotnour, Bob McElligott, Harry Monti, Howard Nestingen, Donald Niemeyer, Fred Olson, Dr. Mark O'Meara, Donald Peterson, J. Robert Pendleton, Joe Rohrer, Jerry Roob, Jim Rowley, Dale Snyder, Ralph Steele, Lester Steinhoff, Ralph Watson, Gene Wilson.

- This committee continued to maintain liaison with Fort McCoy, the University of Wisconsin-La Crosse ROTC Program, Volk Field, Wisconsin National Guard, Army and Navy Reserve units, and local recruiters.
- Committee sponsored the 15th Annual Mississippi River Outing at the Dresbach rest area.
- Co-sponsored, with the ROTC Unit and the Reserve Officers Association, the Military Ball.
- Continued to provide monthly programs updating committee on Military programs.

The Chamber continued to maintain close liaison and worked cooperatively with the La Crosse Area Convention and Visitors Bureau, as well as the La Crosse Area Industrial and Economic Development.

PUBLIC AFFAIRS GROUP

Vice President — Jim Brindley

COMMUNICATIONS

Chairman: Chick Meinert

Committee members: Gene Carl, Gordon Feinberg, Dave Peschau, Tom Schini.

- Committee worked closely with the administration of the Chamber in providing input into publications and other efforts at making the Chamber as visible as possible to not only the membership but also to the general public.

CONSUMER AFFAIRS COMMITTEE

- This secret committee reviewed 11 solicitation requests received by the Chamber during the year.
- They provided input to the Chamber staff in regard to the implementation of the Consumer Affairs Program which the Chamber is engaged in throughout the year.

FEDERAL LEGISLATIVE COMMITTEE

Chairman: Eric Lundquist

Committee members: Bob Goliwas, Ken Kavanaugh, Robert Klein, Bob Mulder, Jess Ondell, Marianne O'Neil, Al Poser, Tony Reiman, Sam Trendov, Phil Quillin, Stewart Laird.

- Committee monitored Federal Legislation and activities of key government agencies and presented to the Board four items for Chamber position.
- The committee alerted the letter writing brigade on two issues of major concern confronting the business community and requested their support by letters, telegrams, and mailagrams.
- The committee appeared before Representative Alvin Baldus at a public hearing relative to food stamp abuses.

LOCAL LEGISLATIVE COMMITTEE

Chairman: Roger Le Grand

Committee members: Fred Barge, Hi Brown, Doug Farmer, Gordon Feinberg, Marianne O'Neil, Richard Pearse, Dick Record, Tony Reiman, Ken Woodruff, Curtis Storck, David Trapp, Peter Safronoff, Patrick Stephens.

- This committee studied the annexation question.
- At year's end, the committee was involved in a study of the Hillview Home situation.
- Regular monitoring of City Council and County Council and County Board sessions were held.
- In late December, this committee was responsible for bringing together business persons as well as the County's Landfill Committee to discuss concerns relative to the operation of the new facility.

STATE LEGISLATIVE COMMITTEE

Chairman: Ed Quillin

Committee members: Neil Aschemeyer, Fred Barge, Dave Barkey, Dick Beggs, Lee Berry, Ken Birnbaum, Roger Bjorge, Hi Brown, Jim Brindley, Tom Cherf, Merrill Cina, Charles Collins, Phil Davy, Dean Dickinson, Les Eversole, W. H. Fechtel, Bob Goliwas, Betty Hilbert, Larry Gibson, Bill Kauma, Bob Korkowski, Oz Lindgren, John Kleinschmidt, Al Saterbak, Gene Schaller, Joe Schreier, Bob Sickmann, Curtis Storck, Bernie Valek, David Trapp, John Medinger, David Pralle, and Stewart Laird.

- The committee sponsored the first Annual Legislative Preview Session in January where approximately 200 Chamber members attended.
- The committee studied issues of concern to the membership and appeared before the Board of Directors with two issues for position.
- Conducted regularly scheduled meetings with the La Crosse County Legislative delegation.
- Chamber positions on issues were communicated to the legislators.

CHAMBER SUPPLEMENT SPONSORS

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NEWBURG'S MENS WEAR
HOLIDAY INN
G. HEILEMAN BREWING
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826 "Thank you's"...

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A-1 VACUUM CLEANER
A & P SUPER MARKET
AARON'S STUDIO
AIRCRAFT PARTS MFG. CO.
ALTER COMPANY
FR. ROBERT ALTMANN
ALUMNI INN
AMERICAN LEGION—POST # 52
AMERICAN MICHAEL'S HOIST WRECKER SERVICE
AMERICAN MILLWORK COMPANY
JERE ANDERSON
ANDERSON MACHINE TOOL CO.
ANNY SHEET METAL SHOP
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ASFOOR & SONS
ASSOCIATED REALTY
ASSURED ABSTRACT & TITLE CO.
B & B CERAMICS
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BADGER CORRUGATING CO.
BADGER PLASTERING, INC.
BADGER ROOFING & SIDING CO.
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BAKALARS BROS. SAUSAGES
EUGENE BALTS
JIM BANNEN, ATTORNEY
LOUIS BANTLE'S RESTAURANT
BARBARA'S
BARGE CHIROPRACTIC CLINIC
BARGE & SCHOLZE CHIROPRACTIC CLINIC
BARTENDER'S UNLIMITED
BAUS CATERING SERVICE
BEADLE-EWING AGENCY
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BELSCOT
BELTONE HEARING AID CENTER
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BLUE RIBBON BUILDERS
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LANAHAN'S HOUSE OF ALUMINUM
LAND AND LAKE MARINE
LAND 'O' LAKES CREAMERIES, INC.
LAPPIN'S CLEANING SERVICE
LARRY'S MUSIC STORE
LEATH & COMPANY
LE CUE CLUB
LEDEGAR, INC.
ROGER LE GRAND, ATTORNEY
J. J. LEINFELDER & SONS, INC.
LEITHOLD PIANO CO.
LESS TIME FOODS
LINCOLN NATIONAL SALES CORP.
OSCAR LINDGREN
LINDSAY BROS. SUPPLY CO.
LITHO GRAPHICS, INC.
LOEWI COMPANY
LOVELAND & ASSOC.
R. H. LOVOLD, INC.
LOW MOTOR CO.
FREDERICK J. LUCAS, D.D.S.
LUCEY'S TOSA CLUB
LUCKY H. RIDING APPAREL
JOSEPH LUDDEN, ATTORNEY
LUTHERAN BOOK STORE
LUTHERAN HOSPITAL
LUXCO, INC.
M & M MANAGEMENT, INC.
MACHINE PRODUCTS CO., INC.
MACK TRUCKS OF LA CROSSE
MADISON AVENUE ADVERTISING
MAGIC MIRROR
MAI TAI
MAICO
MAJOR DRUG, INC.
MANAGEMENT COMPUTER SERVICE
MANNSTEDT & SON
MAPLE GROVE COUNTRY CLUB
MARK JEWELLERS
MARKOS WHOLESALE CLOTHING
MARQUARDT HEATING & AIR CONDITIONING
H. J. MARSHALL, JR.
H. E. MARTELL, GEN. CONTRACTOR
MARTINIZERS
MARY-ALLEN BRIDAL SHOP
MATHY CONSTRUCTION CO.
MAXCO INTERNATIONAL, INC.
JAMES MC ARDLE, ATTORNEY
MC BAIN ASSOCIATES
MC CABE'S BEVERAGE MART
STANLEY MC DONALD AGENCY, INC.
MC DONALD'S RESTAURANTS
ROBERT MC ELLIGOTT
MC LELLAN STORES
MEAN'S SERVICE CENTER
MEDARY LUMBER CO.
MEDARY MOTEL
METALLICS, INC.
METROPOLITAN INVESTIGATION
METROPOLITAN LIFE INSURANCE COMPANY
METRO SPORTS, INC.
WILLIAM MEYER, ATTORNEY
MICHAEL'S CERISE
MIDAS MUFFLER
MID-CITY STEEL FABRICATING
MID-CITY TOOL & DIE, LTD.
MIDTOWN MOTEL
MIDWAY MOTOR LODGE
MIDWEST FOUNDRIES, INC.
MIDWEST BOTTLE GAS CO.
MIDWEST HOME IMPROVEMENTS
MIDWEST INDUSTRIAL FUEL, INC.
MIDWEST OFF-ROAD CENTER, INC.
MIDWEST RESTAURANT EQUIPMENT CO.
ALVIN MIKELSON
MIKE'S BUILDING SUPPLY
MIKE'S MUSICAL SERVICE
MILWAUKEE ROAD
MISSISSIPPI DOCKS, INC.
MISSISSIPPI VALLEY AIRWAYS, INC.
MISSISSIPPI VALLEY COATING AND PAINTING, CORP.
MISSISSIPPI WELDERS SUPPLY, INC.
MODERN WOOD & PLASTICS, INC.
MOEN PHOTO SERVICE, INC.
MONET FLOWERS
MONSOOR & SONS
MONTGOMERY WARD & CO.

DYNAMIC AREAS JUST DON'T HAPPEN

The life all of us enjoy in "God's Country" is a tribute to those who have invested their own energies, talents, and yes, money in the greater La Crosse Area.

This is why we are taking this opportunity to call everyone's attention to those who committed themselves and their money to create a better La Crosse area in 1976. This roster of your Chamber's members represents those individuals and businesses who are concerned for the future and are participating in creating a better La Crosse area.

The task of bringing the good life to the La Crosse area is a large one and requires the dedicated energies of many individuals and organizations in addition to the Chamber. We thank them! We hope every citizen and business that isn't today engaged in helping to build a better La Crosse area will soon do so, because with everyone's help, we can do a far better job ... and sooner!

OFFICERS

President . . . . Duane Ring
President-elect . . . . Jean Gitz
Vice President . . . . James Brindley
Vice President . . . . Richard Brindley
Vice President . . . . Robert Frise
Vice President . . . . Duane Moore
Treasurer . . . . James Michaels
Past President . . . . Walt Hammond
Executive Vice President . Quinn Johnson

DIRECTORS

Terms Expire 1976

Charles Ablan . . National Auto Wrecking Co., Inc.
Fred Abraham . . . . Freddie's Market
Kenneth Blanchard . . . . La Crosse Tribune
Richard Brindley . . . . . La Crosse Cooler Company
Samuel Fellows . . . . Doerflinger's
Barbara Frank . . . .
Walt Hammond . . . . Walt Hammond Buick
J. L Monte Holman . . . . Trane Company
James Michaels . . . . Lutheran Hospital
Joseph Schreier . . . . Northern States Power

Terms Expire 1977

John Flanagan . . . . Attorney
Robert Frise . . . . La Crosse Concrete
William Kratt . . Kratt-Lachecki-Meyers & Solberg
Duane Moore . . . . Duane Moore Ad Agency
Duane Ring . . . . First National Bank
John Sherman . . . . La Crosse Rubber Mills
David Skogen . . . . Skogen's IGA

Terms Expire 1978

James Brindley . . . . W.A. Roosevelt Company
Jean Gitz . . . . WLCX
A. Erik Gundersen, M.D. . . Gundersen Clinic, Ltd.
Kenneth Lindner . . . . UW/La Crosse
Richard Lommen . . . . Courtesy Corporation
Dave McDowell . . . . . . Sears, Roebuck Company
Theodore Solie . . . . Swiss Chateau

OFFICE PERSONNEL:

... They also serve you!

Irene Hanson

Jolene Bradley

Jessica Bauer

Kathy Konetchy

DUANE MOORE AD AGENCY
DR. DAVID MORRIS
JERRY MORRISON, ACCOUNTANT
MT. LA CROSSE, INC.
MRS. G
H. H. MUELLER
MULDER NURSING HOME
ROBERT MULLALLY
MUZAK OF LA CROSSE
MY FLORIST
NATIONAL AUTO WRECKING CO.
NATIONAL BANK OF WISCONSIN
NATIONAL CASH REGISTER—LA CROSSE
NATIONAL CASH REGISTER—WEST SALEM
NATURES HUE
NEITZEL CONSTRUCTION, LTD.
NELSON CLOTHING CO.
REV. ERNEST NELSON
NELSON FLAG & DISPLAY
NELSON FUNERAL HOME, INC.
PETER NELSON & SON, INC.
NEUMANN OF LA CROSSE, INC.
NEUMODE HOSIERY
NEWBURG ASSOCIATES, INC.
NEWBURG'S MENS WEAR
NEW VILLA
NICOL REALTY & INSURANCE AGENCY
NIEBUHR PLUMBING & HEATING
NIEDFELDT TRUCKING
NINO'S STEAK ROUNDUP
NOBIL SHOE CO.
NOELKE DISTRIBUTORS, INC.
NOFFKE BODY SHOP
NOLOP CONSTRUCTION CO.
NORMA'S MODERN SALON
U.O.P. NORPLEX DIVISION
NORTH CENTRAL AIRLINES
NORTH CENTRAL CHEMICALS, INC.
NORTH LA CROSSE LUMBER CO.
NORTHERN STATES POWER COMPANY
NORTHWEST FABRICS
NUMSEN TV
NORBERT NUTTELMAN
PAUL OFFNER
CHESTER OIEN
OLSON BROTHERS MOTOR SALES
OLSON, TRAPP & SAFRONOFF
ONA MOTEL
BANK OF ONALASKA
ONALASKA FAMILY SHOES
ONALASKA MOBILE HOME SALES, INC.
JESS ONDELL
MARIANNE O'NEIL
OSCO DRUG, INC.
A. J. OSTRENG, INC.
ARTHUR OVERGAARD, INC.
PPG INDUSTRIES—GLASS DIVISION
PPG INDUSTRIES—PAINT DIVISION
P & R AWARDS
PANCAKE HOUSE
PETER PAPPAS
PAPENFUSS ELECTRIC
PARKVIEW NURSERY
THE PARTS HOUSE
PARTY HOUSE, INC.
MSGR. JOHN J. PAUL
STEVE PAVELA
J. ROBERT PENDLETON
J.C.PENNEY CO.
PENSION & PROFIT SHARING PLANNERS
PEPSI-COLA BOTTLING CO.
PERSONALIZED PLASTICS
STANLEY W. PETERSON INSURANCE COMPANY
D. J. PETRUCCELLI
ED PHILLIPS & SONS
PHOTO ART METAL CORP.
WILLIAM PICKETT, JR.
PITNEY BOWES
PIZZA TOWNE
PIZZA VILLA
RAY PLAMADORE
PLA-MOR BOWLING CENTRE, INC.
PLYWOOD MINNESOTA
POEHLING'S WICKER-GIFTS & BATH BOUTIQUE
POELLINGER, INC.
POFERL, PREESHL, HELSTAD & SHOUP
PROEHL'S NEW APPLIANCE CTR.
PROVOST, INC.
QUILLIN'S IGA STORES
QUILLIN'S SERVICE STATION
THE RADFORD COMPANY
RALPH'S STANDARD SERVICE
RAMADA INN
RANDALL-GRAW COMPANY, INC.
RAYMOND BROTHERS, INC.
READMORE
READY BUS LINE CO.
RECOMMENDED REALTY
REDWOOD MOTEL
REFUSE DISPOSAL SERVICE
REMEMBRANCE SHOP
RENTAL DIRECTORY
RESERVE SUPPLY CO.
RETZLAFF-WORCHEL, LTD.
GENE RING
HAROLD RISTOW
RIVER CITY HOME IMPROVEMENT
RIVOLI THEATRE
ROBERS DREDGE, INC.
VIRGIL ROBERTS
JACK ROBINSON TV & APPL.
ROCKY ROCOCO
W. A. ROOSEVELT CO.
GEORGE B. ROSE, INC.
FRED H. ROSS, D.D.S.

ROSS FURNITURE & RUG. CO.
ROTH'S FLOR-MART
ROUND THE CLOCK LAUNDROMAT
ROWLEY'S OFFICE EQUIPMENT
RUAN LEASING
THE RUCKER CO., INC.
RUDY'S A & W DRIVE-IN
RUDY'S SUPERMARKET
BERNARD RUST CONSTRUCTION, INC.
S & H SPORT SHOP, INC.
ST. FRANCIS HOSPITAL
ST. JOSEPH CONSTRUCTION
ST. JOSEPH EQUIPMENT
HARMON SACIA
SALADMASTER TRI-STATE DEALERSHIP
SAMB'S
ROGER SANDMIRE
SANITARY SUPPLY CO.
WILLIAM J. SAUER, ATTORNEY AT LAW
SCENIC TRAILS
SCHAAK ELECTRONICS
SCHAEFER MOTORS
SCHAFER'S BOAT LIVERY
SCHALLER CHIROPRACTIC CLINIC
SCHAMS—LA CROSSE WATER CONDITIONING
SCHILLING PAPER CO.
ROBERT SCHILLING
SCHILTZ FARMS, INC.
HUBERT SCHLEITER, ATTORNEY
SCHLICHT SELECT SAUSAGE
SCHMIDTY'S
SCHNEIDER HEATING & AIR COND.
SCHNEIDER'S HOME FURNISHINGS
LEE SCHNEIDER
ROSALIE SCHNICK
JOHN SCHUBERT
SCHUBERT/MOLZAHN ARCHITECTS & ENGINEERS
DALE B. SCHULTZ, D.D.S.
DELLA SCHULTZ
SCHULTZ DISTRIBUTING CO., INC.
REV. JOHN SCHULTZ
SCHUMACHER FUNERAL HOME
SEARS, ROEBUCK & COMPANY
SEILER-SHANLEY INSURANCE AGENCY
SERVISOFT
SERVOMATION CORPORATION
SEVEN-UP BOTTLING CO.
SEW 'N SEW
SHAKEY'S PIZZA PARLOR
GERALD SHANLEY
THE SHERWIN-WILLIAMS CO.
SHOWBOAT LANES
SIERZANT, INC.
SILBIE'S SHOE STORE
SILVER STUDIO
C. M. SIMONSON
SIRLOIN STOCKADE
SKELGAS LA CROSSE, INC.
SKEMP-GRANDVIEW CLINIC
SKIPPER BUD'S OF LA CROSSE, INC.
SKIPPERLINER HOUSEBOATS
SKOGEN'S IGA FOODLINERS, INC.
SLETTEN FURNITURE COMPANY
SLETTEN-MCKEE-HANSON
SMALL WORLD
SMITH, BARNEY, HARRIS, UPHAM CO., INC.
SMITH BICYCLE SHOP
CLARENCE B. SMITH ENTERPRISES, INC.
SNELLING AND SNELLING
SNOWBERRY REALTY
SODERBERG OPTICAL SERVICE
SOELL'S CORP.
ROLAND SOLBERG
SORGE'S DAIRY SUPPLY CO.
SOUND IDEA STORES
SOUTH AVENUE CAFETERIA
SOUTHGATE IGA FOODLINER
SOUTH LANES
SPECIAL-T OF LA CROSSE
SPEED PRINT
SPREITER ART & ADVERTISING
SPURGEON'S
STAATS COMPANY
STANEK ELECTRIC
STANSFIELD VENDING, INC.
STARK ELECTRONICS, INC.
STATE BANK OF LA CROSSE
STATE WIDE BUILDERS
STEAK RANCHES OF AMERICA, INC.
STEELE, SMYTH, KLOS AND FLYNN
STEEL SUPPLY CO.
G. LESTER STEINHOFF
PATRICK STEPHENS
ROBERT STEUCK
BANK OF STODDARD
HOTEL STODDARD
CURTIS STORCK
R. J. STRAND D.D.S.
TED STREHL
STRUPP TRUCKING, INC.
SUPER VALU STORES—BRIDGEVIEW PLAZA
SUPER VALU STORES, INC. JACKSON PLAZA
SURF COCKTAIL LOUNGE
SWANSON HEAVY MOVING
SWARTZ OFFICE SUPPLY
A. J. SWEET COMPANY
DOUGLAS SWEETLAND
DR. JACK SWIDLER

SWIFT & COMPANY
T J'S APPAREL SHOPPE
TACO JOHN'S
TARCO, INC.
TASCA-WARD TIRE COMPANY
TAVERN LEAGUE OF LA CROSSE
TEAM ELECTRONICS, INC.
TELEPROMPTER
TERPSTRA FUELS, INC.
THINGVOLD, TOSTRUD, AND COMPANY
THOMAS PLUMBING & HEATING
THOMPSON, INC.
THORP FINANCE COMPANY
O'NEITA THORSEN
THUNDERBIRD DECORATORS, LTD.
TOM'S SPEEDOMETER SHOP
TOOKE REALTY
TORRANCE CASTING & FABRICATING
TOUCH OF CLASS
THE TRANE COMPANY
TRANE COMPANY SALES OFFICE
TRANE EMPLOYEES CREDIT UNION
DAVID A. TRAPP
ARNOLD TRIMBLE
TRI-STATE AMBULANCE SERVICE, INC.
TRI-STATE ROOFING CO.
TRUELINE, INC.
TWIN CITY TESTING & ENGINEERING LABORATORY
REV. HUGH UHRICH
JOE ULRING
UNION PRESCRIPTION CENTER
UNION STATE BANK OF WEST SALEM
UNITED AUTO SUPPLY
UNITED BUILDING CENTER
UNIVERSAL PHOTO SERVICE
UNIVERSITY OF WISCONSIN-LA CROSSE
UPPER MISSISSIPPI CRUISES
VAALER'S BUILDING SUPPLY
VALLEY FARM SUPPLY, INC.
VAN RIPER CONTRACTING CO.
VAN WYK SMALL ANIMAL HOSPITAL
CHARLES VASLOW, OPTOMETRIST
VERMEER SALES & SERVICE
VERN'S IGA FOOD MARKET
VICKS BAR & MOTEL, INC.
VIKING AVIATION, INC.
VILLAGE BAKE SHOP
VILLAGE COUNTRY KITCHEN
HARRY VINER, INC.
VITERBO COLLEGE
JOHN VOLLMER
RICHARD VON RUDEN
HOWARD VOSS
WIZM RADIO
WKBT-TV
WKTY RADIO
WLCX RADIO
WXOW-TV
MSGR. A. WAGENER
WALLIN'S BRIDGEVIEW PET CENTER
WALT'S INC.
WAREHOUSE SALES
J. R. WATKINS GENERAL STORE
RALPH H. WATSON
WAVRA & JIRACEK
WEAVER's WAREHOUSE FOOD MARKET
WEBB OIL CO.
WEIGEL ELECTRIC
WEISENSEL & WEISENSEL
WEISS AUTO BODY SHOP
WELCH MOTEL
MARK WERNER, DDS
WESTERN AUTO SUPPLY
WESTERN WISCONSIN TECHNICAL INSTITUTE
WESTVIEW INN
WETTSTEIN & SONS INC.
CHARLES R. WHALEY, JR.
THE WHEELER CO.
FRANK A. WHITE ADVERTISING, INC.
WIGGERT BROS
WILKINS & MOSS INSULATION CO., INC.
WILLIAMS CONSTRUCTION CO.
DONALD J. WILLSON
GENE WILSON
WINCRAFT INCORPORATED
JACK WINTER, INC.
WISCONSIN COLLECTION SYSTEMS
WISCONSIN PHYSICIANS SERVICE
WISCONSIN PREMIUM CHEESE CO.
WISCONSIN SECURITY BUREAU
WIS. STATE EMPLOYMENT SERVICE
WISHING WELL MOTEL
WITTENBERG'S CIGAR STORE
D. R. WITZKE & COMPANY
RONALD C. WOLD
GEORGE F. WOLFF, INC.
CREED WOOD
WOOLWORTH COMPANY—DOWNTOWN — VILLAGE
WRIGHT DIRECTORY CO.
WUENSCH'S SEWING CENTER
YAHR-LANGE LA CROSSE DRUG, INC.
YE OLD STYLE INN, INC.
YELLOW CHECKER CAB CO.
ELAINE B. YERLY
ZAHN'S SHEEL METAL SHOP
B.C. ZIEGLER & CO.
DENNIS ZWEIFEL

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'77 Program of work...

JEAN GITZ
President

Our greater La Crosse area may very well be on the threshold of an important growth period. There are numerous doors to be opened which can lead to a promising future. The Bicentennial Expressway Committee, of which the Chamber is a part, is working its way through the maze of steps required by three levels of government, and has set an ambitious target date of November, 1979, to complete a high capacity interconnecting north-south road into La Crosse. The Committee is also concerned with the Lang Drive construction project. Solving our traffic tie-ups and providing fast, easy access in and out of La Crosse is essential to almost all other types of development.

The new Redevelopment Authority acted decisively in taking over administration of the Harborview project locally, and we look for continuing positive action leading to development which will contribute productively to our economy.

The Downtown business people have joined to work for progressive development in this economic backbone of our community. A large regional shopping center may also be expected to get under way this year. Both imply a step forward for the area as a major retail center.

Stable, steady industrial growth continues, and there will be a need for more industrial park area. The influx of visitors for conventions and recreation is a growing source of dollars in our economy, and expanded facilities have been suggested to further develop this potential.

Health service and education are two of the fastest growing assets to our economy, and have an important role in our future.

There is a strong interdependence among these various areas. Progress in one facilitates and supports progress in all other areas of development.

One of our greatest needs is cooperation among business and professional people, laboring people, and the leaders of our various local and area governments. We need to pull together as a unit to move ahead, and move ahead we must, because to stand still is to go backward.

And so, our slogan for 1977: "Operation through Cooperation". Working together to open the doors that lead to a better future.

COMMUNITY DEVELOPMENT

JEAN GITZ, President
VICE PRESIDENT: Monte Holman

ARBOR DAY TASK FORCE COMMITTEE

Chairman:
Nicoletta Pappas

Purpose: Develop, in cooperation with the County Extension office, City Forestry Department, and others interested in reforestation projects, a program which will permit residents to secure trees of various sizes at a nominal cost which they may plant on their property to replace trees that are dying in this area.

Priorities: The work of the Task Force should be completed by Arbor Day, April 29, 1977.

Develop a program to instruct area residents on how the trees should be planted and cared for.

HIXON FOREST TRAILS COMMITTEE

Chairman:
Dick Brindley

Purpose: This committee will continue the program undertaken by the Bicentennial Committee in Hixon Forest during the past two years.

Priorities: Develop an arboretum.

Complete the entrances to the Bicentennial trails.

Construct additional trails.

Commence planting of wild flowers and other fauna.

EDUCATION COMMITTEE

Chairman:
Francis Brown

Purpose: Promote education opportunities for all La Crosse area residents.

Priorities: Sponsor the Honor Student Banquet in May.

Support the University of Wisconsin/La Crosse Economic Resource Center.

Undertake the development of a comprehensive program to relate the private enterprise story to students in the La Crosse area.

Develop a program to upgrade the image of the La Crosse school system.

Improve liaison with University of Wisconsin/La Crosse, Viterbo College and Western Wisconsin Technical Institute.

Monitor School Board meetings and review the School Budget and make recommendations to the Board regarding the budget.

ENVIRONMENTAL AFFAIRS COMMITTEE

Chairman:
Tom Steele

Purpose: Evaluate all environmental issues that face the greater La Crosse area, taking into consideration the economic ramifications.

Priorities: Monitor situations related to clean air.

Study the local recycling and disposal issues.

Be appraised of any conflicts between energy and the environment.

Assume the responsibility of monitoring all activities relating to the rivers in the greater La Crosse area.

ECONOMIC DEVELOPMENT GROUP

VICE PRESIDENT: Ted Solie

AGRI BUSINESS COMMITTEE

Chairman
Norbert Nuttleman

Purpose: Continued viability of agriculture to the overall economy of the La Crosse area is of major concern.

Priorities: Support the 4-H Achievement Program including sponsorship of awards and hosting of the 4-H Leaders Christmas Party.

Support the 4-H and FFA Livestock Sale.

Cooperate with the Pig Club in its efforts to encourage farm youth in the swine business.

Sponsor the 4-H Leaders Christmas Party.

Provide 4-H News Magazine for adult leaders.

Organize a Rural/Urban banquet to help better understanding between the farmer and business persons.

AREA DEVELOPMENT COUNCIL

Chairman
Clark Nixon

Purpose: Coordinate the efforts of representatives from each business center in the area: Central La Crosse, the Village, Jackson Plaza, Caledonia Street, Bridgeview, Central Onalaska, Center 90, Holmen, West Salem, Bangor, and La Crescent, in a cooperative venture to promote the growth and economic development of this area as a medical, educational, service, manufacturing, retail and wholesale trade center.

Priorities: Build the image of the La Crosse area as a good place to do business. Applicable to both the businessman and the customer.

Cooperate to strengthen the business climate in this area to enhance the growth potential of existing business.

Promote a business climate that will be attractive to potential new businesses.

SMALL BUSINESS COUNCIL

Chairman:
Jess Ondell

Purpose: Provide a form through the use of educational seminars designed to provide the small business member with information that will enable him to continue in business and make a profit.

Priorities: Develop and conduct an in-depth series of seminars utilizing the "know how" of University of Wisconsin/La Crosse, Viterbo College and Western Wisconsin Technical Institute, on topics as selected by the membership of the council.

Suggested subjects might include: Financial management, marketing, employe relations, OSHA problems, EEOC compliance, product liability, etc.

MILITARY AFFAIRS COMMITTEE

Chairman
Lloyd Marlow

Purpose: To maintain liaison with area military bases and personnel who reside in the greater La Crosse area.

Priorities: To serve as the Chamber's liaison with Fort McCoy, Camp Douglas, Wisconsin National Guard, U.S. Naval Reserve, Army Reserve and University of Wisconsin/La Crosse ROTC.

Host the Annual Outing for Fort McCoy personnel.

Keep updated on the latest military technology through meetings with speakers from the various branches.

TRANSPORTATION COMMITTEE

Co-chairman:
Richard Morkwed

Co-chairman:
Tom Golden

Purpose: Transportation is the lifeline of business and industry as well as the pipeline of goods and services. The highways and streets that serve the La Crosse area must keep pace with the increase in traffic. Rail and air transportation are vital to the future growth of the area and must be maintained.

Priorities: Work with the appropriate governmental agencies to expedite the Lang Drive project.

Support proposals designed to improve traffic flow in the area.

Monitor any situations that might arise relative to truck, rail and air transportation.

Keep appraised of the commercial air service picture as well as the general aviation program as it affects the area.

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MEMBERSHIP FINANCE GROUP

VICE PRESIDENT: Ken Blanchard

AMBASSADORS

Chairman
Bill Kelley

Purpose: To serve as the good will arm of the Chamber.
Priorities: Collect delinquent accounts.
Represent the Chamber at open houses, grand openings, and other events where their services are requested.
Present "Building A Better La Crosse Area" signs and Civic Achievement Awards to those firms and individuals making a contribution to the economic development of the greater La Crosse area.
Represent the Chamber in local and area parades during the spring, summer and fall seasons.
Cooperate with other area organizations in providing the Ambassador Kaboose for their activities and promotions.

LONG RANGE FINANCING TASK FORCE

Chairman
Ken Blanchard

Purpose: To develop a plan which will provide an adequate financial foundation for the Chamber during the next five years.
Priorities: Undertake a complete review of the existing dues schedule and determine the best method of implementing same.
Study all aspects of future funding and present the Board those deemed most appropriate for the organization to utilize.
Determine if the existing dues schedule needs revision, and if it does, recommend the necessary changes.

IMAGE COMMITTEE

Chairman
Chick Meinert

Purpose: Communicate to the membership, as well as the general public, the Chamber's story.
Priorities: Develop improved internal communications within the Chamber.
Clarify and publicize the operation of the Chamber of Commerce as a broad based organization serving equally the economic and business interests of all individuals and companies throughout the Greater La Crosse Area.
Cooperate with the Education Committee in developing a program designed to inform the general public of the importance of the private enterprise system.

MEMBERSHIP COMMITTEE

Chairman
Scott Kellicut

Purpose: Provide the manpower and finances for the Chamber to accomplish the Program of Work for the current year.
Priorities: Present "Dollar of Profit" certificates to new businesses in the area served by the Chamber.
Conduct a major membership drive during the year which will assure a minimum of 100 new accounts.
In cooperation with the Long Range Financing Task Force, work to bring all membership accounts to scale as provided by the Fair Share Dues Schedule.
Conduct regularly scheduled orientation sessions for new members.

PUBLIC AFFAIRS GROUP

VICE PRESIDENT: Bill Kratt

CONSUMER AFFAIRS COMMITTEE

Chairman
Howard Nestingen

Purpose: Provide the mechanism whereby solicitations of the business community are reviewed and advise the staff on current consumerism activities.
Priorities: Review all solicitations presented to the Chamber.
Serve as an advisory group to the Chamber staff in the day-to-day consumerism activities.

FEDERAL LEGISLATIVE COMMITTEE

Co-Chairman
Eric Lundquist

Co-Chairman
Al Poser

Purpose: To provide the membership with information relative to Federal Legislative issues which affect the economy and our membership.
Priorities: Monitor proposed federal legislation and decisions rendered by federal agencies which affect our membership.
Enlarge the base of the letter writing brigade so that our Congressional delegation hears from a number of people on crucial federal legislation.
Propose to the Board positions on issues which concern our membership.
Communicate the Chamber's position on key federal legislation to the membership.
Sponsor a "Meet your Congressman" meeting during the year.
Represent the Chamber in hearings before federal legislative committees as directed by the Board.

BICENTENNIAL EXPRESSWAY

Purpose: Continue to cooperate with the Building Trade Council in the Bicentennial Expressway Project.
Priorities: The three Chamber members who are serving on this committee will continue to do so.
Work with this group in other efforts requiring the cooperation of the Chamber and organized labor.

STATE LEGISLATIVE COMMITTEE

Chairman
Bob Goliwas

Purpose: To monitor state legislative activities and the decisions rendered by state agencies which affect the membership of the Chamber.
Priorities: Meet on a regular basis throughout the legislative session with our elected representatives.
Develop a letter writing brigade who can communicate with our local legislators their views on issues.
After studying legislative issues, draft policy positions for presentation to the Board.
Communicate policy positions to the legislators.
Sponsor a general membership meeting prior to the start of the 1977 legislature.
Represent the Chamber in hearings before state legislative committees as directed by the Board.

LOCAL LEGISLATIVE COMMITTEE

Assn. Chairman
Roger Le Grande

Purpose: Serve as the Chamber's liaison with local and county government administrative and political leaders.
Priorities: Monitor local and county governmental bodies to be appraised of legislation affecting the membership.
Coordinate with committee Chairmen when legislation of interest to that committee is proposed.
With the committees involved, propose policy positions for the Board of Directors to consider.
Present Chamber positions before the appropriate governmental body as directed by the Board.
Cultivate a good relationship and rapport between the Chamber and members of the various governmental bodies.

OTHER ACTIVITIES

Chairman
Paul Pappas
La Crosse Downtown
Shopping Center Assn.

Convention and Visitors Bureau
Continue liaison and cooperation.
Maintain close liaison and cooperation with the Bureau.

La Crosse Area Industrial & Economic Development, Inc.
Continue to financially support the organization.

La Crosse Downtown Shopping Center Association
Service the Association in their program including Christmas decorations for the Central Business district.

STANDING COMMITTEES

Annual Meeting
Budget
Nominations and Elections
Program of Work

CHAMBER SUPPLEMENT SPONSORS

EXCHANGE STATE BANK
GATEWAY FOODS, INC.
POELLINGER, INC.
WESTERN WISCONSIN TECHNICAL INSTITUTE
WHEELER CO.
SKOGEN'S IGA
TRANE CO.
VITERBO
LA CROSSE TRIBUNE

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THE CHAMBER OF COMMERCE
ITS ORIGIN AND PURPOSE

THE CHAMBER'S PURPOSE & METHODS

Effective Chambers of Commerce usually have these elements present:

—Specific goals and objectives designed to accomplish the purpose of the organization ... to meet the needs and desires of business and the community.

—A structure for organizing people and the job; the documents (bylaws, policies, procedures) to make it work.

—Involved and committed leadership well briefed in their responsibilities and who will use their time and talent to accomplish meaningful goals.

—A membership who are informed, interested and willing persons to man committees, carry out action projects and provide the necessary financing.

—Provision of financial resources to finance the Chamber's Program of Work and provide the necessary administrative expenses.

—Skilled executive management dedicated to sound operation, flexible to innovate change and capable of motivating voluntary personnel.

A CHAMBER'S MAKEUP

The Chamber may be defined as a vehicle (the organization) for mobilizing people to accomplish agreed-upon goals for the betterment of the community. Its purpose specifically would be to:

—Increase business growth and development of jobs within the market.

—Assist in the orderly growth and development of the community and its people.

—Contribute to building healthy markets to assure economic stability, and,

—Retain the private enterprise system with free competitive markets.

The Chamber uses these methods to accomplish its goals:

—Community needs are determined and analyzed.

—Priorities are set.

—Human and financial resources are combined to accomplish agreed-upon Community Goals.

A Chamber has been defined as "people working together to make their community a better place to live and make a living." It is truly an organization dedicated to improving the "quality of life" for all the citizens of the area.

ACTION AREA EXAMPLES

A Chamber of Commerce designs its activities to fit community needs, insuring sound development. Projects are undertaken only after sound and thorough analysis of their value and importance.

- In areas of providing jobs — Economic Development — the Chamber is involved in these activities:

Agriculture
Retail Activities
Tourist Promotion
Industrial Development
Area Planning
Convention Promotion
Wholesale Activities

- In Community Development, projects are undertaken in areas of:

Education
Cultural Needs
Downtown Re-development
Community Attitudes
Housing
Crime Prevention and Control
Transportation

- Chambers are also active in Human Resources Development. Here are some broad areas of involvement:

Manpower Training
Health
Environmental Pollution Control
Welfare
Recreation
Human Relations

- In Public Affairs and Legislative activities, Chambers are engaged in:

Local, State and National Legislation
Tax Study
Political Participation Courses
Business-Consumer Relations
Economic Education Courses

WHAT IS IT?

A Chamber of Commerce is an action agency designed to meet community needs. It is a voluntary organization of individuals and businesses who band together to advance the commercial, financial, industrial and civic interests of a community. It is a civic clearinghouse, a public relations counselor, a legislative representative at the local, state and national levels of government, an information bureau and a research and promotion medium.

WHO RUNS IT?

The organization is run by a Board of Directors, elected by the Chamber's members. The Board, serving without pay, sets the policies for the Chamber. The administrative head of the Chamber is the Executive Vice President. He is paid as is the staff working with him. In some smaller communities, the manager may be a volunteer or part-time employee.

WHAT DOES IT DO?

The variety of a Chamber's activities is virtually unlimited, depending on community needs and the desire and ability of the Chamber to meet those needs. Its overall mission of community development is determined by its program ... its goals, usually called a Program of Work, Blueprint for Action, Goals for Progress, Action Agenda or similar title.

HOW DOES IT WORK?

Action groups—may be called councils, task forces, or committees—are the backbone of a Chamber. They are the units that accomplish the organization's goals and objectives. The needs of the community and policies of the Chamber determine the kinds and number of these action groups.

WHO PAYS FOR IT?

Financed on a voluntary basis, a Chamber's expenses are apportioned among its members, consisting of firms and individuals. Chamber membership is an investment in the present and future of the individual's and the community's welfare.

WHO ARE ITS MEMBERS?

Any firm or individual sharing a common interest in community improvement is eligible for membership.

Anyone interested in obtaining more information about membership in the Greater La Crosse Area Chamber of Commerce should complete the coupon listed below and return it to the Chamber at P.O. Box 842, La Crosse.

HISTORY

The beginnings of the Chamber of Commerce movement are traced back almost 6,000 years to the city of Mari in Mesopotamia.

The evolution of the modern Chamber began in 1599 when merchants in Marseilles, France formed an independent voluntary organization to represent commercial interests of the port. During the 18th century Chambers were established in other French cities and in England and Ireland.

The first American Chamber of Commerce was the Chamber of Commerce of the State of New York (essentially an organization representing the businessmen of New York City) which was organized in 1768. Five years later, the Charleston, South Carolina, Chamber was formed.

The Greater La Crosse Area Chamber of Commerce was incorporated as "The Board of Trade of the City of La Crosse" on February 6, 1868 and has served the area continuously since then.

Please contact me about membership in the Greater La Crosse Area Chamber of Commerce

Mail to:
Greater La Crosse Area
Chamber of Commerce
P.O. Box 842
La Crosse, Wis. 54601

NAME ..... FIRM .....

ADDRESS ..... CITY ..... STATE .....

PHONE .....

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