



Western Wisconsin's Largest
Business-to-Business Trade Show & Business Spotlight



Longevity:

Celebrating Our Longtime Businesses

Thursday, October 26

La Crosse Center • South Hall

Small Business Breakfast 7:30-8:30 a.m.

Booths Open 8:30-11:30 a.m.

Luncheon 11:30 a.m.-12:30 p.m.

Booths Re-Open 12:30-2:30 p.m.

Free admission with a business card

Inside: Schedule of Events, Expo Floor Map, Business Expo Listings



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2017 La Crosse Area Chamber Leadership

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Experienced Doesn't (Always) Mean Old-Fashioned



Vicki Markussen, Executive Director
La Crosse Area Chamber of Commerce

The La Crosse Area Chamber of Commerce chose the 2017 Business Expo theme of "Longevity" because, as our Chamber prepares to enter our 150th year, amazing companies are celebrating 100+ years with us. The history of the Chamber is intertwined with these businesses. When the city of La Crosse was just 12 years old, businesses united to help each other grow. It remains our founding principle. One business listed on our founding documents—W.A. Roosevelt (now Dakota Supply Group)—is even represented by one of our Business Expo speakers.

Businesses that survived our most recent recession learned valuable lessons, as did those who survived wars and the Great Depression. They were headed by amazing leaders who navigated their businesses through the toughest of times. That is something to boast about!

Being innovative and changing with the times is as important for a 150-year-old business as it is for a startup company. Our Business Expo is a showcase of both our new businesses and our long-established. Join us and learn what's new at companies you think already know.

It is through the power of local businesses that we have a robust quality of life. Reflect on this as you listen to our great speakers or walk the show floor. There's history being made at these companies—new and established!

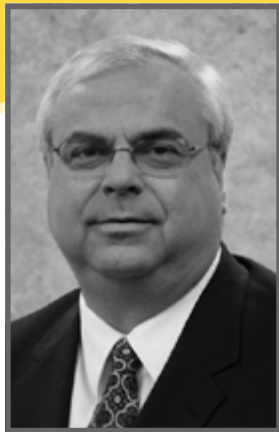
Schedule of Events

7:00-7:30 a.m.	Small Business Breakfast Registration
7:30-8:30 a.m.	Small Business Breakfast (Pre-registration required) Longevity Kent C. Handel President & CEO, Trust Point Inc.
8:30 a.m.-2:30 p.m.	Exhibit floor open Free admission with a business card Floor closed from 11:30 a.m.-12:30 p.m. for the featured luncheon.
10:30-11:30 a.m.	Featured Luncheon Registration
11:30 a.m.-12:30 p.m.	Featured Luncheon (Pre-registration required) Longevity Todd Eber Former President & Owner, W.A. Roosevelt (now Dakota Supply Group)



La Crosse Area Chamber of Commerce - Business Expo 2017
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Keynote Presenters



Trust Point Inc.
Kent C. Handel
President & CEO

Small Business Breakfast

7:00 a.m. Registration
7:30-8:30 a.m. Breakfast with Presentation
Cost: \$30 (Chamber members save \$10)

When Trust Point began 106 years ago in La Crosse, asset management was in its infancy. In 1913, six men created the La Crosse Trust Company, which would stand the test of time by surviving the Great Depression, capitalize on the boom of the 1950s and 1960s, and grow more diverse in its offerings. Under the name North Central Trust, it reached the \$100 million in assets milestone in the 1980s. Today, it's 25 times larger, with international clients and two office locations. Come hear how this company, rooted in its key word of "trust," has become an award-winning organization recognized for promoting women into leadership positions.

Emerald Sponsors:



Todd Eber
Former President
& Owner

Luncheon

11:00-11:30 a.m. Registration
11:30 a.m.-12:30 p.m.
Lunch with Presentation
Cost: \$39 (Chamber members save \$10)

Dakota Supply Group
(formerly W.A. Roosevelt)



Steve Reiman
4th Generation
W.A. Roosevelt Family

Dakota Supply Group (formerly W.A. Roosevelt) in La Crosse knows something about endurance. Started shortly after the Civil War in 1868, its been through all major wars, the Great Depression, several recessions, numerous ownership and leadership changes and the growing up of La Crosse to emerge as a major Midwest distributor providing materials, equipment and services to the electrical, HVAC, plumbing and refrigeration trades. As it celebrates its 150th anniversary of its La Crosse business in 2018, learn how this company is intertwined with La Crosse's history, how several near misses forged the company's future success, and how its 5-state presence continues to grow.

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Fall is here, stop by and sip a Latte with your friends. Or use our On-The-Go ordering and put smiles on your little ones faces with a quick dozen donuts from our drive through. Or be the "Office Hero" by stopping on your way to get breakfast for you and your co-workers, a simple in and back on your way.



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EO Johnson Business Technologies is a leading business technologies provider, offering managed IT services, managed print services, document management, scanning and business processes systems, and print/document and production printing equipment. EO Johnson is certified as a Woman Owned Business through the State of Wisconsin and a 2016 BBB Torch Award for Ethics winner.

EO Johnson is a market leader in its industry and known for its service and sales excellence. The company was founded by Emery O. (E.O.) Johnson in 1957 in Wausau, WI, and today has offices in Wausau, Eau Claire and La Crosse, WI; Rochester and Minneapolis, MN; and Cedar Falls, IA. Now in second-generation ownership, the company is owned and run by E.O.'s daughter, Mary Jo Johnson.

Learn more at www.eojohnson.com.

EO Johnson Business Technologies

Jeff Iverson, Branch Manager
3310 Kinney Coulee Road S.
Onalaska, WI 54650
608-788-2390
jiverson@eojohnson.com
www.eojohnson.com



With a trusted local presence for over 40 years, **Five Star Telecom, Inc.** is your connection for all of your business structured cabling and telecommunications needs.

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Because your employees are your company's most valuable asset, it's important to keep them safe, healthy, productive ... and on the job. **Gundersen Health System's Business Health Services** team has decades of experience helping to create healthier workforces and keeping health-related costs down.

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Business Health offers a variety of services to promote wellness among your employees. Programs assist you in assessing the current wellness state and developing a tailored plan based on identified health and wellness goals for the following year.

Gundersen offers a number of additional Business Health services:

- Workers' Compensation case management
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- Prescription industrial safety eyewear
- Employee Assistance Program
- Substance Abuse Professional
- Training and education programs
- Health information and screenings
- Executive Care program

CHAMBER BENEFITS

The networking opportunities the Chamber of Commerce offers, like the Business Expo, assists Gundersen Health System in building strong business relationships in our service area.

Gundersen Business Health Services

Bruce Friell, Director
1900 South Avenue – NCA1-06
La Crosse, WI 54601
BusinessLink 608-775-4431
gundersenhealth.org/business
bhs@gundersenhealth.org

Thank
You!

MAP OF LA CROSSE CENTER SOUTH HALL

La Crosse Area Chamber of Commerce Business Expo: *Longevity*

SMALL BUSINESS BREAKFAST

Kent C. Handel, President & CEO, Trust Point, Inc.

Registration: 7:00 a.m.

Breakfast & Presentation: 7:30 - 8:30 a.m.

FEATURED LUNCHEON

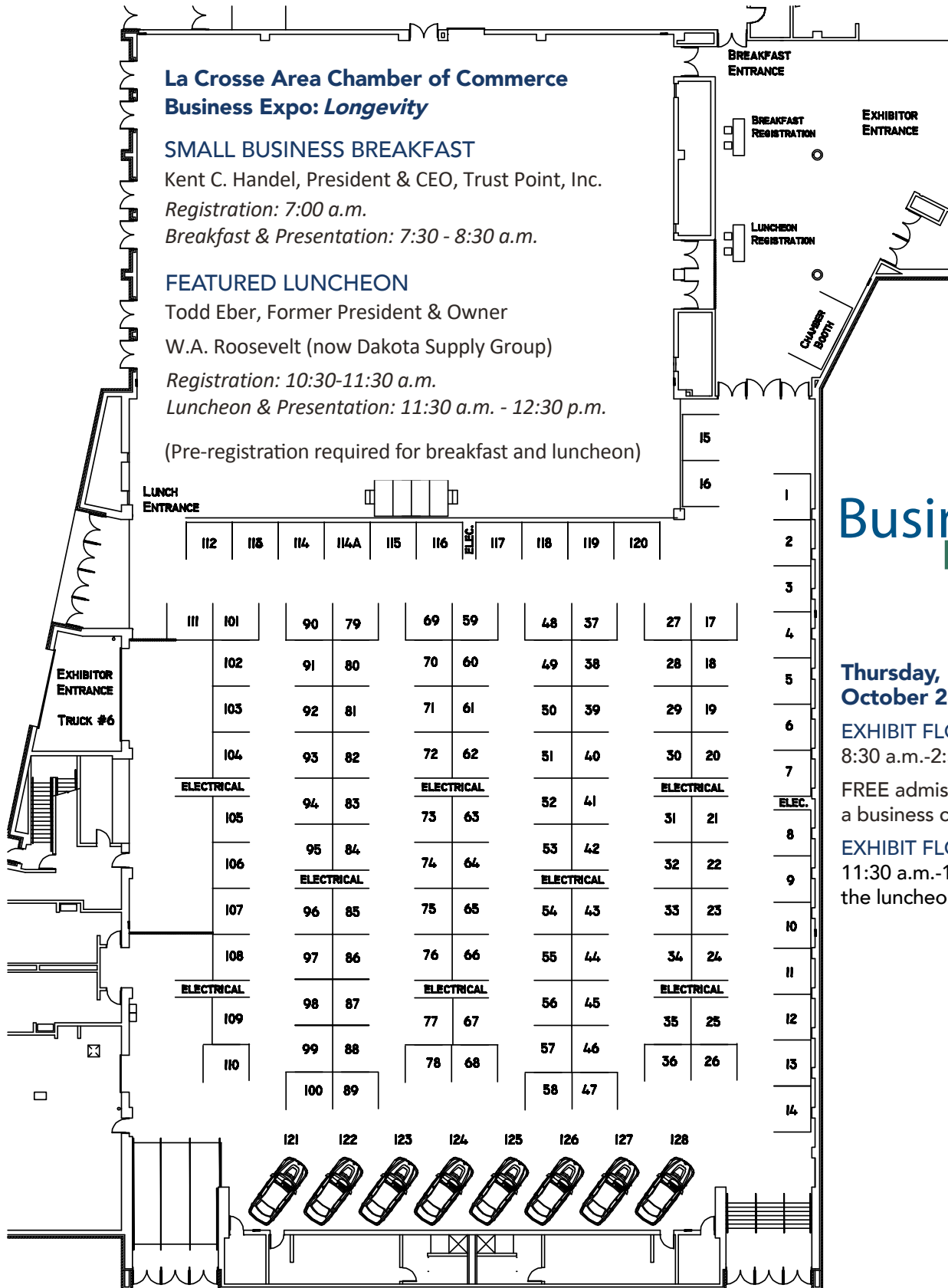
Todd Eber, Former President & Owner

W.A. Roosevelt (now Dakota Supply Group)

Registration: 10:30-11:30 a.m.

Luncheon & Presentation: 11:30 a.m. - 12:30 p.m.

(Pre-registration required for breakfast and luncheon)



**Thursday,
October 26, 2017**

EXHIBIT FLOOR OPEN
8:30 a.m.-2:30 p.m.

FREE admission with
a business card.

EXHIBIT FLOOR CLOSED
11:30 a.m.-12:30 p.m. for
the luncheon.

Ruby Sponsors



Kwik Trip began in Eau Claire in 1965 and has grown to over 600 stores with more than 20,000 co-workers in three states and has been named a Top Workplace in Wisconsin, Minnesota and Iowa. Kwik Trip produces more than 80 percent of the products featured in its stores. Kwik Trip's La Crosse-based headquarters operates its own commissary, bakery and dairy and maintains its own distribution center and transportation fleet.

Kwik Trip

Steve Loehr, Vice President of Support Center Operations
1626 Oak Street
La Crosse, WI 54603
608-781-8988
sloehr@kwiktrip.com
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Mayo Clinic Health System - Franciscan Healthcare has created an exceptional, integrated resource for employers: the convenience of a single, trusted partner for all aspects of employee health.

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Michael Eckstein, Director of Sales and Marketing
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La Crosse Regional Airport (LSE) is Western Wisconsin's largest airport and plays a critical role in fostering business growth and economic development in the region. Owned by the City of La Crosse, the airport is a self-sufficient utility serving more than 200,000 passengers annually. Generating approximately \$53.1 million in economic output and supporting more than 800 jobs, the airport is an economic engine working for La Crosse and the surrounding region. Support for LSE Airport impacts the strength of our economy and quality of life in our communities.

La Crosse Regional Airport

Clinton Torp, Airport Director
2850 Airport Road
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Pepsi-Cola Bottling Company of La Crosse is a locally owned independent franchise distributor. Our company sells and distributes several leading brands including Pepsi, Mountain Dew, Aquafina, Gatorade, Starbucks, Lipton and Klarbrunn. We are part of the Gillette Group of Pepsi Cola companies and have been locally owned and operated since 1937. We are fortunate to operate in a wonderful community and take pride in giving back through many local non-profit, charitable events and groups.

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Media Sponsors:



Business Expo Listings

BOOTH	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	WEBSITE
1	State Bank Financial	401 Main Street	La Crosse	WI	54601	608-791-4210	www.statebankfinancial.com
2	Travel Leaders	2404 State Road	La Crosse	WI	54601	608-784-9820	www.travelleadersgo.com
3	Health Tradition Health Plan	P.O. Box 188	La Crosse	WI	54602-0188	608-392-8824	www.healthtradition.com
4	Mayo Clinic Health System	700 West Avenue S.	La Crosse	WI	54601	608-392-2767	www.mayoclinichealthsystem.org
5	Coast to Coast Training	4008 Mary Drive	Onalaska	WI	54650	608-769-4203	www.coasttocoasttraining.com
6	Manpower	9348 Highway 16, Suite 106	Onalaska	WI	54650	608-781-8899	www.mnpwr.com
7	DeBauche Truck & Diesel	535 Fanta Reed Place	La Crosse	WI	54603	608-781-8840	www.debauchetruck.com
8	US Cellular	9348 State Road 16, Suite 224	Onalaska	WI	54650	608-781-2600	www.uscellular.com
9	Lost Lake Pilsner	32288 County Road 1	La Crescent	MN	55947	608-792-4306	www.lostlakebeer.com
10	Magnum Broadcasting	505 King Street, Suite 221	La Crosse	WI	54601	608-780-6294	www.magnumbroadcasting.com
11	US Bank	201 Main Street, Suite 100	La Crosse	WI	54601	608-782-8101	www.usbank.com
12	Bethany Lutheran Homes	2575 S. 7th Street	La Crosse	WI	54601	608-406-3893	www.bethanylutheranhomes.org
15, 16	WXOW- 19	3705 CTH 25	La Crescent	MN	55947	507-895-9969	www.wxow.com
17	EO Johnson Business Technologies	3310 S. Kinney Coulee Road	Onalaska	WI	54650	608-519-8436	www.eojohnson.com
18	BMO Harris Bank	3500 Highway 16	La Crosse	WI	54601	608-781-8834 (Valley View)	www.mibank.com
19	Meridian Marketing Services	1026 19th Street S., P.O. Box 971	La Crosse	WI	54602	608-784-2110	www.meridian-corp.com
20	Habitat for Humanity La Crosse Area	3181 Berlin Drive	La Crosse	WI	54601	608-785-2375	www.habitatlacrosse.org
21	Kaplan Professional	332 Front Street S., Suite 501	La Crosse	WI	54601	608-779-5599	www.schweser.com
22	ISG	201 Main Street, Suite 710	La Crosse	WI	54601	608-789-2034	www.is-grp.com
23	Young Professionals of the Coulee Region	601 7th Street N.	La Crosse	WI	54601	608--784-4880	www.lacrossechamber.com/ young-professionals/
24	La Crosse Area Chamber of Commerce	601 7th Street N.	La Crosse	WI	54601	608-784-4880	www.lacrossechamber.com
27	EO Johnson Business Technologies	3310 S. Kinney Coulee Road	Onalaska	WI	54650	608-519-8436	www.eojohnson.com
28	Co-op Credit Union	P.O. Box 157	Black River Falls	WI	54615	715-284-5333	www.coopcu.com
29	Wells Fargo	305 5th Avenue S.	La Crosse	WI	54601	608-784-7000	www.wellsfargo.com
30	Emmons Business Interiors/ Complete Office of WI	200 Main Street, Suite 105	La Crosse	WI	54601	715-254-1120	www.ebiweb.com/www. cowiweb.com
31	ABR Employment Services	Village Shopping Center 1501 Losey Boulevard S.	La Crosse	WI	54601	608-782-2218	www.abrjobs.com
32	Hawkins Ash CPAs	500 S. 2nd Street	La Crosse	WI	54601	608-784-7737	www.hawkinsashcpas.com

Business Expo Listings

BOOTH

	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	WEBSITE
35	Marcus Theatres	5677 Hadley Avenue N.	Oakdale	MN	55128	651-779-3795	www.marcustheatres.com/theatre-locations/la-crosse-cinema-la-crosse
37	Wieser Brothers General Contractor	200 Twilite Street	La Crescent	MN	55947	507-895-8903	www.wieserbrothers.com
38	CPC Printing & Promotions	1001 Commercial Court	Onalaska	WI	54650	608-791-5060	www.cpcprintpromo.com
39	Insite	2615 East Avenue S.	LaCrosse	WI	54601	608-637-3934	www.insitetowork.com
40	New Horizons Shelter and Outreach Centers	1223 Main Street	La Crosse	WI	54601	608-791-2610 x1305	www.nhagainstabuse.org
41, 42	Your Home Improvement Company	2120 Hauser Street	La Crosse	WI	54603	608-881-1312	www.yourhomeimprovement co.com/
43	Town n' Country Title, LLC	510 Amy Drive, Suite 103, P.O. Box 671	Holmen	WI	54636	608-399-1711	www.townncountrytitle.com
47	Verve, a Credit Union	311 Main Street, P.O. Box 39	La Crosse	WI	54602	608-779-2400	www.verveacu.com
48	La Crosse Regional Airport	2850 Airport Road	La Crosse	WI	54603	608-789-7464	www.lseairport.com
49	Maple Grove Venues, LLC	4535 Mormon Coulee Road, Suite 5	La Crosse	WI	54601	608-788-7962	www.maplegrovevenues.com
50	Park Bank	1200 Main Street	Holmen	WI	54636	608-526-2265	www.helloparkbank.com
51	Advisors Management Group	505 King Street, Suite 208	La Crosse	WI	54601	608-782-0200	www.advisorsmanagement .com
52	SpeedyMason	300 Sherry Lynn Lane	Sparta	WI	54656	608-797-0427	www.speedymason.com
53	TRICOR Insurance	1844 E. Main Street	Onalaska	WI	54650	608-784-2775	www.tricorinsurance.com
58	Dahl Automotive	230 Front Street N., Suite 401	La Crosse	WI	54601	608-784-9600	www.dahlauto.com
59	DBS Group	2700 National Drive, Suite 101	Onalaska	WI	54650	608-881-6007	www.dbsg.com
60	Marco	7003 W. Lake Street, Suite 100	St. Louis Park	MN	55426	651-288-6971	www.marconet.com
61	PeopleFirst HR Solutions	600 N. 3rd Street, Suite 204	La Crosse	WI	54601	608-304-1082	www.peoplefirsthrsolutions .com
62	Ameritas Group	317 4th Street S., Suite 301	La Crosse	WI	54601	608.386.7030	www.ameritas.com
63	WKBT	141 6th Street S.	La Crosse	WI	54601	608-793-4563	www.news8000.com
64	Chippewa River Industries	1000 Lake Wissota Drive	Chippewa Falls	WI	54729	608-796-1455	www.crind.org
69	Viterbo University	900 Viterbo Drive	La Crosse	WI	54601	608-796-3088	www.viterbo.edu
70	Dale Carnegie Training	2987 Yarmouth Greenway Drive	Fitchburg	WI	53711	608-395-6671	www.swwis.dalecarnegie.com
71	Mississippi Valley/CESA #4 Youth Apprenticeship Consortium	923 E. Garland Street	West Salem	WI	54669	715-896-2068	www.cesa4.k12.wi.us/ programs/cte- youthapprenticeship.cfm
72	Lamers Bus Lines	326 Sky Harbour Drive	La Crosse	WI	54603	608-781-8177	www.golamers.com
73	Laser Product Technologies, Inc.	3936 Circle Drive	Holmen	WI	54636	608-781-1606 x234	www.lptnow.com
79	Altra Federal Credit Union	1700 Oak Forest Drive	Onalaska	WI	54650	608-779-3164	www.altra.org
80	Catholic Charities	3710 East Avenue S.	La Crosse	WI	54601	608-519-8002	www.cclse.org
81	Supreme Graphics	625 Dettloff Drive	Arcadia	WI	54612	608-323-3366	www.supremegraphics.com

Business Expo Listings

BOOTH	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	WEBSITE
82	Western Technical College Business and Industry Services	400 7th Street N.	La Crosse	WI	54601	608-785-9201	www.westernnc.edu
83	Greylak Wealth Management	444 Main Street, Suite 101	La Crosse	WI	54601	608-784-9100	www.greylakwealth.com
84	Riverfront, Inc.	3000 South Avenue	La Crosse	WI	54601	608-785-3549	www.riverfrontinc.org
90	Gensler	300 2nd Street N., Suite 400	La Crosse	WI	54601	608-796-4320	www.gensler.com
91	SpringBrook Community Assisted Living	861 Critter Court	Onalaska	WI	54650	608-793-5124	www.springbrookassistedliving.com
92	Braun Intertec Corporation	2309 Palace Street	La Crosse	WI	54603	608-781-7277	www.braunintertec.com
93	Turnkey Associates, LC	3015 Greyhound Drive	Waterloo	IA	50701	651-894-3643	www.tkadesignbuild.com
95	Environments	311 Financial Way, Suite 300	Wausau	WI	54401	715-841-1904	www.sgenvironments.net
100	USPS	100 S. 1st Street #123	Minneapolis	MN	55401	612-349-4983	www.usps.gov
101	Brickl Bros.	400 Brickl Road, Box 125	West Salem	WI	54669	608-786-0890	www.bricklbros.com
102	Confidential Records, Inc.	N7707 610th Street	Colfax	WI	54730	608-498-4063	www.confidentialrecordsinc.com
103	Advanced Multimedia Solutions	N3455 State Road 16	La Crosse	WI	54601	608-783-0949	www.amsaudiovideo.com
104	Country Financial	1285 Rudy Street	Onalaska	WI	54650	608-781-2976	https://representatives.countryfinancial.com/meghan.schossow
105, 106	Fairway Outdoor Advertising	1329 Interchange Place	La Crosse	WI	54603	608-784-8200	www.fairwayoutdoor.com
109, 110	Pischke Motors, Inc.	P.O. Box 846, 1460 W. City Highway 16	West Salem	WI	54669	608-786-6005	www.pischke.com
111	Pepsi-Cola Bottling Company of La Crosse	1900 West Avenue S., P.O. Box 998	La Crosse	WI	54602	608-785-0450	www.pepsilacrosse.com
112, 113	Five Star Telecom, Inc.	5136 Mormon Coulee Road	La Crosse	WI	54601	608-796-9088	www.fivestartelecom.com
114	First Supply	106 Cameron Avenue	La Crosse	WI	54601	608-784-3839	www.1supply.com
114A	SciArt Studio, LLC	115 5th Avenue S., Suite 425	La Crosse	WI	54601	608-519-5640	www.sciartstudio.com
115, 116	Gundersen Health System	1900 South Avenue	La Crosse	WI	54601	608-782-7300	www.gundersenhealth.org
119, 120	La Crosse Media Group	P.O. Box 2017	Onalaska	WI	54650	608-782-8335	www.lacrossemediagroup.net
121	Explore La Crosse	410 Veterans Memorial Drive	La Crosse	WI	54601	608-782-2298	www.exporelacrosse.com
123, 124	Rod's Ride On Powersports	4140 Mormon Coulee Court	La Crosse	WI	54601	608-788-4514	www.rodsrides.com
125, 126	Dahl Automotive	230 Front Street N., Suite 401	La Crosse	WI	54601	608-791-6442	www.dahlauto.com
127, 128	Gundersen Tri-State Ambulance	235 Causeway	La Crosse	WI	54603	608-519-3349	www.tristateambulance.org

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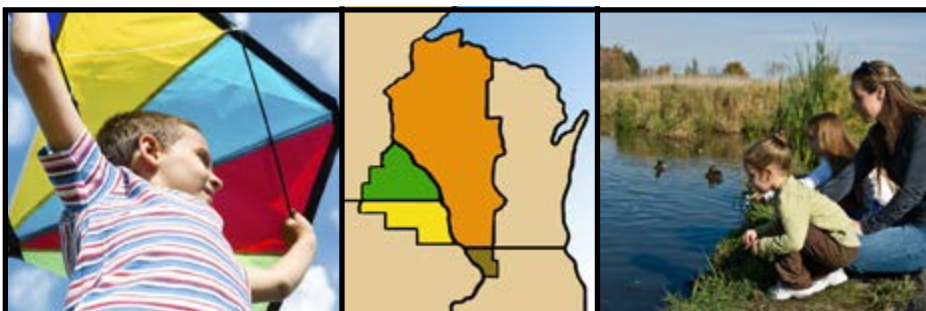
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