



2018 B2B Expo



THURSDAY, NOV. 1, 2018  
LA CROSSE CENTER

## 2018 SPONSORS

### EDUCATION BREAK



**KwikTrip**

### LUNCH



**GUNDERSEN**  
HEALTH SYSTEM®

### EDUCATION CONNECTIONS



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[Info@LaCrosseChamber.com](mailto:Info@LaCrosseChamber.com)

# AGENDA

**7:00 AM**

**Education Registration Opens**

**7:30 - 10:30 AM**

**Education Sessions #1-3**

**10:45 - 11:30 AM**

**Round-table Discussions**

**Expo Floor Open**

**Luncheon Registration Opens**

**12:00 - 1:00 PM**

**Expo Floor Closes During Luncheon**

**Keynote Luncheon Featuring Dahl Automotive**

**Menu:** Roasted Chicken Breast with wild mushrooms, creamy Boursin cheese sauce, and crispy leeks, green beans, long grain wild rice, and dinner roll. Meal is gluten free except roll & pie. Pumpkin Pie (Provided by Perkins Restaurant)

**1:00 - 2:30 PM**

**Expo Floor Open**

**2:30 PM**

**Expo Closes**

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## GUNDERSEN HEALTH SYSTEM®

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.

With Gundersen clinics and regional centers located throughout the area, your employees will have quick access to the primary and specialty care experts they need.

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
- Industrial Rehabilitation Center
- Prescription industrial safety eye wear
- Employee Assistance Program
- Substance Abuse Professional
- Training and education programs
- Health information and screenings
- Executive Care program

### Gundersen Business Health Services

Bruce Friell, Director

1900 South Avenue - NCA1-06

La Crosse, WI 54601

BusinessLink: 608-775-4431

bhs@gundersenhealth.org

[gundersenhealth.org/business](http://gundersenhealth.org/business)

## 2018 CHAMBER LEADERSHIP

### EXECUTIVE COMMITTEE

Chair - Ed Jaekel, JRM CPAs, LLC

Chair-Elect - Lynn Bruns, ISG

Treasurer - Randy Berg, Trane

Vice-Chair Elect (Secretary) - Chris Butler, Verve

Past Chair - Joe Poehling, First Supply, LLC

### BOARD OF DIRECTORS

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Jansen Dahl, Dahl Automotive

Brad Dinsmoor, Dinsmoor Strategies

Anne Finch, Logistics Health - LHI

A.J. Frels, Ex-Officio, Explore La Crosse

Spencer Hegenbarth, Board Advisor for Young Professionals, RE/MAX First Choice

Scott Kish, Schumacher-Kish Funeral and Cremation Services, Inc.

Sue Kolve-Feehan, The Salon Professional Academy

Brian Koopman, Trust Point, Inc.

Steve Loehr, Kwik Trip

Robin Moses, Ex-Officio, Downtown Mainstreet, Inc.

Amy Noel, Mayo Clinic Health System

Tim Oliver, Board Advisor for Ambassadors, US Bank

Brandon Prinsen, Johns, Flaherty & Collins

JoAnn Steffes, Steffes HR Advantage

Glena Temple, Viterbo University

Jodi Widuch, The Parenting Place

Jeff Wieser, Wieser Brothers General Contractor, Inc.

### CHAMBER STAFF

Vicki Markussen - Executive Director

Maggie Christian - Operations Director

Sarah Gang - Marketing Director

Randy Fischer - Finance Director

Jami Redenbaugh - Member Relations

Angela Seeger - Business Outreach Director



## Business-to-Business Expo: Where Connections are Made

Technology can do amazing things but it can't beat the trust and back-and-forth learning that happens when you meet face-to-face.

Your business is stronger when you connect with other business leaders and find solutions to common problems. This unity is what created the Chamber 150 years ago and continues to fuel what we do today. We created the Business Expo so you can come tell your story and listen to that of others. Come build relationships.

You'll find more than 22 businesses sharing their best practices in our educational sessions. Walking the floor, you'll find local solution providers without any phone, text or email tag going on.

Whether you take an hour or more, you'll see and learn something new.



VICKI MARKUSSEN  
EXECUTIVE DIRECTOR

### 150 Years Concluded

The Expo is the last celebration of our 150 year anniversary. Be sure to stop by our history wall. Each canvas represents an inspirational business leader or something remarkable that businesses, by uniting, did to transform our community. The success of our businesses is reflected in the high quality of life they help create.

### It's Here! 2019 Relocation Guide & Directory

The Relocation Guide is distributed by all major HR departments to those looking to locate here and puts our member directory in the hands of those moving here. Pick up your copy at the Expo today or let us know if you'd like a box delivered to hand out.

**Connect. Grow. Advocate.**

# EDUCATIONAL SESSIONS

Local businesses share their strategies and how they're working to address their leadership, talent and marketing challenges during nine educational sessions.

## Leadership

## Talent

## Marketing

### Session 1

7:30 - 8:15 a.m.

#### Dealing With People 101

Terry Siebert (Siebert & Associates – providers of Dale Carnegie Training)

#### Talent Attraction in a World of Distraction

Shelby Blome (Courtesy Corporation)

Shawn Senn (Courtesy Corporation)

Kristy Bronk (Dynamic Lifecycle Innovations)

#### Maximizing Your Sales with Digital

Paul Fritz (La Crosse Tribune)

Jon Fields (Effective Business Practices, LLC)

Refreshment Break: Sponsored by Five Star Telecom / Kwik Trip

### Session 2

8:30 - 9:15 a.m.

#### Mindset Matters: Coaching for Growth & Leadership

Regina Siegel (Trust Point)

Megan Howard (Dakota Supply Group)

Eric Guth (Mutual of Omaha)

#### Engaging Employees: Building Culture

Brittany Jones (Kaplan)

Lynn Bruns (ISG)

#### Is This Thing On? Evaluating What You Have

Emily Zei (Vendi Advertising)

Ron Revere (La Crosse Media Group)

Refreshment Break: Sponsored by Five Star Telecom / Kwik Trip

### Session 3

9:45 - 10:30 a.m.

#### Assembling the Right Team of Expert Advisors

Terrie Gaarder (CliftonLarsonAllen)

Colin Fleming (State Bank Financial)

#### Should I Stay or Should I Go? Intentional Retention & Cultural Strategies

Sarah Fecht (Verve, a Credit Union)

#### Marketing That Sticks: It's All About the User Experience

Cate Hollowitsch (Organic Valley)

Kerstin Boudreau (Metre)  
Justin Garvey (Metre)

## ROUND-TABLES OR WORK YOUR BOOTH 10:45 - NOON

**Booth Workers:** Head to your booth after Education Session #3.

**Education attendees:** Choose to visit booths or attend round-tables featuring various topics. Ask questions of the table sponsor and share your challenges to let the group gathered communicate how they're resolving it at their business.

**ROUND-TABLES WILL BE HELD IN THE MARKETING ROOM.**

4

**Table 1:** Talent Attraction & Recruitment:  
Host: Greg Brickl (Brickl Bros.)

**Table 2:** New Talent Pool: Hiring People with Varying Abilities  
Host: Risa Mauss (Insite)

**Table 3:** Resolving Workforce Childcare Challenges  
Host: Jodi Widuch (The Parenting Place)

**Table 4:** Small Business Administration Loans & Financing  
Host: Dave Justus (WNB Financial)



# You Sell Your Position and Company. We'll Sell the Community.



## CHAMBER'S NEW CONCIERGE SERVICE GIVES YOUR JOB CANDIDATE AND THEIR FAMILY THEIR FIRST FRIEND

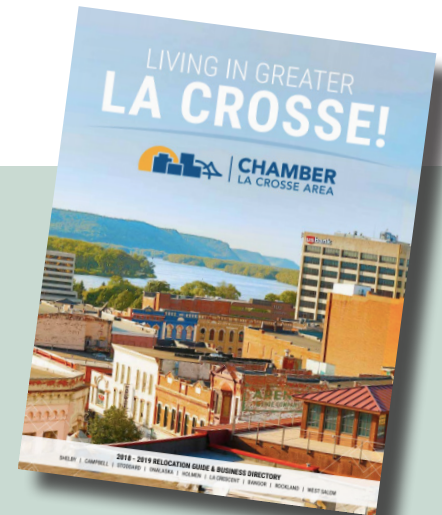
Often the key decision maker to whether or not a recruit accepts your job offer is their family. A spouse or entire family may need to be convinced they will love it here in the 7 Rivers Region.

The Chamber's Concierge program connects with the family and gives them tours of our neighborhoods, churches, schools and more. We match new families' needs to providers, provide apartment referrals, circulate the spouse's resume and connect children with their sports and hobbies locally. Then we keep the family engaged after they move here.

You sell what you do. We'll sell what we do. Together we'll successfully attract the best talent to your company.

The Concierge program is available through a new Visionary level of Chamber membership or can be purchased a la carte.

Contact Vicki Markussen today for more details:  
[vicki@lacrossechamber.com](mailto:vicki@lacrossechamber.com) or 608.784.4880



## THANK YOU ADVERTISERS IN OUR RELOCATION GUIDE

Your advertising helps pay for  
30% of the Concierge program.

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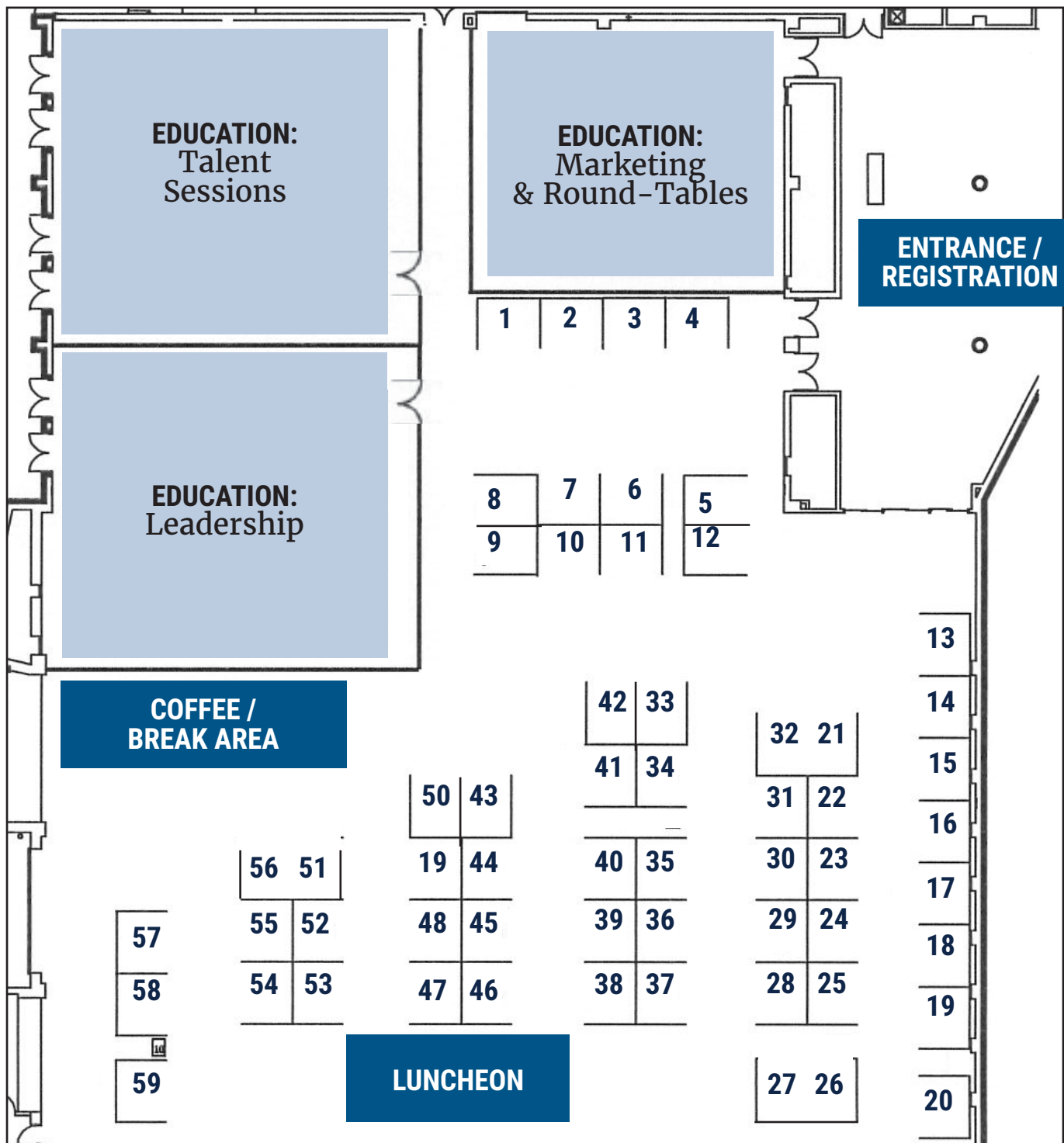
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(800) 658-9030 | [BricklBros.com](http://BricklBros.com)

MAP



# EXHIBITORS BY BOOTH & LUNCHEON SPEAKERS

## Featured Luncheon

**DAHL**  
AUTOMOTIVE  
— 1911 —

Five generations of the Dahl family, recently recognized as the eighth oldest Ford dealer in the nation under continuous family ownership, have influenced the automobile industry for more than 100 years. The first Dahl Automotive garage in La Crosse was located at Main and Front Streets, but within two years the thriving business expanded to a larger dealership located on Sixth and King Streets.

In 1957, the La Crosse business moved to its present location at Third and Division Streets.

Now leading the charge is the fifth generation: Andrew, Jansen and Tyler, with the support and guidance of their father, Harry Dahl, fourth generation. The four of them are committed and passionate about continuing the legacy that more than 100 years has built focusing on customer satisfaction, team member development through humility based servant leadership, and an unwavering commitment to the giving back of time, talents and treasure to the community."

Every year, our luncheon focuses on a local business making an impact on our community. We are proud to present:



ANDREW DAHL



JANSEN DAHL



TYLER DAHL

### #1: ISG

201 Main Street, Suite 1020  
La Crosse, WI 54601  
(608) 789-2034 | is-grp.com

### #2: GUNDERSEN HEALTH SYSTEM

1900 South Avenue  
La Crosse, WI 54601  
(608) 782-7300  
gundersenhealth.org

SPONSOR

### #3: QUARTZ

2651 Midwest Drive, Onalaska,  
WI 54650 | (608) 775-8000  
QuartzBenefits.com

### #4: LA CROSSE AREA CHAMBER OF COMMERCE

601 7th Street N., La Crosse,  
WI 54601 | (608) 784-4880  
lacrossechamber.com

### #5: DAHL AUTOMOTIVE

711 3rd Street S., La Crosse,  
WI 54601 | (608) 784-9600  
dahlauto.com

### #6: SPRINGBROOK COMMUNITY OF ONALASKA

861 Critter Court, Onalaska,  
WI 54650 | (608) 793-5120  
springbrookassistedliving.com

### #7: MY CHOICE FAMILY CARE

700 N Third St Ste LL3B  
La Crosse, WI 54601  
(608) 519-9018  
mychoicefamilycare.org

### #8: SUPREME GRAPHICS

625 Dettloff Drive, Arcadia,  
WI 54612 | (800) 356-3320  
supremegraphics.com

### #9: DBS GROUP

2700 National Dr, Ste 101  
Onalaska, WI 54650  
(608) 881-6007 | dbsg.com

### #10-11: EO JOHNSON BUSINESS TECHNOLOGIES

3310 S. Kinney Coulee Road,  
Onalaska, WI 54650  
(608) 788-2390 eojohnson.com

### #12: BRICKL BROS., INC.

400 Brickl Road  
West Salem, WI 54669-0125  
(608) 786-0890 bricklbros.com

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### #13: LA CROSSE REGIONAL AIRPORT

2850 Airport Road  
La Crosse, WI 54603  
(608) 789-7464  
lseairport.com

SPONSOR

### #14: MAYO CLINIC HEALTH SYSTEM

700 West Avenue S  
La Crosse, WI 54601  
(608) 785-0940  
mayoclinichealthsystem.org

### #15: HEALTH TRADITION HEALTH PLAN

45 Nob Hill Road, Madison,  
WI 53713 | (877) 832-1823  
healthtradition.com

### #16: WESTERN TECHNICAL COLLEGE

400 7th Street N., La Crosse,  
WI 54601 | (608) 785-9201  
westerntc.edu

### #17: IRONCORE

548 Lester Avenue, Onalaska,  
WI 54650 | (608) 779-9400  
ironcore-inc.com

### #18: MANPOWER

9348 Highway 16 Suite 106  
Onalaska, WI 54650  
(608) 781-8899 mnpwr.com

### #19: THE ALLIANCE

5510 Nobel Drive Suite 200  
Fitchburg, WI 53711 | (608) 276-6620  
the-alliance.org

### #20: US BANK

201 Main Street, Suite 100  
La Crosse, WI 54601  
(608) 782-8101 | usbank.com

### #21-32: FIVE STAR TELECOM, INC

5136 Mormon Coulee Rd  
La Crosse, WI 54601  
(608) 796-9088  
5startel.com

SPONSOR

### #22: BMO HARRIS BANK

3500 State Road 16  
La Crosse, WI 54601  
(608) 781-8834  
bmoharris.com



# EXHIBITORS

## #23: ENVIRONMENTS

311 Financial Way Suite  
300, Wausau, WI 54401  
(715) 842-2222  
sgenvironments.net

## #24: XCEL ENERGY

3215 Commerce Street  
La Crosse, WI 54603-1755  
(800) 895-4999  
xcelenergy.com

## #25: ABR EMPLOYMENT SERVICES

1806 State Rd 16  
La Crosse, WI 54601  
(608) 782-9700  
abrjobs.com

## #26: VERVE

311 Main Street, La Crosse  
WI 54601 (608) 779-2400  
verveacu.com

## #27: REMEDY INTELLIGENT STAFFING

1288 Rudy Street, Suite 106  
Onalaska, WI 54650  
(608) 783-1652  
remedystaff.com

## #28: WI DEPT OF WORKFORCE DEVELOPMENT

2615 East Ave S Ste 101  
La Crosse, WI 54601  
(608) 785-9500  
dwd.wisconsin.gov

## #29: LA CROSSE TRIBUNE RIVER VALLEY MEDIA GROUP

401 3rd Street N.  
La Crosse, WI 54601  
(608) 782-9710  
lacrossetribune.com

## #30: DALE CARNEGIE TRAINING, OFFERED BY SIEBERT ASSOCIATES

2987 Yarmouth Greenway  
Dr, Fitchburg, WI 53711  
(608) 395-6671  
dalecarnegie.com

## #31: US CELLULAR - ONALASKA

9348 State Road 16 Suite 224  
Onalaska, WI 54650  
(608) 781-2600  
uscc.com

## #33: WIESER BROTHERS GENERAL CONTRACTOR

200 Twilite Street  
La Crescent, MN 55947  
(507) 895-8903  
wieserbrothers.com

## #34: UPPER IOWA UNIVERSITY - PRAIRIE CENTER

133 S. Michigan Street  
Prairie du Chien, WI 53821  
(608) 326-4292  
uiu.edu/prairie

## #35: EMMONS BUSINESS INTERIORS/COMPLETE OFFICE OF WISCONSIN

200 Main Street, Suite 105  
La Crosse, WI 54601  
(608) 377-1149  
ebiweb.com

## #36: SPEEDY MASON

300 Sherry Lynn Lane  
Sparta, WI 54656  
(608) 797-0427  
Speedymason.com

## #37: B.A. BURRITO COMPANY

40 Copeland Ave Ste 104  
La Crosse, WI 54603  
(608) 785-BABS (2227)  
baburritocompany.com

## #38: YOUR HOME IMPROVEMENT COMPANY

2120 Hauser Street  
La Crosse, WI 54603  
(608) 881-1312  
YourHomeImprovementCo.  
com

## #39: VARC/INSITE

1133 Nelson Parkway,  
Viroqua, WI 54665  
(608) 637-3934  
varcinc.com

## #40: EXPLORE LA CROSSE

410 Veterans Memorial  
Drive, La Crosse, WI 54601  
(608) 782-2366  
explorelacrosse.com

## #41: WKBT-TV NEWS 8

141 6th Street S., La Crosse,  
WI 54601 | (608) 782-4678  
news8000.com

## #42: BAIRD

2800 National Dr, Ste 101  
Onalaska, WI 54650  
(608) 785-2880  
rwbaird.com

## #43: VITERBO UNIVERSITY

900 Viterbo Drive  
La Crosse, WI 54601-8804  
(608) 796-3000  
viterbo.edu

## #44: THE PARENTING PLACE

1500 Green Bay Street  
La Crosse, WI 54601  
(608) 784-8125  
theparentingplace.net

## #45: RIVER BANK

4000 Corporate Drive  
Holmen, WI 54636  
608-781-9095  
riverbank.biz

## #46: MARCO

2845 Midwest Drive Ste 100  
Onalaska, WI 54650  
(608) 787-8888  
marconet.com

## #47: ESG - ENTERPRISE SYSTEMS GROUP

2305 Kelbe Drive, Suite 202  
Little Chute, WI 54140  
(608) 709-4516  
esgexperience.com

## #48: LA CROSSE MAIL & PRINT SOLUTIONS, INC.

1501 St. Andrew St St C101  
La Crosse, WI 54603  
(608) 785-2128  
lacrossemail.com

## #49: EDWARD JONES INVESTMENTS

1212 Horton Street Ste 102  
La Crosse, WI 54601  
(608) 788-2668  
edwardjones.com

## #50: ALTRA FEDERAL CREDIT UNION

1700 Oak Forest Drive  
Onalaska, WI 54650  
(608) 787-4500  
altra.org

## #51-56: KWIK TRIP

1626 Oak Street  
La Crosse WI 54603  
(608) 781-8988  
kwiktrip.com

## #52: APTIV

3000 South Ave  
La Crosse, WI 54601  
(608) 784-9450  
aptiv.org

## #53: SECURITY HEALTH PLAN

1515 N Saint Joseph Ave  
Marshfield, WI 54449

## #54: LA CROSSE MEDIA GROUP

1407 2nd Avenue N.  
Onalaska, WI 54650  
(608) 782-8335  
lacrossemidiagroup.net

## #55: LOFFLER COMPANIES

559 Braund Street, Suite 1  
Onalaska, WI 54650  
(608) 782-7587  
loffler.com

## #57: ADVANCED MULTIMEDIA SOLUTIONS

N3455 State Road 16  
La Crosse, WI 54601  
(608) 783-0949  
amsaudiovideo.com

## #58: WESTERN TECHNICAL COLLEGE

400 7th Street N  
La Crosse, WI 54601  
(608) 785-9201  
westerntc.edu

## #59: TRUST POINT, INC.

230 Front Street N  
La Crosse, WI 54601  
(608) 782-1148  
trustpointinc.com

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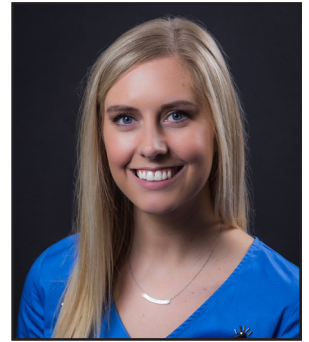


# SPEAKERS

## **Shelby Blome** Human Resources and Brand Marketing Manager

### Courtesy Corporation McDonald's Restaurants

Courtesy Corporation-McDonald's owns 63 McDonald's restaurants throughout Western Wisconsin, Southeastern Minnesota, and Iowa with more than 3,500 employees. Shelby joined Courtesy Corporation-McDonald's in 2007 and now supports both the HR and Brand Marketing Departments, assisting with the company's tuition benefit programs, recruiting, hiring, employee relations, and developing local community and school partnerships along with sponsorships, attending community events, and giving presentations to local community educational groups.



## **Kerstin Boudreau** Director of Research and Communications | Metre

Kerstin is the co-owner of Metre, a full service ad agency, and is the Director of Research and Communications. She is very involved in the La Crosse area community including serving on the Chamber of Commerce board, involvement with La Crosse SOUP, Rotary, and many other organizations.

## **Kristy Bronk** Talent Acquisition Manager | Dynamic Lifecycle Innovations

Kristy Bronk leads a world-class team in recruiting, the development and deployment of employment marketing initiatives, branding campaigns, referral programs, Talent Acquisition metrics and interview training. Prior to her work at Dynamic, Kristy held several roles at Manpower in her 11 year tenure, which fueled her passion for recruitment and leadership. Kristy is serving her last year on the Board of Directors for the La Crosse Area Society of Human Resource Management as Past-President. Kristy is a strong advocate for supporting skilled trades, retaining talent in our community and growing our community with the best and brightest.

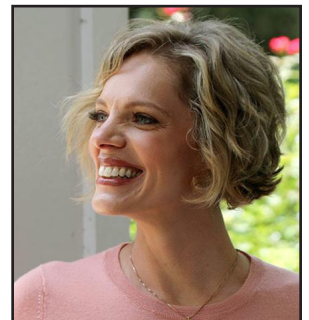


## **Lynn Bruns** Executive Vice President | ISG

Lynn Bruns is the Executive Vice President of ISG. ISG is a full service engineering and Architecture firm located in La Crosse and eight other locations in the upper Midwest. ISG is repetitious recipient of fastest growing firms and best places to work awards when compared to their peers.

## **Sarah Fecht** Vice President of Talent Management | Verve, a Credit Union

After careers in many industries, Sarah currently leads the human resources team at Verve, a Credit Union as their VP of Talent Management. She also teaches for Viterbo University. As a lifelong learner, she earned her BBA in Management & HR from Viterbo University, her MBA from UW-La Crosse, her Senior Professional in HR (SPHR) certification from the Human Resources Certification Institute, and her Senior Certified Professional designation from the Society for Human Resource Management (SHRM) during her career.



# SPEAKERS



**Jon Fields** Business Improvement & Growth Specialist

Effective Business Practices, LLC

Jon has a Ph.D. in Consumer Behavior from Purdue University and has over 15 years of experience teaching business courses at the university level. Jon also has over nine years of experience as a certified business coach and trainer. He has owned multiple small businesses and specializes in helping businesses achieve their goals.

**Paul Fritz** Vice President of Digital | Lee Enterprises

Paul has twenty-five years of experience as a digital marketing executive with direct hands-on knowledge and understanding of multiple industries. He has expansive knowledge of all aspects of Digital Display, Email Marketing, CPC/PPC/CPA models, Behavioral Targeting (display/mobile deployments), Ad Exchanges/Programmatic – private exchange/DSP, Native Advertising, SEO/SMO and Web development, Reporting and Analytics (Google Analytics, Adobe Site Catalyst, etc). Paul currently works as Vice President of Digital at La Crosse Tribune River Valley Media Group, part of Lee Enterprises.



**Colin Fleming** Vice President, Small Business Lending  
State Bank Financial

After earning a graduate degree from the University of Wisconsin – Madison School of Banking, Colin has spent over 20 years in banking with 14 of those in Small Business Lending. When he's not working with business owners to help them grow their business, he enjoys boating with his family and hunting with his two sons.

**Terrie Gaarder, CPA** | Principal | CliftonLarsonAllen LLP

With more than 25 Terrie specializes in accounting, consulting and tax for corporations, partnerships and individuals. She manages engagements and overseeing the preparation of reports and tax returns. Terrie has special emphasis and experience in service industries, including insurance, retail, manufacturing, cranberry growers, credit unions, and trucking companies. Terrie serves as a board member of the Tomah Chamber of Commerce and Tomah Memorial Hospital and is a member of the American Institute of CPAs and the Wisc. Institute of CPAs.



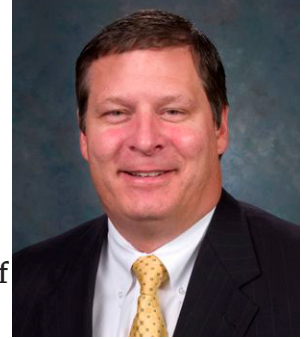
**Justin Garvey** | Director of Brand Strategy | Metre

Justin is the co-owner of Metre, a full service ad agency. After earning his Bachelor's degree from UW – La Crosse and opening Metre, he became very involved in the La Crosse area community through organization leadership positions. He was the founding president of the Rotary Club of La Crosse After Hours, and has been a Rotarian for the past seven years. He has also served on the board for the club, as well as Rotary District 6250 as assistant governor for three years.

# SPEAKERS

## **Eric Guth** Managing Director | Mutual of Omaha

With 30+ years of experience, Eric Guth built the Upper Midwest Division of Mutual of Omaha Financial Advisors by recruiting, training and developing financial advisors. Today his office serves over 100 advisors in the region. In 2017 his team finished #1 in the U.S. with over 77 million in annual new business premium. His management team ranks in the top performers in the industry with 100+ years of combined experience. He believes in a servant leadership style and consistently creates high levels of performance, retention, and his team consistently qualifies in the top of his companies performance measures.



## **Cate Hollowitsch** Community Engagement Manager | Organic Valley

Organic Valley is the nation's largest organic, farmer-owned cooperative. Fueled by 24+ years of experience, her passion to change the way the world eats, she leads the strategic selection and implementation of trade shows and consumer sampling and sponsorships. Cate is an energetic, results-driven marketing professional with a proven track record in event planning, corporate meetings, and sponsorship activations. She holds a BSBA from Hawaii Pacific University and an MBA, but has learned more about creating experiences by simply getting out in the world and doing it. She is the Chair of the Strategic Planning Committee for Great Rivers United Way, and is the current President of the Zeta Foundation.



## **Megan Howard** Human Resources Manager | Dakota Supply Group

Megan Howard oversees all HR activities for the 700-employee, 100% employee-owned company that sells plumbing, HVAC, and electrical supplies throughout the Midwest. Throughout her career she has developed a passion for Servant Leadership, community involvement and helping others be successful. She is a graduate of Dale Carnegie course and was named one of Ted Magazine's Top 30 Under 35 in 2015, which recognizes rising stars in the Electrical Distribution industry. She served on the Board for Great Rivers United Way from 2011-2017 and was Board Chair from 2016-2017.



## **Brittany Jones** Corporate Relations Specialist | Kaplan Professional

Brittany has been a Kaplan employee for more than six years. She has held a variety of roles including student support, admissions, classroom operations, and currently holds the role of Inside Sales. Her current focus is to build and maintain corporate relations and to help solve education and training challenges our clients face.



## **Ron Revere** Radio/Digital Sales Manager | La Crosse Media Group

Ron has 35 years of experience successfully managing Radio Stations and Sales Staffs for such companies as IHeart Media, Cumulus and Red Rock. Ron also was Part-Owner of WHTL in Whitehall, Wisconsin. Ron has an outstanding record in the recruitment, training, motivation and performance of sales teams, designed to build teamwork and strengthen morale. Ron has a very successful track record of helping his clients drive traffic, sales and profits! Ron is a La Crosse Chamber Ambassador and a member of the Children's Miracle Network Hospital Board.





# SPEAKERS



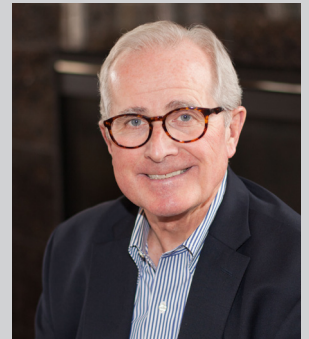
**Shawn Senn** Director of Human Resources

**Courtesy Corporation McDonald's Restaurants**

Courtesy Corporation McDonald's restaurants is one of the largest employers in the region, with over 3,500 employees in 63 McDonald's restaurants throughout Western Wisconsin, Southeastern Minnesota, and Clear Lake and Decorah, Iowa. Shawn joined in 1999 and now supports all aspects of the HR Department by recruiting, interviewing and hiring job applicants, benefit administration, managing Worker's Compensation, establishing and writing company policies and procedures, and employee relations.

**Terry Siebert** President | Siebert Associates, Inc.

Siebert Associates, Inc., offers Dale Carnegie Training® throughout southwestern Wisconsin. Terry holds an M.S. degree in Adult Education from the University of Wisconsin and brings 30+ years of management, sales, marketing and consulting to the business community. In addition to working in a corporate environment, he has also owned his own marketing consulting firm. He is past president of his Rotary Club, member of the Society for Human Resource Management, member of the American Society for Training and Development and serves on the Board of Advisors of AIESEC. Over the past 25 years with Dale Carnegie®, he has worked with hundreds of companies in building their teams.



**Regina Siegel** | Assistant Vice President | Trust Point

Regina joined Trust Point after more than 20 years of experience in education, administration and non-profit work and has led teams ranging from 2-250. She leads Trust Point's Personal Trust Department and works directly with clients, trust administrators and support staff. Regina also coordinates the Trust Point Young Professionals program which delivers professional development, networking and community service opportunities for staff newest to the work force, cultivating future leaders and continuing Trust Point's 105-year legacy of excellence. Regina, her husband John and their three teen children have called the Coulee Region home for 17 years.

**Emily Zei** | Lead Digital Strategist | Vendi Advertising

As lead digital strategist at the largest ad agency in western Wisconsin, Emily Zei creates and directs digital engagement and advertising programs for B2B and B2C clients. Zei has a bachelor's degree from Purdue University, West Lafayette, Indiana, and master's degree from Savannah College of Art and Design. She came to Vendi from Shoutlet, a leading national social media tech company. There, she led strategic planning, product launches and thought leadership content creation. At Vendi Zei combines a strategic focus, analytics and day-to-day vigilance to uncover new opportunities to connect with customers and return meaningful results.



## CHAMBER UPCOMING EVENTS

**ANNUAL MEETING**

March 4, 2019  
La Crosse Center

**HONOR STUDENT  
BANQUET**

April 10, 2019  
UW - L Student Union

**ANNUAL GOLF OUTING**

August 26, 2019  
La Crosse Country Club