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SEPTEMBER 2016



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Executive Director's Message:

Casting New Vision

The road to the next three to five years is before us. It's a path nonprofits call Strategic Plan. Our Chamber is about to embark on its first major overhaul in many years. Our plans for as long as I have seen include forming groups around marketing, membership, finances, operations. This year those categories will take a significant change.

In my opinion, membership is the outcome of having great programs and services. People will want to join an organization if what it is doing meets needs.

Some of our Board and Membership Committee members and I have been listening and continue to reach out to our members to identify those needs.

Interestingly, the needs of our large businesses whose customers aren't within our region have very different needs than those whose sole business relies on local people walking in their doors. Meeting the diversity of those needs with the same staffing level we have will require a careful look at what we're doing and how well those



activities align with our member's needs.

What we create in the plan will be the roadmap for our activities, our budget, our Board and our committees.

Watch for what's to come. We hope you find new ways to engage in connecting, growing and advocating for our businesses as the plan is unveiled.

Vicki Markussen

Vicki Markussen,
Executive Director
La Crosse Area
Chamber of Commerce

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COVER STORY:

Gundersen Health System: 125 Years of Community CarePage 7

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SATURDAY
SEP. 24

IS THE 8TH ANNUAL

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ROCK STARS

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

BRANDON PRINSEN (JOHNS, FLAHERTY & COLLINS) red-lined/proofed a proposal for the La Crosse Area Chamber Foundation to be the fiscal agent for a grant the 7 Rivers Alliance may be receiving to develop a workforce development plan for the region. With this being our first proposal to be a fiscal agent for one of synergistic entities, Brandon and his team's keen eye was very helpful in developing a solid proposal.

BRUCE FRIELL (GUNDERSEN HEALTH SYSTEM) keeps the La Crosse Area Chamber of Commerce in the forefront of his past-president mind, forwarding us great practices from other Chambers he sees and also talking with key businesses on becoming and staying members of the Chamber.

TIFFANY SMITH (VITERBO UNIVERSITY)

had fun proofing our Young Professionals Visioning survey to ensure it would deliver the information needed to drill-into the strategies and needs identified by the YPs for what's needed to attract, keep and develop our next generation of leaders – as well as move La Crosse forward.

NATHAN FRANKLIN (DAIRYLAND POWER COOPERATIVE)

aligned a great set of speakers for our Forum's August session on "State of Higher Education" (see The Forum highlights on page 7). A record 83 people registered for this session – our highest attendance anyone can recall for this event, formerly known as the Cracker Barrel.

LAURA OLSON (GUNDERSEN HEALTH SYSTEM)

was a single-handed agenda, minutes and again minute-taking marvel as Government Action co-chair, covering for Chamber ED Markussen during the Sister Cities trip and then a business meeting.

RICK EICKMEIER (ANYTIME FITNESS, ONALASKA)

was a meeting and process facilitating marvel for the Ambassadors as they reworked their guidelines. The

end result is an at-a-glance document explaining expectations.

LAURA STIEHL (JRM CPAS LLC)

advanced a member's engagement in the Chamber by talking to her at a Business After Hours, realizing she was interested in being an Ambassador, and letting us know at the Chamber.

JEFF WIESER (WIESER BROTHERS GENERAL CONTRACTORS, INC.)

came to the Chamber's rescue this past month, donating his services so that our resources could continue to used to help connect, grow and advocate for businesses!

STEVE NICOLAI (NICOLAI APARTMENT)

kept the Chamber staff focused on businesses by handling the replacement of concrete and refinishing of our parking lot this summer.

JACK PEPLINSKI (ALTRA FEDERAL CREDIT UNION)

kept the still-pending sale of our vacant lot and old Chamber building moving while Chamber Executive Director Vicki Markussen was on the Sister Cities and another trip.

“ Altra's always been there when we needed somebody to help us out with moving on and getting bigger and better for the La Crosse area. **”**

Dave Cornell
Owner of Fox Hollow Golf Course



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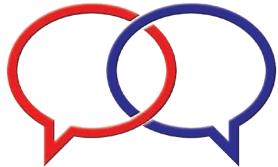
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Recent Events



DWD BUSINESS ROUNDTABLE

The Chamber hosted a Business Roundtable on Wednesday, August 3rd with Wisconsin Department of Workforce Development Secretary, Ray Allen. Topics discussed included: growth in apprenticeships; partnerships with education; reaching those in the court system; declining birthrates; and how internships help keep college graduates in the state. The Secretary commented that there was no one "silver bullet" to address workforce challenges, and that all entities need to work together to address the ongoing issues.



The Forum

THE FORUM

AUGUST 8, 2016

7:00 AM - 8:15 AM

Anderson Training Room

It was record attendance with more than 80 people attending the August Forum featuring UW-L Chancellor Joe Gow, Viterbo Incoming President Glena Temple, and Western Technical College's VP of Academics Roger Standford as they spoke on the "State of Higher Education". The three highlighted the misconception of widespread and deep student loan debt -- 50% of students at UW-L and 60% at Viterbo graduate with debt. Viterbo has its first doctoral students graduating as nurse practitioners. Forty to 50% of their students stay in the La Crosse Area. Western meanwhile is offering flexible learning so people can study when they are available. They are also looking at how to employ those who have been incarcerated.



BUSINESS AFTER HOURS @ MARKET & JOHNSON
AUGUST 11, 2016
5:15 PM - 6:30 PM



Attendees spent the evening networking with colleagues and touring Market and Johnson's French Island facility.



Thursday, October 27, 2016
La Crosse Center

The area's largest business-to-business trade show

Learn from two local business success stories

Meet new companies doing business in our area

Reconnect with businesses you know

Business Expo

Upcoming Events



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

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

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

WHAT PARTICIPANTS WILL GAIN

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

WHAT EMPLOYERS WILL GAIN

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

SERVANT LEADERSHIP PROGRAM - PART I (2016-2017)

DATE: SEPTEMBER 8, 2016

TIME: 8:00 AM - 11:30 AM CDT



The La Crosse Area Chamber of Commerce and Viterbo University are partnering to bring you a new two-part servant leadership program. Part I will begin in September 2016. Part II will be offered early in 2017. Learn leadership skills from nationally recognized, in-demand facilitators including Tom Thibodeau. The takeaways from each session are timely and timeless plus provide practical application in both your professional and personal life.

REGISTRATION IS LIMITED TO THE FIRST 35 INDIVIDUALS.

REGISTER AT LACROSSECHAMBER.COM

THURSDAY, SEPTEMBER 8

Servant Leadership: Theory and Practice

- Why Servant Leadership
- Leadership Development is Character Development
- Robert K. Greenleaf - Five Markers

THURSDAY SEPTEMBER 29

Leadership is Who You Are

- Self-Assessment
- Reflection and Feedback

THURSDAY, OCTOBER 13

Ethical Decision Making

- The How of Ethical Decision Making
- Working with Different Perspectives
- Institutions are Servants

THURSDAY, NOVEMBER 17

Leading Change

- Understanding the Change Process
- The Courage to Create
- Foresight is a Moral Imperative



THE FORUM

SEPTEMBER 12, 7:00 AM - 8:15 AM

La Crosse Area Chamber of Commerce - Lyle and Norma Andersen Education Center

Topic: Hear from the Candidates - Wisconsin Senate and Assembly

CONNECT IN 60

**SEPTEMBER 28, 2016
12:00 PM - 1:00 PM**

LA CROSSE AREA CHAMBER OF COMMERCE

MANAGING GROWTH BEFORE IT MANAGES YOU.

Before Mark Platt was Gunderson Health System's Senior Vice President, he owned Multistack, a local metal chiller manufacturing company, in the early 2010s. Growth was good until one year a 45% growth spurt nearly took his company down. Growth too fast can tie up capital. Platt continues to consult companies on how to grow - particularly while staying focused on core competencies. Come learn his lessons and share your own. Register at lacrossechamber.com.



BUSINESS AFTER HOURS @ HOME 2 SUITES BY HILTON

THURSDAY, SEPTEMBER 8

210 JAY STREET, LA CROSSE

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

4:00 PM - Open House and Celebration

5:15 PM - Ribbon Cutting and Business After Hours



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GUNDERSEN 125 Years of HEALTH SYSTEM® Community Care

When Adolf Gundersen, MD, arrived in La Crosse in 1891, he planned to stay one year. The rough river town, with an economy in flux and crude medical practices, proved challenging, but was bursting with opportunity.

Dr. Gundersen, from humble beginnings in a small downtown La Crosse clinic, and through stubborn will and medical skill, built a legacy from this opportunity to improve the health and well-being of our region.

As Gundersen Health System marks the 125th anniversary of this pioneering physician arriving on the shores of the Mississippi River to practice medicine, Dr. Gundersen's legacy energizes the region's largest employer (more than 7,000 employees) and the support provided to the communities they serve.

Excellence in patient care remains the health system's primary focus. Gundersen was recently named one of America's 50 Best Hospitals™ by Healthgrades for the third consecutive year. The system has more than one million patient visits annually, including more than 725,000 to its La Crosse Campus, making it a regional destination for patients from Wisconsin, Iowa and Minnesota.

Gundersen has shown its commitment to patient care and the community through construction of its La Crosse Hospital – a project completed with the support of more than 4,000 donors from throughout the region – and Inpatient Behavioral Health unit, one of only a handful remaining in the region. The healing environment and compassionate care at these facilities is something patients and their families will find at Gundersen locations throughout the organization.

Gundersen has formed partnerships to become stronger and more efficient during a period of change for healthcare. As a founding member of AboutHealth™ Gundersen shares resources and ideas with seven other health systems, ultimately for the benefit of approximately 90 percent of Wisconsin residents and many in Minnesota, Iowa, Illinois and Michigan.

The care Gundersen provides for the community takes many forms. In addition to the tens of thousands of dollars it donates to local organizations each year, Gundersen knows healthy employees are essential to productive, profitable businesses. Gundersen's worksite wellness programming for its staff has been recognized by the Wellness Council of Wisconsin/Wellness Council of America

(WELCOA) with its Well Workplace Platinum Award - the highest level of recognition for workplace wellness. Gundersen also provides personalized, confidential health assessments for employees at a variety of businesses and organizations. Gundersen actively participates in Well County La Crosse, 20 local businesses and organizations providing worksite wellness programs to more than 18,000 La Crosse County workers.

An increasingly important part of community care is the investment and partnerships forged with businesses and organizations that share Gundersen's vision of enriching lives. Gundersen and the La Crosse Area Family YMCA are partners in the community's first Healthy Living Center to seamlessly transition patients from referral-based medical care to Y-supervised programming.

This type of innovative programming includes efforts with UW-La Crosse, Viterbo University, Western Technical College, local public health officials and organizations, and area school districts to focus on Population Health issues like alcohol and tobacco use, mental health, poverty, obesity and diversity.

Our community is stronger and taking charge of their health through Gundersen programs like Minutes in Motion, a regional wellness challenge that broke records in 2016 for participants (nearly 6,000) and minutes of activity (more than seven million), and our 500 Club healthy eating program with local restaurants and vending companies.

Gundersen is also committed to the revitalization of neighborhoods – especially the Powell-Poage-Hamilton Neighborhood near Gundersen's La Crosse Campus – through financial support and collaboration with the City of La Crosse and local organizations to create new housing, improve parks, reduce crime and encourage business investment.

The next generation of medical professionals is learning from Gundersen providers in a variety of specialty areas at one of the nation's premiere academic health centers. Gundersen was one of three recipients this year of the first DeWitt C. Baldwin, Jr. award from the Accreditation Council for Graduate Medical Education given to "institutions that foster a humanistic culture that supports a respectful, supportive environment for medical education." Gundersen Medical Foundation supports students as they learn in an environment reflective of the

health system's mission – "We will distinguish ourselves through excellence in patient care, education, research, and improved health in the communities we serve."

Gundersen Health System's reach is now global, but Dr. Gundersen's legacy of making a difference in the life of one patient, during one moment in time, is not forgotten after 125 years. The providers, leaders and staff at Gundersen thank you for helping encourage and empower healthier residents, a healthier community and a healthier world.



Our strategy centers on the Triple Aim developed by the Institute for Healthcare Improvement. This framework prioritizes 1) improving the health of the population, 2) enhancing patient experience, and 3) reducing the cost of healthcare. These goals guide us toward a healthier, more engaged community. They drive us to seek solutions outside our walls to improve and establish partnerships with the people and organizations that also care greatly about improving health. Each of our employees is intimately involved in the improvement of patient care and care for our community, but your role is equally important. Thank you for partnering with us. With your help, we are building and sustaining even healthier communities.

Scott Rathgaber, MD
Chief Executive Officer
Gundersen Health System

RIBBON CUTTINGS



THE PARENTING PLACE

The Parenting Place celebrated the completion of their renovation and expansion with a ribbon cutting event. The Parenting Place is located on Green Bay Street and strives to build on family and community strengths to give young children a positive start in life. For more information on their programs visit theparentingplace.net.

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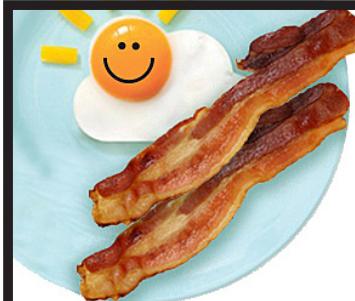
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Program from 7:20 – 9:00 am

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The **LA CROSSE SYMPHONY ORCHESTRA** is excited to announce a roaring 20's theme with big band music for the 27th Annual Valentine Ball on February 11, 2017. You can purchase tickets at www.lacrossesymphony.org or by contacting 608-783-2121. Tickets are \$100 per person.

The **LOCAL LUPUS ALLIANCE, INC.** 6 & 24 Hour Run/Walk is on September 23 & 24 at Goose Island County Park. To learn more about this fun event and to register, visit www.locallupus.org. Money raised stays local.

Join **3PADMINISTRATORS** in celebrating 10 years in business at an Open House on Tuesday, September 20 from 4:00 p.m. - 7:00 p.m. at their office, which is located at 2850 Midwest Drive in Onalaska. There will be beverages, appetizers and drawings for two Badger tickets and two Packer tickets.

UW-L invites you to Suicide Prevention Summit on Wednesday, September 21, 8:30 a.m. - 4:30 p.m., at the La Crosse Center. Increase your understanding of suicide, its prevalence and the risk factors for specific populations, and acquire tools for prevention, assessment and intervention. Visit <http://www.uwlax.edu/conted/suicide-prevention/> or contact 608-785-6500.

VARC, INC. has launched their new venture - insite. Insite focuses on matching business needs with individuals who are ready to work and be productive, contributing members of their community. For more information, contact 608-424-8801 or visit www.insitetowork.com.

Glena Temple, **VITERBO UNIVERSITY** Vice President for Academic Affairs, has been named the ninth president of Viterbo University. She will succeed retiring Viterbo President Rick Artman on January 1, 2017.

VITERBO UNIVERSITY'S Charles D. Gelatt Finance Simulation Lab is now open in Viterbo's Brophy Center, home of the Dahl School of Business. It features cutting-edge technology, including two 22-foot stock tickers and computer terminals equipped with financial markets simulation software.

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

viterbo.edu, 1-888-VITERBO or visit <http://www.viterbo.edu/educationfair>.

The **FRANCISCAN SPIRITUALITY CENTER** offers Greg Lovell's Mindfulness Practices for Stress Reduction on the third Tuesday of the month starting on September 20. The program takes place from 5:30 p.m. - 6:30 p.m. at 920 Market Street, La Crosse. Cost is \$10 per session. Register at www.fscenter.org or contact 608-791-5295.

The **FRANCISCAN SPIRITUALITY CENTER**, 920 Market Street, La Crosse, offers Grief Circle from 6:30 p.m. - 8:00 p.m. on Tuesdays, September 13 - October 18. Pregnancy and Infant Loss Support Group will meet from 5:30 p.m. - 6:30 p.m. on the second Wednesday of the month starting September 14. Visit www.fscenter.org or contact 608-791-5295.

Interested in career growth and advancement? The **WESTERN TECHNICAL COLLEGE** Supervisory Management program is designed for individuals who want to acquire and improve managerial, supervisory, and leadership skills. Online classes start in January. For more information, contact supervisorymgt@westerntc.edu, 608-785-9168 or visit [www.westerntc.edu/superman](http://westerntc.edu/superman).

GUIDELINES FOR THE "CONNECTING MEMBERS TO MEMBERS" SECTION OF THE NEWSLETTER. Share your business developments with your fellow Chamber members. Submit items before the 10th of the month, no more than 40 words in length and limited to personnel news or changes, new ownership, merger or acquisitions, awards, change of location, expansions, remodeling, or sponsorship of community events. The Chamber reserves the right to edit items over 40 words in length. Submit your information to Dawn Honken at dawn.honken@lacrossechamber.com.

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Kimberly Bentzen-Tabbert
Owner of Mainstream Boutique



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Chamber of Commerce LA CROSSE AREA

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