

FIRST FRIEND

NEWCOMER CONNECTION PROGRAM

YOU SELL YOUR COMPANY. WE SELL THE COMMUNITY.

Our First Friend Newcomer Connection Program will help your job candidates and new hires (and their families) learn more about our community and help them get connected once they relocate. Whether you have a general employee, manager, or executive, our program helps decrease turnover and makes your new hires feel like Greater La Crosse should be their forever home.

Through our Newcomer Connection Program, our concierge acts as a first friend to your job candidates and new hires as they make the choice to call Greater La Crosse home and being the process of relocating. Our concierge is knowledgeable, experienced, and dedicated to serving your company.

She asks what's important to each family member, then researches, communicates, and make connections for them in areas such as:

- Schools
- Housing
- Places of worship
- Community involvement
- Childcare
- Diversity
- Pet care
- Restaurants
- Shopping
- Hobbies/interests
- Outdoor activities
- Indoor recreation
- And anything else that's important to them...

TESTIMONIALS

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"We were very impressed with La Crosse, and this tour moved us from being open to considering the move to La Crosse now being a preferred location for us based on the city and its offerings. " - Nicole and Hiro

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"Beth has been so helpful to our family while moving to Onalaska. She has provided so many resources, toured the area with us, and even connected us with other families new to the area. She has been invaluable during the entire process, and we can't thank her enough. She is the best!"
- Andrew and Jeanette

"Candidates immediately feel the warmth and genuineness, allowing an authentic, high-quality experience customized to the individual's needs. It is evident they are truly invested in providing the best experience for each of our candidates, no matter the level of commitment it takes. As recruitment remains highly competitive, they are an essential partner and ally for our organization."
- Chet Doering, Director, Recruitment and Talent Strategy
Gundersen Health System



"Beth was so easy to talk to. It was very helpful to have all of that time to talk about questions and concerns regarding moving, and her enthusiasm for the community was refreshing and contagious. She gave a very helpful and honest viewpoint of the area."
- Karin and Emilio



MENU OF SERVICES

SERVICES AVAILABLE TO BOTH JOB CANDIDATES AND NEW HIRES

COMMUNITY TOUR

\$250

Includes initial call to learn client's needs and interests, a customized community tour, a document containing resources about their needs/interests and our community, and a post-tour follow-up.

COMMUNITY TOUR WITH SCHOOL VISITS

\$300

Includes same features as Community Tour, as well as help arranging up to 3 school tours.

VIRTUAL TOUR

\$75

Includes a virtual meeting to learn client's needs and interests, where the concierge provides a tour of the region via informational slide show and a Google maps overview, as well as a document containing resources about their needs/interests and our community.

ACCOMPANYING PARTNER CAREER SERVICE

\$100

Includes connecting with spouse/partner to assess their most desired career, circulation of resume to 300+ Chamber members, and personal emails/calls to relevant company contacts.

COFFEE OR LUNCH

\$50

Includes a meeting with client and/or their spouse/partner over coffee or lunch. Also includes document containing resources about their needs/interests and our community. Your company pays for the meal/coffee by leaving a credit card on file with the restaurant.

WELCOME BASKET FROM YOUR COMPANY

\$100

Includes basket of local products delivered to the individual or family's home shortly after move-in.

INITIAL ENGAGEMENT SERVICE

\$75

Includes check-ins every few weeks for the first three of months after relocation to connect the individual/family to service providers, community organizations, businesses, and hobbies that interest them.

FIRST-YEAR ENGAGEMENT SERVICE

\$175

Includes the same attention as the Initial Engagement Service, with additional monthly check-ins for a full year after relocation.

CONTACT US



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To learn more or submit a job candidate or new hire to the First Friend Newcomer Connection Program, please visit www.lacrossechamber.com/firstfriend