

FIRST FRIEND

Newcomer Connection Program

You sell your company,
we sell the community.

Finding your right new hire can be a daunting task. Likewise, moving to a new community for the perfect job can be just as overwhelming for your new hire. Introducing ... **FIRST FRIEND**.

With the help of our First Friend program, you can focus on finding the best candidate for your company and leave selling the community to us. We serve as the first friends to your potential employees and new hires. We learn what is important to them and their family and provide a customized experience showcasing our community.

Our concierge team is knowledgeable, experienced, and dedicated to serving you and your candidates throughout the hiring process and beyond. We successfully transition new hires from all industries and roles, helping mitigate turnover.

**While you sell your company,
we sell the community by
connecting newcomers to:**

- Schools
- Housing
- Places of worship
- Community involvement
- Childcare
- Cultural groups
- Pet care
- Restaurants
- Shopping
- Hobbies
- Outdoor/indoor recreation



Scan the
QR code to
learn more.

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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**

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“Being sent through the First Friend program made me feel highly valued as a prospective employee. It was instrumental to my recruitment process for this job and significantly affected our decision to relocate to La Crosse.”

— Rasleen Saluja and Tom Rotz

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This program helped us tremendously with the move, making sure our transition was smooth, from finding a house to deciding on the right school district for our son. They made sure we were happy in the new social setting by connecting us with other kind hearts in the area. We found some good friends through those connections.”

— Parvathi Ganesh

MENU OF SERVICES

Community Tour | \$300

- Initial hour-long virtual or phone call with candidate/new hire to learn about them
- 2-3 hour customized community tour
- 10-15 page customized document containing community resources and links
- Post-tour follow-up with candidate/new hire
- Follow-up with company about candidate/new hire (if desired)

Community Tour with School Visits | \$325

- Same elements of the Community Tour listed above
- Help arrange up to 3 school tours

Building Connections | \$75

- Monthly check-ins during the first three months of relocation process
- Assist with creating connections to businesses, hobbies, and new friends

First-Year Acclimation | \$200

- Monthly check-ins for a full year after relocation
- Additional assistance with making community connections

Virtual Tour | \$75

- Hour-long informational virtual meeting
- Virtual tour of the region and overview of Greater La Crosse
- 10-15 page customized document containing community resources and links

Welcome Basket from your Company | \$100

- Basket of local products delivered to the new hire's home shortly after move-in
- Company-branded items encouraged

Lunch or Coffee | \$50

- Lunch or coffee meeting with candidate/new hire and/or their spouse/partner
- 10-15 page customized document containing community resources and links
- Your company pays for meal expenses with credit card on file at restaurant

Accompanying Partner Career Service | \$100

- Connect with spouse/partner to discuss career options
- Circulate their resume to 300+ area businesses
- Personal emails/calls to relevant company contacts on their behalf

Newcomer Social Event | \$25-\$50 per person

- Send your new hire (and family) to an annual newcomer social gathering



To learn more or refer a job candidate or new hire to the First Friend Newcomer Connection Program, please visit LaCrosseChamber.com/FirstFriend

Contact Us:

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Lauren Harris | Community Concierge/Talent Coordinator
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FIRST FRIEND

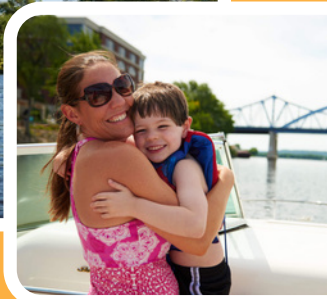
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COMMUNITY TOUR PROCESS

Our concierge team will:

1. Send an introductory email to your candidate/new hire to arrange a pre-tour phone or virtual call.
2. Lead a pre-tour one-hour call to learn more about them to help customize the First Friend experience. *We encourage family members to join.
3. Send a customized document with links to community resources and assets based upon their questions, needs, and interests.



4. Provide a 2-3 hour customized tour based on their interests and needs. Highlights of our beautiful Driftless Region tour are found on the next page.
5. Send a post-tour email, offering them an opportunity to ask additional questions.
6. Provide your company with a follow-up email about your candidate/new hire (if desired).

To request services for a candidate or new hire, please visit LaCrosseChamber.com/FirstFriend



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COMMUNITY TOUR OVERVIEW

Our concierge team will share information about the following places, events, and community assets in Greater La Crosse. We will also provide an overview of our surrounding communities, as well other specific information requested by your candidate/new hire.

- **Overview of Greater La Crosse**
- **A description of all surrounding communities**
- **Definition of “Driftless Region”**
- **Major employers and industries**
- **Demographics**
- **Medical systems**
- **Childcare**
- **PK-12 education options**
- **Higher education**
- **History**
 - Logging, manufacturing, brewing and medical community
- **Downtown La Crosse**
 - Restaurants, breweries, shops, La Crosse Center, and a layout of the streets
- **Family-friendly opportunities**
 - Children’s Museum, All Abilities Trane Park, Kids Coulee, YMCA and Park & Rec programs, swimming pools, and libraries
- **Arts and entertainment**
 - Weber Center, Viterbo Fine Arts Center, Pump House, Moon Tunes, galleries, and live music
- **Parks**
 - Grandad, Riverside, Copeland, Myrick, and Pettibone
- **Four-season outdoor recreation**
 - Hixon, Mt. La Crosse, trail systems, winter sports, kayak/canoe launch points, county parks, swimming, and boating
- **Hunting and Fishing**
 - Upper Mississippi Wildlife Refuge and Lake Onalaska
- **Festivals**
 - Oktoberfest, Riverfest, Pride, Juneteenth, and music and food festivals
- **Civic Participation**
 - Opportunities to volunteer at our hundreds of non-profits
- **Diversity and inclusion**
 - Greater La Crosse Area Diversity Council, faith communities, social justice organizations, and cultural groups
- **Onalaska shopping area**
- **Neighborhoods**
 - Housing options and surrounding communities that interest the client
- **Any additional requests from your company or candidate/new hire**



Contact Us

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