

La Crosse Area Chamber of Commerce Selects Sam Scinta as new CEO La Crosse, Wisconsin

FOR IMMEDIATE RELEASE

September 2, 2025 – The La Crosse Area Chamber of Commerce has selected Sam Scinta (pronounced *Shinta*) as its new CEO.

Scinta, of Onalaska, begins Sept. 15.

His diverse experience includes legal work, running a small business, managing nonprofits, and teaching in Political Science and Servant Leadership at UW-La Crosse and Viterbo University.

He has also been very active within the community, serving on several regional and statewide boards.

Scinta has worked with LeaderEthics and the DB Reinhart Institute for Ethics in Leadership at Viterbo. He created and leads a popular community civics education program, *Rebuilding American Civics*.

"Sam's extensive background in business, nonprofit management, and community leadership made him the clear choice for this position," said Joe Moua, Board Chair and Market President and Senior Vice President of Commercial Lending for Alerus. "His proven track record of civic engagement and his understanding of the challenges facing local businesses will be invaluable as we work to advance the Chamber's mission and support our members."

Scinta says the opportunity to lead the Chamber is the culmination of his work in the community and in civics.

"A Chamber of Commerce is instrumental to the health of any community, and should be at the forefront of civic leadership," he said. "The La Crosse area is a special place, one where my family chose to live more than 15 years ago, and I am excited to play a role in helping to shape the future of this region."

Scinta says local businesses face a time of change and opportunity.

“One of my priorities is to visit and get to know all 517 of our members, to reintroduce the Chamber to them and to learn how we can best serve them as our members. By doing this work, we can best fulfill the Chamber’s mission to help foster a thriving local economy, which benefits all of us.”

He also plans to highlight servant leadership principles.

“Transparency, a service-orientation and a sense of stewardship will run through all of our efforts,” he said. “I am excited to work with the team and the Board to create a new chapter in the Chamber’s history.”

The La Crosse Area Chamber of Commerce was founded in 1868 and serves the greater La Crosse region. It seeks to create a collaborative environment for local businesses, entrepreneurs and professionals to learn, network, share resources, and thrive, all in the service of enhancing the quality of life for all of its citizens.

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