



# CHAMBER CHATTER

JULY 2021

NEWSLETTER



- July 2:** Start off the holiday weekend at the Tomah-Sparta Speedway - bring the family for some live, exciting racing action with fireworks to follow!
- July 3:** The Parade will travel south down the north bound lane of Superior Avenue. Following the Parade, head over to First United Methodist Church for the 3rd of July Social!
- July 4:** Check out the fireworks display at Recreation Park. Sponsors of the fireworks include the Tomah Lions Club, City of Tomah, and Tomah Fire Department.

## 2021 DOWNTOWN THURSDAY NIGHTS

Downtown Thursday Nights (DTN) is kicking off soon! Tomah's downtown will be alive again and we can't wait to see you on the streets! Put on your dancing shoes and bring the entire family!

July 1 | 6 - 9 PM



CONNECT WITH THE CHAMBER



# Happy Chamber-versary!

## JUNE 2021 MEMBER RENEWALS

The businesses and organizations below represent  
710 years of membership with the Chamber.

Thank you for your trust in our work and  
partnering with us to strengthen our community.

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American Family Ins - Jeremy Haldeman, 19 years

Covia, 7 years

Cram Inc, 1 year

Dean's Refrigeration & Heating, 42 years

Down A Country Road Amish Tour Service, 27 years

ERGSynergy (Synergy Solutions), 1 year

Good Shepherd Lutheran Church, 7 years

H & H Holdings Group, LLC, 42 years

Holthaus Ins & Fnc Srv Inc. - State Farm, 21 years

Jodi Powers, 5 years

Johnson of WI Transport Co., 42 years

Lamar, 37 years

Larkin's GMC, Inc., 42 years

Mary Kay Cadillac Sales Director, 6 years

Mayo Clinic Health System, 42 years

Meadow Valley Log Homes, 4 years

Oakdale Electric Cooperative, 41 years

Perkins Restaurant & Bakery, 23 years

Rosco's Live Bait, 18 years

Superior Automotive, 12 years

The Carlton Restaurant and Lounge, 1 year

Tomah Environmental Contractors (TEC), 42 years

Tomah Health, 42 years

Tomah Lumber, Inc., 42 years

Toro Company Vendor # 211575, 46 years

Walmart, 1 year

Walmart Distribution Center, 21 years

Wes Revels, 3 years

Western Technical College, 42 years

Wisconsin Cranberry Discovery Center, 31 years

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Chamber membership is open to all area businesses and organizations  
who want to promote their business, increase their visibility, strengthen  
our community, or simply just to support our scope of work.

*Opportunities Await...Join Us!*

# Your Leadership Team

Our Chamber and CVB Boards are comprised of community members who are nominated and voted to serve and support the Tomah Chamber & Visitors Center organization.

## CHAMBER BOARD

### BOARD OFFICERS

Chair: Jeremy Haldeman, American Family Insurance  
Past Chair: Christian Dawley, Dean's Refrigeration & Heating  
Secretary/Treasurer: Terrie Gaarder, CliftonLarsonAllen, LLP  
Director: Kristi Betthausen, Bank First

### BOARD OF DIRECTORS

Martha Klatt, Ameriprise/Carlson Advisors  
Anna Meyer, Covia  
Jeremy Haun, Edward Jones  
Amanda Konsitzke, First Weber Group  
Chris Keene, Keene's Transfer  
Latisha Walker, RIA Federal Credit Union

### EX OFFICIO

Brad Hanson, City of Tomah  
Tonya Townsell, Fort McCoy  
Dr. Mike Hanson, Tomah Area School District  
Karen Long, VA Medical Center  
Nichole Purvis, Western Technical College - Tomah

## CVB BOARD

Lisa Scheitler, Antique/Cranberry Country Mall  
Brad Hanson, City of Tomah  
Joe Protz, City of Tomah  
Traci Bailey, Cranberry Country Lodge  
Amanda Konsitzke, First Weber Group  
Matt Markin, Microtel Inn & Suites  
Dave Kuehl, Monroe County Agriculture Society  
Tyson Koput, Taphouse Twenty

## CHAMBER STAFF

Tina Thompson, President/CEO  
Megan Divyak, Membership & Marketing Manager  
Kaylie Konsitzke, Office Support Assistant



# MESSAGE FROM TINA

Hellooooo Summer!

I've been waiting two years to say this: "Downtown Thursday Nights is back"! Technically, I guess we did say it last year, but since it never happened, I get to say it again! Whoo-hoo!!!

After two years of planning, we're finally ready to have live music and dancing on the streets again. We have an excellent line up of music for the series this year. You can find the bands and performance dates elsewhere in this Newsletter, as well as on our Facebook page and at [downtownthursdaynights.com](http://downtownthursdaynights.com).

There are a few changes to the event this year. Most notably, we have expanded the event space to include the northern part of the 900 block of Superior Ave. Secondly, we have upgraded our stage. In 2019, we borrowed an old Martin's Trucking trailer that the Norwalk Lion's Club loaned us.

We remain so grateful for that stage as it helped us with a mobile stage solution when we were running out of options. This year, we've got a something a little bit more robust that we're excited to show you. I'd like to thank Jeff Cram and Chris Dawley, who were both Chamber Board members in 2019 and 2020 who came up with the vision for our new stage and I cannot thank Paul's Machine and Tool, Wire Pro, Zingler Sign and Design and Dean's Heating and Refrigeration for putting all the work into making that vision a reality. We're very proud of our little project!

If you plan on attending, bring a little cash and enjoy food from our local food vendors and maybe even a beer or two from our Tomah Lion's Club. Every dollar earned from beer sales has gone back into the Tomah community. A few projects that they were able to help with because of beer sales at this event include: Tame Your Mane (gift cards from our local hair and nail technicians were given out during the Safer at Home orders), Americana Music in the Park, TASD lunch deficit, Tomah Museum roof repairs, Faith in Action, NASA All Abilities Park at Butts Park, Our Town Tomah hanging baskets in downtown Tomah, and many more projects! We'll see you on the streets tonight!

If you've called our office recently, you may have heard a new voice answer the phone! Tomah's own Kaylie Konsitzke is helping us out for the summer. Kaylie is a 2020 Tomah grad and brings a youthful step into the office each morning! It's always fun when Kaylie randomly bursts into song or strikes a pose. In all seriousness, she's been great at helping Megan and I get ready for all the summer events!

In other news, Megan just recently celebrated her 2nd year with us and what a roller coaster of years it has been! Megan started as our Membership Coordinator and was recently promoted to our Membership and Marketing Manager. When the pandemic hit in 2020, our future felt very uncertain, but we recognized early on that taking care of our members and working on finding creative ways to keep our membership engaged would be vital to the health of our organization. Through her efforts, we were able to keep an industry high retention rate of 94%. Thank you all for sticking with us!

Lastly, my family and I returned recently from a trip to South Dakota, Montana, Wyoming, and Nebraska. It was a wonderful 11 days with my husband and kids. We saw bears, elk, bison, (ask me about getting reaaaallll close to one of them!) and enjoyed the mountainous and diverse landscape. One of the funny stories of the trip was randomly ending up in Omaha, Nebraska at the exact same date that the Chamber's Board Chair, Jeremy Haldeman also was there! Talk about a small world. It was fun to run into Jeremy and other Tomah folks while taking in a little Tomah baseball so far from home!

Until next month: Cheers and we'll see you soon!

# CHAMBER EVENTS

NATIONAL MUSICIANS

FREE ADMISSION

KIDS ZONE

FOOD VENDORS

BEER



2021 CONCERT DATES  
6-9 PM



JULY 1



CASEY MUESSIGMANN

JULY 8



MICKEY UTLEY BAND

JULY 15



DEVON WORLEY BAND

JULY 29



SOCJA JUKEBOX

AUGUST 5



JOEY LEON'S CHOP SHOP

AUGUST 12



CHERRY PIE

DOWNTOWNTHURSDAYNIGHTS.COM

Thank you to all of our sponsors! This event would not take place without the support, volunteerism, and financial commitment of our sponsors.



BankFirst



RSVP by July 9th!

36TH ANNUAL CHAMBER  
**GOLF OUTING**

FRIDAY, JULY 16  
HIAWATHA GOLF CLUB | 10 AM

Chamber & Visitors Center  
**TOMAH**  
A GROWING COMMUNITY SINCE 1883

[ACCESS TO GOLF OUTING REGISTRATION](#)

THANK YOU TO OUR MAIN EVENT SPONSORS!



SPONSORSHIP OPPORTUNITIES ARE STILL AVAILABLE!  
CONTACT THE CHAMBER IF INTERESTED!

# JULY EVENTS

## JULY 1-7



### 1 | Downtown Thursday Nights - Tomah Chamber & Visitors Center

6 pm - 9 pm | 800 Block of Superior Ave., Tomah

[Casey Muessigmann](#) will take the stage to kick off the first street concert event. Plan on some great country tunes! Free admission, featuring food and drink vendors, and a Kids Zone! Be sure to head to the [Downtown Thursday Nights](#) Facebook page for more announcements and updates!

### 2 | Fireworks Show & Racing - Tomah-Sparta Speedway

7 pm | 11215 Flagstaff Rd., Tomah

Bring the family for some live, exciting racing action with fireworks to follow! For more information, view on Facebook [HERE](#).

### 3 | Independence Day Parade - Tomah Chamber & Visitors Center

10 am | Superior Ave., Tomah

Join us for our annual 4th of July celebration on July 3rd this year!

### 3 | 3rd of July Social - First United Methodist Church

Following the Parade - 2 pm | 1105 Butts Ave., Tomah

After the Independence Day Parade, it's another celebration! Brats, hot dogs, chips, beverage, desserts, and ice cream - both in-person and drive-up services available. For more information, contact the Church at 608-372-4543.

### 4 | 4th of July Fireworks Show - Tomah Lions Club

10 pm | Recreation Park, 1625 Butts Ave., Tomah

Get ready for a great fireworks show! Thanks to the Sponsors of the fireworks: Tomah Lions Club, City of Tomah, and the Tomah Fire Department.

### 6 | Payton Pierce Birthday Bash - CCFBank

11 am - 2 pm | 1001 Superior Ave., Tomah

Fundraiser will be held at the Downtown CCFBank location (corner of Superior Ave. & Milwaukee St.). Come get your hotdogs and cupcakes! Proceeds will go to Payton Pierce and Family.



### 6 | Second Harvest Mobile Pantry

3:30 pm | Recreation Park, 1625 Butts Ave., Tomah

Drive through only pick-up. Food items will be prepacked and loaded directly into your car.

# JULY EVENTS

JULY 8-14

## 8 | Downtown Thursday Nights - Tomah Chamber & Visitors Center

6 pm - 9 pm | 800 Block of Superior Ave., Tomah

The energetic, full throttled, and talented [Mickey Utley Band](#) is sure to bring you to the dance floor. Free admission, featuring food and drink vendors, and a Kids Zone! Be sure to head to the [Downtown Thursday Nights](#) Facebook page for more announcements and updates!



## 8 | Diversity Awareness Webinar - Western Technical College

11 am - 12 pm | Online

As the demographic of our community continues to evolve, it is fundamental to the growth and sustainability of our businesses, that we work together to create an inclusive environment that recognizes and engages all individuals. This webinar will reflect on key concepts in supporting and connecting diversity, culture, and race. Register [HERE](#) to attend. Other webinar dates: July 22nd. For questions, contact Kim Anderson at 608-789-6021.

## 9 | Cookout - AMVETS Murphy Post 2180

11 am - 3 pm | Winnebago Park, 1020 Brandon St., Tomah

AMVETS will be hosting a cookout for Veterans and their families - brats, salads, chips, soda, and water; come play games, fish, or just to hang out. More information can be found on their Facebook page [HERE](#).

## 10 | Squirrelnfest - nasa

8 am - 6 pm | Winnebago Park, 1020 Brandon St., Tomah

A fun, family-friendly event full of planned activities - bounce house, pontoon boat rides, Squirrel stroll, nut hunt, city-wide scavenger hunt, fishing contest, raffles, food, prizes, and more. All proceeds go towards the new All Abilities Playground in Butts Park. More information can be found on their website at [tomahsquirrels.org](http://tomahsquirrels.org).

## 12 | Therapy Dog Training - Tomah Health

Registration Deadline | Tomah

Tomah Health is inviting area dog owners to consider training their pet to become a future therapy dog. The Pet Therapy Certification is being offered to select dogs. Interested dog owners must register in advance for the classes, by July 12th, by contacting the Tomah Health Hospice Touch/Life Choices Palliative Care office at 608-374-0250. More information on training session dates and location can be found [HERE](#).

## 12 | Golf Outing - Tomah Health Community Foundation

Registration Deadline | Tomah

The annual Golf Outing will be held on August 6th at the Hiawatha Golf Club in Tomah. Register your four-person team scramble by July 12th at [tomahhealth.org](http://tomahhealth.org) or call Tomah Health at 608-377-8686. More information about the Golf Outing can be found [HERE](#).

## 12-14 | Rocky Railway Vacation Bible School - First United Methodist Church

5:30 pm - 7:30 pm | 1105 Butts Ave., Tomah

Vacation Bible School for children in preschool-5th grade; Boxed Dinner - 5:30 pm; Program - 6-7:30 pm. For more information, contact 608-372-4543 or their website at [tomahumc.org](http://tomahumc.org).



# JULY EVENTS

## JULY 15-21



### 15 | Downtown Thursday Nights - Tomah Chamber & Visitors Center

6 pm - 9 pm | 800 Block of Superior Ave., Tomah

[Devon Worley](#) and her band are turning heads and making waves, while bringing a brand new attitude to country music. From their songwriting style to their studio recordings, the girl and her band are forging their own unique path - undeniable talent! Grab yourself a seat and get ready to be blown away! Free admission, featuring food and drink vendors, and a Kids Zone! Be sure to head to the [Downtown Thursday Nights](#) Facebook page for more announcements and updates!

### 16 | Annual Golf Outing - Tomah Chamber & Visitors Center

9 am | Hiawatha Golf Course, 10229 Ellsworth Rd., Tomah

There's no place like home! The Wizard of Oz crew is ready to see you at the Course! Register your team [HERE](#) by July 9th! This event includes 18 holes of golfing, lunch, 50/50 raffle, and so much more! The annual golf event is the perfect playing field for networking and taking a break from the daily grind.

### 21 | Business After 5 at the Monroe County Fair - Tomah & Sparta Chambers

5 pm | Recreation Park, 1625 Butts Park, Tomah

Join us for the biggest networking event of the year under the big tent! Free admission, food, networking, beer, and prizes! More information can be found on Facebook [HERE](#). This event kicks off the Monroe County Fair!

## JULY 22-31

### 21-25 | Monroe County Fair - Monroe County Agricultural Society



Daily Events | Recreation Park, 1625 Butts Ave., Tomah

Carnival rides, animal exhibits, talent search, championship rodeo, motocross races, car show, live music Friday and Saturday nights, beer, food, and more! Check out the daily schedule on the Monroe County Fair website [HERE](#).

### 27-28 | Blood Drive - Tomah Health

Recreation Park, 1625 Butts Ave., Tomah

Tomah Health and Versiti Blood Center of Wisconsin are partnering to hold a 2-day Blood Drive from Noon - 5 pm. The Drive is being held at Tomah's Recreation Park due to continued COVID-19 restrictions to protect donors and staff. To register for a donation time, visit the Tomah Health website at [tomahhealth.org](http://tomahhealth.org).

### 29 | Downtown Thursday Nights - Tomah Chamber & Visitors Center

6 pm - 9 pm | 800 Block of Superior Ave., Tomah

[Soca Jukebox](#) will knock your socks off! Their crowd-pleasing unique blend of Island-Rock covers everything - classic hits in Rock, Reggae, Country, Calypso and Soca ("SO-ul Calypso") infused with charisma, humor, false bravado and Rasta-goodness. This five-piece ensemble features a battery of shimmering steel pans, an array of Latin percussion, a fastidious rhythm section and incendiary guitar work. Free admission, featuring food and drink vendors, and a Kids Zone! Be sure to head to the [Downtown Thursday Nights](#) Facebook page for more announcements and updates!

# JULY EVENTS

## REOCCURRING

### **Jones Court Planting Project - City of Tomah**

Input Appreciated by July 2 | 819 Superior Ave., Tomah

The City of Tomah needs your help with naming, planting and designing this project, which is spearheaded by the Lake Tomah Committee to enhance the natural beauty of the trail area located on Jones Court. The Public Works, along with the Parks and Recreation Department are assisting with the project. They are asking for assistance from the community. More information on the project can be found on the City's website [HERE](#).

### **Baseball Games - Tomah American Legion**

Season Games Thru July | Glendale Ball Park, 400 N. Glendale Ave., Tomah

Looking to get out to watch some baseball?! Free admission too! View the schedule [HERE](#).

### **Baseball Season - La Crosse Loggers Baseball Club**

Season Games Thru August | 1225 Caledonia St., La Crosse

Logger fans! Don't miss any of the action this season! You can catch every Loggers moment live on the Mixlr app: [mixlr.com/lacrosseloggers](https://mixlr.com/lacrosseloggers) or the Northwoods League website: [northwoodsleague.com/watch](https://northwoodsleague.com/watch). Their 2021 schedule and ticket information are available on their website at [lacrosseloggers.com](https://lacrosseloggers.com).

### **Commemorative Area & History Center - Fort McCoy**

Open Thru September 4 | 1654 S 11th Ave., Fort McCoy

Open weekly on Fridays: 12 pm - 4 pm and Saturdays: 9 am - 3 pm. Extended hours available upon coordination. Visitors must have valid ID and be eligible for a visitor's pass. For more information, call 608-388-2407 or visit their website at [home.army.mil/mccoy](https://home.army.mil/mccoy).

### **Races - Tomah-Sparta Speedway**

Weekly on Fridays | 7:30 pm | 11215 Flagstaff Rd., Tomah

Enjoy races every Friday night until the end of September! View their 2021 racing schedule [HERE](#).

### **Tomah Farmers Market**

Open Thru October | Gillett Park, 1316 Superior Ave., Tomah

Open weekly on Wednesdays: 11 am - 6 pm and Saturdays: 7 am - 1 pm.

### **Little Red School House Museum - Tomah Area Historical Society**

Open Thru Labor Day | Gillette Park, 1316 Superior Ave., Tomah

Open weekly on Wednesdays: 1 pm - 4 pm and Saturdays: 9 am - 12 pm.

### **Free Pool - The Break Room Sports Bar and Grill**

Weekly on Tuesdays | 1123 Superior Ave., Tomah

Free pool every Tuesday! View on Facebook [HERE](#).

### **Education/Networking Meetings - BNI Cran-Country Referrals**

Weekly on Wednesdays | 8 am | Blackberry Hills Adult Family Home, 1116 Superior Ave., Tomah

BNI (Business Network International) is now hosting weekly business education/networking meetings in-person; virtual option is still available; featured speakers each week. Visitors are welcome to participate and attend by accessing the online meeting link [HERE](#). For questions, contact Wendy Wright at 608-343-3936 or Tabitha Lueneburg at 608-393-6552.

- July 7: Don Root, Medicare/Medicaid Specialist
- July 14: Chet Melcher, Regional Director - BNI
- July 21: Carolyn Johnson, Owner - Greater Insurance Services
- July 28: Randy Murdock, Owner - Tomah Homes

# JULY EVENTS REOCCURRING

## Hump Day Seminar - The Parenting Place

Weekly on Wednesdays | 12 pm - 1 pm

Free virtual parenting seminar every Wednesday with Mike Scott. Register online [HERE](#).

## DJ Trivia - The Break Room Sports Bar and Grill

Weekly on Thursdays | 7 pm | 1123 Superior Ave., Tomah

Enjoy DJ Trivia on Thursday nights! View on Facebook [HERE](#).

## Bingo - Marco's Italian & American Grill

Weekly on Sundays | 2 pm | 3514 Blarney Rd., Warrens

Enjoy bingo every Sunday - cash prizes too! View on Facebook [HERE](#).

# FEATURED EVENTS COMING UP



# WELCOME NEW MEMBERS!



414 E. State Street #2A  
Mauston, WI 53948  
608-254-9488  
[movingmauston.com](http://movingmauston.com)



Navigating the housing market can seem overwhelming, which is why you need a hardworking agent by your side to help. That's where the team at **RE/MAX RealPros** comes in. With decades of experience and a proven track record of success, we make buying or selling a property in Central Wisconsin simple. We work hard to strengthen our community and provide our clients with dedicated service. From the moment you give us a call to the moment you get the keys, we'll be there to support you every step of the way.

We would love the opportunity to connect you with the right agent for your unique needs. Please feel free to contact us today.



1301 Precision Parkway  
Necedah, WI 54646  
608-254-9488  
[mitotecprecision.com](http://mitotecprecision.com)



At **Mitotec Precision**, it truly is the people that drive our business. As a leader in production precision machining we are always looking for talented individuals to join the Mitotec team and play a key role in our success. People Powering Precision is what makes us unique. We rely on the efforts and expertise of our hard-working employees to help us achieve our goals and exceed our customers' expectations. The Mitotec team works as a united group to achieve our mission – providing high-quality, production quantity, mission-critical parts fast.

A career at Mitotec is a career where you can make an impact every day. Sound like a place you'd like to work? Learn more about career opportunities and its employee benefits [HERE](#).

WELCOME NEW MEMBERS!



Warrens, WI 53948  
Tomah, WI 54660  
608-377-0881



Devon and Dustin Janusheske decided to start **DJ's Lunchbox** as a way to offer more food options to Tomah and Warrens area residents. They offer delicious, home-cooked food, traditional favorites, big city new eats, and seasonally local produce. Fresh beef supplied and butchered locally in our community.

You'll find the couple's mobile food truck in the Tomah Industrial Park during the lunch hour, and in the evenings, at Duffy's Roadhouse in Warrens. The food truck is also available for events.

Check out the menu and watch for daily specials on their Facebook page.  
Fresh, Local, GOOD Food!

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## CHAMBER MEMBER JOB POSTINGS

A black chalkboard with a yellow border, tilted slightly to the right, with the words "Now Hiring!" written in white cursive chalk.

Now Hiring!

**Looking for something new?**  
Check out Member Job Postings!

[ACCESS JOB LISTINGS HERE](#)

## REJOINING MEMBERS!



PO Box 173  
Tomah, WI 54660  
[tomahsquirrels.org](http://tomahsquirrels.org)



Everyone deserves to enjoy the great outdoors. The Tomah **North American Squirrel Association (nasa)** is an organization that helps arrange accessible outdoor activities for the disabled and elderly.

Tomah nasa recently celebrated its completion of the new all-abilities, inclusive Park. Prior to this project, they have also built a handicap accessible shelter and pier. If you haven't been to Butts Park in Tomah, be sure to stop by and check out all of these outdoor recreation improvements!

Don't forget about Squirrel Fest coming up on July 10th!

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233 North Superior Ave  
Tomah, WI 54660  
608-567-2711  
[thebakerstable.biz](http://thebakerstable.biz)



**The Baker's Table** opened its doors in September 2018 and brings to the Tomah area some of the finest scratch baked goods, freshly roasted Kickapoo coffee, full service espresso bar, and delicious hand crafted soup, salads, and sandwiches. With a comfortable dining area and friendly staff, our commitment is to our customers.

# BUSINESS SPOTLIGHTS



201 Leer Street  
New Lisbon, WI 53950  
608-548-2974  
[generationsdanceacademy.com](http://generationsdanceacademy.com)



**Generations Dance Academy** has been serving the South Central Wisconsin area dance community for 7 years. Located currently at Silver Star Health in New Lisbon, GDA offers year-round classes for dancers aged 2-1/2 to 18. SUMMER Dance Camps for ages 3-10 are currently open for registration at [generationsdanceacademy.com](http://generationsdanceacademy.com). Upcoming FALL season online registration is also open.

The GDA Parade Dance Team is performing in the July 3rd TOMAH INDEPENDENCE DAY PARADE and the WA DU SHUDA DAYS PARADE on July 10th in New Lisbon. Dancers at Generations Dance Academy are not only trained in the discipline of dance arts, but equally importantly are given opportunities to serve in their local communities! Visit us online or call GDA at 608-548-2974 to learn more.



200 Liberty Place  
Tomah, WI 54660  
608-374-5005  
[libertyvillagecare.com](http://libertyvillagecare.com)



**Liberty Village** is a place of compassion and community with the comforts of home and engaging atmosphere. We are a senior living community in Tomah and provide flexible care options as your health care needs change. We offer a variety of units ranging from studio, one-bedroom, and two-bedroom apartments. We are accepting admissions. We're taking all necessary precautions and following all recommendations during this national emergency. We are not conducting unscheduled walk-in tours at this time. Please contact us to discuss living options and additional details regarding our beautiful community.

## BUSINESS SPOTLIGHTS



**1301 Superior Ave  
Tomah, WI 54660  
608-567-2000  
riverbank.biz**



**River Bank** formed on June 30, 1991 when three banks located along the Mississippi River in Stoddard, Ferryville and DeSoto merged. Since then, the bank opened various locations in the Coulee Region including La Crosse, Holmen, Sparta, and Tomah.

River Bank's primary mission is to serve the banking needs of Crawford, Vernon, Monroe, La Crosse and Trempealeau Counties. Prior to the formation of River Bank, the original banks had the reputation of being the banks that were friendly, understood their customers' needs and would go the extra distance for service. This continues to be the hallmark of River Bank today.



**1234 N Superior Avenue  
Tomah, WI 54660  
608-372-7653  
firstweber.com**



**First Weber Group** is proud to be part of the places we call home, and we have called Tomah home for nearly 15 years. As Wisconsin's market leader, if you are buying or selling, we are here to put our decades of experience to work for you. We can help, whether you're looking around the corner or around the state, so reach out to us to get a free analysis of your home's value or to explore how we can make your real estate dreams a reality.

Check out more on First Weber Group [HERE](#).



## BUSINESS SPOTLIGHTS



PO Box 474  
Tomah, WI 54660  
608-374-0095  
[autoacademywi.com](http://autoacademywi.com)



**Auto Academy** is a Drivers Education School based in Tomah, WI. We offer an Online 30 hour classroom course that students can go at their own pace, our behind - the - wheel (BTW) is a 6 hours of driving and 6 hours of observing from the back seat. We have a Ford Fusion and Ford Escape for our BTW vehicles. Auto Academy offers a discount for Military & First Responders, \$25 OFF Online & BTW Combined Course. We have the best rates in town, being locally owned and operated we make sure we give the best experience.

Auto Academy can sign up your child any day of the week, we can meet you at work, home or any place that is convenient for you. We practice the safest and highest quality drivers education in the area. We take great pride in our school, our students will be prepared for the real life of driving after completion. Our community partners give each student over \$50 of free gifts and coupons. To enroll, call 608-374-0095 or visit [autoacademywi.com/enrollment](http://autoacademywi.com/enrollment). Let's get you on the road!



## HI-CRUSH WANTS TO HIRE YOU!

Hi-Crush, an industrial sand mining company, is recruiting operator positions to staff its Wyeville, Wisconsin frac sand plant. Hi-Crush is a leading producer, supplier, and distributor of premium frac sand used to enhance recovery rates of oil and natural gas from hydraulic fracturing wells.

Hi-Crush offers competitive wages, PTO, and competitive benefits premiums.

In addition, we offer a safe work environment, on-the-job training and development, employee recognition, and a focus on teamwork.

To submit an online application and learn more about Hi-Crush, visit <https://www.hicrushinc.com/careers>

Interested candidates may stop by the Wyeville Plant located at 8850 State Hwy 173, Wyeville, WI 54660 M-F 8am-4pm.

**Click to Apply Now!**

# HAPPY INDEPENDENCE DAY

We are celebrating  
after the parade on  
**JULY 3<sup>rd</sup>**  
**UNTIL 2 PM**

Selling brats, hot dogs,  
chips, beverage,  
**DESSERTS & ice cream**

We are offering both  
in person and  
drive up service.

FIRST UNITED  
METHODIST  
CHURCH

1105 Butts Ave., Tomah, WI  
608/372-4543  
[www.tomahumc.org](http://www.tomahumc.org)  
[Facebook.com/tomahumc](https://www.facebook.com/tomahumc)

*Enjoy the Tomah Parade*





# NEW DIGITAL COMING SOON

## TO TOMAH



**PANEL # 606179**

### Advertise your business on the corner of a busy intersection!

This brand new digital poster is a right hand read heading into downtown Tomah. It is near numerous businesses, shops and restaurants!

#### RATES

Annual .....	\$700
6 Periods .....	\$800
3 Periods .....	\$900
1 Period .....	\$1,000

Rates are per 4 weeks.



Contact Eric Krause to secure a spot or for more information.

608.769.2429 | EKRAUSE@LAMAR.COM

# Win \$25,000



**Tomah Health**  
COMMUNITY FOUNDATION

Join us for the  
**Tomah Health Community  
Foundation**

## Golf Outing

**Friday, Aug 6**  
**Hiawatha Golf Club**

**25<sup>th</sup> Annual  
Fundraising  
Event**

Event Sponsor

**CCFBANK**  
MAKING MORE POSSIBLE

### 4 Person Team Scramble

\$400 per team includes 18 holes of golf & 8 dinner tickets!

Registration 10 am, 18-Hole Team Scramble 11 am,  
Social & Silent Auction 4 pm, Catered Dinner 5 pm followed by **Live Auction!**

Your support of our annual Golf Outing will enable us to continue support of health care and wellness programs that benefit our area.

*We look forward to continuing our mission with your participation.*

### Hole-In-One Contest

**WINS \$25,000**

*Courtesy of TapHouse Twenty, Tomah*

TAPHOUSE  
TWENTY

**CCFBANK**  
MAKING MORE POSSIBLE

**\$10,000**  
**"Sink a Putt"**  
**Contest**



For Team Registration visit  
[www.tomahhealth.org](http://www.tomahhealth.org)  
or call Tomah Health at 377-8686 by July 12



**Tomah Health**  
COMMUNITY FOUNDATION

be the

**PULSE**

of SUMMER

Donate Blood



URGENT NEED

**JULY**

**27**

noon - 5 p.m.

**JULY**

**28**

noon - 5 p.m.

Tomah  
Recreation Park  
1625 Butts Ave, Tomah

**VERSITI BLOOD CENTER  
TOMAH HEALTH  
BLOOD DRIVE**

Due to COVID-19 our drive is being held at Tomah Recreation Park. Extra safety measures will be in place to protect donors and staff.

REGISTER YOUR DONATION TIME AT  
**TOMAHHEALTH.ORG**





***Tomah Youth Hockey  
10<sup>th</sup> Annual Golf Outing  
Hiawatha Golf Club  
10229 Ellsworth Rd, Tomah, WI***

***Saturday, August 21st, 2021  
10:00 A.M. Shotgun Start  
4 Person Scramble***

***Cash Prizes to the Winners – Hole Prizes  
\$300 per Team***

***Green Fees, Cart, & Lunch Included  
Raffle and Auction immediately following***



***RSVP by August 2nd to  
Derek Nofsinger at [noffy\\_14@hotmail.com](mailto:noffy_14@hotmail.com) or  
(608)343-8674  
Ryan Winchel at [rwinchel@mathewsinc.com](mailto:rwinchel@mathewsinc.com) or  
(608)797-2299***



Wear a superhero costume to support local superheroes!



POLICE-COMMUNITY PARTNERSHIPS

# Monroe County National Night Out

August 3 | 4 p.m. - 8 p.m.  
Tomah's Winnebago Park

- **Bike & Safety Expo** helmets required 4-6 p.m.
- **Combined Tactical Unit (CTU) Demo & Mock Crash** 7 p.m.
- **Health & Wellness Interactive Displays & Screenings** 4-8 p.m.
- **Food & Refreshment Sales** local vendors 4-8 p.m.

**FREE EVENT** #MonroeCountyNNO TomahHealth.org

## 2021 Partners



National Night Out (NNO) is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live.



## CONGRATS to the TASD!

The **Tomah Area School District (TASD)** is proud to be a Wisconsin Recognized School for our work toward developing an equitable system leading to student success.



The Wisconsin RTI Center has recognized our school in several areas (behaviors, math, reading) at the bronze level for our work toward fully implementing a system that leads to improved student outcomes. This equitable system helps increase consistency of instruction, enhances staff skills, proactively provides supports for all learners, and builds stronger relationships.

**[More information can be found here.](#)**



**New Location**  
**310 West Elizabeth**  
**Tomah WI 54660**

As of July 1st, **Compass Learning Center** will be relocating to the lower level of Gloria Dei Church. "We are so grateful they are providing us with space allowing us to continue our services for the community."

Please call: 608-344-1351 or  
608-567-2521



**New Location**  
**621 Superior Ave.**  
**Tomah WI 54660**

**Safe Ship Specialty Shipping** opened its second location on June 28th. Business hours are Monday-Thursday 10 AM-5 PM.

The current location, 1115 N. Superior Ave., Suite 1&2, will remain open. Business hours are Monday-Friday 9 AM-5:30 PM & Saturday 9 AM-1 PM.



## **Fort McCoy's MC3 Project Begins Phase 3**

The Fort McCoy Mission Command Configuration Center (MC3) moved into phase 3 of construction in preparation for support of large-scale mobilization operations on the installation. The MC3 will work with premobilized brigades' mission command systems to ensure those systems are updated for a brigade's upcoming mission. Fort McCoy was chosen as one of nine locations to begin construction of a MC3 by First Army because of the installation's role in large-scale premobilization training.

## **Commemorative Area and History Center Summer Open Hours**

Fort McCoy Commemorative Area will be open for extended operational hours every Friday, Noon – 4 p.m. and Saturday 9 a.m. – 3 p.m. from Memorial Day weekend through Labor Day weekend. All Commemorative Area and History Center open hours are available in the events section of Fort McCoy's Facebook page. Larger groups are encouraged to reach out and schedule tours during normal business hours Monday through Friday. For more information, call 608-388-2407.



## **Fort McCoy Community Appreciation Night**

Elected/appointed officials, business owners and manager/ reps, and Chamber of Commerce members are invited by the Garrison Commander to meet and network with Fort McCoy senior leaders. RSVP to Fort McCoy Public Affairs Office, 608-388-2407

More information can be found in The Real McCoy at <https://home.army.mil/mccoy/index.php/my-fort/all-services/real-mccoy>.

Learn more about Fort McCoy online at [home.army.mil/mccoy](https://home.army.mil/mccoy), on Facebook by searching "ftmccoy," and on Twitter by searching "usagmccoy."

THE INCREDIBLE CHAMBER MEMBERS WHO CONTINUE TO SUPPORT OUR COMMUNITY!

# LEAD



# INFLUENCE



# ACCELERATED



# GROWTH

