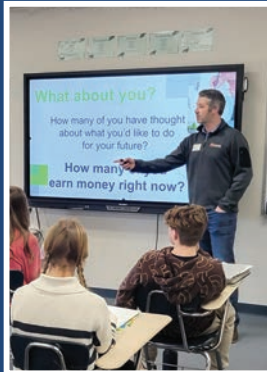


More than Membership

Community Promotion. Advocacy. Relationships. Economic Development.



WLA WILLMAR
LAKES AREA
chamber of commerce

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Why we belong

“Joining the Chamber has allowed us to network with area business leaders, tell our story and hopefully create more partnerships with businesses to help us with our mission, promoting, enhancing and expanding opportunities for Willmar Public School students through athletics and activities.”

Cardinal Pride Board of Directors
MEMBER SINCE 2023

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A MESSAGE FROM THE 2024 BOARD CHAIR

As I reflect back on 2023 and look forward to what is in store for 2024, I am reminded of the classic business book *Who Moved My Cheese?* by Spencer Johnson. The book is essentially the story of change and how people adapt and react to it. Change was abundant within the Willmar Lakes Area Chamber of Commerce and within your businesses in 2023 and will continue in the years to come.

Some of the change is expected and normal. We saw the well-deserved retirement of long-time WLA Chamber president Ken Warner and welcomed our new president James Miller. We are also working on changes to our branding including updating our website and membership materials to make things more user friendly for our members.

Some of the change came at us like a freight train. The Minnesota Legislature was busy in 2023 with a historic session that resulted in many new rules and regulations for the business community. Whether we agree with the changes made or not, they are real and they will impact our members. It is up to us as individual organizations and businesses to determine how we react. Do we sit back and wait until the last minute or do we educate ourselves and develop the best plan for us and our employees.

Even with all of the change, the mission of the Chamber has not changed.

We will continue to build community by fostering strong



**“We are truly
blessed as a
community
to have so
many willing
to serve.”**

- Stephen Gardner

relationships with our members through Chamber Connections, neXt, the Business Education Network, two different golf events, and more.

We will continue to develop

leaders with the Leadership Perspectives program. More than 1,000 local leaders have graduated from the program over the past 30+ years.

We will continue to be the voice of and for the area-wide business community. We work with state and local officials in conjunction with groups such as the Public Policy Committee to make sure they understand the impact their decisions have on you, the business owner.

We will continue to be the go-to resource for the community and business-related information by hosting forums with elected officials and being a repository of knowledge available to all of our members. If we don't have what you need, we likely know who does.

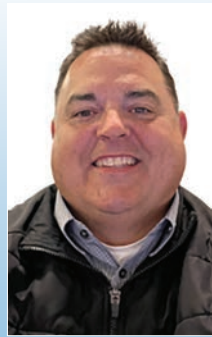
Finally, I would be remiss if I didn't mention our volunteers including those serving on the Board of Directors, Ambassadors, Diplomats, and many other committees. We could not function as an organization without the help of so many volunteers. We are truly blessed as a community to have so many willing to serve.

It is time to move with the cheese. Let us help you on your journey.

Stephen Gardner, Board Chair
Willmar Lakes Area Chamber

Your Chamber of Commerce

The Willmar Lakes Area Chamber of Commerce is a leader in community promotion, advocacy, relationships, and economic development.



James Miller
President










Shelly Munyon
Operations & Finance Manager



Jami Tanner
Director of Member Services & Sales

Stay Connected

-  2104 Hwy 12 E, Willmar, MN 56201
-  www.willmarareachamber.com
-  320-235-0300
-  Willmar Lakes Area Chamber of Commerce
-  Willmar Lakes Area Chamber of Commerce
-  [willmarlakesareachamber_mn](https://www.instagram.com/willmarlakesareachamber_mn)
-  chamber@willmarareachamber.com

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| Lake Lillian | Spicer |
| New London | Sunburg |
| Pennock | Svea |
| Priam | Willmar |



Why I belong

"It is an honor to be part of the Willmar Lake Area Chamber of Commerce. The Chamber provides many resources for businesses that we often ignore. As a Latino, I feel proud to know that diversity is something very valuable to the Chamber, and to feel that support as a business owner in this country is fundamental."

Solange Cooley, Ag Jobs LLC | MEMBER SINCE 2022

Mission

The mission of the Willmar Lakes Area Chamber of Commerce is to advocate and promote the area-wide business community.

Vision

The Willmar Lakes Area Chamber of Commerce will continue to build community through strong relationships and developing leaders.

We will also be recognized as the voice of (for) the area-wide business community and the go-to resource for the community and business-related information.

Core Values

The Willmar Lakes Area Chamber of Commerce **C.A.R.E.S**

- C** for Community Promotion
- A** for Advocacy
- R** for Relationships
- E** for Economic Development

Investing in the Chamber pays dividends for area-wide businesses.

CHAIRMAN'S CIRCLE MEMBERS

Thank you Chairman level members for your financial investment in YOUR Chamber.



CHAMBER TRIVIA

History In 1929 the Willmar Commercial Club reorganized and became the Willmar Chamber of Commerce. It became incorporated in 1932. In 1959 the Chamber purchased the building on Litchfield Ave (currently the African Development Center). In 1985 the name was changed to Willmar Area Chamber of Commerce, and in 2002 became the Willmar Lakes Area Chamber of Commerce to be inclusive of all of the communities within Kandiyohi County.

What year did the Chamber move into its current facilities? December of 1994

How many Chamber managers/presidents have there been in the history of the Chamber? 21

Who has sold the most Chamber memberships?
Milo Halberg – Over 100

What business is the longest standing Chamber member?
Peterson Brothers Funeral Home - 1889

HALLMARK PROGRAMS

Golf Classic – 35 Years
Leadership Perspectives – 32 Years
Aggie Open – 31 Years
Fifth Grade Ag Tours – 28 Years
Chamber Connections – 28 Years
Grow MN! – 21 Years
Special Events – 14 Years
neXt – 13 Years
Membership Milestones – 11 Years

COMMON MISCONCEPTIONS OF THE CHAMBER

1. The Chamber is a government entity
2. It is for people way older than me
3. It is just for networking
4. It is boring and stuffy
5. It is only for big businesses
6. Membership is just for the owner, not employees



Why I belong

"I am part of the Willmar Lakes Area Chamber of Commerce because it is a place of belonging, community building, people connecting, learning experiences, advocacy champions, and leadership growth!"

Pablo Obregon, City of Willmar

2024 CHAMBER BOARD OF DIRECTORS



Caroline Chan
Kandiyohi County
2023-2025



Jaime Martinez
CentraCare
2023-2025



Scott Norling
Life-Science
Innovations
2022-2024



Kelly O'Farrell
Conway Deuth &
Schmiesing, PLLP
2022-2024



Sam Quam
Bethesda
2024-2026



Dan Jacobs
Marcus Construction
2024-2026



Dustin Kotrba
Christianson PLLP
2024-2026



Jean Geselius
Ten Oaks Design Studio
2024-2026

The Chamber Board of Directors is comprised of leaders from local member businesses. The Board is responsible for setting and carrying out the vision of the organization.



Why I belong



"The networking is phenomenal. The support from businesses, non-profit organizations and local programs has secured our continued membership and has helped in our success. The Chamber Connections, luncheons, and speakers have helped grow connections for Advocacy and Inclusion Matter of West Central Minnesota (AIM). The Chamber staff is wonderful to work with. I called with an idea, and they put me in contact with the right people to make that idea become a reality."

VaLoris Anderson, AIM | MEMBER SINCE 2015

2024 CHAMBER EXECUTIVE COMMITTEE



Steve Gardner
Chair
Willmar Electric
2022-2024



Suzanne Hass
Chair-Elect
Allstate
2022-2024



Angie Caskey
Vice Chair
Jennie-O Turkey Store, Inc.
2022-2024



Why I belong
"30+ years ago I was approached to join the chamber and it was the best decision I made at that time in my career and going forward. The Chamber does so many things for our business community and I always enjoy their programming to keep us up to date on issues. It is a great organization!!"
Teresa Holwerda,
 State Farm
MEMBER SINCE 1990



Terri Wood
Secretary/Treasurer
Woody's Trucking, Inc.
2023-2025



Jon Rambow
Past Chair
Rambow
2021-2023



James Miller
President
Willmar Lakes Area
Chamber of Commerce




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- Giving



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TOP 5 PLACES TO MEET MEMBERS



Chamber Connections



Public Policy



Melvin's Throwback



neXt



Volunteer

Over 50 Networking Events Each Year!



Why I belong

"The connections I have made and the people I have met at Chamber functions and being involved are invaluable. I also appreciate that the Minnesota Chamber is pro-business. They listen to their members, while carrying business leaders' concerns to St. Paul to help us understand how changes in law affect us and our businesses. With the Minnesota Chamber representing businesses, they truly do listen and advocate for a better business community for everyone."

Joanna Schrupp, MinnWest Technology Campus | MEMBER SINCE 2007

CHAMBER COMMUNITY LEADERSHIP AWARDS

Recognizing Excellence in the Willmar Lakes Area



Kelsey Hedlof
Hornel
Emerging Young Leader Award

The Emerging Young Leader Award is presented to an individual younger than 40 years of age who demonstrates outstanding leadership that benefits the community and its citizens.



Doug Kuchanst
United Prairie Bank
"MILO" Award

The "MILO" Award is named after long-time Chamber volunteer, Milo Halberg who passed away in 2001. The award was established in Milo's name to recognize local business leaders who exemplify Milo's leadership in the areas of volunteerism, community leadership and involvement, and dedication to the Chamber of Commerce.



Jennifer Lindquist
LEAD and BEN Coordinator
Exemplary Leadership Award

The Exemplary Leadership Award (ELA) is designed to honor someone who has achieved recognition in their field and made significant contributions to the respective profession and business or organization of which the individual is a part of.



Dr. Jeff Holm
Willmar Public Schools
Legacy Award

The Legacy Award is designed to honor someone who has made significant contributions to the Willmar Lakes Area Community. In honor of long-time Chamber President Ken Warner who retired in 2023, the award is presented to a person that has persevered in a community leadership role and has made the Willmar Lakes Area a better place to work, live, and raise a family.



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We've Got Committees

Promote your business, network with other professionals, learn about other businesses in the Willmar Lakes Area, and become more acquainted with YOUR Chamber of Commerce by taking part in one of our many committees. With over 100 volunteers that proudly serve on the committees to create successful events and membership programs, we have a fit for every interest.

VOLUNTEER COMMITTEES

Agri-Business • Ambassadors • Diplomats
Public Policy • Special Events



AFFILIATE PROGRAMS



OPERATING DIVISION



Why I belong



"I first got involved with the Chamber of Commerce as an employee of a local business, so it was an easy decision to become a member when I opened my own business. The Chamber offers plenty of ways to get involved and meet people in the community which have ultimately led to invaluable connections both personally and professionally. In recent years, I've become more involved with the Chamber's advocacy efforts and have come to appreciate the many ways the Chamber of Commerce supports and advocates for businesses of all sizes."

Brittany VanDerBill, B. VanDerBill Consulting | MEMBER SINCE 2016



A Message from the Chamber President

I am thrilled to work alongside our dedicated Board, staff, and volunteers, who are supported by members who share the same vision for business growth and a healthy community environment.

I believe that a strong community requires a strong economic environment for businesses and organizations to thrive. We are truly fortunate to have leaders, business owners, educators, and community members across Kandiyohi County who realize that we all share the responsibility of creating economic success and happiness within our communities.

2024 looks to be an exciting year for the Willmar Lakes Area

Chamber. We are working on an updated website, refreshed logo and branding, and creating more opportunities to connect and support our members and communities. Over the years we have not only learned to pivot, but how to address the concerns, issues, and needs of the area business community. The events of the last few years have only strengthened our reason for being. We not only champion businesses of all sizes, but we are a source of information, guidance, and the most powerful connector there is.

I encourage you to become active in our communities and your Chamber. Please check our website for opportunities where

you can help make a difference. You can volunteer in Chamber activities or on a committee. Stop by for a Chamber Connection on Friday mornings. Support our member companies with your business, local purchases help build our communities and strengthen our schools.

Together we can become better than ever before.

James Miller, President
Willmar Lakes Area Chamber

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Features & Benefits

ChamberMaster Software

FEATURES Post your events, job vacancies, and “hot deals” easily on the Chamber’s website.

BENEFITS Draw new customers with these marketing tools included in your membership.

Get Involved

FEATURES The Chamber partners with several community organizations such as Vision 2040, Highway 23 Coalition, United Way, Kandiyohi County Economic Development, and more.

BENEFITS Offers you many opportunities to give back and get involved in the communities that you live, work, and play in!

Member Referrals

FEATURES Thousands of calls, visits, to our office and website hits each month. Our online business directory provides a link to the member’s detailed information pages and your website.

BENEFITS Membership has its privileges and we always refer Chamber members first. For some businesses, one referral a year is enough to pay for their membership alone.

Member-to-Member Marketing

FEATURES Market your products and/or services to other Chamber members through our weekly e-newsletter or mailing list.

BENEFITS Reach those influential business people in the community and educate them about your business/organization.

Programs & Events

FEATURES Quality and relevant member-only and member discounted programs, events, workshops, and seminars.

BENEFITS Unique opportunities to learn new skills and information, network with other members, and help your staff grow.

Public Policy

FEATURES We help facilitate communication between the government and the business community.

BENEFITS We do the work that you don’t have time for. We are your voice at the state Capitol and on the local level.

Networking

FEATURES We hold several events and have programs designed for you to meet other Chamber members.

BENEFITS Establish new business connections and meet other community business leaders. People want to do business with people they know.

Resources

FEATURES We keep members up-to-date with timely and relevant information. We have maps, visitors guides, relocation packets, and many other resource publications!

BENEFITS Your weekly e-newsletter supplies you with a wealth of information. In addition, you’ll be engaged with us through various communications, fraud alerts, member surveys, and more.



Why I belong

“Being a chamber member allows Northern Radiator to network and connect with fellow members and professionals in the community, keeps us in the know on government actions that could affect our business, gives us a bigger voice in those concerns, allows for peace of mind knowing we have support if we need it, and offers local visibility when we are hiring.”

Hope Thompson, Northern Radiator | MEMBER SINCE 1989



Enjoy a day
on the golf
course with 144
golfers and 30+
sponsors!

The Chamber Golf Classic

For over 35 years, this event has featured a fun theme and creative hole sponsors. This competitive scramble is held at the Eagle Creek Golf Club on the first Monday in August. It's tradition for the Golf Classic Champions to take a photo in the retro Chamber Ambassador jackets.

SAVE THE DATE » Monday, August 5, 2024



The Aggie Open

This scramble features many of our area's agri-business related companies, vendors, and producers. Held on the last Monday in June each year, a portion of the proceeds provide scholarships to Ridgewater College students pursuing ag-related careers.

SAVE THE DATE » Monday, June 24, 2024



Why I belong

"Being part of the Chamber is a great way to get to know businesses and business owners in our community. It has been excellent for me both personally and for business. I love the annual Chamber Golf Classic. It allows me to visit with a wide range of business professional. Most of all, it brings opportunities to learn, grow and connect with others on a more social level."

Kerry Johnson, United Prairie Bank | MEMBER SINCE 2002



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Advocate & Promote

Mid-Minnesota Builders Exchange

Whether you are seeking construction data or want to get information out to the trade community, our exchange is here to help make that happen! The Builders Exchange provides plans and specifications on various building projects. A weekly bulletin is sent to each member notifying them of the plans that are available. The bulletin includes the location of the project, the bid date, and the architect for the project.

Chamber Connections

Chamber Connections are hosted Friday mornings from 7:30-8:30 at different Chamber member businesses. Everyone gets a chance to introduce themselves and share a brief update on their business or community happenings. The host ends the Connection with an overview of their business followed by a drawing for door prizes. All are welcome, and need not be a member of the Chamber to participate. Please bring \$1 and your business card.

First Dollars

First Dollars are an opportunity for the Willmar Lakes Area Chamber of Commerce Ambassadors Committee to welcome new businesses to the Willmar Lakes Area and thank them for locating their business here. Follow the Willmar Lakes Area Chamber of Commerce on social media to view pictures of the latest events. If you are a new business owner or would like to nominate someone to receive a First Dollar presentation, please contact the Chamber. First Dollars are a complimentary service provided by the Chamber and are available to members and prospective members.

Groundbreakings

Groundbreakings are an opportunity for the Willmar Lakes Area Chamber of Commerce Ambassadors Committee to celebrate the new construction of an area business. Follow the Willmar Lakes Area Chamber of Commerce on social media to view pictures of the latest events. If you would to schedule a groundbreaking celebration for your business, please contact the Chamber. Groundbreakings are a complimentary service provided by the Chamber for members only.

Grow Minnesota!

The Grow Minnesota! Partnership is Minnesota's premier private-sector-led business retention and assistance program. The partnership of more than 90 local chambers and economic development organizations work to spur business growth throughout the state. They conduct confidential, comprehensive one-on-one site visits with nearly a thousand businesses each year, tracking on-the-ground business conditions, collecting data on what it takes for businesses to stay and grow in Minnesota, and identifying areas where they can provide solutions to business concerns. They also develop impactful initiatives to address our state's most pressing business challenges, helping businesses understand how to stay and grow in their community.

Lunch With Leaders

Lunch with Leaders are free quarterly presentations organized by the Diplomats Committee featuring a variety of topics such as broadband, city, school, legislative updates, and other issues affecting the business community.



Why I belong

"Insurance By Strehlow has always prioritized supporting our local Chamber. Our agency realizes the value to our area residents and businesses. We financially support the Chamber with our membership dues along with participation and/or sponsorship of events. I also appreciate how the Chamber supports "Buying Local" as this is very important to me and our staff!"

Andy Jacobson, Insurance by Strehlow | MEMBER SINCE 1974

neXt

neXt is a local organization formed to attract and retain young talent in the community, while developing the next generation of leaders. Focused on young adults, neXt uses fun social activities and structured educational opportunities to help members grow their networks, learn new skills, and develop as leaders. Whether you are looking to grow personally or professionally, odds are there is an upcoming event that will help you do just that. Follow neXt on social media to stay in the loop.



Ribbon Cuttings

Ribbon cuttings are an opportunity for the Willmar Lakes Area Chamber of Commerce Ambassadors Committee to celebrate the grand opening of an area business. Follow the Willmar Lakes Area Chamber of Commerce on social media to view pictures of the latest events. If you would to schedule a ribbon cutting for your business, please contact the Chamber. Ribbon cuttings are a complimentary service provided by the Chamber for members only.

Ag Tours

Every year the Chamber's Agri-Business Committee hosts Fifth Grade Ag tours for students to learn about and experience dairy farming first hand. For many, it's their first

time visiting a farm! Additionally, the committee hosts Adult Ag Tours at different ag-focused businesses in the community such as NextNest Hatching.

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MEMBERSHIP

**A FEW
FLASHBACKS**



20 YEAR Jake's Pizza **2023**



30 YEAR Rick's Cycling **2023**

**2024
MEMBERSHIP
MILESTONES**

5 YEAR

- Christianson Financial Advisors, LLC
- Christianson Insurance Agency
- Pat Solheid
- The Fortress
- Universal Speedy Print of Willmar
- West Central Technology, Inc.

10 YEAR

- Alzheimer's Association - Minnesota - North Dakota
- Casey's General Store
- CentraCare - Willmar Cancer Center
- Central Tire & Auto
- Edward Jones - Jeanne Ashburn, Financial Advisor

15 YEAR

- Firebytes LLC
- Glacial Ridge Curling
- Granite Community Loan Center
- HMD Photography
- Jet-Black
- Kandiyohi County Chapter 2 Pheasants Forever
- Kensington Insurance / Nesbit Agencies

Membership Milestones

Membership Milestones are an opportunity for the Chamber Diplomats to visit member businesses and thank them for their continuous support and membership investment. Follow the Willmar Lakes Area Chamber of Commerce on social media to view pictures of the latest milestones.



10 YEAR Life Link III **2023**

50+ YEAR MEMBERS

Peterson Brothers Funeral Home.....	1889
West Central Tribune.....	1929
Lakeland Media.....	1941
Perkins Lumber.....	1955
Life-Science Innovations/Select Genetics.....	1958
American Legion.....	1958
Trouw Nutrition.....	1961
Jennie-O Turkey Store Inc.....	1963
North Risk Partners-Corneil-Elkjer.....	1963
Elmquist Jewelry.....	1965
Minnesota Gun Class - Maracom.....	1966
AgCountry Farm Credit Services.....	1966
West Central Steel/Central MN Fabricating.....	1966
Willmar Electric Service.....	1966
Harvey Anderson & Johnson Funeral Homes.....	1966
Hanson-Fonkert Dental Clinic.....	1966
Thrifty White Pharmacy.....	1967
Chappell Central.....	1968
Walt's Soft Cloth Car Wash.....	1969
Floor to Ceiling.....	1970
Border States.....	1970
Colleen Thompson-Michels.....	1970
CentraCare-Rice Memorial Hospital.....	1971
Bernick's Pepsi.....	1972
Haug Implement.....	1972
TPI Hospitality.....	1973
Cash Wise Liquor.....	1973
Willmar Bus Service.....	1973
Hansen Advertising.....	1973

MILESTONES



40 YEAR Eagle Creek **2023**



50 YEAR Hansen Advertising **2023**

Koronis Motors / Paynesville Chevrolet Buick
 London Hills Garden Owners Association
 Magnum
 Oxygen Service Company
 Representative Dave Baker
 Restorative Sleep Solutions
 Suite Liv'n
 TerWisscha Construction, Inc.

20 YEAR
 1st Minnesota Realty, Inc.
 Concorde Bank - Willmar
 Country Inn & Suites
 Heritage Bank N.A. - Raymond
 Island Pine Golf Club
 Lakeview Inn
 United Community Action Partnership

30 YEAR
 Bolton & Menk, Inc.
 Fenstra Insurance
 Mills Auto Center
 Motor Sports of Willmar

40 YEAR
 Design West Ltd.
 Heritage Bank N.A.-Willmar

50 YEAR
 Lakes Area Dental Insurance by Strehlow



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When you work for Northern Radiator, it's not "just a job". That's because Northern is proudly **100% employee owned!** Our employees earn shares of our company over time, which means every person, every role, plays a key part in driving the success of our business and, in turn, the value of their shares. (Isn't it about time **YOU** reaped the benefits of all your hard work?)

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- A positive work environment




Learn more about Northern, our culture, and the benefits of joining our team of proud employee-owners at: NorthernRadiator.com/chamber

Northern Radiator is an Equal Opportunity Employer.

2024 Leadership Perspectives Class

Leadership Perspectives students will graduate as more informed, dynamic, qualified and motivated business leaders. This program would not be possible without the support of all the local businesses that welcome the class into their facilities, and the financial support of the City of Willmar, Kandiyohi County, and Mid-Minnesota Development Commission.






Why I belong

"Becoming a member of the Chamber and a Diplomat has been an invaluable experience. It has helped me grow personally and professionally. I have met so many amazing members, learned about their businesses, as well as learned about them as people too. The Chamber really promotes getting involved with your fellow members and within the community. When you do this, the benefits are truly priceless. You never really know how much the community that you work or live in has to offer until you become involved."

Adrian Salinas, Universal Kutz Barber Shop | MEMBER SINCE 2023





2023 GRADUATING CLASS

Willmar Lakes Area Leadership Perspectives

The Willmar Lakes Area Leadership Perspectives program is designed to develop effective community leaders with

vision and insight. Session topics include individual and team-building; heritage and diversity; government and media; health, human services, and volunteerism; law and justice; education; industry and tourism;

entrepreneurship and opportunities. Each session focuses on the issues critical to our region's future success. Over the past 32 years, nearly 1,000 people have graduated from Leadership Perspectives.



You belong here! At Woodland Centers, we are building a culture where our employees are valued for the contributions and knowledge they bring. From the moment you are hired, we are committed to growing your capabilities.

To apply for one of our open positions scan the QR code



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- Renville
- Chippewa
- Meeker
- Lac qui Parle
- Swift
- Big Stone



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2023 KCEO Class

IT'S ALL ABOUT WORKFORCE

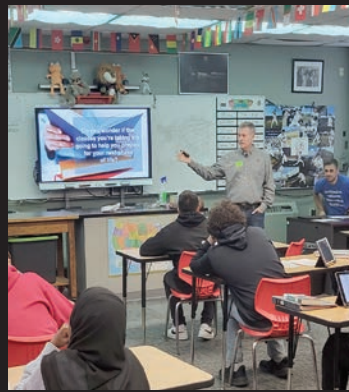
WHAT IS BEN?

Business Education Network

Mission: To develop our community's future workforce by providing students with a deeper understanding of career opportunities and aligning skills with current workforce needs; engaging employers directly with students, education and training providers; and better aligning programs and curriculum to the realities of the West Central MN and overall MN economy.

Classroom to Career: A wide variety of business professionals visit classes across Kandiyohi County to engage with students and help them understand that through the power of education and personal choices, they are in control of their future. Presenters help students realize the many job opportunities that exist - with or without a college degree - right here in the Willmar Lakes Area.

Zero Hour: The Willmar High School starts every Wednesday with Zero Hour. This time is intended for students to catch up on school work. It also gives the Business Education Network an opportunity to have one or two businesses set up tables in the commons area to engage with students. These are not hiring fairs but time spent building relationships to grow our workforce.



KCEO

Kandiyohi Creating Entrepreneurial Opportunities (KCEO) partners with local businesses to create a real-world educational experience. Juniors and seniors from Willmar Public Schools, ACGC, and New London-Spicer are selected from a rigorous application process to participate in this year-long course. Instead of learning about entrepreneurship in a classroom, students will visit 20-30 local businesses and hear from over 50 guest speakers. Students create their own businesses and present them to local banking investors and entrepreneurs via private meetings and an annual trade show.

Student Job Fair & Career Expo

A workforce development program that brings together area employers with high school students in an interactive environment that allows them an opportunity to inform students about their company or organization. Businesses are able to recruit for full-time or part-time jobs and internships while identifying long-term prospects.

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City of Willmar
 Clarus Dermatology, PA
 Club Bethesda
 Co-op Credit Union
 COLCONNECT
 CoMitted 365 Roofing & Exteriors
 Community Christian School
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 Concorde Bank - Blomkest
 Conway, Deuth & Schmiesing, PLLP (CDS)
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Elite Insurance Group Agency, LLC	Habitat for Humanity of West Central MN	James M. Ruff, Inc.	Lakeland Media
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Fernando Cano - Weichert Realtors	Heritage Bank N.A. - Raymond	Kandiyohi County Area Family YMCA	Magnuson Sheet Metal, Inc.
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Prairie's Edge Casino Resort	Slumberland Furniture	Truly Home Real Estate	Willmar Fests Inc.
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WE VALUE OUR EMPLOYEES

At West Central Steel we know the importance of having the right people on our team. As a family-owned company, we value our employees and know our success is tied to their success.

We help manufacturers and fabricators grow their businesses by providing carbon steel distribution and parts processing. Our business started in 1949 as a steel scrap yard. Since then we have evolved to a leading steel distributor and parts manufacturer. By focusing on our customer's needs we have built a reputation for being responsive, reliable, and innovative.

As a steel distributor, we purchase steel from steel mills throughout the country by truckload, railcar, or barge load. Then sell the steel to manufacturers and fabricators in the five-state area. Many times, the steel is delivered the next day. This allows customers to save money with reduced inventory and lower material handling costs.

Our parts processing capabilities include saw, torch, plasma and laser cutting for both flat and three-dimensional steel shapes. In addition to cutting parts, parts can be formed with press brakes capable

of bending steel up to 1 inch thick at 30 feet wide.

We are continually growing and have done 12 expansions over time. In 2018, the company opened the largest expansion yet with an 85,000 square foot parts processing facility.

In 2021 we added an additional 60,000 square feet and in 2022 we expanded our office space. The new space contains cutting-edge technology to save customers time and money. As an example, we saved a manufacturer over 1,000 production hours over a year by using the latest technology to drill and tap over 30 holes on a part that was 7-foot by 10-foot and 1-inch thick, that they were previously drilling by hand.

Investing in the future is integral to how we do business whether it is in our people, relationships, technology or the community. We are involved in many workforce development initiatives in the area. Kandiyohi Creating Entrepreneurial Opportunities (KCEO) and Manufacturing and Processing Careers (MAP) with area high schools are two key initiatives we sponsor. With manufacturing jobs in high demand, the programs expose



high school students to great jobs in the community and strengthen the manufacturing base in the area.

We are proud members of the Metals Service Center Institute (MSCI) and the North American Steel Alliance. Both organizations broaden the benefits that we deliver to our customers and employees.

If you are interested in joining a growing company start the process of becoming a West Central Steel team member today by completing our online application.

West Central Steel, Inc.
110 19th Street NW
Willmar, MN 56201
800-992-8853
www.wcsteel.com



DO YOU WANT TO WORK FOR A GROWING COMPANY THAT HELPS BUILD THE SUCCESS OF MANUFACTURERS?

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Available positions include:

- Warehouse, move tons of steel each day with best in class equipment.
- CNC Machine operators run a million dollar piece of equipment.
- Drivers are home each night and build relationships with great customers.
- Sales, jumps at each chance to help a customer with responsive service.

If you are ready for a career in a fast paced environment that values your hard work. Come and Build your Success with West Central Steel.



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