



2025

Celebrate with us!

Ribbon Cuttings are a great way to celebrate milestones and boost visibility for your business. Whether you are celebrating a grand opening or an anniversary, invite the Chamber Ambassadors to help showcase your business and make the occasion even more special!

First Dollars welcome new businesses to the Willmar Lakes Area. They are also a fantastic opportunity for new entrepreneurs to network and discover more about the Chamber and the valuable resources it offers.

Groundbreakings mark the start of something new with contractors, local leaders, business owners, and community members coming together to show support. The big day is the culmination of dreams, efforts, goals, and dedication.

To schedule an event, complete the online request form at willmarareachamber.com

Referrals

Looking for new customers and leads? We can help! Every day, the Chamber receives calls and emails from potential customers seeking businesses that offer specific goods or services. We always refer our members first. Plus, your business will be featured in our online directory, increasing your visibility even further!

Leadership Development

Leadership Perspectives is designed to develop effective community leaders with vision and insight. Each session focuses on issues critical to our region's success. Members establish valuable relationships with business and civic leaders as well as foster a commitment to personal, professional, and community growth. Each cohort is comprised of up to 40 individuals who represent our diverse business community; creating a valuable network of resources. This prestigious program has over 1,000 distinct alumni.

To learn more or to sign up, visit the Leadership Perspectives page at willmarareachamber.com

WELCOME

Welcome to the Willmar Lakes Area Chamber! I am excited to have you join our vibrant community which represents and supports businesses across Kandiyohi County. Your membership is an investment in your success, offering access to valuable networking opportunities, exclusive resources, and local visibility. Together, we can build a stronger, more connected business environment, helping you grow and thrive. Thank you for being a part of your Chamber and supporting the area-wide business community!

James Miller, President & CEO

WHO WE ARE

History

In 1929, the Willmar Commercial Club reorganized and became the Willmar Chamber of Commerce, officially incorporating in 1932. In 1959, the Chamber purchased a building on Litchfield Ave (now home to the African Development Center). The name was changed to the Willmar Area Chamber of Commerce in 1985, and in 1994, the Chamber moved to its current location. To better represent all the communities in Kandiyohi County, the Chamber adopted the name Willmar Lakes Area Chamber of Commerce in 2002.

Mission

To promote and advocate for the area-wide community

Vision

The Willmar Lakes Area Chamber will foster a thriving community by cultivating leadership, strengthening relationships, and championing local businesses as the trusted resource for community and business insights.

Core Values

Embrace Change | Drive Momentum | Champion Growth

Focus

INFORM – inform investors of important business and community information
PROMOTE – promote our investors, the business community, and the Willmar Lakes Area
ADVOCATE – advocate for our investors and our business climate at local, state, and national levels
CONNECT – provide opportunities for businesses to connect with other businesses
EDUCATE – provide educational opportunities for businesses and their employees

NEW MEMBER CHECKLIST

- Review the new member specials and your membership benefits
- Set up your ChamberMaster login and add employees as representatives so they receive communications
- Review your business information and build out your online directory profile
- Let your business associates and customers know you have joined the Chamber! Announce it on social media and via email, add the Chamber logo to your website, and display your membership decal on your front door
- Get social by following and engaging with the Chamber on Facebook, Instagram, and LinkedIn
- Add info@willmarareachamber.com as a safe email address; read the weekly Chamber e-newsletter
- Volunteer at a Chamber event or join a committee
- Sponsor, host, and/or attend Chamber Connections and Business After Hours
- Add job postings to the Chamber website through your online portal
- Pay bills and renew your annual membership through your online portal.

Chairman's Circle Investors



WHY INVEST IN THE CHAMBER?

Networking, Advocacy, + Growth

The Chamber hosts many networking events throughout the year so members can meet and exchange ideas, develop business relationships, and increase their professional network.

Business After Hours provide a welcoming atmosphere to network with the business community, showcase what you offer, and provide tours outside of the typical workday.

Chamber Connections are professional networking events hosted at member locations every Friday 7:30-8:30am (except January and July).

Lunch & Learns are free quarterly meetings on a variety of topics impacting the business community such as broadband, economic development, and legislative updates.

Volunteer Committees are where our members share their talents to make things happen. Let us know if you would like to be involved. The Chamber offers a wide variety of interest-based committees: Agri-Business, Ambassadors, Diplomats, Public Policy, Grow MN!, and Special Events.

neXt is an affiliate organization for young adults to build connections, learn new skills, and develop as leaders through fun social activities, structured educational opportunities, and local volunteer events. Whether you're looking to grow professionally or personally, odds are that neXt has an upcoming event that will help you do just that.

Business Education Network develops 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 Minnesota and overall Minnesota economy.

Grow MN! is a private-sector-led business retention and assistance program that conducts confidential, comprehensive one-on-one site visits with businesses, tracking on-the-ground business conditions, collecting data on what it takes for businesses to stay and grow in Minnesota, and identifying business concerns.

Builder's Exchange offers access to plans and specifications on various building projects. Whether you're seeking construction data or want to get information out to the trade community, our exchange is your answer!

Advocacy - The Willmar Lakes Area Chamber actively advocates for the business community, ensuring its interests are effectively represented in public policy decisions at the local, state, and federal levels. As a trusted convener of community leaders and influencers, the Chamber fosters collaboration and provides a platform for meaningful discussions on policies that impact businesses. Through public policy forums, legislative receptions, and direct engagement with elected officials, we equip our members with valuable insights and proactive strategies to navigate emerging challenges and opportunities at every level of government.

Marketing + Promotion

Looking to connect with potential customers, build your business or promote your brand? Make sure to use the Chamber as a resource! Our website, newsletters, magazine, Chamber Chat, and sponsorships can help you accomplish your goals!

The Chamber's website serves as an informational portal to the Willmar Lakes Area community. As a member you receive a free **online business directory listing**. Chamber members may increase their exposure by selecting additional listing categories at no extra cost.

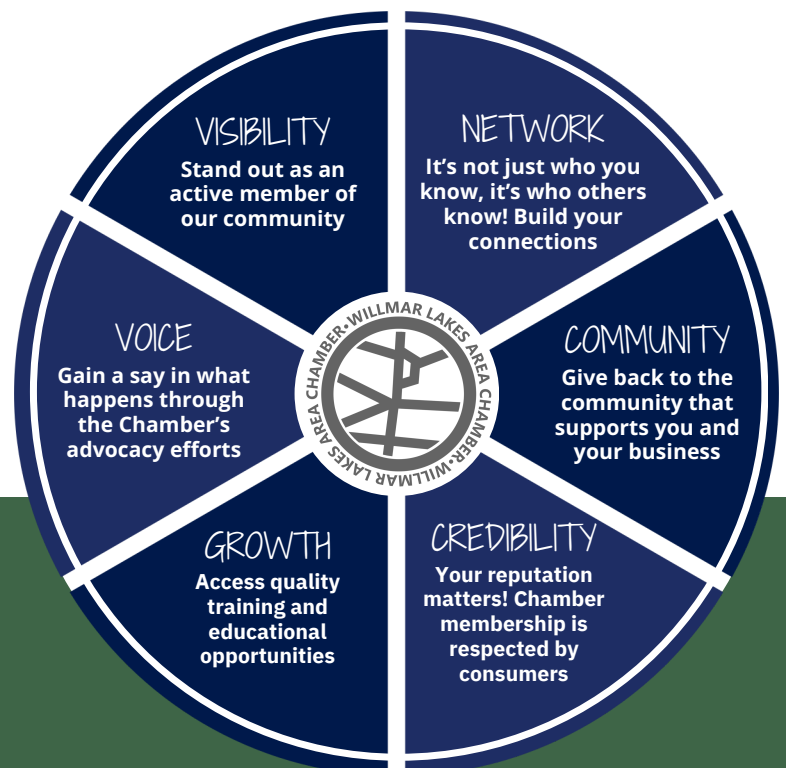
The Chamber publishes a monthly **newsletter** in the *West Central Tribune* which highlights upcoming events, membership milestones, and other business news. It also produces a **weekly e-newsletter** that is distributed to to over 1,500 subscribers! The e-newsletter serves as an update on the business community and Chamber news. Jobs posted on the **online job board** are also featured at no cost. There are also opportunities for business to business **email marketing**.

Every year the Chamber publishes a **magazine** highlighting the events of the past year and goals for the year ahead. There are opportunities for member businesses to advertise in this publication.

Every Thursday, Chamber President James Miller talks with a member of the Willmar Lakes Area business community about their business and issues that are important to them on KWLM - 1340 AM and 96.3 FM.

Chamber Chats are available to members on a first come first served basis at no cost. Recordings are also available on Spotify.

The Chamber hosts many events in which **sponsors** are needed. These sponsors are included in signage for the event, along with any print advertising and web presence. Sponsored events include: Chamber Community Leadership Celebration, Student Job Fair & Career Expo, Aggie Open, Golf Classic, Fifth Grade Ag Tours, Chamber Connections, and Business After Hours.



Promote Your Upcoming Events

Share your upcoming events with other members and the community by posting them on the Explore Willmar Lakes Area's Community Calendar! Simply go to the Events page and select submit an Event.

CHAMBER LEADERSHIP

The Chamber staff is available Monday through Friday to assist our investors and the general public interested in finding out more information about business and resources in the Willmar Lakes Area.

James Miller
President & CEO
jmiller@willmarareachamber.com

Jami Tanner
Director of Member Services
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Jennifer Lindquist
Business Education Network Coordinator
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Beth Fischer
Explore Willmar Lakes Area
Executive Director
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Tanya Rosenau
Explore Willmar Lakes Area
Administrative Assistant
trosenau@willmarlakesarea.com

2025 BOARD OF DIRECTORS

The Willmar Lakes Area Chamber Board of Directors is comprised of prominent business owners and professionals from across Kandiyohi County. They play a vital role in shaping the direction of our organization by leading various committees and initiatives. Serving on the Board is a rewarding three-year commitment that allows members to make a lasting impact on the growth and success of our organization and region.

EXECUTIVE COMMITTEE

Suzanne Hass
Chair
Allstate Insurance

Dustin Kotrba
Chair-Elect
Christianson PLLP

Sam Quam
Vice Chair
Bethesda

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

Steve Gardner
Past Chair
Willmar Electric Service

James Miller
President & CEO
Willmar Lakes Area Chamber

BOARD MEMBERS

Tayla Boersma (MinnWest Technology Campus), Caroline Chan (Kandiyohi County), Jean Geselius (CDS), Dan Jacobs (Marcus Construction), Tracy Lundy (Lake Region Bank), Jaime Martinez (CentraCare), Matt Schrupp (Jennie-O), Brittany VanDerBill (B. VanDerBill Consulting LLC)



2104 E HIGHWAY 12, WILLMAR, MN 56201
(320) 235-0300 | INFO@WILLMARAREACHAMBER.COM
WILLMARLAKESAREACHAMBER.COM



PARTNERS



MEMBERSHIP AT A GLANCE

Every investment includes:

- Proud Member window cling
- Subscription to all Chamber communications
- Free access to post jobs on the Chamber website
- Free Certificate of Origin and notary services
- Access to professional development and networking events
- Free Ribbon Cuttings and Groundbreakings
- Local, state, and national legislative representation
- Leadership development through committee participation
- Business referrals and member to member benefits
- Exclusive Chamber Chat radio interview
- Access to the membership mailing list

Chairman's Circle

- All of the benefits of an Executive Membership, plus...
- Four email marketing blasts
- One complimentary Executive Committee luncheon
- Leadership Perspectives - Two free students
- Leadership Perspectives Graduation - Four free tickets
- Chamber Community Leadership Celebration - Eight free tickets

Executive

- All of the benefits of a Premier Membership, plus...
- Three email marketing blasts
- Leadership Perspectives - One free student
- Leadership Perspectives Graduation - Two free tickets
- Chamber Community Leadership Celebration - Four free tickets
- Business After Hours - One free hosting

Premier

- All of the benefits of an Advocate Membership, plus...
- Two email marketing blasts
- Chamber Connection - One free hosting
- Golf Tournaments - Four free golfers at either event
- Four additional business listings in the online membership directory

Advocate

- All of the benefits of a Partner Membership, plus...
- Golf Tournaments - Two free golfers at either event
- Chamber Community Leadership Celebration - Two free tickets
- Three additional business listings in the online membership directory
- Business After Hours - 50% host discount

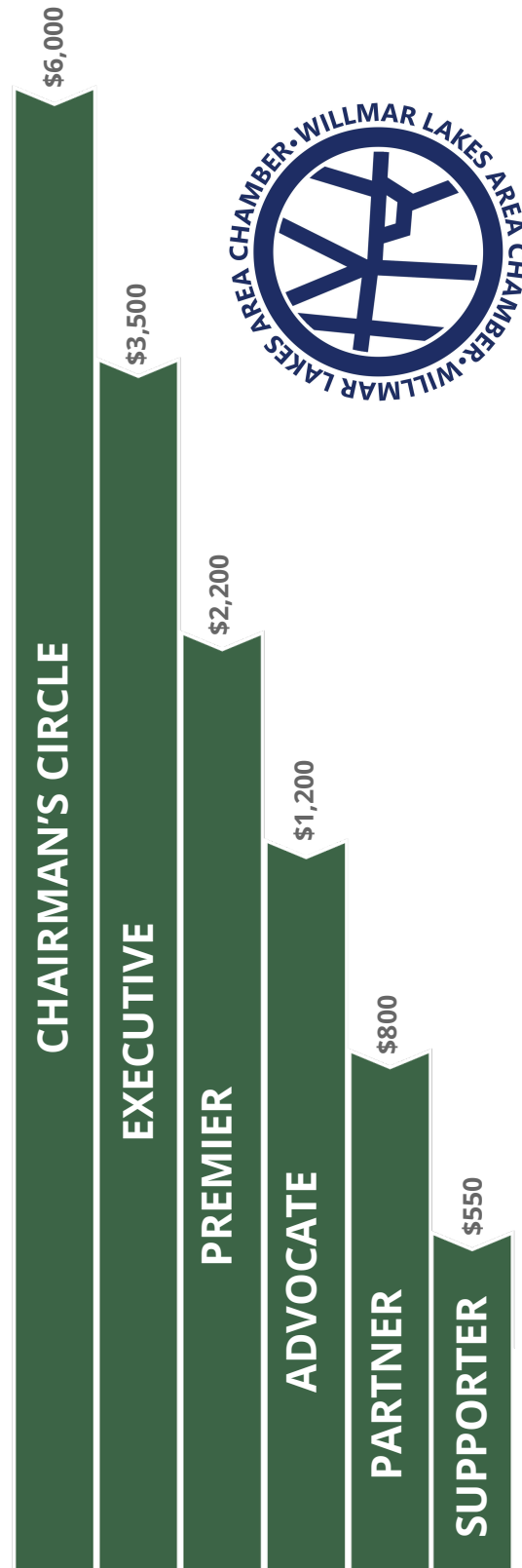
Partner

- All of the benefits of a Supporter Membership, plus...
- One email marketing blast
- One additional business listing in the online membership directory
- Business After Hours - 25% host discount

Supporter

- Online membership directory profile
- One email marketing ad
- Mid-Minnesota Builders Exchange membership

Retired: \$125 | Individuals, Government, or Church: \$200



MEMBERSHIP APPLICATION

Company Name _____

Primary Representative _____ Title _____

Address _____

City _____ State _____ Zip _____

Business Phone _____ Cell Phone _____

Email _____ Website _____

Membership Investment Options

- Chairman's Circle Level - \$6,000 Executive Premier Level - \$3,500 Premier Level - \$2,200
 Advocate Level - \$1,200 Partner Level - \$800 Supporter Level - \$550
 Retired - \$125 Individuals, Government, or Church - \$200

*A \$25 one-time set-up fee applies to all new members

Membership Renewal

- Annually Bi-Annually Quarterly* Monthly* *Must be made by automatic debit

Preferred Payment Method

- Check / Cash Credit Card

Card # _____ - _____ - _____ CVC Code _____ Expiration Date ____/____/____

Billing Address _____

City _____ State _____ Zip _____

I understand that Chamber membership investments are usually deductible as an ordinary and necessary business expense. Contributions or gifts to the Chamber are non-deductible as charitable contributions for federal income tax purposes. Membership is continuous until written termination is provided.

Signature

Date