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Thank You for Supporting Spark Magazine!

We would like to extend a heartfelt thank you to all the businesses and chamber members who participated in Spark magazine. Your involvement and enthusiasm have been vital in making this publication a success, and we deeply appreciate the support you've shown.

Local businesses are the backbone of our community. By investing your time, creativity, and resources in Spark magazine, you are not only helping share your own story but also strengthening the connections that keep our community thriving. Every ad, feature, and contribution reflects the commitment

we all share toward building a vibrant local economy.

Supporting local isn't just about keeping dollars close to home—it's about creating opportunities, fostering growth, and ensuring that our community continues to be a place where families, businesses, and organizations can flourish together.

Thank you once again for your support of Spark magazine. With your partnership, we look forward to continuing to highlight the energy, innovation, and collaboration that make our community shine.



Christie Steffel

Regional Advertising Director, West Central Tribune
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A NOTE FROM THE PRESIDENT

As the seasons shift in the Willmar Lakes Area, I'm reminded of the steady rhythm of change, each new chapter bringing fresh opportunities for growth, connection, and renewal. Our Chamber community has always risen to the occasion, embracing challenges while keeping our eyes firmly set on building a stronger tomorrow. Over the past year, we've seen firsthand how collaboration fuels progress. From small businesses navigating uncertain times to larger employers expanding their reach, our Chamber has been there advocating, connecting, and providing the resources needed for success. That spirit of partnership doesn't just sustain us; it propels us forward.

Looking ahead to 2026, we're excited to carry this momentum into a new era of innovation and engagement. With our refreshed brand, updated website, and expanded programming, we're creating more opportunities than ever for businesses and leaders to connect, learn, and thrive. Whether it's workforce development, policy advocacy, or building meaningful networks, the Chamber remains committed to being the place where progress begins.

As we enter the fall and winter seasons, I invite you to lean into the energy and possibilities that lie ahead. Together, we'll continue shaping a community where businesses grow, people flourish, and the Willmar Lakes Area shines even brighter.

Thank you for your continued trust and support. Here's to a successful close to 2025 and an even stronger start to 2026.



James Miller
President & CEO
Willmar Lakes Area Chamber

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BUILDING LEADERS, BUILDING COMMUNITY:

My Chamber Story

Back in 2021, I received an email from Jami Tanner that read something along the lines of: "Hi Sam! Your name was brought up as possibly being interested in joining the Chamber Ambassadors. Is that something you'd be interested in?"

At the time, I had recently moved back to the area after living in various communities following my graduation from Concordia College in Moorhead. I thought it was pretty special that, after being away for many years, I was still thought of as someone who could be part of the Ambassadors group.

Truth be told, I didn't really know the extent of what the Ambassadors did until I attended my first meeting in 2021. It was held upstairs at the Eagles Club, and it was painfully obvious that I was the new guy; everyone else was wearing their chamber-branded red jackets. As I sat and listened, I couldn't help but be inspired by the knowledge and insights my fellow ambassadors and business leaders shared about what was happening in our community. In fact, I received a full history lesson on Willmar's First Street from Jeff Jensen that day. I quickly realized that if I wanted to keep growing as a leader for the Willmar Lakes Area, this was the room I needed to be in.



"The Chamber develops leaders, recognizes potential, and creates opportunities for all of its members."

Fast forward to today: I've been with Bethesda for almost four years (which is just 3% of Bethesda's 130-year history) and my involvement with the Chamber has continued to grow. Serving as Vice Chair of the Board of Directors has been a fantastic experience. I've had

the chance to connect with business leaders across the community and work alongside James and his team to create the most value possible for Chamber members. Representing Bethesda's rich history, rooted in our mission to "serve others together in faith, community, and life," allows me to bring a unique perspective to how we can best serve our community, our businesses, and our members.

When I think back to that initial invitation to join the Ambassadors, I realize how easy it would have been to overlook a young guy who had been away from Willmar for years. But that's not what the Willmar Lakes Area Chamber does. The Chamber develops leaders, recognizes potential, and creates opportunities for all of its members. I'm grateful I said yes to that opportunity back in 2021. As Bethesda continues finding new ways to live out our mission, it's reassuring to know the Willmar Lakes Area Chamber is there to support us every step of the way.

Sam Quam
2025 Vice Chair
Willmar Lakes Area Chamber





neXt is a program of the Willmar Lakes Area Chamber formed to attract and retain young talent in the community, while developing the next generation of leaders. Focused on young adults, we use fun social activities and structured educational opportunities to help you grow your network, learn new skills,

and develop as a leader. Whether you are looking to grow personally or professionally, odds are we have an upcoming event that will help you do just that!

Check out our upcoming events at willmarareachamber.com/next.






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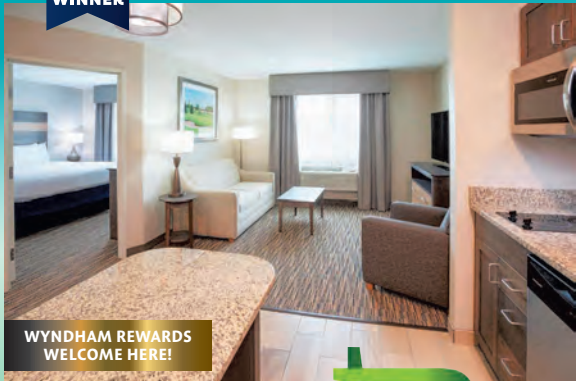
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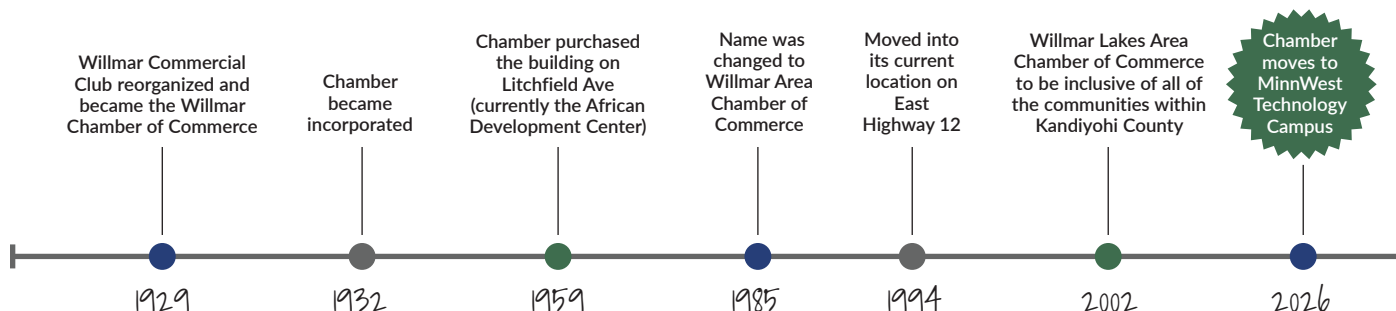
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THE CHAMBER STORY: MILESTONES IN NAME AND PLACE



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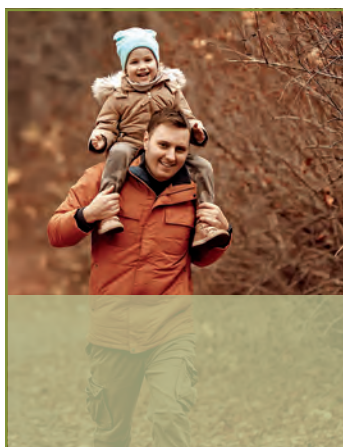
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Bethesda



Ken Quist
Quist Wealth
Management



Kim Richardson
Cornerstone
Insurance



Jim Rudnick
CDS



Alana Ziehl
Kandiyohi County
Food Shelf

Your Voice, Our Mission: Chamber Advocacy at Work

The Willmar Lakes Area Chamber has long stood as a pillar of advocacy, championing the interests of businesses within Kandiyohi County while extending its influence across state and national platforms.

Through a diverse array of initiatives, collaborations, and policy engagement, the Chamber remains steadfast in its commitment to creating a thriving business environment.

Local Initiatives: Strengthening Community Bonds

At the center of the Chamber's advocacy is the Public Policy Committee, a proactive voice for the business community. This group ensures members are informed and represented by facilitating communication with

government leaders and keeping businesses engaged in the democratic process. From legislative breakfasts and town halls to candidate forums and policy updates, the committee is dedicated to giving our members both a seat at the table and the knowledge they need to make informed decisions.

Collaborative Efforts: Amplifying Advocacy

Advocacy doesn't stop at the county line. The Chamber leverages partnerships with the Minnesota Chamber of Commerce and the U.S. Chamber of Commerce to amplify the voices of local businesses. These collaborations ensure our members' concerns are elevated and addressed at the statehouse and in Washington, D.C. With access to statewide research,

national advocacy campaigns, and policy experts, our local businesses benefit from a strong, united voice on issues that matter most.

Policy Spotlight: Minnesota's Paid Leave Program

Looking ahead, one of the most significant policy changes impacting businesses is the Minnesota Paid Family and Medical Leave program, which takes effect in January 2026.

This program will provide employees with paid time off for family care, medical leave, or bonding with a new child, funded by a state-run insurance model. Both employers and employees will contribute through payroll premiums, with benefits available to eligible workers who need time away from the workplace.



The Willmar Lakes Area Chamber hosted Minnesota Paid Leave Director Greg Norfleet and the Minnesota Department of Employment and Economic Development for a packed session on Minnesota's new Paid Leave program this fall. More than 250 business and community members gained insights, heard updates, and had their questions answered directly by DEED—an invaluable conversation for the area-wide business community.



The Chamber is committed to helping members prepare for this transition. While the program offers important workforce stability and employee support, it also raises questions for businesses about compliance, administration, and cost.

Through educational sessions, advocacy at the state level, and timely updates, the Chamber will continue to ensure our members are equipped with the information and resources they need to adapt successfully.

Looking Ahead: A Continued Commitment to Advocacy

As the Willmar Lakes Area Chamber enters this new season, our focus on advocacy remains unwavering. By fostering strong local leadership, building collaborative partnerships, and addressing upcoming policy changes like Paid Leave, we ensure the voices of Kandiyohi County



businesses are not just heard, but valued. Advocacy is not just what we do—it's who we are. Together, we will continue

to shape a stronger, more resilient future for our businesses and community.

WHY I BELONG



"I started Home Sweet Clean LLC with little to no business knowledge. Through Elevate, YouTube, and other learning experiences, I've been able to create more structure, allowing for more opportunities. The Willmar Lakes Area Chamber has given me the chance to grow, learn, and connect with the community. In just a couple of months, I've gained so much—networking, referrals, and even started a new class (LEAD)! Chamber Connections have been the most valuable, giving me the chance to network, hear what's happening in the community, and build the confidence to ask questions."

Jayda Taha, Home Sweet Clean LLC | Member Since 2025

MEET THE CHAMBER TEAM



JAMES MILLER
President & CEO



JAMI TANNER
Director of Member Services



JENNIFER LINDQUIST
Business Education Network
Coordinator



Mission

To promote and advocate for the area-wide business 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.

Embrace Change | Drive Momentum | Champion Growth



WHY I BELONG

"I drove an hour to attend a Chamber Connection within my first month of membership, and it paid for itself with just one meeting. The quality of the connections that I made just on that first day were amazing! I have been back several times, and I have yet to leave an event feeling like it wasn't worth my time. I have made several connections, clients, and even friends that I wouldn't have if not for attending Connections!"

Desiree Petrich, Intentional Action LLC | Member Since 2024



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Chamber Chat:

Where the Willmar Lakes Area Gets Real About Work, Wins, and What's Next

As the leaves turn and the pace of business picks up, Chamber Chat rolls on like your favorite fall tradition, reliable, energizing, and best enjoyed with a hot cup of ambition. Each Thursday, Chamber President James Miller sits down with local owners and leaders for frank, fast-moving conversations that pull back the curtain on the Willmar Lakes Area economy. Think coffee-shop candor without the eavesdropping. (We asked permission.)

What makes Chamber Chat stand out?

Access. There's no cost for Chamber members, just a first-come, first-served slot to share your story with a broader audience. It's simple, it's welcoming, and it's designed to turn visibility into velocity for our member businesses. One week you're talking about hiring, supply

chains, or a clever new product; the next week, your phones are ringing.

Chamber Chat doesn't live in a silo. It's part of a bigger ecosystem that includes Chamber Connections and Business After Hours, programs built on a truth we don't sugar-coat people do business with those they know, like, and trust. Together, these touchpoints spark introductions, strengthen relationships, and convert handshakes into real opportunities.

For listeners, it's a weekly pulse-check on the local economy, practical takeaways, fresh ideas, and the occasional "wait, I didn't know they did that here" moment. For members, it's a low-barrier, high-impact platform to showcase your brand, share your expertise, and humanize your team. No jargon. No fluff. Just the

story of how you're moving our region forward.

How to Get on the Mic

When: Every Thursday

Where: Lakeland Media Studios

Cost: Free for Chamber members

Book it: Email James Miller at jmiller@willmarareachamber.com

This fall, pull on the sweater, grab the mic, and own your story. Chamber Chat is your platform. Our community is listening.



Listen on KWLM
(1340 AM | 96.3 FM)
and Spotify every Thursday.



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

Committees at Work

Promote your business, network with other professionals, learn about other businesses in the Willmar Lakes Area, and become more acquainted with your Chamber 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.



Committees



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Pro Color Graphics:

Printing Excellence Born in a Bedroom

The Journey of Matt Stark and His Creative Powerhouse



When most high school seniors were saving for four-wheelers or snowmobiles, Matt Stark was making a very different kind of investment. With a fascination for design, an entrepreneurial spirit, and a knack for technology, he purchased his first vinyl cutter, so large it displaced his bed in his bedroom.

"I was the computer nerd in the family," Matt recalls with a laugh. "We didn't have a big house, so the cutter had to go in my room. Which meant the bed had to go. I just slept wherever I fell asleep." That small sacrifice would be the spark that ignited Pro Color Graphics, now one of Willmar's most innovative, quality-driven print and design shops.



After moving into his own apartment (mostly to get a dog, his mom's home daycare didn't allow one), Matt bought his first vinyl printer. Orders became more frequent, and what started as a side gig grew into a steady stream of work.

Matt's formal education took him to Ridgewater College, where he completed programs in both computer art and auto body. His dream was to do custom painting on cars, with vinyl graphics as a side service. But custom paint work required moving to a big metro area, something he didn't see as a fit. So, he leaned into vinyl and printing, developing skills and services that would eventually set Pro Color Graphics apart.

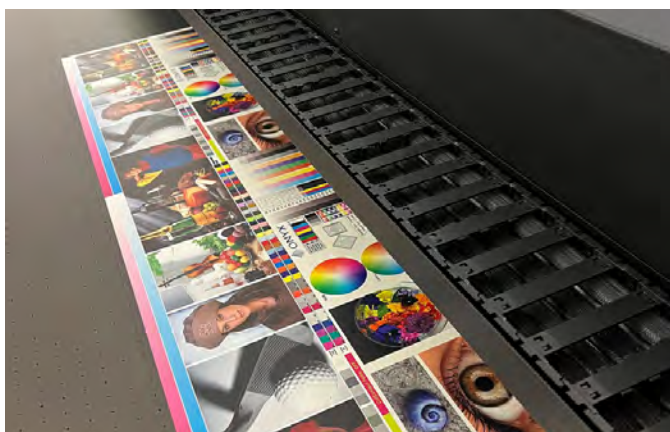
The Leap to Full-Time

For years, Matt worked multiple part-time jobs—at Ridgewater College, a local parts store, and anywhere he could keep a paycheck coming—while working evenings on his own orders. About 10 years ago, demand finally outpaced the time he had left after his shifts. The decision became clear: it was time to take Pro Color Graphics full-time.

From Hobby to Career

Matt's journey into graphics began at another local shop while he was still in high school. The satisfaction of producing something tangible and creative hooked him instantly. Initially,

the vinyl cutter was just for fun—creating single-color designs and layering vinyl for two-tone effects. But word-of-mouth spread, and soon friends, neighbors, and small businesses started coming to him for projects.



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The move paid off. His first shop space was just 800 square feet in the old Hillenbrand Sheet Metal Building. From there, he moved into the former Domino's Pizza office, and now operates in the 2,800-square-foot former Willmar Forklift Building. Even with more than triple the space, the shop is packed to the brim with state-of-the-art equipment.

Tools of the Trade

The heart of Pro Color Graphics is its technology. The crown jewel is Matt's Epson flatbed printer, capable of printing directly onto nearly any flat object up to three inches thick, doors, plywood, foam board, and more, at over four by eight feet in size. Along with the ability to print with white and varnish inks, which allows him to produce a variety of specialty print effects.

He also operates a CNC machine for precision cutting of wood, aluminum composites, and other materials. This allows him to produce custom shapes, intricate signage, and packaging solutions that go far beyond standard print work. Always looking ahead, Matt is expanding into faux neon signage made from LED tubing embedded in custom-routed acrylic—a safe, energy-efficient alternative to traditional neon.

He also recently installed the latest Epson solvent ink printer, which will expand his print quality and speed on items such as vinyl signs, decals, banners and posters. While most shops use printers with just four colors, he chose the latest technology that uses ten, including red, orange and green inks. This gives him the ability to provide brighter and more accurate colors.

He also has a new fiber laser on order for cutting steel, aluminum and other metals, blending his love for fabrication with his printing capabilities.

Clients and Collaborations

Pro Color Graphics serves a diverse clientele—from small local businesses to larger regional organizations. Matt has created product packaging for local manufacturers, custom signage for storefronts, and unique promotional materials for community events.

Local breweries have tapped him for label design and production, including custom-printed crowler wraps that stand out on store shelves. He's worked with non-profits, sports teams, event organizers, and retail shops, helping each one bring their vision to life with high-quality, eye-catching graphics.

The Willmar Lakes Area Chamber of Commerce has also partnered with Matt on numerous projects, from event banners to creative displays. His work has been showcased at Willmar Fests and other regional celebrations, where his ability to innovate on short deadlines has made him a trusted partner for the community.

A Chamber and Community Connection

Matt's relationship with the Chamber isn't just business—it's community. As a Chamber member, he's been an active supporter of local initiatives, often donating time, materials, or creative input to help promote area events. His willingness to experiment and push boundaries means Chamber projects often get a "Pro Color twist" that turns ordinary signage into conversation pieces.

He's built a reputation as the go-to guy when an organization says, "We have this idea, but we're not sure how to make it happen." That's where Matt thrives,

turning vague concepts into polished, professional results that still have a personal touch.

The Philosophy: Quality Over Quantity

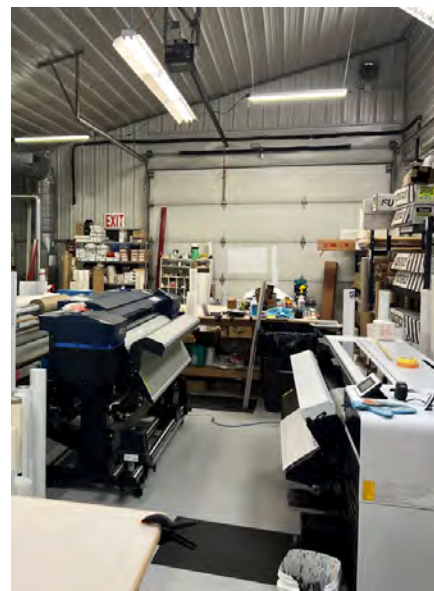
What sets Pro Color Graphics apart is Matt's obsession with quality. While many shops focus on speed, he's driven by output that's visually stunning and built to last. "I want the best print quality and the ability to do special effects others can't," he says. "Sure, it takes longer—but the results are worth it." He also loves to experiment with unique print media that others tend to shy away from whether it be for the cost or just the lack of demand.

His attention to detail extends beyond the print process. From concept sketches to final installation, Matt is hands-on, ensuring every project meets his standards—and the client's expectations.

Challenges and the Road Ahead

Like any growing business, Pro Color Graphics faces challenges. Space is tight, demand is high, and Matt is a one-man show. Hiring help is on the horizon, but he's determined to find the right fit—someone who shares his work ethic, creativity, and commitment to quality.

He's also looking to expand into higher-end product packaging and displays for manufacturers, which means building new connections and tapping into larger markets. "I've been blessed to not have to advertise, but for some of these bigger projects, I need to figure out how to get in the door."





Hosted by the Chamber Ambassadors, this competitive scramble is held at Eagle Creek Golf Club. It's tradition for the Golf Classic Champions to take a photo in the retro Chamber Ambassador jackets.

SAVE THE DATE »
August 3, 2026



This scramble features many of our area's agri-business related companies, vendors, and producers. A portion of the proceeds provide scholarships to Ridgewater College students pursuing ag-related careers.

SAVE THE DATE »
June 22, 2026



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1

Chamber Connections



4

neXt



2

Business After Hours



5

Golf Tournaments



3

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Chamber Community LEADERSHIP AWARDS

Celebrating Excellence in the Willmar Lakes Area
Honoring Our 2025 Recipients



Jeff Jensen

West Central Technology

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.



Michelle Marotzke

Exemplary

Leadership Award

The Exemplary Leadership Award (ELA) honors 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.



Ross Marcus

Marcus Construction

Legacy Award

The Legacy Award honors 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.

5 UNDER 45 EMERGING LEADERS

These awards recognize individuals 45 and under who demonstrate outstanding leadership that benefits the community and its citizens.



Kelsey Baker
Kandiyohi County



Amber Barber
320 Real Estate Co.



Naomi Hinz
Main Pointe
School of Dance



Griffin Leitch
Anderson Larson
Saunders Klaassen
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Brittany VanDerBill
B. VanDerBill Consulting

Every year the Chamber honors exceptional leaders who have made a lasting impact on our region's success and vitality at the Chamber Community Leadership Celebration.

SAVE THE DATE: FEBRUARY 12, 2026

Know someone who has made an impact in the Willmar Lakes Area?
Nominate them for an award at willmarareachamber.com/community-leadership-celebration.



RIBBON CUTTINGS

Ribbon cuttings celebrate grand openings, new additions to our community, and the growth that enhances quality of life in the Willmar Lakes Area. Hosted by the Chamber Ambassadors, these events shine a spotlight on local businesses and their impact.



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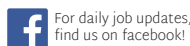
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FIRST DOLLARS

The Willmar Lakes Area business community is proud to welcome new businesses through First Dollar presentations. These events, hosted by the Chamber Ambassadors, recognize the important decision to locate in Kandiyohi County—a choice that strengthens our economy, creates opportunities, and enhances quality of life for everyone in the region. First Dollars are a complimentary service available to both members and non-members. If you are a new business owner—or would like to nominate one—please contact the Chamber. Follow us on social media to see highlights from recent celebrations.



AG TOURS

Each year, the Chamber's Agri-Business Committee hosts Fifth Grade Ag Tours, giving students a chance to learn about agriculture and experience dairy farming firsthand—often their very first farm visit! The committee also organizes Adult Ag Tours, showcasing ag-focused businesses in our community.



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MEMBERSHIP

A FEW FLASHBACKS



Glenoaks Senior Living | 5 Years



Advocacy and Inclusion Matter | 10 Years

2025 MEMBERSHIP MILESTONES

5 YEARS

- CentraCare Hospice
- CentraCare - New London Clinic
- GlenOaks Senior Living Campus
- Goodness Coffee Company
- Kristin Gulbrandsen
- Kwik Trip #944
- Little Crow Golf Resort
- Max's on the Green
- Money Matters Accounting Solutions

- New London-Spicer Schools
- Riley School Bus LLC
- SouthPoint Insurance Agency
- Waste Management
- West Central Dental

10 YEARS

- AIM of West Central MN
- CentraCare - Willmar Surgery Center

- Farm-Rite Land, LLC
- Foxhole Brewhouse
- JMD Manufacturing Inc
- Kandiyohi County Farm Bureau Federation
- Ryan Buer Electric
- Stewards Planning Group
- Total Glass, Inc
- Velocity Public Affairs
- Vivid Image Inc

Membership Milestones

Membership Milestones recognize member businesses for their continued investment and commitment to the Chamber. Hosted by the Diplomats Committee, these visits foster connections, goodwill, and a stronger business community.



Willmar Municipal utilities | 50 Years

MILESTONES



Life-Science Innovations | 20 Years



Reading Therapy Center | 20 Years

20 YEARS

- Blue Cross Blue Shield of Minnesota
- CentraCare Foundation
- Co-op Credit Union
- Elite Insurance Group Agency, LLC
- Janning ENT Center
- Jerry Gesch
- Life-Science Innovations, LLC
- Nova-Tech Engineering

- Reading Therapy Center of Willmar, LLC
- Rebel Campers, Inc.
- Schwanke Museum
- Willmar Ten Investors
- Wireless World

30 YEARS

- Bremer Trust
- Calvary Lutheran Church
- Slumberland Furniture
- Vreeman Construction



Bremer Trust | 30 Years



South 71 Veterinary Clinic | 40 Years



West Central Industries | 50 Years

40 YEARS

- Conway, Deuth & Schmiesing, PLLP
- South 71 Veterinary Clinic

50 YEARS

- Runnings
- West Central Industries
- Willmar Municipal Utilities

50+ YEAR MEMBERS

Peterson Brothers Funeral Home.....	1889
West Central Tribune.....	1929
Lakeland Media.....	1941
Perkins Lumber.....	1955
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
Insurance by Strehlow.....	1974

2025 CHAMBER BOARD OF DIRECTORS



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WHY I BELONG

"Being on the Chamber Board gave me the opportunity to serve and give back to the community I live and do business in. I made connections with others that I most likely would not have otherwise. My hope is that my involvement will help inspire others to do the same."

Jon Rambow, Rambow | Member Since 1990

CHAIRMAN'S CIRCLE INVESTORS

A Chairman's Circle membership is a significant investment in the Willmar Lakes Area Chamber, demonstrating a deep commitment to the region's prosperity. These investors play a vital role in advancing economic growth, strengthening community connections, and supporting the Chamber's mission to promote and protect local businesses. Their dedication ensures the Chamber can continue providing resources that help businesses thrive and sustain a vibrant future for the region.



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.

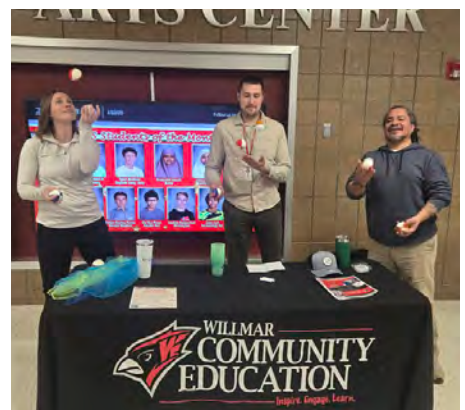
Zero Hour:

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.

Student Job Fair & Career Expo:

Every spring, more than 1,250 students from across Kandiyohi County gather at Willmar High School to explore career paths and connect with local employers—the perfect opportunity to engage with the workforce of tomorrow.

SAVE THE DATE »
April 23, 2026



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.

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.

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.



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.

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 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 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.



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Innovation Rooted in Heritage:

The Vision and Growth of Nova-Tech Engineering



A Willmar Legacy With Global Reach

In a region known for its rich agricultural roots and tight-knit community values, Nova-Tech Engineering stands tall as a testament to what happens when forward-thinking industry changing innovation meets generational ambition.

Headquartered on the sprawling and historic MinnWest Technology Campus in Willmar, Minnesota, this homegrown powerhouse has quietly and consistently revolutionized animal welfare, automation, and global food production, with a distinctly local heartbeat. Thanks to Chris Gorans, CEO, and Landon Fries, President, of Nova-Tech Engineering, for a fascinating look behind the curtain of one of Willmar's most impactful companies.

Two Leaders, One Shared Vision

So, what is the difference between



a CEO and a President at Nova-Tech Engineering? Turns out, quite a bit, but also not so much. Landon Fries, who stepped into the President role in early 2024, keeps the operational engine running smoothly. His role focuses on managing teams, optimizing processes, and delivering results, he's

the "integrator," if you will. Chris Gorans, appointed CEO in 2025, steers the company's vision. He's the "what's next?" guy, always scanning the horizon for the next technological leap or market to disrupt through technology. The company started with one goal: forever change an industry. And change it, they have.



associated with poultry, especially given Willmar's deep ties to turkey production, but their impact spans much further.

They've pioneered technologies like microwave claw treatment, infrared beak treatment and vaccination systems for day old hatchlings, currently operating in nearly 70 countries and processing billions of day old turkeys, ducks and chickens annually. These aren't just production numbers, they're world-changing metrics. Their systems have been shown to improve egg-laying yields in chicken hens, contributing to billions of additional eggs to the global food supply.

In 2024, Nova-Tech Engineering took another exciting step forward with the launch of Nova-Tech Poultry, a division dedicated entirely to serving the poultry industry. This marks the second major divisional expansion in their history, following the establishment of their first international division, Nova-Tech Suzhou, in 2013. Today, Nova-Tech Engineering is proud to have Nova-Tech Poultry, Nova-Tech Suzhou, and ShrimpWorks as part of a growing family of companies. Each division is united by a shared focus on its customers, a passion for excellence,



From Job Shadows to Global Impact
Landon's journey started with a simple high school assignment, a job shadow at Nova-Tech Engineering back in 1999.

That experience sparked his pursuit of Mechanical Engineering and eventually brought him back to Willmar, where for the past 16 years has served in a variety

of roles and helped shape the company's direction and culture. Chris took a different path, spending over a decade in public accounting in the Twin Cities before joining Nova-Tech Engineering at Marc's encouragement in 2021. "There's just something to be said about working for a family company," he reflects, now connected to the area with a renewed purpose. Landon and Chris have both spent considerable time the past few years with their uncle, Founder and Past CEO Marc Gorans and with Past President Jim Sieben to prepare them for these roles. Both share a profound respect for the company's origins and history, yet their passion clearly lies in writing Nova-Tech Engineering's next chapter.

Poultry, Shrimp, and...the World?
Nova-Tech Engineering may be



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and a drive to lead and change their respective industries and markets.

ShrimpWorks, brings intelligent automation to shrimp processing, tackling tasks like peeling, deveining, and de-heading with robotic precision. It's a game-changer for an industry that's traditionally relied on manual labor. And beyond food? Their

in-house research team is dreaming big, exploring applications outside of agriculture altogether. The company's core philosophy is simple: identifying pain points in existing systems and engineering elegant, efficient solutions.

A Campus Like No Other

Today the MinnWest Technology Campus is home to over 700 people. For Nova-

Tech Engineering it is more than just a tenant at the MinnWest Technology Campus, they're one of its stewards and largest single tenant with over 250 team members. Occupying nine buildings (with more to come), Nova-Tech Engineering has been a central figure in revitalizing the historic site into a modern innovation hub in the Willmar Lakes Area. From reimagining old structures to building

HOW WE SERVE EACH OTHER, IS AS IMPORTANT AS HOW WE SERVE OUR CUSTOMERS

Be part of a local company where innovation, collaboration, and your strengths drive real impact. At Nova-Tech Engineering and our family of companies, our integrated teams of over 250 people work together to research, design, and create precision technology that thrives globally. Join our team and bring your talents to life.

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new ones that match the aesthetic, they're preserving the past while building for the future. With amenities like Campus Crave on site dining, fitness center with a pool and gym, and on site childcare, the campus is designed to support not just productivity but quality of life. As Chris noted, "We want our employees to want to go to work every day." And honestly, who wouldn't?

Culture Built on Strengths

From day one, Nova-Tech Engineering has championed the power of teamwork and individual strengths. To help harness the power of teams, they have adopted agile and scrum frameworks, but the heart of their strategy lies in aligning roles with individual strengths. Drawing from tools like StrengthsFinder, they assemble teams with precision, balancing size, skill sets, and passion to unlock innovation. "It's about putting people in positions where they can thrive," Landon explained.

"That's really what's made us successful, our people working as teams." This focus on intentional team building is more than just feel-good HR—it's a core reason why Nova-Tech Engineering has maintained



its family-business soul even as its global footprint expands.

Looking Ahead: Celebrating 20 Years on Campus

As Nova-Tech Engineering gears up to celebrate 20 years on the MinnWest Technology Campus in June of 2026, there's a palpable sense that the best is still ahead. Plans for a community celebration are underway, and you can bet it'll be a showcase of everything this company represents: innovation, community, and just a bit of Midwestern grit. The Willmar

Lakes Area Chamber of Commerce is proud to count Nova-Tech Engineering among its members. Their commitment to innovation, workforce development, and community engagement aligns perfectly with the Chamber's mission to support businesses that build a thriving region.

So, next time you drive by the campus or hear about beak treatments or shrimp-peeling robots, remember there's a growing team right here in Willmar changing the world, one innovation at a time.



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CDS



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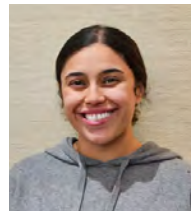
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Willmar Lakes Area Leadership Perspectives

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 1,00 people have graduated from the program to date.



Mainstream Magic

How Two Lifelong Friends Brought Fashion, Fun, and Community Connection to Willmar

When you walk into Mainstream Boutique in Willmar, you'll notice more than just racks of stylish clothing. You'll hear laughter, see friendly faces, and feel a sense of belonging. That's no accident, co-owners Dawn Lippert and Rochelle Peterson built it that way.

These two lifelong friends, so close they "don't remember not knowing each other" have been sharing life's milestones since childhood. After successful careers, Rochelle in the nonprofit world and Dawn in banking, they found themselves ready for a new chapter. "It was time for a change," Rochelle says. "Something fun, but still about helping people."

From Coffee Chat to Clothing Racks

The spark for Mainstream Boutique came after Dawn visited a Mainstream Boutique location out of town and discovered it was a franchise. She called Rochelle for a birthday coffee date to talk through the idea. Within hours, they were deep into planning mode, couch-lounging at a local décor shop, dreaming about bringing this unique shopping experience to Willmar.

"We've always loved fashion," Dawn says. "Not just for ourselves but making sure our kids felt confident in what they wore. This was a way to do that for our community."



A series of store tours, franchise interviews, and careful research confirmed what they already felt in their gut: it was the right fit. “Their values matched ours, uplifting women, building community, and focusing on relationships,” Dawn says.

“Their values matched ours, uplifting women, building community, and focusing on relationships.”

The Business Side (and the Support System)

Starting a business together meant learning a lot fast—everything from square footage needs to LLC paperwork. They credit their smooth launch to expert advice and local resources like KCED, SWIF, and the Willmar Lakes Area Chamber. “Networking through the Chamber connected us to programs we didn’t even know existed,” Dawn notes.

And while they admit there are challenges like taxes, operations, and figuring out what will actually sell in West Central Minnesota, they’ve developed systems to keep things

running smoothly. Weekly franchise Zoom calls provide business tips, product updates, and marketing strategies. “It’s nice knowing we have support at every level,” Rochelle says.

Style, Substance, and the Wednesday Night Show

Mainstream Boutique is more than a clothing store; it’s a style hub. Exclusive lines like Mac and Me and partnerships with brands such as Liverpool and Charlie B keep the selection fresh. The duo carefully curates pieces with their community in mind. “Know your audience,” Rochelle says with a grin. “Blue sells. Knowing what our shoppers want is key.”

Then there's the now-famous "Live at 7:05" weekly Facebook show, part styling session, part comedy hour. "We're real people," Dawn says. "We talk about what we like, what works for us, and what doesn't. And we have fun with it."

Customers love the authenticity. Rochelle recalls a woman who came in just to say she appreciated the "realness" of their videos. "That's the best compliment we can get," she says.

A Store Where Everybody Knows Your Name

The social aspect is just as important as the clothing. Customers stop in to catch up, swap stories, and sometimes get fashion advice from complete strangers in the store. "That's my favorite," Rochelle says. "When someone they've never met tells them that they look great in something, it's not just us trying to sell clothes."

It's this culture of connection that's kept the store growing and thriving. Don't be surprised if you see their daughters and moms working at the store, making it a true family affair.

Advice for Aspiring Entrepreneurs

Their advice for anyone considering a second-act career?

- **Be passionate** about what you do.
- **Find a partner** if you can, it makes the workload manageable and the hard days easier.
- **Build a strong foundation** with the right experts from the start.
- **Know your community** and tailor your offerings to them.

Looking Ahead

While they're focused on growing their Willmar store, Dawn and Rochelle aren't ruling out expansion or even branching into men's fashion someday. "Never say never," Dawn says with a smile.

For now, they're content doing what they love: helping people look good, feel good, and leaving the store a little happier than when they walked in.

Because at Mainstream Boutique, it's not just about clothes, it's about connection. And in that department, Dawn and Rochelle are trendsetters in every sense of the word.



West Central Tribune: Rooted in History, Focused on the Future



At the West Central Tribune, we are proud to be part of the Forum Communications Company (FCC) family—a 5th generation, family-owned business built on trust, innovation, and a deep commitment to the communities we serve.

From our earliest days, we've been in the business of storytelling—bringing news that matters to our readers and results that count to our advertisers. While our platforms have evolved, our mission remains the same: to deliver credible news and provide smart, effective advertising solutions that help local businesses grow and thrive.

Whether you're a small startup or a long-established brand, we're here to build campaigns that work for your goals—and your budget.

At the West Central Tribune, we invest in what matters most:

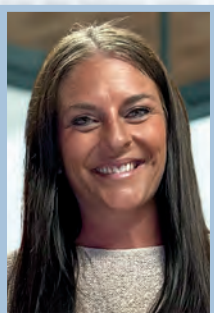
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Our legacy is strong, but our focus is forward. In the words of Norman B. Black, who purchased The Forum in 1917, "I believe I have picked up the best newspaper property in the United States." We work every day to prove him right.



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Max's on The Green

15980 Hwy 23 NE
Spicer, MN | (320) 354-2214

McKale's Catering, LLC

606 4th Ave SW-Cty Rd 40 W, PO Box 160
New London, MN | (320) 354-2007

Medical Supplies Inc/TruCare Pharmacy

312 4th Street SW, Suite 3
Willmar, MN | (320) 231-3655

Mel's 7-71 Corner Stop & Liquor

19450 Highway 71 S
Blomkest, MN | (320) 995-6166

Metro by T-Mobile

1709 1st S
Willmar, MN | (586) 404-2203

MHI Consulting

15 Sonja Drive
Doniphan, NE | (308) 379-7775

Mid-MN Development Commission

1700 Technology Dr NE, Suite 300
Willmar, MN | (320) 235-8504

Mill Pond Salon

50 Main St S
New London, MN | (320) 347-1074

Mills Auto Center

3700 Hwy 71 South, PO Box 1118
Willmar, MN | (320) 231-1160

Mills Ford Chrysler

4100 Highway 71 South, PO Box 1176
Willmar, MN | (320) 235-0654

Minnesota Department of Human Services Child and Adolescent Behavioral Health Hospital

2301 Transportation Road
Willmar, MN | (320) 441-0120

Minnesota Department of Transportation

2505 Transportation Road
Willmar, MN | (320) 231-5195

Minnesota Gun Class

508 Industrial Drive, PO Box 737
Willmar, MN | (320) 214-3205

Minnesota Reds Whites and Brews Inc.

Litchfield, MN | (320) 245-7195

MinnWest Technology Campus

1700 Technology Drive NE, Suite 101
Willmar, MN | (320) 222-9770

Money Matters Accounting Solutions

PO Box 308
Albany, MN | (320) 333-8381

Motor Sports of Willmar

4970 Hwy 71 NE
Willmar, MN | (320) 235-2351

Myron & Myra Behm**Nationwide Glass of Willmar, Inc.**

2705 1st Street South
Willmar, MN | (320) 235-2612

New London Real Estate

15 North Main Street
New London, MN | (320) 354-5494

New London-Spicer Schools

101 4th Ave SW
New London, MN | (320) 354-2252

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Willmar, MN | (320) 222-9762

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Willmar, MN | (320) 235-0036

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Willmar, MN | (320) 235-2212

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2701 4th Avenue SW, PO Box 660
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1705 Engineering Avenue NE
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Oasis Aero, Inc.

6600 Highway 40 W, Suite 4
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Old National Bank

500 Willmar Avenue SE
Willmar, MN | (320) 235-1111

Old National Wealth Management

500 Willmar Avenue SE
Willmar, MN | (320) 231-8168

On the Run Promotions

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Spicer, MN | (320) 894-5882

Open Door Christian Church

17 Ash Street NE
New London, MN | (320) 292-5995

Oxygen Service Company

1500 Hwy 12 East, #101
Willmar, MN | (320) 214-7302

Paffrath & Son Jewelers

1605 1st Street S, Suite C19
Willmar, MN | (320) 235-1682

Palmer Bus Service

153 4th Street N
Kandiyohi, MN | (320) 382-6531

Papa Murphy's

600 19th Ave SE
Willmar, MN | (320) 235-7272

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100 10th Street NW, PO Box 508
Willmar, MN | (320) 235-3242

Perry Custom Designs LLC

1226 Dana Dr SE, #204
Willmar, MN | (901) 350-3078

Peterson Brothers Funeral Home

700 Becker Avenue SW
Willmar, MN | (320) 235-1651

Pete's Surplus Inc

2630 Hwy 9 NE
New London, MN | (320) 354-2626

PFF

901 Highway 71 NE
Willmar, MN | (320) 235-5897

PHP Agency

776 North Creek Dr, Suite #3
Willmar, MN | (320) 220-0216

Pioneer Heritage Insurance

100 South Street West, PO Box 716
Spicer, MN | (320) 796-2169

**Main Office**

1025 E. Frontage Rd., Litchfield, MN 55355 | 320.693.2821

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Learning Center
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Willmar, MN | (320) 235-5937

Quality Title of Willmar, Inc.

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Willmar, MN | (320) 262-5200

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Willmar, MN | (320) 235-7411

Quist Wealth Management, LLC

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Willmar, MN | (320) 262-5160

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1408 Willmar Avenue SE
Willmar, MN | (320) 235-5875

Rambow

1000 Rambow Parkway
New London, MN | (320) 354-2570

Reading Therapy Center of Willmar, LLC

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Willmar, MN | (320) 214-7011

Rebel Campers, Inc.

411 Division Street South, PO Box 577
Clara City, MN | (320) 847-3545

Redeemer Lutheran Church

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12595 199th Ave NE
New London, MN | (320) 761-2027

RELCO, a Kovalus Company

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Representative Dave Baker

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Ridgewater College

2101 15th Avenue NW
Willmar, MN | (320) 222-5200

Ridgewater College Foundation

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Willmar, MN | (320) 222-6094

Riley School Bus LLC

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2100 US Hwy 12
Willmar, MN | (320) 214-7833

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Willmar, MN | (320) 235-1146

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Willmar, MN | (320) 235-1325

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2286 County Road 4 NE
Atwater, MN | (320) 894-0287

Safe Avenues

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Willmar, MN | (320) 235-0475

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Willmar, MN | (320) 231-3803

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330 SW 4th Street, Suite 9-B
Willmar, MN | (320) 455-2702

Sand Electric Inc

103 30th Street NW, Suite A
Willmar, MN | (320) 235-6851

Schueler Farms Inc

2222 120th Ave SE
Willmar, MN | (320) 894-4808

Schwanke Museum

3310 Highway 71 S
Willmar, MN | (320) 231-0564

Schwegman Cleaners

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Willmar, MN | (320) 235-2545

SDN Communications

2900 W 10th Street
Sioux Falls, SD | (800) 247-1442

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1800 Technology Drive NE
Willmar, MN | (320) 235-8850

Senator Andrew Lang

95 University Avenue W
Minnesota Senate Bldg., Room 2205
St. Paul, MN | (651) 296-4918

Serene Willow Psychiatry

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Willmar, MN | (218) 999-7750

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Willmar, MN | (320) 582-6500

Slumberland Furniture

2614 South First Street
Willmar, MN | (320) 231-0450

Smitty Luschen**Somerset by the Lake**

420 30th Street SW
Willmar, MN | (320) 231-2741

Somerset Properties

1401 19th Avenue SE
Willmar, MN | (320) 231-2741

Somerset Ridge

511 Lakeland Drive SE
Willmar, MN | (320) 231-2741

South 71 Veterinary Clinic

4223 Abbott Drive South
Willmar, MN | (320) 235-7396

Southern Minnesota Beet Sugar Cooperative

83550 County Road 21
Renville, MN | (320) 329-8305

SouthPoint Insurance Agency

333 5th St SW
Willmar, MN | (320) 235-9394

Southwest Initiative Foundation

15 3rd Avenue NW
Hutchinson, MN | (320) 587-4848

Southwest West Central Service Cooperative (SWWC)

17530 County Road 9 NE
New London, MN | (507) 537-2240

Spicer Cinema 4

151 Progress Circle
Spicer, MN | (320) 796-5500

State Farm Insurance - Holwerda

801 1st Street South
Willmar, MN | (320) 231-2746

State Farm Insurance - Quinn

701 South 1st Street
Willmar, MN | (320) 231-1134

State Farm Insurance - Radel

30 Main Street South, PO Box 266
New London, MN | (320) 354-2266

Sterling Water Culligan

625 Lincoln Loop
Sauk Centre, MN | (320) 352-6587

Steve Gardner**Stewards Planning Group**

1104 19th Ave SW
Willmar, MN | (320) 222-4236

StoreX Self Storage

1250 30th St. NW
Willmar, MN | (320) 268-9888

Subway 1st Street

605 1st St S
Willmar, MN | (320) 235-7991

Subway East Side

221 20th St SE
Willmar, MN | (320) 214-9514

Suite Liv'n

619 Hwy 71 NE
Willmar, MN | (320) 212-6506

Super 8 by Wyndham Willmar

2655 1st Street South
Willmar, MN | (320) 235-4444

Surestay Hotel by Best Western Spicer

154 Lake Ave S
Spicer, MN | (320) 796-2300

TerWisscha Architecture and Construction

1550 Willmar Avenue SE, Suite A
Willmar, MN | (320) 235-1664

The Barn Theatre

321 4th Street SW, PO Box 342
Willmar, MN | (320) 235-9500

The Fortress

500 Russell St NW
Willmar, MN | (320) 894-7623

The Oaks at Eagle Creek

1000 26th Avenue NE
Willmar, MN | (320) 235-4448

The Salvation Army

521 SW 4th Street
Willmar, MN | (320) 235-2033

The Village, Inc.

1312 Lakeland Drive SE, Suite B
Willmar, MN | (320) 262-3057

Thrifty White Pharmacy

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2800 1st St S, Suite 207
Willmar, MN | (320) 403-4001

Truly Home Real Estate

153 Access Drive
Spicer, MN | (320) 796-1010

Two Men and a Truck

4078 US-71 S
Willmar, MN | (320) 244-5075

United Community Action Partnership, Inc.

200 SW 4th Street, PO Box 1359
Willmar, MN | (320) 235-0850

United Prairie Bank

425 Access Drive, PO Box 579
Spicer, MN | (320) 796-2151

United Prairie Insurance

425 Access Drive, PO Box 579
Spicer, MN | (320) 796-2151

United Way of West Central Minnesota

1601 US Hwy 12 E, Suite 6, PO Box 895
Willmar, MN | (320) 235-1050

Uptown Willmar

1605 1st Street S, A-21
Willmar, MN | (320) 235-6717

VanDerBill Farms

130 82nd St SE
Kandiyo, MN | (320) 894-6679

Velocity Public Affairs

370 Wabasha St N, Suite 1710
Saint Paul, MN | (651) 330-6002

Vibes Cut and Color

2015 1st Street S, Suite 127
Willmar, MN | (320) 444-5477

Vinna Human Resources

412 Litchfield Ave SW, PO Box 1852
Willmar, MN | (320) 295-7474

Vista Prairie at Copperleaf Senior Living

1550 1st Street North
Willmar, MN | (320) 222-5000

Vivid Image Inc

897 Hwy 15 S
Hutchinson, MN | (320) 587-8974

Vivie

2800 1st St South, Suite 231
Willmar, MN | (320) 460-7210

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2650 Hwy 12 East
Willmar, MN | (320) 231-2018

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324 SW 5th Street, PO Box 567
Willmar, MN | (320) 235-0000

Walmart

700 19th Avenue SE
Willmar, MN | (320) 231-3456

Walt's Soft Cloth Car Wash

1200 1st Street South
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20520 Keokuk Avenue, Suite 200
Lakeville, MN | (952) 460-8606

Wayne Nelson**West Central Association of Realtors**

2320 E Hwy 12, STE 3
Willmar, MN | (320) 235-6881

West Central Dental

1412 Willmar Ave SE
Willmar, MN | (320) 231-1739

West Central Industries

1300 22nd Street SW, PO Box 813
Willmar, MN | (320) 235-5310

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309 Litchfield Ave SW
Willmar, MN | (320) 235-0165

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4030 Hwy 71 NE
Willmar, MN | (320) 235-8748

West Central Sanitation

4089 Abbott Drive, PO Box 796
Willmar, MN | (320) 235-7630

West Central Steel

110 19th Street NW, PO Box 1178
Willmar, MN | (320) 235-4070

West Central Technology

307 5th Street SW, Suite 1
Willmar, MN | (320) 441-7050

West Central Tribune

2208 Trott Avenue SW, PO Box 839
Willmar, MN | (320) 235-1150

West Central Trophies

620 Hwy 71 NE
Willmar, MN | (320) 235-5927

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2630 1st Street S, PO Box 362
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3001 1st Ave NW
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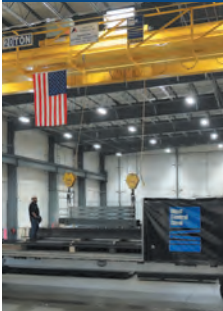
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1234 Kandiyohi Avenue SW
Willmar, MN | (320) 231-8494

Willmar Electric Service

2405 Trott Ave. SW, PO Box 934
Willmar, MN | (320) 235-4386

Willmar Fests Inc.

PO Box 45
Willmar, MN | (320) 235-3552

Willmar Firefighter Association

515 SW 2nd Street
Willmar, MN | (320) 235-1354

Willmar Indoor Golf

1605 1st St S, #B1
Willmar, MN | (320) 894-3152

Willmar Kiwanis

PO Box 653
Willmar, MN | (320) 212-3760

Willmar McDonald's

717 1st St S
Willmar, MN | (320) 235-5061

Willmar Municipal Utilities

700 Litchfield Avenue West, PO Box 937
Willmar, MN | (320) 235-4422

Willmar Public Library

410 5th Street SW
Willmar, MN | (320) 235-3162

Willmar Public Schools

611 5th Street SW
Willmar, MN | (320) 231-8500

Willmar Rotary Club

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Willmar, MN

Willmar Stingers Baseball

1401 22nd Street SW
Willmar, MN | (320) 222-2010

Willmar Ten Investors

PO Box 170
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Willmar WarHawks

2707 Arena Drive
Willmar, MN | (701) 388-8322

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Willmar, MN | (320) 235-2474

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503 Industrial Drive SW
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Willmar, MN | (320) 235-0119

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Ziegler CAT

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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

jtanner@willmarareachamber.com

Jennifer Lindquist

Business Education

Network Coordinator

bencoordinator@willmarareachamber.com

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.

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