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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.

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A NOTE FROM THE PRESIDENT

The Willmar Lakes Area Chamber champions a stronger, thriving business community and works to propel our region forward together. From advocacy and workforce initiatives to leadership development and networking, our work centers on creating value for our members and encouraging long-term economic vitality.

At its core, the Chamber is about connection. We bring businesses together, elevate important conversations, and provide access to resources that help organizations adapt, grow, and succeed. As the business landscape continues to change, we remain focused on evolving alongside our members and responding to the needs of our region.

Our refreshed brand and website, growing programs, and expanded engagement opportunities reflect that commitment. More importantly, they reflect the collective strength of our members, business owners, leaders, volunteers, and partners who believe in the power of collaboration and shared progress.

One of the big things we did this year was to move our offices to the historic MinnWest Technology Campus. The Willmar Lakes Area Chamber and Explore Willmar Lakes Area now have a larger space, providing more opportunities to engage with members, partners, and our communities, host networking events, provide training and workshops, and facilitate advocacy discussions.

We appreciate the amazing businesses and individuals that made an investment to help us make this move possible. Thank you for investing in the Chamber and in the future of the Willmar Lakes Area. Your involvement makes a lasting difference, and I look forward to continuing our work together.



James Miller
President & CEO
Willmar Lakes Area Chamber

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Back to the Basics, Together!

Complexity is part of business, but real progress starts by returning to the basics. As we grow our organizations, success brings both opportunity and chaos. Reflecting on the past year, many of us wonder how we managed it all, only to realize what drives us forward: an unwavering commitment to our businesses, employees, customers, and the communities we serve.

That passion is evident throughout the Willmar Lakes Area Chamber membership. Whether celebrating milestones, learning alongside peers at educational sessions, or engaging in board and committee discussions, the energy is undeniable. That same drive fuels your Chamber's work, promoting and advocating for the regional business community by cultivating leadership, strengthening relationships, and serving as a trusted resource for insight and connection.

The Chamber capped off an incredible year in 2025. In December, we relocated to the historic MinnWest Technology Campus,



"I encourage members to make new connections, engage with Chamber resources, and take advantage of opportunities"

expanding our space to better serve our members and the thousands of visitors who rely on Explore Willmar Lakes Area. The move positions us for continued growth and deeper engagement.

Looking ahead to 2026, the Chamber will focus on increasing member value by revisiting core service efforts and internal processes to better meet evolving needs. Advocacy remains a priority as we navigate state and federal policy challenges impacting our community. Our Public Policy and GrowMN! committees continue ensuring your voice is heard.

I encourage members to make new connections, engage with Chamber resources, and take advantage of opportunities, from newsletters and events to podcasts and visits to our new space.

To our capital campaign contributors, volunteers, and engaged members: thank you for investing your time, talent, and resources in the Chamber's future. Your generosity builds on a legacy that continues to strengthen our business community.

Dustin Kotrba
2026 Chairman of the Board
Willmar Lakes Area Chamber

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Thank You!

We proudly thank the individuals and organizations whose generosity helped bring to life a new home for the Willmar Lakes Area Chamber and Explore Willmar Lakes Area. Building strong, vibrant communities is an ongoing effort, and your continued support helps move this work forward and turn vision into reality. Thank you for your lasting commitment.

Visionary Builders



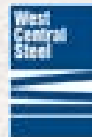
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Education

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

"As someone who grew up in Willmar then left for over 13 years, reintegrating myself into the community was important to me when I returned. My husband

and I are building our careers and raising our two young boys in the Willmar Lakes Area, which makes developing the next generation of leaders deeply personal. I've been proud to be a part of neXt for more than four years, three of those serving as the Chair. neXt is an incredible program that helps young professionals grow as leaders, build meaningful connections with others, and strengthen their skills. I'm truly grateful to be part of neXt and the Willmar Lakes Area community."

Kelsey Hedlof, neXt Chair

YOU'VE MADE IT THIS FAR ... WHAT'S NEXT?



Developing Networks. Advancing Careers.

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.



WHY I BELONG

"I chose to be part of the neXt Leadership Team because I'm committed to growth in all areas of my life. This program gives me the opportunity to learn from local leaders, expand my network, and build meaningful relationships with people who are passionate about making a difference. Being involved through the Chamber allows me to be more engaged in our community, contribute to its future, and surround myself with others who lead with purpose." **Lee Bowen, CDS**



Stick and Play, It's Bound to Pay

A man named Milo Halberg walked into my business shortly after I opened in 1984. He told me he had an opportunity for a young professional to "invest" in—and that opportunity was the Willmar Chamber. Looking back, he certainly earned the right to have an award named after him.

A few weeks later, a gal in a tan blazer stopped by and introduced herself as a Willmar Chamber Ambassador. She emphasized how important it was for a young businessperson to get involved. She explained that as an Ambassador, I'd be welcoming new businesses to the community and building a strong professional network. "Come join me at our next meeting," she said. I did—and I was sold. The connections, the camaraderie, and the sense of belonging made a lasting impact.

I served as a Chamber Ambassador for 19 years before hanging up my red blazer to join the Board and serve as liaison to what was then the Membership



"Through volunteering and giving back, I discovered that my network of business friends and clients grew even stronger."

Committee. I continued in that role as it evolved into today's Diplomats Committee, focused on celebrating

milestones and retaining members. Through volunteering and giving back, I discovered that my network of business friends and clients grew even stronger.

Over the years, the Chamber has changed its name, its logo, and its leadership—just to name a few transformations. To me, that evolution shows a Chamber committed to staying relevant and forward-thinking.

My dad had a saying that carried me through the hills and valleys of life and business: "Stick and play, it's bound to pay." Thanks, Dad. 42 years later, I'm retiring with my head held high. I'm looking forward to sunrises on the lake, travel, and time with family. As I hang up my blue jacket, I can honestly say it has been quite a ride.

Thank you, Willmar Lakes Area Chamber!

Carla Kahle Miller
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R&J Tours



Terri Wood
Woody's Trucking



WHY I BELONG

I really appreciate how the Chamber keeps us informed about what's going on in the business world. With Minnesota Paid Leave, ESST, and all the rules and regulations, the Chamber does an amazing job bringing in speakers and keeping informed in areas that I know nothing about and do not have the time to study as a small business owner.

TROY HAVERLY, PETE'S SURPLUS | MEMBER SINCE 2016



From Ice Cream Dreams to Entrepreneurial Reality

Through Magnolia Accounting

When Haley Martinez opened the doors to Magnolia Accounting Services LLC on Willmar's First Street earlier this year, it marked more than the launch of a new business, it was the culmination of a lifelong entrepreneurial journey that began in an unexpected place: an ice cream truck.

An Entrepreneurial Spark at an Early Age

Haley's introduction to entrepreneurship started long before college or career planning. At about twelve, she pitched an idea to her grandparents and their retired friends in Arizona: let's open an ice cream truck. What started as a childhood dream quickly became a real business. Together, they sourced an old bread truck from Minnesota, transported it to Arizona, and transformed it into a fully functioning ice cream truck.

For a few years, Haley helped run the business alongside her grandparents and their friends, learning firsthand about collaboration, creativity, and the importance of a strong support system. "It really became everyone's vision," Haley shared. "It was fun, and it brought people together." Those early lessons would later shape how she approaches business ownership today.

Finding Her Way Back to Minnesota and Accounting

After graduating high school, Haley made the move back to Minnesota to pursue higher education. Originally settling in the Dassel area before making Willmar home, she began college with accounting in mind. Although she briefly changed course, earning a four-year degree in human resources, she soon realized accounting was where her passion truly lived. Haley went on to complete a

second four-year degree in accounting from Bemidji State, blending her financial expertise with human resources. That combination would later become a defining feature of her business.

Launching Magnolia Accounting

While Haley always knew she wanted to work for herself, she didn't anticipate launching her own accounting firm quite so soon. Like many entrepreneurs, life played a role. With young children and a desire for flexibility, Haley recognized that traditional accounting schedules, especially during tax season, didn't align with the life she envisioned. Opening Magnolia Accounting allowed her to design a business that supports both her family and her clients. "I wanted a schedule that aligned with my lifestyle," she explained, "while still helping businesses grow." The name Magnolia came organically, simple, distinctive, and approachable. Much like

the business itself, the name reflects balance: professional yet welcoming, structured yet human.

A One-Stop Resource for Growing Businesses

Magnolia Accounting was built with entrepreneurs in mind, especially those ready to move from “just getting by” to the next stage of growth. Haley offers far more than bookkeeping. Her services include payroll, business and individual tax preparation, HR guidance, and strategic advising around business structure.

From helping determine when it makes sense to transition from a sole proprietorship to an LLC, or when to consider an S-Corp election, Haley focuses on proactive decision-making. “Accounting is what really brings your small business to the next level,” she said. “It allows owners to focus on growth instead of paperwork.” One of her favorite projects? Helping business owners get caught up when bookkeeping has fallen behind, a common reality for growing companies juggling too many responsibilities.

Staying Ahead in a Changing Business Environment

With constant changes in employment regulations, tax laws, and reporting requirements, staying informed is a challenge for business owners. Haley emphasizes the value of networking

and continuing education, noting that no one can be an expert in everything, but knowing who to ask makes all the difference.

Her background in both accounting and HR allows her to navigate the overlap between compliance, payroll, and people management, helping clients avoid costly mistakes and unnecessary stress.

Trust, Referrals, and the Joy of Helping Others Succeed

For Haley, the greatest reward of business ownership isn't the numbers, it's the relationships. Receiving referrals from satisfied clients has been especially meaningful. “It's incredibly humbling,” she said. “It tells me I'm doing what I'm meant to be doing.” That trust extends to how Haley works with clients year-round. She focuses on long-term relationships, offering guidance beyond tax season and encouraging open communication. “Let's get the right answer together,” she said. “I don't claim to know everything, but I'll always help find the solution.”

Rooted in Willmar and Connected Through the Chamber

Willmar's balance of opportunity and community is what drew Haley to stay. “It's big enough to have everything you need, but small enough that you feel connected,” she shared. From family time at Robbins Island to enjoying local businesses throughout the Lakes Area,



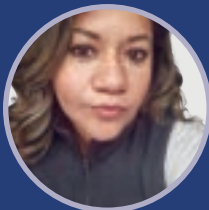
Willmar feels like home.

Joining the Willmar Lakes Area Chamber was a meaningful step, both professionally and personally. As a self-described introvert, Haley saw Chamber involvement as a way to stretch outside her comfort zone. What she found was a welcoming, approachable network of professionals eager to connect and support one another.

Looking Ahead

While another ice cream truck likely isn't in Magnolia Accounting's future, Haley hints that her entrepreneurial spirit isn't done yet. For now, her focus remains on helping local businesses thrive, one relationship, one decision, and one success story at a time.

To learn more or connect with Haley Martinez, visit www.magnoliamn.com or follow Magnolia Accounting Services LLC on social media.



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.”

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Chamber Chat:

The Voice of Business, Stronger Than Ever

Every Thursday, the airwaves of KWLM (1340 AM and 96.3 FM) come alive with a conversation that has become a staple of the Willmar Lakes Area business community. Chamber Chat, hosted by Chamber President James Miller, offers a candid look at the people, ideas, and opportunities shaping our local economy.

At its heart, Chamber Chat is about stories, real conversations with the business owners, nonprofit leaders, and entrepreneurs who keep our region moving forward. Each episode invites listeners inside the challenges and triumphs that come with running an organization today, from workforce issues and expansion plans to innovation, leadership, and community impact.

The format is intentionally approachable. Rather than a formal interview, Chamber Chat feels like a relaxed coffee-shop conversation, honest, practical, and engaging. That tone allows guests to share not only what they do, but why they do it, making the show both informative and relatable.

One of the program's biggest strengths is access. Chamber Chat is free for Chamber members and offered on a first-come, first-served basis. That simplicity removes barriers and gives members a powerful platform to share their message with a broad audience. For many businesses, the results go beyond brand awareness, guests often see increased inquiries, stronger name recognition, and new connections sparked by their appearance.

Chamber Chat is also part of a larger strategy. Alongside programs like Chamber Connections and Business After Hours, it reinforces a core Chamber belief: people do business with those they know, like, and trust. The show introduces the story behind the business; in-person events deepen the relationship. Together, they turn visibility into opportunity.

For listeners, Chamber Chat serves as a weekly pulse-check on the Willmar Lakes Area economy. It's a chance to hear what's happening locally, discover businesses they may not

have known about, and gain insight into trends affecting our region. Along the way, listeners often walk away with practical takeaways, and a deeper appreciation for the entrepreneurial spirit in our community.

How to Tune In or Take Part

When: Thursdays at 10:00 am

Where: KWLM 1340 AM & 96.3 FM, kwlm.com, the Lakeland Media App, and Spotify

Cost: Free for Chamber members (first-come, first-served)

Schedule a spot: Email James at jmiller@willmarareachamber.com

Chamber Chat is more than a radio segment, it's a connection point that amplifies local voices and strengthens our business community. The mic is on. The conversation is real. And the Willmar Lakes Area is listening.



Listen on KWLM
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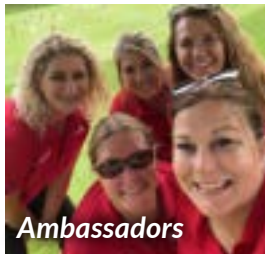
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Committees at Work

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 committees to create successful events and membership programs, we have a fit for every interest.



Agri-Business



Ambassadors



Diplomats



Special Events



Public Policy

Committees



Partners



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



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 »
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Home State Bank

100 Years of People, Progress, and Community

A Century Worth Celebrating

Turning 100 years old is a milestone few businesses ever reach, especially in banking, where change is constant and challenges are unavoidable. In 2026, Home State Bank proudly celebrates a full century of service to Central Minnesota communities, marking not just longevity, but a legacy built on relationships, trust, and local commitment. During a recent conversation with President and CEO Laura Warne, Senior Vice President

Dion Warne and Business Development Officer Chrysy Bates, they reflected that the significance of a century in business extends far beyond longevity. It represents generations of relationships, countless personal and professional milestones, and an unwavering dedication to helping communities thrive. This anniversary is both a celebration of where Home State Bank has been and a confident look toward where it's headed next.

Built on Strength From the Very Beginning

Home State Bank opened its doors in 1926 in Kandiyohi, a time when banking was deeply personal and every decision mattered. Just a few years later, the Great Depression would test financial institutions across the country. While many banks closed their doors during those uncertain years, Home State Bank remained open, providing stability and reassurance when people needed it most.



"People You Can Talk To" - A Motto That Truly Fits

Home State Bank's slogan, "People You Can Talk To," may sound simple, but it perfectly captures what sets the bank apart. The phrase itself has humble beginnings, sketched out during a casual coffee conversation, but it has guided the bank's culture for decades. Here, customers are encouraged to stop in, ask questions, and have real conversations. Employees take time to learn customers' names, understand their goals, and offer guidance tailored to their situation. Whether someone is buying their first home, starting a business, or planning for retirement, the focus is always on listening first. That approach means going above and beyond like opening the bank on a Saturday to help a customer retrieve a passport before a trip or running in after hours to assist with last-minute needs. Those moments aren't policies; they're examples of a culture built on care.

Blending Personal Service With Modern Convenience

While relationships remain the foundation, Home State Bank understands that today's customers also expect convenience and security. Over the years, the bank has introduced ATMs, debit cards, online banking, mobile deposit, digital wallets, and a newly redesigned website, tools that make banking easier and more accessible. Innovation at Home State Bank has always had a purpose: to support customers, not replace personal service, emphasizing that technology should enhance relationships, not eliminate them. In today's digital world, that also means staying ahead of fraud and security threats. Home State Bank continues to invest in systems and education that protect customers' finances, recognizing its role as a trusted first line of defense.

In 1933, the bank joined the Federal Deposit Insurance Corporation (FDIC), reinforcing

its commitment to security, responsibility, and customer trust. Those early choices helped define a culture of careful stewardship that continues today. That strength didn't come from chasing trends or taking unnecessary risks. Instead, it came from conservative lending, disciplined decision-making, and a focus on long-term relationships, principles that have guided Home State Bank through a century of economic ups and downs.

Growing With the Communities It Serves

As the region has grown, Home State Bank has grown thoughtfully alongside it. What began as a single location has expanded into four community-focused branches in Willmar, Cosmos, Litchfield, and Hutchinson. Each location reflects the town it serves, staffed by people who care deeply about their community. Branch leaders are encouraged to treat their location as "their bank," fostering strong local relationships while remaining part of a unified organization. Growth hasn't been about becoming the biggest, it's been about becoming better. Home State Bank has expanded services to meet evolving needs while staying true to its roots.

Helping Businesses and Communities Succeed

Community banking is about more than deposits and loans. It's about helping people turn ideas into reality. Home State Bank has had the privilege of working with countless entrepreneurs, business owners, and organizations as they grow, adapt, and succeed. Bank leaders spoke about the unique satisfaction of helping a customer reach a goal, whether that's paying off a loan, expanding a business, or moving on to the next opportunity. One story shared highlighted the idea that success for the bank isn't measured by interest earned, but by customers achieving financial independence. Those successes ripple outward. When businesses thrive, families benefit, jobs are created, and communities grow stronger. Home State Bank has supported multiple generations of

A Family Story at the Heart of the Bank

One of the most defining chapters in Home State Bank's story began in 1971, when Ken and Alix Behm purchased the bank and committed to keeping it locally owned and independent. At the time, Ken was just 31, he and Alix had young children. Buying into the bank was a bold move that required long hours, personal sacrifice, and a deep belief in community banking. That decision proved pivotal. Today, Home State Bank remains proudly family-owned, now led by the second generation with Laura and her brother Matthew Behm, with the third generation, Laura and Dion's son Sam recently joining the team. Family ownership isn't just a point of pride; it shapes how the bank operates. Decisions are made locally by leaders who live and work in the same communities as their customers. The result is a bank that values relationships over transactions and people over profits.





customers, some now entering their fourth generation, making those connections especially meaningful.

A Natural Partner of the Chamber and Business Community
Home State Bank's commitment to community extends far beyond its branch walls, including strong and ongoing involvement with the Willmar Lakes Area Chamber. As an active and engaged member, the bank values the opportunity to connect with fellow business leaders, support local initiatives, and contribute to a strong regional economy. For Home State Bank, the Chamber isn't just a membership,

it's a partnership built on shared goals and a belief that communities are strongest when businesses work together.

A Culture That Starts With People
Throughout, one theme came up again and again: people. From staff members who have built lifelong careers at the bank to customers who have banked there for generations, Home State Bank's story is ultimately a people story. Employees are encouraged to build relationships, offer guidance, and take pride in their role within the community. That culture has helped the bank retain knowledgeable, caring staff who truly enjoy helping

customers succeed. "People don't want to bank with banks; they want to bank with people." That belief remains at the heart of everything Home State Bank does.

Looking Ahead to the Next 100 Years
While celebrating the past is important, Home State Bank is firmly focused on the future. Leaders see the 100-year milestone not as a finish line, but as a fresh starting point. The same principles that guided the bank through its first century, integrity, personal service, conservative stewardship, and community focus, will continue to shape its path forward. Combined with thoughtful innovation and the next generation of leadership, Home State Bank is well positioned to serve future generations with the same care and commitment.

Still the Same Bank at Heart
After 100 years, Home State Bank remains what it has always been: a place where people are known, conversations matter, and community comes first. As the celebration continues, the bank invites customers, and future customers, to stop in, start a conversation, and experience what "People You Can Talk To" truly means.

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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.



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.

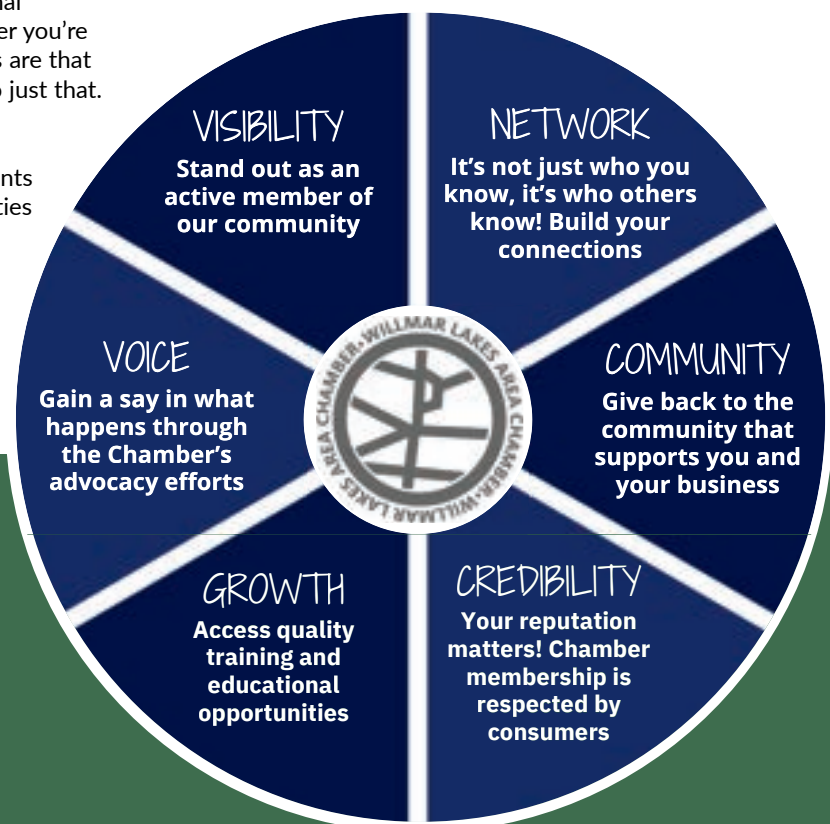
neXt is an affiliate organization for young adults to build connections, learn new skills, and develop as leaders through fun social activities, structured educational opportunities, and local volunteer events. Whether you're looking to grow professionally or personally, odds are that neXt has an upcoming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

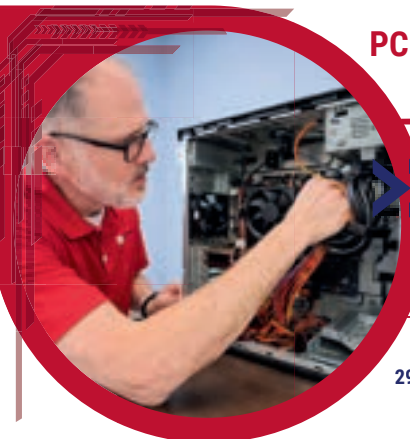
Every year the Chamber publishes a magazine highlighting the events of the past year and goals for the year ahead. There are opportunities for member businesses to advertise in this publication.

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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RIBBON CUTTINGS

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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



Goodness Coffee Co | 5 Years



Ryan Buer Electric | 10 Years

2026 MEMBERSHIP MILESTONES

5 YEARS

- Bethesda North Pointe
- Coordinated Business Systems
- Duinink Concrete
- Erbert and Gerbert's Sandwich Shop
- Fischbach for Congress
- Healthy Fusion
- Island View Resort
- MAC Precision Concrete
- On the Run Promotions
- Steve Gardner
- TrueJourney
- Willmar McDonald's

10 YEARS

- B. VanDerBill Consulting
- Baker Graphics
- Heritage Exteriors
- Jimmy John's
- Jon Beaver Agency
- Oasis Aero, Inc.
- Pete's Surplus Inc
- Public Affairs Company
- Wayne Nelson
- Willmar WarHawks

20 YEARS

- Water's Edge Ministries

30 YEARS

- CDS Administrative Services, LLC
- Holiday Inn Express & Suites

40 YEARS

- Atwater Ford
- Premium Waters, Inc.
- State Farm Insurance - Mick Quinn
- Willmar Public Library



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MILESTONES



Waters Edge Ministries | 20 Years



Slumberland Furniture | 30 Years

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.



CDS | 40 Years



Haug Implement | 50 Years



Runnings | 50 Years

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	1963
North Risk Partners-Corneil-Elkjer	1963
Elmquist Jewelers	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
Runnings.....	1975
West Central Industries	1975
Willmar Municipal Utilities	1975

Chamber Community LEADERSHIP AWARDS

Celebrating Excellence in the Willmar Lakes Area
Honoring Our 2026 Recipients



Julie Anderson

Kensington Insurance / Nesbit Agencies

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.



Sara DeRoo

Christianson CPAs and Consultants

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.



Steve Linder

Lakeland Media

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.



WHY I BELONG

"Being a member of the Willmar Lakes Area Chamber has provided valuable opportunities for business growth and community engagement. I've built strong professional connections, increased visibility, and had the opportunity to speak, train others, and share my experiences with local groups. It has been a beneficial resource for expanding both my network and impact as a small business owner."

Julia Contreras, JR Business Solutions | Member Since 2023

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.



5 UNDER 45

Advice from Emerging Leaders

Recognizing individuals 45 and under who demonstrate outstanding leadership that benefits the community and its citizens.



What is your vision for the future of our community?

Our vision is a Downtown that's not just busier, but truly alive - a place where people gather, connect, and feel proud to call home. We want to see our community grow into a vibrant hub filled with thriving small businesses, welcoming public spaces, and year-round energy. If we can keep building a place that brings people together, we'll strengthen the heart of our community for generations to come.

Micah Larson & Liz Heimer

Intuition Brewing | Hometown: Micah (Atwater), Liz (Truman)



What is one simple action anyone can take to make a positive difference?

Smile at a stranger, open a door for someone, put others before yourself.

Jessica L. Hanson

Willmar Hypnosis | Hometown: Perham

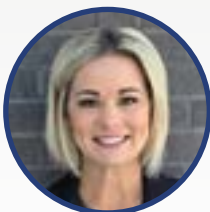


What is your vision for the future of our community?

My vision for the community is art based. I love having a local theatre and the opportunity to express myself through the arts.

Matthew Onnen

Jennie-O | Hometown: Kandiyohi



What advice would you share with young professionals who want to grow their careers while creating meaningful community impact?

Blend passion with purpose by seeking opportunities that align with your values. Prioritize networking and mentorship, and always remain open to learning; the relationships and knowledge gained can significantly amplify your impact on the community.

Sammy Contreras

MAC Supply & Hardware | Hometown: Grove City



What is your vision for the future of our community?

I hope we shift our mindset from "this is how we've always done it" to asking "what makes the most sense" as we look for smarter, more effective ways to move forward.

Andrew Kveene

Edward Jones | Hometown: Willmar

A Continued Legacy of Family, Integrity, and Growth

The Values and Leadership Transition of Marcus Construction



A Legacy of Innovation & Evolution

Marcus Construction has consistently embraced opportunity, expanding its capabilities, while staying grounded in its values. Founded in 1956 by Carl Marcus in Prinsburg, the company began with agricultural wood buildings before expanding in the '70s into pre-engineered metal buildings, adding self-perform concrete and steel erection.

The '90s marked significant growth in agribusiness with dry fertilizer storage and chemical warehouses. As the company diversified, its headquarters moved to Willmar in 2011 to support continued growth and talent attraction. Strategic acquisitions followed, including Madera Carpenters, a commercial wood framing business in 2020, and a specialized bulk dome storage company in 2023 that aligned seamlessly with

their agricultural storage portfolio but also opened the door to the Public Works sector for salt and sand storage.

Today, Marcus Construction serves clients nationwide across agribusiness, commercial, industrial, and public works sectors. That willingness to evolve continues to shape its future.

Core Value Refresh

A few things that are core to the Marcus DNA, they are a company that has always been led by their faith in God, a deep value and respect for relationships with subcontractors, owners, and employees and to treat them fair above anything else. As already mentioned, innovation, and a commitment to deliver on their promises through top-notch service and hospitality.

"We've never believed core values should just live on a wall, they need to mean something in how we operate every day," Taylor described. As they revisited their values, the goal wasn't to reinvent them, but to make them more memorable, more actionable, and more embedded in the Marcus culture. Ross, Taylor, and Darin visited another business in the region that had converted their core values to an acronym which helped lead the Marcus

team to FORGE. By aligning their core values into a single, powerful acronym, they created something their team can easily recall and more importantly, live out. FORGE has become more than a framework; it's a unifying thread across Marcus Construction, from how they recognize their people through initiatives like their annual FORGE Core Value Awards to how their team shows up for clients and partners. The word itself carries real weight, it reflects the idea of forging and shaping employees, forging relationships with clients, and forging ahead with expertise and innovation.

A Leadership Transition at the 70 Year Milestone

As Marcus celebrated 70 years in business, it marked the milestone with a strategic leadership transition. As of January 1, 2026, Ross Marcus transitioned from CEO to President, Taylor Marcus stepped into the role of CEO, and Darin Bushard transitioned to Vice President of Business Development.

Ross, who joined the family business in 1984 and became CEO in 1995 when his father, Carl retired, guided Marcus through three decades of strategic growth and diversification.

Taylor joined the company in 2017 and became an owner in 2022, as CEO he oversees company-wide strategy and operations. Darin, joined in 2020 and became an owner in 2022. As Vice President of Business Development, he focuses on expanding client relationships and market opportunities.

Together, they are building on a strong foundation as they look forward to their approach will remain true to what Carl started, Ross grew, and what they will continue alongside the fantastic people on their team.

Succession Planning - Not An Overnight Process

This transition was not a single moment; it was a decade in the making. Ross began planning early, committed to ensuring the long-term success of Marcus without pressuring the next generation. In 2017 the call came from Taylor, that him and his wife Lindsay wanted to move back to Willmar from the cities to join the family business. Taylor reflected, "growing up in a family business, in fact both of my parents owned and ran their own businesses, a

lot of your world revolves around it. At a very young age you get a taste of what it might be like some day to work with your family, a taste of the commitment it takes. For me, I always dreamed about working at Marcus Construction." Ross welcomed him back with open arms. Darin's vision was similar as a kid growing up in a family business with many similarities to Marcus, with his grandfather who was a dairy farmer that saw an opportunity to be an innovator in the area to sell grain bins and Allis Chalmers tractors and started Modern Farm Equipment. Darin reflected, "I was raised in that business, or you could say the business raised me. By watching and listening to my parents I was able to feel how a family business lives and breathes and this grew a tremendous passion in me. Ten years ago, when I met Casey, Ross' daughter, around a campfire on a Saturday night, little did I know that the path I thought I had laid out for my life was going to shift 45 miles south of my upbringing in Sauk Centre. My path may have shifted but the passion of stewarding a generational family business remained at my core."

A Transition Rooted in Intentional Leadership

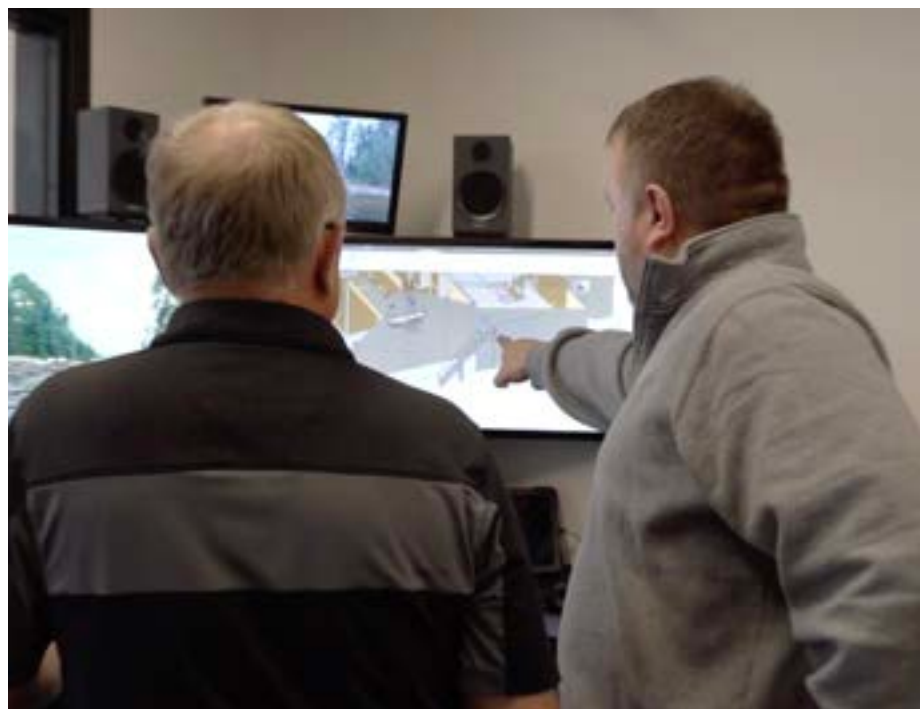
Once Ross was confident in the right leadership team, the Marcus and Bushard families fully committed to a thoughtful and thorough transition process, working closely with business coach David Krull, The Family Business

Coach. From the start, the focus was not just on ownership, but on preparing Ross, Taylor, and Darin to lead together in a way that honored the company's legacy and its people. That meant developing the skills, self-awareness, and alignment needed for strong decision-making and accountability, while also recognizing that in a family business, leadership at work is deeply connected to health at home. As a result, the process included not only Ross, Taylor, and Darin, but also their spouses, strengthening communication, clarifying expectations, and reinforcing the family foundation behind the business.

"Over the past six years, I've had the privilege of working alongside Marcus Construction as they intentionally prepared for a smooth transition from Generation 2 to Generation 3," shared David Krull. "Succession doesn't 'just happen' one day when papers are signed, it's the result of years of purposeful leadership development, clear communication, and a shared commitment to the future."

The Marcus Executive Team also played a key role, participating in 360-degree feedback for Taylor and Darin and leadership development tools like the Birkman Assessment to build a shared language around strengths, communication, and growth.

"As personal growth is never 'done,' we've also designed an ongoing cadence





to keep development and alignment moving forward,” explained David. “Darin, Taylor, and I meet monthly; each quarter we meet with the family; and each year we meet with the executive team. I’m proud of what this family and team have built, and even more excited about the leaders Taylor and Darin are becoming.”

When a transition is done well, employees can feel it. They see steadier decision-making, clearer roles, and consistent follow-through, and that builds confidence in the future. Marcus Construction’s shift from Gen 2 to Gen 3 is a strong example of what’s possible when a family chooses to start early, do the hard work, and bring the right people into the process.

Taylor and Darin are quick to recognize that while significant work went into preparing for this moment, Ross’s leadership and selflessness have been the foundation. As Darin shared, “he’s shown a heart of sacrifice from day one, committed to walking alongside us to ensure a successful transition for the entire Marcus Construction family.”



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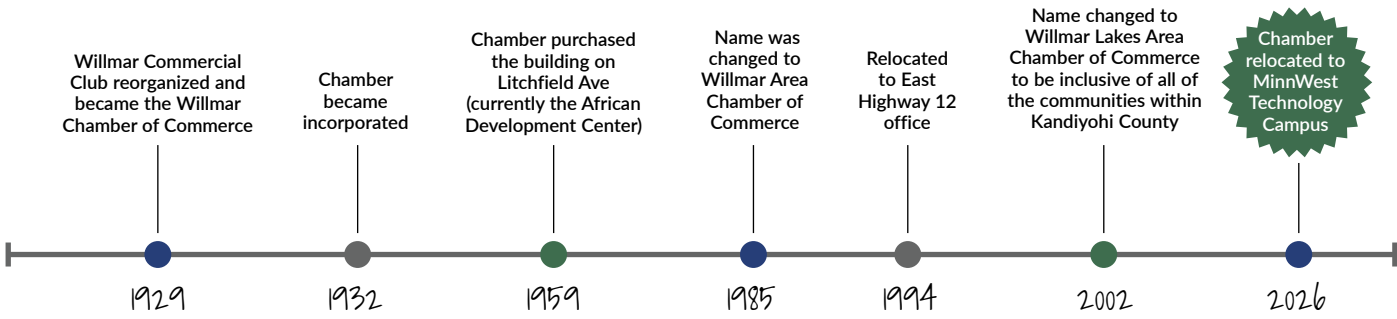
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Anez Consulting

Built on Family, Resilience, and a Commitment to Stewardship

What started as a leap of faith more than two decades ago has grown into a respected consulting firm serving producers across Minnesota and beyond. At the heart of Anez Consulting is a powerful story of entrepreneurship, family, and resilience, one that mirrors the values of the agricultural community it serves.

Founded in 1997, Anez Consulting has evolved alongside the industry, adapting to new regulations, technologies, and generational change while staying grounded in its original mission: helping farmers succeed while caring for the land they will one day pass on.

From a Basement Startup to a Regional Presence

The roots of Anez Consulting trace back to the mid-90s when Kami and her late husband, Jared, made the bold decision to leave the Marshall area and start something of their own. With Jared's background in animal science and crop consulting, and Kami's career as a consulting Pharmacist for Long Term Care Facilities, the couple envisioned a business that offered flexibility, independence, and the ability to raise a family without being tied to rigid systems. January of 1997, Anez Consulting officially launched, operating out of the basement of a rented home in the Willmar area. Those early years were fueled by hard work, faith, and a willingness to grow organically rather than chase rapid expansion. Initially focused on crop consulting, the business soon expanded into manure management and livestock compliance. As agricultural regulations became more complex, Anez Consulting found its niche: helping producers navigate requirements while reducing stress and protecting their operations.

Growth Driven by Purpose, Not Pressure

From the beginning, growth at Anez Consulting was intentional. The goal was never hyper-expansion or becoming a national powerhouse. Instead, the focus was on quality service, trusted relationships, and building a business that supported family life. As the client base grew, so did the need for space. The company moved from a home office to its first commercial location near



Casey's before eventually settling onto the Midwest Technology Campus, where it continues to operate today. What was once a one-person operation has grown into a team of nine employees, five full-time and four part-time, some of whom work remotely, reflecting the firm's adaptability and modern approach.

Navigating Loss and Leading Through Change

Jared's unexpected passing in 2017 marked a turning point for Anez Consulting. For Kami, it was both a personal loss and a professional crossroads. With no option to pause, she stepped fully into leadership, transitioning from a supporting role into the head of the company. While she credits her dedicated team for helping stabilize the business, Kami's leadership and vision ultimately carried Anez Consulting forward. It was not about replicating Jared's approach, but about defining her own, one rooted in integrity, community, and perseverance.

Just as important was the support of the Willmar community, which rallied around her family during one of their most difficult seasons. That sense of connection and shared responsibility continues to influence how the company operates today.

A New Generation Steps In

Today, Anez Consulting is entering an exciting new chapter with the return of Kami's oldest son, Sam. Having grown up riding four-wheelers through fields and helping with soil sampling as a teenager, Sam's early exposure to agriculture was hands-on, but his professional journey took a different path. After discovering that traditional agronomy coursework wasn't the right fit, Sam pivoted dramatically, joining the National Guard and training as a cryptologic linguist. His work in military intelligence took him across the country, building skills in problem-solving, analysis, and communication. Eventually, the pull of home, and the opportunity to contribute

meaningfully to the family business, brought him back. Today, Sam serves as an Ag Solutions Specialist, a role that is intentionally broad. From agronomy and compliance to engineering support and business development, his position allows him to explore new opportunities while learning every facet of the operation.

Expanding Services to Meet Changing Needs

Anez Consulting has grown far beyond its original crop consulting focus. The firm now offers a comprehensive suite of services that allow producers to address multiple needs under one roof, from nutrient management and regulatory compliance to engineering and surveying. One of the most exciting recent additions is agricultural tax consulting, developed through a partnership with Christianson CPAs & Consultants. By combining agronomic expertise with tax strategy, Anez Consulting helps producers identify and leverage valuable soil nutrients as capital assets, unlocking



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tax credits and improving cash flow. This service reflects the company's consulting philosophy: bringing proactive solutions to clients, not just reacting to challenges.

Embracing Technology Without Losing the Human Touch

Like much of agriculture, Anez Consulting has embraced technology as a tool to enhance, not replace, boots-on-the-ground expertise. Drone technology now supports crop assessment, nutrient application reviews, and engineering projects, while emerging AI tools are being explored to improve efficiency and expand service capabilities. The goal, according to Sam, is not automation for its own sake, but thoughtful adoption that enhances human expertise. By staying informed and adaptable, Anez Consulting positions itself, and its clients, for long-term success.

Looking Ahead: A Future Rooted in Values

As the company looks five to ten years into the future, optimism runs high. Additional family members are exploring degrees that could one day bring them back into the business, and conversations around long-term

succession are beginning organically. One memorable moment came when Kami's son, Sullivan, casually announced during a drive that he wanted to own his own business, only to suddenly realize that his family already did. That realization sparked conversations about how each family member might one day fit into the business. With all of that, Kami remains focused on what has always mattered most: reputation, integrity, and caring for employees. Family comes first, for leadership and staff alike, and that philosophy continues to define the culture of Anez Consulting.

A Strong Connection to the Chamber

For nearly two decades, Anez Consulting has been an active and engaged member of the Willmar Lakes Area Chamber, a relationship that Kami describes as invaluable. From networking opportunities to leadership development and community involvement, the Chamber has played a key role in the company's growth. Kami's involvement as a board member and participant in agribusiness initiatives reflects her belief that businesses thrive when they invest in their community. Many



of the relationships that support Anez Consulting today were formed through Chamber events, committees, and programs; connections that might never have happened otherwise.

As the next generation steps into leadership, that connection continues, reinforcing the idea that strong businesses and strong communities grow together.



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501 South 1st Street, Suite D
Willmar, MN | (320) 905-0289

London Hills Garden Owners Association

131 Meadow Lane
New London, MN | (952) 888-0312

Lutheran Social Services of MN

1601 Hwy 12 E, Suite 6
Willmar, MN | (320) 235-5411

MAC Precision Concrete, Inc.

8656 47th St NE
Spicer, MN | (320) 979-5173

MAC Supply & Hardware

110 Manitoba Street
Spicer, MN | (320) 796-5531

Magnifi Financial

163 HWY 23, Suite 2
Spicer, MN | (888) 330-8482

Magnolia Accounting Services LLC

501 1st St S, Suite A
Willmar, MN | (320) 737-0412

Magnum Companies

3201 Willmar Ave SW
Willmar, MN | (320) 214-1086

Magnuson Sheet Metal, Inc

132 25th Street SE
Willmar, MN | (320) 222-4328

Mainstream Boutique

2211 1st Street South, Suite 100
Willmar, MN | (320) 441-2218

Marco

2125 1st Street South, Suite 130
Willmar, MN | (320) 214-0583

Marcus Construction

2580 Highway 12 E
Willmar, MN | (320) 222-6616

Matheson Tri-Gas, Inc.

1501 Highway 12 East, PO Box 1073
Willmar, MN | (320) 235-3430

Matson Insurance Agency, LLC

1102 South 1st Street
Willmar, MN | (320) 222-6111

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

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

Next Nest Hatching

2700 75th St SW
Willmar, MN | (320) 222-9762

Nordic Brick and Fireplace

164 25th St SE, PO Box 1320
Willmar, MN | (320) 235-0036

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130 Willmar Ave SE, Suite 3
Willmar, MN | (320) 235-2212

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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

11958 21st St NE
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

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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Perkins Lumber Company, Inc.
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

PPF

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

Pioneer PBS

1 Pioneer Drive
Granite Falls, MN | (800) 726-3178

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1612 Lakeland Dr. SE
Willmar, MN | (320) 222-3663

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PO Box 1061
Willmar, MN | (320) 235-6136

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1808 Civic Center Drive
Willmar, MN | (320) 231-1729

Prairie Woods Environmental Learning Center

12718 10th Street NE
Spicer, MN | (320) 354-5894

Prairie's Edge Casino Resort

5616 Prairies Edge Lane
Granite Falls, MN | (320) 564-2121

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116 25th St SE
Willmar, MN | (320) 905-5245

Premium Waters, Inc.
251 28th Street SW
Willmar, MN | (320) 403-2950

Princess Paula Consulting
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1717 16th Street NE
Willmar, MN | (320) 222-6800

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919 1st Street South
Willmar, MN | (320) 235-8055

Pro Color Graphics
720 Litchfield Ave. SE
Willmar, MN | (320) 444-1494

Pro Resources
4165 30th Ave South
Fargo, ND | (701) 298-0226

Project Turnabout
660 18th Street, PO Box 116
Granite Falls, MN | (320) 564-4911

Public Affairs Company
333 South Seventh Street, Suite 2250
Minneapolis, MN | 612-313-2620

Quale Benefit Solutions
302 5th Street SW
Willmar, MN | (320) 235-5937

Quality Title of Willmar, Inc.
1600 East Highway 12, Suite A
Willmar, MN | (320) 262-5200

Quick Signs
919 1st Street S
Willmar, MN | (320) 235-7411

Quill
800-982-3400

Quist Wealth Management, LLC
902 1st St S
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
310 S 1st Street, Suite 2
Willmar, MN | (320) 214-7011

Redeemer Lutheran Church
1401 6th Street SW
Willmar, MN | (320) 235-4685

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

RELCO, a Kovalus Company
2331 3rd Avenue SW
Willmar, MN | (320) 231-2210

Representative Dave Baker
State Capitol Room 2nd Floor
100 Rev Dr Martin Luther King Jr Blvd
St. Paul, MN | (320) 894-5774

Restorative Sleep Solutions
2100 19th Ave SW
Willmar, MN | (320) 441-2104

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770 Highway 71 NE, Suite 5
Willmar, MN | (320) 231-1933

Rick's Cycling & Sports Center, Inc.
320 SW 3rd street
Willmar, MN | (320) 235-0202

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

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2101 15th Avenue NW
Willmar, MN | (320) 222-6094

Riley School Bus LLC
302 Main Ave
Murdock, MN | (320) 875-2491

Riverview LLP - Meadow Star Dairy
12212 1st Ave W
Pennock, MN | (320) 392-5609

Ruff and Co.
2015 1st St S, PO Box 1056
Willmar, MN | (320) 235-1002

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Willmar, MN | (320) 235-1146

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Willmar, MN | (320) 235-0475

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Willmar, MN | (320) 231-3803

Samah Home Health Care LLC
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Willmar, MN | (320) 455-2702

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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
108 Minnesota Avenue West
Willmar, MN | (320) 235-2545

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

Select Genetics, LLC
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

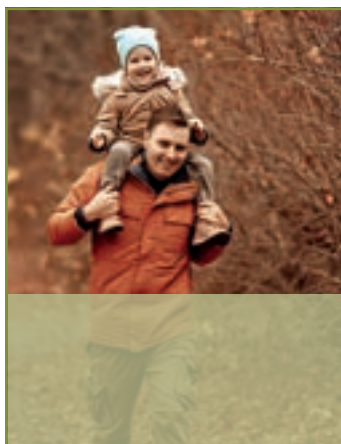
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1708 1st Street South
Willmar, MN | (218) 999-7750

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Willmar, MN | (320) 231-0450

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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

Swenson & Sons Construction

1792 165th Ave NE
New London, MN | (320) 894-2094

TerWisscha Architecture and Construction

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

The Action Foundation

1105 Lake Road, PO Box 101
Marshall, MN | (507) 337-2419

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 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

2300 First Street South
Willmar, MN | (320) 235-1930

Tidal Wave Auto Spa

312 19th Ave SE
Willmar, MN | (407) 967-3182

Tires Plus of Willmar

1801 S First St
Willmar, MN | (320) 222-8473

Torkelson's Lock Service

22546 62nd St NW
Sunburg, MN | (320) 235-3452

Total Glass, Inc

153 Access Drive
Spicer, MN | (320) 796-5232

Tree n Turf Services Inc.

6561 113th Ave NE, PO Box 694
Spicer, MN | (320) 796-0507

TrueJourney

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
Kandiyohi, 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

Vinje Lutheran Church

1101 Willmar Avenue SW
Willmar, MN | (320) 235-1441

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

Vreeman Construction

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

Waechter & Gustafson

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
Willmar, MN | (320) 235-5740

Waste Management

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

West Central Interpreting & Consulting Services, LLC.

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

West Central MN CEO

West Central Roofing Contractors, Inc
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

Westberg Eischens, PLLP

2630 1st Street S, PO Box 362
Willmar, MN | (320) 235-3727

Westwood Cafe'

142 Lake Drive North, PO Box 565
Spicer, MN | (320) 796-5355

Whitcomb Brothers Grain Systems, Inc.

16710 90th Ave SE
Atwater, MN | (320) 974-8337

Willmar Area Community Foundation

1601 East Highway 12, Suite 9
Willmar, MN | (320) 235-4380

Willmar Bus Service

1308 7th Street SE
Willmar, MN | (320) 235-2110

Willmar Community Education

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

PO Box 294
Willmar, MN

Willmar Stingers Baseball

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

Willmar Ten Investors

PO Box 170
Willmar, MN | (320) 235-9770

Willmar WarHawks

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

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Willmar, MN | (320) 235-2474

WIN - Women Inspiring & Networking

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Willmar, MN

Wireless World

527 1st Street South
Willmar, MN | (320) 222-8255

Woodland Centers

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Willmar, MN | (320) 235-4613

Woody's Trucking Inc.

503 Industrial Drive SW
Willmar, MN | (320) 235-3355

Youth for Christ

106 Litchfield Avenue SW, PO Box 625
Willmar, MN | (320) 235-0119

ZenBusiness

5511 Parkcrest Drive, Suite 103
Austin, TX | (844) 493-6249

Ziegler Ag Equipment

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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

bfischer@willmarlakesarea.com

Tanya Rosenau

Explore Willmar Lakes Area

Administrative Assistant

trosenau@willmarlakesarea.com

2026 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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Willmar Lakes Area Chamber

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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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