

# FIRST FRIEND

## Newcomer Connection Program

You sell your company, we sell the community.

Finding your right new hire can be a daunting task. Likewise, moving to a new community for the perfect job can be just as overwhelming for your new hire. Introducing . . . **FIRST FRIEND**

With the help of our First Friend program, you can focus on finding the best candidate for your company and leave selling the community to us. We serve as the first friends to your potential employees and new hires. We learn what is important to them and their family and provide a customized experience showcasing our community.

Our concierge team is knowledgeable, experienced, and dedicated to serving you and your candidates throughout the hiring process and beyond. We successfully transition new hires from all industries and roles, helping mitigate turnover.

**While you sell your company, we sell the community by connecting newcomers to:**

- Schools
- Housing
- Places of worship
- Community involvement
- Childcare
- Cultural groups
- Pet care
- Restaurants
- Shopping
- Hobbies
- Outdoor/indoor recreation

"First Friend customizes each experience, ensuring a warm welcome."

- HR Leader, Higher Education

"An excellent way to learn about La Crosse from a welcoming expert."

- Job Candidate

"First Friend was invaluable. The candidate was impressed, easing recruitment greatly."

- Nonprofit Board President

### Contact Us:

Lauren Harris | Director of Education & Workforce Development  
lauren@lacrossechamber.com



# MENU OF SERVICES

## Community Tour | \$400

- Initial phone call with candidate/new hire to learn about them
- Customized community tour
- Resource document containing community resources and links
- Post-tour follow-up with candidate/new hire
- Follow-up with company about candidate/new hire (if desired)

## Community Tour with School Visits | \$450

- Same elements of the Community Tour listed above
- Help arrange up to 3 school tours

## Building Connections | \$200

- Monthly check-ins during the first three months of relocation process
- Assist with creating connections to businesses, hobbies, and new friends

## First-Year Acclimation | \$750

- Monthly check-ins for a full year after relocation
- Additional assistance with making community connections

## Virtual Tour | \$100

- Informational virtual meeting
- Virtual tour of the region and overview of Greater La Crosse
- Resource document containing community resources and links

## Welcome Basket from your Company | \$250

- Basket of local products delivered to the new hire shortly after move-in
- Company-branded items encouraged

## Lunch or Coffee | \$75

- Lunch or coffee meeting with candidate/new hire and/or their spouse/partner
- Resource document containing community resources and links
- Your company pays for meal expenses with credit card on file at restaurant

## Accompanying Partner Career Service | \$150

- Connect with spouse/partner to discuss career options
- Circulate their resume to 300+ area businesses
- Personal emails/calls to relevant company contacts on their behalf

## Bridge & Belong Series | No Cost for Members

- Free Newcomer Series exclusively for First Friend newcomers



To learn more or refer a job candidate or new hire to the First Friend Newcomer Connection Program, please visit [LaCrosseChamber.com/FirstFriend](https://LaCrosseChamber.com/FirstFriend)

### Contact Us:

Lauren Harris | Director of Education & Workforce Development  
[lauren@lacrossechamber.com](mailto:lauren@lacrossechamber.com)

# MENU OF SERVICES for Visionary Members

## Community Tour

- Initial phone call with candidate/new hire to learn about them
- Community tour
- Resource document containing community resources and links
- Post-tour follow-up with candidate/new hire
- Follow-up with company about candidate/new hire (if desired)

## Community Tour with School Visits

- Same elements of the Community Tour listed above
- Help arrange up to 3 school tours

## Building Connections

- Monthly check-ins during the first three months of relocation process
- Assist with creating connections to businesses, hobbies, and new friends

## First-Year Acclimation

- Monthly check-ins for a full year after relocation
- Additional assistance with making community connections

## Virtual Tour

- Informational virtual meeting
- Virtual tour of the region and overview of Greater La Crosse
- Resource document containing community resources and links

## Welcome Basket from your Company | \$250

- Basket of local products delivered to the new hire's home shortly after move-in
- Company-branded items encouraged

## Lunch or Coffee

- Lunch or coffee meeting with candidate/new hire and/or their spouse/partner
- Resource document containing community resources and links
- Your company pays for meal expenses with credit card on file at restaurant

## Accompanying Partner Career Service

- Connect with spouse/partner to discuss career options
- Circulate their resume to 300+ area businesses
- Personal emails/calls to relevant company contacts on their behalf

## Bridge & Belong Series

- Free Newcomer series exclusively for First Friend newcomers



To learn more or refer a job candidate or new hire to the First Friend Newcomer Connection Program, please visit [LaCrosseChamber.com/FirstFriend](https://LaCrosseChamber.com/FirstFriend)

### Contact Us:

Lauren Harris | Director of Education & Workforce Development  
[lauren@lacrossechamber.com](mailto:lauren@lacrossechamber.com)

# FIRST FRIEND

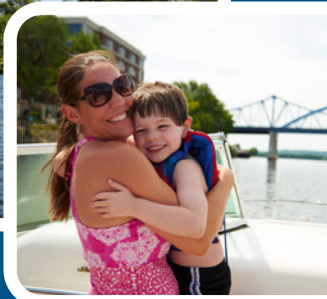
Newcomer Connection Program

You sell your company, we sell the community.

## COMMUNITY TOUR PROCESS

Our concierge team will:

1. Send an introductory email to your candidate/new hire to arrange a pre-tour phone call.
2. Lead a pre-tour call to learn more about them to help customize the First Friend experience. \*We encourage family members to join.
3. Send a resource document with links to community resources and assets based upon their questions, needs, and interests.



4. Provide a tour based on their interests and needs. Highlights of our beautiful Driftless Region tour are found on the next page.
5. Send a post-tour email, offering them an opportunity to ask additional questions.
6. Provide your company with a follow-up email about your candidate/new hire (if desired).

To request services for a candidate or new hire, please visit [LaCrosseChamber.com/FirstFriend](https://LaCrosseChamber.com/FirstFriend)

Contact Us:

Lauren Harris | Director of Education & Workforce Development  
lauren@lacrossechamber.com





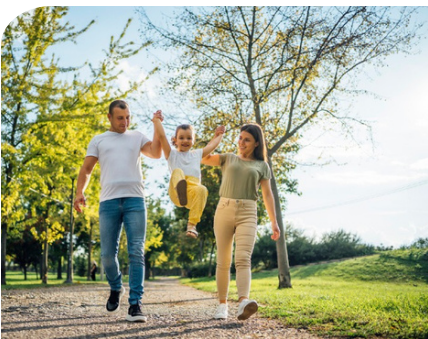
# FIRST FRIEND

Newcomer Connection Program

## COMMUNITY TOUR OVERVIEW

Our concierge will share information about the following places, events, and community assets in Greater La Crosse. We may also provide an overview of our surrounding communities, as well as other specific information requested by your candidate/new hire.

- Overview of Greater La Crosse
- Surrounding communities
- Major employers and industries
- Demographics
- Medical systems
- Childcare
- PK-12 education options
- Higher education
- History
- Downtown La Crosse
- Family-friendly opportunities
- Arts and entertainment
- Parks
- Four-season outdoor recreation
- Hunting and Fishing
- Festivals
- Civic Participation
- Diversity and inclusion
- Onalaska shopping area
- Neighborhoods



Scan to learn more

### Contact Us:

Lauren Harris | Director of Education & Workforce Development  
lauren@lacrossechamber.com