

IT HAPPENS AT THE HEART



NEWS FOR YOU

CHAMBER STAFF

A message from our Marketing & Communications Director,

Our 76th Annual Meeting & Awards Banquet is happening on March 6th, 2024. Invitations have already been sent out and we are already getting reservations. Seating is limited due to venue space, so get your seat or table reserved before we are sold out... you don't wanna miss it! We will be recapping 2023, sharing our goals for 2024, and unveiling our strategic plan for the upcoming three years. We also have a phenomenal Mission Moment speaker this year and are excited to reveal our winners!

HEART OF
WISCONSIN
NEWSLETTER
FEBRUARY 2024

UPCOMING EVENTS

Networking at Night
Coffee with the Chamber

76th Annual Meeting &
Awards Banquet 2024

INVESTOR NEWS

Press Releases
Job Postings

INVESTOR OF THE MONTH

Investors Choice





JANUARY NEW INVESTORS

Welcome

Welcome

Welcome

The Spot by Jacoby
www.thespotbyjacoby.com
1.715.213.1410

KAY MANNING
kaymanningwi@gmail.com
1.715.502.2519

EXPRESS EMPLOYMENT PROFESSIONALS
stevenspointwi@expresspros.com
1.715.344.1100

MCG SERVICES
maicgservices@gmail.com
1.715.570.2021

STRATEGY LEADERS
haley@strategyleaders.com
1.715.570.3533

HYPE NUTRITION LLC
hyped4nutrition@gmail.com
1.715.937.7650

TURF BADGER
tb_jmayhak@icloud.com
1.715.712.1204

THE DOMESTIC GODDESS
thedomesticgoddessclearing@gmail.com
1.715.451.3780

WAM INKORPORATED
waminkorporated@gmail.com
1.715.423.9465

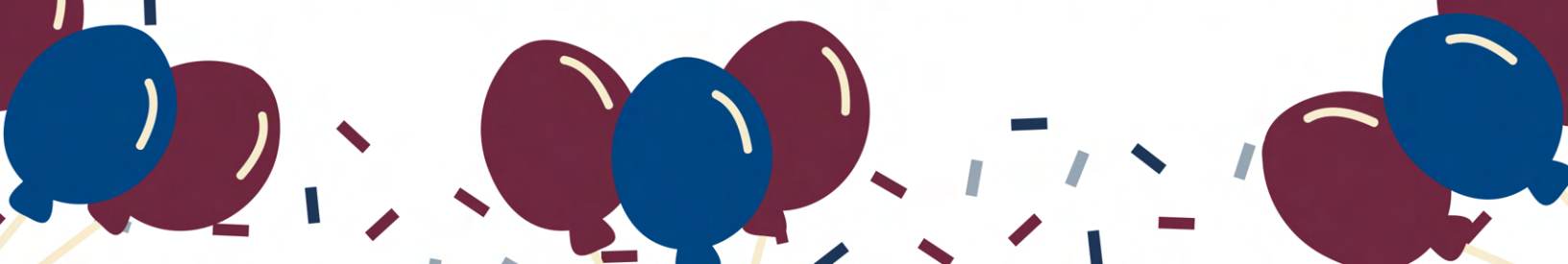
HAPPY MEMBERVRSARY!

Larry Schmick

- Boy Scouts of America-Samoset Council
- ABR Employment Services
- Kiwanis International-Wisconsin Rapids
- BNWC Properties, Inc.
- Tweet Garot Mechanical Inc
- Mariani Packing Co
- Opportunity Development Center
- Glacial Lake Cranberries
- New Horizons Dental LLC
- Mid-State Truck Service Inc
- Walker Cranberry Company
- Northwind Solar
- McMillan Memorial Library
- Security Health Plan of Wisconsin, Inc.
- Solarus
- Wysocki Family of Companies

Village of Biron

- Cravings Coffee Shop
- Village of Port Edwards
- Daly Drug Pharmacy & Gifts
- Arborwood Lodge Assisted Living
- Kwik Trip
- Tip-Top Lawn Service
- Visit Rome, WI
- Pearl Engineering
- Adobe
- Honestly Cranberry LLC
- UWSP - Marshfield
- Lucky's on 2nd LLC
- NRG Media LLC
- Hoozels at the Lakes
- Domtar Industries Inc
- Wisconsin Rapids Public School District



Heart of Wisconsin

Chamber of Commerce

COFFEE
WITH THE CHAMBER



February 28

8:30am - 9:30am

Chamber Boardroom OR Virtual



SPEAKER

SAM WESSEL

SENIOR PLANNER

NORTH CENTRAL WISCONSIN REGIONAL PLANNING COMMISSION

Sam is a Senior Planner for North Central Wisconsin Regional Planning Commission based in Wausau, and Wood County is one of 10 County's in NCWRPC's region. NCWRPC provides cost-effective services for land use, transportation, outdoor recreation, broadband, economic development, and other planning-related topics. Sam has lived all over the State of Wisconsin and has degrees in Environmental Science and Urban & Regional Planning, and most of his work has been in local government. He relocated to Central Wisconsin in 2021 with his family due to the low cost of living and proximity to family, and his familiarity with the area after having spent high school and college summers on Petenwell and Arrowhead Lakes in Adams County.

DISCUSSION TOPIC

Planning for Economic Development in Central Wisconsin

Sam will provide a brief overview of NCWRPC's services as well as an in-depth presentation on studies that NCWRPC has conducted related to Economic Development, such as an Entrepreneurial Ecosystem Assessment and Portal, a Regional Industrial Park Inventory, various Housing Studies, and how they are relevant to the business community.

REGISTRATION

**MEMBERS: FREE
NON-MEMBERS: \$10**



COFFEE SPONSOR
cravings
coffee wine & more





JOB, RESOURCE, & TRANSFER FAIR

APRIL 16TH: 1PM - 5PM | REGISTRATION & SET-UP: 11AM - 1PM

MID-STATE TECHNICAL COLLEGE GYMNASIUM
500 32ND STREET N., WISCONSIN RAPIDS, WI 54494

SPONSOR BOOTH OPTIONS

Only sponsor booths will receive electricity.

- GOLD SPONSOR \$500 (6 AVAILABLE)**
**NON-MEMBER RATE \$600*
 - Prime booth location
 - Includes business logo listed on all marketing/advertising materials including: social media, print, email & website
 - Business mentioned in radio segments
 - Option to promote your business during Facebook Live at event
 - Silver & Bronze packages included
- SILVER SPONSOR \$350 (4 AVAILABLE)**
**NON-MEMBER RATE \$420*
 - Co-host Facebook event
 - Business logo on event signage
 - Bronze package included
- BRONZE SPONSOR \$250 (20 AVAILABLE)**
**NON-MEMBER RATE \$300*
 - Includes one booth, two chairs and electricity
 - Business logo included on website event calendar
 - Business logo included on program material

NON-SPONSOR BOOTH OPTIONS

Each registrant will be provided with 1 (one) 6ft table and 2 (two) chairs.

- MEMBER BOOTH \$100**
- NON-MEMBER BOOTH \$120**

Please select which type of booth you plan to provide.

- HIRING**
- RESOURCE**

USE QR CODE TO REGISTER ONLINE



PRESENTED BY:

Heart of Wisconsin
Chamber of Commerce

MID-STATE
TECHNICAL COLLEGE

JOB CENTER
of WISCONSIN

REGISTER NO LATER THAN APRIL 1st, 2024!

Contact Name: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone Number: _____
 Facebook Page: _____
 Email Address: _____
 Website: _____

Make check payable to:
HEART OF WISCONSIN
MAIL CHECK TO:
 Heart of Wisconsin
 1120 Lincoln Street
 Wisconsin Rapids, WI 54494

- Bill Me
- Check Enclosed
- Paid Online

Call 715.423.1830 to pay with credit card or pay online at www.wisconsinrapidschamber.com



PRESENTING SPONSOR



JOIN US FOR

2024 CENTRAL WISCONSIN DAYS

FEBRUARY 13TH, 2024

Premier Park Hotel, Madison

Register now to take advantage of the reduced rate!

WORKFORCE

WHY YOUR VOICE NEEDS TO BE HEARD!

Central Wisconsin Days is an opportunity for business and community leaders to bring the voice of our region to Madison. Meet with policymakers from across the state and discuss how the legislature can help move Central Wisconsin forward.

CURRENT SPONSORS



The Boldt Company, Miron Construction, Heart of Wisconsin Chamber of Commerce, Greater Wausau Chamber of Commerce, Merrill Area Chamber of Commerce, and Marshfield Area Chamber of Commerce & Industry





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A division of Vincent Companies

PROVIDING A RELIABLE AND SECURE TIER III EDGE DATA CENTER
INFRASTRUCTURE WITH HYBRID COMPUTING SOLUTIONS

PLANNING & IMPLEMENTING YOUR NEXT-GENERATION IT SYSTEM



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AVENTUS DATA CENTERS
250 Prairie Center Drive, Suite 335
Eden Prairie, MN 55344

(800) 587-5667

info@AventusDataCenters.com

Aventus operates premier Tier III data centers right in our community, providing reliable and scalable colocation services to safeguard our clients' vital information. Our facilities utilize advanced security protocols and redundancy measures to mitigate risks like cyberattacks and minimize downtime.

We supplement our core colocation offerings with customizable managed IT services catered to each client's unique needs - whether you require backup and disaster recovery, telecom or infrastructure support, compliance management, or other technical assistance. Our partnerships within the industry allow us to deliver cutting-edge solutions without adding complexity.

The Aventus Way prioritizes understanding your business objectives first, then building tailored infrastructure and services to help you reach them. We become an integrated part of your operation.

Our LOCAL team would be honored to serve as your trusted data management partner for today's complex IT landscape. Get in touch with our professionals, Michael Schulze (mschulze@aventusdatacenters.com) or Marty Dehen (mdehen@aventusdatacenters.com) to discuss the possibilities, and visit www.ventusdatacenters.com to learn more!



Let Us Entertain You!

Thursday, February 8, 2024 | 7:30pm

tickets: \$39 adults | \$10 students

Performing Arts Center of Wisconsin Rapids

1801 16th Street South | Wisconsin Rapids

UPTOWN

From humble beginnings in Harlem NYC, Uptown spreads their unique perspective on Motown/Soul classics to audiences all over the globe. Their signature style can be seen in their choreography, arrangement, and contemporary attack of their content. A high-energy family show that combines a new-school look and feel with old-school classics that we all know and love, Uptown was described as "the most electrifying show I've seen in a decade!"

<https://www.uptownofficial.com>

Purchase tickets through The Arts Council of South Wood County:

- 24/7 at www.SavorTheArts.com
- Call 715.424.2787
- Visit the office at 1040 8th Street South, Suite 101, Wisconsin Rapids

THIS SHOW IS SPONSORED BY:



Wood County Housing Summit

Finding solutions to the affordable housing crisis.

Save The Date

**7 March
2024**



**9:30 AM-
3:30 PM**



**Mid-State
Technical College
Wisconsin Rapids**

Event details and registration:
<https://bit.ly/WoodCoHousingSummit>



Extension
UNIVERSITY OF WISCONSIN-MADISON
WOOD COUNTY



Waupaca County Catch-a-Ride



Overview: The transportation solution developed by the community leadership in Waupaca County takes an innovative, yet proven approach to addressing rural transportation through a Mobility as a Service (MaaS) and Mobility Management model - the practice of coordination, using all available resources, and developing new ones to improve mobility, increase efficiency and reduce cost.

As recovery from the COVID crisis continues, the services ensure that community members facing economic insecurity, returning to employment, or endeavoring to maintain employment have affordable transportation available.

Waupaca County Catch-a-Ride provides county residents a call center and web/mobile apps for employees and employers to arrange for transportation 24/7, as well as community members as additional capacity allows. A variety of different transportation options are available including 1) Feonix Micro-Transit Service, 2) Feonix volunteer drivers; 3) public transit. In total, Waupaca County Catch-a-Ride has provided more than 5,000 rides in the first year alone.



Project Need: In New London and surrounding rural areas, the percentage of households with fewer vehicles than workers ranged from 7.9% to 13.1%. In the Waupaca and Clintonville areas, it's just over 11%. Compared to the rural areas of Winnebago and Outagamie Counties - Waupaca County's largest workforce trade partners - the numbers are as low as 1.3%. In addition, Hispanic households, have been disproportionately harmed by the economic fallout of COVID-19. According to the Bureau for Labor Statistics, they accounted for 23% of the initial job loss due to the pandemic while making up only 16% of the civilian noninstitutional population. There are 258 unique employers who recruit staff members located in Waupaca County. Over 25% of adults in Waupaca County are considered low-income (below 185% of the Federal poverty level).

Community Partners: Across the county, over 20 organizations – both public and private, come together on a quarterly basis with the Mobility Leadership Circle to address and advise the program development and deployment. This collaboration and shared commitment demonstrates both the need as well as the shared vision of support and success for the county's residents.

1. New London Chamber of Commerce
2. Waupaca Area Chamber of Commerce
3. Clintonville Area Chamber of Commerce
4. Iola-Scandinavia Chamber of Commerce
5. University of Wisconsin-Madison- Extension
6. East Central Wisconsin Regional Planning Commission
7. City of Waupaca
8. City of New London
9. City of Weyauwega
10. City of Clintonville
11. City of Manawa
12. Village of Fremont
13. Waupaca County
14. Tyson Foods
15. Waupaca Foundry
16. ThedaCare Health Services
17. ThedaCare Community Health Action Team
18. Walker Forge
19. Kolbe & Kolbe Millwork Co, Inc.
20. The New North, Inc.
21. Chaplain Carrie Kreps Wegenast

INVESTOR NEWSROOM



Mid-State to host spring 2024 Program Showcase career exploration event

Mid-State Technical College will host its biannual Program Showcase event on Tuesday, March 12, from 8 a.m. to 2 p.m. on the Wisconsin Rapids Campus. The Program Showcase career exploration event is for high schoolers in 9th and 10th grades.

Attendees will meet with current Mid-State students, staff...

Read full article [here](#)

UW-Stevens Point to offer 'AI Innovations at Work' conference

The latest advancements and applications of artificial intelligence in various sectors, including health care, business and industry, will be shared at a conference next month at the University of Wisconsin-Stevens Point.

"AI Innovations at Work" will be held Friday, Feb. 23...

Click [here](#) for more information

Wisconsin Rapids Area Best Christmas Ever - 2023 Recipients

Wisconsin Rapids Area Best Christmas Ever is pleased to share our 3rd successful year. With the help of the community and volunteers, we raised a total of \$27,746 in gifts and financial support and blessed three families: Coltin, Kaylee, Olivia and Bou Wieglein, Rachel, Brayden and Victoria Carpenter and Matthew, Felicia, and Gaven Glodowski are the 2023 Wisconsin Rapids Area Best Christmas Ever recipients.

Read full article [here](#)

JOB RESOURCES

SEE OUR JOB
RESOURCES ON THE
HEART OF WISCONSIN
WEBSITE



MEMBER OF THE MONTH



Investors Choice
540 Baker Street
Wisconsin Rapids, WI 54495
715.424.1873

How did your business start?

I was a young guy just out of college and had no idea what I wanted to do and I remember telling my mother one day; "I'm going to start a small business called Investors Choice!" In November of 1987 I opened Investors Choice.

Why did you decide to become a business owner?

The ability of planning my own destiny and being my own boss appealed to me.

What services or products do you offer?

We are a full-service financial broker that offers complete financial planning from estates to retirement planning.

Are there any new products or services you have planned for in the future?

Products are always changing as time evolves and we try to stay on top of new technologies as they become available in the financial markets.

Who is your primary target market?

Our primary target market would include anyone who is entering pre-retirement or are a business owner.

What makes your business unique?

I have a wonderful staff that is there every day ensuring that the phone is answered on the first ring.

What are your companies' goals?

To help each client make their lives more financially secure and to help them with their individual needs.

What changes have you made to your business strategy over the past few years?

I have implemented technology that assists us with our communication processes.

What has your business accomplished that you are most proud of?

We still meet with clients face to face to keep relationships strong and this is something I can proudly say that has been done for the last 30 years.

Are there any plans for growth/expansion in the future?

We plan to bring in a new advisor within the next quarter to help with our growing client base.

Does your business give back to the community? If yes, how?

We work with Modern Woodmen, offer a matching fund program, give to a charity every year and submit to donation requests throughout the year.

Why did you decide to join the Heart of Wisconsin Chamber of Commerce?

I wanted to put a footprint in the community that was bigger than myself and the Chamber was the synergy was where I was able to do that and also get the message out to the business community about what we do.

What is your "why" for owning/operating your business?

I wake up in the morning because I love what I do. I love seeing the people and sitting down and helping them.

What did you want to be growing up?

When I was young, I was drawn to people who I respected. So, at one point, I wanted to be a Fireman because I knew someone who was one; and at another point I wanted to be a Police Officer because I knew someone who was one; and I also wanted to be a Physical Education Teacher because I wanted to be like him.

Who was your biggest mentor in life?

My biggest mentor is a very good friend of mine who is also in the financial industry. He is the key to me being here today because he helped me immensely in developing my office.

What did you learn the most from your mentor?

I learned to show up every day. Half the battle is getting out of bed and showing up.

What's your favorite "thing" about the community your business is in?

I love Wisconsin rapids. It's a beautiful community. I like running into people I know at the post office and doing business with clients who knew me as a kid.

What is our favorite local business?

I love the YMCA. I have been a member forever; donate to them and love the work they do for the community.



Scott Paterick



RECAP:

What Did I Miss?

NETWORKING AT NIGHT

January 15, 2023
The Spot by Jacoby
232 Market Street
Nekoosa, WI 54457



Grace's celebrated their 10 year anniversary with a ribbon cutting on January 10th. If you're looking for good food and great service, stop in at Grace's!

1371 8th St. S., Wisconsin Rapids, WI 54494