

IT HAPPENS AT THE HEART



NEWS FOR YOU

CHAMBER STAFF

A message from our Marketing & Communications Director,

As we emerge into a new year, it's only natural to wonder what the coming 12 months will have in store for businesses. 2023 presented a rapidly shifting stage for companies of all sizes and sectors. Against a backdrop of unsettled political, economic and social conditions, businesses around the world grappled with the struggles presented by rising inflation, complex supply chain issues and a cost of doing business crisis - among others.

As we enter a new year, there will be questions about how not just to survive but to thrive in 2024. Many will be hoping for a less turbulent year, but we can never rely on external factors to shape our business plans and must ensure that we do all we can to prepare for every eventuality.

We have prepared, and are thrilled to announce to have officially launched our Business Outreach Program. The primary objective of this initiative is to personally connect with the businesses we serve to gain in-depth insights into business operations, foster meaningful relationships and develop a comprehensive understanding of how we can enhance our ability to better serve our Investors needs.

If you are interested in participating in this unique initiative, please reach out to Hollyanne at 715.423.1830 to schedule a Business Outreach Program meeting with our staff.

HEART OF
WISCONSIN
NEWSLETTER
JANUARY 2024

UPCOMING EVENTS

Networking at Night

76th Annual Meeting &
Awards Banquet 2024

INVESTOR NEWS

Press Releases
Job Postings

INVESTOR OF THE MONTH

Jacoby Custom Cues





DECEMBER NEW INVESTORS

Welcome Welcome Welcome

KIM GROVER
gotofast1965@gmail.com
1.715.213.5677

LAKELAND CARE, INC.
www.lakelandcareinc.com
1.715.544.1650

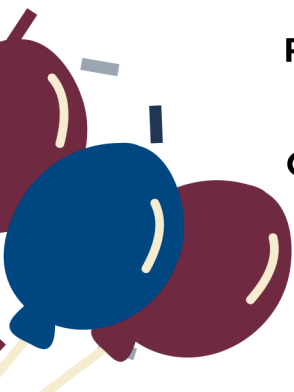
BEST PLACE TO BE, INC.
bestplaceinca@outlook.com
1.715.712.1204

PINNACLE PERFORMANCE
pinnacleperformancetherapy@gmail.com
1.715.422.1050

HAPPY INVESTIVERSARY!

- Ritchay Funeral Home
- Premier Realty Group
- Tech Pros
- Goodwill Industries
- Prairie Sage Home, LLC
- M3 Insurance
- State Farm Insurance - Kari Van Ert
- Kuschel & Kuschel, LLC
- Wisconsin Rapids Elks Lodge #693
- Sand Valley Resort
- Stocor LLC
- Herman-Taylor Funeral Home & Cremation
- Wood County Title LLC
- KeySavings Bank
- Mary Kay - Janine Malcolm
- Doorworks, Inc.
- Whittlesey Cranberry Co. INC.
- Bauerfeind Business Technologies
- Ruder Ware, LLSC
- Payroll and Bookkeeping LLC
- Prevail Bank
- Rapid Rehab, LLC
- Central Wisconsin State Fair

- Coldwell Banker Siewert Realtors
- Bullseye Golf Club
- Bank-A-Count Corp.
- Hay Creek Pallet
- Ellis Construction Company
- Rocky Rococo
- Jennings & Co.
- Wisconsin Rapids Noon Rotary Club
- Town of Grand Rapids
- Revels Consulting LLC
- Assumption Catholic Schools
- El Cafe
- Paul Gross Jewelers, Inc.
- 4 Stools Short
- Wisconsin Flowgate & Drainage
- Valley Communities Credit Union
- Becker & Kumm CPAs
- Chips Hamburgers of Wisconsin Rapids
- City of Nekoosa
- Rapids Orthodontics
- ZenBusiness
- Dr. Richelle - Abundant Life & Business



The Spot
by Jacoby

Networking
AT NIGHT

NETWORK WITH THE HEART OF WISCONSIN



**JANUARY 15TH
4PM - 6PM**

RAFFLE PRIZES!

APPETIZERS!

**OPEN TO THE
PUBLIC & FREE
TO ATTEND!**

232 Market St., Nekoosa, WI 54457

Heart of Wisconsin
715.422.4856




Heart of Wisconsin
Chamber of Commerce

*76th Annual
Meeting
and Awards
Banquet*

Presented By



ERCO™
WORLDWIDE

Mission Moment Speaker:
Christy Nievinski,
Hannah Center, Director

Annual Meeting & Awards

Call Lacy Alling at

715.422.4859

To secure your sponsorship!

PRESENTING SPONSOR \$2,000 (1 AVAILABLE)

- Business logo featured in event invitation
- Business logo featured on event live & recorded media feed
- Business logo featured on event signage
- Business logo featured in the event presentation
- 4 tickets to the in-person event
- Silver & Bronze packages included

DIAMOND SPONSOR \$1,500 (1 AVAILABLE)

- Business logo featured as diamond sponsor on event signage
- Business logo included in event invitation
- Business logo featured in the event presentation
- 2 tickets to the in-person event
- Gold & Bronze packages included

PLATINUM SPONSOR \$1,000 (1 AVAILABLE)

- Business logo featured on keepsake
- Business logo included in event invitation
- Business logo featured in the event presentation
- Gold & Bronze packages included
- 2 tickets to the in-person event

GOLD SPONSOR \$600

- Business mentioned in radio segments
- Business verbal recognition during presentation
- Business logo included in:
 - Event emails
 - Event program
 - Website event calendar
 - Social media posts
 - Marketing/Advertising print materials
- Bronze package included

SILVER SPONSOR \$400 (7 AVAILABLE)

- Business logo featured in event presentation
- Business verbal recognition during presentation
- Business name on a business award
- *Please select your preferred award*
 - Ambassador of the Year
 - Small Business of the Year
 - Large Business of the Year
 - Business Professional of the Year
 - Community Impact of the Year
 - Innovative Business of the Year
 - Investor of the Year
- Bronze package included

BRONZE SPONSOR \$100

- Business logo featured on table tents
- Business name listed in event program
- Business name listed in the presentation

WINE/LIQUOR PULL \$20+ VALUE (30 AVAILABLE)

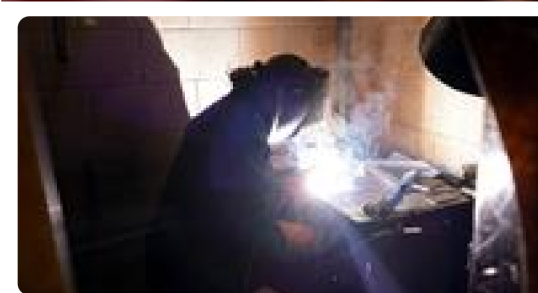
**Please drop off two weeks prior to event at the Heart of Wisconsin office.*

- Business name listed on bottle bag
- Business name listed on wine/liquor signage

RAFFLE PRIZE/BASKET \$25+ VALUE

- Opportunity to put business card in raffle prize
- Verbal recognition during drawing

INVESTOR NEWSROOM



Mid-State to host its second annual Regional Skills USA Competition

Mid-State Technical College will call high school and middle school students from across the state to compete in the Regional SkillsUSA® Competition on Friday, Jan. 19, on the Wisconsin Rapids Campus.

Participants have the opportunity to compete in nearly 20 different career and technical education events, including...

Read full article [here](#)

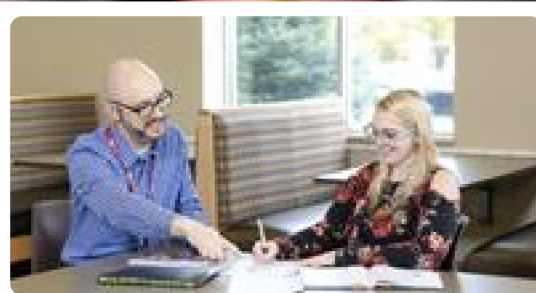


Over \$14,900 gifted between nine local nonprofits

For many the holidays will be a little brighter. Between public donations totaling \$8,228.55 and Prevail Bank matching up to \$1,000 at each branch location, a grand total of \$14,926.10 was gifted between nine organizations as part of Prevail Bank's Holiday Matching Funds campaign this December.

In Wisconsin Rapids, the Acacia Foundation received...

Click [here](#) for more information



Mid-State admits all GED and HSED graduates

Mid-State Technical College is expanding its Direct Admission initiative by automatically accepting all General Educational Development (GED®) and high school equivalency diploma (HSED) graduates.

Mid-State began the Direct Admission initiative in 2021 with Adams-Friendship High School. Due to the program's success, it was expanded earlier this year to all high schools in...

Read full article [here](#)

JOB RESOURCES

SEE OUR JOB
RESOURCES ON THE
HEART OF WISCONSIN
WEBSITE



INVESTOR OF THE MONTH



How did Jacoby Custom Cues start?

My father started it in 1983 as a hobby. We moved to Nekoosa in the late 1980's and after I graduated High School, I started to work in the business with him, at that point it was really starting to grow. In 1996 my father left the mill and we incorporated the business together.

Why did you decide to become a business owner?

I've always been interested in being an entrepreneur. When I was a kid, I would start these little businesses selling hay and running a hobby farm with my father. Entrepreneurship ran in our blood. It was on my father's bucket list to incorporate the business and at the time I was still young but felt passionate about the business; and it felt like a natural good fit to become a business owner with him.

What is your company's mission statement?

Satisfy our customers' needs.

What services or products do you offer?

We offer custom-made pool cues, provide services on equipment (repairs) and sell apparel and accessories that go with the product.

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

We are always working on adding different specialty cues and innovation on the design of the cues.

Who is your primary target market?

Someone who actively plays pool, is in a league or plays two days a week or more.

What makes your business unique?

We offer a specialty product to a popular sport in the area and there are not many companies in the area that manufacture and service that product.

What are your companies' goals?

Do whatever growth it takes to satisfy our customers' demands in delivery and service.

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

We focused on new product creation.

What has Jacoby Custom Cues accomplished that you are most proud of?

We submitted cues to the American Cuemakers Association and have placed 1st or 2nd for about 15 years.

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

We just bought the building across the street, kitty corner to The Spot and plan on using it as a warehouse for products. We are also working on a case line and plan on releasing it for distribution in the future.

Does your Business Give back to the community? If yes, how?

We donate different items for benefits and fundraisers throughout the year.

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

I feel that organizations that focus on promoting the general interests of their members are in the best interest for our business, plus the networking opportunities are a huge benefit.

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

I am passionate about the growth and future of our business.

What did you want to be growing up?

I wanted to be in law enforcement as a Police Officer.

Who was your biggest mentor in life?

The biggest mentor in my life has been my father, Dave Jacoby.

What did you learn the most from your mentor?

My father taught me how to persevere and work hard.

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

I enjoy running into someone I know while running errands and I find the community to have a really great support network.

What is our favorite local store?

The Nekoosa café.



Brandon Jacoby



The Pro Shop