

Learn about the chamber:

Helping You Grow Your Business,
Opportunities, And Connections.



Get involved



APRIL 17, 18, 19 - 2026



JULY 9, 10, 11, 12 - 2026

VOLUNTEER:

- Signature Festivals
- Professional Development Events
- Golf Outing



SEPTEMBER 18, 19, 20 - 2026



NOVEMBER 27 - 2026



ENGAGE & NETWORK:

For more information, visit
www.rfchamber.com



CHAMBER COFFEE



Ribbon Cuttings



RISE & LEARN

Connect. Learn. Grow.



Annual Banquet

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*Learn more about
our committees*



- **Promote** goodwill and communicate the mission of the River Falls Chamber of Commerce & Tourism Bureau to both new and existing members
- **Encourage** all members to get involved with Chamber programs and initiatives
- **Serve** as a liaison between Chamber staff and the membership

Lead: Kellie Burrows, UWRF
kellene.burrows@uwrf.edu

Elli	Anfinson	Our House Senior Living
Natasha	Bradt	3 Lakes Bookkeeping
Kellie	Burrows	University of Wisconsin River Falls
Sheri	Carlson	Citizens Bank
Dawn	Coerber	Royal Credit Union
Jerry	Cooper	Derrick Companies
Jessica	Curtis	Crank Works Bike Shop
Brooke	Dusk	WESTconsin
Tiffany	Dux	Blooms for Happiness
Megan	Harstad	The Sycamore
Rebecca	Helgeson	First National Bank

Jenny	Knospe	WESTconsin
Alicia	Kysylyczyn	Family Fresh
Joleen	Larson	Joleen Larson
Cassy	Nagel	ChiroWay of River Falls
Rosa	Magnus	Chamber of Commerce
Krista	Paulus	Security Financial Bank
Shayna	Reichert	Security Financial Bank
Monica	Robey	Steiner Plumbing, Electric & Heating
Shelly	Smith	Our Neighbor's Place
Chris	Snyder	Snyder and Strobel Realtv
Nicole	Snyder	Snyder and Strobel Realtv
Linda	Yde	Retired

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- **Invest in the future workforce** through collaborative partnerships between businesses and education
- **Foster and promote entrepreneurship** within the community
- Cultivate awareness of diverse **local career** opportunities
- **Engage both local businesses and youth** to strengthen workforce development

Lead: Melisa Hansen
melisa.hansen@rfsd.k12.wi.us

Sheri Marnell, UWRF
Dawn Johnson, CVTC
Jenna Hanson, RFSD
Melissa Wilson, CVTC
Chelsea Will, DWD

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- Shape the future of **business advocacy** in River Falls through active participation in the Government Relations Task Force
- Identify key **legislative priorities** impacting the business community
- **Explore and support** effective advocacy at the local, state, and federal levels

Lead: Ryan Leitch
ryan@leitchinsurance.com

Amanda Berndt, Riverwood Group
Dave Skinner, NTS Security Services
Beth Schommer, UWRF

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Tourism

- Promote all that River Falls has to offer as a travel destination
- Collaborate on creating engaging tourism content
- Brainstorm and support marketing campaigns to enhance community visibility
- Contribute fresh ideas to attract visitors to the area

Lead: Jeff Wesley
jeff@juniorsrf.com

Marcia Lopez, Adoray
Cory Hart, Swinging Bridge
Tony Bloom, River Falls Golf Club
Ashley Winch, The Commerce

www.experienceriverfalls.com



Meet our team



Rosa Magnus
CEO
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Rillie Batz
MARKETING &
COMMUNICATIONS
MANAGER
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Collin Seraghty
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Keith Gunderson
CHAIR
keithgunderson@hotmail.com

For a full list of our Board Members,
please visit:

rfchamber.com/board-of-directors