



# 2012-2013 Annual Report

*Our Community is Our Business*

Eau Claire Area Chamber of Commerce • P.O. Box 1107, Eau Claire, WI 54702 • 715-834-1204 • [www.eauclaichamber.org](http://www.eauclaichamber.org)

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# FROM THE CHAIRMAN

As we end the 2012-13 Chamber year and I reflect on the past year, it has been an honor and a privilege to have served as the 98th Board chair this year. We have had a very busy year and much was accomplished. Below is a recap of what guided our efforts this past year and a brief summary of what we did.

In January of 2010, the Eau Claire Chamber set forth a new three-year strategic plan, and this year marked the third year of that plan. Our overall plan of work for this past year has been guided by the following five initiatives:

- Serve as the voice and policy advocate with government relations for businesses in the Chippewa Valley.
- Empower small business members by providing programs and services geared towards their special needs.
- Support Chamber member businesses and organizations in their development.
- Advocate for and support a strong education system in the Chippewa Valley.
- Facilitate in the recruitment and retention of a qualified workforce.

It was a busy year and below are a few of our accomplishments:

- Our membership is the foundation of the organization and the reason we exist. The size of our membership has always been one of our strengths, and this year we increased membership and ended the year with 1,150 members.
- More than \$600,000 of Chamber Buy Local Bucks were sold during the year which supports our Chamber members.
- The Ambassadors conducted more than 40

ribbon cuttings and groundbreakings and hosted 11 Business-After-Hours for more than 1800 people.

- Our 31st class of Leadership Eau Claire™ was the largest to date with 43 individuals participating.
- Momentum for Youth Leadership Eau Claire continued to grow and this year there were 60 applicants for the 11th class. Thirty high school juniors participated.
- We changed the Airport Open House from Monday to Thursday night and renamed it Business at the Airport. Attendance and enthusiasm increased with this change, and it was decided to make the date and name change permanent.
- Participated along with the Menomonie and Chippewa Falls chambers in the 19th annual Chippewa Valley Rally in Madison.
- Throughout the year there were many opportunities to exercise our right to vote and both the Government Affairs Committee and the Good Government Council did a great job keeping all members and the community informed of the issues and candidates for each election.
- We welcomed new leadership to the area and the Board spent time getting to know them. They reinforced the partnerships with the new school superintendents of the Eau Claire Area School District, the Altoona School District, the new City manager for the City of Eau Claire and the Eau Claire City Council.
- This year the Chamber sponsored trips to Switzerland and Germany, China, Cuba and

Costa Rica. These trips have become a great way for members and friends to enjoy the company of friends and business associates, while traveling to new places. The profits from these trips benefit all members by ensuring future dues increases are kept to a minimum.

The Eau Claire Area Chamber of Commerce continues to be recognized as a five-star chamber. With less than one percent of all chambers across the country achieving this recognition, this is a reflection of the excellent leadership that we have with Bob McCoy and his outstanding staff. There are many moving parts that go into making the chamber operate successfully and this couldn't happen without the help of the committee chairs, Chamber member volunteers and the Board of Directors. Thank you to everyone for your efforts throughout the year and for the opportunity to serve as your Board chair. It was a very successful year and the future looks even brighter!

Sincerely,

Bill Hilgedick, *Edward Jones*  
Outgoing Board Chair,  
Eau Claire Area Chamber Board of Directors

# GOALS AND STRATEGIES

## **GOVERNMENT RELATIONS**

Serve as the voice and policy advocate for business.

## **SMALL BUSINESS**

Empower small business members by providing programs and services.

## **BUSINESS DEVELOPMENT**

Support Chamber member businesses and organizations in their development.

## **EDUCATION**

Advocate for and support a strong education system in the Chippewa Valley.

## **WORKFORCE DEVELOPMENT**

Facilitate in the recruitment and retention of a qualified workforce.

## **Mission Statement**

The Eau Claire Area Chamber of Commerce is the advocate of business, striving to enhance and protect the business environment and the quality of life for the benefit of our members and the Chippewa Valley.

## **Vision Statement**

The Eau Claire Area Chamber of Commerce will be the leader in the progressive development of the Chippewa Valley through the efforts of the business community.

# COMMITTEES & TASK FORCES

## ADVISORY COUNCIL

Staff Liaison: Bob McCoy

Goal: To bring together a group of 25 small business representatives that will meet three to four times a year in order to provide input on Chamber programs and brainstorm ideas with the Chamber staff.

Information was shared with the Board of Directors.

- Met and provided input for the Board for the new Strategic Plan and Business Plan.

## AGRI-BUSINESS

Chair: Mary Kay Brevig

*Eau Claire Energy Cooperative*

Staff Liaison: Katy Kiley

Goal: To recognize the vital role of agriculture in the local economy and promote positive relations between the business and farm communities.

- Conducted the 16th anniversary Breakfast in the Valley on June 8 and served 3,400 people! The breakfast was put on by more than 300 volunteers and over 80 sponsors. The breakfast included a milk-drinking contest with legislators and local celebrities, agriculture and business displays, a petting zoo, door prize drawings, recognition of the Eau Claire County Conservation winners, recognition of the Nicolet and Jackson farm families, a visit from the 65th Alice in Dairyland and antique tractors.
- Awarded the Friend of Agriculture Award to Andrew Bourget & Mahlon Peterson in recognition of their contributions to agriculture and Breakfast in the Valley.
- Sponsored the Chippewa Valley Farm City Day, Eau Claire Alumni FFA-Farm City Day and Friends of the Fair.

## AMBASSADORS

Chair: Nicholas Mohr

*Rhom Construction*

Staff Liaison: Cheri Weinke

Goal: To represent and promote the Chamber and retain Chamber members.

- Conducted 11 Business After Hours with an average attendance of 160 people.
- Facilitated 40 ground breaking and ribbon cutting ceremonies for a variety of businesses.
- Made monthly retention calls to members informing them about the Chamber and asking if they want to be more involved in the organization.
- Continued "How's Business" visits to members in an effort to obtain feedback.

## ANNUAL MEETING

Chair: Bonnie Feltz

*Department of Interiors, Ltd.*

Staff Liaison: Bob McCoy

Goal: To plan and execute the Chamber's 98th Annual Meeting.

- The 98th Annual Meeting was held at the Ramada Convention Center with the leadership passing from Tim Olson, Royal Construction, to Bill Hilgedick, Edward Jones, in front of 650 people. All committee and task force chairs were recognized.
- Award Winners included:  
Outstanding Chamber Volunteer  
Scott Rogers, *Gloria Jean's Coffees*  
Top Membership Sales Person  
Mary Glassbrenner, *Group Health Cooperative of Eau Claire*  
Ambassador of the Year  
Marianne Klinkhammer, *Gator Garb Promotions*  
Community Development Award  
*Chippewa Valley Home Builders Association*  
Outstanding Public Employee

Kristan Motszko, *Eau Claire Area School District*  
Outstanding Young Professional of the  
Chippewa Valley  
Christina Thrun, *Big Brothers Big Sisters of Northwestern Wisconsin*  
Woman of Achievement Award  
Kimera Way, *UW-Eau Claire Foundation*  
Small Businesses of the Year  
*Tru-Lock & Security* and *Gordy's County Market*

## BUSINESS COUNCIL

Chair: Jim Pinter

Staff Liaison: Becky Seelen

Goal: To implement educational seminars and programs that will meet the needs of Chamber members.

- Featured Phil Flynn of *Associated Bank*, Jerry Bauer of *Bauer Built* and Matt Jennings of *Phillips-Medisize* for this year's Leadership Success Series, which features prominent executives sharing leadership insights and tips with the Chamber membership.
- Continued the monthly Lunch & Learn series held during the noon hour and presented by Chamber members.
- Hosted the Fourth Annual Social Media half-day conference with 110 people attending a variety of sessions presented by Chamber members.
- Partnered with the Business Expo Committee to offer three complimentary seminars at the Expo.
- Held a variety of business-related seminars throughout the year presented by Chamber members.
- Partnered with *Express Employment Professionals* and hosted the Refresh Live Leadership Simulcast with more than 70 people attending.

**BUSINESS EXPO**

Chair: Dan Everhart

*L&M Mail Service*

Staff Liaison: Becky Seelen

Goal: To plan and execute the 2013 Business Expo.

- Hosted the 23<sup>rd</sup> Annual Business EXPO in October with about 2,000 people attending the one-day show at the Eau Claire Indoor Sports Center. The event was sponsored by Leader-Telegram, Maverick Media and WEAU 13 News.
- The VIP Reception was sponsored by Bank Mutual, Charter Business, Ruder Ware and Wipfli.
- Partnered with the Business Council to offer three complimentary seminars during the Expo.

**BUSINESS SALUTES EAU CLAIRE**

Chair: Connie Pedersen

*U.S. Bank*

Staff Liaison: Bob McCoy

Goal: Conduct an enjoyable golf outing that promotes networking for members.

- Conducted the 27th Annual Golf Classic at the Eau Claire Golf & Country Club in May with 225 people attending. More than \$15,000 in prizes were given away. The major sponsor was *Royal Construction* and the gift sponsor was *U.S. Bank*.

**BUSINESS & WORKFORCE DEVELOPMENT**

Chair: Janice Lemminger

*Manpower*

Staff Liaison: Brett Geboy

Goal: To support Chamber member businesses and organizations by promoting opportunities, programs and partnerships that foster business development.

- Organized the Age of Opportunity Fair at Oakwood Mall.
- Organized a Hiring Our Heroes job fair for veterans, service members and spouses. The event had over 150 veterans attend and more than 60 exhibitors.
- Worked to highlight and address the area skills gap problem.

**CHIPPEWA VALLEY CHAMBER ALLIANCE**

[Limited to members of the Chamber Executive Committees]

Chair: Bill Hilgedick

*Edward Jones*

Staff Liaison: Bob McCoy

Goal: To keep open lines of communication on regional issues between chambers in the Chippewa Valley.

- The three Chamber Executive Committees in the Chippewa Valley continued to meet and discuss regional issues. The Alliance conducted the 19th Annual Chippewa Valley Rally and hosted the Chippewa Valley Chamber Alliance Airport Open House.

**EXCELLENCE IN EDUCATION**

Chair: Kayann Bock

*Sylvan Learning Center*

Staff Liaison: Becky Seelen

Goal: To provide recognition for outstanding students and educators from 10 area high schools.

- Coordinated the 29th Annual Excellence in Education Banquet, which honored 60 outstanding area high school students and their selected educators. In addition, the Committee honored three outstanding educators with Innovation in Teaching, Contributor to Education and Unsung Hero awards.

**GOOD GOVERNMENT COUNCIL (GGC)**

Chair: Bill Eklund

*Sharp Photo & Portrait*

Staff Liaison: Brett Geboy

- Goal: To inform and educate members on business issues and candidates' stand on these issues. The GGC is independent of any political party, candidates or organization except the Eau Claire Area Chamber of Commerce.
- Provided Chamber members candidate questionnaires for area state legislators, the Eau Claire School Board, Eau Claire City Council and Altoona School Board.

**GOVERNMENTAL AFFAIRS**

Chair: Susan Marcott

*Applied Data Consultants*

Staff Liaison: Brett Geboy

Goal: Be a proactive voice for the business community, to facilitate communication between government and the business community and to encourage participation in public and government affairs.

- Presented Eggs & Issues programs monthly, which included legislative dialogues with elected officials that provided timely information to our membership. Total attendance for 11 events was about 630.
- Successfully organized and completed the 19th Annual Chippewa Valley Rally with an attendance of 60.
- Organized candidate forums for area state legislators, Eau Claire School Board and Eau Claire City Council.
- Hosted a luncheons with Senator Ron Johnson, Secretary Chandler from the WI Department of Revenue and Secretary Mark Gottlieb from the WI Department of Transportation.

**GREEN BUSINESS INITIATIVE**

Chair: Gordon Howie

*Mayo Clinic Health System*

Staff Liaison: Bob McCoy

Goal: To promote the interest of businesses that are committed and engaged in environmentally responsible operations and practices, also known as "green" business practices.

- In the first three years, 66 businesses were designated as "Green Businesses". The designation is good for two years. Worked on making the application and renewal application all electronic.

**HEALTH & WELLNESS COMMITTEE**

Chair: Jackie Pavelski

Staff Liaison: Brett Geboy

Goal: To promote the benefits of workplace wellness as an effective healthcare cost containment measure and recognize businesses that implement wellness best practices.

- Monitored legislation related to healthcare reform and its effect on business. Hosted an event on the patient protection and affordable care act.
- Promoted the worksite wellness initiative to recognize businesses engaged in wellness.
- Conducted two wellness related seminars for employers.
- Implemented a Business noon wellness walk.

**MEMBERSHIP**

Chair: Mary Glassbrenner

*Group Health Cooperative*

Staff Liaison: Katie O'Malley

Goal: To assist the Chamber in the recruitment of members.

- Recruited a total of 33 new members from April 2012-March 2013.
- Membership was at 1,150 members at the end of the fiscal year.

**SOHO (SMALL OFFICE/HOME OFFICE)**

Chair: Kelly Berry

*ResourceAbility, LLC*

Staff Liaison: Katy Kiley

Goal: Empower small business members by providing specialized programs and services.

- Conducted three discussions for small office/home office businesses with an average attendance of 14.

**YOUNG PROFESSIONALS OF THE CHIPPEWA VALLEY**

Chair: Derek Prestin

*Ruder Ware, L.L.S.C.*

Staff Liaison: Katy Kiley

Goal: Engage and empower young professionals by providing relevant educational, networking and community events.

- Held five professional development seminars with a total of 96 attendees.
- Held social events including four happy hours and a winter party with 64 attendees, a golf outing with 94 attendees, a family gardening event with 16 attendees/12 kids, curling event with 18 attendees, a bean bag tournament with 64 players and a membership extravaganza with 119 attendees. Held the third synergy event with YP Menomonie with 46 attendees.
- Volunteer/ Community Involvement Events Included: Sponsoring five families for the holidays, volunteering at Big Brothers Big Sisters Bowl for Kids' Sake, Boy Scouts Easter Egg Hunt, REACH, United Way Impact Tour, Hope Gospel Mission and Country Jam.

**OTHER ACCOMPLISHMENTS****OTHER**

- Hosted Chamber sponsored trips to China (20), Cuba (29) Switzerland & Austria (45) and Costa Rica (15).
- 125 people attended the Five O'Clock on the Riverwalk.
- 170 people attended the second Business Hall of Fame Inductee luncheon, featuring inductees: John William Carroll (*Dolly Madison Dairies/Marigold Foods*), Mel Cohen (*National Presto*), Ellis Hungtzinger (*Silver Spring Foods/Huntzinger Farms*), Juel Market (*Market & Johnson*), Johannes Walter (*Walter's Brewery*.)
- Sold over \$600,000 in Chamber Buy Local Bucks.

# FINANCIAL REPORT

*As reported on March 31, 2013*

*Figures were unaudited at the time of publication.*

Projected Dues Revenue \$470,000

Projected Non Dues Revenue \$72,500

Projected Program/Project Revenue \$468,000

**Projected Total Revenue \$1,010,500**

Projected Program/Project Expense \$250,000

Projected Administration Expense \$634,700

Projected Operations Expense \$138,500

Projected Total Expense \$1,023,200

**Projected Balance (\$12,700)**

# EDUCATIONAL FOUNDATION

## **EAU CLAIRE EDUCATIONAL FOUNDATION**

Goal: To provide a vehicle for members to contribute charitable support to Chamber educational programs and projects including Leadership Eau Claire™, Real Life Academy and Youth Leadership Eau Claire. The Foundation has established an Endowment Fund to raise \$400,000 for youth leadership programs.

A Youth Leadership Society of Founders has been formed. Society members have agreed to contribute a minimum of \$2,500 over three years.

- Completed the ninth year of the Eau Claire Educational Foundation.
- Provided the financial assistance for: Leadership Eau Claire™, Youth Leadership Eau Claire and the Real Life Academy.
- Provided scholarships for both leadership programs.
- Created an Endowment Fund for Youth Leadership Eau Claire with a targeted goal of \$400,000. Contributions reached \$82,000.

## **President:**

Mark Faanes  
*Wipfli*

## **Vice President:**

Tom Mihajlov  
*University of Wisconsin – Eau Claire*

## **Secretary:**

Bob McCoy  
*Eau Claire Area Chamber of Commerce*

## **Treasurer:**

Bill Kaiser  
*BMO Harris Bank*

## **Board of Directors**

Bill Eklund  
*Sharp Photo & Portrait*

Bob Forsberg  
*Walmart-Eau Claire*

Bill Hilgedick  
*Edward Jones*

Dr. Lee Mayer  
*Mayo Clinic Health System*

Tim Olson  
*Royal Construction, Inc.*

Jack Postlewaite  
*Spangler, Nodolf, Bruder & Klinkhammer, LLC*

The Honorable Lisa Stark

Sue Tietz  
*McDonough Manufacturing Company*

**LEADERSHIP EAU CLAIRE™**

Chair: Laurie Boettcher

*Laurie Boettcher Speaks*

Staff Liaison: Becky Seelen

Goal: To increase participants' community knowledge through skill building exercises and educational days that stimulates them to take an active leadership role in shaping our community.

- Graduated 41 participants from the Class of 2012 and enrolled 42 participants in the Class of 2013.
- Held the annual opening and closing retreats in addition to seven program days, which included the following topics: agriculture, environment, arts, tourism, media, government, law, health, wellness, education, business, industry, volunteerism and human services.
- Community issues were identified and group projects were developed working with the following organizations: Beaver Creek Reserve, Bob's House for Dogs, Junior Achievement, Positive Avenues and UW-Extension's Youth Eco Teams.

**LEADERSHIP EAU CLAIRE™ ALUMNI**

Chair: Stephanie Butero

*Gold Cross Answering Service*

Staff Liaison: Becky Seelen

Goal: To provide ongoing leadership programs and networking opportunities for Leadership Eau Claire™ alumni.

- Recruited applicants for the Leadership Eau Claire™ program.
- Hosted an alumni luncheon at the Eau Claire Golf & Country featuring keynote speaker Christine Geissler of Nestlé Purina PetCare North America with 120 alumni and friends attending.

**REAL LIFE ACADEMY**

Chair: Kristan Motszko

*Eau Claire Area School District*

Staff Liaison: Katy Kiley

Goal: To plan and execute the Real Life Academy, an event for area high school students and business volunteers to bring the two groups together. The Academy is designed to provide "real life scenarios" with experienced volunteers that have met the day to day challenges of money management and built them into their lives successfully.

- Coordinated the Real Life Academy in the fall and spring semesters for 678 students from Altoona, Augusta, Fall Creek, North, Memorial and Regis high schools.
- Recruited 47 sponsors and over 150 volunteers for the academies.

**YOUTH LEADERSHIP EAU CLAIRE**

Chair: Missy Kostman

*RCU*

Staff Liaison: Becky Seelen

Goal: To provide an opportunity for area high school juniors to enhance their knowledge and develop leadership skills that will empower and motivate them to become involved and committed to their community.

- Conducted the YLEC program for 30 students from Altoona, Fall Creek and Eau Claire, Memorial, North and Regis high schools.
- The class completed service projects for Beaver Creek Reserve, Big Brothers Big Sisters, Children's Museum of Eau Claire, Hope Gospel Mission and The Y of Eau Claire.
- Recruited candidates and sponsors for the YLEC Class of 2014.

# BOARD & STAFF

## BOARD OF DIRECTORS

### Chairman of the Board:

Bill Hilgedick  
*Edward Jones*

### Chair Elect:

Darin McFadden  
*Group Health Cooperative of Eau Claire*

### Secretary/Treasurer:

Paul Kohler  
*Charter Bank Eau Claire*

### Past Chair:

Tim Olson  
*Royal Construction, Inc.*

### Vice Chairs:

Steve Bien  
*CliftonLarsonAllen*

Faye Deich  
*Sacred Heart Hospital*

Mark Faanes  
*Wipfli*

Dr. Jeff Jones  
*Oral and Maxillofacial Surgery Associates of Eau Claire*

### Directors:

Paul Bammel  
*Mayo Clinic Health System*

Bruce Barker  
*Chippewa Valley Technical College*

Dave Becker  
*Liberty Exteriors, Inc.*

Tim Benedict  
*Benedict Refrigeration*

Christine Gimber  
*Weld, Riley, Prens & Ricci, S.C.*

Peter Hoefl  
*Hoefl Builders, Inc.*

Paula Kimbllin  
*Xcel Energy*

Terry McHugh  
*WEAU 13 News*

John Mickelson  
*RB Scott Company, Inc.*

Nicholas Mohr  
*Rhom Construction, LLC*

Eric Nelson  
*The Coffee Grounds*

Derek Prestin  
*Ruder Ware, L.L.S.C.*

Jerry Salter  
*Trubilt Collision Center*

Dave Schaefer  
*Gordy's County Market*

Deb Svihovec  
*Associated Financial Group*

Mark Willer  
*RCU*

Kathy Wright  
*WEAU 13 News*

### Ex-Officio Members

Brian Doudna  
*Eau Claire Area Economic Development Corp.*

Linda John  
*Visit Eau Claire*

## STAFF

### President and CEO

Bob McCoy, CCE  
mccoy@eauclaيرهamber.org

### Program and Administrative Services Director

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### Communications and Operations Director

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### Special Projects and Young Professionals Director

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