

PERSPECTIVES

MARSHFIELD CHAMBER OF COMMERCE & INDUSTRY /// NEWSLETTER AUGUST 2022

MAHRA KICKS OFF NEXT MONTH



The Marshfield Area Human Resource Association's (MAHRA) purpose is to provide a network for business and industry professionals to share human resource and other information of mutual concern locally or nationwide, network with other HR professionals, stay abreast of community resources, and acquire professional development.

Not a "HR Professional"? Maybe an owner of a small business or tasked with HR related tasks... you can still join!

Benefits of MAHRA membership include:

- Networking — meet others in similar roles within our community, and utilize their knowledge as a resource, while keeping abreast of the latest Human Resource trends.
- Spousal Referral Program Recruitment advantage — when recruiting someone to our community, we will forward the resume of their significant other to our Human Resource group members, assisting them in finding qualified employment in the Marshfield Area.

Meetings are typically held the 3rd Wednesday of the month. Various human resource-related topics are presented at the meetings, including a roundtable discussion and tour of host business.

Start receiving communications, meeting invitations, and taking advantage of MAHRA benefits by submitting your [application](#) today. Contact our workforce development director [Scott Saager](#) with any questions.

First meeting is scheduled for Wednesday, September 21st - *Personality Assessments and How to Use Them ?*

INSIDE...

- Business After 5 at the Fair
- Chamber Caper Sponsors
- Ribbon Cuttings & New Members
- Firm of the Year Dinner
- & more community news!



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Scott Saager

Talent & Member Relations Director

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Administrative Assistant

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CHAMBER NEWS

BUSINESS AFTER 5 & CENTRAL WISCONSIN STATE FAIR



Join us for Business After 5 at the Central Wisconsin State Fair on Tuesday, August 23, 2022. Enter at the Main Gate at 17th Street and Peach Avenue only. Ambassadors will be stationed near the Central WI State Fair gate entrance ticket booth. The event will be held in the Blue Ribbon Bar (formerly The Hog Line).

Cost: \$10 per person in advance; \$15 at the door ([registration now open!](#))

Your Business After 5 entrance fee includes:

- Central WI State Fair general admission entry

- One raffle ticket in the Business After 5 prize drawing
- Up to \$5 food voucher to be used at the CSWF food vendors on 8/23 only.

Note: additional raffle tickets can be purchased at the venue. 1-\$5; 3-\$10; or 7-\$20

Your Sponsors for the Evening:

- Central Wisconsin State Fair
- MACCI Agribusiness Committee
- H&S Manufacturing
- Northside Elevator
- Associated Bank

Raffle Prizes include:

- VIP packages for Hotel California on Wednesday that includes gate admission
- General admission Hairball includes gate
- General admission Gary Allan includes gate
- General admission 7:30 Monster truck includes gate
- Other swag & gift certificates!

CHAMBER NEWS

CAPER SPONSORS

The Chamber Caper Golf Outing is right around the corner on Wednesday, August 10th. As any successful community event, it would not be possible without the generous support of our sponsors. We are looking forward to a beautiful day at RiverEdge!

SPONSORS:



FRIEND OF CAPER SPONSORS:

Associated Bank
Boson Company
Century 21 Gold Key Realty
Hewitt's Meats

Nasonville Dairy
Remembering Bill (Allen)
Schooley Mitchel
Scotty's Pizza & Chicken

Two Sparrows Photography
V&H Automotive
Wenzel's Farm
Wisconsin Homes

UPCOMING CHAMBER EVENTS:

- August 23:** Business After 5 at the Central Wisconsin State Fair
- September 14-15:** Leadership Marshfield Retreat Kick-off
- September 21:** MAHRA Kick-off
- September 22:** Business After 5 at the Elks
- October 6:** Firm of the Year, Prevention Genetics, banquet at RiverEdge
- October 19:** Working Women's Wednesday at Hotel Marshfield
- October 27:** Business After 5 at Buck-A-Neer Supper Club

MACCI'S FIRM OF THE YEAR

PREVENTION > GENETICS

Thursday, October 6
at RiverEdge

*Watch your inbox,
invites coming soon!*

For a complete listing of events and to find more details on the above, check out the [MACCI website](#).

CHAMBER NEWS



RIBBON CUTTING

Kailey's Kandles are handmade in Marshfield, WI from start to finish! A family owned, candle company founded in 2018 by Kriss Schmitt, the candles are made with ingredients sourced from the United States with 100% soy wax and fragrances to elevate your space made from the highest quality materials that are safe for your family!

5K HOSTED BY NRC, BENEFITING PROJECT RESCUE

Arise Ministry Presents...

JOY FOR THE JOURNEY 5K

FUN RUN/WALK



Friday, September 23, 2022
9210 Heritage Drive, Marshfield

Pre-Register at WWW.ARISECONF.ORG
Cost: \$30/runner • Kids 12 & under run free!

Hosted by:  northridge church



COMMUNITY NEWS

HEALTH IN MOTION WELCOMES NEW PHYSICAL THERAPIST



HEALTH IN MOTION
and the city of Marshfield

Welcomes
ANGELA DOMENICO
DPT, PT



Please help us welcome
Health In Motion's newest Physical Therapist!
Angela received her Doctoral of Physical Therapy
from Nova Southeastern University and brings over five years
of clinical experience to our area.

COMING SOON!

Marshfield Maple Fall Fest

**Saturday & Sunday
September 17 & 18**

Wildwood Park & Zoo, 1800 S. Roddis Ave, Marshfield, WI

150+ Handmade Arts & Crafts Vendors, Amish
Specialties, Maple Village, Maple Syrup Products,
Food Court & Beer Garden.

Pumpkin bowling, Kid's Zone, Inflatables, Arts &
Crafts by Discovery Education Station &
Chestnut Center for The Arts, Scavenger Hunt.

VISIT
MARSHFIELD
MADE NEW

30

www.visitmarshfield.com

30

COMMUNITY NEWS

Toast to...



RSVP

to Meranda at
715-207-6423



SUNNY DAYS

with Stoney River's
vibrant
senior living
lifestyle.

SUMMER HAPPY HOUR

Wednesday
August 17
5-6:30pm
Strawberry
Shortcake &
Daquiris

Toast to...



RSVP

to Meranda at
715-207-6423



SUNNY DAYS

with Stoney River's
vibrant
senior living
lifestyle.

SUMMER HAPPY HOUR

Wednesday
August 31
5-6:30pm
"Wine Down"
Tasting &
Charcuterie



STONEY RIVER
ASSISTED LIVING • MEMORY SUPPORT

DOWNTOWN BUSINESS CELEBRATES 25 YEARS



Off the Wall Framing recently celebrated 25 years in business. Owners Jody and Brenda Frahmman purchased the framing department from Dave Valle, owner of Spring Green, in 1997.

Jody had worked for Dave when we were first married in 1991. They opened a small 600 square foot shop on July 15, 1997 on North Central Ave. Our kids were 2 1/2 years and 6 months old, and they took a leap of faith. The Frahmman's quickly out grew that spot and with the help of one of their customers having a larger building for rent they moved to 108 W 4th Street. Jody and Brenda were very thankful that Paul Rogers gave them an opportunity to grow the business. Twelve years later an opportunity came up for another move to an even larger location on South Central Ave.

"Custom framing had been our main focus, but with the move to Central Ave we have expanded into gifts as well. Our large selection of gifts has filled up our shop," the Frahmman's noted. "We have called 148 S Central Ave home for almost 10 years with plans of staying here until we retire. We have met many incredible people along our journey and are appreciative to all of our customers for the last 25 years. We truly enjoy all the stories and memories that our customers have shared with us over the years. Most of all we are thankful that people have trusted us to preserve their cherished memories."

Jody and Brenda were both born and raised in Marshfield and are proud to call it home. "Our family is grateful to Marshfield and the surrounding area for all of their support."

MARKETING CERTIFICATE: BUILDING YOUR MARKETING MACHINE

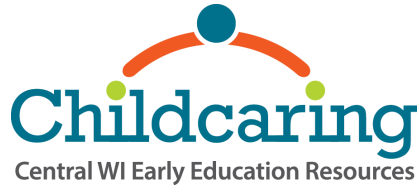


This certificate program consists of 9 workshops taught by some of the best marketing minds in the region. You will learn the elements that go into a successful marketing strategy. The parts come together as one well-oiled machine to help you achieve your marketing goals.

[Learn more here.](#)

MORE INSIDE THIS ISSUE

- **CHILDCARING**
- **UWSP - MASTERS DEGREE**
- **2022 VIRTUAL BUSINESS EDUCATION SERIES**
- **WALK TO END ALZHEIMER'S**



FOCUS ON EARLY CHILDHOOD EDUCATION

WI Employer Perceptions of ECE

In fall of 2021, the WI Department of Children and Families (DCF) surveyed nearly 1,000 WI employers from every county in the state, across a wide range of industries. The goal was to better understand employers perceptions about early care and education for children birth to 5, as well as what barriers businesses face in supporting their employee’s child care needs.

Gaining insight into their perspectives will help DCF connect WI business owners with the essential child care information and community-based resources they need to be successful.

EMPLOYERS BELIEVE CHILD CARE IS VITAL TO THE ECONOMY, BUT NOT AS STRONGLY AS EMPLOYEES.



To read more from the employer perceptions survey scroll below

Childcaring is the community-based child care resource and referral agency serving Central WI. Please connect with us for child care referrals, to start a child care business, or to learn more about community-based approaches to child care.

“Like us on Facebook”: [@ChildcaringInc](#) and subscribe to our weekly email listserv: <https://childcaring.org/newsletters/>



WISCONSIN EMPLOYER PERCEPTIONS OF EARLY CARE AND EDUCATION

2021 RESEARCH SNAPSHOT

In the fall of 2021, DCF surveyed nearly 1,000 Wisconsin employers from every county in the state, across a wide range of industries. The goal was to better understand their perceptions about early care and education for children between birth and age 5, as well as what barriers businesses face in supporting employees' child care needs. Gaining insight into their perspectives can help us connect Wisconsin business owners with the child care information and community-based resources they—and their employees—need to thrive.

Research conducted by KW2 was fielded in November-December 2021 and included 979 responses.



What did Wisconsin employers select as the top reasons to explore child and family-supporting benefits?

64%

It's a way to retain valuable employees

54%

My employees are more productive when their children's needs are met

38%

It's less disruptive to the company because employees aren't working inconsistent hours or leaving

34%

It's a way to attract quality talent to my organization

EMPLOYERS BELIEVE CHILD CARE IS VITAL TO THE ECONOMY, BUT NOT AS STRONGLY AS EMPLOYEES.



Survey respondents were asked to rate their level of agreement with the following statements.

It's important for Wisconsin businesses to support child care for their employees.



Providing employees with resources to support their child care needs is a strategy that all employers should consider to address workforce/labor shortages.



Wisconsin's economy is impacted by families' abilities to access affordable, high-quality child care.



Without access to affordable early child care, Wisconsin businesses will face workforce/labor shortages now and in the future.





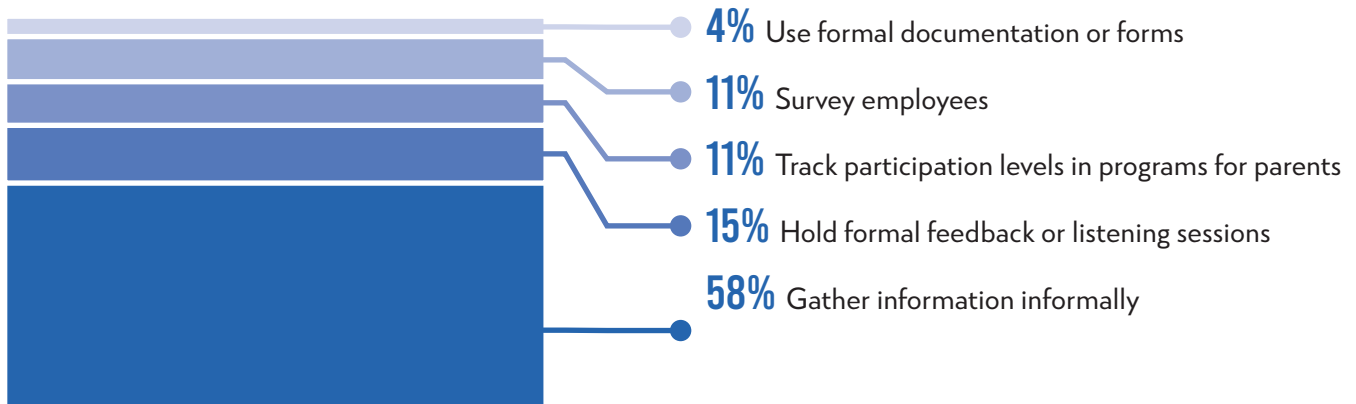
58% of participants said that COVID-19 had decreased their employees' access to quality child care. They reported employees' lack of access to child care over the last 12 months contributed to:

- Employees changing or reducing hours: **45%**
- Difficulty hiring new employees: **43%**
- Employees taking more paid leave: **43%**
- Employees taking more unpaid leave: **42%**
- Employees leaving the workforce (temporarily or permanently): **34%**
- Employees working remotely: **31%**
- Lost revenue due to staffing shortages: **20%**
- Employees changing roles for greater flexibility: **19%**
- Reduced hours or business closures due to staffing shortages: **15%**
- Other impacts (primarily reduced productivity or bringing a child/children to work): **4%**

EMPLOYERS HAVE FELT THE IMPACT OF CHILD CARE CHALLENGES AND THINK THEY'RE AWARE OF EMPLOYEES' NEEDS, BUT DO NOT FORMALLY CAPTURE THEM.



62% of participants said they are very aware of their employees' parenting and child care needs, but most participants rely on informal conversations between employees and their supervisors or human resources specialists to gather information about employees' needs.

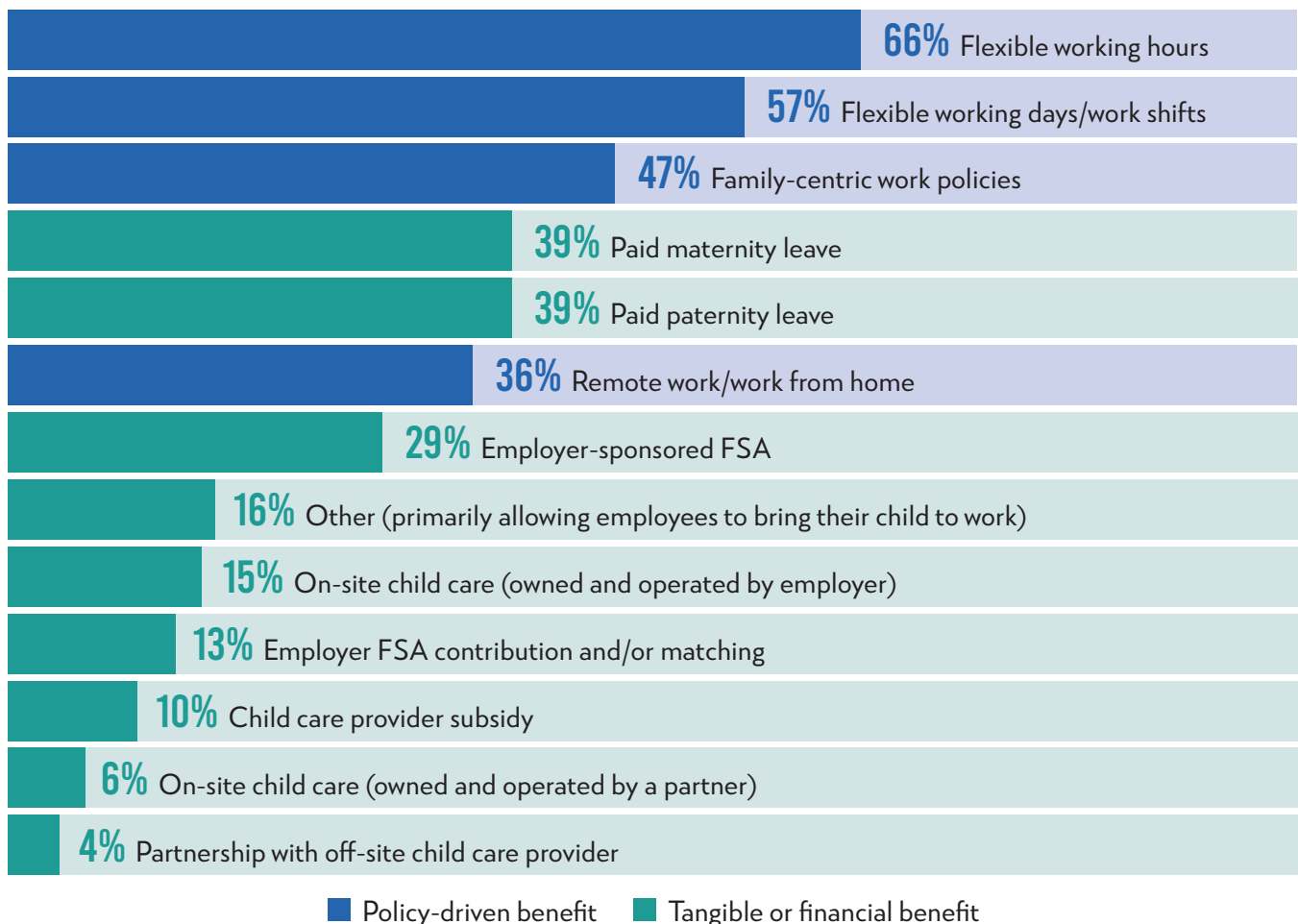


This matters, because employers who use formal methods were **7%** more likely to say they're very aware of their employees' parenting and child care needs than those using informal methods. Several surveys are underway across Wisconsin to look at local data around employee needs for child care. Project Growth also offers a sample Survey on Employee Needs for Child Care that can be customized and employers, available at ProjectGrowth.WI.gov

WISCONSIN EMPLOYERS ARE MISSING AN OPPORTUNITY TO OFFER TANGIBLE, FINANCIAL SUPPORTS TO EMPLOYEES WITH YOUNG CHILDREN.



OVER HALF of participants believe they're adequately supporting their employees, but most only offer policy-driven benefits rather than tangible or financial supports.



WANT TO LEARN MORE?

Visit ProjectGrowth.WI.gov or contact wipdg@wisconsin.gov to learn more about Project Growth's latest initiatives and our community-based approach to improving child care in Wisconsin.





School of Business & Economics University of Wisconsin-Stevens Point

Finish Up and Elevate with a Master's Degree

Joe Vance was tired of not qualifying for a promotion. UW-Stevens Point School of Business and Economics now offers a Finish Up program with enhanced flexibility in scheduling classes, generous credit transfer from area technical colleges and the ability to receiving college credit for prior work experience. Fast, flexible time-to-degree options include online or in-person classes, or a combination.

“We will help you stay on track so you can spend more time with family, run your business or climb the corporate ladder,” said Kevin Neuman, assistant dean of the School of Business and Economics.

Attending a local campus was also ideal for Vance, who lived and worked in Marshfield. “UW-Stevens Point at Marshfield was a great fit for me because it was convenient and close to home. It allowed me to expand my skillset and prepare me for the business world,” he said.

Vance needed a bachelor’s degree to pursue opportunities with his employer. “Hearing I was not qualified for a position just motivated me more to continue my educational journey to earn my degree,” he said. “I did not want any other doors to shut in my face.”

He completed his degree in business administration in May 2021 then pursued his master’s in business administration, graduating in May 2022.

“It was quick and convenient, and it didn't intrude on family time. I was done in three years, thanks to my professors and adviser who were an amazing support system,” said Vance. “I can now confidently say that my degree will open doors for me to step into larger roles within the organization. I am excited about expanding my possibilities.”

Choose from majors in accounting, business administration, business economics, data analytics, finance, management, and marketing, plus the MBA program, available at campuses in Stevens Point, Marshfield and Wausau.

For details, or to sign up for an information session to learn more about degree options with the School of Business and Economics, see the Finish Up at uwsp.edu/finishup, MBA at uwsp.edu/mba, or contact Max Trzebiatowski at mtrzebia@uwsp.edu, 715-346-2695.



Joe Vance '21, MBA '22 and family

Upcoming Events

August 10: 5-7 p.m.

Onboard and Retain a Great Team

Free Community Class
hosted by the MBA program
Mission Coffee
1800 Plover Rd, Plover

August 30: noon-1 p.m.

CFCWI Community Lunch Hour

United Way and Community
Foundation collaboration

2022 Virtual Business Education Series

The Wisconsin SBDC Statewide Network is a proud part of the Institute of Business and Entrepreneurship in the UW-System. The Small Business Development Center (SBDC) is funded in part through a cooperative agreement with the U.S. Small Business Administration. For more info, visit wisconsinbdc.org. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the SBDC at UW-Stevens Point at 715-346-3838.



Using KPI's (Key Performance Indicators) for your Sales Plan

Small business owners are familiar with the financial KPI's for their business (Gross Sales, Fixed Expenses, Net Income, Profit, etc.). But how many are familiar with their sales KPI's? Join us to learn more about sales goals and tracking systems, conversion rates, monitoring inquiries and leads, and learning to manage sales time needs.

Live-stream presentation. Will be recorded and available for later viewing.

August 10 | 3:00 - 4:30 p.m.

Updates and New Strategies for Hiring and Workforce

Not being able to find employees is currently the number one problem facing most small businesses across multiple industries. This presentation will provide an overview of the current state of the labor market and some of the newer strategies other small business owners are using to manage this challenge.

Live-stream presentation. Will be recorded and available for later viewing.

December 7 | 3:00 - 4:30 p.m.

REGISTER

Please register at: bit.ly/BES-SBDC



Presenting Partners



THESE FLOWERS HAVE A LOT OF FIGHT IN THEM.

The Alzheimer's Association Walk to End Alzheimer's® is full of flowers — each carried by someone committed to raising funds and awareness to help end this disease. It's time to add your flower to the fight.

Visit act.alz.org/marshfield for more information about this year's event as we offer options to participate in-person or online and in your neighborhood.

Register here



2022 NATIONAL PRESENTING SPONSORS

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2022 NATIONAL PLATINUM TEAMS

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HONORARY STATEWIDE CO-CHAIRS



SPORTSCASTERS

MATT LEPAY
&
PAUL BRAUN

THANKS TO OUR 2022 COMMUNITY SPONSOR



Walk to End Alzheimer's - Marshfield Saturday, September 10, 2022

8:30 AM Event Opens | 9:40 AM Opening Ceremony | 10:00 AM Walk Begins

UW-Stevens Point, Marshfield Campus

*Pre-registration highly encouraged



Bright Past. Brilliant Future.



As a leading distributor of products and services to the food, dairy, and beverage industries, Nelson-Jameson is thrilled to celebrate 75 years of success since its founding in 1947. We attribute our overwhelming achievement and incredible journey to our employees, customers, supply partners, and community.

Throughout NJ's 75th year, we celebrate our bright past, while looking forward to our brilliant future.



Our Past

When Earl Nelson, his father Ted, Herb Jameson, and Bob Dougherty founded Nelson-Jameson in 1947, they envisioned a company that provided a necessary service while operating by the Golden Rule. Today, Nelson-Jameson continues to embody that spirit while honoring our rich history.



Our Industry

We are proud to be an integral part of the food industry. For 75 years, we have been providing food and beverage manufacturers with the supplies and services they need to produce safe, quality food. These products and services, coupled with the same Golden Rule principles and integrity that directed the company during its early years, now proudly serve the food industry worldwide—some may say we are aging like a good cheese!



Our Culture

Nelson-Jameson employs over 200 individuals, many of whom have been here for decades. As a family-owned company, we place high value on our employees and strive to provide them with the opportunity for growth and a healthy work-life balance. Our greatest asset is our employees, and we applaud the passion they bring to our mission and their dedication to Nelson-Jameson.



Our Value

We strive to attain supply chain excellence through attentive customer service, comprehensive technical expertise, sophisticated logistics, and elevated industry acumen.



1-800-826-8302 • nelsonjameson.com • sales@nelsonjameson.com

1947

Nelson-Jameson is Founded

NJ began as a dairy equipment and supply firm in a vacant cheese factory in Toluca, IL by Earl Nelson, his father—Ted Nelson, Herb Jameson, and Bob Dougherty.



1949

Nelson-Jameson Moves to Wisconsin

NJ's founders studied cow density maps and decided to relocate the business to Marshfield, WI—the heart of dairy production. At this time, Dougherty and Jameson pursue other careers, leaving the company in the control of the Nelsons.



Ted Nelson



Earl Nelson

1966

Nelson-Jameson Expands

NJ builds the first of what would become several branch locations in Richland Center, WI, to better serve its strong dairy industry base. This location would remain open until 1992.

1978

Carol Nelson Joins the Organization

Carol, Earl Nelson's wife, was instrumental in developing Nelson-Jameson's Human Resource Department, and was responsible for hiring several key individuals within the organization.

1977

NJ Relocates its Corporate Office

A brand new building at 2400 E 5th Street becomes the home base for Nelson-Jameson. The building, designed by John Nelson, featured office and warehouse space designed for growth.



1975

Another Generation of Nelsons

Earl's son, John joins the family business. John's numerous projects include sales and route delivery, product management of the chemical line, annual physical inventory counting, and starting the Laboratory products line.



1979

NJ Opens a Second Branch Location

Green Bay becomes the second Wisconsin branch location of the company and serves Eastern, WI customers until 1991.

1982

Additional Warehouse Space is Added

When the building on East 5th Street was built five years earlier, it was said that employees thought it would take 30 years to fill the warehouse space. However, NJ would end up adding on several warehouse additions over the years to accommodate their growing product lines.



1991

NJ Has New Leadership

John Nelson takes over day-to-day operations of Nelson-Jameson when Earl & Carol Nelson retire from the company.



2005

Adam Joins the Family Business

John's son, Adam, is instrumental in establishing a strong IT Department, as well as the company philosophy of utilizing technology to make processes more efficient.



2001

Another Branch Location is Opened

Twin Falls, ID becomes a new branch of NJ to serve customers in the Northwest.

1993

A Third Branch Location Opens

To better serve the 13 Western states, NJ establishes a branch in Turlock, CA.

1992

Jerry Lippert Joins Nelson-Jameson

Jerry holds many roles over the years, including sales management, Director of Operations, Vice President/General Manager, and President. He assumes the President's role in 2002 and holds that position until 2020.



2009

Nelson-Jameson Builds a New Facility in California

A new 32,700 square foot facility, including warehouse and office space, is built in Turlock, CA.

Amanda Nelson Sasse Joins NJ

Over the years, Amanda, John's oldest daughter, holds several roles including Account Manager, and Director of Strategic Relationships & Web Development, and plays a pivotal role in growing Nelson-Jameson's online presence through social media.



Next Logistics is Established

The logistics of Nelson-Jameson's fleet of trucks and deliveries becomes a new entity, Next Logistics. A dedicated system of routes and delivery schedules are put in place to better serve our customers across the United States.



2010

NJ Heads East

Another branch location with offices and warehouse space opens in York, PA, allowing the company to better serve our customers on the East coast.

2017

Texas Gets an Upgrade

NJ's Texas branch moves from Dumas to Amarillo to better serve their existing customer base, as well as to better position for increased growth in the South Central region.



2015

NJ Keeps Growing

An additional 10,000 square feet of warehouse space with six additional loading docks is added to the Marshfield location. This brings the total warehouse space in Marshfield to 2.2 million cubic feet.

2014

A Sales Office is Established in Chicago

A team of dedicated Inside Account Managers, with assigned customers in various regions of the U.S., are based out of Chicago to help drive sales from the inside.

2012

NJ Comes to Texas

A new branch location in Dumas, TX is established, allowing NJ to better serve customers located in the South Central US.

2020

New Headquarters

Corporate office staff moves into a newly remodeled building, primarily located on the south end of Marshfield.

The Fourth Generation of Nelsons

Leadership of the Nelson-Jameson organization transfers to the fourth generation of the Nelson family as Adam Nelson is named Chairman of the Board, and Amanda Nelson Sasse steps into an executive management position as the Director of E-Commerce. Ann-Marie Nelson Brine remains a minority owner, functioning as the secretary of both NJ's Advisory Board and its Board of Directors.

Mike Rindy Joins Nelson-Jameson as President

Mike has worked in the food and dairy industry for more than 34 years—bringing with him decades of experience leading diverse teams to achieve outstanding sales and operational results while fostering collaboration and servant leadership.



2022

Nelson-Jameson Celebrates 75 Years in Business

We are honored to celebrate 75 years of success and growth, and look forward to continuing to provide our customers with the products and services they need to produce safe, quality food.



PERSPECTIVES is published on a monthly basis for the members and supporters of the Marshfield area Chamber of Commerce & Industry.

MACCI is a member of:

- Association of Chamber of Commerce Executives (ACCE)
- Wisconsin Manufacturers and Commerce (WMC)
- Wisconsin Chamber of Commerce Executives (WCCE)
- Wisconsin Economic Development Corp. (WEDC)
- International Economic Development Council (IEDC)
- International Council of Shopping Centers (ICSC),
- Wisconsin Downtown Action Council (WDAC)
- SCORE (Counselors to America's Small Business)
- Transportation Development Association (TDA)
- Dairy Business Council (DBA)
- Wisconsin Economic Development Association (WEDA)

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MACCI@MARSHFIELDCHAMBER.COM

Find Us Online
WWW.MARSHFIELDCHAMBER.COM

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Raise your company's visibility in a monthly newsletter that goes to the top executives, managers, and entrepreneurs in Marshfield and surrounding communities.

Perspectives is an extremely cost-effective way to get your message out to a highly targeted group of your fellow business people.

For more information, contact MACCI at **715-384-3454** or email Krystal at bowman.krystal@marshfieldchamber.com

