

PERSPECTIVES

Marshfield Area Chamber of Commerce Newsletter /// February 2024

CHAMBER OF COMMERCE
MARSHFIELD

2024 ANNUAL MEETING CELEBRATION

Setting the
stage for success



January 31st at The Eagles Club , Marshfield, WI

INSIDE...

- upcoming chamber events,
- community events & news!

MACCI

Denise Sonnemann - Executive Director
Lea Merkel - Director of
Programs & Engagement
Tabitha Wendell - Talent & Member
Relations Director
Meghann Bishop - Program Assistant
Darla Wibben - Administrative Assistant

CHAMBER FOUNDATION

Karen Olson
Business Development Director

BOARD OF DIRECTORS:

Mark Vieth - Chairperson
Amber Voelker - Vice Chair
Chad Curtis - Finance Chairperson
Ann Dieringer - Secretary
Rita Blenker - Bob Chaloner -
Chris Damerell - John Franseen -
Brian Kettner - Tony Krentz -
Alex Lendved - Josh Meissner -
John Nystrom - Ashley Winch

CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

CONGRATULATIONS TO OUR 2024 ANNUAL MEETING AWARD WINNERS!



*Linda Roehrborn-Rodriguez with Discovery Education Station
2024 Entrepreneur of the Year Winner*



*Pam Schill, MACCI Ambassador
2024 MACCI Service Award Winner*



*Ashley Winch- Marshfield Area United Way
2024 Leadership Alumnus of the Year Winner*

CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

CONGRATULATIONS TO OUR 2024 ANNUAL MEETING AWARD WINNERS!



*Paul Tremelling with Art's Body Shop
2024 Small Business of the Year Winner*



*Cory Loutrell with Hotel Marshfield
2024 Firm of the Year Winner*

CHAMBER NEWS

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DID YOU KNOW? WITH DENISE...

TIF, TID – what is it? TIF stands for Tax Incremental Finance, and it is a financial tool used by local governments across Wisconsin to incentivize development. This can be through many different methods, with the 2 most often used being construction of infrastructure (street, sewer, water, storm sewer, etc.) to facilitate new development projects. The other common use is in the form of development grants, which can be through cash payments made to the developer (all upfront, or in pieces as certain milestones are met – completing the building foundation, substantial completion of the structure, finishing exterior site improvements like parking lot paving, landscaping installation, etc.). TID simply stands for a Tax Incremental District, which represents the boundaries across which such projects and incentives are anticipated. A project plan to this effect must be approved by both the Council and the Joint Review Board (5-member body, with representatives from the City, school district, county, technical college, and a citizen member-at-large).

By creating a TID, it allows the city to use the increased property tax revenue from there to finance improvements in that specific area only. That finance piece is called a TIF, or Tax Incremental Finance. Note that increased revenue is on the building only, not the land. TID's are only for a specific amount of time. Once that period ends, the increased property taxes will then go to the City.

For example, a business decides to build in a TID district. The property taxes collected on the building only will be used for improvements in that district and the property taxes on the land will go to the City.

The TID is the specific location and the TIF is the financing.

Now you know!

CHAMBER NEWS

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**VOLUNTEERS
NEEDED**

XX TREME PLORATION

"Business & Educational Leaders sharing real life experiences to prepare students for post high school opportunities"

**Tuesday February 27, 2024
Held at UWSP Marshfield Campus**

In an effort to help local high school students prepare for the world of work, please consider participating in this event.

- Over 300 students from area high schools will be in attendance
- Students will bring a resume and participate in an interview with a business professional, discuss business/interviewing ethics, and learn about postsecondary education and employment opportunities.
- There are 2 shifts, 8:15-11:00 and 11:50 -2:15 ,volunteers are needed for both shifts.
- Volunteers will assist with the student interviews; more details will be provided soon.

If you would like to volunteer for this event, please contact Tabitha Wendell , Talent and Member Relations Director at wendell.tabitha@marshfieldchamber.com.

Use the following links to learn more about things happening in our community & surrounding area

[Main Street Marshfield - mainstreetmarshfield.com/about](http://mainstreetmarshfield.com/about)

[City of Marshfield - City Newsletter, Your City at Work \(marshfield.wi.us\)](http://marshfield.wi.us)

[Wisconsin Economic Development Corp. - https://wedc.org/newsroom/](https://wedc.org/newsroom/)

[Regional Economic Development - centergy.net/category/blog](http://centergy.net/category/blog)

[Visit Marshfield - visitmarshfield.com](http://visitmarshfield.com)

CHAMBER NEWS

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SAY HELLO TO OUR NEWEST MACCI MEMBERS



Behavioral Health Clinic

601 E 3rd St , Marshfield

(715) 502-9144

wbehavioralhealth.com

Counseling services for children, adolescents, adults, families, and couples.

GIRLFRIEND'S CORNER



2001 S Central Ave suite D, Marshfield

(715) 383-2866

A boutique with surprises in every corner! Centered around "The Doves Nest" room, plus a Coffee Corner, Goat Soap Corner, Avon, Pampered Chef, Jewelry, Hats, Scarves, and our own Lil' Christian Bookstore.



113 E 4th St, Marshfield

(715) 207-0747

thegreydogaxe.com

ARCADE.PRIVATE PARTIES. AXE THROWING
*The Grey Dog is a family fun Axe Throwing adventure!
Come try a new experience.*

Interested in becoming a member?

Contact us at www.marshfieldchamber.com or 715-384-3454

CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

SAY HELLO TO OUR NEWEST MACCI MEMBERS



Marshfield Senior Services, Inc.

1001 N. Central Avenue, Suite 204 Marshfield,

715-387-8004

marshfieldseniorservices.com

For over 20 years, Marshfield Senior Services, Inc. has been providing services for seniors and others who are in need of non-medical care in Marshfield, WI and the surrounding communities.



Service Master/Drexler Enterprises

8791 County Rd V, Chili

(715) 226-3957

www.servicemasterrestore.com

They provide numerous services, including Fire and Water Restoration as well as rebuild services. They are also a cleaning service, anything from hoarding to basic cleaning, carpet, upholstery cleaning, and various other services such as odor issues and trash removal.

Interested in becoming a member?

Contact us at www.marshfieldchamber.com or 715-384-3454

CHAMBER NEWS

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JOIN US!



Coffee & Connections

with the Chamber

JOIN US FOR SOME COFFEE AND CONVERSATION

GRANT WRITING

WEDNESDAY, FEBRUARY 14
8-10 AM AT
MID-STATE TECHNICAL COLLEGE MFLD CAMPUS



[REGISTER HERE](#)



WHISKEY & WINE FEST 2024

Friday, Feb. 16
6:00 - 9:00 PM

10 samples of whiskey or wine
cheese pairings
hors'doerves
live music by Joe g.
\$45/person

AT HOTEL MARSHFIELD
2700 S Central Ave, Marshfield

CHAMBER OF COMMERCE
MARSHFIELD



[REGISTER HERE](#)

CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

JOIN US!

JOIN US IN SOME



**GREAT FOOD!
GREAT DRINKS!
GREAT NETWORKING!
GREAT CHOICE!**

**A \$5 DONATION
AT THE DOOR
ENTERS YOU IN
THE RAFFLE
DRAWING**

POUR CHOICES

**AT BUSINESS AFTER 5
FEBRUARY 29TH
5-7 PM
POUR CHOICES
114 E 14TH ST, MARSHFIELD**

**MARSHFIELD
BUSINESS AFTER 5**



HOP & GRAPE

Community Night

for the Hannah Center

Friday, February 9th from 1 - 11 PM



The
Hannah Center
WHERE NEW LIFE BEGINS

Join us on Friday, February 9th as we will be donating a % of our sales to help support the Hannah Center. The Hannah Center assists women in life crisis through compassion and guidance in a nurturing environment.

CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

CHAMBER OF COMMERCE MARSHFIELD AMBASSADOR

Spotlight



Meet Matt Eckelberg with Hawkins Ash CPAs

Matt has been a MACCI Ambassador for 10 years and a very valuable part of MACCI as a whole!

“I enjoy being able to see the new businesses in town, meeting their owners and welcome them to the Chamber. The Ambassador Club has great people in it who make being a part of the club really enjoyable. It is a fun group and great way to meet and connect with other businesses in town.”

Thank You Matt for your continued dedication to the Chamber!



CHAMBER NEWS

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Leadership Marshfield is in full swing! The group has been learning all about our community and how we can be more involved. Project planning is underway and we are excited to see what this years class can do to elevate Marshfield as a whole!



Marshfield Fire Station
Public Safety Day



Marshfield City Hall
Local Government Day



Marshfield Waste Water Treatment Plant
Local Government Day

**LEADERSHIP
MARSHFIELD**
CHAMBER FOUNDATION



LAW & PUBLIC SAFETY PROGRAM EXPLORATION

Experience hands-on activities, tour classrooms, and meet with faculty and current students to learn about nine different Mid-State programs.

- Attendees will also have the opportunity to:
- Complete a Mid-State application for free.
 - Learn about financial aid and scholarship opportunities.
 - Meet with support services within the College, including Student Life and Counseling.
 - Meet with their future academic advisor.

Thursday, February 29 • 4:00 – 6:00 p.m.
Wisconsin Rapids Campus

Questions
If you have questions about this event, please contact:
Allyse Sullivan, Adult Outreach Coordinator & Pathway Navigator
allyse.sullivan@mstc.edu • 715.422.5453

If you have a disability and require accommodations to participate in this activity, contact the event coordinator as soon as possible, ideally 14 days in advance.

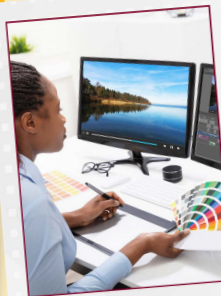


mstc.edu • 888.575.6782 • TTY: 711

REGISTER AT
MSTC.EDU/PROGRAM-EXPLORATION

Programs Highlighted

- Law, Public Safety, and Security**
- Advanced Emergency Medical Technician
 - Criminal Justice-Corrections & Community Advocacy
 - Criminal Justice-Law Enforcement 720 Academy
 - Criminal Justice-Studies
 - Emergency Medical Technician
 - Emergency Services Management
 - EMT-Paramedic
 - Fire Service Certification
 - Paramedic Technician



BUSINESS & IT PROGRAM EXPLORATION

Experience hands-on activities, tour classrooms, and meet with faculty and current students to learn about 17 different Mid-State programs.

- Attendees will also have the opportunity to:
- Complete a Mid-State application for free.
 - Learn about financial aid and scholarship opportunities.
 - Meet with support services within the College, including Student Life and Counseling.
 - Meet with their future academic advisor.

Thursday, February 15 • 4:00 – 6:00 p.m.
Stevens Point Campus

LEARN MORE AND REGISTER AT
MSTC.EDU/PROGRAM-EXPLORATION

Questions
If you have questions about this event, please contact:
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allyse.sullivan@mstc.edu • 715.422.5453

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du • 888.575.6782 • TTY: 711

Programs Highlighted

- Business, Management, and Administration**
- Administrative Professional
 - Business Management
 - Customer Relationship Professional
 - Entrepreneurship
 - Human Resources Assistant
 - Leadership Development
 - Office Support Specialist
 - Project Management
- Finance**
- Accounting
 - Accounting Assistant
- Information Technology**
- IT Network Specialist
 - IT Security Specialist
 - IT Software Developer
 - IT User Support Technician
- Marketing, Sales, and Service**
- Digital Marketing
 - Digital Marketing Promotions
 - Sales Specialist



HOSPITALITY & HUMAN SERVICES PROGRAM EXPLORATION

Experience hands-on activities, tour classrooms, and meet with faculty and current students to learn about seven different Mid-State programs.

- Attendees will also have the opportunity to:
- Complete a Mid-State application for free.
 - Learn about financial aid and scholarship opportunities.
 - Meet with support services within the College, including Student Life and Counseling.
 - Meet with their future academic advisor.

Wednesday, April 17 • 4:00 – 6:00 p.m.
Wisconsin Rapids Campus

Questions
If you have questions about this event, please contact:
Allyse Sullivan, Adult Outreach Coordinator & Pathway Navigator
allyse.sullivan@mstc.edu • 715.422.5453

If you have a disability and require accommodations to participate in this activity, contact the event coordinator as soon as possible, ideally 14 days in advance.



mstc.edu • 888.575.6782 • TTY: 711

REGISTER AT
MSTC.EDU/PROGRAM-EXPLORATION

Programs Highlighted

- Hospitality and Tourism**
- Culinary Arts
 - Food Service Assistant
 - Hospitality Assistant
 - Hospitality Management

- Human Services**
- Barber Technologist
 - Cosmetology
 - Nail Technician



CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

UPCOMING
EVENTS

WHAT TO LOOK FOR IN 2024

- February 14- Coffee & Connections @ Mid-State Technical College-Marshfield
- February 16- Whiskey & Wine Fest @ Hotel Marshfield
- February 29 – Business After 5 @ Pour Choices
- March 28 – Business After 5 @ Clubhaus
- April 10 – Coffee & Connections @ Forward Bank
- April 24 – Working Women’s Wednesday
- April 25 – Business After 5 @ Grey Dog Axe Throwing
- April 26 – Marshfield Area Career Expo & Power of Ag
- May 1-Crystal Apple Awards Banquet @ Hotel Marshfield
- May 9 – Small Business of the Year Breakfast @ Holiday Inn
- May 23 - Business After 5 @ The American Legion
- May 31 – Dairyfest Breakfast and Picnic in the Park
- June 1 – Dairyfest Parade and Family Fun Day
- June 19 – Coffee & Connections @ Forward Bank
- June 27 – Business After 5 @ Hop & Grape
- July 25 – Business After 5 @ Hub City Days
- August 14 – MACCI’s Chamber Caper @ RiverEdge Golf Course
- August 20 – Business After 5 @ Central Wisconsin State Fair
- September 26 – Business After 5 Location @ Forward Bank
- October 17 – Firm of the Year Celebration
- October 23– Working Womens Wednesday
- October 24 – Business After 5 @ Buck-A-Neer
- December 5 – Business After 5 @ Hotel Marshfield



go to marshfieldchamber.com/events for more info, updates & registrations

Interested in hosting a
Business after 5?

Contact Lea Merkel

merkel.lea@marshfieldchamber.com

A huge thank you goes out to our
Ambassador Club and all they do to
help with these events!

We could not do it without you!

CHAMBER OF COMMERCE
MARSHFIELD
AMBASSADOR 

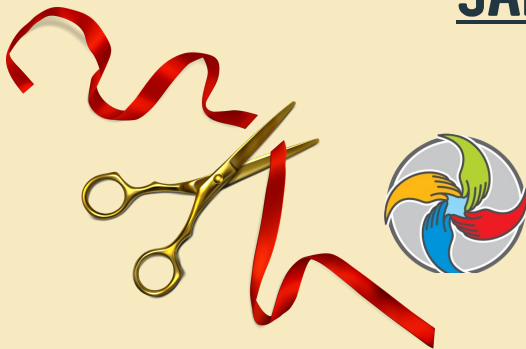
CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024



We have some sponsorships still available for our upcoming Crystal Apple Awards on May 1st. Don't miss out on this great opportunity to celebrate our local educators. Contact Tabitha Wendell, Talent & Member Services Director if you are interested in being a sponsor.
wendell.tabitha@marshfieldchamber.com

JANUARY RIBBON CUTTING!



Behavioral Health Clinic

Cutting the ribbon for Behavioral Health Clinic, 601 E. Third St., Marshfield.

BHC provides a comprehensive range of innovative mental health care services to clients of all ages in-person and online.

They provide an extensive variety of assessments and testing solutions.

www.behavioralhealth.com



WORKFORCE WEDNESDAYS



Do you or your employees need safety training, leadership development, or industry-related certifications? Would your organization benefit from team building and enrichment activities? Do your employees need upskilling to be more efficient in their roles?

Mid-State Technical College Workforce & Economic Development is partnering with the Marshfield Area Chamber of Commerce and Industry (MACCI) for free workforce development consultation open houses on the first Wednesday of each month!

Meet with the Mid-State Workforce & Economic Development team to discuss your needs, funding opportunities, and schedule training for your organization.

Walk-ins are welcome!

First Wednesday of Each Month

1:00 – 4:00 p.m.

Marshfield Area Chamber of Commerce and Industry
700 South Central Avenue, Marshfield, WI

Can't make it? Fill out an inquiry form at mstc.edu/form/workforce-training-inquiry-form or scan the QR code and we will be in touch soon!

For More Information, Please Contact:

Sierra Jones, Workforce & Professional Development Consultant
sierra.jones@mstc.edu • 715.389.7026

If you have a disability and require accommodations to participate in this activity, contact the event coordinator as soon as possible, ideally 14 days in advance.



mstc.edu • 888.575.6782 • TTY: 711



CHAMBER OF COMMERCE
MARSHFIELD
MADE NEW

 **MID-STATE**
TECHNICAL COLLEGE

WORKFORCE & ECONOMIC
DEVELOPMENT

COMMUNITY NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024



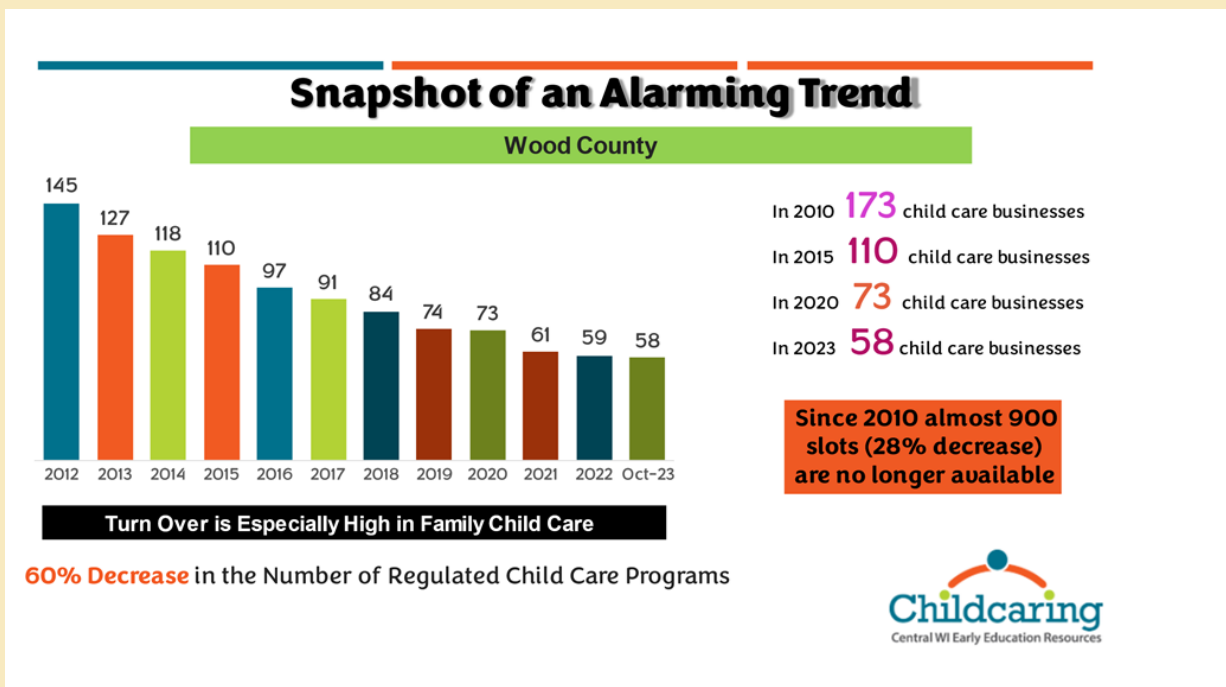
Wood County Child Care Task Force

As of September 2023, Wood County is short 2,762 child care slots for children five and under (First Children's Finance). Thirty-six percent of zip codes in Wood County are considered a child care desert, leaving a significant number of people in our community without access to affordable, quality child care (WI DCF). In 2012, there were 145 providers in Wood County with 2,993 child care slots. Today, there are only 58 programs with 2,262 slots (Childcaring, Inc.). Those looking for child care face significant waiting lists. When an opportunity to apply for \$75,000 child care planning grant (Dream Up!) through WI Dept. of Children and Families, the task force was created! This group consists of nearly 30 individuals representing 20 organizations from local employers, businesses, health care, Health and Human Services, UW-Extension, area child care owners/directors, Chamber of Commerce, United Way, school districts and other nonprofit child/family-serving organizations.

In March 2023, this group worked in partnership with North Central WI Workforce Development Board to host two employer roundtable discussions. It was important to understand the employer perspective about child care as it relates to workforce attraction and retention.

Since then, the Wood County Child Care Task Force has continued to meet regularly and has become a Wood County Rural Economic Development Initiative (REDI) Plan implementation team. Would you like to be a part of this group? If so, contact Kayla Rombalski, krombalski@wisc.edu or Kelly Borchardt, kelly@childcaring.org

If you know someone that may consider providing child care, please encourage them to contact Childcaring at 1-800-628-8534 or visit: <https://childcaring.org/becomingregulated>



COMMUNITY NEWS

Marshfield Area Chamber of Commerce Newsletter /// February, 2023

MACCI & MAPS PET OF THE MONTH CHAZ!

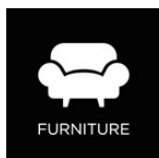


Hi, I'm Chaz and I'm a perfect gentleman! I'm a sweet, cuddly older guy and I've been waiting for a new home since September. I came to the shelter when my family could no longer care for me, and I am SO ready to go back into a home where I belong. I'm just an all around mellow, affectionate guy and I give the BEST hugs! Apply to visit me and I guarantee you'll never be lonely again!

www.marshfieldpetshelter.org/adopt

*Service*MASTER
Restore

*Service*MASTER
Clean



FURNITURE



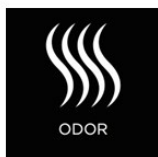
CONSTRUCTION



WATER



MOLD



ODOR



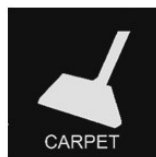
SMOKE



FIRE



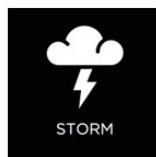
HOARDING



CARPET



INSURANCE



STORM

ServiceMaster of Clark and Jackson County
and serving surrounding areas

When unexpected disasters happen, you can depend on us.

ServiceMasterofCandJ.com

866-743-7007

Wood County Housing Summit

Finding solutions to the affordable housing crisis.

Registration Now Open!

Registration is \$20 and includes morning refreshments, lunch and afternoon snack.
Registration closes February 19.

**7 March
2024**



**9:00 AM-
3:30 PM**



**Mid-State
Technical College
Wisconsin Rapids**

Register here:

<https://bit.ly/WoodCoHousingSummit>



CHAMBER NEWS

Marshfield Area Chamber of Commerce Newsletter /// February 2024

DON'T MISS OUT!

MARSHFIELD-OPOLY IS AVAILABLE AT THE FOLLOWING LOCATIONS:

Games are available at

MACCI

700 S. Central Ave, Marshfield

Hillers True Value

751 S Central Ave, Marshfield

OMG Games

203a W Upham St, Marshfield



**\$30
EACH**



PERSPECTIVES

Marshfield Area Chamber of Commerce Newsletter /// February 2024

PERSPECTIVES is a regularly published newsletter for the members and supporters of the Marshfield area Chamber of Commerce & Industry.

Send Mail

**700 SOUTH CENTRAL AVENUE
MARSHFIELD, WI 54449**

Call Us

715-384-3454

Email Us

MACCI@MARSHFIELDCHAMBER.COM

Find Us Online

WWW.MARSHFIELDCHAMBER.COM

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 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)

**CHAMBER OF COMMERCE
MARSHFIELD**

Advertise with us!

Raise your company's visibility in the 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 Meghann at bishop.meghann@marshfieldchamber.com

PERSPECTIVES

Ad Sell Sheet 2024

PROMOTE YOUR BUSINESS IN THE MACCI PERSPECTIVES NEWSLETTER

Give your business a boost by advertising in the Perspectives Newsletter. Call us to day at 715.384.3454 to reserve your space.

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CHAMBER OF COMMERCE
MARSHFIELD
MADE NEW

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2 Column quarter page ad 4.75"x5"

Appear in 1 publication- Full Color \$50.00


3 Column quarter page ad 7.5"x 3.5"

Appear in 1 publication- Full Color \$100.00

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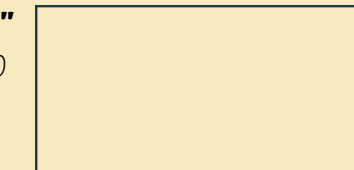
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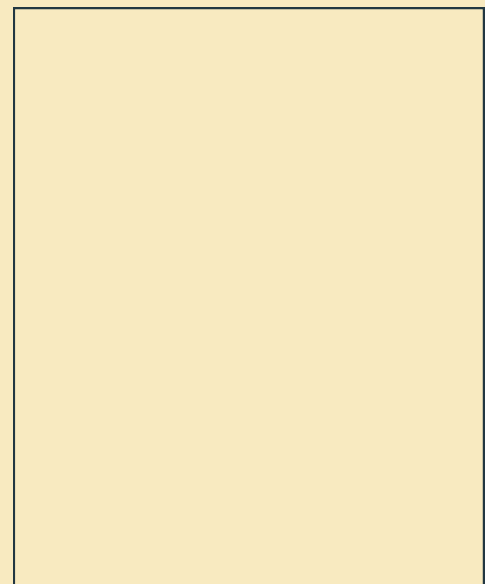
Half page ad 7.5"x5"

Appear in 1 publication- Full Color \$150.00



Business Card ad - 2"x3.5"

Appear in 1 publication- Full Color \$35.00



Full page ad- 8"x10.5"

Appear in 1 publication- Full Color \$175.00