

# PERSPECTIVES

Marshfield Area Chamber of Commerce Newsletter /// January 2024

CHAMBER OF COMMERCE  
MARSHFIELD

Setting the  
Stage for Success  
IN 2024

## 2024 IS OUR YEAR!

the year to *connect* with our surrounding businesses

the year to *engage* with our community

the year to help members *belong*

the year to *grow* together

the year we are here to *support* our members  
& our community



## 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 - Secretary

Matt Eckelberg - Finance Chairperson

Rita Blenker - Chad Curtis - Ann Dieringer -

John Franseen - Bob Chaloner -

Tony Krentz - Nick Kumm - Keith Le Moine -

Josh Meissner - Mandy Witt

# CHAMBER NEWS

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## A DIRECTORS NOTE



### A Message from Denise Sonnemann

Welcome to 2024! The last 8 months have flown by for me in my new role here. While there was, and still is, much to learn, it has also been rewarding. I was able to meet new people, go into businesses I have never been to before and be a part of an amazing organization!

The start of the new year offers a fresh start for businesses and organizations alike. This is a chance to build upon lessons learned and capitalize on new opportunities. It is a time to take stock of the current business environment, identify trends and align accordingly. By doing this, you can position yourself as industry leaders and stay ahead.

One of the hardest things a business and chamber can do is reflect on our challenges. This provides an opportunity to celebrate our wins and learn from our losses. When we can do this and keep an open mind, we can identify where we excel and where we need to focus more attention.

As I reflect on this past year, I see so many wins, but also room for improvement. Learning from this will help guide us to better serve you, our members. We are always looking for ways to improve and really engage our members.

We want you to be involved! Whether that is being on a committee, an ambassador or just attending an event, we want you to make the most of your membership. I would be happy to meet with you and your team to discuss your benefits and involvement opportunities to devise a plan unique to the needs of your business or organization. Without you, there is no chamber!

From starting a new business, to finding workforce, to engaging your employees, we are setting the stage for your success in 2024!

# CHAMBER NEWS

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**VOLUNTEERS  
NEEDED**



**Tuesday, February 27th  
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](mailto: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)

# CHAMBER NEWS

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## SAY HELLO TO OUR NEWEST MEMEBERS



Decorative Concrete & Design  
111482 Red Hawk Ln, Marshfield, WI  
(715) 207-8532  
[decorativecrete.net](http://decorativecrete.net)

*We specialize in Decorative Hardscapes & Landscapes. Every job has a unique attention to detail.*



Small Town Gift Barn  
Marshfield, WI  
715-486-0603  
[linktr.ee/SmallTownGiftBarn](https://linktr.ee/SmallTownGiftBarn)  
[azmartins5@msn.com](mailto:azmartins5@msn.com)

*Home decor and specialty items handcrafted with love! Custom requests welcomed!*

*Interested in becoming a member?*

Contact us at [www.marshfieldchamber.com](http://www.marshfieldchamber.com) or 715-384-3454

# CHAMBER NEWS

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## JOIN US!



CHAMBER OF COMMERCE  
**MARSHFIELD**  
2024  
**ANNUAL MEETING**  
Wednesday, January 31st  
6:00pm-9:00pm  
Eagles Club  
1104 S Oak Ave, Marshfield  
*Setting the stage for success*

SIMPLICITY PREVAIL THE DIRKS GROUP Marshfield Clinic Health System Dental Crafters Network CENTURY 21 MID-STATE TECHNICAL COLLEGE

## REGISTER HERE

*We are still accepting sponsorships for this event!*  
*To become a sponsor go to [marshfieldchamber.com/events](https://marshfieldchamber.com/events)*  
*or contact Lea Merkel at [merkel.lea@marshfieldchamber.com](mailto:merkel.lea@marshfieldchamber.com)*



**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

MAIN STREET MARSHFIELD MID-STATE TECHNICAL COLLEGE FORWARD BANK · INSURE · INVEST

## REGISTER HERE

Sentry School of  
Business and Economics

# Lean Six Sigma Green Belt Certificate

January – July 2024

**Learning agility has  
never been more critical!**

In this Certificate Program you will complete a business challenge project and learn from professionals with real-world business success.

**Maximize Learning Agility  
Improve Processes  
Optimize Performance**

“ I am happy to report that this was my favorite class of all time. Our project was truly outstanding, and I am eagerly looking forward to utilizing the knowledge and skills acquired in my upcoming role as a small business consultant. ”

Haley Dexter – MBA Candidate



To apply to join this professional program, please contact  
**Adam Olson at [mbainfo@uwsp.edu](mailto:mbainfo@uwsp.edu)**



Agility has never been more critical! Employers and employees are being challenged to respond and adapt to change more quickly. Earn your Lean Six Sigma Green Belt Certificate and optimize the efficiency and performance of your work and your organization. Upon completion of this program, you will sit for the Certified Six Sigma Green Belt exam. This program is also available for graduate credit that can be earned towards UWSP's Master of Business Administration (MBA). On average, those holding any Six Sigma Belt earn \$16,000/year more than those without any Six Sigma Belt. Source: ASQ Salary Survey 2021

## **Lean Six Sigma Green Belt Certificate**

*Maximize Agility • Improve Processes • Optimize Performance*

*Held via Zoom, 4-8 P.M. CT, select Mondays, January 22 - June 24, 2024 (100% Online)*

*Free Upcoming Info Sessions (click on the date to sign up):*

- Thursday, January 4th 12:00-12:30PM
- Tuesday, January 9th 5:00-5:30PM
- Thursday, January 11th 12:00-12:30PM

# CHAMBER NEWS

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UPCOMING  
EVENTS

## WHAT TO LOOK FOR IN 2024

- January 31 - Annual Meeting @ Eagles Club
- February 16- Whiskey & Wine Fest @ Hotel Marshfield
- February 29 – Business After 5 @ Pour Choices
- March 28 – Business After 5 @ Clubhaus
- 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
- 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 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](https://marshfieldchamber.com/events) for more info, updates & registrations

Interested in hosting a  
Business after 5?

Contact Lea Merkel

[merkel.lea@marshfieldchamber.com](mailto: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

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## CONSIDER JOINING MARSHFIELD YOUNG PROFESSIONALS!



For more information on events, becoming a member, or joining as a business see the links below

[Holiday Party & Registration](#)

email [marshfieldyp@gmail.com](mailto:marshfieldyp@gmail.com) for information on joining YP

[Communications Poll](#)



**Join us for Workforce Wednesdays  
with Craig Bernstein  
in partnership with**



Do you have workforce development needs? Not sure where to begin? Join Craig Bernstein at the Marshfield Area Chamber of Commerce and Industry office on select Wednesdays for free workforce development consultations. Craig will be available on the third Wednesday of each month for walk-ins.

Craig is the Director of Workforce and Professional Development for Mid-State Technical College's Workforce and Economic Development Division.



WELCOME TO

# CHILD CARE



## Looking for Child Care?



1-800-628-8534  
or Search Online

- FREE list of regulated (certified or licensed) child care programs
- Quality Checklists
- Interview Questions



## Need Help Paying for Child Care?

- Wisconsin Shares
- Good Start Grants Program



## Interested in Providing Child Care?



- Start Up Sessions & Grants
- Request a packet
- Pre Licensing Consultation
- Trainings/classes available

"I love watching my littles grow and learn. Seeing them do something for the first time and being proud of themselves makes everything worth it!!"



# Childcaring

Central WI Early Education Resources

**YOUR LOCAL CHILD CARE RESOURCE & REFERRAL AGENCY**

Providing early childhood resources & services to families, child care programs, & communities in Central Wisconsin.

[www.childcaring.org](http://www.childcaring.org)



# DO YOU...

- ✓ ENJOY WORKING WITH YOUNG CHILDREN?
- ✓ WANT TO START YOUR OWN BUSINESS AND WORK FROM HOME?

## ATTEND A **FREE** VIRTUAL INFORMATIONAL START-UP MEETING!

Information will be shared on screen. To achieve an optimal experience, reliable internet and technology, including video and audio is needed.



**WEDNESDAY, JANUARY 17**  
**12:30 PM – 2:30 PM**  
**REGISTER BY JAN 14**

**TUESDAY, MARCH 5**  
**12:30 PM – 2:30 PM**  
**REGISTER BY MARCH 3**

**TO REGISTER CLICK [HERE](#)**  
**OR SCAN THE QR CODE:**



An email will be sent prior to the start date that will include resources, information, and a link to log in for the meeting. If you do not receive an email, check your spam email and then contact Childcaring.



850 State Hwy 153, STE F / Mosinee, WI 54455  
[info@childcaring.org](mailto:info@childcaring.org) / [www.childcaring.org](http://www.childcaring.org) / 1.800.628.8534

LEARN MORE ABOUT:

\* START UP GRANTS

\* TYPES OF CARE

\* RESOURCES

\* SUPPORT THROUGH THE START UP PROCESS

Funding provided by:  
WI Department of Children & Families  
[www.dcf.wisconsin.gov](http://www.dcf.wisconsin.gov)

Supporting Families Together Association  
[www.supportingfamilies.together.org](http://www.supportingfamilies.together.org)

# COMMUNITY NEWS

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## CELEBRATING OUR LOCAL BUSINESSES!

### DECEMBER RIBBON CUTTINGS!



GT Hawaiian BBQ, formerly known as China Chef, is celebrating a new, fresh look and updated menu featuring Tropical inspired cuisine. Started in 1994, this family-owned business in downtown Marshfield at 233 S. Central Ave. is re-branding to meet customer demand. Enjoy daily drink specials, family meal options, combo plates, rice bowls and more for any size group or appetite. Their re-grand opening was held December 6th. Anything on their menu is available for dine-in or to go and they also offer catering and delivery.



Interested in a ribbon cutting?  
Contact Karen Olson, Business Development Director  
[olson.karen@marshfieldchamber.com](mailto:olson.karen@marshfieldchamber.com)  
715-384-3454

# COMMUNITY NEWS

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

## MACCI & MAPS PETS OF THE MONTH BELLE & SOPHIE!



*Hi, we're Belle and Sophie and we're 9 years old! Can you believe we have been waiting for our new furever homes for over 2 months?! Not only are we the sweetest ladies you'll ever meet, we are also very gentle and sociable. We love greeting people that come to say hello and we accept all the pets we can get. We may be considered seniors, but we have tons of love to give! Apply for a visit!*

[www.marshfieldpetshelter.org/adopt](http://www.marshfieldpetshelter.org/adopt)

# COMMUNITY NEWS

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The banner features a lightbulb icon with horizontal lines inside, representing an idea. To the right of the icon, the text reads "WISCONSIN GOVERNOR'S BPC BUSINESS PLAN CONTEST". Below this, a dark blue box contains the text "FINALISTS SHARE IN MORE THAN \$100,000 IN CASH & PRIZES".

[Click image for details](#)

*Annual Governor's Business Plan Contest open for statewide entries through Jan. 31, 2024*

*The Wisconsin Technology Council produces the contest to encourage entrepreneurs statewide in the startup stages of tech-based businesses. It links up-and-coming entrepreneurs with a statewide network of community resources, expert advice and mentoring, management talent and possible sources of capital.*

*For their initial entries, contestants will submit a 250-word idea abstract online at [govsbizplancontest.com](http://govsbizplancontest.com). Contestants will also find business plan templates, startup information, networking contacts and technical resources from a mix of state and national resources on the website.*



The advertisement features a photograph of a smiling woman in a white shirt and black apron holding a wooden sign that says "WELCOME WE ARE OPEN". To the right of the photo is a blue box with white text. At the bottom left of the photo, it says "Member Eligibility Required | Federally Insured by NCUA".

## New Year, New Ideas for Your Business

- **Save Money** with Free Business Checking
- **Earn Money** with a Money Market Account
- **Save Time** When You Manage Your Business Accounts and Credit Cards Online

Make Simplicity a part of your 2024 Planning

**Connie Reinwand** | 715.389.8204 (Stevens Point) [creinwand@simplicity.coop](mailto:creinwand@simplicity.coop)

**Derek Freis** | 715.389.8214 (Marshfield) [dfreis@simplicity.coop](mailto:dfreis@simplicity.coop)

 **SIMPLICITY**  
CREDIT UNION

# CHAMBER NEWS

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**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 /// January 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](mailto: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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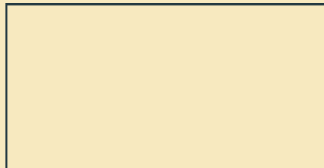


### 2 Column quarter page ad 4.75"x5"

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




### Business Card ad - 2"x3.5"

Appear in 1 publication- Full Color \$35.00

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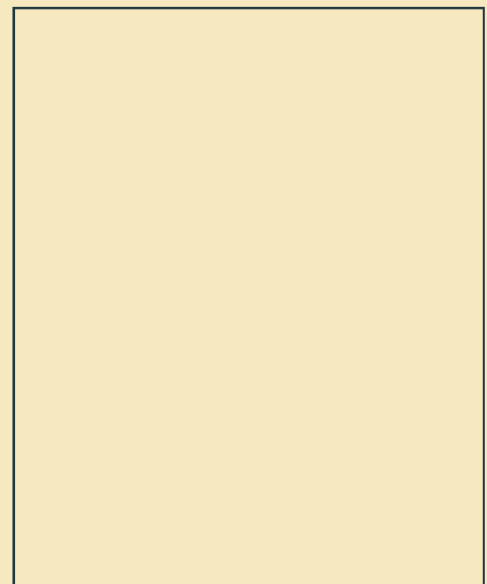
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### Half page ad 7.5"x5"

Appear in 1 publication- Full Color \$150.00



### Full page ad- 8"x10.5"

Appear in 1 publication- Full Color \$175.00