

PERSPECTIVES

Marshfield Area Chamber of Commerce Newsletter /// February 2023

CONGRATULATIONS!

to our 2023 Annual meeting award winners! We are so lucky to have them here in our community making it a great place to live, work & do business!



Dental Crafters, Inc.
2023 Firm of the Year



Rhonda Urlaub | Kris Leonhardt
MACCI's Service Award | Leadership Alumnus of the Year



Heinzen Printing & Promotional
2023 Small Business of the Year

INSIDE...

- Annual Meeting Award Winners,
- upcoming chamber events,
- community events & news!

MACCI

Mark Vieth - Interim President
Scott Saager

Talent & Member Relations Director
Meghann Bishop- Program Assistant
Jessica Roehl -Administrative Assistant

CHAMBER FOUNDATION

Karen Olson
Business Development Director

VISIT MARSHFIELD

Matt McLean - Executive Director
Bethany Pierson- Marketing Associate

BOARD OF DIRECTORS:

Mark Vieth- Chairperson
Marty Chy - Vice Chair
Amber Voelker - Secretary
Matt Eckelberg - Finance Chairperson
Rita Blenker-Chad Curtis-Ann Dieringer-
John Franseen-Dr. Brian Hoerneman-
Tony Krentz-Nick Kumm-Keith Le Moine-
Josh Meissner-Mandy Witt

Watch for details regarding SBOY Breakfast & FOY Dinner...

CHAMBER NEWS

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Say hello to our newest MACCI Members



Brock & Decker Real Estate

Sammy Brock and Sue Decker own and operate Brock & Decker Real Estate, LLC. They are excited to serve their community in not only their Real Estate needs but by supporting them in every way they possibly can. They believe that helping one another builds stronger relationships which in turn positively affects schools, businesses, service organizations, non-profits and everything else that encompasses a community.

916 N. Central Ave., Marshfield

(715) 319-3009

<https://www.brockanddecker.com>



Central Time LLC

High quality and custom watch and jewelry repair located at 111 E. Cleveland Street. Reach out to Chris Jackson today to learn more about the next big thing in high-end watch repair!

403 North Central Avenue, Marshfield

715.204.6649

chris@thecentraltime.com

thecentraltime.com



eye clinic of wisconsin™

One vision. Yours.®

Eye Clinic of Wisconsin

The newest eye clinic in town. 4 optometrists work out of this new office space and they are excited to offer high quality eye care services to the greater Marshfield community!

605 E 4th St, Marshfield

(715) 387-6397

eyecaremarshfield.com

CHAMBER NEWS

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Lifeline Event Services

Lifeline Event Services provides DJ & emcee services as well as photo booth rental services, and audio equipment rentals! Look to Lifeline to book your next event.

715-600-6094

contact@lifelineevents.net

<https://www.lifelineevents.net>



WBD

Formerly Wisconsin Business Development, is a non-profit, and their requirements include job growth – this is part of their mission – create jobs, grow businesses and build communities. Serving Minnesota and Wisconsin, business owners who may not be able to expand their business because of the high expense of a typical structured bank loan, often are able to grow with assistance from WBD. A lot of what they do is educate as well, offer businesses expertise on their options for commercial financing.

4618 S Biltmore Ln, Madison

[\(608\) 819-0390](tel:(608)819-0390)

www.wbd.org



Hub Life Church

Is here to bring life to Hub City, Wood County and to the ends of the earth. Loving people and leading them to meet, know and follow Jesus.

106 W 1st St, Marshfield

(715) 898-1251

www.hublifewi.com

CHAMBER NEWS

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Save the Date for these upcoming MACCI events!



**Upcoming Business after 5's include 04/27 at Nutz Deep II & 05/25 at the American Legion*

Coffee & Connections



with the Chamber

03/22/23 - Coffee & Connections presents Workplace Professionalism at Mid-State Technical college. Head to chamber calendar to register, this is free to all MACCI members and employees!

**Check our event calendar for more Coffee & Connections dates*

Welcome Bethany Pierson to the team at Visit Marshfield!



Bethany Pierson was born in Marshfield but moved away in her early childhood only to visit regularly for shopping. After graduating high school she moved to Marshfield in 2007 for college and has made the community her home and passion since. Bethany worked for several local businesses but is now excited to join Visit Marshfield to continue her personal growth in her career and for the community.

COMMUNITY NEWS

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Be in the know around the community...

Sophisticated business intelligence can be a huge differentiator. SizeUpWI is a free customized platform for small and midsize business owners and entrepreneurs that provides the market research and business intelligence needed for growth and success. Get industry data analysis that empowers you to:

- Discover potential customers and suppliers
- Optimize advertising and marketing to ideal customers
- Analyze the characteristics and spending of consumers in the area
- Validate or reject your assumptions about future business performance
- Rank your industry performance across multiple measurements

The logo for SizeUpWI features the text "SizeUpWI" in a purple, sans-serif font. The letter "U" is stylized with a white upward-pointing arrow inside it.The logo for "start in WISCONSIN" features the word "start" in a bold, black, sans-serif font, followed by a blue right-pointing triangle, and then the word "in" in a bold, black, sans-serif font. Below this, the word "WISCONSIN" is written in a smaller, black, sans-serif font.

Start In Wisconsin is the premier network for local businesses. For owners and startups, Start In Wisconsin will power connections to start, scale and accelerate area entrepreneurs. For the established resource network, Start In Wisconsin will be a platform to provide best fit referrals, build your network, and to showcase the story of entrepreneurship in our region. Check out this website and get your business moving forward today!

Join us for the Third Annual Virtual Wisconsin Rural Economic Summit as we explore the latest economic research and data related to rural Wisconsin communities.



Community Economic Development
Division of Extension

Thursday, March 23, 2023
9:00 AM – 12:00 PM (CST)

Using the latest research and data specific to Wisconsin's rural communities and regions, we will focus on the Wisconsin rural economy. The summit includes an overview of the latest economic and demographic trends across rural communities, an examination of entrepreneurship, and a discussion of what rural communities can do to foster economic growth and development. This event is virtual and free to the public.

COMMUNITY NEWS

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Register Now

Central Wisconsin Day is an opportunity for business and community leaders to bring the voice of our region to Madison. Meet with policymakers from across the state and discuss how the legislature can help move Central Wisconsin forward.

Participants will be divided into teams to meet with lawmakers who represent districts throughout the State of Wisconsin. Teams will champion issues of vital importance to people, employers, and economies in Central Wisconsin.

The overarching issue for Advocacy for the 2023 Central Wisconsin Days is

Talent and Workforce Development

CONFIRMED TOPICS - CHILDCARE, HOUSING, AND TAX REFORM

Wed, Apr 5, 2023 8:00 AM - 4:00 PM

COMMUNITY NEWS

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[Click image for details](#)

For eighteen years, the best February cure for cabin fever has been the Marshfield Cultural Fair. Whether you are an annual visitor, an occasional one, or a total newbie, you will find something in every area of the fair to warm your heart and lift your spirits.

So come out and join us for a day of food, fun, and festivities on Saturday, February 25th from 10 am to 4 pm. It's going to be a blast!

For more details visit our website:

<http://www.marshfieldculturalfair.com>

DANCE INTO SPRING
HOSTED BY MARSHFIELD AREA SPECIAL OLYMPICS AND
2023 LEADERSHIP MARSHFIELD CLASS

A DANCE FOR OUR FRIENDS WITH SPECIAL NEEDS
THAT ARE 14+ YEARS
FEATURING DJ BOB HALLE
ATTENDEES NEEDING SUPERVISION, MUST HAVE AN ESCORT
PRESENT DURING THE ENTIRE EVENT

SATURDAY, APRIL 1
6:00PM - 9:00PM
MARSHFIELD EAGLES CLUB
SNACKS AND NON-ALCOHOLIC BEVERAGES WILL BE PROVIDED
FORMAL ATTIRE ENCOURAGED

Interested in volunteering
for this event? Go to
<https://rebrand.ly/r5lxk4s>
to sign up

SPACE IS LIMITED!
SIGN-UP AT
<https://rebrand.ly/6emcc0d>
SIGN-UP CLOSES ON MARCH 24

QUESTIONS OR NEED HELP WITH REGISTERING?
EMAIL: DANCEINTOSPRING23@RCMAIL.COM OR
CALL: 715-369-6963

QUESTIONS?
EMAIL US AT UNITEDWECAN54400@GMAIL.COM
FIND THE EVENT ON UNITED WAY'S FACEBOOK PAGE

Monetary Donations can be made to Soup or Socks: <https://souporsocks.org>
Donations will benefit Soup or Socks, St. Vincent De Paul & NOW Program

UNITED WE CAN 2023!

March 1- March 17, 2023

We invite your business, organization and/or family to participate in United We Can to help our local food pantries! Build a sculpture of non-perishable food items in your workplace or home.

Virtual Event
A Leadership Marshfield Project

TO ENTER:



Build Dates:
March 1, 2023 - March 17, 2023
Entry Submission Deadline:
March 17, 2023 at 5:00 PM
Facebook Voting:
March 20, 2023 - March 27, 2023
Winners announced:
March 28, 2023

Awards will be presented for the following categories:
-Fan Favorite (251 items or more) -Fan Favorite (250 items or less)
-Tallest Sculpture
-Sculpture with the most items used

Rules:
-Sculptures must be 50% non-perishable food items
-Food items cannot be altered or labels removed
-Items must not be expired

Wish List Items: Peanut Butter/ Jelly/Canned Fruit/Soup/Cereal/Oatmeal
Spaghetti Sauce/Canned Tuna, Salmon & Chicken/Pasta/Brown Rice
Toilet Paper/Shampoo/Paper Towels/Soap
Mayo/Miracle Whip

[Click image for details](#)

COMMUNITY NEWS

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Marshfield Feed My Starving Children will be April 20, 21, & 22.

Zion Methodist Church, 2206 N Peach Hwy, Marshfield, WI
(in the gymnasium)



We invite groups, friends, families, churches & businesses to come together for this Fun event that creates and packs meals for children to assist in reversing and preventing under nutrition. Turn Hunger into Hope



FACTSHEET

Female Labor Force Participation Is Key to Our Economic Recovery

Policymakers and business leaders must partner to address the child care crisis and return women to work

Women's labor force participation needed for economic growth: child care is key

Policymakers and business leaders must partner to address the child care crisis and return women to work.

Businesses alone cannot solve the child care crisis. Employer incentives must be coupled with robust public investments, including subsidies to families with low incomes and direct assistance to child care providers. For our economy to stabilize and thrive, access to affordable, quality child care for working families must be a paramount concern. Business leaders and policymakers must partner to address the child care crisis and return women to work.

Read more in this 2 page, ReadyNation report: Female Labor Force Participation Is Key to Our Economic Recovery



In Wood County, a task force has been formed and is meeting on a regular basis to help brainstorm solutions on a local level. If you are interested in joining this task force or for information on finding child care or help paying for child care, contact your local child care resource and referral agency (CCRR), [Childcaring](#).

[Click images for details](#)

COMMUNITY NEWS

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[Click image for details](https://www.souporsocks.org/marshfield-area-empty-bowls)

Since 2011, Empty Bowls has been the primary fundraising event for Soup or Socks. But Empty Bowls is more than a fundraiser. It helps raise awareness about hunger in our community by reminding participants that “somewhere, someone’s bowl is empty.”

Empty Bowls has brought people together from all over our community to create bowls, donate soup, or volunteer at the event. It has also enlightened all who attend through education about community needs and how Soup or Socks provides assistance.



The goal of the Wisconsin Tech Summit is to bring together major firms and emerging companies in a setting that allows them to meet and explore likely business relationships around technology needs and innovation.

Remember to check for upcoming events on the MACCI event calendar!

<https://web.marshfieldchamber.com/events>

COMMUNITY NEWS

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Looking for a volunteer opportunity?



COLLABORATE
+ CREATE
MAKERSPACE
www.c2makerspace.com
mbowie@uwsp.edu



Volunteer Informational Meeting.



- Share your skills with the next generation of makers
- Mentor youth in your community
- Help shape the technical workforce of the future

Learn how YOU can become a volunteer at the C2 Maker Space

Informational meetings will be held at the **C2 Makerspace** on the UW Stevens Point - Marshfield Campus - Fine Arts Building

Tue 3/14/23 @ 6:30

[Click image for details](#)



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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
MADE NEW

Advertise with us!

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 Meghann at bishop.meghann@marshfieldchamber.com