

# PERSPECTIVES

Marshfield Area Chamber of Commerce Newsletter /// September 2023

## 2023 CHAMBER CAPER SUCCESS!



August 9th wrapped up another Chamber Caper!

The annual scramble tee'd off at 10 am with 37 teams this year.

Prevail Bank took first place!

The Chamber is so thankful for the sponsors and volunteers who made this event a success. Throughout the day golfers had the opportunity to network with various local businesses who sponsored events around the course. The staff here at MACCI thanks our partners who sent golfers and volunteers out to make the day a success. A special thank you to Brian Hanson and the RiverEdge staff for always going beyond our expectations.

Thank you!



### INSIDE...

- upcoming chamber events,
- community events & news!

### MACCI

Denise Sonnemann - Executive Director

Lea Merkel - Director of  
Programs & Engagement

Scott Saager - 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

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

# CHAMBER NEWS

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## A DIRECTORS NOTE



### Workforce Solutions from Scott Saager

There is way more to Marshfield than what meets the eye. If you mention our community to anyone who isn't from here, they may only think of the largest employers – and that's it. There are countless businesses and opportunities that we here at the Chamber help with to keep not only your employees here, but our families and students as well!

The Marshfield Area Chamber of Commerce & Industry is committed to higher education and workforce solutions in the greater Marshfield community. Our primary goal is to educate and provide opportunity to grow for not only students in our local schools, but our industry professionals and partners looking to upskill. For me, I have a passion for finding solutions for our members to get them the resources to do their jobs more efficiently. I work with those same members to find strategies to increase their workforce bandwidth in our Youth Apprenticeship program.

There are many ways our members can get involved and increase their workforce pipeline such as the following programs:

- Youth Apprenticeship
  - Juniors and Seniors apply through our grant-funded program to get part-time jobs in an industry they are interested in! Anything and everything from Manufacturing, Agriculture, Transportation, and more!
- Health Career Connections
  - Seniors in high school job shadow with local healthcare-related businesses.
- Marshfield Area Human Resources Association (MAHRA)
  - A group of HR professionals and small business owners who meet once per month to discuss different HR-related topics in their respective industries.
- Marshfield Area Career Expo (MACE)
  - Area Sophomores spend a day at UW at Marshfield and MSTC Marshfield campuses learning more about the 16 Career Clusters! Businesses host booths at either campus showing students the cool and rewarding work they do and how they can earn a career in those industries.
- Reality Store
  - 8th graders from the greater Marshfield community learn valuable skills for their future! Students are assigned a “life” and have to determine how to manage a monthly budget with the help of our area businesses.
- Xtreme Xploration
  - Juniors from surrounding schools take part in mock interviews, resume reviews, and learn about HR to get them thinking about what the working world is like and how to land their dream job!
- Crystal Apple Awards
  - This is a great program that gives back to our educators! 4 individual teachers who go above and beyond for their school and community will be chosen to win \$1,000!
- And more!

We would love to find more solutions for all our members! Don't be shy and we would be happy to go into our workforce solutions in more detail.

# CHAMBER NEWS

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## **INTRODUCING THE LEADERSHIP MARSHFIELD CLASS OF 2024!**



The Marshfield Area Chamber Foundation will kick-off its 32nd year beginning with a two-day retreat on September 13 & 14 at Hotel Marshfield. This interactive program provides a behind-the-scenes view of the issues that impact the community's economic prosperity and quality of life, while developing and refining individual skills to better serve in leadership roles within their organization and the community. Participants receive a comprehensive overview of the Marshfield area -- its realities, opportunities, and challenges.

The months following the Retreat will focus on: Community Engagement, Public Safety, Education, Local Government, Health and Wellness, and Business & Economic Development. Graduation is scheduled for April 18th, 2024!

Congratulations to this year's participants:

Peggy Sue Behselich, Rotary

Mason Frost, Foremost Farms USA

Angel Denk, Forward Bank

Derek Helm, Forward Bank

Ryan Dieringer, Forward Bank

Katie Anderson, Good Shepherd Lutheran Church

Ken Zivicki, Land O' Lakes

Meghann Love-Lee, Marshfield Area Chamber of Commerce & Industry

Travis Sherden, Marshfield Police Department

Heather Binder, Nelson-Jameson, Inc.

Melissa Pasciak, Nelson-Jameson, Inc.

Amanda Foley, Opportunity Development Center

Carmen Noller, PreventionGenetics

Susan Bredl, Roehl Transport Inc.

Liz Fredrick, Roehl Transport Inc.

Makayla Howard, Simplicity Credit Union

Jenni Smith, Marshfield Area United Way

The purpose of the program is to develop current and potential leaders in the community and to provide a training program that will enhance their ability to become more effective business and community leaders through this professional and personal training experience.

Please join us for the 2024 Leadership Marshfield Kick-off breakfast on Wednesday, September 13th at 7:30 am at Hotel Marshfield.

To RSVP for this event, call 715-384-3454 or sign up on-line.

# CHAMBER NEWS

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## Welcome our newest MACCI Members

*Bakerville Sports Bar & Grill*  
10631 Co Rd B, Marshfield, WI 54449  
(715) 676-3768  
[bakervillesportsbar.com](http://bakervillesportsbar.com)

*Jack's Bar*  
317 N Central Ave, Marshfield, WI 54449  
(715) 384-5535

*T-Bones Bar & Grill*  
400 N Central Ave, Marshfield, WI 54449  
(715) 898-1717

*Pour Choices Bar & Grill*  
114 E 14th St, Marshfield, WI 54449  
(715) 207-0358



160 Medford Plaza, 54451, Medford, WI  
715-387-1911  
[norfinityit.com](http://norfinityit.com)

*Managed Services. On Site Support. Network Security. Consulting. Norfinity IT Solutions powers your business in the digital era so you can focus on what you do best, helping your customers. We also offer residential services with computers, cybersecurity and home systems.*

# CHAMBER NEWS

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## MARSHFIELD BUSINESS AFTER 5

**MACCI would like to extend a huge thank you to the Central Wisconsin State Fair for hosting Business After 5 this August! We look forward to the Fair every year and love being able to participate! Thank you to all our sponsors for this event as well your support continues to make these events a success!**



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

# The Norfinity Difference

With over 25 years of experience, Norfinity IT Solutions empowers your business for the digital era with innovative solutions and cutting edge expertise. By partnering with us, you can focus on your core business, while we handle the complexities of IT.

Plus since we are part of the Medford Cooperative, when you work with us, you are providing local support to our communities.

Experience the Norfinity Difference while on your digital transformation journey. Schedule your free consultation today.



To learn more about our approach, customer service and experience, and how we give back to our community, SCAN THIS QR CODE.



Take the first step towards digital transformation with Norfinity IT Solutions.

**CONTACT US TO SCHEDULE A COMPLIMENTARY CONSULTATION TODAY**

**support@norfinityIT.com**

**(715) 387-1911**

As a member, your spending with Norfinity IT Solutions will qualify you to earn annual cash back and stock in the Medford Cooperative.

A DIVISION OF



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## Innovative IT solutions tailored to you.

[norfinityITSolutions.com](http://norfinityITSolutions.com)

## Our Services

Norfinity IT Solutions powers your business in the digital era so you can focus on what you do best, helping your customers.

**SCHEDULE A COMPLIMENTARY CONSULTATION TODAY**

**e: support@norfinityIT.com**

**p: (715) 387-1911**

### ADDITIONAL SERVICES

#### B2B Services

##### Managed IT

- Managed Firewall
- Managed Multi Factor Authentication
- Patch Management
- Cloud Backup
- Managed Antivirus

##### Active Business Outcomes

- Network Infrastructure
- Data Center
- Security & Access
- Servers / Storage / Back-Up
- Communications (VoIP / Mobile / etc.)
- Wireless Networks
- Hardware Installations / Upgrades
- AV/Video Installations
- Phone Systems

#### Consumer Services

##### Home Computers

- Custom Built Desktops, Workstations and Gaming PCs
- Software Configuration
- Hardware Upgrades
- Purchase of New PCs

##### Home Cybersecurity

- Configuration of Routers and Firewalls
- Provide Virus Cleanup

##### Home Systems Setup

- Phone Systems
- Printers
- Wireless Networks
- Home Security/ Surveillance Systems
- AV/Video Installations
- Starlink (or other satellite system) Set-up and Implementations



Managed Services

**We offer comprehensive managed services to help businesses with their IT management and support challenges.**

Our expert IT professionals are dedicated to ensuring the smooth operation of your technology infrastructure. By partnering with us, you can focus on your core business, while we handle the complexities of IT, delivering cost-effective solutions, proactive monitoring, and the latest industry best practices. With our managed services, you gain access to specialized knowledge, enhanced security measures, scalability, and the peace of mind that your IT systems are in capable hands.



Network Security

**We offer a robust network security service as a comprehensive solution to protect your business networks.**

With our expertise and proactive approach, we ensure the highest level of network security, safeguarding your sensitive data and providing peace of mind for your business.



On Site Support

**We offer comprehensive on-site IT support services designed to meet the unique needs of your business.**

Our team of experienced technicians are ready to assist you with a wide range of IT issues. With our prompt and reliable service, we aim to minimize downtime and ensure that your technology infrastructure runs smoothly, allowing you to focus on your core business operations.



Consulting

**We offer top-notch IT consultation services to elevate your business's technological capabilities.**

Our experienced team specializes in assessing your current IT infrastructure, identifying areas for improvement, and designing customized solutions that align with your goals. We provide comprehensive support to help you leverage technology as a competitive advantage. With our IT consultation service, you can empower your business with cutting-edge solutions and stay ahead in the ever-evolving digital era.

# CHAMBER NEWS

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**MARSHFIELD**  
**BUSINESS AFTER 5**

September 28th - Marshfield Utilities  
October 26th - Buck-A-Neer Club  
December 7th - Hotel Marshfield

## UPCOMING CHAMBER EVENTS

- September 20th - MAHRA @ Mid-State Technical College (Marshfield)
- September 20th - Coffee & Connections @ Forward Bank
- October 18th - Coffee & Connections @ Forward Bank
- October 19th - Firm of the Year @ RiverEdge Golf Course
- October 25th - Working Women's Wednesday @ Hotel Marshfield

For more information & to register go to [marshfieldchamber.com/events](https://marshfieldchamber.com/events)



**MACCI is excited to introduce Workforce Wendnesdays  
with Craig Bernstien  
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 offices on select Wednesdays for free workforce development consultations. Craig will be available on Wednesday afternoons from 1-4 pm for walk-ins on September 20, October 18, November 8 and December 20.

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

# COMMUNITY NEWS

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## MACCI & MAPS PET OF THE MONTH MEWS!



MARSHFIELDAREA  
PETSHELTER  
*MAPS, the road home*

*Hi, I'm Mews and I'm about 4 years old! I came to the shelter with my tiny kittens and I was a very good mom! Now all of my babies have been adopted and I'm ready to find a forever home of my own. I love getting lots of pets and I can't wait to find a special someone that will take me home! Apply for a visit!*

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



# COMMUNITY NEWS

Marshfield Area Chamber of Commerce Newsletter /// September 2023

## CELEBRATING OUR LOCAL BUSINESSES!



*On receiving the Int'l Dairy Foods Association Safety Recognition Award*



[see full article here](#)



*Mid-State Technical College kicked off its 110th anniversary celebration at its annual company picnic at the Rafters game on Thursday, July 13.*

*The College will continue to celebrate the anniversary with its employees throughout the school year, by way of thanking them for their service to Mid-State and its communities.*

*"Mid-State has long been a tremendous resource to the district we serve, and we continue to innovate and grow to transform lives and always strives to be what our communities need," said Dr. Shelly Mondeik, president of Mid-State. "We would not have been able to come this far without the dedication of our employees, and this anniversary is a great reminder of what people can do when working toward a shared mission they are passionate about."*

# COMMUNITY NEWS

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## CELEBRATING OUR LOCAL BUSINESSES!



August 3rd ribbon cutting for  
Hop & Grape, 205 W. Upham St., Marshfield  
Denise Sonnemann, MACCI Executive Director  
with owners Scott & Sharon Gebelein  
[hopandgrape.net](http://hopandgrape.net)



Sierra Kind, Owner of Radiant Glow Boutique, 207 S. Central Avenue  
cutting the ribbon Tuesday, August 8th.



The Guinness World Record's Adjudicator presents Mark Vieth, President and John Horn from Wenzel's Farm with the World's Record for longest meat snack stick (over 314 ft. long) at their 75th Anniversary Celebration held at Wenzel Family Plaza on August 19th. Thank you for a great community event!  
[wenzelsfarm.com](http://wenzelsfarm.com)



# COMMUNITY NEWS

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Scott Krum speaks at the 125th Anniversary Celebration for McMillan Warner Mutual Insurance which is located at 2510 N. Central Avenue, Marshfield. [mcmillanwarner.com](http://mcmillanwarner.com)



Citizen's State Bank in Stratford cuts the ribbon on August 17th. The bank's headquarters is in Cadott. [csbankcadott.com](http://csbankcadott.com)



Marshfield's 4th Kwik Trip location at 1600 W. McMillan St. cuts the ribbon. Owner Scott Zietlow and his wife were present, along with Miss Wisconsin, Mayor TeStrake, Senator Jesse James and Representative Rozar and others.

[kwiktrip.com](http://kwiktrip.com)

# COMMUNITY NEWS

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Cory Latourell, Hotel Marshfield's General Manager (2nd from left) and Denise Sonnemann, MACCI Executive Director with IDM Management at the 10th Anniversary Celebration of Hotel Marshfield. Thank you for bringing great accommodations, celebration and meeting options to the community!

[hotelmashfield.com](http://hotelmashfield.com)



August 29th Ribbon Cutting for Eye Clinic of Wisconsin.  
409 N Chestnut Ave, Marshfield

[eyeclinicwi.com](http://eyeclinicwi.com)

## SOMETHING FOR EVERYONE

# NONPROFIT LEADERSHIP INSTITUTE

The Nonprofit Leadership Institute is a masterclass in nonprofit leadership. This series of seminars, led by local community experts, is for members of all levels of nonprofit organizations. Designed for staff, executives, and board members of nonprofits, this course will provide the foundations of managing and operating effective nonprofits. Each class session will be enhanced with peer-facilitated discussion groups and offers an excellent networking and collaboration opportunity.

You will:

- Learn to connect mission, vision, values, strategy, and goals
- Understand the principles and concepts of nonprofit leadership, governance, and planning
- Apply sound fiscal and financial decision-making
- Cultivate professional relationships to build community, board, and volunteer resources
- Explore ways to use storytelling and communication strategies to grow your influence
- Examine various fundraising and fund development strategies commonly used in the nonprofit sector
- Consider the value of using an equity lens to lead organizations today

Varied Tuesdays • September 19 – December 12  
September 19 • October 3 & 24  
November 7, 14, & 28 • December 12  
5:30 – 7:30 p.m. • Marshfield Campus  
Class #: **66359** • Course Fee: \$150  
Instructor: Rikki Harry

### Questions

[continuinged@mstc.edu](mailto:continuinged@mstc.edu) • 715.422.5488

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.

LOOK UP CLASS # 66359 AND  
REGISTER AT COURSES.MSTC.EDU



[mstc.edu](http://mstc.edu) • 888.575.6782 • TTY: 711

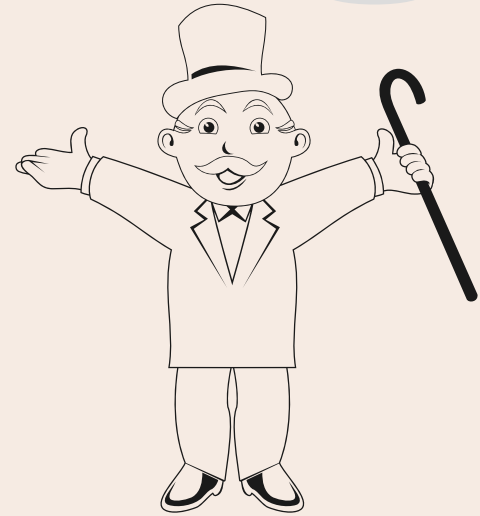
Mid-State does not discriminate on the basis of race, color, national origin, sex, disability, or age in its program, activity, or employment. The following person has been designated to handle inquiries regarding the nondiscrimination policies:  
Vice President – Human Resources; 500 32nd Street North, Wisconsin Rapids, WI 54494; 715.422.5325 • AAEO@mstc.edu. 8/2023



# CHAMBER NEWS

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## MARSHFIELD-OPOLY HAS ARRIVED!!!



Games can be purchased at the chamber  
Monday-Friday 8:00am - 5:00pm  
700 S. Central Ave, Marshfield  
(715)384-3454

**\$40.00  
EACH**



# PERSPECTIVES

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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 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 2023

## 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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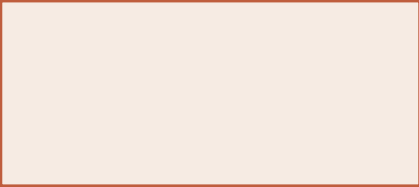



CHAMBER OF COMMERCE  
**MARSHFIELD**  
 MADE NEW

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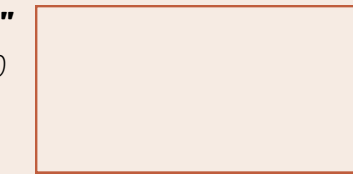
**2 Column quarter page ad 4.75"x5"**  
 Appear in 1 publication- Full Color \$50.00

**3 Column quarter page ad 7.5"x 3.5"**  
 Appear in 1 publication- Full Color \$100.00

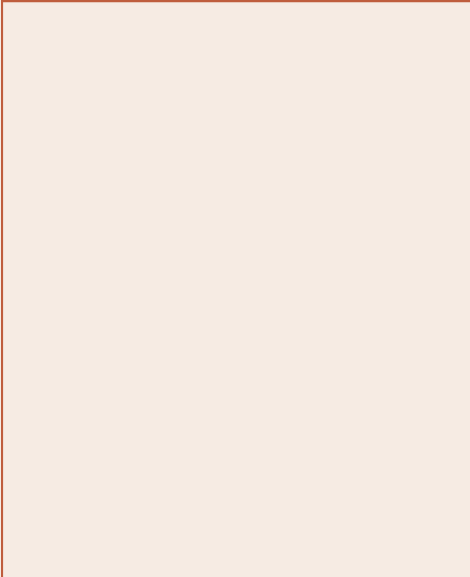
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**Business Card ad - 2"x3.5"**  
 Appear in 1 publication- Full Color \$35.00



**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