

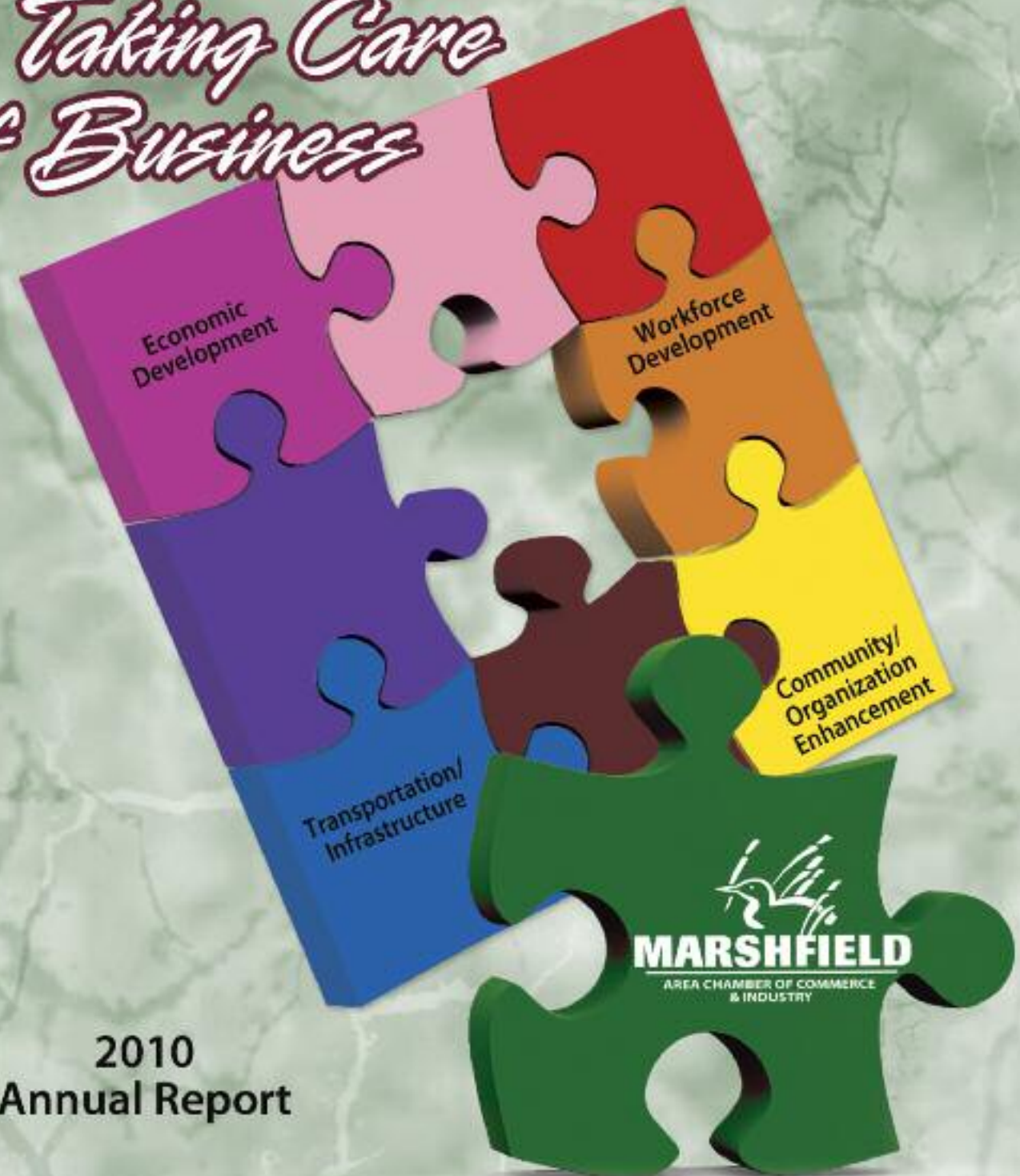
Marshfield Area Chamber of Commerce & Industry
700 South Central Avenue
P.O. Box 868
Marshfield, WI 54449

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*Taking Care
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*Taking Care
of Business*



2010
Annual Report

MARSHFIELD AREA CHAMBER OF COMMERCE & INDUSTRY

700 South Central Avenue

P.O. Box 868

Marshfield, WI 54449

Phone: 715-384-3454

Fax: 715-387-8925

E-mail: info@marshfieldchamber.com

Web page: www.marshfieldchamber.com



Your MACCI and Foundation staff -- (seated) Karen Isaacson, Karen Olson, Karen Kieffer, Roxie Wetterau, (standing) Debbie Bauer and Scott Larson.



MACCI STAFF

Executive Director

SCOTT LARSON

Program Director

DEBBIE BAUER

Staff Assistants

KAREN ISAACSON

KAREN KIEFFER

Chamber Foundation

Business Development Director

KAREN OLSON

Chamber Foundation

Workforce Development Director

ROXIE WETTERAU

Convention & Visitors

Bureau Executive Director

SHARON KIRN

Convention & Visitors

Bureau Assistant

JINA WOLF

Mission Statement

The Marshfield Area

Chamber of Commerce & Industry

provides leadership and support for the economic advancement of our community, while serving as a catalyst for the development of programs and services that benefit our members.



PRESIDENT'S MESSAGE

To Our Valued MACCI Members,

2010 proved to be an interesting year. More so than ever, governmental over-regulation is becoming a common obstacle to a healthy business environment. As a believer in the power of unencumbered supply and demand, organizations such as MACCI have and will need to continue to play a larger role in communication, education, and advocacy for businesses. As business leaders, we've always needed to pay close attention to such things as product quality, customer service, and overhead costs. Now, add to the list, the need to ban together to fight for free enterprise.

Regardless of what obstacles lay ahead, Marshfield is blessed with great leadership. Our strength in the medical, education, transportation, agricultural and manufacturing industries will soon be supplemented with the expansion of the four-lane Highway 10. Marshfield has never been in a position for better long-term growth. It's an exciting time to be in business.

With that excitement, I want to encourage support of the "Buy Local" program. Buying from your neighbors first simply retains more wealth locally than spending money out of town. A single company that purchases a single order has minimal impact, however a hundred businesses that place thousands of orders annually can make a huge difference. Every local purchase supports a job which provides a household with income in turn used to buy more goods and services. This year "Buy Local" will have its online infrastructure in place but success will still require your support. Be ready!

Finally, whether it's fighting unwanted business tax and regulation, helping a new business get started or helping an unemployed worker get back on their feet, MACCI works hard on your behalf "Taking Care of Business". I would like to thank the Marshfield business leaders for their support over the past year and thank you for all I've learned. It's truly been an honor to serve you. Please join me in welcoming our incoming President Brenda Dillenburg as she starts her adventure. I hope you show Brenda the same kindness and support you showed me.

A handwritten signature in cursive script that reads "Shannon Nienast".

Shannon Nienast
MACCI President
2010



Shannon Nienast





ODC President Pam Ross accepts the 2010 Business of the Year award from MACCI President Shannon Nienast.



Prevention Genetics new addition in Air Business Park.



Denny and Joan Riedel family. Sports Den honored as Small Business of the Year.

ECONOMIC, INDUSTRIAL, COMMUNITY DEVELOPMENT

Manufacturing and Large Firms

- ✚ Marshfield Clinic constructs and opens 28,362 sq. ft. Family Health Center Dental Clinic.
- ✚ Custom Fab is adding a 20,000 sq. ft. facility.
- ✚ Prevention Genetics begins construction of 11,000 sq. ft. addition to their facility in Air Business Park, with projected employment increasing to 100.
- ✚ G&D Wood Products adds 5,950 sq. ft. to their facility in East Industrial Park.
- ✚ A new 25,561 sq. ft. Tier III+ certified Marshfield Clinic Primary Data Center is completed in Mill Creek Business Park.
- ✚ Completion Industrial Minerals moves forward with their sand mining project in Yellowstone Industrial Park. Panther Creek Sand purchases facilities to expand their sand mining operation to Marshfield.
- ✚ Former Wick Properties purchased by Houston-based Carbo Ceramics for \$4.2 million.
- ✚ Opportunity Development Centers, Inc. was honored as MACCI's 2010 Firm of the Year.

Service, Retail, and Small Business

- ✚ The Sports Den was named MACCI's 2010 Small Business of the Year and honored at a breakfast recognizing their accomplishments.
- ✚ The late Tim Dickrell of Cattails Coffee was named MACCI's 2010 Entrepreneur of the Year.
- ✚ Wheeler Chevrolet GMC completes new state-of-the art 11,800 sq. ft. collision repair center.

MACCI AMBASSADORS

President

KIM FREDRICK
deBoer Trucking

Vice President

LINDA SCHMIDTKE
Schmidtke's Furnace Duct

Secretary

DALE MARTH
Veolia Environmental Services

Treasurer

ROCHELLE HILL
Marshfield Area YMCA

Past President

KATHY BANKS
Marshfield Buyer's Guide

PAT ALLEN
Community Representative

PAT ANDERSON
Mid-State Enterprises, Inc.

PATRICK ANDERSON
Roehl Transport

NICK ARNOLDY
Marshfield Insurance

MARY BLANCHARD
ODC, Inc.

DEB CASPERSON
Marshfield Clinic

CINDY COLE
M&I Marshall & Ilsley Bank

TOM DRENDEL
UW Agricultural Research Station

ARLAN FERCH
Hawkins Ash Baptie & Company

KEN FORREST
Premier Printing

JIM FREUND
Victory Promotional

JERRY HAGMAN
Dental Clinic of Marshfield

MARILYN HARDACRE
Community Representative

RICK HEINZEN
Heinzen Printing, Inc.

GREG HESCH
Slumberland

STEVE JOHNSON
Figi's Inc.

TIM KOLSTAD
Stratford State Bank

RANDY KROGMAN
Felker Brothers Manufacturing

JIM KRUEGER
Figi's Inc.

GLENN LINZMEIER
A&B Process Systems

KATHY MEIDL
Heritage Bank

TAMMY MEISSNER
Norm-E-Lane Farm

BOB MERKEL
Merkel Company

RALPH MUELLER
Community Representative

JIM NIKOLAI
Nikolai Insurance

JOE PACOVSKY
Marshfield Utilities

NEIL RIEDEL

GREG RINDFLEISCH
Community Representative

KATHY RHYNER
Community Representative

BOB SABA
Festival Foods

TODD SCHULTZ
RCU

MARY HELMS-SCHLAGENHAFT
REMAX American Dream

DICK SOLBERG
Community Representative

DANA UPTON
Prudential Success Realty

SHARON WITT
Security Health Plan

DIANE WOLF
Mid-State Technical College

Associate Ambassadors

JOHN BALTUS
Baltus Companies

CAROL BERG
Community Representative

JIM COLEMAN
Marshfield Clinic

JACK HACKMAN
Community Representative

LOUIE BADZINSKI
Community Representative

ED HAHN
Community Representative

JOHN NELSON
Nelson-Jameson

CAROL SCHALLOCK
Christ Lutheran Church

JOHN SKADEN
Ministry Saint Joseph's Hospital

DAVE VALLE
Spring Green Floral & Hobby

COMMITTEE LEADERSHIP

Agri-Business

DENNIS BANGART
United FCS

Business/Governmental Affairs

DENNIS JUNCER
Stauber & Juncer

Chamber Caper

BRIAN HANSON
Figi's, Inc.

JEFF HILL

Gene Hill Construction

ROCHELLE HILL

Marshfield Area YMCA

Dairyfest

TODD DIEDRICH
Forward Financial Services

Energy Council

JIM SCHNAEDTER
Mid-State Technical College

Firm of the Year

BOB MERKEL
Merkel Company

Leadership Marshfield Advisory Council & Alumni

KIM VRANA
Vrakas/Blum Computer Consulting, Inc.

Marshfield Area Human Resource Association

LARA BAEHR
City of Marshfield

Marshfield Economic Development Association (MEDA)

RICH CHRONQUIST
First Weber

Nominating

JIM COLEMAN
Marshfield Clinic

Small Business Council

JOHN BAUR
Associated Bank

Technology Council

JOE BRICKWEG
Marshfield Clinic

TODD DIEDRICH

Forward Financial Services

Transportation

KARL ZIMMERMANN
Century 21 Gold Key Realty

Marshfield Convention & Visitors Bureau

MIKE FEIRER
City of Marshfield

Committees Driven by Chamber Staff

Annual Meeting
Business Bowl
Young Professionals

✚ Prairie Run breaks ground on a 6-acre site for Prairie Crossing, a 5,000 sq. ft. 2-story commercial facility that will house professional offices and specialty businesses.

✚ Stoney River Assisted Living opens their new 41,620 sq. ft. facility on the community's NW side.

✚ Ground was broken for the new House of the Dove hospice facility.

✚ Marshfield Eagles adds 5,000 sq. ft. addition.

✚ Several new businesses open in the downtown including The Hearing House, Non-Toxic Chic and Jeweler's Palette.

✚ Shoppes at Wood Ridge is purchased by an ownership group from the Eau Claire area.

✚ Retail recruitment efforts enhanced through partnership of Main Street Marshfield, City of Marshfield and MACCI. Site visits were conducted to Tomah and Cedarburg recruiting specialty shoppes to our community.

✚ In an effort to promote shopping locally, MACCI sold \$484,580.00 in MACCI gift certificates.

Business Vitality

✚ During the year the total assessed value of commercial and manufacturing real estate was \$519,727,300.

✚ Attended the "2010 Wisconsin Companies to Watch" award presentation honoring second stage entrepreneurs including Marshfield's Prevention Genetics

✚ Hosted visit by Dept. of Commerce Secretary Olver, which included a tax credit award presentation to Prevention Genetics.

✚ 15 businesses opened in 2010 including: (not mentioned elsewhere in this report).

Lamar's Smokehouse BBQ
Nash Podvin Attorneys At Law
Southway Pub & Grub
Total Body Fitness
Unique Pieces Consignment
Al's Pawn Shop
Cut Rate Computers

Milan Fashions
Stampin 'n Scrapin Fun
Tiki Jewelry
No Limit Manufacturing
DC Door & Glass LLC
Perfect Fit Alterations



The Hearing House, 106 W. 5th St.



Non-Toxic Chic, 126 S. Central Ave.



Marshfield Clinic's Family Health Center Dental Clinic.



Prairie Crossing commercial building on west McMillan.



Stoney River Assisted Living on west McMillan.



Wheelers Chevrolet GMC's new collision repair center.

- ✚ 14 businesses relocated to larger locations or greatly renovated their current location to better serve the needs of their customers (these businesses were not listed elsewhere in this report).

Branch of Central City Credit Union at MHS
 Clearwaters Hotel & Conference Center
 Crabby Dave's
 Envoy Mortgage of Wisconsin
 June's Alterations
 Marshfield Area United Way
 Merle Norman Cosmetics & The Day Spa
 Shirley's House of Hope
 Stratford Dental Clinic satellite of Dental Clinic of Marshfield
 Weber's Farm Store
 Wenzel Farm Sausage

- ✚ Four major groundbreakings occurred throughout the year:
 House of the Dove
 Prairie Crossing
 Stoney River Assisted Living
 Wheeler Chevrolet GMC Collision Center

- ✚ The Wisconsin Cost of Living index ranked Marshfield at 95% (range from 91.7 to 102.6)



Community and Economic Development

- ✚ Energy Council continues to explore alternative energy business development opportunities and to secure federal and state technical resources. Work continues on energy projects including anaerobic digester with the UW Ag Research Center.
- ✚ Partner in WI Entrepreneur's Network.
- ✚ Participated in the City's Economic Development strategic planning committees.

BOARD OF DIRECTORS

President

SHANNON NIENAST
 Wisconsin Homes

Secretary

CINDY BURNS
 Burns Insurance

Vice-President

BRENDA DILLENBURG
 Mid-State Technical College

Treasurer

BOB DUMS
 Marshfield Clinic

Past-President

ANDY MARTIN
 Innovative Machine
 Specialists, Inc.

MATT BERRIER
 Associated Sales & Leasing

JOE PACOVSKY
 Marshfield Utilities

CRAIG COOK
 Ministry Health Care/
 Saint Joseph's Hospital

RICK ROEHL
 Roehl Transport

TODD DIEDRICH
 Forward Financial Services

PAM ROSTERMAN
 Figi's Inc.

AL MICHALSKI
 Felker Brothers

GORDON SCHALOW
 Schalow's Nursery

DAVE MEISSNER
 Norm-E-Lane Farm

AARON STAAB
 Staab Construction

MARSHFIELD AREA CHAMBER FOUNDATION BOARD OF DIRECTORS

President

DAN HELWIG
 Design Unlimited

Directors

GEORGETTE FRAZER
 Lifetime Financial Services, LLC

RANDY GERSHMAN
 Edward Jones

LORI GROPP
 Marshfield Clinic

ANDY MARTIN
 Innovative Machine Specialists

AL NYSTROM
 M&I Marshall & Ilsley Bank

JOHN SKADEN
 Ministry Saint Joseph's Hospital



Brenda Dillenburg

INCOMING PRESIDENT'S MESSAGE

Dear MACCI Members:

While the words of the Bachman Turner Overdrive (BTO) song are forever burned in the brains of those growing up in the 1970s, "Taking Care of Business" in 2011 is not the same task it was when the song became popular. While the economy will continue to slowly and steadily improve, competition remains strong and expectations are higher than ever before. These difficult economic times require us to provide customer service that goes above and beyond what we have provided in the past while remaining true to our high standards for quality, safety, and work ethic.

There is a sense of urgency about the work place. Communication, decision making, problem solving, and critical thinking are key skills for our workforce. Work assignments cannot be defined by a list of steps to be taken to complete a task. Every position in our organizations require employees to continuously employ these key skills. Job tasks and duties are constantly evolving; in fact, some days it seems the only constant is change. Taking care of business is not a simple task, but a critical part of strategic survival and prosperity.

Your MACCI staff and board of directors are always available to you. We are constantly looking at ways to help you and to advocate for your business. Our mission is to provide leadership and support for the economic advancement of our community, while serving as a catalyst for the development of programs and services that benefit our members. We remain dedicated to you, our members, and your needs. Our door is always open, so please make an opportunity to share your thoughts with us.

Thank you for your continuous spirit of volunteerism. MACCI committees and projects are unbelievably successful because of the hard work of the staff and a volunteer base that is beyond measure. I truly believe this is what makes our community so unique.

And, while you are busy Taking Care of Business, don't forget to take care of each other.....remember to Buy Local whenever possible! My best wishes to you for a happy, healthy, and prosperous 2011.

Brenda J Dillenburg
MACCI President, 2011

- ✚ The Common Council allocated \$150,000 for a matching façade grant program for downtown businesses. The City committed \$127,485.30 to eleven projects that were either completed or are still in the process. The entire process will total \$500,000 in planned improvements for the downtown.
- ✚ Angel Investors Network continues to provide resources for business start-ups.
- ✚ Wisconsin Innovation Network (WIN) continues working with the Centergy chapter in Central Wisconsin, fostering innovation and entrepreneurship.
- ✚ Participated in WEDA (Wisconsin Economic Development Assoc.) conference on Innovation-Bold Moves in a Challenging Environment.
- ✚ Promoted Marshfield to Bio-Tech industry at the World Bio-Tech Show in Chicago, IL.
- ✚ Partnered with Marshfield Clinic and its Applied Sciences and two local Bio-Tech businesses to promote Marshfield at Biotechnology & Vision Summit and the 2010 Wisconsin Early stage symposium, both held in Madison.
- ✚ MACCI thanks the Marshfield SCORE Chapter for their efforts. Through the Central Wisconsin SCORE Chapter a total of 563 individuals were counseled with their development needs with over 2,000 volunteer hours. Several workshops and seminars were sponsored throughout the year and offered in Marshfield, Stevens Point and Wisconsin Rapids.
- ✚ MACCI and the local SCORE chapter coordinated "Where's the Money" event with the SBA (Small Business Association), WHEDA (Wisconsin Housing and Economic Development Authority), WBD (Wisconsin Business Development) and local revolving loan representatives for bankers and businesses.
- ✚ Local SCORE members are Ed Hahn, Robert Keyes, Ron Koepke, Ken Krahn, Richard Meyer, Lee Forman, Rich Kenyon, Norm Kommer, Don Nystrom, Ray Ohlsen, Karen Olson, and Richard Seifert. Thank you, all!
- ✚ Marshfield's new fire station opened its 28,000 sq. ft. LEED silver certified facility.



Karen Olson and Scott Larson at the World Bio Show in Chicago.



G&D Wood Products adds a 5,900 sq. ft. addition.



Marshfield's new fire station. LEED certified.



Weber's Farm Store ribbon cutting.



New "Gateway to Downtown".



Total Body Fitness, 104 Northridge St.

- ✚ Through the Chamber Foundation, the Marshfield Economic Development Association (MEDA) Revolving Loan Fund Review Committee has to date approved 23 RLF loans bringing the total loan portfolio to \$1,696,429.
- ✚ Assisted a total of 51 local businesses and 24 out of the area firms with specific development requests.
- ✚ Marathon and Wood Counties' unadjusted unemployment rate for November of 2010 were 7.3% and 7.0% respectively.
- ✚ To better address the needs of our businesses, business retention surveys were conducted throughout the year.
- ✚ Marshfield was featured in the WEDA Directory, LOIS (Location One Information Systems), Business Expansion Journal, Trade & Industry Development, Global Corporate Xpansion, Wisconsin Online and Images of Marshfield.
- ✚ Revisions were made to promotional tools, such as the Economic Profile, Marshfield Industries, Industrial Park Maps, and Retail Guide.
- ✚ Represented Marshfield at the International Council of Shopping Centers (ICSC) Idea Exchange and Alliance programs held in Milwaukee and Chicago.
- ✚ Staffed a booth at the Wisconsin Entrepreneur's Conference in Milwaukee.
- ✚ Offered Business Innovation Seminar to strengthen regional efforts.
- ✚ Buy Local campaign continues through community volunteer efforts.
- ✚ Coordinated tour for the Agri-Business Committee at Harmony Ho (Bredl's) Cheese Plant.
- ✚ Energy Council held renewable energy educational seminar at Kulp's in Stratford.
- ✚ Promoted and participated in Centergy's Board of Directors Manufacturing Alliance Summit.

- ✚ Twelve "Business After 5" functions provided Chamber members with an opportunity, in a social setting, to meet with and increase contact with others in the business community.
- ✚ The successful annual golf outing and dinner, "Chamber Caper", and popular Business Bowl were sponsored.
- ✚ Five individuals were welcomed as Ambassadors; Bob Saba of Festival Foods, Mary Helms-Schlagenhaft of RE/MAX American Dream, Tammy Meissner of Norm-E-Lane Farm, Dana Upton of Prudential Success Realty and Patrick Anderson of Roehl Transport.



Ambassadors working registration table at Business After 5.



Golf carts loaded and attendees ready to tee off at Chamber Caper.



Slumberland Sluggers won best dressed team at Business Bowl that took on a sports theme.



Ambassadors welcoming guests at Annual Meeting dinner.



Chips ribbon cutting at their new location on Marshfield's south side.



Red coats well represented at Crabby Dave's ribbon cutting.

✚ With nearly 50 members, the Marshfield Young Professionals Network continues to provide an avenue to retain our young professionals in the greater Marshfield area. The group has coordinated an annual brat fry, Sand for Sandboxes fundraiser, Wine & Cheese Tasting event, Mother's Day hydrangea sale, volleyball leagues, annual fall event, monthly socials and volunteered at Rotary Winter Wonderland.

✚ MACCI's CEO Network (Connecting Executives & Opportunities) provides top management with the opportunity to increase contact with other business executives.

Investment and Networking Activities – MACCI Resources at your fingertips

✚ The Marshfield Area Chamber Foundation whose mission is to "serve the philanthropic needs of Chamber members as they pertain to qualified Chamber programs" financially administered the following programs:

- Leadership Marshfield
- Agri-Business
- Economic Development (MEDA)
- Central Wisconsin School-To-Career Partnership
- Marshfield Young Professionals
- Project Playground
- Groundwater Guardians
- Health Services Career Connections
- Office Professionals
- Cultural Fair
- Crystal Apple Awards Program

✚ As a 501(c)3 fully tax qualified foundation, members may fund certain programs using the Foundation as the entity, which can accept the charitable donations.

✚ Staff served as an information resource for the community and referral center for our members, responding to an average of 40 inquiries daily.

✚ Economic data provided by Economic Indicator Forum, co-sponsored with M&I Marshall & Ilsley Bank, UW-Stevens Point and Marshfield Economic Development Association (MEDA). Topics included "Will My House Ever Be Worth What I Paid For It?" and "Central Wisconsin Real Estate Update".

✚ Coordinated and staffed Marshfield Communications & Marketing sub-committee in an effort to develop a community brand.

✚ Attended Centergy Economic summit to promote the region's economy.

✚ The Agri-Business Committee presented the fourth annual "Friend of Agriculture" award to Nasonville Dairy, recognizing the Heiman family. They also recognized area outstanding high school seniors for their involvement in the agricultural industry and area Century Farms. A banquet was held to honor these recipients. The group partnered with area local businesses to showcase samples of the area's agriculture products at the Shoppes at Wood Ridge Farm Show.

✚ Partnered with Journal Communications in the coordination of the 2010 Images of Marshfield magazine showcasing Marshfield's dynamic businesses, excellent educational opportunities and overall quality of life.

Milestones in Business

- | | |
|------------------------------------|--|
| 70 – Marshfield Wilbert Vault | 25 – High Street Salon Spa & Travel |
| 65 – Tri-City Refrigeration | 25 – Georgette Frazer, First Affirmative |
| 55 – Weber's Farm Store | 20 – Daily Grind |
| 55 – Kramer's Lawn Ornaments | 20 – Fresh Air by Schmidtke's |
| 50 – Clifton Gunderson | 20 – Four Seasons Antique Mall |
| 45 – Schalow's Nursery | 20 – G&D Wood Products |
| 35 – Schmidtke's Cleaning Services | 10 – Slumberland |
| 35 – Sports Den | 10 – The Back Porch |
| 30 – Melody Gardens Restaurant | 5 – Golden Living Center – Three Oaks |
| 25 – Dairy Queen | 1 – Crabby Dave's |
| 25 – Joe Aumann Siding | 1 – Merle Norman Cosmetics & The Day Spa |
| 25 – Central Wisconsin Steamway | |



Various facade renovations downtown.



Lammar's Smokehouse BBQ, LLC, 1504 S. Central Ave.



Marshfield High School student, Lindsey Duerr, in a job shadow rotation at Ministry Saint Joseph's Hospital.



Students visit the Hospitality and Tourism Career Cluster at Xtreme Xploration.

WORKFORCE DEVELOPMENT SCHOOL-TO-CAREER INITIATIVES

Growing the Pool of Qualified Workers

✚ The Central Wisconsin School-To-Career (STC) Partnership, comprised of the school districts of Auburndale, Granton, Greenwood, Marshfield Public and Marshfield Area Catholic Schools, Pittsville, Spencer and St. Joseph School-Stratford, initiated its 16th year. The STC programs are coordinated through the Marshfield Area Chamber Foundation, receiving a state grant from the Wisconsin Department of Workforce Development. Employers play an active role in shaping the quality of their future workforce when they participate in a School-to-Career program. Education is more relevant to the real work when students combine learning and thinking in the classroom with the application of knowledge and skills in the workplace.

✚ Sixteen high schools students from Marshfield, Spencer, Stratford and Pittsville participated in the Health Career Connections program. These students job shadowed in a variety of medical professions at the following participating businesses: Bents Chiropractic, Bethel Center, Colonial Center, Dental Clinic of Marshfield, Eye Wear Designs, Golden Living Center at Three Oaks, Mabeus Dental Office, Marshfield Clinic, Ministry Saint Joseph's Hospital, Shopko Pharmacy, and Walgreen's Pharmacy.

✚ Xtreme Xploration, a career and education exploration event, was held at UW-Marshfield/Wood County. Approximately 300 students from Marshfield and Columbus Catholic High Schools were able to interact with representatives and explore career options from 16 different Career Clusters. They learned about ethics in the workplace, interviewing tips, post-secondary education opportunities, and gained valuable information from community leaders.

ORGANIZATIONAL ENHANCEMENT

Administrative – Advancing Leadership, Improving Performance

- ✚ MACCI celebrated its 64th Annual Meeting dinner and program which honored MACCI members and volunteers.
- ✚ MACCI published twelve issues of the newsletter, "Perspectives" to keep our members informed.
- ✚ MACCI's CALL THREE program, a crime alert program was utilized by members throughout the year.
- ✚ Membership was maintained with the following organizations, Wisconsin Economic Development Association, Transportation Development Association, and Wisconsin Chamber of Commerce Executive, Wisconsin Manufacturers Council, ACCE and US Chamber, Midwest Renewable Energy Association, Dairy Business Association, Midwest Area Economic Development Council, International Council of Shopping Centers, International Economic Development Council, and Downtown Action Council.
- ✚ MACCI Ambassadors (Red Coats) participated in 13 ribbon cutting ceremonies and 4 groundbreaking ceremonies. They also assisted in retaining current members by making goodwill calls. An annual meeting and awards dinner was held as a thank you for all that they do for MACCI.
- ✚ Ambassadors provided updates to 2010 City of Marshfield map.
- ✚ Staff attended Governor's Conference on Tourism in Milwaukee.
- ✚ MACCI continues to offer a member discount section on the website as a value added benefit to members and to continue to promote the "Buy Local" campaign.
- ✚ Membership survey completed as a continuing effort to address the needs of members.



Main Street Marshfield's Farmers Market.



Marshfield historic re-enactments during Historic Preservation Month.



Best overall float in the Dairyfest parade went to Figi's.



MACCI's Agri-Business Committee's Outstanding Ag Seniors.



MACCI's Friend of Agriculture, Nasonville Dairy.



Street renamed honoring Marilyn Hardacre.

- ✚ Ministry Saint Joseph's Hospital received several designations and awards for its outstanding care and services throughout the year.
- ✚ The community welcomed home the Battery A, 120th Field Artillery Wisconsin National Guard unit based in Marshfield.
- ✚ The City of Marshfield honored Marilyn Hardacre for her accomplishments in government and the community by naming the street in which she lives "Hardacre Avenue".
- ✚ After 32 years of working for the City of Marshfield, City Administrator Mike Brehm retired.
- ✚ Mary James Mork was hired as the Community Development Authority Director.
- ✚ New Postmaster Scott Mayer was installed in September.
- ✚ Police Chief Joe Stroik retires after 12 years as department's top-ranking officer. Gary Jepsen was promoted to Chief.
- ✚ Marshfield was listed in Top 5 Places To Live according to Forbes.com. Cities were selected from a pool of cities with populations less than 100,000 and rated on average incomes, cost of living, educational opportunities, commuting times and rates of home ownership.
- ✚ Provided community tours to enhance the recruitment efforts of our businesses.

- ✚ Business leaders participated in the Career Portfolio Day at Marshfield High School, providing students with job interviewing experience.
- ✚ Two Reality Stores were coordinated for middle school students in the districts of Auburndale, Columbus Catholic, Granton, Greenwood, Loyal, Pittsville, Marshfield, and Spencer, as well as Immanuel Lutheran, Trinity Lutheran, and St. Joseph schools. More than 50 business volunteers helped bring this hands-on learning experience to area students.
- ✚ The eighth annual Crystal Apple Awards dinner and program was held recognizing outstanding area educators within area school districts. 2010 teachers of distinction include: Laura Anderson, Spencer Elementary; Elizabeth Arneson, Our Lady of Peace; Tim Barnes, Grant Elementary; Judy Barton, Spencer Middle School; Wanda Bauer, Auburndale Elementary; Kit Chase, Marshfield Middle School; Sheila Cherney, Auburndale Middle School; Janeen Dietsche, Marshfield High School; Kris Doering, Pittsville Elementary; Deb Englehart, Washington Elementary; Lynn Gilhausen, St. Joseph School; Michele Gorke, Marshfield High School; Theresa Hahn, Madison Elementary; Jill Helgerson, Immanuel Lutheran; Wayne Jellish, Nasonville Elementary; Cathryn Kolpanen, Grant Elementary; Judy Nicksic, Lincoln Elementary; Todd Steward, Pittsville High School; Melissa Stockheimer, Marshfield High School; Steve Van Wyhe, Columbus Middle School; Cindy Wirkuty, Greenwood Elementary; and Marty Yohn, Granton Schools.
- ✚ The Marshfield Area Human Resource Association's purpose is to provide a network for business and industry professionals to share human resource and other information of mutual concern. Six human resource management workshops were hosted through the Marshfield Area Human Resource Association on the following topics: Value-based Health Care; FMLA; State of the Economy; Labor Law Update; Work-based Learning; and Unemployment.



Nasonville Elementary teacher, Wayne Jellish, is notified of being selected as a Crystal Apple Teacher.



Judy Barton, Spencer Middle School, is announced as a 2010 Crystal Apple Teacher.



Spencer 8th-grade students making "purchases" during their Reality Store.



Youth Apprenticeship students employed at Central City Credit Union in Marshfield High School.



2010 Reality Store at Marshfield Middle School.



Health Career Connections student, Taylor Tibble.

- Offered workforce development series by partnering with Mid-State Technical College called "Java Jump Start". Both series focused on programs related to "Social Media". Topics included "Ning, Bing, Blogs and Wiki's?", "Social Networking", "The Do's and Don't of Networking", "What's Next", "Facebook", LinkedIn, "Google Docs", and "Twitter".
- Central City Credit Union opened its branch office in Marshfield High School, which serves students and faculty at the school and provides work experience and career exploration to students in Wisconsin's Youth Apprenticeship program.
- Partnered with Meyer and Associates to offer Dale Carnegie training to our members.
- Dean Andy Keogh retired from the University of Wisconsin Marshfield/Wood County.
- Sue Budjac was named President of Mid-State Technical College effective January 1, 2011, upon John Clark's retirement.



AES reception for area schools.

- The Convention and Visitors Bureau aggressively promoted Marshfield as a place to visit, provided assistance for an increasing number of meetings and motor coach tours, and responded to hundreds of requests for visitor information.
- During Tourism Week the Convention & Visitors Bureau recognized the following individuals for their outstanding service in the hospitality industry:
 - Restaurant Employee of the Year – Karen Fifer of Willows Restaurant
 - Motel Employee of the Year – Alia Jung of Clearwaters Restaurant
- Volunteers of the Year – Ralph Tryba for his help in promoting Dance & Romance Weekend
- Roy Covert for his involvement and dedication to the Rotary Winter Wonderland project
- CVB Business of the Year – Gardner's Trucking and Cold Storage. Butch Gardner assists with cranberry motor coach tours.
- CVB sponsored "Best of Marshfield" awards and recognized businesses at Tourism Banquet. Voting took place online.
- The Bureau also awarded event funding grants to assist non-profits to promote their events. Events receiving grant funding were: Marshfield Cultural Fair, Central Wisconsin Draft Horse Show, Marshfield Art Fair, Marshfield Area Kennel Club Dog Show, Rotary Winter Wonderland, Gem, Mineral, Fossil & Jewelry Show, Marshfield Historic District Walking Tour brochures, Thomas House Center for History, Passport to History Project, Hub City Days, Dairyfest, and Wisconsin Trappers Rendezvous.
- The Marshfield Convention & Visitors Bureau co-sponsored a Wood County video with Discover Wisconsin to promote the county. The video will promote Marshfield and the rest of Wood County.
- The Marshfield Convention & Visitors Bureau hosted the National Trappers Conference bringing thousands of people into our community for five days.



Folks enjoyed a potato pancake breakfast at Maple Fall Fest.



Rotary Winter Wonderland display at Wildwood Park.



Recipients of the "Best of Marshfield" awards.



United Way Drive Chairs Tom and Laura Drendel visit with kids at Marshfield Clinic's Youth Net.



Head "eggers" Ron Johnson and Neil Riedel mix up a batch of eggs at the Dairyfest breakfast.



Main Street Marshfield's Holiday Parade.

- ✚ Through a collaborative effort from several organizations, Marshfield celebrated Historic Preservation Week, 4th of July celebration, and the "Get Fired Up For Safety", firefighters appreciation day.
- ✚ Participated in community memorial golf celebration, FORE BILL, honoring Bill Allen. Over \$10,000 was raised through donations, benefiting a scholarship fund established through the Marshfield Area Community Foundation.
- ✚ Dairyfest celebrated "Cowruizin the Moo Central" during the community's annual three-day celebration. The 29-year old festival continues to be well attended in spite of the rainy weather. Thank you, City of Marshfield for co-sponsoring this event with MACCI. We couldn't do what we do without your support!
- ✚ Highlighted business/events through Marshfield Community Television, MACCI Monday Morning Messages, and articles in the Marshfield News-Herald and The Business News.
- ✚ Main Street Marshfield coordinated the annual "Holiday Parade" that honored the Rick & Mike Heinzen families, as parade marshals. Throughout the year they also sponsored horse drawn wagon rides, buggy rides, Hub City Days and weekly Farmers Market downtown.
- ✚ Business leaders continue to work with the Healthy Lifestyles initiatives in making Marshfield healthier.
- ✚ The Marshfield Convention & Visitors Bureau sponsored its 11th "Dance Weekend". Other annual events sponsored by the CVB include Arts Weekend and Maple Fall Fest. The Amish and Mennonite Countryside tours continue to draw interest and attract record numbers to our area. The "Fall Color Ride" offered a ride along the historic Yellowstone Trail from Marshfield to Cadott and back.
- ✚ The Marshfield Noon Rotary and Sunrise Rotary Clubs once again orchestrated a brilliant light display at Wildwood Park & Zoo over the Christmas holiday. Thousands of people visited the display and donated non-perishable canned goods and monies to stock area food pantries. Congratulations, to the Rotary Clubs in Marshfield on this successful fundraising campaign. And, thank you to all the volunteers who helped make this happen for our community!

GOVERNMENTAL RELATIONS

Taking Care of Legislature Issues

- ✚ Deep appreciation is extended to the City of Marshfield and the County of Wood for their strong support of community and economic development initiatives.
- ✚ Partnered with area Chambers and CENTERGY in the "Central WI Days" event in Madison
- ✚ Business & Governmental Affairs provided key information to business and industry on the following topics: Understanding Obama Care, Health Care Forum, Elections Update, City Budget, November Candidates Forum, Understanding the New Federal Health Care Laws, State Candidates Forum, and Understanding the New Federal Health Care Laws.
- ✚ "Business Day" in Madison provided opportunities to meet with Wisconsin State Legislators.
- ✚ Listening session held by U.S. Senator Russ Feingold while visiting Marshfield and Marshfield Clinic.
- ✚ Held various listening sessions throughout the election campaigns, including candidates Ron Johnson and Scott Walker.
- ✚ Recognized U.S. Representative David Obey's retirement from office after serving constituents for 40 years.
- ✚ Active participants in Centergy; the regional economic development group. Participated in Central Wisconsin Days in Madison to address needs of the area.
- ✚ Worked with Marshfield businesses in sharing concerns about a sprinkler ordinance.



Central Wisconsin Days group from Marshfield.



Listening session held at MACCI by Scott Walker.



Rep. Dave Obey spoke at Marshfield Clinic's Dental Center grand opening ceremony.



Department of Commerce Secretary Olver presents Dr. Weber, Prevention Genetics with state tax credits.



Governor Doyle at signing ceremony at Laird Center for Research.



Ribbon cutting held at Marshfield Clinic's Family Health Dental Center.

INFRASTRUCTURE DEVELOPMENT

- ✚ Advanced local transportation needs by participating in the State Capital Drive-in and TDA's Annual Meeting in Madison.
- ✚ Continuing to offer better access and affordability to technology sources to be competitive in growing and attracting business and workforce to the Marshfield area.
- ✚ Work continues with State and Federal officials to reduce the completion date of US 10 and pursue Hwy. 13 four-lane expansion.
- ✚ Continues to pursue improvements at the Central Wisconsin Airport through the SEATS Committee.
- ✚ Efforts finalized with the City of Marshfield, businesses and residents impacted with the renaming of South Central Avenue and Roddis Avenue.
- ✚ Construction underway for City's new \$35 million electrical-generating power plant to be located in Yellowstone Industrial Park.
- ✚ Trierweiler Construction was recognized as the Gold Winner in the "Municipal Streets and Intersections" category for the reconstruction of Central Avenue. This national award was presented to them at the American Concrete Pavement Association's 21st "Excellence in Concrete Pavement awards ceremony.
- ✚ Participated in a community tour and represented MACCI at the Library/Senior Community Center charette researching a new facility.
- ✚ Co-presented session of "Surviving Road Construction" at the "Recapturing Your Downtown" conference held in Wausau.

COMMUNITY COLLABORATION

- ✚ Leadership Marshfield graduated 24 leaders from our community and employers, bringing the total to 399 since the program's inception in 1992. Class projects included:

Marshfield Trailblazers	Water Conservation Contest
Best of Marshfield Area	Leadership Link
5K Fun Run/Walk	Movies in the Park
- ✚ Scholarships were presented to one participant of the Leadership Marshfield program made available by the Leadership Marshfield Alumni.
- ✚ The Leadership Marshfield Alumni Association exhibited its stewardship qualities through the "Adopt-A-Highway" program, adopting W2 families at Christmas with \$1,330 of donations. The Alumni awarded \$250 to five different project groups to assist in project start-ups.
- ✚ Al Nystrom of M&I Marshall & Ilsley Bank received Marshfield's 12th annual "Leadership Marshfield Alumnus of the Year" award
- ✚ MACCI's 15th Service Award was presented to Dennis Boucher of Prudential Success Realty for his contributions to the Chamber and the community.
- ✚ Marshfield Area United Way finished their annual fund drive under the direction of Drive Chairs Tom and Laura Drendel. Volunteers helped raise over \$883,987 that will benefit partner programs.
- ✚ Represented MACCI at Wisconsin Institute for Sustainable Technology at UWSP.
- ✚ Distributed over 1,000 new resident packets.
- ✚ Spotlighted MACCI's efforts in "Energizing the Community" through a booth at the Central Wisconsin State Fair.
- ✚ Helped promote 2011 Marathon County Farm Technology Days with "Sneak Peak" event at Seehafer Acres.



Leadership Marshfield class of 2010.



Young Professionals working at the brat fry.



MACCI President Shannon Nienast presents Leadership Marshfield Alumnus of the Year to Al Nystrom.