

## Mission

*To strengthen our member businesses and enhance our community by building business success.*

## Vision

*We are the region's indispensable source for business connections, opportunities, and solutions.*



# 2022-2024 STRATEGIC PLAN

# OFFICERS 2022-2023



**Paul LaPree**  
Miron Construction  
Co Inc  
*Chairperson*



**Owen Jones**  
Tommy Dock  
Products LLC  
*Chairperson Elect*



**Yengye Lor**  
Faithful  
Consulting LLC  
*Treasurer/Secretary*



**Nicole Williams**  
QPS Employment  
Group  
*Immediate Past  
Chairperson*



**Dave Eckmann,  
Ed.D.**  
Greater Wausau  
Chamber of  
Commerce  
*President/CEO*



**Jeffrey Wicklander**  
Aspirus  
*Director at Large*



**Sean Wright**  
Performing Arts  
Foundation Inc  
*Director at Large*

# BOARD OF DIRECTORS 2022-2023



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Marshfield Medical  
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**Carrie Strobel**  
Greenheck



**Kimm Weber**  
MCDEVCO Inc

TALENT | ADVOCATE | CONVENE | COLLABORATE



# GOALS & VISION END STATEMENTS:

- 1 Members will benefit from a vibrant employment marketplace that provides opportunities to grow skills and careers in a supportive and future-focused environment.
- 2 Members will actively engage in events and forums to form a collective voice to advocate on topics that impact the community and business environment.
- 3 Members will benefit from unique connections of peers and experts that enhance their market competitiveness and vitality.
- 4 Members will have access to the network of local, state, national and international organizations, both public and private, who will sustain and propel their business.

*"The Greater Wausau Chamber of Commerce has helped our business thrive. For decades, we've benefitted from networking and learning opportunities, along with the Chamber's leadership role in engaging the community for important forward progress."*

KARLA AND KEVIN  
KIEFFER,  
Co-Owners,  
SUN Printing





# TALENT

Build accelerators to develop, attract and retain a highly qualified, well-trained workforce capable of meeting the community's workforce needs required for economic growth and prosperity.

- Support and collaborate with the Greater Wausau Prosperity Partnership on re-branding, marketing and educational conduits designed to measurably attract and retain talent from outside the region and state.
- Engage diverse communities within the Greater Wausau Region to be a resource to organizations in developing inclusive leaders, teams and cultures.
- Enhance business-specific leadership skills in young professionals, engage in issues important to next generations, and connect individuals to leadership opportunities to advance the community.

*"The Chamber is working with organizations across the county and beyond to identify innovative solutions to our shared concern, 'How do we find the talent we need to continue to serve?' We appreciate their support so Aspirus Health will always be able to serve."*

REBECCA  
KNUTSON,  
Vice President  
of Talent  
Management, Aspirus





# ADVOCACY

Maintain a positive framework of inputs and initiatives to advocate on behalf of the Greater Wausau Chamber of Commerce members and the Greater Wausau Prosperity Partnership.

- Cultivate an effective advocacy agenda to uniquely communicate with and engage members in policy priorities to support a positive business environment.
- Provide impactful opportunities for members to gather, learn and interact with federal, state and local officials.

*"In a very dynamic business environment, the Chamber has been quick to identify and share relevant local and state issues, efforts and legislation. Additionally, the Chamber partners with members to truly understand the business climate, representing the shared interests of its members and the community."*

**PAUL HEROLD**  
Plant Manager, Great  
Lakes Cheese Co Inc





# CONVENE

Serve as a great convener of members and community stakeholders to foster value creation and generate the potential for entrepreneurship and innovative industries.

- Develop forums to bring partners and the business community to the table to share ideas, educate, celebrate and recognize individual and collective business achievement and speed decision-making on community issues.

- Develop priorities for entrepreneurship and innovation within the region.

- Enhance and support Business to Business commerce in region

*"We always seek input from the Chamber when we're considering new strategic direction whether it be a new product, new market opportunities or organic growth plans, the Chamber team is always quick to lend a hand and offer a unique perspective."*

DAN KOSCHIK,  
President/  
General Manager,  
AROW Global



# COLLABORATE

Be an active and responsive partner in crafting human connections necessary for the advancement of the Greater Wausau community and businesses.

- Develop a highly efficient and effective support platform to retain, expand, and attract businesses in our region.
- Represent the interest of members and the region in broader economic development initiatives.
- Facilitate efforts to eliminate artificial barriers between organizations and governmental entities.

*“The Chamber is an excellent convener and collaborator. By bringing together key leaders across industry sectors, government and higher education, they continuously and strategically position our entire community for success well into the future.”*

DR. JEANNIE  
WORDEN,  
President,  
Northcentral  
Technical College





# THE TEAM

*The staff at the Greater Wausau Chamber of Commerce is committed to executing on the goals outlined in this Strategic Plan.*



Ambassadors for the Greater Wausau Chamber of Commerce offer strong support and confidence in the Chamber's mission and vision, along with a deep understanding of member benefits.