

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



Yengyee 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



Dr. Darren Ackley
Northcentral
Technical College



**Keri Anne
Connaughty**
The Samuels Group Inc



Gerald Klein
City-County IT
Commission



Heidi Fischer
Partnership
for Progressive
Agriculture Inc



Greg Fisher
Granite Peak
Ski Area



Ted Fox
Ameriprise Financial
- Cornerstone
Advisors



Keith Hiltz
Wausau School
District



Laura Huggins
Church Mutual
Insurance
Company, S.I.



Lance Leonhard
Marathon County



Steven Lipowski
Ruder Ware LLSC



Ryan Neville
Marshfield Clinic
Health Systems -
Marshfield Medical
Center Weston



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.