Hank Wagner,
2020 PRESIDENT

I am honored to be among the amazing leaders that help guide the Shawano Country Chamber of Commerce. This team is a small group of servant leaders that are dedicated to adding value to Shawano Country businesses and the people attached to them.

What inspires and motivates me most, is the fact that all businesses exist because of people. Businesses sell products, provide services, educate, inform, entertain, and so much more. However, it takes people to own and operate those businesses, but it also takes dedicated employees and community support to make them successful. Hopefully the Shawano Country Chamber can help add more value to the people connected to your business in 2020!

Nancy Smith,
EXECUTIVE DIRECTOR

The theme for this year’s Chamber Membership Banquet was “Paint the Town”—which means “go out and celebrate boisterously; have fun and rejoice.” As we get caught up in our day-to-day work and life’s challenges we often forget to take the time to celebrate our success—whether they be small or big. What’s life without celebrations? I know someone who, before she writes down her “to-do” list for the day, takes time to write a list of her accomplishments and successes from the previous day. What a great idea. It’s just too easy to cross things off our list and move on to the next, and the next.....

Last year your Chamber had many successes to celebrate. Here’s a small sample:

- We launched our new brand “Find Your Wild Side in Shawano Country” and met our goals for social media/online engagement and had a 1,356 increase in lodging room nights Jan. - June.
- We welcomed 39 new members growing our membership to 440
- We closed out Vision 2017 having met our goals of this 5-year economic initiative for new jobs, decreased unemployment, increased per capita income, capital investment, and more.
- Visitors to Shawano County spent $68.5 million in 2018—an increase of 2.3% and 30% increase since 2011.

We will continue our important work of connecting, educating, and promoting in 2020. Thank you for the opportunity to serve as your executive director. I hope you take time to celebrate all your successes—big and small in 2020.
AMBASSADOR CLUB

Mission: To serve as volunteer public relations representatives and goodwill ambassadors for the Shawano Country Chamber of Commerce, communicate the Chamber’s mission and goals, and promote involvement in Chamber membership and activities.

2019-2020 Chairperson:
Lisa Meisner, Orthopedic & Spine Therapy

2019 Accomplishments

- Hosted 11 Coffee Connections morning networking sessions
- Recognized Mary Wetzel as 2018 Ambassador of the Year
- Assisted with Mix & Mingles
- Assisted with Golf Outing, Fall Parade and Annual Banquet

2020 Plan of Action

- Recognize 2019 Ambassador of the Year
- Welcome at least 30 new members
- Personally invite members to events and help them make connections
- Assist with Annual Golf Outing, Annual Banquet and Fall Parade
- Attend ground breakings, ribbon cuttings and grand openings
- Continue hosting Coffee Connections creating valuable networking for members

BUSINESS COMMITTEE

Mission: Develop and implement strategies to promote and enhance business in Shawano Country.

2019 Accomplishments

- Continued Lunch & Learn Series. Topics included “Connect With Your Future Workforce,” “Tips to Keep Your Data Safe,” “Grow Your Business With Cross Promotions,” “3 Steps to a Successful Social Media Strategy.”
- Coordinated Fall Business Luncheon “Building a Values-Based Company Culture” attended by 100 members
- Awarded 2018 Manufacturer of the Year to Menominee Tribal Enterprises
- Awarded 2018 Service Business of the Year to Kerber Rose
- Awarded 2018 Small Business of the Year to Shawano Printing
- Awarded 2017 Distinguished Citizen of the Year to Judy Wetzel

2020 Plan of Action

- Coordinate annual Fall Business Luncheon
- Continue quarterly Lunch & Learn educational programs
- Present 2019 Business of the Year Awards

FIND YOUR WILD SIDE DESTINATION BRAND LAUNCH

2019 Accomplishments

- Launched our Destination Brand Campaign with help from $27,500 grant from Department of Tourism
- Met goals for our destination brand launch, increased engagement on social media, launched new website
- Increased traffic to website by 26%, room nights increased by 1,356 Jan. - June over same time in 2018.
- Organized Selfie Contest which generated many user posts and much social media engagement
WORKFORCE DEVELOPMENT COMMITTEE
Mission: To foster partnerships between business and education and create opportunities to better educate and prepare students for the workforce.

2019 Accomplishments
- Partnered with Clintonville Chamber of Commerce and Fox Valley Technical College to coordinate the 8th grade Career Fair attended by 900 area students and showcasing 40 area employers
- Promoted Inspire to help our local businesses connect with students throughout the area and the state; to communicate the jobs available and the skills required.
- Partnered with Wolf River School to Work Youth Apprentice Program

2020 Plan of Action
- Educate businesses on the resources available for finding and training employees
- Partner with Clintonville Chamber of Commerce and FVTC to coordinate 8th Grade Career Fair
- Educate students on the businesses and jobs available locally

MEMBERSHIP SERVICES
Mission: Identify and provide valuable benefits and services to our members.

2019 Accomplishments
- Welcomed 39 new members
- Partnered with Gold Sponsors Menominee Casino Resort, North Star Mohican Casino Resort and Ho-Chunk Gaming Wittenberg
- Provided member cost-saving benefits including free subscription to The Business News, and Member to Member discounts by Prey Insurance and Pomp’s Tire
- Provided over $43,000 in savings to members through Cellcom cell phone service savings program
- Regularly promoted members on Chamber’s Facebook page
- Coordinated successful Annual Golf Outing attended by 130 members
- Annual Banquet Committee coordinated “Your Adventure Awaits” themed 92nd Annual Banquet & Awards which was attended by 300 members and guests
- Coordinated 30th annual Fall Homecoming Parade
- Activated Bad Check Hotline to alert members of bad check/counterfeit activity
- Distributed hundreds of Relocation Packets to potential new residents

2020 Plan of Action
- Recruit at least 30 new members from throughout Shawano Country
- Conduct short email survey to determine how to best serve our members
- Continue to save member’s money with cell phone and other discount programs
- Coordinate annual golf outing and banquet
- Continue Membership Partnerships with area Chambers of Commerce
LEADERSHIP SHAWANO COUNTY

Mission: To identify a diverse group of emerging leaders and foster their leadership skills through education, experience, exposure and service to the community. Facilitate involvement in our community to sustain qualified citizens, employees and leaders to keep our communities strong and vibrant.

2019 Accomplishments
- Graduated 18 members from LSC Class Nineteen
- Completed Community Service Projects including Community Information, Assisting unitedshawano.org, and Shawano Country Career Exploration
- Worked with Boys & Girls Club of Shawano Advisory Board which includes alumni from LSC Class 14, Class 16 and Class 18
- Received funding from the Bleser Family Foundation, Crawford Family Foundation and the Dale Druckrey estate
- Coordinated a fundraising food stand at Sundrop Dayz
- Organized Second Annual Brews & Bites fundraiser
- Program Coordinator attended Association of Leadership Programs National Conference and Leadercast Women Conference.

2020 Plan of Action
- Graduate 19 class members from LSC Class Twenty
- Develop three new service projects
- Work with board formed by alumni from LSC Class 16, Class 17 and Class 18 for the 4th Annual Sundrop Dayz
- Continue to work with Boys & Girls Club of Shawano Advisory Board
- Promote Leadership Shawano County 20th anniversary
- Plan Third Annual Brews & Bites event for fall
- Continue public relations and recruitment efforts throughout Shawano County
- Encourage graduates to serve in leadership roles in community-based organizations and to run for public offices
- Program Coordinator serves as Association for Leadership Programs (ALP) Ambassador

SHAWANO CHAMBER FOUNDATION

The Chamber Foundation is a 501 (c)(3) corporation operated by the Shawano Country Chamber of Commerce for educational and economic development purposes. The Shawano Country Chamber office facility and Visitor Center and Leadership Shawano County operate under the Foundation.

2019 President: Gina Patzer, Premier Community Bank
2020 President: Hank Wagner, Wagner Leadership Training

SHAWANO COUNTRY CHAMBER OF COMMERCE OFFICE & VISITOR CENTER

Mission: To operate a facility that presents a positive first impression of our area, represents the heritage and culture of Shawano Country and allows the Chamber of Commerce to better serve businesses, visitors, and residents.

2019 Accomplishments
- Provided rental office space for Shawano County Economic Progress, Inc.; Shawano County Literacy Council; Shawano Country Chamber of Commerce, and Shawano Country Tourism Council
- Assisted more than 15,000 walk-in visitors, residents, and members

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SAYPRO-SHAWANO AREA YOUNG PROFESSIONALS

Mission: To create relationships by connecting young professionals while contributing to our community.

2019 President: Kendra Brusewitz, Shawano County
2020 President: Whitnee Carlson, CoVantage Credit Union
2020 Admin Support: Nicole Kunschke, CoVantage Credit Union

2019 Accomplishments
- Held 5th Annual Trivia Night Fundraiser and 3rd Annual Bingo Night Fundraiser with record attendance
- Members volunteered at Sun Drop Dayz
- Hosted 6 meals at SAM25
- Distributed and picked up boxes from 90+ local businesses for Toys for Tots – saYPro collected 1884 toys serving 1100 children
- Organized food drive and packed lunches for Wee Care
- Started partnership with Bonduel’s Backpack Blessings program
- Hosted motivational Matt Jones speaker
- Sponsored Gresham 4k students with books from Scholastic Book Club
- Hosted Comedy Christmas Member Recruitment at Brothers’ Pub
- Co-sponsored Chamber Fall Business Luncheon
- Community outreach via donations, banquets, sponsors reaching over $3000 back into the community

2020 Plan of Action
- Grow attendance of events
- Continue to have Strategic Planning as main priority
- Host dinner event with a motivational speaker
- Continue to grow Toys for Tots campaign
- Volunteer at SAM25
- Host 6th Annual Trivia Night Fundraiser and 4th Annual Bingo Night Fundraiser
- Support other non-profits by implementing a donation process and allotting funds for other non-profits
- Looking to branch out with classes for Community Education
- Increase contributions to the Shawano Community through various fundraisers and donations through the year
- Support other local events by participating and/or promote advertising
2019 Accomplishments

- Distributed conference tote bags to local groups / organizations who hosted a conference in our area
- Acquired publicity in several national and regional publications, broadcast media and websites including WTMJ Radio-Milwaukee; Milwaukee Journal Sentinel; Chicago Tribune; Wisconsin Department of Tourism Spring/Summer and Fall/Winter Events Guides; Wisconsin Department of Tourism Blog; WI Department of Tourism Arts & Crafts Directory; travelwisconsin.com; WFRV Local 5 Live; Wisconsin Agriculturist; WHBL Sheboygan’s News Radio; Wisconsin State Farmer; midwestweekends.com and jsonline.com
- Placed ads in the following publications: Our Wisconsin Magazine, Wisconsin Dept. of Tourism Arts & Crafts Directory and WI Travel Guide, Fun Times co-op insert in Milwaukee, Chicago, Minneapolis, Appleton, Green Bay and St. Louis, and Shawano County Snowmobile Trail Map
- Regularly promoted Shawano Country tourism businesses and attractions on travelwisconsin.com, the official website of the Wisconsin Department of Tourism
- Sponsored inaugural WISCO Bass Anglers Single Series Tournament
- Operated the Visitor Center including 24-hour vestibule to assist Shawano Country guests
- Featured Shawano Country Tourism on billboard on Highway 29

2020 Plan of Action

- Continue to coordinate, and promote 2-day Amish and Shawano County Barn Quilt Coach Bus tour
- Act as a consultant for the 10th annual Miles of Art featuring Shawano Country’s unique visual and performing arts
- Regularly update shawanocountry.com and Facebook with upcoming events, attractions and special promotions
- Continue to grow the Barn Quilt Program by installing more quilt squares on barns throughout Shawano Country
- Continue partnership with ITBEC and promote Shawano Country at WBAY RV & Camping Show in Green Bay, Milwaukee Sports Show and Tinley Park, IL Fishing & Outdoor Show
- Continue to cultivate partnerships with other regional tourism associations
- Continue to Sponsor WISCO Bass Anglers Single Series Tournament
- Exhibit at Green Bay Camping & RV Show, Milwaukee Sports Show and Central Wisconsin Sport Show, Wausau
- Continue to operate Visitor Center to assist Shawano Country guests
- Produce and distribute 65,000 copies of 2020 Shawano Country Visitor Guide
- Distribute room tax reports to City of Shawano, Village of Cecil, and Belle Plaine, Washington, Wescott and Wittenberg Townships
- Distribute conference tote bags to local groups / organizations who host a conference in our area