

Chamber News



Our Mission

The River Falls Chamber of Commerce & Tourism Bureau works together to connect, promote, and support its members to further enhance the local economy and cultivate a sense of community.

Chamber Annual Awards Banquet

Thursday, February 4th 5 p.m. Social Hour | 6:30 p.m. Program
 University of Wisconsin - River Falls, University Center

We are off to the races this year with the theme "River Falls Derby". Dig out your big hats and bow ties and save the date for the largest networking event of the year! This is an event you don't want to miss.

Social hour begins at 5 p.m. which gives you an excellent opportunity to network with many of the guests and enter to win great prizes. Dinner begins at 6:30 p.m. with the awards ceremony to follow. Registration is now available on the Chamber website. **Deadline: Friday, January 15.**

There are many sponsorship opportunities available to highlight your business. See attachment on page 4 of the newsletter for details. Deadline for sponsorship is Friday, January 22nd.

Premiere Sponsor



ROYAL CREDIT UNION

2015 Chamber Annual Award Nominees

Non-Profit of the Year:

American Cancer Society - Relay For Life, Big Brothers Big Sisters

Small Business of the Year:

Fox Den Books, River Reflections Medspa & Salon

Large Business of the Year:

Best Maid Cookie Company, WESTconsin Credit Union





Advertising Opportunities

E-Mail Blast Sponsor: Promote your business or event by sponsoring an e-mail blast. Includes your logo and a brief message about your company. \$50

Event Sponsorship: Each year the Chamber organizes numerous Chamber and community events. These events include: River Falls Days, Bacon Bash, Business After Hours, Chamber Coffees and much more. Sponsoring one of these events is a great way to get your business noticed. Prices vary.

Membership Mailing Labels: Advertise special events or promotions to your fellow Chamber members by purchasing preprinted member mailing labels. \$50

Newsletter Inserts: Promote your business or event with a newsletter insert. Email an 8.5x11 pdf to be included. \$100/insert

Website Links: Connect your website to the Chamber website. Upgrade your membership to include a web link. \$35 link, \$60 enhanced listing with link.

To take advantage of any of these great marketing opportunities, please contact the Chamber at 715-425-2533.

Board of Directors

Danielle Campeau - Chair
UWRF

Jamie Benson
River Falls School District

Janet Burns
UWRF

Kellie Burrows
American Cancer Society

Jen Loesch
River Falls Hospital

Scott Morrisette
Bremer Bank

Dan Nistler
Riverwalk Square

Greg Peters
Greg Peters State Farm Insurance Agency

Bill Rasmussen
Hammarback Law Offices, S.C.

Matt Russell
First National Bank

Kevin Westhuis
River Falls Municipal Utilities

Monica Wright
Express Employment Professionals

Angel Zimmerman
Belle Vinez Winery

Scot Simpson
Ex-Officio
City of River Falls

A look back at 2015

As another year has come to an end, let's celebrate our top 10 highlights from 2015!

1. Welcomed 34 new members to our growing Chamber network.
2. Chamber moved office into the lower level of City Hall (215 W Maple Street).
3. Launched new Chamber website with mobile-friendly capabilities and easy navigation tools.
4. "The City on the Kinni – River Falls" debuted on Discover Wisconsin—the nation's longest running tourism TV show.
5. Over 16,000 bacon lovers converged in River Falls to attend the Bacon Bash, making this event the nation's largest free bacon festival—in just three years—and generated an overall economic impact of \$779,597 for the community.
6. Chamber awarded a \$27,780 Joint Effort Marketing (JEM) grant from the Wisconsin Department of Tourism to advertise and market the Bacon Bash.
7. Room Tax Revenue increased 22+% over 2014.
8. Chamber partnered with the Work River Falls Initiative to build a stronger workforce in River Falls.
9. Attendance at the River Falls Roots & Bluegrass Music Festival grew 40+% and results in an economic impact of over \$178,000.
10. Chamber Ambassadors celebrated 10 business ribbon cuttings!

Other notable mentions from last year include:

- Travel Wisconsin ranks River Falls' Swinging Bridge #2 on list of "11 Unique Bridges"
- Livability ranks River Falls #82 on list of "Top 100 Small Towns"
- Only in Wisconsin ranks the Kinnickinnic River #8 on list of "9 of Wisconsin's Most Hidden Gems"
- Niche Rankings ranks River Falls #8 on list of "Best Towns in Wisconsin"
- Safewise Report ranks River Falls #48 on list of "50 Safest College Towns in America"

BUSINESS Briefs

Royal Credit Union (RCU) received the Credit Union National Association (CUNA) 2015 Community Credit Union of the Year Award. RCU was named the 1st place winner in the over \$250M in assets category. The award, which recognizes outstanding achievements in credit union community involvement, was presented at this year's CUNA Community Credit Union Conference & the Federation Annual Conference held in September in Phoenix, AZ. The Community Credit Union of the Year Award honors credit unions that embody credit union ideals, get involved in their community and meet the needs of their own diverse member-bases. Each credit union applicant is judged on three criteria: Member Impact, Community Impact and Financial Impact. "We are honored to receive this award and it is a direct reflection of the commitment and authenticity with which our team members live our core purpose and values," said Rudy Pereira, Royal Credit Union President & CEO. "We work each and every day to create a positive impact in the lives we touch. We share this award with our Members who provide us with the inspiration to be the best we can be on a daily basis."

Our Neighbors Place will be holding their annual Community Connect event on Thursday, January 28 at the First Congregational Church from 2- 7 p.m. This event is a one stop shop for various community resources, services and food for community members. Event organizers are in need of service providers. If you or your business is interested in the event, contact 715-426-9000.

Chamber Coffee

Friday, January 15

8:30-9:30 a.m. City Hall Training Room

Join the Chamber for fresh coffee and treats. Share what is new with your business and learn what is new with other members. This is a perfect event to promote your business to the community for free. **Sponsored by: Travel Leaders**

Event Sponsor

TRAVEL  LEADERS®
travel better

Maximize Your Membership

Friday, January 15

12-1 p.m. Chamber Office

New to the Chamber? Need a refresher course on our current offerings? Join us for our next Maximize Your Membership. This fast-paced, informal, FREE workshop is open to all current and potential members. Topics include: website opportunities, sponsorships, hot deals, networking options, marketing ideas, and more. Reservations appreciated but not required; email maranda@rfchamber.com to sign up today.

Business Breakfast

Thursday, January 21

7:30-9 a.m. West Wind Supper Club

City Administrator, Scot Simpson will present the State of City. The State of the City is a compilation of the highlights and achievements of the City during the past year. Following the presentation, the City Administrator will be available to provide updates, discuss upcoming projects and answer questions. Visit www.rfchamber.com to register online.

Sponsored by: Rodli, Beskar, Neuhaus, Murray & Pletcher

Event Sponsor

RODLI, BESKAR, NEUHAUS
MURRAY & PLETCHER, S.C.
ATTORNEYS AT LAW

Live 2 Lead 2016

Friday, January 22

8:30-3:30 p.m. Phipps Center for the Arts

Jill Anderson is hosting an exclusive workshop event called LIVE2LEAD. This is a powerful personal and professional development experience that is designed to equip leaders with new perspectives, practical tools and key takeaways. LIVE2LEAD gives participants the opportunity to learn from world-class leadership experts including John C. Maxwell, Patrick Lencioni and Valerie Burton.

VIP's will receive lunch, afternoon workshops, and John Maxwell's latest book, "Intentional Living."

Tickets are available now: General admission \$99 | VIP \$149.

Register online at rfchamber.com and use the discount code 'CHAMBER'.

SUPPORT
YOUR
LOCAL
CHAMBER!

LIVE2LEAD

Membership Directory

We are in the process of compiling information for our 2016 Membership Directory. We ask that you take a moment to review your membership information on the Chamber website within the next two weeks and let us know if there are any necessary changes in regards to your address, phone number, contact information, etc. Updates can be sent to maranda@rfchamber.com.

Become a Chamber Ambassador!

Are looking to become more involved in the River Falls Chamber? The Ambassadors club may be the right fit for you! If you are looking to learn more about local businesses, gain professional contacts, and make lasting relationships - join the Ambassadors for their next meeting on Thursday, January 14 from 12-1:30 p.m. at Junior's Bar & Restaurant. Contact Maranda at the River Falls Chamber for details at maranda@rfchamber.com or 715-425-2533.

Chamber Calendar of Events

January

- 15 - Chamber Coffee
- 15 - Maximize Your Membership
- 21 - Business Breakfast

February

- 4 - Annual Awards Dinner
- 19 - Chamber Coffee
- 23 - Business After Hours

March

- 17 - St. Patty's Celebration
- 18 - Chamber Coffee
- 24 - Business Breakfast

April

- 8-10 - Bluegrass Festival
- 15 - Chamber Coffee
- 15 - Maximize Your Membership
- 22 - St. Croix County Business After 5

May

- 19 - Business Breakfast
- 20 - Chamber Coffee

June

- 21 - Business After Hours

July

- 7-10 - River Falls Days
- 15 - Maximize Your Membership

August

- 8 - Ambassador Golf Outing
- 18 - Business Breakfast

September

- 16 - Chamber Coffee
- 17-18 - Bacon Bash
- 27 - Business After Hours

October

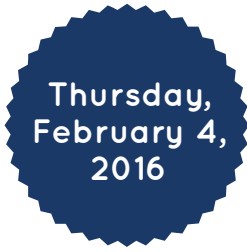
- 21 - Chamber Coffee
- 21 - Maximize Your Membership
- 22 - Community Expo
- 27 - Business Breakfast

November

- 8 - Business After Hours
- 18 - Chamber Coffee
- 25 - River Dazzle

December

- 1 - Business Breakfast
- 16 - Chamber Coffee



The Annual Awards & Recognition Banquet is the biggest Chamber networking event of the year and is scheduled for Thursday, February 4, 2016 at the UWRP University Center. This banquet offers many opportunities to promote your business to over 220 business and community members. You will reach people who will become familiar with your business, products, and services. Listed below are ways to capitalize on the promotional/advertising opportunities:

Special thanks to our
Corporate
Sponsor



Gold Sponsor-\$700

Recognition Chamber newsletter, website, program, and event signage
Option to feature promotional booth at venue
6 meals included

Silver Sponsor-\$300

Recognition in newsletter, website, program and event signage
Option to feature promotional booth at venue
2 meals included

Bronze Sponsor-\$100

Recognition in newsletter, website, program, and event signage

Sponsorship Deadline Friday, January 22nd



*A Collaboration of Business, Industry,
Civic, Education, and Government Leaders in
Dunn, Pierce, Polk, and St. Croix Counties*

2016 Registration Form

YES! I would like to attend the United St. Croix Valley Legislative Day on February 3, 2016

Name: _____ (please complete a form for each attendee)

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Office phone: _____ Cell Phone (for emergencies) _____

Email: _____

Registration

There is no fee for this event, HOWEVER, registration must be received by January 31, 2016.

Please return the completed registration form to Nita Dusek at nita@stcroixedc.com, fax it to (715) 381-4384 or mail it to St. Croix EDC, 1101 Carmichael Rd, Hudson, WI 54016.

Transportation:

We will have a van for the day. Please indicate your interest level.

Yes, I would like to ride the van to Madison No I will find my own transportation

Departure (check preference)

First stop: Hudson Van departure at 6:00 a.m. SHARP!

Second stop: Menomonie Van departure at 7:00a.m. SHARP!