



Supporting businesses and promoting their success through networking opportunities and business advocacy.

# Chamber Chatter

## Seeking Coffee & Networking Lovers



We had so much fun with Phoenix Fixtures last month that we'd love to bring Java Jumpstarts back into a regular rotation! Interested in hosting and telling the crowd about your business?

Send us an email with some dates that work for you!

## Ashley Chevrier Joins Chamber Board

### About Ashley:

She grew up in Baldwin, WI and moved around a little before ending up back in Baldwin with husband, Mike, and their two kids, Lilly and Dallas! Ashley is a Bookkeeping Specialist at Pillar Bank and loves what she does there and the people she gets to work with. She's been with the bank for almost 6 years now. In her spare time she enjoys camping with family, riding their side by side, and cheering the kids on at all their sports activities! Ashley is excited to be part of the Central St. Croix Chamber Board and look forward to what 2024 brings!



Unsure if Board service is for you? Come to a meeting! We meet at Parkside Restaurant the 3rd Thursday of each month at 3:30pm. If you decide it isn't your cup of tea, maybe you'd like to be a Chamber Ambassador. We hope to see you!



## Seeking Scholarship Applicants

Scholarships are open to Chamber member business owners, employees, and

## CENTRAL ST. CROIX CHAMBER SCHOLARSHIP



Now  
Accepting  
Applicants

**APPLY NOW!**  
CENTRALSTCROIXCHAMBER.ORG

their children. *This is not limited to the St. Croix Central School District.*

It is *available to students of any age, not just high school seniors*, seeking post secondary education in any major. Priority will be given to those who show involvement in their community. All eligible individuals, whether you were previously a recipient or not, are encouraged to apply - applications are due by April 15th. *(Click on the image for the application)*

## Welcome, New Member



Prestige Lawn & Landscape, in business since 1999, provides high quality lawncare and landscaping services in St. Croix County. Including property maintenance services for all seasons. Owner, Aaron Van Ranst, is a degreed horticulturist and is graciously offering \$100 off any services for first time customers when mentioning this article as well as free lawn analysis - [reach out today!](#)



Xsellerate Sales is a service business that helps business owners grow company revenue and increase enterprise value. For decades, SMB businesses have outsourced their IT, payroll and HR services. Xsellerate's model is a "fractional sales leadership" service for a fraction of the cost of an experienced sales leader with a track record of success. It all starts with a quick 20 minute questionnaire that results in a Sales Best Practice Audit. We'll review results and create a customized Proven & Repeatable Sales Process. [Reach out](#) to Tracy today for your free "virtual cup of coffee" meeting.

### Chamber & Member Events



A convenient calendar for all chamber and chamber member events [all in one place](#). Calendars don't get more local than this!

**MEMBERS:** Be sure to [send us your events](#) to get them added to the calendar!

**We hope you'll join us for our Annual Golf Tournament!**  
**We've even got options for non-golfers to join in the fun.**  
Visit our [website](#) or [email us](#) for registration details!



COME JOIN US FOR  
*Central St. Croix  
 Chamber of Commerce's*  
**Annual GOLF  
 Tournament**

**MAY 17TH, 2023**  
**TEE TIME AT 1:00 PM**  
 HAMMOND GOLF CLUB  
 450 DAVIS STREET - HAMMOND, WI 54015

RAFFLES, FOOD, DRINKS, GAMES AND FUN!  
 SINGLES AND FOURSOME TEAMS WELCOME

*Sponsorship opportunities available*

FOR MORE INFO OR TO REGISTER VISIT  
 CENTRALSTCROIXCHAMBER.ORG OR EMAIL  
 INFO@CENTRALSTCROIXCHAMBER.ORG



*Sponsorship Opportunities*

**PLATINUM : \$250**  
 FOURSOME  
 HOLE SPONSORSHIP  
 LOGO ON ALL MEDIAS AND EVENT MATERIALS

**GOLD : \$175**  
 FOURSOME  
 LOGO ON ALL MEDIAS AND EVENT MATERIALS

**HOLE SPONSOR : \$50**  
 SIGNAGE ON HOLE  
 NETWORK WITH ALL GOLFERS  
 PROVIDE MINI-GAME, SNACKS OR ENTERTAINMENT ON HOLE

**CLUBHOUSE SPONSOR : \$50**  
 GIFT BASKET/PRIZE OF \$50 VALUE, OR \$50 TO PROVIDE BASKET/PRIZE  
 RECOGNITION AT EVENT

**SINGLE GOLFERS: \$40**

**ALL SPONSORSHIPS & TEAM REGISTRATIONS DUE BY:  
 BY MAY 1ST**



**Are your financial goals well-defined?**

While "I want to have lots of money" may sound like a great goal, it's just too vague. How much is "lots?" If you don't know ... how will you know when you have it? And will the "lots" of today be enough for tomorrow?  
 In developing your financial goals, make sure they're S.M.A.R.T. ...

- Specific
- Measurable
- Attainable
- Relevant
- Timely

April is Financial Literacy Month. If you haven't already taken some time to clearly define your financial goals, don't put it off any longer. Well-defined goals are imperative for creating an effective financial strategy. We're all guilty of waiting for that "rainy day" to plan and set goals. What better time than April to do so with WhiteCap Financial Advisors here to help!





## Spring Caregiver Conference

Join us for this exciting, informative conference for family caregivers!

Thursday, May 9, 2024 | 1 - 5 p.m.

Polk County Government Center - ADRC  
100 Polk County Plaza, Balsam Lake, WI

Join us for this inspiring Caregiver Conference, **Keeping the Brain Healthy: Tips and Tools for End of Life Care**. This in-person event will include four educational sessions on topics important for caregivers and families, plus snacks, and conference materials and resources.

### Sessions Include

- KEYNOTE: Our Aging Brain: What is Typical and When to be Concerned - Sheri Fairman, Dementia Care Solutions, LLC
- WI Advance Directive Forms – What Are They and What Do I Need?
- Providing Compassionate Care at End of Life
- End of Life Nutrition

FREE EVENT | Registration Required

Seating is limited; **RSVP by May 2nd** via phone or email.

Phone: 715-928-9817

Email: [k.moll@adoray.org](mailto:k.moll@adoray.org)



Northwood Tech does not discriminate on the basis of race, color, national origin, sex, disability, or age. The following person manages inquiries regarding non-discrimination policies: Amanda Gohde, Associate VP; 1900 College Drive, Rice Lake, WI 54888; [Amanda.Gohde@NorthwoodTech.edu](mailto:Amanda.Gohde@NorthwoodTech.edu); 715.545.7042.



## Spring Caregiver Conference

Join us for this exciting, informative conference for family caregivers!

Thursday, May 9, 2024 | 1 - 5 p.m.

Western Wisconsin Health  
1100 Bergslien St., Baldwin, WI 54002 - Conference Room 1

Join us for this inspiring Caregiver Conference, **Keeping the Brain Healthy: Tips and Tools for End of Life Care**. This in-person event will include four educational sessions on topics important for caregivers and families, plus snacks, and conference materials and resources.

### Sessions Include

- KEYNOTE: Our Aging Brain: What is Typical and When to be Concerned - Sheri Fairman, Dementia Care Solutions, LLC
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Phone: 715-928-9761

Email: [a.bettinger@adoray.org](mailto:a.bettinger@adoray.org)



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## BARIATRIC SEMINAR

Healthy Weight Within Program



Dr. Wendy Liu  
Bariatric Surgeon

Join Dr. Wendy Liu and the *Healthy Weight Within* team as they provide an overview of our NEW program. They will discuss the benefits, types of surgeries, the Simple Health program and much more!

Monday, April 8, 2024  
6:00 - 7:00 PM

In-Person | Conference Room 1  
Cost: FREE

Q&A will follow from 7:00 - 7:30 pm

Healthy snacks will be provided.

Pre-registration required.

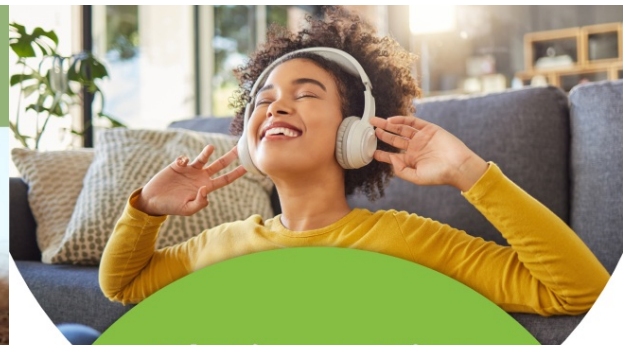
Deadline: Friday, April 3

Please register online at [wwhealth.org](http://wwhealth.org) or call 715-864-1111.



SCAN ME

WESTERN WISCONSIN HEALTH  
1100 Bergslien Street • Baldwin, WI  
715-684-1111  
[wwhealth.org](http://wwhealth.org)



## Platinum Visa Credit Cards

What you buy is up to you, but what you get is up to us—a low interest rates, uChoose Rewards and much more!

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## WESTconsin Credit Union Announces Next CEO

WESTconsin Credit Union is pleased to announce the promotion of Jim Wookey to Chief Executive Officer (CEO). Wookey will replace Lora Benrud when she retires in September 2024.

Serving our members and communities for thirty years, Wookey began his WESTconsin career in 1994 as a Consumer and Mortgage Loan Officer in the River Falls office. He then served as Office Manager and Vice President of the New Richmond and Hudson offices before being hired as Chief Operations Officer in

“Having been a part of WESTconsin for thirty years, I have witnessed the strength of our mission of empowering members and communities with the resources to achieve financial wellness, and I am honored to continue that as CEO,” said Wookey. “I am grateful to the Board of Directors and my fellow leadership team for the trust placed in me, and I look forward to leading our dedicated team of employees and continuing to support the 85-year legacy we’ve built for our members.”

Wookey will be replacing Lora Benrud, the credit union’s CEO for the past ten years, officially taking over duties prior to her last day on September 6, 2024. Starting at WESTconsin as a part-time Teller in 1984, Benrud has worked in several positions, including Vice President – Human Resources and Member Services and Chief Financial Officer. She was hired as CEO in August 2014, becoming the fourth president in the company’s history.



“I am both excited and grateful to retire from such a wonderful organization full of caring and engaged employees and Board members. Looking back, I never would have imagined after graduating from college that I would find a lifelong career with a company I hold dear to my heart,” said Benrud. “I am proud of how our credit union has helped our members and communities and have great confidence in the bright future that is ahead for WESTconsin under Jim’s leadership. It has been an honor to be a part of the remarkable credit union industry.”

In retirement, Benrud plans to spend more time with her family and friends, as well as travel and enjoy the outdoors. The Board of Directors extend their deepest gratitude to Benrud for her forty years of service to the credit union and wish her nothing but the best in her retirement.



Click on the image above to be linked to the application (Due May 15th).





## FEBRUARY

10TH | TBD  
17TH | BURNING DAYLIGHT | 90'S  
24TH | THE DWEBBS | VARIETY



## MARCH

2ND | RED DIRT ROAD | COUNTRY  
9TH | THE CHUBS | VARIETY  
16TH | FOGPILOT | ROCK / VARIETY  
23RD | ROCK GODZ | 80'S ROCK

## APRIL

6TH | TBD  
13TH | MOONSHINE PROPHETS | COUNTRY/ ROCK  
20TH | POP SYNDROME | POP / VARIETY  
27TH | MOJO MONKS | VARIETY

## MAY

4TH | FOGPILOT | ROCK / VARIETY  
11TH | ROCK GODZ | 80'S ROCK  
18TH | VARSITY REJECTS | ROCK / VARIETY

**MUSIC**



**SCHUGGY'S**  
AMERICAN GRILL & TAPHOUSE

## Join the Chamber

**CENTRAL ST. CROIX**  
Chamber of Commerce

### MEMBER RATES

# OF EMPLOYEES	FEE
1-5	\$75
6-10	\$100
11-50	\$150
50+	\$200 (\$1/ADDITIONAL EMPLOYEE)
INDIVIDUALS	\$25
NON-PROFIT ORG	\$25

We'd love to have you join us! Being a Member of the Central St. Croix Chamber not only benefits you and your business ~ it benefits the Community!

Our chamber services Polk, Pierce and St. Croix Counties.

For a full list of our members, and their websites, [click here!](#)

