As we move forward in the 21st Century global knowledge economy, our community will be challenged to think and behave differently. Long-held generational beliefs that many hold tightly, must be released and deposited in the bin of antiquity, along with television picture tubes and transistor radios. The world is rapidly changing, and our community must change with it or be left behind to manage an insidious decline.

According to Welch and Anderson’s Place Matters: The Role of Placemaking in Economic Development, “Placemaking is a community and economic development strategy that seeks to use local assets to create appealing and unique places where people want to live, work, and play. For communities that have transitioned from economies centered around commodities and natural resources to economies centered on knowledge, quality of place has become a key differentiator in being able to recruit and retain talent.”

In the current state of the adverse demographic shift in which our region is losing younger people to larger communities, a strong focus must be directed to developing a high quality of place. This focus will aim to retain our younger demographic, while also attracting new talent who see economic opportunity and realize a sense of belonging.

This means it is critical to establish vibrant night life venues, creative outlets in the arts and culture, and affordable housing. The list goes on and on. Also important is creating a quality place for those people that are planning for their later working years and retirement. Demands in life change as you grow older, just ask me and I will tell you my new story.

While we often place our efforts on community amenities, brick, and mortar, there is a very important aspect to placemaking that often goes unnoticed or is avoided. The world we live in today and forever more, requires all of us - our community - to be inclusive - to welcome and support diversity. What does this mean? It means that we must be intentional to learn about, understand and respect the differences that each person holds in life. It means building a place for people of color, diverse cultures and sexual orientations where they feel safe, welcome and supported.

We live in a global economy where technology now conducts financial transactions in seconds. People, in all walks of life, have choices. They can live, work and play where they feel welcome and engaged. Our community has work to do. Of all the things in the world we can control, placemaking is it. We are responsible and accountable for the place we call home and for the place we want others to look to.
This program offers an opportunity for individuals to build an arsenal of personal growth strategies by equipping participants with the ability to create and inspire change in themselves, their organizations and the community.
Chamber News

ICYMI:

A pair of Business PM networking events were held earlier this month. Events were held at North Star Mohican Casino in Bowler, top, on June 6 and at Ho Chunk Gaming - Wittenberg on June 20.

Coming up on our calendar:

July 11: Business PM: Wausau Events Inc
July 19: Nothing But Networking
July 25: Business PM: Mosinee Brewing Company
August 6: Financial Analysis with QuickBooks
August 8: Business PM: La Taqueria Mexican Street Food
August 22: Business PM: Olson Tire & Auto

For more information or to register for these programs and events, visit wausauchamber.com.

Help us welcome the newest Chamber members!

Support the regional economy - do business with members.

Davczyk & Varline LLC
DJ Justin Pitlik
Lumen Advisory Group LLC
Norde Memorials
Rondele Ranch
Silver Lake College of the Holy Family - Manitowoc
Spectratech Services Corp
Straight Shot Investment Group LLC
WBD Inc

Ribbon Cuttings

A ribbon cutting was held at SC Swiderski LLC’s Urban West on June 12. For more information on ribbon cuttings and ground breakings, visit WausauChamber.com

www.wausauchamber.com
The Greater Wausau Chamber of Commerce held its 30th annual golf outing on Monday, June 24 at the Wausau Country Club.

160 golfers participated in the 18-hole scramble. Lunch, beverages, contests and a reception buffet were included at the outing. Dozens of photos from the event can be found on the Chamber’s Facebook page.

The Dirks Group was the presenting sponsor for the event. Platinum level sponsors included Aspirus Arise and Ruder Ware LLSC, while Church Mutual Insurance Company, Ho-Chunk Gaming – Wittenberg and Keller Inc - Wausau were gold sponsors. Cellcom, CoVantage Credit Union, EO Johnson Business Technologies, Jim Kryshak Jewelers, Kerber Rose SC, Manpower Inc - Wausau, Nicolet National Bank, North Star Mohican Casino | Resort, Office Enterprises Inc, Peoples State Bank, Wausau Smiles Dental and Wisconsin Kenworth also sponsored holes at the event.

A number of golfers were recognized for their achievements on specific holes:

- Closest to pin (men): Jon Dippel
- Closest to pin (women): Allison Brill
- Longest drive (men): Dan Augustine
- Longest drive (women): Corleen O’Malley
- Longest putt (men): Mark Kopplin
- Longest putt (women): Meredith Otte

The Northwest Tool & Manufacturing Company Inc team made up of Allison Brill, Nate Brill, Joe Meyer and Bob Radtke won the best ball competition with a score of 57.

A foursome from Northwest Tool & Manufacturing Company Inc won the Greater Wausau Chamber of Commerce’s annual golf outing on Monday, June 24. The team was made up of Allison Brill, Nate Brill, Joe Meyer and Bob Radtke.
Visit WausauChamber.com for news items, like the ones below, from members.

We Want to Hear from You!

Please submit your stories and photos via your Member Information Center login or to Brian Otten at botten@wausauchamber.com.

Use of the submitted content will be at the discretion of the Chamber and may be shortened to fit the appropriate platform. Only stories from members in good standing with the Chamber will be used.

Lincoln County Board Appoints North C...
Jun 21
Lincoln County Board Appoints North Central Health Care as Provider of Adult Day and Prevocational Services
Great Wausau Chamber of Commerce

Economic Impact
jun 21
UW-Stevens Point’s economic impact tops $670 million annually
Greater Wausau Chamber of Commerce

Jun 21
Sister Sharee Hurtgen Scholarships Awarded
Greater Wausau Chamber of Commerce

Jun 12
Wausau School District—Melissa Piette Receives Board’s Resolution of Commendation

Jun 07
2019 Wausau School District Hall of Fame Recipient - Will Hsu

Jun 06
24 Inducted into Wausau School District’s 25-Year Club
The Greater Wausau Chamber of Commerce is offering its members a unique marketing opportunity again this fall. The Chamber will publish a printed calendar for 2020, featuring local photography, local events, local faces and local businesses.

The Chamber is looking for members to sponsor each of the twelve months in the edition.

Members can sponsor a month for a rate to be announced soon. Sponsors will receive 20 copies of the calendar (which will be sold at the Chamber for and inserted in our November Chamber Pak and delivered to 1,600 members).

If you organize a large event in the area and would like to present it as a featured event on our calendar, you can reserve your date for $50.

For more information or to sponsor a month or a specific date, visit WausauChamber.com or contact Brian at 715-848-5947
Each month, Wisconsin Central Time NEWS brings you insightful articles, updates, and events about the issues being discussed and the goals being achieved by Marathon County government.

Check out the latest articles from Wisconsin Central Time NEWS — now in a mobile-friendly format — to see how county officials and employees are working to make Marathon County a great place to work, play, live, and do business.

View or subscribe at WisconsinCentralTimeNEWS.com.
To become a supporter of or to submit an innovation challenge to The Branch, contact Renae Krings at rkrings@wausauchamber.com or 715-848-5942.

NEED TO TAP INTO A TALENT PIPELINE?

Students participating in The Branch innovate solutions to real-world projects for member businesses.

“The Branch connected M3 to the best student talent in the Wausau area. We gave them a multi-disciplinary project that will both build their resumes and have an impact on our clients. Win! Win!’”

- Nan Purn, Director of Professional Development

“We gave the students in The Branch the unusual opportunity to help us make a decision usually reserved for a board of directors or senior management. And investing $5,000 in the ten weeks of what was essentially consulting work was a great value for us.”

- Mike Rayome, Retired Director of Human Resources

LEARN MORE AND APPLY AT THEBRANCHWI.COM
The Small Business Development Center at UW-Stevens Point presents their 2019 Business Education Series for Wausau Region Chamber members and community members.

Classes are No Cost to Members

Location
Wausau Campus
Sonnetag Room
UW-Stevens Point at Wausau
625 Stewart Avenue
Wausau, WI 54401

Registration
www.wausauchamber.com/events

Business Planning for Existing Businesses
DATE: February 5
TIME: 3-4:30 p.m.
Discover the importance of early exit and succession planning and how to use a business plan, financial planning, and business valuation to appropriately plan for your future.

Talent Attraction and Retention Tools for Businesses
DATE: April 2
TIME: 3-4:30 p.m.
Learn how to use digital and traditional marketing tools to gather job applicants and also how to attract them to work for your company.

Financial Analysis with QuickBooks
DATE: August 6
TIME: 3-4:30 p.m.
Understand how financial reports from QuickBooks can help you view the current and future state of your business by learning what those reports mean and how to analyze them.

Increasing the Likelihood of Getting your Business Funded
DATE: October 1
TIME: 3-4:30 p.m.
Find out what it takes to get your business funded by doing your due diligence and planning before you approach a lender.

Funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the SBDC at UW-Stevens Point at 715-346-3838.
Summer Savings

Save $100 on four of our most popular smartphones with a Flex 30 agreement.

SAMSUNG Galaxy S10

SAMSUNG Galaxy S10+

Save $100 on any tablet with a Flex 30 agreement when you buy ANY smartphone.

Offer valid 5/31/19 through 7/31/19 or while supplies last. No rain checks. Activation at time of service, service agreement and credit approval required. A line set up fee and early termination fee may apply. If applicable, the early termination fees may be reduced proportionately to the remaining months of the term of the agreement. Universal Service Fund (USF) and regulatory and other recovery fees charged on all service lines. An E911 fee or Police & Fire Protection Fee is charged on all service lines. Taxes, fees and surcharges vary and are subject to change without notice. See retail location or www.cellcom.com/fees for details. Promotion offer subject to change. Visit www.Cellcom.com/save for details. Restrictions apply. Taxes due immediately at time of purchase. Promotional credits are applied monthly over the term of the Flex agreement. 15 Day Guarantee: If within 15 days you are not completely satisfied with Cellcom’s wireless service, pay for the services you have used and return the equipment in acceptable condition. Other restrictions apply. See store for details. Trademarks and trade names are the property of their respective owners.