



## Congratulations!

It was a fun evening with over 175 in attendance at the Waupaca Area Chamber of Commerce (WACC) Awards Ceremony at St. Mary Magdalene. The theme of the evening was 'Black and White Ball'. Attendees were encouraged to don black and white formal attire and have fun.

The evening kicked off with a lovely dinner catered by KRB's/ Moose Inn, a large dice toss game; cash raffle and a live auction to raise money for the Chamber Partners in Education Fund which includes programs like the Heavy Metal Tours, Health Care tours, The Pitch and Waupaca High School Scholarships. But the main



Large Business of the Year  
Community First Credit Union



Grand Facelift of the Year  
Danes Hall Waupaca—City of Waupaca

reason for the evening was to award the 2023 Project Facelift Awards, Grand Project Facelift Award, Rising Star Award, Chamber Service Award, Small Business of the Year Award, Large Business of the Year Award, and recognize all Businesses.

The Facelift Awards are presented to new or existing businesses that improve the appearance of their business by relocating or upgrading a current location inside or out or completing a project that betters the community. Award recipients were Danes Hall Plaza, Deja Blooms, Johnson Insurance, Manufacture's Pallet Disposal Inc., Ramada Grand Seasons, Spencer Lake

Continued on page 2

### Officers

**Chair, Adam Ross**  
Farmers State Bank  
**Chair Elect, Angela LeSage**  
RE/MAX Lyons Real Estate  
**Vice Chair, Secretary,**  
**Treasurer, Arthur Lisogor**  
Waupaca Rental Center  
**Past Chair, Ron Saari**  
School District of Waupaca

### Directors

**Penny Harper**  
Knight Barry Title  
**Eric Hendrickson**  
Eric D Hendrickson Law Office  
**Kirk Kallio**  
Waupaca Foundry  
**Jess Betts Nelson**  
Feonix-Mobility Rising  
**Keith Versteegen**  
Keller Inc.  
**Ivan Wayne**  
Voyageer

### Staff

**President:** Terri Schulz  
**VP of Operations:** Kathy LeClair  
**VP of Tourism:** Mitch Swenson  
**Director of Investor & Visitor Relations:** Ryan Smith

### Our address is

**315 S Main St**  
**Waupaca WI 54981-1745**  
**715.258.7343**

### Winter Hours

**9:00a - 4:00p**  
**Monday - Friday**

2024

5 Star Sponsor



3 Star Sponsor



1 Star Sponsor



Continued from page 1

Christian Center, Shindig Waupaca, Sterling Culligan Water, 81 Market – Chain Link, and The Red Mill Inc.

The Grand Facelift Award, which recognizes one of the Facelift recipients for their project, was presented to Aimee Auer of Danes Hall for the Danes Hall Plaza -City of Waupaca. The City of Waupaca in partnership with the Danes Hall of Waupaca, transformed a 5,457 square-foot lot at the end of north Main Street from a decaying vacated street and parking spaces into a vibrant community plaza that aims to foster community connection, enhance local quality of life, to



Rising Star Award  
Feonix Mobility Rising—Waupaca County Catch A Ride

welcomes visitors, and boost foot traffic to neighboring downtown businesses.

Next up was the Rising Star Award, which is given to a young business (1-5 years in operation) that provides a service while enhancing and enriching the community and demonstrates economic growth. Nominees included Feonix Mobility Rising, Breunig Home Improvement, and Shindig Waupaca. The award was presented to Feonix Mobility Rising – Waupaca County Catch-A-Ride. The nominator wrote Feonix Mobility Rising has demonstrated a strong commitment to

enhancing economic development in the Waupaca County area through the expansion of transportation services to fill much needed gaps in rural transportation. They have provided more opportunities for employees to access job opportunities and contribute to the local workforce.

This year two Chamber Service Awards were given to two strong supporters of the Chamber and its mission. The first went to Kirk Kallio, Waupaca Foundry. Kirk has served on the WACC Board since 2009 and as Chair of the Board in 2014. Kirk is a true Chamber Champion by always offering help when needed, sharing his knowledge and opinion on important issues, and offering the Foundry support in many ways.



Chamber Service Award  
Kirk Kallio

The second Chamber Service Award went to Dale Hulce, Keller Inc. Dale served as Chair of the WACC Board in 2022 and has been involved in the Chamber since 2016. He led and offered his expertise in the effort

to find the WACC it's new home, at 315 S Main Street in 2022. Along with leading the huge remodeling project to make it the perfect space for the Chamber, Waupaca Area Convention & Visitors Bureau, and the Chamber Foundation. He is currently leading the Search Committee to find a new Chamber President. Dale is always there for the Chamber by offering his opinion and helping whenever it is needed. Dale is a true Chamber Champion.



Chamber Service Award  
Dale Hulce

The Small Business of the Year Award, which is given to a business (1-20 employees) that provides significant contributions to improving the business and the quality of life in the area. Nominees included Shindig Waupaca and Chain One Stop. The award was presented to Shindig Waupaca. The nominator wrote: Carol and Bruce are very kind and generous people. They provide a safe fun space for kids to enjoy themselves and learn. Another wrote: Carol has made a big impact in our community from birthday parties to holiday parties to sponsoring sport teams. In addition to being a successful business they continue to improve their business both inside and out.



Small Business of the Year  
Shindig Waupaca

The Large Business of the Year Award, which is given to a business (21 or more employees) that provides significant contributions to improving the business and the quality of life in the area. Nominees included Community First Credit Union, Strongwood Inc., and Spencer Lake Christian Center. The award was presented to Community First Credit Union. Five nominations were submitted for Community First Credit Union all stating the appreciation for the support they show their customers, their staff and our community. Annually they support the Waupaca community in providing over \$150,000 annually in cash and in-kind donations to programs like Arts

on the Square, the County Fair, the Special Needs Fund at the WI Veterans Home, The Sherriff's Department, post prom, Special Olympics and the Waupaca Area Chamber and Convention & Visitors Bureau. They also donated almost \$400,000 in additional support to the Swan Park Splash Pad, Lakemen Field, Main Street, and the Waupaca Historical Society. Staff embraced this spirit of giving back, donating 450 volunteer hours in 2023.

WACC President/CEO Terri Schulz said 'It is such an honor to present these awards to all the deserving businesses and people. We live in a community which cares and it truly shows by the efforts of these businesses in supporting our local organizations, schools and community projects. We, the Waupaca area, are truly blessed. Congratulations to all the Award recipients, thanks for all you do!'

## Welcome New Investors!

Johnson Barbershop LLC  
Adam Johnson  
157 N. Main Street  
Iola WI 54945  
715.445.2285

A barbershop that caters to men's cosmetic needs - haircuts, straight razor shaves, men's hair styling and an atmosphere to relax and become well-groomed in.



Master Electrical Services LLC  
Joelle Meilinger  
1913 Mill Street  
New London WI 54961  
920-982-6467

A full service electrical contractor. They perform commercial, residential, industrial & farm wiring. Their scope of jobs range from service calls, remodels, retrofitting & new construction. 24 hour service is available.



Salt Cove Wellness Spa  
Jodi Ketchum  
418 School Street  
Waupaca WI 54981  
715-942-2883

Providing halotherapy, massage therapy and also have a wellness apothecary



Modern Woodmen of America  
Ryan Smith  
39 Park Place Suite 200  
Appleton WI 54914  
715.498.8108

Modern Woodmen of America is a member-owned fraternal financial services organization. They exist to improve quality of life for their members and the communities where they live, work and play. Modern Woodmen does this through financial guidance and social, educational and volunteer activities.



## Welcome New Investors!

Vizance Inc  
Dick Sauberlich  
Jamie Schroeder  
2501 E. Enterprise Ave. Ste 301  
Appleton WI 54913  
920.733.4944

They design and implement a full range of insurance, employee benefits, safety and risk management, claims management, wellness, and financial service solutions that protect the financial security of businesses and families.



### Business After 5 Hosts Needed

As we begin 2024 we are looking for Investors to host our Business After 5's in 2024.

Sponsor(s) is responsible for a location, offering some type of hors d'oeuvres and beverages free or for a cost. Plus the opportunity to welcome the attendees and say a few words about your business.

Months available: March, April, May, June, July, September, October and November

Contact Terri for months available, [Terri@waupacaareachamber.com](mailto:Terri@waupacaareachamber.com) or 715.258.7343

### Join Us for Leap of Kindness Day

#### Background of Leap of Kindness Day

Leap of Kindness Day was conceived by the Saratoga County Chamber of Commerce in 2016. The idea was to inspire their members and community to use the extra day of Leap Year to do something kind for someone else. Hundreds of local organizations helped thousands of local people on February 29, 2016. In 2020, Leap of Kindness Day was even bigger and better as more than 200 chambers in the US, Canada, and Ireland joined in for the spread of a lot of kindness.

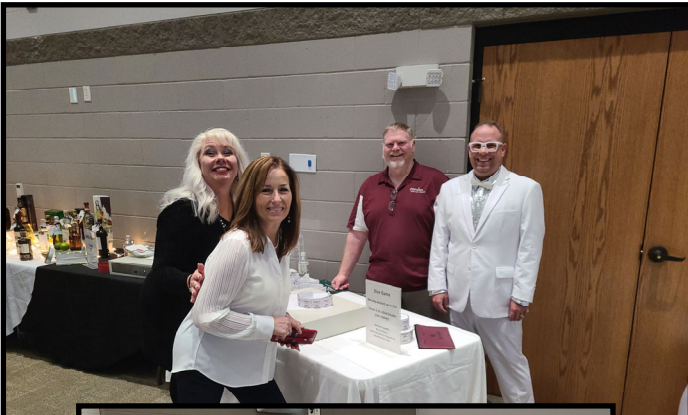
What can you do to join in? Send us a press release or an email and tell us what you plan to do. We will share in next month's newsletter. [terri@waupacaareachamber.com](mailto:terri@waupacaareachamber.com)



### Relocation Website Live! [WeAreWaupaca.com](http://WeAreWaupaca.com)

The City of Waupaca, Waupaca Area Chamber and the School District of Waupaca have constructed a website devoted to helping people relocate here. The site provides all the information you would need to explore the Waupaca area, encouraging you to move here and more. It is a great resource to use to encourage prospective employees to move here and work for you. The site was just released and we will continue to improve and add as time goes by. We encourage you to link to it from your website.

# A Fun Night at the 2023 Chamber Awards Ceremony



# The Black & White Ball



## Investors in the News!

**First State Bank** -Jason Wery has been promoted to EVP chief banking officer. In his new role, Wery will be responsible for the strategic and operational oversight of the bank’s commercial, agribusiness, retail, wealth, and treasury management business lines. Wery joined First State Bank in 2023 as senior vice president, consumer banking and has 15 years of banking experience. “I am proud of First State Bank’s commitment to the success of the customers and communities we serve and look forward to helping our team foster continued growth in our markets.”

**School District of Waupaca:** The Waupaca Middle School is looking for participants for the Career Fair on October 25, 2024 from 8a-9a The career fair will provide an opportunity for 8th grade students to talk with members of the community about their work, the training needed, and various employment opportunities in or around our own community. This is where you come in! If you are interested in spending an hour at the middle school talking with small groups about the work you do please fill out the form at

[https://docs.google.com/forms/d/e/1FAIpQLSe3ym-hkIdOk83iHPcGD\\_PjRpp30GPMwzTwOMrQLQMX4MUu6g/viewform](https://docs.google.com/forms/d/e/1FAIpQLSe3ym-hkIdOk83iHPcGD_PjRpp30GPMwzTwOMrQLQMX4MUu6g/viewform)

**Small Business Development Center:** Present an AI Innovations at Work: A transformative impact of AI in healthcare, business, and industry on Friday, February 23, 2024 from 9 a.m.-5 p.m. at UW-Stevens Point campus (in-person only). More info regarding the conference: <https://www3.uwsp.edu/conted/Pages/AI-Innovations-at-Work.aspx>

**Child Care Resource and Referral, Inc.:** Is offering a toolkit for Employers to help in Child Care Solutions for working parents. Download the guide at: <https://ccrfoxvalley.org/wp-content/uploads/2023/12/Employer-Provided-Child-Care-Solutions-for-Working-Parents.pdf>

## Your Chamber \$\$ Working for You!

January 2024

**240 Gift Certificates were sold at the Chamber in January Totaling \$3,520**

WaupacaAreaChamber



8,202 Jan Reach

VisitWaupacaChainOLakes



2,627 Jan Reach



WaupacaAreaChamber.com

Page Views

3,248 January

VisitWaupacaChainOLakes.com

Page Views

16,266 December

## February Anniversaries Congratulations to Our Investors

|                                   |      |   |      |
|-----------------------------------|------|---|------|
| Town of Farmington                | 1851 | United Country - Udoni & Salan Realty Group | 2005 |
| Premier Community Bank            | 1941 | Eastside Mobil Express, LLC                 | 2011 |
| Bauernfeind Business Technologies | 1960 | Noah Lencki Design                          | 2016 |
| Sew N Sew                         | 1997 | Waupaca Amoco / Filling Station             | 2017 |
| Waupaca Smiles                    | 1980 | Agape Help Center                           | 2018 |
| Wild West Campground & Corral     | 2004 |   |      |
| Beiser Realty, LLC - Waupaca      | 2005 |   |      |

Send your anniversary date to [Kathy@WaupacaAreaChamber.com](mailto:Kathy@WaupacaAreaChamber.com) to be recognized.



# February 2024

Waupaca Area Chamber of Commerce

315 S. Main Street, Waupaca, WI 54981

Phone 715-258-7343

Winter Office Hours: 9:00a - 4:00p Monday - Friday

| Sunday | Monday  | Tuesday  | Wednesday                          | Thursday   | Friday  | Saturday                      |
|--------|---|--|------------------------------------|--|---|-------------------------------|
|        |   |  |                                    | 1<br><b>GROUNDHOG DAY</b><br><i>February 2nd</i> | 2<br>Investor Support Committee<br>7:30a Chamber<br><b>Business Welcome</b><br>The Gouda Life<br>12:00p | 3                             |
| 4      | 5   | 6<br>Business & Workforce Development Committee<br>7:30a Chamber | 7                                  | 8  | 9   | 10                            |
| 11     | 12  | 13   | 14<br><b>HAPPY VALENTINE'S DAY</b> | 15   | 16  | 17<br>Soup Walk<br>11:00—2:00 |
| 18     | 19<br> | 20   | 21                                 | 22   | <b>23</b>   | 24                            |
| 25     | 26  | 27<br>Business After 5 Foundations for Living<br>5p              | 28                                 | 29<br>Leap of Kindness Day                       |   |                               |

**Reminders:**

1. The deadline for the newsletter advertisement submission is the 15th of each month.
2. The Board of Directors usually meets on the second Tuesday bi-monthly.
3. Business After 5 usually takes place on the fourth Tuesday of each month.

Note: The Waupaca Area Chamber of Commerce is a non-secular organization. Holidays listed are legal holidays and are posted for business convenience only.

Find information on  
Community Events at:  
[VisitWaupacaChainOLakes.com](http://VisitWaupacaChainOLakes.com)

# 2023 Facelift Awards



Danes Hall Plaza  
Danes Hall Waupaca  
City of Waupaca



Manufacture's Pallet Disposal Inc.



Spencer Lake Christian Center



Shindig Waupaca

Those not in attendance to accept their awards:

Deja Blooms

Johnson Insurance

Ramada Grand Seasons

81 Market /Chain Link

The Red Mill Inc.

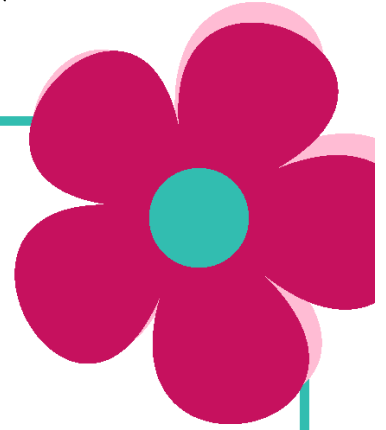


Sterling Culligan Water



WE ARE  
**WAUPACA**

## Keep Waupaca in Bloom



Hello,

“Those flowers are spectacular!” Strolling through Main Street last summer, it’s an exclamation we heard often. Waupaca’s flower program has quickly become one of the most complimented amenities in our city, drawing accolades from long-time residents to first-time visitors. But the effort carries a big price tag, and one that the City cannot shoulder alone. In 2022, expenses for summer plantings and maintenance totaled \$28,000. We hope you agree that it’s money well spent. Main Street’s colorful flowers are an investment in a more beautiful, vibrant, and attractive community—and that’s good for all of us.

**To keep Waupaca in bloom for seasons to come, the Waupaca Area Chamber Foundation invites you to make a three-year pledge by May 20th in support of the Main Street Flower Fund.** Help Waupaca blossom by sponsoring a small pot (\$300/annually), medium pot (\$400/annually), large pot (\$500/annually), or full set (\$1,000/annually) for the next year. All gifts will be matched 1:1 by the City of Waupaca, up to a value of \$17,000/annually. The community will thank you for your annually recurring gift, with donor recognition opportunities available for Stem, Bud, Blossom, Gardener and Sunshine level donors. Would you show us your Waupaca pride and help us keep Waupaca beautiful by sending your **tax-deductible donation** to the Waupaca Area Chamber Foundation or contributing online?

Thank you for keeping Waupaca in bloom,

*Aaron Jenson*

**Aaron Jenson**  
City Administrator

*Terri Schulz*

**Terri Schulz**  
President, Waupaca Area Chamber Foundation

Waupaca Area Chamber Foundation  
315 S Main Street  
Waupaca WI 54981  
waupacaareachamber.com

# Giving Levels

A gift of any size is accepted for the flower program. There are different giving levels and recognition opportunities for any budget.



## Seed

Total Donation Under \$899

- The donor will be listed on the website and in a newsletter

## Sprout

Three-Year Pledge of \$300 annually

- The donor will be listed on the website and in a newsletter
- Donor will receive a personalized letter of gratitude
- Donor will receive a physical plaque installed on a flower pot

## Bud

Three-Year Pledge of \$400 annually

- The donor will be listed on the website and in a newsletter
- Donor will receive a personalized letter of gratitude
- Donor will receive a physical plaque installed on a flower pot

## Blossom

Three-Year Pledge of \$500 annually

- The donor will be listed on the website and in a newsletter
- Donor will receive a personalized letter of gratitude
- Donor will receive a physical plaque installed on a flower pot

## Gardener

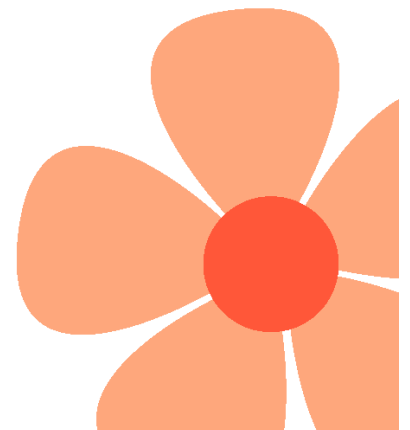
Three-Year Pledge of \$1000 annually

- The donor will be listed on the website and in a newsletter
- Donor will receive a personalized letter of gratitude
- Donor will receive a physical plaque installed for a set of flower pots

## Sunshine

Three-Year Pledge of \$17,000 annually

- Only one Sunshine donor will be named. The City of Waupaca and Chamber Foundation will work with the Sunshine donor on an individualized donor recognition plan.



## Main Street Flower Fund Donor Pledge Form

I pledge to support the Main Street Flower Fund in Waupaca with a tax-deductible gift of \$\_\_\_\_\_ (amount) over \_\_\_\_\_ (years).

### Donor Information:

Name(s): \_\_\_\_\_  
Organization, if applicable: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Giving Level:** Please check the appropriate giving level and indicate the pledge amount and payment schedule below.

- Seed (Total Donation Under \$899)
- Sprout (Three-Year Pledge of \$300 annually)
- Bud (Three-Year Pledge of \$400 annually)
- Blossom (Three-Year Pledge of \$500 annually)
- Gardener (Three-Year Pledge of \$1000 annually)
- Sunshine (Three-Year Pledge of \$17,000 annually)

**Recognition:** Community displays will be available to recognize Sprout, Bud, Blossom, Gardener, and Sunshine level donors.

- I/we **DO** want to receive donor recognition
- I/we **DO NOT** want to receive donor recognition
- 

Please specify the wording to be included on your plaque. Please do not exceed 38 characters:

\_\_\_\_\_

**Payment Schedule:** Please indicate how you will fulfill your pledge:

- One-time payment of \$\_\_\_\_\_
- Annual payment of \$\_\_\_\_\_ for three years
- Other payment schedule: \_\_\_\_\_

### Payment Method:

- Check payable to Waupaca Area Chamber Foundation
  - Credit card (please fill out below)
- Credit Card Information:  
Card type: \_\_\_\_\_  
Card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Name on card: \_\_\_\_\_  
Billing address (if different from above): \_\_\_\_\_

Please return this form to: Waupaca Area Chamber Foundation 315 S Main Street Waupaca WI 54981 or email [info@waupacaareachamber.com](mailto:info@waupacaareachamber.com). **Thank you for your support of the Main Street Flower Fund in Waupaca!**

**For online giving click here.**

<https://waupacaareachamber.com/keep-waupaca-in-bloom/>