

**September 2020**

**www.winonachamber.com | (507) 452-2272 | 902 E. Second St., Suite 120, Winona, MN**



### Business Relief Grant Opportunity

Christie Ransom, President & CEO  
Winona Area Chamber of Commerce

Throughout the previous months, we have watched many businesses struggle amidst the decisions and acts related to the pandemic. To mitigate the impact of COVID-19 on Winona County small businesses and non-profit organizations, the Winona County Board of Commissioners has approved emergency financial support through the Winona County CARES Small Business Assistance Grant Program that is targeted at qualified businesses and non-profits that are negatively impacted by the COVID-19 pandemic due to Stay at Home Orders. We are thrilled to be the facilitating organization to assist the County in accepting and processing applications as well as disbursing grant funds. The program will provide one-time grants of up to \$10,000 to help offset the significant, temporary loss of revenue to these qualified organizations during this pandemic.

The County has identified a portion of relief funds to support the small businesses & non-profit organizations hardest hit by the pandemic, specifically organizations with a commercial location in the County. The source of funding for this grant program is the Coronavirus Aid, Relief, and Economic Security (CARES) Act Federal stimulus package.

The objective of this program is to offer immediate financial assistance to small businesses in Winona County to aid in maintaining their business and workforce. Awards will be made on a first come, first served basis. Incomplete applications will not be reviewed. In order to expedite issuance of funds, applications will be accepted online at [www.winonachamber.com](http://www.winonachamber.com) as well as in person at the Winona Area Chamber of Commerce office during regular business hours (M-F, 8am-4pm).

Please carefully read and review program eligibility criteria and the program guidelines (found on the chamber website) to ensure that all information is completed and submitted. Those with additional questions may contact the Winona Area Chamber of Commerce at (507) 452-2272.

## About the Chamber

### Our Vision:

To be the premier business advocate in Southeastern Minnesota.

### Our Mission:

To provide value to our members through business advocacy, training, economic development and the support of tourism.

### Officers:

**Dave Jensen** - Chair  
**Michael Charron** - Chair Elect  
**Corey Hancock** - Past Chair  
**Jolene Vaselaar** - Treasurer  
**Scott Rodeghier** - At Large

### Retiring 2020:

Dave Erickson  
Corey Hancock  
Scott Rodeghier  
Dan Welsh  
Terry Klonecki

### Retiring 2021:

Ben Adank  
Joanne Thompson  
Dave Jensen  
Rebecca Lamberty  
Jolene Vaselaar

### Retiring 2022:

Michael Charron  
Danny Rivers  
Kyle Rupprecht  
Randy Skarlupka  
Ellen Smith

### Staff:

**Christie Ransom** – President & CEO  
**Kay Mathews** – Vice President of Finance and Operations  
**Amanda Steine** – Membership Development and Programs Manager  
**Ben Strand** – Main Street Program Manager  
**Nicole Schossow** – B.E.N./REACH Program Manager

## 2021 Chamber Board of Directors Slate of Nominees

On behalf of the Winona Area Chamber of Commerce, we are pleased to announce the slate of nominees to terms of governing service on the Chamber Board of Directors.



**Andrea Northam**  
Winona State University



**Dave Pederson**  
Dunlap & Seeger, P.A.



**Kelly Pronschinske**  
Fastenal Company



**Andy Puetz**  
Chrysler Winona



**Nathan Sarvi**  
The Garage Cowork Space

In accordance with Chamber bylaws, the slate is hereby presented to the Chamber membership. If no additional nominees are received by Chamber-member petition process (contact the Chamber office for details) the slate will be declared elected by the Board at the September Board of Directors meeting.

The new board members will participate with the Chamber Strategic Planning day in October, and will officially begin their three-year terms of office in January 2021.

The Winona Area Chamber of Commerce is governed by a 15 member volunteer Board of Directors. Board members serve for three year terms, with five board members retiring each year. Governance is the ongoing process of due diligence whereby the board assures the legal, financial and moral health and effectiveness of our organization. The board is legally and ethically responsible for the health and effectiveness of the organization and the fulfillment of the organization's mission.

The Winona Area Chamber of Commerce extends its thanks and appreciation to the nominating task force.



## CAR RAFFLE

**TICKETS ON SALE NOW, ONLY \$100!**  
ONLY 750 TICKETS BEING SOLD, DON'T DELAY

### GRAND PRIZE

Red 2020 Ford Mustang Coupe

Mustang  
Presenting  
Sponsor



For more info or to purchase tickets contact The Winona Area Chamber of Commerce  
**507.452.2272 | [info@winonachamber.com](mailto:info@winonachamber.com) | [winonachamber.com](http://winonachamber.com)**

## CHAMBER CHAMPIONS

- VISIONARY -



- PREMIER -



- EXECUTIVE -



### Main Street News September 2020

Ben Strand, Program Manager  
Main Street Program

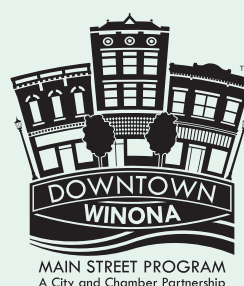
The Main Street Program's 200 Envelopes fundraiser is still running, and we need your help to make it successful! Do you enjoy attending free events downtown like Touch-A-Truck, Big Muddy Brew N' Que, Dine Out Downtown, Small Business Saturday, and Sweet Stroll? What about seeing awesome pieces of art like Sarah Johnson's #ColorProject or Sharon Mansur's "...in the space between" dance/movement project?

If you want to continue seeing events, art, beautification, and an overall downtown environment that makes you want to enjoy the unique experience it provides, consider

donating to the 200 Envelopes fundraiser. We need your help – the community's help – so the Main Street Program can continue doing the important work we have been doing for the last eight years for our downtown, and the businesses that call it home.

We're ¼ of the way to our current goal, and still have plenty of envelopes left to claim for a donation. To donate contact Ben at [bstrand@winonachamber.com](mailto:bstrand@winonachamber.com) or by calling 507-452-2272.

**You can stay up-to-date on all things Main Street by visiting our website at [winonamainstreet.com](http://winonamainstreet.com) or our Facebook page Winona Main Street Program, or emailing Ben Strand at [bstrand@winonachamber.com](mailto:bstrand@winonachamber.com)**





### BIZ BITES



**Chris Livingston** has earned the Qualified 401(k) Administrator (QKA) designation, enhancing his expertise in helping businesses manage retirement plans for their employees through the **Merchants Bank** Trust Department. “While I remain a one-stop resource for business 401(k) plan management, the completion of the QKA coursework provides me with additional knowledge that our clients will find beneficial including important regulatory compliance,” explained Livingston. Working with the Merchants Bank Trust Department, business owners and management can focus on growing their company while Chris and his team will manage the business’s 401(k). “Chris’s designation is just another step that we’re taking to bring additional knowledge, expertise and sophistication to our existing 401(k) clients, as well as building upon our value proposition,” said Masood Dehnafar, Trust Department Manager. “Having Chris’s knowledge on staff allows us to deliver better service and act in multiple fiduciary roles, including trustee, financial advisor, record keeper, custodian, and paying agent.” Livingston is a Retirement and Trust Specialist for the Merchants Bank Trust Department and has been with the Bank since 2018. To earn his QKA designation, Livingston completed coursework and testing through the American Society of Pension Professionals & Actuaries (ASPPA).



**WNB Financial** is pleased to announce that **Greg Borchering** has joined the Bank as Vice President and Business Banking Officer in Winona. Borchering comes to WNB Financial with over 30 years of Business Banking experience, most recently with Merchants Bank in Winona where he spent four years. “We’re really fortunate to have Greg come on board with us,” said Chad Anderson, Vice President and Business Banking Manager. “Between his experience and knowledge of the people and the area, it definitely strengthens our team and provides our customers with another outstanding WNB Business Banker.” “I’m excited I can continue to provide excellent customer service to the people of the Winona area,” Borchering said. “WNB Financial has such an excellent history and reputation that I wanted to be part of and help grow.” Borchering earned a Business Administration degree from the University of Wisconsin – Platteville. He has volunteered his time with the Winona Area Chamber of Commerce Ambassadors, the Ambassadors’ Steamboat Days Brat Booth, the Big Muddy Brew & Que event, and the Noon Lion’s Club. Borchering resides in Winona and enjoys golfing, fishing, biking, skiing, and traveling.



New, nonstop United Express flights, operated by SkyWest Airlines, between Denver International Airport (DEN) and **Rochester International Airport (RST)** begin on October 1, 2020. The new flights will provide travelers access to United’s global network via the airline’s Denver hub. The Denver hub provides one-stop access to 37 new cities from RST. Tickets are available now at [united.com](http://united.com). The daily route will be flown onboard a 50-seat CRJ200 aircraft. The flight schedule begins October 1, 2020. “We are thrilled United will be offering Denver as a new hub option,” said **John Reed**, RST’s executive director. “Airlines and airports have measures in place to offer safe travel for those with essential travel needs at this time. This flight will provide critical access for inbound patient travelers now and for our local market as they return to travel when ready.” “We are looking forward to the start of our new United Express flights in Rochester and know our passengers can fly with confidence thanks to the additional measures being taken on every flight,” said Greg Atkin, SkyWest’s managing director of Market Development. “From enhanced cleaning, mandatory face coverings and customer self-assessments with check-in, we remain committed to the health and safety of all onboard our aircraft.” Daily United Express flights to Chicago O’Hare will resume on October 1st alongside the new Denver flight. All United Express flights in RST will be operated by SkyWest Airlines.



**Hawkins Ash CPAs** is extremely proud to announce that **Steve Arnold, CPA, EA**, has been promoted to tax supervisor. With more than 15 years of accounting experience, Arnold joined Hawkins Ash CPAs in 2017. In his new role as tax supervisor, he prepares and reviews tax returns for businesses, individuals, trusts and exempt organizations, as well as financial statement review and compilation. “What I enjoy most about working in my field is having the resources to help clients make smart tax moves,” he said. “I am quite happy when I am able to keep them from paying unnecessary taxes!” Arnold received a Bachelor of Business Administration in management from Radford University and a Masters of Business Administration in accounting from the University of Phoenix. He is a recent Certified Public Accountant (CPA), as well as an Enrolled Agent (EA) and a Certified QuickBooks Online ProAdvisor. A member of the Minnesota Society of CPAs and the American Institute of Certified Public Accountants, Arnold also is active in the local community as a member of the Winona Noon Lion’s Club.



**WNB Financial** is pleased to announce that **Kurt Olson** has joined the Bank’s Wealth Management Team as Vice President and Trust Officer. In his new role, Olson works with trusts, foundations, and individuals to help them achieve their financial goals. He is a Certified Financial Planner® and prior to joining WNB, Olson spent five years as an Investment Advisor Representative with Advisors Management Group, Inc. in La Crosse. Before his career in the financial industry, Olson practiced law in Iowa for nine years in the areas of real estate, probate, trusts, estate planning, and taxation. “We’re excited to have Kurt join our Wealth Management Team, as he brings an abundance of financial planning, estate planning, and investment experience,” said Deb Fuerstenau, Vice President and Trust Manager. “His expertise, combined with our entire Wealth Management Team, truly allows WNB Financial to provide our clients with the highest level of service and trusted financial advice.” “I’m excited to join the team of professionals at WNB Financial, and I look forward to continuing the tradition of service to our communities,” Olson said. “WNB’s Core Purpose is to enrich lives, creating success and significance. I believe providing financial solutions and advice to individuals and organizations does exactly that. In turn, those we serve can use their unique gifts to enrich the lives of others, creating a ripple effect that ultimately improves the entire community.”



### School Year Updates for B.E.N. & REACH

Nicole Schossow,  
B.E.N./REACH Program Manager

As we move into the new school year, changes in the education format will obviously impact our Business Education Network programs.

- CEO in the Classroom (8th grade) and Life After High School (11th grade) will be offered in a virtual format rather than bringing speakers into the classroom. We will be working with our presenters to create a video with multiple presenters and offer the option of a Q&A virtual session with a speaker at the end of the presentation.
- Teacher in the Workplace is currently on hold. This program did not occur during the summer of 2020 due to uncertainties and increased demand on our teachers. The decision for the summer of 2021 will be made in spring.
- Hot Jobs Cool Companies Manufacturing and Trades booklet will be updated in 2021.
- The Student Career Expo for 10th grade students in our region will no longer occur in November as it traditionally has. The current plan is to postpone to the spring of 2021 if possible. Discussion are occurring with school staff as to the best plan for this.
- REACH will not have any in-person presentations or business visits through January of 2021. All presenters

and trainers will offer pre-recorded videos so students in both hybrid groups will have consistent information. This will be followed by a Q&A through Zoom with the presenter. Support for the teachers and students will continue in virtual formats with regular check-ins with students and staff. All three schools (Lewiston-Altura, Wabasha-Kellogg, and Winona Area Public Schools), as well as our business partners hope to resume immersions and internships in the spring. In addition to what is typically taught to REACH students, new presentations have been added to cover new business skills such as remote work and virtual meeting etiquette.

In order to support our local schools, as well as the REACH program, we will be offering educator resources for any teacher and/or counselors to use either in the classroom or through distance learning. These videos will cover one of three things: a business overview that focuses on the variety of jobs in that business, a video of a specific machine or process covering operation and maintenance, or a video of a specific job role that includes typical tasks and education requirements.

Most importantly, THANK YOU to all of our educators. More than ever, we are impressed by your resourcefulness, your resilience, your passion and your strength, as you have navigated unprecedented challenges during this time. Thank you for your dedication to our students.



### COMMITTEE SPOTLIGHT

**Shannon Schroetke,**  
Affinity Plus Federal Credit Union  
Chair, Business Education Network Committee (BEN)



BEN connects businesses with students, schools of all levels and workforce training programs to ensure workforce needs are clearly and regularly communicated. As a result, these programs are more closely aligned with the changing needs of the economy. BEN also assists employers in accessing and navigating internships, mentorships and on-the-job training programs that meet the distinctive needs of businesses in our community.

The programs that BEN currently oversees are: The REACH Program, Teacher in the Workplace, CEO in the Classroom, Life After High School and the Student Career Expo. The REACH Program is for high school juniors and seniors to explore future career options. Teacher in the Workplace provides an opportunity for High School teachers to take part in a paid summer industry immersion experience. CEO in the Classroom gives business executives the opportunity to engage with 8th grade students. Life After High School prepares high school juniors and seniors for the job application process and transition to life after graduation. The Student Career Expo is an interactive career exploration expo which introduces students to high demand post-high school trade and educational paths.

BEN also continues to update and monitor our Hot Jobs Cool Companies website and printed catalog of employers in our community that are in the manufacturing and Health and Human Services fields.

For more information on any of the programs offered by BEN please visit:  
[hotjobscoolcompanies.com/business-education-network](http://hotjobscoolcompanies.com/business-education-network) or contact Nicole at [nschossow@winonachamber.com](mailto:nschossow@winonachamber.com) or call (507) 452-2272 Ext.14

### NEW MEMBERS



**Stockyards Bar & Grill, LLC** is located in Dodge, WI. Take one of Trempealeau County’s most scenic drives and you will wind up at the Stockyards Bar & Grill, there you will find amazing live music, plenty of willing dance partners, and a quintessential slice of Wisconsin culture.

Come as you are for happy hour and catch up with friends. They have got a tasty menu to choose from and featured daily specials, or wet your whistle from their large selection of whiskeys and beer.

You are sure to enjoy your time there in their new, freshly updated interior or outside on the deck overlooking the Trempealeau River. To learn more or check out their menu head to [www.stockyardsbarandgrill.com](http://www.stockyardsbarandgrill.com) or call owner Melissa Pientok at (608) 539-9273.



**TASNOS** is a 3PL Warehousing & Fulfillment Service Company with on-site custom mail fulfillment service available for customers offering a variety of services such as warehousing, picking, packing, shipping, and kitting.

TASNOS also offers Ecommerce Fulfillment Services, Web Based Inventory Management & Order Monitoring, Custom Print Fulfillment, On demand literature, HIPAA compliant variable data printing & mailing service, Custom Mailing Fulfillment, and more! For more information check out their website at [www.tasn timer.com](http://www.tasn timer.com) or call their President John Merchlewitz at (507) 312-2552.

### buyers express

**The Buyers Express** is the leading direct mail magazine featuring local businesses in the La Crosse and Rochester areas. Information inside ranges from automotive, dining, and shopping to entertainment, homes, and more!

The Buyers Express is the most effective and efficient way to reach all of your customers in La Crosse, Rochester, and the surrounding communities. Their direct mail distribution goes to over 60,000 homes every month reaching your target audience for pennies per household. The high-quality glossy print version will enhance the table life of your advertisement and the professional image of your business. There is also an online digital version via responsive website for consumers to access from their computer, tablet, or smartphone. For more information please download their current rate card or contact one of their direct mail specialists on their website [www.buyersexpress.com/](http://www.buyersexpress.com/) or their owner Dan Stumpf at (608) 791-7171.