



**Has It Already Been One Year?!**

Christie Ransom, President & CEO  
Winona Area Chamber of Commerce

Twelve months have passed by in the blink of an eye. As I reflect on my first year at the Winona Area Chamber of Commerce and my first year in this beautiful community, many things come to mind, but I want to take some time to share 3 things that have been the most impactful.

First, this community, which I have graciously been accepted by and become a part of, brings one word to mind – resilience. This year has been filled with many different curveballs. There were times throughout my first year that I listened to cries of desperation, anger and frustration, fear, anxiety, and all the feelings that align with a world of unknowns. I listened with empathy. There were times I hung up the phone and cried for you. I fought for this community and the businesses that make it special and through that fight, I learned a lot about all of you as well as myself. I pushed the envelope on advocacy, along with my colleagues across the state and throughout the nation. As time has passed and we have grown and learned together, business owners have done incredible things. I have seen resilience like nothing I have ever seen, because failure was just not an option. I know that the businesses in the Winona area will survive and thrive because they have grit and they support one another in profound ways.

Secondly, I have been blessed to be part of a team that goes above and beyond in their work every single day. They do so for the businesses, schools and students, and the community that we serve. It has been an honor to bring my passion to this group and have the honor of leading and serving them. Throughout this year, I have watched their fires grow, through immense exhaustion and long hours, to do things that have never been done before. The Chamber staff is comprised of amazing people that would get in the ring to fight for our businesses and their needs in any situation. I could not have imagined a team as wonderful as this and I am so appreciative of the opportunity to work alongside them and do great things! Kay, Amanda, Ben, and Nicole – YOU ROCK!!

Lastly, I have learned a lot about pivoting and innovation. Those are words that are used and practiced in the private sector on a regular basis. It is what brings progress and advancement. However, in the Chamber industry,

innovation is not always needed because doing the things that our business partners have become comfortable with and come to expect seem foolish to change. It is very easy to do things the way that they have always been done, but that does not lead to progress or relevance. This year, being the fun challenge that it has been, forced us to pivot and be innovative. Not only did we have to pivot how we serve businesses, serving anyone and everyone regardless of chamber partnership, it also forced us to pivot how we do things to stay financially viable and survive. We worked hard to offer educational information as it was happening on issues businesses needed as it pertained to COVID. There were more hours spent updating restaurant lists by Amanda from our office than anyone could possibly estimate. We found fun and unique ways to network and have fun with our membership as well as get our community engaged in some fun giveaways. When restaurants were permitted to have outdoor seating, we had already been working with the City of Winona, our Main Street organization was able to close 3rd Street for expanded dining on Friday nights, which has led to increased downtown traffic, live music, downtown activities, and more awareness for the work the Main Street organization is doing for downtown Winona. When forced to suspend Family Night on the Farm, our dairy month staple event, we pivoted to celebrate dairy with our Dairy Buckets. This was so fondly embraced by our businesses, ag industry, and community alike that we have been asked if it is something that we will do every year. Not hosting a golf tournament this year was a tough decision and one that was made fairly early on. With that decision came the shift to do the Mustang Raffle. Our business community REALLY stepped up to support that initiative with an incredible and immense list of donated prizes. This has also been another opportunity to involve our community in something that we are doing. Finally, we were able to partner with Winona County to help facilitate the CARES Small Business Assistance Grants. This has been a gift to be a part of and we could not put into words how gratifying and humbling it is to assist businesses with the County in such a profound way.

To say that this is what I expected my first year with the Chamber to look like would be a lie. But it has taught me so much about the Board of Directors that serve us, about the businesses that make Winona so special, about the people in this community so ready to step up and help, about a staff that I truly love, and about myself and my own spirit. Thank you all for offering me the opportunity to lead this Chamber and be an embraced member of this community. I am proud and beyond grateful, and I look forward to a brilliant future.

**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

**CHAMBER CHAMPIONS**

- VISIONARY -



- PREMIER -



- EXECUTIVE -



**REACH Updates Fall 2020**

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

For the 2020-2021 school year, REACH will continue with Winona Senior High School as well as launching at Lewiston-Altura and Wabasha-Kellogg High Schools. With all three schools involved, we now have career focus areas in manufacturing, healthcare, human services, building trades, and agribusiness.

For all fall presentation and training opportunities, we have shifted to virtual. Any in-person events have been moved to spring in hopes that we will be able to progress to these at that point. Fall presentations will include:

- Personality assessment
- Personal pitch
- Life After High School presentation
- Resume writing and review
- Interview techniques and mock interviews
- OSHA & ISO Training (manufacturing, building trades, agribusiness)
- Dementia Friendly & Vulnerable Adult Training (HHS)
- Radiology Tour of Winona Health Radiology Department
- Team Player Training

The support of our business partners is vital to the success of the REACH program. Each of the above presentations is led by a member of our local business community – some even by a team of professionals. Each of our REACH committees have representatives from both business and education partners. Our list of business partners is over 40 and growing all the time. Your business can join us in this important work to prepare our local graduates.

COVID-19 has had a significant financial impact, and REACH is no exception to that. Traditionally, REACH has been funded through a combination of business partner donations and grant funding. Many of our business and grant partners have had to adapt their funding policies. As a result, funding for the REACH program is less than stable. Despite this, the need for school to work initiatives, such as REACH, has increased. Our local businesses, now more than ever, are facing shortages, especially in skilled labor positions, such as those we train our students to fill. In order to do this, we need your help today. Please consider supporting the work REACH is doing to connect our students to career paths.



**Main Street News October 2020**

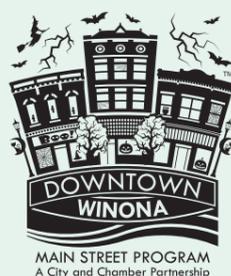
Ben Strand, Program Manager  
Main Street Program

Looking for something to do with your kids on Halloween this year? Look no further than your very own downtown. Winona Main Street presents: Streets and Treats, a four-hour Halloween event that will take place on Saturday, October 31 from 2-6 p.m. With a plethora of fun activities planned, kids will have plenty of moments to remember from this unique Halloween experience.

There will be a chalk walk scavenger hunt featuring recognizable cartoon characters and Halloween-themed images, a Halloween Window Walk with many of your favorite downtown businesses participating, a haunted graveyard, a spooky puppet show, and much, much more! There is no need to worry about how to keep your kids entertained for Halloween this year... the Winona Main Street Program has you covered.

If you want to keep seeing unique and engaging events like this happening in our downtown for years to come, please consider donating to the Main Street Program's fundraiser. Without the community's support of the work the program has done the past 8 years, our historic downtown would not be what it is today. Contact program manager Ben by emailing bstrand@winonachamber.com or calling 507-452-2272 to learn more!

Streets & Treats  
Saturday, October 31  
2-6 p.m.



You can stay up-to-date on all things Main Street by visiting our website at winonamainstreet.com or our Facebook page Winona Main Street Program.

October 2020

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

**CHAMBER FUNDRAISER – RAFFLE PRIZE LIST**

**GRAND PRIZE  
2020 FORD  
MUSTANG COUPE**

Presenting Sponsor



**CANOE  
PACKAGE  
CUSTOM CANOE &  
PADDLES**

Sponsored by



**\$500+  
SHOPPING SPREE  
GIFT CARDS TO**

Green Thumb Artistry, Hearts Desire, Jovy Rockey Jewellery, La Boutique, Loft on THIRD The Refinery, Treasures Under Sugar Loaf, Urban Shoetique, Watkins, Winona County History Center, Winona Feed & Seed, & Yarnology.

Donated by **BREMER BANK**

**\$500 TASTE  
OF WINONA  
GIFT CARDS TO**

Boat House, Bub's Brewing Co. Inc., El Patron Mexican Grill, Ground Round, NOSH Scratch Kitchen, River City Grill, Signatures Restaurant, Wellington's Pub & Grill, and Whalen's at Westfield

Donated by **CHRYSLER WINONA**

**GOLF  
PACKAGE**

**• ROUNDS OF GOLF  
DONATED BY:**

The Bridges & Signatures Restaurant, Cedar Valley, Drugan's, Coffee Mill, and Arcadia,

**• GOLF SWAG**

Under Armor Polo, Golf Balls, Towel, Tees & Tool, Driver Cover, & Yeti Tumbler. Donated by Northwest Mutual

**CAMPING  
PACKAGE**

**• SLEEPING BAG**

Donated by Enlightened Equipment

**• TENT, COOLER, & MINI CHARCOAL GRILL**

Donated by Walmart

**• CAMPING AT CHAMPIONS**

Donated by Leighton Broadcasting and Winona Post

**• \$50 GIFT CARD**

Donated by HyVee

**• CHAIRS & MISC. SWAG**

Donated by Farmers Insurance Dave Jensen Agency

**GRILLING  
PACKAGE**

**• 14.5" CHARCOAL GRILL**

Donated by Walmart

**• GRILLING SEASONINGS**

Donated by The Watkins Co.

**• GRILLING APRON & TOWEL SET**

Donated by Midtown Foods

**• \$100 IN GIFT CARDS**

Donated by Midtown Foods

**PAMPERING  
PACKAGE**

**• SALON HAIR PRODUCTS & \$20 CERTIFICATE**

Donated by Fantastic Sams

**• \$35 CERTIFICATE**

Donated by Luxury Nails

**• COFFEE BEANS**

Donated by Acoustic Cafe

**• ACUPUNCTURE SESSION**

Donated by Jade Acupuncture

**• \$75 SPA TREATMENT**

Donated by Winona Health

**• AROMA THERAPY PRODUCTS**

• SUITCASE BOXES

**PICNIC  
PACKAGE**

**• PICNIC BLANKET**

Donated by Walmart

**• \$100 IN GIFT CARDS**

Donated by Midtown Foods

**• BOTTLE OF WHITE WINE**

Donated by Midtown Foods

**• BOTTLE OF RED WINE**

Donated by Midtown Foods

**• DELUXE PICNIC BASKET**

**STAYCATION  
PACKAGE**

**• STAY AT THE PLAZA HOTEL & SUITES & \$60 RIVER CITY GRILL CERT.**

Donated by Rivers Hotel Group

**• 2 SUITCASES**

Donated by HyVee

**• 2 WHITE ROBES**

Donated by The Minnesota Marine Art Museum

**• 4 PASSES TO MMAM**

Donated by The Winona County Historical Society

**• 2 PASSES TO WCHS**

Donated by The Winona County Historical Society

**MANLY STUFF  
PACKAGE**

**• ROCK RIVER SOCKET SET & MILWAUKEE DRILL**

Donated by Fastenal, Inc.

**• RYOBI RECIPROCATING SAW**

Donated by Unique Comm.

**• DeWALT CHARGER RADIO**

Donated by Xcel Energy

**• PLAID BLANKET**

**HOPPER  
PACKAGE**

**• BEVERAGE HOPPER**

Donated by Amund Inc.

**• GROWLER FILL & 4 GLASSES**

Donated by Island City Brewing Co.

**• \$50 GIFT CARD**

Donated by Midtown Foods

**• \$50 GIFT CARD**

Donated by Hwy 61 Liquor

**TAILGATE  
PACKAGE**

**• \$250 WARRIOR GEAR GIFT CERTIFICATE**

Donated by Winona State University

**• \$100 GIFT CARDS**

Donated by HyVee

**• 14.5" CHARCOAL GRILL**

Donated by Walmart

**• MEAT CLAWS & WOOD SERVING BOARD & UTENSILS**

Donated by Pampered Chef-Beth Moe

**TANDEM  
BICYCLE  
REFURBISHED  
TANDEM BICYCLE**

Refurbished by Minnesota State College Southeast



**BAKING  
PACKAGE**

**• KITCHENAID MIXER**

Donated by Altra Federal Credit Union

**• BAKING MATERIALS**

Donated by The Watkins Co.

**• 50 LBS OF FLOUR**

Donated by Bay State Milling Co.

**• \$50 GIFT CARD**

Donated by HyVee

**• 1 CUP PREP BOWLS, LARGE BAR PAN, & WINE TUMBLER**

Donated by Pampered Chef-Beth Moe

**SWEATER  
PACKAGE  
SWEATER &  
MATCHING SOCKS**

Sponsored by

KNITCRAFT CORPORATION



**ELECTRIC  
KIDS JEEP  
WITH FARMERS  
INSURANCE SWAG**

Sponsored by



**CASH  
PRIZES**

**2- \$1,000**

**4-\$500**

**4-\$250**

Permit # X-93936-20-004

**\$100 A TICKET – ONLY 750 TICKETS BEING SOLD**

RAFFLE TICKETS AVAILABLE AT THE WINONA AREA CHAMBER OF COMMERCE (902 E. SECOND STREET, STE. 120)

MONDAY-FRIDAY 8AM-4PM • ONLINE & PHONE PURCHASE AVAILABLE WITH DEBIT/CREDIT CARD

507.452.2272 • INFO@WINONACHAMBER.COM • WINONACHAMBER.COM

**RIBBON CUTTINGS**



Pictured L-R: Chamber Ambassador Bev Kieper, Rachel Henderson, Owner Lynne Nelson, and Chamber Ambassador Angela Bunke.

Loft on THIRD held an official Ribbon Cutting and Grand Opening on Saturday, September 19th at their downtown location on the corner of Third and Lafayette. There was a line out the door all day (to abide by social distancing protocols), but all customers were served in a timely fashion! The first 50 purchases of the day went home with a special gift and 10 lucky winners went home with gift cards to other downtown businesses as well. Be sure to check out their Facebook page to stay up to date on all their current stock and new arrivals. Owner Lynne Nelson would like to extend a special thank you to her daughter Rachel Henderson, and employees, Alica, Madelyn, and Anissa for their hard work during the grand opening event. Congratulations Lynne and Loft on THIRD and welcome to the Winona Community!

**NEW MEMBERS**



Mulligan's Irish Pub is located on in the heart of Winona's beautiful downtown on Third Street, right off Franklin. Mulligan's is a friendly locally owned pub that attracts both younger and older crowds. Mulligan's is known for their generous portions and for their pizza, free popcorn, and free peanuts.

To learn more about their daily specials call owner Dan English at (507) 474-7434 or check out their Facebook page!



Loft on THIRD is located on the corner of Third & Lafayette Streets in the center of downtown Winona, the Loft on THIRD is a fun and energetic Women's clothing boutique offering unique pieces to add to your wardrobe, as well as a variety of shoes and accessories!

There's something for every age here, from fun graphic tees to Kan Can jeans! Cardigans, dresses, flannels, shoes, dressy blouses, long sleeved shirts, jewelry, candles, sunglasses, baseball caps and SO MUCH MORE! Check them out of Facebook or give owner Lynne Nelson a call at (507) 474-7441.



**A MANUFACTURING &  
TECHNOLOGY MONTH  
PRESENTATION**

**THE FUTURE OF  
MANUFACTURING**

WEDNESDAY, OCT. 7TH | 11:30AM-1:00PM VIA ZOOM

\$20 PER PERSON | FOR MORE INFORMATION OR TO

REGISTER: TINYURL.COM/MANUFACTURINGMONTH