



### Sponsors Make It Happen

Christie Ransom, President & CEO  
Winona Area Chamber of Commerce

We are working hard every day to be and do the things that our members need and value. Sponsors create the opportunities to make those things happen. We consider ourselves very blessed by the outpouring of support from businesses that have a passion for the work that we do and the diversity of events that we are hosting.

We know that when a business puts their name on something that we are doing, it comes from a genuine desire to engage in our efforts. We do so many different things and businesses put their support behind the initiatives that align with their own passions and purpose. We appreciate that engagement and do not take it for granted.

Initiatives such as Dine Out Downtown, the Chamber Golf Classic, Dairy Buckets, Car Raffle, Steamboat Days Food Trailer, and Big Muddy Brew 'n Que require a number of sponsors to make them a success. Though this is a list of major events, there are many other things that are done throughout the year that require support to ensure their success!

I want to take a moment to give a shoutout to some of the major sponsors of the upcoming events. They truly are our lifeline. Dine Out Downtown has kicked off its second year, thanks to event sponsor Merchants Bank. RTP, Cedar Valley Golf Course, and Merchants Bank are the main event sponsors of the Golf Classic and lead the way in making it a fun and successful day. The sought-after Dairy Buckets are sponsored by Behrens Manufacturing, as well as top sponsors: Bremer Bank, Merchants Bank, Minnwest Bank, Northwest Mutual, Oakwood Bank, and Sugar Loaf Ford Lincoln. Our 2nd Annual Car Raffle will boast a 2021 Ford Bronco thanks to the help and sponsorship of Sugar Loaf Ford Lincoln. We are all excited about Steamboat Days and the Ambassadors are ready with their new food trailer, courtesy of a generous donations by Sugar Loaf Ford Lincoln and Chrysler Winona, as well as Severson Oil. Big Muddy Brew 'n Que is in full planning mode and sponsorships are still up for grabs (but not for long)! These are only a small sampling of the generous sponsors that make these events possible.

Whether it is \$100 or \$1,000, these sponsors are absolutely pivotal in the success of our organization and the work that we do to support businesses throughout the year. I want to say thank you to all of you who aid in our efforts! It is sincerely valued and appreciated, and we are always humbled by the outpouring of support.

**If you are looking for a way to support the work that we do, let us know. We would be happy to assist in finding a chamber initiative that fits your needs and values.**

## ABOUT THE CHAMBER

### - OUR MISSION -

To Serve Businesses How and When They Need Us

### - OUR VISION -

Be the Foremost Resource and Advocate for Businesses in the Winona Area

### Officers:

Michael Charron – Chair  
Andrew Puetz – Chair Elect  
Dave Jensen – Past Chair  
Jolene Vaselaar – Treasurer  
Kyle Rupprecht – At Large

### Retiring 2021:

Ben Adank  
Joanne Thompson  
Dave Jensen  
Rebecca Lamberty  
Jolene Vaselaar

### Retiring 2022:

Michael Charron  
Danny Rivers  
Kyle Rupprecht  
Randy Skarlupka  
Ellen Smith

### Retiring 2023:

Andrea Northam  
Dave Pederson  
Kelly Pronschinske  
Andy Puetz  
Mike Dieter

### 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



### Main Street June Newsletter

Ben Strand, Program Manager  
Main Street Program

Dine Out Downtown is under way. Touch-A-Truck: Parade of Trucks was a great success. How great is it to be having and attending, live events again!? I'd say summer is officially here, and it's going to be a good one. The Main Street Program has a lot in store for the season, including some fun new activities for Dine Out Downtown, Crazy Days at your favorite downtown shops, and Big Muddy Brew 'N Que making its grand return in September! I look forward to seeing all of your friendly, smiling, faces throughout the summer.

Speaking of the Big Muddy Brew 'N Que, we are officially in planning mode for our biggest fundraising event of the year after the recent announcements regarding the rollback of COVID-19 restrictions. That means we are looking for event sponsors and volunteers!

**If you would like to learn more about sponsorship or volunteer opportunities, contact Main Street Program Manager Ben Strand at bstrand@winonachamber.com or by calling 507-452-2272.**



### Business Education Network (B.E.N.)

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

The Business Education Network (B.E.N.) focuses on three different areas to grow and develop our workforce: student awareness, engaging employees, and aligning business and education. Despite changes that we call "normal" this last year, our business partners worked hard to make sure our students had plenty of options for career exploration. In lieu of the Student Career Expo, a new page was added to our website for Educator Resources. The page has over 900 videos focused on career exploration, with 56 of those videos from local business partners. In addition to the videos shared by our local businesses, we received support from CareerForce and the

Perkins Consortium to create 17 videos of local small businesses in partnership with students from the film production studies program at Winona State University. Finally, over 30 virtual interviews that focus on specific career paths have been shared with all our regional school partners.

An especially inspiring career exploration activity was a virtual panel presentation with the student groups at Project FINE. As we work to share career options with students, it is important for all students to be exposed to as many options as possible. For our students involved in Project FINE, it is important to see not only opportunity, but opportunity that looks like them. Five people of either Hispanic or Hmong heritage shared their career journey and advice with the students. Special thanks go out to Carlos Espinosa with the City of Winona, Ying Hou with Winona Area Public Schools, Mae Kong with Gunderson Health Systems, Jose Pelaez with Pelaez Creative, LLC, and Jeimmy Yusty-Rojas with Goodhue Community Education District.

## CHAMBER CHAMPIONS

### - VISIONARY -



### - PREMIER -



### - EXECUTIVE -




**REACH**  
BUILDING OUR WORKFORCE

**Congrats to our 2021 REACH GRADUATES**  
We're SO proud of you



### Young Professionals Program / REACH

Mikaela Mohr, Chamber Intern  
B.E.N./REACH

As May comes to an end, I cannot help but feel proud of the Winona Area Chamber of Commerce and the businesses, Board of Directors, staff, volunteers, and, most importantly, the community. They have come together to thrive through the hardships, adaptations, and ever-changing restrictions that have become our new normal. With that being said, I take pride in the work my colleagues and I put into our programs, especially the Young Professionals and REACH.

The Winona Area Chamber Young Professionals have officially begun transitioning back to in-person events! In May we had our Networking Coffee Social at Acoustic Café. It was a wonderful event and refreshing to see so many smiling faces in-person. May was our last month for area Young Professionals to come and see what the program is free of charge. I hope businesses see the importance in supporting their young professionals and would love to see many of

our participants come back as official YP Members! This month, we will be coming together in the Winona Area Chamber of Commerce Conference Room to engage and listen to Mike Dieter from Express Employment speak on being a Team Player.

As for our REACH students, it has been a bittersweet year full of adaptations. Their perseverance is a skill that could not have been taught in the classroom. Looking at the graduation graphic, we are beyond proud of their accomplishments and don't doubt for a second the success they will have in their personal and career-driven lives. To all the seniors I had the pleasure of working with this year, my most heart-felt congratulations, and I look forward to watching you soar!



**BIZ BITES**



Licensed Clinical Social Worker and Licensed Alcohol and Drug Counselor **Kelsey Martin** joined the **Winona Health Behavioral Health** team. She will provide counseling for adolescents ages 12 and older and adults ages 18 and older for issues including general mental health, anxiety, depression, behavioral concerns and substance use. "Counseling can turn someone's world around. The best part of my job is seeing people make connections and changes that can improve their lives and personal well-being," said Martin. "Sometimes they are at a low point and really struggling, and together, we can find a better way forward."

Martin earned her Master of Social Work (MSW) and Bachelor of Science in Sociology from the University of Wisconsin -Oshkosh. She is certified by the Minnesota Board of Social Work and the Minnesota Board of Behavioral Health and Therapy. Martin said she chose Winona Health because she has heard positive things, such as that Winona Health has the benefits of a big organization coupled with the benefits of a smaller community. "I like that there is an established organizational structure focused on providing a wide scope of care and that staff at Winona Health have the ability and desire to look at things in new ways and improve care for the community with a focus on patient and employee satisfaction." Asked what's one tip for improving your mental well-being, Martin said, "Schedule time for yourself. Actually schedule it. Whatever that time looks like for you—time to yourself, time to meditate, time with friends, reading a book, unwinding with a funny show—schedule it and do it. Make yourself a priority."



**Lucas Stangl** has been promoted to Treasury Management Support Officer Lead at **Merchants Bank**, according to Kerri Bronk, Vice President/Senior Operations/eChannel Officer. "Lucas is a strong leader for our Treasury Management support team. He consistently provides excellent customer service to our business clients and demonstrates a strong work ethic. Because of his strong relationships with our Treasury Management clients he has a deep understanding of their digital banking and security needs and plays a critical role in continually enhancing our processes and offerings," said Bronk. Stangl has been in banking for nearly 10 years and joined Merchants in 2013. He led the Merchants Electronic Banking team until 2019. When the department grew, he transitioned to Treasury Management Support Lead for the company to focus solely on the digital needs of the Bank's commercial treasury clients.



The Board of Trustees of the **Minnesota State Colleges and Universities** has named **Marsha Danielson** to serve as the next president of Minnesota State College Southeast. The appointment will become effective July 1, 2021. "Dr. Danielson brings deep knowledge of the Minnesota State system, a breadth of experience building partnerships, and a thorough understanding of the region," said Devinder Malhotra, chancellor of Minnesota State. "I am confident that her leadership will help Minnesota State College Southeast continue its upward trajectory and propel it to even greater heights." Since 2007, Danielson has served South Central College (SCC), a comprehensive community and technical college with campuses in Faribault and North Mankato. SCC serves 4,500 students and offers more than 50 technical career and professional programs, transfer programs, and transfer pathways. She has collaborated with faculty and staff to implement new academic programs and enrollment strategies such as SCC's Mechatronics Engineering Technology program, education abroad initiatives, and SCC's participation in National CTE Letter of Intent Signing Day. She led accreditation initiatives at SCC during two Higher Learning Commission (HLC) reviews.



In addition to his role as President, **WNB Financial** is pleased to announce the promotion of **David Vaselaar** to Chief Executive Officer. The promotion was made at a recent meeting of the Bank's Board of Directors. In his new role, Vaselaar will assume the overall leadership of WNB Financial, including the Bank's culture and community relationships. He'll also oversee the strategic direction and continued growth of the organization. "I'm honored to lead such a great organization and team of people," Vaselaar said. "I look forward to continuing WNB Financial's long-standing tradition of being a premier regional financial partner and trusted advisor to our clients and the communities we serve."



With this transition, **Jack Richter** will continue in his role as President & CEO of **WNB Holding Company**, parent company of WNB Financial. He also serves on the board of directors for both WNB Financial and WNB Holding Company. "I've had the privilege of working with Dave for more than 17 years and know he's an outstanding leader and community banker dedicated to our coworkers, clients, and the communities we serve," Richter said. "I'm confident Dave will do an excellent job in leading the outstanding team at WNB Financial. I'm excited for the future of WNB under his leadership."



**WNB Financial** is pleased to announce the promotion of **Erica Jerowski** to Senior Vice President and Chief Operating Officer. The promotion was made at a recent meeting of the Bank's Board of Directors. In her new role, Jerowski is responsible for the overall management and leadership of the Bank's Business Banking and Mortgage areas, as well as the Wabasha/Kellogg, Holmen, and Eau Claire markets. She will also retain oversight of the Bank's loan portfolio. Jerowski brings 22 years of experience into her new role, most recently serving as the Bank's Senior Vice President and Chief Credit Officer. She also held the roles of Business Banking and Mortgage Managers. Jerowski has served on the Board of Directors for the Winona Area Chamber of Commerce, Saint Anne of Winona, Hiawatha Valley Mental Health Center, and is currently the Treasurer for the Winona Area Youth Hockey Association.

**NEW MEMBERS**



**Oakwood Bank** is a full-service, community bank, here to handle all of your Business, Agricultural and Personal Banking needs. In addition to their NEW office in Rollingstone, Minnesota, they have locations in Augusta, Eau Claire, Pigeon Falls and Whitehall, Wisconsin. They have been providing professional, friendly, hometown service for over 100 years. Recently they were recognized by the Independent Community Bankers of America (ICBA) as the 5th Ranked Agricultural Bank in the United States, showing their commitment for agriculture and the communities that support it. Oakwood Bank's recognition is based on the strength of its competitive banking services and operational efficiencies.

Stop in to their new office to see how they can help you achieve your financial goals and provide for your financial future. They'd love to be your local hometown bank. For more information visit them at [www.oakwoodbank.net](http://www.oakwoodbank.net), or call their office at 507-410-2220.

Join them for their Grand Opening/Open House on Tuesday, June 22nd from 1:00 – 4:00 PM at their new Rollingstone location: 140 Main St., Rollingstone, MN.



**S&S Dairy Systems, LLC** has been providing dairy farm technology to dairies of all sizes since 2010. Today, S&S Dairy Systems provides full service dairy farm technology to dairies in Southeast Minnesota: deliveries, parts, milking systems, farm and animal care supplies and clothing. But they didn't start here, owner Mark Swenson's skill set began while growing up with a small herd of cattle. He continued to college, attending the University of Minnesota – Waseca, for dairy production and farming. From there, his career has involved management of a large dairy and sales out of Farm Country Co-op.

With his wife Jenny, they now own S&S Dairy Systems, LLC. The dealership started out with the basics of milking systems and calf feeders in 2010 and continues to provide high quality service and solutions to dairy farms of all sizes today. Apart from their dairy farm technology solutions and services, they also carry inventory of many day-to-day needs for dairy farmers, from boots and overalls to spare parts and animal health products at their location 117 West Circle Drive, St. Chales MN.

For more information stop in and see them M-F 7:30AM-5PM, Sa. 8:30-12:30PM, visit them online at [ssdairysystems.com](http://ssdairysystems.com), or call their office at 507.932.4288.



**Viterbo University** is in beautiful La Crosse, WI, a city with a population of 52,000 in a metropolitan area of over 150,000, amid majestic bluffs and scenic valleys on the Mississippi River. Campus academic and residential facilities are located on approximately two acres on the city's south side.

At Viterbo, they believe learning is a lifelong process involving more than just academics. It is also about experiencing life and growing intellectually, culturally, and spiritually. Students can expect to be challenged and supported. They have a 11:1 student-to-faculty ratio, state-of-the-art facilities, and a faculty that cares deeply about the success of each and every student. Their average class size is 19 students with 99% of their undergraduates receiving financial aid.

To learn more about Viterbo University and what they have to offer check them out online at [viterbo.edu](http://viterbo.edu), send them an email at [communication@viterbo.edu](mailto:communication@viterbo.edu), or give them a call 608.796.3029.



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**SPONSORED BY**



**STEAMBOAT DAYS**  
Wednesday, June 16th-Sunday, June 20th

**PRE-SALE TICKETS AVAILABLE NOW!**

Save money, purchase reduced price meal deal tickets. These tickets can be used any time during Steamboat Days at the Winona Chamber Ambassadors Food Trailer!

Pre-sale tickets include: a brat, hotdog, or cheeseburger, chips, and a pop or water. The tickets can be bought in bulk for employees, friends, family, or just one for yourself!

**PRE-SALE TICKETS**

1-10: \$7.00 Each | 11-50: \$6.50 Each | 50+: \$6.00 Each

To reserve your tickets contact Amanda at 507.452.2272 or [asteine@winonachamber.com](mailto:asteine@winonachamber.com)



**BE SEEN • BE HEARD • BELONG**  
**JOIN THE CHAMBER!**

It's not just business as usual in Winona. The potential dividends from an investment in the Winona Area Chamber of Commerce are unlimited, because what develops at the Chamber is everyone's business.