

August 2022

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



Thank a Farmer

Christie Ransom, President & CEO
Winona Area Chamber of Commerce

After 3 long years of “pivoting” due to the pandemic, it was with so much excitement that we were able to bring Family Night on the Farm back to Winona County to celebrate agriculture and the farmers, who are stewards of the land and livestock. They enrich our economies by working night and day to support an industry that makes up so much of our economy.

There are several reasons that agriculture is so important and such a pivotal component of a healthy economy. Agriculture is the main source of raw materials. Several raw materials come from agriculture. These materials are essential to major industries in ways many people are not even aware of, such as the manufacturing of pharmaceuticals, fuel, plastic, and more. In fact, raw materials are so important in production that the economic health of a country strongly depends on how many raw materials it possesses. Raw materials from agriculture make up a huge portion of what is traded internationally. If a country’s agriculture suffers for any reason, prices can go up and it disrupts the flow of trade.

Workforce is one of the biggest buzz words right now as every industry is impacted by a lack of it. Something that many people do not know is that the agricultural industry is still one of the biggest sources of diverse employment. Whether it is working as a farmer, harvester, technician for farm equipment, agronomist, scientist, veterinarian, and so on, there are plenty of jobs available in this field. When it comes to reducing poverty, evidence shows that focusing on agriculture is significantly more effective than investing in other areas.

Economic development is tied to a country’s agriculture sector. Whether it is production of implements or items required to milk the cows, or someone to engineer the seeds that are sowed in the fields, there are major companies both large and small that are required to make that

happen. Additionally, every raw material produced by a farmer requires a manufacturer or company to process those ingredients into consumable or useable goods. These companies include creameries processing the milk produced at any number of our dairies, ethanol plants producing fuel, food processing plants, clothing manufacturers, pharmaceutical manufacturing, and so many more; our farmers play a role in the vitality and growth of those sectors and the jobs they create.

Agriculture can heal the land. Agriculture possesses the power to harm or heal. When farmers prioritize biodiversity on their land, it benefits the earth. Having more biodiversity results in healthier soil, less erosion, better water conservation, and healthier pollinators. This is all good news for the environment, making agriculture an important part of the cycle of life. Because of this, it drives innovation in technology. Since healthy agriculture is so essential to a country’s well-being, it’s been the setting of some of the most exciting innovations in technology. Through artificial intelligence, blockchain software, gene manipulation, and more, scientists and farmers have been figuring out ways to increase crop productivity, use less water, and reduce negative impacts on the environment. For scientists and tech companies, agribusiness is one of the most fascinating and productive fields to work in.

The most important aspect of agriculture is that it’s the source of the world’s food supply. No matter where or what you are eating, the ingredients in your meals came from somewhere. All roads lead to agriculture. In countries dealing with food insecurity and severe malnourishment, it’s because their agriculture sectors are suffering. When agriculture thrives, fewer people go hungry.

There are truly endless reasons that agriculture is important and continues to be one of the largest and most critical industries in our county, state, and country. The next time that you drive by a farm, appreciate the view, take in the beauty, and know the hours upon hours of work and love that went into the crops that are growing or the animals that you see. As we celebrate another year of Family Night on the Farm, we find a new and greater appreciation for agriculture and the farmers who do all of the work.

To all the farmers of Winona County, we value you and we appreciate you! Thank you for all you do!

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:

Andrew Puetz – Chair
Katrice Sisson – Chair Elect
Michael Charron – Past Chair
Randy Skarlupka – Treasurer
Kyle Rupprecht – At Large

Retiring 2022:

Michael Charron
Dan Rivers
Kyle Rupprecht
Randy Skarlupka
Ellen Smith

Retiring 2023:

Andrea Northam
Dave Pederson
Kelly Pronschinske
Andy Puetz
Mike Dieter

Retiring 2024:

Dr. Marsha Danielson
Janneke Soback
Katrice Sisson
Jared Literski
Kendra Maggart

Staff:

Christie Ransom – President & CEO

Kay Mathews – Vice President of Finance and Operations

Emma Ebbinger – Director of Workforce and Business Development

Kateri Petry – Director of Marketing and Communications

CHAMBER CHAMPIONS

- VISIONARY -



- PREMIER -



VITERBO
UNIVERSITY



- EXECUTIVE -



ESSENTIAL LEADERSHIP TOOLS FOR CHALLENGING TIMES

Our world has experienced some once-in-a-generation challenges and industries and agencies faced a lot of unknowns and complex issues. In the midst of challenges, leaders and organizations need effective tools to strategize, energize, and focus the culture on solutions. Providing a culture that provides equal parts of psychological safety and accountability is essential. Other tools include emphasizing one’s identity, vision, values, and history. Change management, transparency, and authentic communication are critical. Throw in some timely decision-making skills and a healthy dose of moxie and resilience, and these challenges soon become another successful chapter in your company’s narrative.

\$30 for Members | \$50 for Non-Members

A LIGHT BREAKFAST WILL BE PROVIDED
FOR MORE INFORMATION OR TO SIGN UP:



BROUGHT TO YOU BY:



NEIL IHDE of
Life IQ

22

OF AUGUST

9:00-10:30AM

Location TBD

STAY TUNED FOR DETAILS



LABOR DAY WEEKEND SEPT. 3RD - 4TH, 2022



- MUSIC
- CRAFT VENDORS
- KIDS ACTIVITIES
- FOOD VENDORS
- RIB EATING CONTEST
- BLOODY MARY TASTING EVENT
- BEST IN AREA GRILLING COMPETITION

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BIZ BITES



Audiologist **Kaitlyn Ostrowski** has joined **Winona Health**. Dr. Ostrowski provides comprehensive evaluation and treatment for hearing loss including amplification. She joins the local healthcare organization's new Audiology department. "Everyone you talk to at Winona Health genuinely cares about their patients and coworkers," noted Dr. Ostrowski. "Every time you walk through the clinic you are greeted with smiles and it feels warm and welcoming. I love the sense of community and this seems like the perfect place to begin my career as an audiologist." "When seeing a patient for the first time, I begin my assessment by asking a lot of questions and listening to learn what's going on. I find out what they want and need from me and then help them reach their hearing goals," said Dr. Ostrowski. "A hearing aid is often the solution, but sometimes there are other strategies to help people improve their ability to hear. Mild hearing loss can be addressed as well. When a patient hasn't been hearing for a while and you fit them with a hearing aid and you see their face light up when they can start hearing their loved one's voice or other subtle sounds in the room – that's rewarding



Hayley Hornberg, Digital Marketing Manager for **Merchants Bank**, has completed the Google Analytics, Google Tag Manager Fundamentals, and Advanced Google Analytics certifications through Google. "As data collection and analysis are key to helping us understand the type of experience our online visitors are looking for and being able to personalize it for them, it's a real advantage to have Hayley's expertise as part of our team," said Mary Gordon, Director of Marketing. "This certification will help us continue to uncover the evolving needs of our online visitors and tailor our website and digital content to align with their expectations," shared Hornberg. "I'm grateful for the opportunity to bring this expertise to the Merchants team." Hornberg has been with Merchants Bank since 2014, starting as a Marketing Coordinator and later becoming the Bank's Content & Digital Marketing Strategist. She recently transitioned to the role of Digital Marketing Manager, supporting the Bank and its customers as reliance on digital channels continues to grow.



Merchants Bank has named **Catherine "Cat" Breet** as its new Senior Vice President/Chief Human Resource Officer, according to Greg Evans, President & Chief Executive Officer. Breet will serve as a member of the Company's Executive Leadership team and succeeds Beth Ede who retired on July 1. "Cat has a unique set of core competencies that are perfectly aligned with the significant strategic focus we place on talent management, employee engagement and workforce development," said Evans. "Our service culture and extraordinary employee team create the solid foundation for our success. In her role, Cat will serve as the gatekeeper of our culture and her leadership strengths will allow us to build on that foundation."



Lisa Burkhalter, CNP, recently joined the caregivers in **Winona Health's Occupational Health Clinic** to serve area employers and their employees. Burkhalter's experience includes 30 years of nursing, the last 18 of which have been caring for patients in Winona Health's Intensive Care Unit. "I loved being an ICU nurse for so many years and I have so much respect and appreciation for nurses. I liked that kind of work and the providers are wonderful," said Burkhalter. "Although I'll miss working with that team, I felt it was time for a change." Burkhalter noted, "I love the small and close knit feel of Winona health, where everyone knows each other. Everyone was very supportive and worked with me to accommodate my schedule during school and clinicals. I was able to shadow in Occupational Health to see if that was the direction I wanted to go. I'm excited to begin this new role and chapter in my career." Burkhalter earned her master's degree as a Family Nurse Practitioner from Walden University headquartered in Minneapolis. She is certified by the American Academy of Nurse Practitioners.



WNB Financial is pleased to announce that **Mark Kulig** has joined the Bank as Senior Vice President and Chief Retail Officer. Kulig is responsible for the overall leadership of Retail Banking for WNB and is a member of the Senior Leadership Team. He brings 17 years of experience, all of which have been spent in Retail Banking, most recently as the Director of Retail Banking for Coulee Bank. "Mark's extensive background in Retail Banking will be a great asset to WNB as we grow our retail brand in our markets," said David Vaselaar, WNB Financial President and Chief Executive Officer. "The landscape of Retail Banking continues to evolve rapidly, so Mark's experience and leadership will allow WNB to meet the needs of our clients by offering innovative solutions through both traditional and digital channels." "I'm happy to join WNB Financial with its long history and dedication to serving its customers and communities," Kulig said. "I look forward to being active in all the communities we serve."

RIBBON CUTTINGS



We celebrated **Aflac Agent – Megan Mraz** with an Ambassadors ribbon cutting! Aflac offers benefits for short-term disability, accidents, and cancer through large and small companies. Megan provides local customer service to ensure you receive the help you need. To learn more about Aflac, contact Megan Mraz at 507.458.3862, email Megan at megan_mraz@us.aflac.com or visit online at Aflac.com

Pictured with Chamber Ambassadors: Megan Mraz – Aflac Benefits Advisor



We celebrated another business with a Chamber Ambassador's ribbon cutting! **DJ's Clothing Warehouse** is located downtown Winona. They carry brand new, brand name (featuring Land's End) men's, women's, and children's casual and dress clothing at great prices. They also carry uniform clothing for schools. With new arrivals constantly, you'll be sure to find something you love! To learn more about DJ's Clothing Warehouse, stop down and check out the store at 207 E. Third Street, stay up to date with new arrivals on their Facebook page, or give them a call at 507.858.4444.

Pictured are Chamber Ambassadors and DJ's Clothing Warehouse staff: Dave Stoltman, Corrine Mullen, Jennifer Stingl

NEW MEMBERS



Frozen River Film Festival engages, educates, and activates out community to become involved in the world. FRFF launched in 2006 in a collaboration between Theatre du Mississippi, Winona State University, Winona Convention and Visitors Bureau, and Mountainfilm (a Colorado documentary festival). These programs provide a unique perspective on environmental issues, sustainable communities, adventure travel and sports, and diverse cultures while showcasing the art of documentary film. FRFF has been a five-day multimedia event, offering independent documentary films and arts programming and typically presents about 80+ films. FRFF's goal is to connect viewers with people at the heart of current events, organizations at the forefront of social change, and distinct cultures in an increasingly global community. To stay up to date with screenings and events, volunteer opportunities and updates about the festival call 507.494.8224, email FRFF at director@frff.org or visit them at 164 E 3rd Street Winona, MN.



Weber Johnson Public Affairs specializes in doing what they love to do the most – the fieldwork needed to help clients succeed by working closely with constituent and motivating them to take action. "People are our medium, and we know the value of inspiring them to affect their political and social landscape". Corporations, associations, and large public relations firms from across the country count on Weber Johnson to help them deliver on their important work in the upper Midwest. Contract Lobbyists who work with corporate clients or associations with execution at the grassroots and grassstops levels bring in Weber Johnson as partners to activate constituents or execute grassroots field work on behalf of clients, issues, legislation, and causes. To contact Weber Johnson PA, call 612.895.7482 or email Mike Franklin at mike@weberjohnsonpa.com.



Hose Guys are an honest and reliable hydraulic cylinder repair and mobile service shop. They want to make sure your equipment is running to the best of its ability and take pride in doing it. If you want the best service for your machines, you need an experienced and capable service partner. Stop guessing and start building a lasting relationship with folks who will take care of your hydraulic system day or night. Serving the industrial, agricultural, and construction industries in Southeast Minnesota and Western Wisconsin area. Hose Guys mobile units are ready to spring into action for on-site repairs 24/7. Contact Hose Guys for all your hydraulic system repair needs at 507.458.9251 or by email at mobilehoses@gmail.com.



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Joel Kinder Law is committed to providing high-quality legal services at an affordable rate by understanding that each person's situation is different. From the free initial consultation to the completion of your case, Joel will tailor the legal strategy to meet your specific needs. Joel Kinder Law offers a personalized service by meeting at times and locations that are convenient for you. Joel offers a sliding-scale hourly fee based on income, also flat- or fixed-fee services. Finally, some cases are contingency fee. Joel Kinder Law covers southeast Minnesota so, if you are looking for an attorney near Austin, Caledonia, Mantorville, Preston, Red Wing, Rochester, Wabasha or Winona call or text 507.312.2540 or email joel@southeastmnlaw.com.



WINONA AREA
CHAMBER OF COMMERCE

2022 CAR RAFFLE

TICKETS ON SALE NOW, ONLY \$20!



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GRAND PRIZE
2022 White Ford Mustang
EcoBoost Fastback
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Sanborn Canoe Paddles

Cash Prizes:
(2) \$1,000; (4) \$500; (8) \$250

Must be 18 or older to purchase ticket or win prize. Winner responsible for any applicable fees or taxes.

Permit #: X-93936-22-006

Drawing on Sunday, September 4th at 4:00PM at Levee Park -
need not be present to win

For more info or to purchase tickets contact Winona Area Chamber of Commerce
507.452.2272 | info@winonachamber.com | winonachamber.com



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JOIN THE CHAMBER!