



# WINONA AREA

CHAMBER OF COMMERCE

## MEMBERSHIP PLANS 2025

CHOOSE THE LEVEL OF MEMBERSHIP THAT  
BEST FITS THE NEED OF YOUR BUSINESS

### IN BUSINESS FOR BUSINESS

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## CHAMBER VALUES AND CORE BELIEFS

**INCLUSIVITY:** We believe in fostering an inclusive environment where every voice is valued, diverse perspectives are embraced, and all businesses have the opportunity to thrive.

**ADVOCACY:** We believe in being a strong advocate for the business community, championing policies and initiatives that drive growth, innovation, and prosperity.

**COLLABORATION:** We believe in the power of partnerships, working together with businesses, community leaders, and stakeholders to achieve shared goals and strengthen our region.

**EDUCATION:** We believe in empowering our members through continuous learning, professional development, and access to resources that enhance knowledge and success.

“It’s an honor to work alongside chamber members, leaders, and regional partners as we build upon our legacy of being the foremost advocate and resource for businesses in the region, collaborating with stakeholders, and supporting business success.”



**CHRISTIE RANSOM**  
**PRESIDENT/CEO**

STRENGTHEN OUR REGIONAL ECONOMY

**VISIONARY** **\$10,000**

ANNUALLY

**VALUE: \$17,288**

**SAVINGS: \$7,288**

You deserve recognition for making our region a prosperous place. As a community benefactor, we know you want to help the region attract and retain talent, build a robust workforce, and drive a growing economy.



## BENEFITS

- **Session Priority Event - 1 ticket**
- **Exclusive Network Nite host location**
- **Peer 360 - Executive Roundtable**
- Public Policy Advocacy Champion
- 4 Leadership Hub Professionals
- Main Street Program - Downtown Investor
- 18 Member to Member inserts in E-news
- Golf Classic team of 4 - all inclusive

“Through our partnership with the Winona Area Chamber of Commerce, we are building a brighter future for both Winona State university and the region. The Chamber’s dedication to strengthening the local economy and fostering collaboration aligns with our mission to enhance Wintellectual, social, cultural and economic vitality of the people and the communities we serve.”

**Dr. Kenneth Janz,  
President**

**Winona State University**

*PLUS, ALL OF THE SERVICES AND BENEFITS OF PREMIER, EXECUTIVE, PARTNER, INVESTOR, ASSOCIATE AND CONNECTED LEVELS ON THE FOLLOWING PAGES*

CONNECTING LEADERS AND FOSTERING SUCCESS

# PREMIER \$7,500

ANNUALLY

**VALUE: \$12,150**

**SAVINGS: \$4,650**

As a leader, you care about developing relationships with other business and civic leaders to grow your business.

The problem is it is hard to know where you plug in, which can make you feel like you don't have a voice or like you're being left behind. We believe you should not have to search for ways to make your community a better place. It all starts with showing up.

## BENEFITS

- **Leadership Winona - 2 enrollments**
- **Top level Workforce Champion**
- **Public Policy Advocacy Investor**
- **Corporate Tables with recognition (upgrade) - Annual Meeting**
- **Complimentary Table Decorator at the Annual Meeting**
- Eggs & Issues/Pints & Policy
  - 2 per event
- 3 Leadership Hub Professionals
- Corporate Sponsor/Hole Sponsor
  - Chamber Golf Classic
- Chamber ADvantage Quarterly Mailer
  - 2 included
- 12 Member to Member inserts in E-news
- Main Street Program
  - Downtown Supporter
- 2 Chamber membership contact lists



“The Chamber of Commerce is a must for all businesses! From networking to advocacy to marketing support and educational resources, the Chamber provided our Bremer Bank team with all these invaluable tools to grow and thrive in the Winona community.”

**Amber Hamernik,  
Business Banking  
Relationship Manager  
Bremer Bank**

*PLUS, ALL OF THE SERVICES AND BENEFITS OF EXECUTIVE, PARTNER, INVESTOR, ASSOCIATE AND CONNECTED LEVELS ON THE FOLLOWING PAGES*

# REPRESENTING YOUR INTERESTS WITH GOVERNMENTS

# **EXECUTIVE \$5,000**

ANNUALLY

**VALUE: \$8,539**

**SAVINGS: \$3,539**

Your voice matters in shaping policies that impact your business. As an advocate for economic growth, we know you want to ensure your interests are heard, influence decision-making, and create a business-friendly environment



## **BENEFITS**

- **Eggs & Issues/Pints & Policy**  
- 1 per event
- **Public Policy Advocacy Supporter & seat on Public Policy Committee**
- **Company Sponsor Package**
- **PR Package - 1 mailing list on labels, Biz Bites unlimited**
- **Chamber ADvantage Quarterly Mailer**  
- 1 included
- Workshops - 2 per workshop (4/year)
- Lunchtime Learning - 2 per program (4/year)
- Annual Meeting - 4 tickets to event
- 2 Leadership Hub Professionals
- 8 Member to Member inserts in E-news
- Multiple location benefit (5 or more locations)
- Conference Room - unlimited based on availability

“We know the Winona Area Chamber advocates to ensure a business-friendly environment for our community, but we really appreciate the additional learning opportunities that come with membership. My personal favorite is Leadership Winona which has been transformational for many of our employees. We also enjoy celebrating Manufacturing & Technology month with informative tours of local businesses.”

**Randy Skarlupka,**  
**VP of Operations**  
**Miller Ingenuity**

*PLUS, ALL OF THE SERVICES AND BENEFITS OF PARTNER, INVESTOR, ASSOCIATE AND CONNECTED LEVELS ON THE FOLLOWING PAGES*



# SHAPING FUTURE CAREER GROWTH **PARTNER** **\$2,750**

ANNUALLY

**VALUE: \$5,187**

**SAVINGS: \$2,437**

You have the power to make a lasting impact on the future workforce. As a champion for career development, we know you want to help individuals thrive, build a stronger talent pipeline, and support opportunities that shape tomorrow's leaders.



## **BENEFITS**

- **Workforce Champion - Seat on Workforce Committee**
- **1 Leadership Hub Professional**
- Workshops - 1 per workshop (4/year)
- Lunchtime Learning - 1 per program (4/year)
- 4 Member to Member inserts in E-news
- Chamber Conference/training room use - 6 per year
- Business Spotlight on Social Media and E-news - 1 per year
- Certificate of Origin service - unlimited

“The Winona Chamber is by far the best business advocate in the area. The diverse membership of businesses, individuals and organizations all working together to improve our community and its economic health. The information and resources of the chamber provides sustainability and future growth in the Winona area.”

**Dan Welsh,**  
**Store Director**  
**HyVee**

*PLUS, ALL OF THE SERVICES AND BENEFITS  
OF INVESTOR, ASSOCIATE AND CONNECTED  
LEVELS ON THE FOLLOWING PAGES*

# EMPOWERING IMPACTFUL PROGRAMS

# INVESTOR \$1,150

ANNUALLY

**VALUE: \$3,884**

**SAVINGS: \$2,734**

You want to work with other influencers in the community, so you never have to worry about missing out on the very opportunities you have been striving for. Watch as your team gets stronger as they are better informed.

Enjoy being among influential leaders who are shaping our region.



## BENEFITS

- Workshops - 1 per workshop (4/year)
- Lunchtime Learning - 1 per program (4/year)
- **Policy Package: (Legislative Alerts, Legislative Issues and update meetings during Session)**
- Multiple location benefit (4 with same business name)
- Chamber conference/training room use - 4 per year

“Behren’s Manufacturing has enhanced the areas we focus on through our membership with the Winona Area Chamber of Commerce. As an organization, we value training and employee growth and the Chamber has provided multiple training opportunities for our employees. In addition, we have served as a tour site for Leadership Winona which gives our organization visibility in the community.

Collaborating with the other community organizations is an invaluable component to Chamber membership. It’s wonderful to celebrate the “wins” with other community members. The communication about area companies, their plans for growth and development along with recognized best practices to share in strengthens Winona for all area businesses.”

**Jennifer Williamson,**  
**VP of Organizational**  
**Development**  
**Behrens Manufacturing**

*PLUS, ALL OF THE SERVICES AND BENEFITS  
OF ASSOCIATE AND CONNECTED LEVELS  
ON THE FOLLOWING PAGES*

PROMOTING YOUR BUSINESS AS A DESTINATION

# ASSOCIATE \$800

ANNUALLY

**VALUE: \$3,201**

**SAVINGS: \$2,401**

At the Chamber, we know it is hard to balance all the demands of your time and attention. This is why we are committed to giving you services to grow your visibility, to make you famous in the community, and to give you better connections that will save you time and money. Gain visibility without trading your time and get supported by the most influential people in the region.

## BENEFITS

- **Workshops/Lunchtime Learning - 1 per year - members choice**
- Enhanced online directory listing + max 3 categories
- Place an unlimited number of job postings on the Chamber Website
- Multiple business location benefit (up to 3 total locations)
- Chamber Conference/training room use - 2 per year



“The Chamber of Commerce has really helped me open doors to so many opportunities, both local and beyond. The resources and connections are nearly endless! We are lucky to have such a strong and active Chamber.”

**Andy Puetz,  
General Manager  
Sugar Loaf Automotive**

*PLUS, ALL OF THE SERVICES AND BENEFITS  
OF CONNECTED LEVEL ON THE FOLLOWING  
PAGE*



# NEW OPPORTUNITIES THROUGH RELATIONSHIPS

# CONNECTED

# \$499

ANNUALLY

**VALUE: \$1,492**

**SAVINGS: \$993**

At the Chamber, we believe you deserve to find a room full of people just like you who can share your story and become an army of salespeople for you. We understand how hard it is to get connected with the right people who can help you grow your business, which is why we are on a mission to be the number-one connector of business owners.

## BENEFITS

- Registered Business with Chamber - receive priority referrals
- Network Nites - New leads to grow your business
- Business Advocacy on local, state and national policy issues
- Access to electronic communications from the Chamber
- Chamber Membership Directory/Buyer's Guide - 1 category
- Chamber Member Decal - signifies strong community partner
- Access to professional Chamber staff & facilities
- Chamber Ambassador presentation
- Redeem issued Chamber Bucks certificates
- Hot Deals/Special Offers via Chamber website
- Leadership through committee/task force involvement
- Basic online Member Directory listing

## TO GET CONNECTED:

1. Join today
2. Schedule an orientation with our membership director
3. Attend your first event and meet other business owners just like you.

**JOIN TODAY!** Get the connections you need to feel capable and well-informed. Build relationships with other business owners who often become life-long friends.



Scan the QR Code to see how the Winona Area Chamber of Commerce can bring value to your business today!

BUSINESS STUDY:

## THE REAL VALUE OF JOINING A LOCAL CHAMBER OF COMMERCE

A study conducted by The Schapiro Group, an Atlanta-based market research firm reveals several important findings about the consumer perception and tangible benefits of chamber membership.

For example:

- 59% of consumers view chamber membership as an effective business strategy.
- Perceived as 29% more effective for communicating good practices and 26% more for business reputation.
- Awareness of chamber membership increases consumer favorability toward a business by 44%.

The study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes the local economic development.

The results of the Schapiro study are clear; Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.



**OUR MISSION: To serve businesses how and when they need us.**  
**OUR VISION: Be the foremost resource & advocate for businesses in the Winona area.**

## IN BUSINESS FOR BUSINESS