



Q4 2024 Economic Development Report



NATIONAL
CHAMBER
OF THE YEAR

The latest news and events

Chamber's STEAM program has a record 150 high school girls attend

As our year-long 150th anniversary celebration continues, we achieved our goal of hosting a record 150 girls from 18 different schools at Smart Girls Rock!, an event for middle and high school age girls interested in STEAM (Science, Technology, Engineering, Arts, and Math) careers.

The goal of the event, held this year at **Miller Electric**, is to inspire more young women to engage in local STEAM programs. The day-long, interactive mentoring event includes a diverse lineup of participants with the hopes of fostering meaningful interactions and inspiring the next generation of female leaders to pursue careers in STEAM fields.

Interactive activities included welding, graphic design, "concrete" mixing, building planes out of recyclable materials, encapsulation, body composition testing, and so much more. The day also included lunch, door prizes, and presentations from sponsor companies.



Chamber, Network Health launch discounted health insurance program

The Chamber, in partnership with **Network Health**, recently launched a newly enhanced group health insurance program for small businesses who qualify. The exclusive program includes a premium discount on level-funded health insurance plans that is ideal for businesses with 2 to 99 employees. Fox Cities Chamber members who qualify receive:

- 5% off the base rate of any Network Health underwritten group product
- 3 months of credit on administrative fees
- \$0 for first three PCP visits, per family member, then only \$25 per visit
- \$0 preventive care services
- \$0 annual vision exam
- \$0 virtual doctor visits (for some plans, the deductible must be met first)
- Plans with a deductible as low as \$500 for a single, and \$1,000 for a family
- SmartChoice (adherence generic drugs) \$5 per prescription or refill
- And more!

Interested small business owners should speak to their insurance broker and ask about the Fox Cities Chamber and Network Health group health plan.

Q4 Program and Event Updates

Women in Leadership Breakfast:

Four local, influential women take the stage in October to talk about the experiences, challenges, rewards and surprises they've encountered as women in leadership positions.

- **Charm Der**, MA Ed, PHR, SHRM-CP, CDR is the Founder of Get To Gather, a social community and is currently the Vice President of Human Resources at Family Services of Northeast Wisconsin.
- **Vaya Jones** is the Social Determinants of Health Team Lead for ThedaCare and an Alderperson for the Appleton Common Council.
- **Jennifer Stephany** serves as the Executive Director of Appleton Downtown Inc. and Creative Downtown Appleton Inc.
- **Liz Wollenberg** is the Chief Systems and Strategy Officer at Feeding America Eastern Wisconsin.

Grow Seminar: Navigating the Advertising Landscape

More than 50 attendees learned how to better allocate their marketing dollars at the final Grow Seminar of 2024. The event led off with a presentation by **A2Z The Agency** on understanding the media options out there and creating a media plan. It also featured a Media Fair where participants were able to meet all of the Fox Cities media in one spot, to have 1:1 conversations about their advertising needs.

CEO Breakfast

Fox Cities business leaders gave insight into their own paths to success and offered advice to area young professionals at our CEO Breakfast in December. A moderated panel of C-suite executives from across the region answered questions that offered further insight and advice on career and leadership skills. Panelists included:

- **Maiyoua Thao:** Long Cheng Marketplace
- **Lisa Cruz:** Red Shoes, Inc. & Multicultural Coalition
- **Craig Wiedemeier:** Werner Electric Supply
- **Coreen Dicus Johnson:** Network Health
- **Lynn Detterman:** ThedaCare



Update on Leader Lab -- Linking Organizational Culture and Leadership

Leader Lab launched earlier this year at the Fox Cities Chamber, to date providing 45 people an opportunity to learn leadership skills and organizational culture. The sessions were offered in both Appleton and Calumet County. A series of 7 in-person sessions facilitated discussions surrounding personal growth as a leader as well as positively growing a positive organizational culture.

Registrations are currently being accepted for the next Leader Lab series, which will be offered in both Appleton and Calumet County starting in January. Reach out to Amy Schanke V. P. of Leadership at the Chamber, with any questions: aschanke@foxcc.net.

Business Attraction and Retention

FCCRP by the Numbers - Q4 2024

Connect Free Memberships - 38 Fox Cities small businesses joined the Chamber at its Connect Free level in Q4. To date, 754 small businesses have taken advantage of this unique free membership opportunity.

YP Memberships - Membership in our PULSE Young Professionals grew by 29 in Q4 to 851. Q4 programming for young professionals included a second CEO Breakfast, Women in Leadership Breakfast, Coffee & Conversation, Dale Carnegie Training, Lunch & Learn, and a Holiday Happy Hour.

Employee Friendly Workplace: Fox Communities Credit Union was recognized as a Gold Level Employee Friendly Workplace featuring, bringing the total number of certified companies to 21.

Champions of Young Professionals: Shifting Tides Chiropractic was designated as a Champion of Young Professionals in Q4. This brings the total to 13 employers who have received this designation.

Local Economic Development Support: Fox Cities Chamber Regional partnership staff attended the following in Q4:

- **North East Wisconsin Construction Alliance (NEWCA) Quarterly Meeting:**
This association of employers in the construction trades and friends of the industry collaborate to work with educators, workforce development, economic development, and government to promote careers.
- **North East Wisconsin Regional Economic Partnership (NEWREP) Monthly meeting:** NEWREP is a non-profit organization committed to promoting and fostering economic development throughout the Northeast Wisconsin region.
- **FCEDP Monthly meetings**

NFL Draft information program provides updates to local businesses

Attendees learned how the Green Bay NFL Draft in April, which is estimated to bring more than 250,000 visitors to Northeast Wisconsin, will affect the Fox Valley, and potentially their business. Speakers included Megan Roberson, **Green Bay Packers** Planning Specialist, Marketing & Sales, who gave details on setup, logistics, attendees, and expectations



for the draft, including impact on the local economy. Also Pam Seidl, Executive Director of the **Fox Cities Convention & Visitors Bureau** who provided some perspective on local visitor activity, and how area businesses can ensure a positive experience for visiting NFL fans.



Questions or interested in setting up a free Business Retention & Expansion consultation?

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