

Alma Chamber

Alma Area Chamber Of Commerce

Promote. Educate. Enhance.

★ ★ ★ ISSUE 0423 - 2ND QUARTER 2023 ★ ★ ★

Digital Newsletter

April 2023



19th Century Rivertown

Alma Chamber | 110 N Main Street | Alma WI | 608.685.3303

almawisconsin.org

Mailing Address: PO Box 202 Alma, Wisconsin 54610
info@almawisconsin.org

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19th Century Rivertown

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Dairyland Power Co-op

For Immediate Release | March 29, 2023

Dairyland Power’s Alma Site Project Will Benefit Reliability, Local Economy. More than \$500,000 estimated regional economic impact during two-month project.

For more information, contact:
Katie Thomson at 608.787.1323
Ellie Meyer at 608.787.1421

Dairyland Power’s Alma Site Project Will Benefit Reliability, Local Economy.
More than \$500,000 estimated regional economic impact during two-month project.

LA CROSSE, WI— A major spring maintenance project at Dairyland Power Cooperative’s John P. Madgett (JPM) power plant (Alma, Wis.) will support grid reliability and the environment while creating a significant economic boost for area communities.

The planned outage of the 387 MW coal-fired JPM facility will commence on April 22, with plant operations expected to resume on June 18. During that time, up to 200 business partners will be onsite. State of Wisconsin economic modeling estimates the impact of the influx of workers to be a minimum of a \$500,000 benefit to regional businesses.

The JPM project will incorporate two actions that are beyond the scope of routine maintenance:

- ▶ **Overhaul of the turbine and generator to help ensure peak performance**
- ▶ **Precipitator equipment improvement that will more than double the amount of fly ash able to be collected during the coal combustion process. Dairyland markets the fly ash for beneficial reuse, where it is recycled as a highly valued additive to cement and concrete applications.**

Dairyland Power Co-op

Continued...

“Investing in our facilities and communities is part of our mission to improve quality of life through safe, reliable operations,” said Dairyland President and CEO Brent Ridge. “The safe performance of tasks is our top priority. We are also pleased to work with regional stakeholders on a project that brings benefits to so many through economic support, stewardship and the safe delivery of electricity to homes and businesses.”

Dairyland is working with local and regional business partners to supplement its highly skilled and dedicated staff with additional personnel to achieve goals safely and efficiently. Local restaurants will supply onsite meal delivery and two area schools (Alma and Cochrane-Fountain City) will hold concession stands at the Alma Site during the project for educational fundraisers.

“The region has an incredible variety of businesses, including restaurants, wineries and outdoor recreational opportunities, all of which stand to benefit from the increased exposure and tourism resulting from the JPM power plant project,” said Ridge.

About Dairyland Power Cooperative: Dairyland, a Touchstone Energy Cooperative, was formed in December 1941. Headquartered in La Crosse, Wis., Dairyland provides the wholesale electrical requirements for 24 distribution cooperatives and 27 municipal utilities. These cooperatives and municipals, in turn, supply the energy needs of more than a half-million people in the four-state service area.



 dairylandpower.com

3200 East Ave. South
PO Box 817
La Crosse, WI 54602-0817
608-788-4000

Kwik Trip

Active Member - April Highlight



We're a family-owned company based in La Crosse, WI and home to more than 25,000 co-workers. If you've been in Wisconsin, Minnesota or Iowa recently, there's a good chance we've seen you at one of our 600+ stores. With our own Bakery, Kitchens, Dairy, Distribution and Transportation divisions, we produce much of what we serve...

- ▶ **Fresh, Quality Products**
- ▶ **Bakery, Kitchens, Dairy**
- ▶ **Fuel**
- ▶ **Family-Owned Company**
- ▶ **25,000 Co-Workers**
- ▶ **Gift Shop**

 facebook.com/kwiktrip802

Kwik Trip
603 N Main St
Alma, WI
608.685.3879

Liberty Exteriors

Active Member - April Highlight



Liberty Exteriors was originally established as Liberty Siding by Dave Becker in 1984 in Mondovi, WI. Our goal was to provide our customers with superior products backed by strong warranties and top quality installation. With this goal as a foundation, we quickly established a very favorable reputation in the Eau Claire area...

- ▶ **Siding**
- ▶ **Roofing**
- ▶ **Windows**
- ▶ **Gutters**
- ▶ **Decks**
- ▶ **Strong Warranties**

 libertyexteriorsinc.com

Liberty Exteriors
855 Industrial Drive
Mondovi, WI
715.926.4444

Lori McCammon

Active Member - April Highlight



Details coming soon...

Pool 4 Adventures

Active Member - April Highlight



Adventure company located on Pool 4 of the Mississippi River in Wabasha MN. Offers pontoon boat rentals, fishing boat rentals, fishing and ice fishing guides, and ice fishing adventures in the backwaters. Pool 4 of the river, which spans 47 miles from Red Wing MN to Alma WI, includes Lake Pepin and offers some of the best boating and...

- ▶ **Pontoon Boat Rentals**
- ▶ **Fishing Boat Rentals**
- ▶ **Guided Fishing**
- ▶ **Guided Ice Fishing**
- ▶ **Group Ice Fishing**
- ▶ **Book Online Today**

 facebook.com/pool4adventures

Pool 4 Adventures
Mississippi River
Wabasha, MN
651.955.7798

Red Ram Saloon

Active Member - April Highlight



Super clean, fun & friendly! Get the cheese curds. They're squeaky good! Great prices for a bar on the river. Worth the drive! Beautiful inside and out. The Red Ram Saloon is located on 207 N Main Street in Alma, Wisconsin with views of the Mississippi River. Join us the next time you come to Alma, Wisconsin.

- ▶ **Full Bar & Grill**
- ▶ **Great Burgers & Cheese Curds**
- ▶ **Live Music**

[facebook.com/RedRamSaloon2020](https://www.facebook.com/RedRamSaloon2020)

Kimmes Fun Stay Properties
115 N Main Street
Alma, WI
651.238.7111

River Prairie Wealth Partners

Active Member - April Highlight



I work hard every day to earn your trust. That's why I'm so proud to work with a firm known for its trustworthiness. On behalf of every client, I strive to build a successful relationship that puts your interests first. I offer you and your loved ones personal, goal-based advice and a broad array of investments and solutions, now and in the...

- ▶ **Stephen Stolz**
- ▶ **Financial Advisor**
- ▶ **Business Financial Advisor**
- ▶ **Investment Solutions**
- ▶ **CFP®, MBA, ChFC®**
- ▶ **APMA®, CRPC®**

 stephen.r.stolz@ampf.com

River Prairie Wealth Partners
323 S Main Street
Alma, WI
800.396.8363

Chamber Benefits

Why Join The Alma Area Chamber Of Commerce?

Memberships are affordable at \$50 a year and you'll quickly realize a return on your investment. Here are 10 good benefits you'll enjoy as a Chamber member.

▶ **Calendar Of Event Management**

Even though we are a small community, Alma and the local area host many events throughout the year. The Chamber manages an annual event calendar to inform our visitors and local residents and to help businesses coordinate their activities. Make sure you keep us updated if you have an event.

▶ **Involvement Opportunities**

Members are encouraged to join the Chamber committee(s) of their choice and have a direct impact upon the future of our community while promoting your business.

▶ **Shop Alma**

The Chamber continues to promote shopping local in the Alma Area supporting our local Chamber members. We're focused on encouraging Alma area residents to shop local as well as our visitors.

▶ **Literature Display**

All members are encouraged to display their brochures and business cards in the information rack at the Chamber Visitor Center housed in Wings Over Alma Nature & Art Center. This is another way to capture new customers and attention. The Visitor Center serves 8,000 people each year.

▶ **Membership Newsletter**

By reading the Membership Newsletter every month you will learn more about your Chamber, your community and fellow Chamber members. It's a great business-to-business marketing opportunity. All Chamber members are encouraged to share their business news with us for possible publication.

▶ **New Business Support**

The Chamber enjoys celebrating the grand openings of new businesses by helping members promote the good news.

▶ **Referrals**

The Chamber wants to refer your business. Whether through phone inquiry, email, online or a visit to the Chamber's Visitor Center. Referrals through the Chamber's website continue to grow and generate new leads for Chamber members.

▶ **Social Media**

The Chamber Facebook page will help bring awareness to promote your events and activities. Please contact us to share events and local business news.

▶ **Special Event Promotions**

Several events per year are sponsored/hosted by the Chamber allowing you to focus your business activity during these events when visitor activity in Alma is at a peak.

100 Mile Garage Sale

World Migratory Bird Day

Fire In The Shire

Swiss Heritage Days

Sidewalk Insanity

Flyway Film Festival

Christmas In Alma

▶ **Website**

The Chamber's website has many pages of business and community information, giving web visitors access to your business information 24/7 to help your business succeed. Promotion through the Chamber's website is available to all members and includes a photo, website, hours of business, address. The Business Directory section lists all Alma business and Alma-area businesses who are members of the Chamber. Highlights include Shopping, Food & Dining, Lodging and Group Events.

Signup Form

2023 Membership Application
Membership Year Dues: \$50 Annually

NON-PROFIT ORGANIZATION BUSINESS INDIVIDUAL/FAMILY

Business or Organization Name:.....

Individual(s) Name or Business Contact:.....

Mailing Address:.....

Email:.....

Website:..... Telephone #.....

Annual Meeting: 3rd Tuesday in September
Board Meetings: 1st Thursday of the Month at 9:15am
Membership Meetings: 3rd Tuesday of the Month at 5:15pm
Meeting Location: Wings Over Alma, 110 N Main Street, Alma WI 54610

As we are a member-driven organization, we need your participation. If you would care to assist and participate, please indicate areas of interest to you...

- Membership Member Benefits Christmas Walk Sidewalk Insanity
- Chamber Events Promotions Shop Local Other_____

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info@almawisconsin.org

12 Mile Bluff Inn

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Bill's Talk of the Town

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Boutique

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THE Burlington Hotel & Bar

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City of Alma

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Collins Plumbing

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Dave Balcom Books

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Drum It Up



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Enhance Alma

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Fun 'N The Sun

Houseboat Vacations on the
Upper Mississippi River

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Great River Harbor

Campground & Marina

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HOPE UNITED CHURCH OF CHRIST

the church by the Lake

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KELLY'S KOMPUTERS

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TAXSERVICE

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Kimmes Fun Stay Properties

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Lori McCammon

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People Stories®

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River Prairie Wealth Partners

A PRIVATE WEALTH ADVISORY PRACTICE OF
AMERIPRISE FINANCIAL SERVICES, LLC

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RIVERLAND ENERGY COOPERATIVE

Your Touchstone Energy® Cooperative

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RIVERSIDE — BAIT & LIQUOR —

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St. John Lutheran

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St Lawrence Catholic Church

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Stump Town GALLERY

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The ALMA QUARTERLY

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the Garden gate

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THE MANOR

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Whiffs Candle Shop

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Walker's SILVERMOON

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WATER LILY
gifts

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2023

Board of Directors

Current: 2023-2023

Cheri
Bunker

(2 Year Term)



Dave
Schams

(2 Year Term)



Kathy
Jepsen

(2 Year Term)



Larry
Farl

(2 Year Term)



Sandy
Rehse

(2 Year Term)



Kathy
Jepsen

(2 Year Term)



2022-2023 Officers

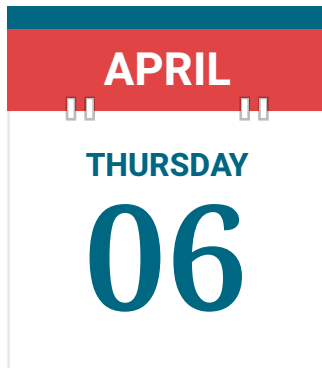
- ▶ **Dave Scham - President**
- ▶ **Cheri Bunker - Vice President**
- ▶ **Larry Farl - Treasurer**
- ▶ **Kathy Jepsen - Secretary**



The Alma Chamber of Commerce Visitor Center is located in the Wings Over Alma Building on Main Street. Let us know if you have any questions or comments. We are happy to provide more details. Please email us 24/7 or call us to learn more.

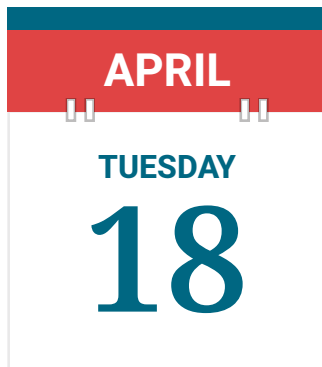
Monthly Meetings

Board & Member Meetings



Alma Area Chamber
Board Meeting

Starts @ 9:15am
Wings over Alma
Open to Members



Alma Area Chamber
Members Meeting

Starts @ 5:15pm
Wings over Alma
Open to Members



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