

Alma Chamber

Alma Area Chamber Of Commerce

Promote. Educate. Enhance.

★ ★ ★ ISSUE 0623 - 2ND QUARTER 2023 ★ ★ ★

Digital Newsletter

June 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

Alma Chamber

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19th Century Rivertown

almawisconsin.org

Dairyland Power Co-op

For Immediate Release

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

Stump Town Gallery

Active Member - June Highlight



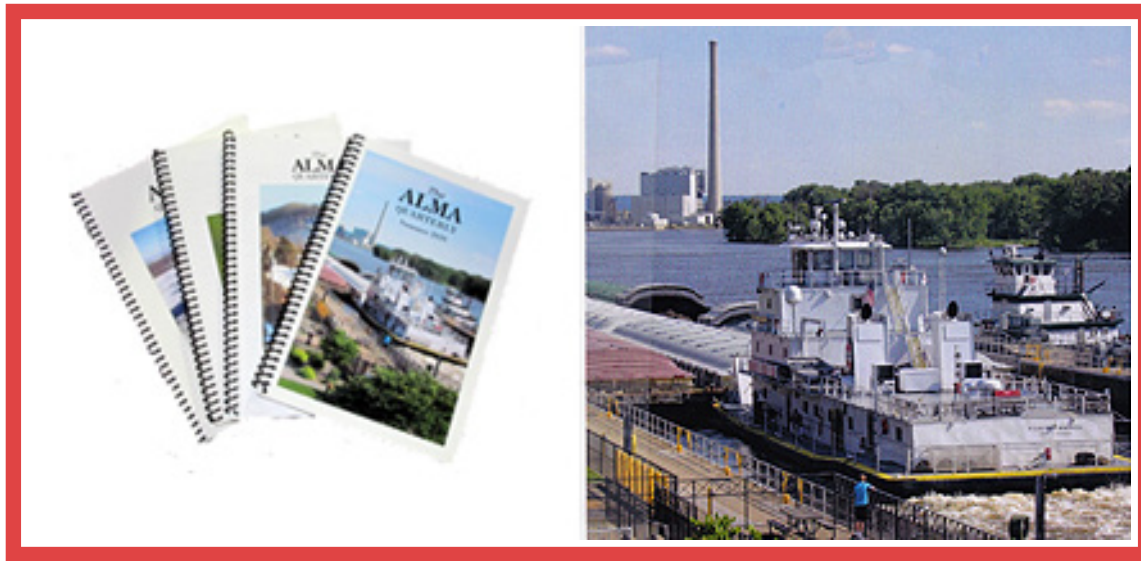
Stump Town Gallery is located on the Mississippi River on Main Street in Alma, WI. The gallery features the works of fine regional artists and artisans. It is unique that many of the artist care for the gallery and can be found on site. Please come in and meet your local artists and shop for unquie gift ideas...

- ▶ **Summer Hours | April 14 - October 15, 2023 | Friday - Sunday**
- ▶ **Fall Hours | October 17 - Dec 10, 2021 | Saturday Only**
- ▶ **Closed | December 11, 2021 - April 13, 2023**

Stump Town Gallery
109 S Main Street
Alma, WI
608.685.3697

The Alma Quarterly

Active Member - June Highlight



The Alma Quarterly began in 2012 intent on publishing: writing, poetry, art and photography created by people who reside in, have ties to or fond memories of the the town, the river, the bluffs and valleys that make our part of the country so remarkable. The first edition had 24 pages; five stories by five authors; one poem and one...

- ▶ **25th Edition Now Available**
- ▶ **The General Store**
- ▶ **Lisa's Stylin' on the River**
- ▶ **The Alma Hotel**
- ▶ **Wings Over Alma**
- ▶ **Call Today For Details**

The Alma Quarterly
PO Box 51
Alma, WI
leesalz@hotmail.com

The Garden Gate

Active Member - June Highlight



Locally grown seasonal flowers, vegetables, perennials and one of a kind baskets in the yard of a 19th century home on Main Street in Alma, Wisconsin. Seasonal Hours are from 9am to 5:30pm daily starting in early May to end of June. Locally grown, seasonal flowers & veggies for sale at a 19th century house yard in Alma, Wisconsin.

- ▶ **May-July, Daily**
- ▶ **Full Bath**
- ▶ **Gift Baskets**
- ▶ **Perennials**
- ▶ **Seasonal Flowers**
- ▶ **Seasonal Veggies**

 [facebook.com/ALMA-Garden-Gate-159381800860860](https://www.facebook.com/ALMA-Garden-Gate-159381800860860)

The Garden Gate
333 S. Main St
Alma, WI
608.685.3335

The Manor

Active Member - June Highlight



Looking for a memorable getaway? Built in 1901, fully furnished, 4-bedroom home is a complete guest house. Great for family vacations or a girls' weekend! Spacious front porch, rear deck & 3-season porch. Also a small playroom for kids! Please contact us today for reservations!

- ▶ **Sleeps 8 in Beds**
- ▶ **Full & Half Bath**
- ▶ **Full Kitchen**
- ▶ **Guest House Configuration**
- ▶ **3-Season Porch**
- ▶ **Wi-Fi Available**

 themanor.vpweb.com

The Manor
Second Street
Alma, WI
952.221.4847

W Whiffs

Active Member - June Highlight



Welcome to W Whiffs, a hand poured soy candle company in Alma, Wisconsin. Our candles are hand poured on site using just enough scent to produce a “whiff” of fragrance as your candle slowly burns. We offer 8oz Fragrance oil candles and 10oz Aromatherapy candles made with pure Essential oils. We also have...

- ▶ **Friday: 11:00am - 4:00pm**
- ▶ **Saturday: 11:00am - 4:00pm**
- ▶ **Sunday: Closed**
- ▶ **Hand Poured Soy Candle**
- ▶ **Slowly Burns**
- ▶ **Aromatherapy Candles**

wwhiffs.com

W Whiffs
321 South Main Street
Alma, WI
608.685.9675

Walker's Silvermoon

Active Member - June Highlight



Established in 2021, Walker's Silvermoon is your happy place with lots of amazing food, games, activities, and live events. Our event venue can house up to 300 people and comes with tables and chairs. We have live events the first of every month. Our in-house games include pool tables, dart boards, coin pushers, pull tabs, video gambling, and more...

- ▶ **Food and Fun**
- ▶ **Daily Specials**
- ▶ **Live Music & Games**
- ▶ **Catering Services Available**
- ▶ **Private Venue and Campsites**
- ▶ **Dine-in & Carry-Out**

 walkersilvermoon.com

Walker's Silvermoon
S1582 WI-35
Alma, WI
608.685.9797

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

Swiss Heritage Days

Christmas In Alma

World Migratory Bird Day

Sidewalk Insanity

Fire In The Shire

Flyway Film Festival

▶ **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 | \$25 Annually (Churches)

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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2023



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*** Alma Chamber ***
2023



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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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riverview inn
~ at alma ~

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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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2023

the
Garden
gate

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THE MANOR

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Whiffs
Candle Shop

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2023



Walker's
SILVERMOON

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2023

WATER LILY
gifts

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2023



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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)



2022-2023 Officers

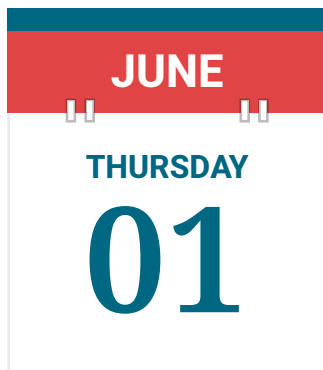
- ▶ **Dave Scham - President**
- ▶ **Cheri Bunker - Vice President**
- ▶ **Larry Farl - Treasurer**
- ▶ **Kathy Jepsen - Secretary**



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.

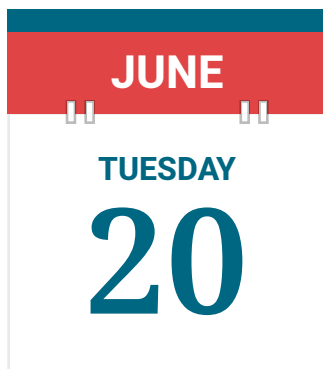
Monthly Meetings

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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