

Alma Chamber

Alma Area Chamber Of Commerce

Promote. Educate. Enhance.

★ ★ ★ ISSUE 0723 - 3RD QUARTER 2023 ★ ★ ★

Digital Newsletter

July 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

Alma Area Chamber Of Commerce

Promote. Educate. Enhance.



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

Water Lily Gifts

Active Member - July Highlight



We carry a wide range of unique gifts, home décor, gourmet food items and more. A few of our lines are Mova Globes, Mona B purses, Bridgewater Candles, J Devlin, Rothschild, Door County Coffee, Jewelry, seasonal items and much more.

- ▶ **Open Daily**
- ▶ **Year Round Open Daily**
- ▶ **Unique Gifts**
- ▶ **Home Décor**
- ▶ **Gourmet Food**
- ▶ **And More**

facebook.com/profile.php?id=100063555040793

Water Lily Gifts
111 N Main Street
Alma, WI
608.685.4911

Wings Over Alma

Active Member - July Highlight



Located on Main Street, the Center offers a 50-foot viewing deck overlooking the Mississippi River and Lock & Dam 4. Spotting scopes and binoculars are available for your use where you can view Bald Eagles, a variety of waterfowl & birdlife, as well as the activity on the Great Alma Fishing Float. Winter is a favorite time for Bald Eagle...

- ▶ **June 1 - October 31 - Thursday-Sunday: 11am-4pm**
- ▶ **November 1 - May 31 - Thursday-Sunday: 11am-4pm**

Wings Over Alma
110 N Main Street
Alma, WI
608.685.3303

12 Mile Bluff Inn

Active Member - July Highlight



12 Mile Bluff Inn is in the Historic District of the beautiful river town of Alma, Wisconsin. The Inn is a charming stand-alone building along the Great River Road with striking views of the Mississippi River and Lock Dam #4 ; as well as within walking distance to the local establishments. The Mississippi River view suite encompasses...

- ▶ **2 Bedrooms, 1 King & 1 Queen**
- ▶ **Bedding / Linens, Ceiling Fans**
- ▶ **Smart TVs, Streaming Services**
- ▶ **Including Washer & Dryer**
- ▶ **Living Room, Dining Room**
- ▶ **Mississippi River Views**

12milebluff.com

12 Mile Bluff Inn
125 North Main Street
Alma, WI
757.942.5833

Alfresco Pizzeria

Active Member - July Highlight



The Alfresco Pizzeria has been around, by one name or another, since 1977 when it was Herb's Fin & Feather. It was Herb who started serving Italian pizza and breads. He came up with the secret sauce recipe that is still used today to make the pizzeria's uniquely flavorful sauce used on a thin crust baked in stone ovens.

- ▶ **Thursday-Sunday**
- ▶ **4:00pm-9:00pm**
- ▶ **Open Year Round**

alfresco-pizzeria.business.site

211 N Main Street
Alma, WI
608.685.3340

Alma Area Schools

Active Member - July Highlight



We have high expectations for all of our students and through learner centered goals and critical thinking objectives we ensure academic success and life-long learning. We instill positive character traits and citizenship skills that provide our students with the tools to be effective team players and members of society.

- ▶ **Grades Pre K-12**
- ▶ **Home of the Riverman**
- ▶ **Inspired to Learning for Life!**

 alma.k12.wi.us

S1618 State Road 35
Alma, WI
608.685.4416

Alma Home Style Lodging

Active Member - July Highlight



Entire upper floor of a downtown building in Alma's National Historic District. Offering a single unit for family or group vacationing. Perfect for an extended stay.

- ▶ **Sleeps 6 in Beds**
- ▶ **3 Bedroom Unit w/ 2 Baths**
- ▶ **Full Kitchen, Dining & Living**
- ▶ **Air Conditioned / Direct TV**
- ▶ **Free WiFi Internet Access**
- ▶ **Large Rear Deck w/ Gas Grill**
- ▶ **Mississippi River Views**
- ▶ **Laundromat Street Level**
- ▶ **Open Year Round**
- ▶ **Guest House Configuration**

 almahomestylelodging.com

209 South Main Street, Alma, WI
608.685.4557 or 715.495.2568
almahomestylelodging@tds.net

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_____

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

12 Mile Bluff Inn

[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
2023



A division Of Ansay & Associates, LLC

[View Member Page](#)
*** Alma Chamber ***
2023

Bill's Talk of the Town

View Member Page
*** Alma Chamber ***
2023

The Boutique

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023

THE Burlington Hotel & Bar

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023

City of Alma

View Member Page
*** Alma Chamber ***
2023

Collins Plumbing

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023

Dave Balcom Books

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023

Drum It Up



View Member Page
*** Alma Chamber ***
2023

Enhance Alma

View Member Page
*** Alma Chamber ***
2023

Fun 'N The Sun

Houseboat Vacations on the
Upper Mississippi River

View Member Page
*** Alma Chamber ***
2023

Great River Harbor

Campground & Marina

View Member Page
*** Alma Chamber ***
2023



HOPE UNITED CHURCH OF CHRIST

the church by the Lake

View Member Page
*** Alma Chamber ***
2023



KELLY'S KOMPUTERS

View Member Page
*** Alma Chamber ***
2023



TAXSERVICE

View Member Page
*** Alma Chamber ***
2023

Kimmes Fun Stay Properties

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023

Lori McCammon

View Member Page
*** Alma Chamber ***
2023

People Stories®

View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023



View Member Page
*** Alma Chamber ***
2023



River Prairie Wealth Partners

A PRIVATE WEALTH ADVISORY PRACTICE OF
AMERIPRISE FINANCIAL SERVICES, LLC

[View Member Page](#)
*** Alma Chamber ***
2023



RIVERLAND ENERGY COOPERATIVE

Your Touchstone Energy® Cooperative

[View Member Page](#)
*** Alma Chamber ***
2023



RIVERSIDE — BAIT & LIQUOR —

[View Member Page](#)
*** Alma Chamber ***
2023



riverview inn ~ at alma ~

[View Member Page](#)
*** Alma Chamber ***
2023

St. John Lutheran

[View Member Page](#)
*** Alma Chamber ***
2023

St Lawrence Catholic Church

[View Member Page](#)
*** Alma Chamber ***
2023



Stump Town GALLERY

[View Member Page](#)
*** Alma Chamber ***
2023

The ALMA QUARTERLY

[View Member Page](#)
*** Alma Chamber ***
2023

the Garden gate

[View Member Page](#)
*** Alma Chamber ***
2023



THE MANOR

[View Member Page](#)
*** Alma Chamber ***
2023



Whiffs Candle Shop

[View Member Page](#)
*** Alma Chamber ***
2023



Walker's SILVERMOON

[View Member Page](#)
*** Alma Chamber ***
2023

WATER LILY
gifts

[View Member Page](#)
*** Alma Chamber ***
2023



[View Member Page](#)
*** Alma Chamber ***
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

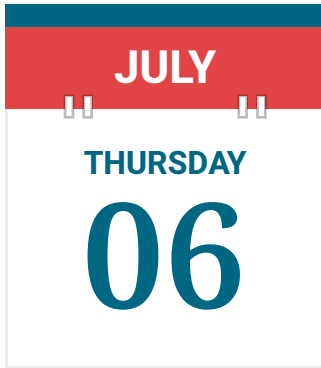
- ▶ **Dave Scham - President**
- ▶ **Cheri Bunker - Vice President**
- ▶ **Larry Farl - Treasurer**
- ▶ **Kathy Jepsen - Secretary**



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.

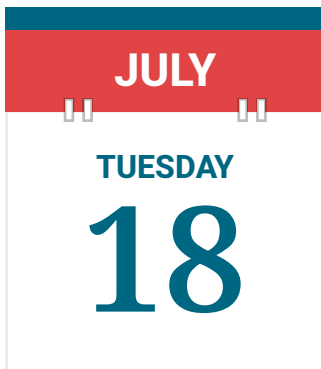
Monthly Meetings

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



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



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