



## Completed Group Projects

### Class of 2024

#### Blue Team: REACH

*Group Members:* Colton Franks (Royal Construction), Justin Andrews (Weld Riley, S.C.), Hannah Artz (Eau Claire City-County Health Department), Laura Faughn (BMO Harris Bank), Crystal Frei (Huebsch), Becky Sprague (Royal Credit Union), Wally Wheeler (Midwest Select Insurance Group)

#### Project Summary:

REACH request assistance with updates to their facility. They have fallen behind on some organizational things that they need addressing as well as some out-of-date finishes to their facility. This project once complete will allow the staff to have more organized storage and more room for storage. It will also give their facility a warmer welcoming feeling to the 900 clients they serve.

#### Yellow Team: Fierce Freedom

*Group Members:* Matthew Bessen (UWEC Foundation), Sarah Haselwander (Miron Construction), Brenna Johnson (Trust Point), Paula McDaniel (Minnesota Wire), Lindsay McNierney (Marshfield Clinic Health Systems), Martin Rosendahl (Citizens State Bank of La Crosse), Troy Steinmetz (Frandsen Bank and Trust), Haley Stowell (United Way of the Greater Chippewa Valley)

#### Project Summary:

Fierce Freedom asked for assistance in improving upon their annual event, A Night of Freedom and Hope, and would like us to find a way to increase revenue and awareness of their organization. We are proposing an intimate VIP cocktail hour for major donors and sponsors immediately prior to the annual event.

#### Orange Team: Visit Eau Claire

*Group Members:* Andrew Haselwander (Northwestern Bank), Felicia Deering (Ambient Inks), Jake Serwe (UWEC), Jess Hycnar (WIN), Marcus Stabe (TDS), Melanie Baumgart (Royal Credit Union), Stacey Hallman (Spectrum Insurance Group)

#### Project Summary:

The long-range goal was to connect organizations seeking funding within the Chippewa Valley to potential local business sponsorships by ensuring that organizations and businesses have the resources and information available in one central location.

**Green Team:** Valley Sports Academy

*Group Members:* Creanna Cote (UWEC), Stephanie Suchla (Wipfli), Ancilla Walter (Express Employment Professionals), Dustyn Dubuque (Chippewa Valley Museum), Ka Vang (World Relief)

**Project Summary:**

Hockey Day in Wisconsin was requesting assistance with awareness, social media, marketing, and volunteers at the first event scheduled for February 2024. Funds raised from the event are intended to provide access to athletes in Wisconsin communities for participation in developing hockey skills via the Wisconsin Amateur Hockey Association (WAHA).

**Red Team:** Family Promise of the Chippewa Valley

*Group Members:* Taylor Skibba (Eau Claire Energy Coop), Ashley Zingshiem (Ayres Associates), Joe Radske (WEAU 13 News), Jennifer Prochnow (Xcel Energy), Wendy Hollenbeck (Security Financial Bank), Joshua Myers (CVTC), Sara Abbott (Metropolis Resort)

**Project Summary:**

Family Promise of the Chippewa Valley asked for assistance in aligning their name, their mission, and the public's perception of who they are. This took some reeducation and a total "rebrand" of all of Family Promise. This was not be a rebrand in the traditional sense, because they have been operating as Family Promise since 2016. But it was a rebrand in the eyes of the public because many community members do not know what Family Promise is.

**Purple Team:** Swinging for a Cure

*Group Members:* Angela Eberhardt (Mayo Clinic Health System), Angela Eckman (Eau Claire County), Justin Geissler (Market & Johnson), Brit Heymans (Feed My People), Nick Pedersen (Nicolet National Bank), Rebecca Shannon (Xcel Energy), Adam Yang (Group Health Co-op)

**Project Summary:**

The executive committee for Swinging for a Cure requested assistance in planning their May 2024 fundraising event. The purple team assisted Swinging for a Cure with the development of an event marketing plan to include recommendations on mission statements / messaging, advice on marketing and communication plans for social media, creating a list of sponsorship levels and potential sponsors, recommendations for at event fundraising, and advice on a sponsor data collection and management system.

## **Class of 2023**

### **Blue Team: Chippewa Valley Logging Museum & Wisconsin Logging Museum**

*Group Members:* Joe Calzaretta (Massachusetts Institute of Technology), Melissa Seyffer (M3 Insurance), Chris Potapenko (Realityworks, Inc.), Addie Erdmann (Eau Claire County Humane Association) Holly Johnson (Wipfli), Chelsea Seckora (Eau Claire Area Chamber of Commerce), Gareth Shambeau (Ayles Associates)

#### **Project Summary:**

The Blue Team worked with the CVM and WLM who requested assistance in creating market research on pricing, membership, and bundled packages regarding their admission process and revenue. They were seeking recommendations on the value of merged admission pricing as well as long-term alternatives to membership-based systems.

### **Yellow Team: Eau Claire Area Hmong Mutual Assistance Association**

*Group Members:* Nicole Breed(Chippewa Valley Technical College), Nate Ceder (The Boldt Company) Kesha Endl (Xcel Energy), Cody Fanjoy (Benedicts Sales and Service), Andy Peterson (TDK - Hutchinson Technology), Tim Rindahl (BMO Harris Bank) , Bryan Tillman (Bakke Norman, S.C), Laurie Zadra (Hoeft Builders Inc.)

#### **Project Summary:**

ECAHMAA is requested assistance in studying and designing a space for the kitchen at their facility, researching health department requirements, finding suitable contractors for estimates, researching funding sources, and developing a comprehensive plan to be used for proposals.

### **Orange Team: Junior Achievement of Wisconsin**

*Group Members:* Tom Albrecht(Associate Bank), Hannah Connor (CVTC), Allen Jacobson (Realityworks, Inc.), Jennifer Plante (Xcel Energy), Emily Pedersen(Wisconsin Department of Natural Resources), Derek Thomas(City of Eau Claire Police Department), Korrie Trier(River Prairie Wealth Partners), Blake Willson(Royal Credit Union)

#### **Project Summary:**

Junior Achievement sought assistance in identifying and recruiting volunteers for various program initiatives. They are open to feedback from team orange on how they can streamline their recruitment and retention efforts.

### **Green Team: Boys & Girls Club of the Greater Chippewa Valley**

*Group Members:* Greg Bellaver (Prevea Health – Orthopedics), Jennifer Hagedorn(Jamf), Adam Holtz (Ayles Associates),Gretta Lawton (Blue Granite Wealth Partners), Seth Sundeen (Merchants Bank), Jodi Wiechmann (Mayo Clinic Health System)

#### **Project summary:**

The BAGC was requesting assistance in creating further community awareness of their programs and connections to businesses across the Chippewa Valley to provide career awareness and opportunities for the adolescents they serve.

### **Red Team: Eau Claire County Humane Association**

*Group Members:* Jasmine Case (University of Wisconsin - Eau Claire), Andy Robertson (Security Financial Bank), Carrie Anderson (Huebsch), Michael Farrow (Northwestern Bank),

Robin Miller(Marshfield Medical Center), Marcela Tapia (WEAU 13 News), Clint Van Sambeek (Miron Construction)

Project Summary:

The ECCHA asked for assistance in setting up partnerships with different restaurants and businesses in the area to host adoption/donation events. As a team Red Team, organized a “dine out to support the ECCHA” event centered around National Pets’ Day on April 11th. They contacted several area restaurants/coffee shops/breweries, etc. to ask them to donate a portion of their profits on or around that date to support the ECCHA.

**Purple Team: The City of Altoona**

*Group Members:* Lindsay Carberry (Marshfield Medical Center), Krysty Damrow-Schmidt (Imperium Chiropractic), Sarah Gordee (Hook’d Promotions), Joseph Krebsbach (Wipfli), Patrick Newkirk (City of Eau Claire - Hobbs Ice Arena), Angela Payne Boys & Girls Clubs of the Greater Chippewa Valley), Tyler Swanson (Market & Johnson)

Project Summary:

The City of Altoona requested assistance with making River Prairie Park a winter gathering space for families. The city already has a Crockicurl Tournament scheduled to take place on January 28th, so it was decided that this event would provide a foundation from which we can plan a series of events to draw families to the park. It also is an annual event, so the activities planned for 2023 can be carried forward into subsequent years with less effort on the part of city staff. The City of Altoona was responsible for planning and execution of the Crockicurl Tournament and for securing a giant screen for the scavenger hunt photo viewing and the movie on Saturday evening. The City of Altoona was to also secure the movie and the permission/rights for the movie to be shown. They also agreed to utilize city resources to create a kiddy sledding hill at River Prairie Park. The opening of the hill will coincide with the event kickoff one week prior to the tournament. The sledding hill will be a feature that can remain at River Prairie Park to continue to draw families to this outdoor space throughout the remainder of the winter. The LEC Team was be responsible for planning three activities for the week leading up to, and the day of the Crockicurl Tournament.

**Class of 2022**

**Blue Team Project:** Taste of the Valley with Chippewa Valley After Hours Rotary

*Group Members:* Taylor Quinnell (EC Fire & Rescue), Michelle Thierer (Realityworks), Sarah Schliesmann (Girl Scouts), John Younger (Miron Construction), Sonja Leenhouts (Eau Claire County), Heather Fielding (UWEC), and Ken Johnson (Associated Bank)

Project Summary:

The Blue Team worked with the Rotary After-Hours Club on the Taste of the Valley, an event that features food and family-friendly entertainment to raise funds in support of the Club’s work to reduce hunger in the Chippewa Valley. Rotary After-Hours requested support in figuring out how to make the event more profitable and sustainable, following a two-year hiatus due to the pandemic as well as changes in sponsorship. The Blue Team contributed several plans for new programming. First, we designed a tiered sponsorship program to expand and diversify the event’s sponsor base. Second, we developed a VIP package and expanded merchandizing to offer more ways for patrons to support and engage with the event. Third, we offered assistance around marketing the event and these new ventures.

The Team supported Rotary in implementing these ideas by soliciting quotes for merchandising and advertising, writing a letter to be sent out to prospective sponsors, and organizing a feasible sponsorship package. Rotary

may not be able to implement all of these new programs this year, but they have a well-developed set of new strategies to roll out as they continue to reimagine the event.

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**Yellow Team Project:** Eau Claire’s 150<sup>th</sup> Birthday – The Sesquicentennial

*Group Members:* TJ Atkins (The Community Table), Cameron Bump (Xcel Energy), Matthew Dienger (Chippewa Valley Council – Scouts of America), Taylor Goodland (M3 Insurance), Rachel Meyer (Chippewa Valley Museum), John Schroedl (Lasker Jewelers), Ryan Wichmann (Market & Johnson)

**Project Summary:**

Our LEC group project was to assist the City of Eau Claire in planning the city’s sesquicentennial celebration. We coordinated with other strategic stakeholders—including Visit Eau Claire, The EC Chamber, Downtown Eau Claire Inc, Volume One and Chippewa Valley Museum—to create graphics, a website, and publicity about the year-long celebration. We planned the “birthday” kick-off event at the museum on March 19<sup>th</sup> (the day the city’s charter was approved in 1872) complete with a specially decorated cake. We also created promotional materials that businesses, organizations and event organizers can use to commemorate the occasion throughout the year.

Several businesses have included 150<sup>th</sup>-themed marketing and included #Celebrate150EauClaire in their social media presence. City transit and other city vehicles display the 150<sup>th</sup>-themed stickers. A mural is planned at the Chippewa Valley Museum. Summer events will undoubtedly carry additional recognition of the anniversary.

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**Orange Team Project:** Girls on the Run

*Group Members:* Lindsey Kohls (Bakke Norman), Eric Pritzl (Marshfield Clinic), Preston Tomlinson (Wipfli LLP), Craig Severud (Charter Bank), Kathi Baker (Pablo Group), Scott Rogers (Eau Claire Chamber), Emily Wermund (UWEC Foundation)

**Project Summary:**

The Orange team’s approach was to create marketing plan, host social media training for Girls on the Run staff, help with volunteer recruitment, increase participant recruitment, & look at overall long-term promotion of program. Team members helped conduct a website & social media audit, created training materials, built a marketing calendar & volunteered themselves at this year’s 5K event. Specifically, the 5K Race attendance increased from 72 runners in 2021, to 308 runners in 2022!

Girls on the Run reaches girls at a critical stage, strengthening their confidence at a time when society begins to tell them they can’t. Underscoring the important connection between physical and emotional health, our program addresses the whole girl when she needs it the most. The ultimate goal is to provide a life changing opportunity for these girls to learn and live; confidence, empowerment, movement, creativity, strength, and relationship building.

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**Green Team Project:** Alzheimer’s Association

*Group Members:* Kaylynn Winegar (EC Chamber), Mark Peterson (Xcel Energy), Diane Hausler (CVTC), Rachel Lange (WI Logging Museum), Cole Cloutier (City of Eau Claire), Peggy O’Halloran (Eau Claire City County Health Dept), and Ben Jaenke (Associated Bank)

## Project Summary:

The Green Team selected to work with the Wisconsin Chapter of the Alzheimer's Association. The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Locally, they offer many resources as well as hosting an annual Walk to End Alzheimer's.

The primary focus the team took was to elevate Educational Programming through Community/Corporate Engagement, Promoting Healthy Living, Leadership Roundtables (Awareness). Team members conducted a SOAR analysis for the organization. They also connected the Alzheimer's Association staff to the Eau Claire County Aging & Disability Resource Center. A Dementia Live simulation was conducted with the entire LEC Class of 2022 to simulate what a dementia patient experiences on a day to day basis.

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## **Red Team Project:** The Community Table

*Group Members:* Kevin Dague (Herrick & Hart), Shelley Janke (Eau Claire Humane Association), Lee Caraher (Double Forte), Marty Johnson (Trane), Dr. Jeneise Briggs (Eau Claire County & City of Eau Claire), MarLee Johnson (Boys & Girls Clubs), Nate Steffenhagen (Group Health Cooperative)

## Project Summary:

The Red Team completed their group project for The Community Table & worked with Executive Director & fellow LEC 2022 Class Member, TJ Atkins. The Community Table is a downtown nonprofit that services over 35,000 meals each year to people in need in our area. It also is an important place of connection & also serves patrons by directing them to resources to help people get fully on their feet.

Volunteers are the lifeblood of TCT – without them, no meals would be made or served – leaving a huge hole in the food security chain in Eau Claire. The Red Team interviewed people, personally volunteered at TCT so they could get first-hand experience with the operation & conducted an online survey of all the volunteers that was later analyzed for important data.

From those initial steps, we moved onto analyzing the results, which identified several key areas that needed shoring up to improve and then expand the volunteer program. The group project team provided very valuable information, materials, and blueprints that TCT can use now to improve their position for now and for the long haul as volunteer demographics change.

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## **Purple Team Project:** Sleep in Heavenly Peace – Chippewa Falls Chapter

*Group Members:* Hannah Johnson (Mayo Clinic Health System – Eau Claire), Mandy Runge (Children's Museum of Eau Claire), Jeff Stanley (Silver Springs Foods), Kimberly Bunce (Security Financial Bank), Mickey Noone (Royal Credit Union), Tyler Hoernke (Wipfli)

**Our role:** Sleep in Heavenly Peace in Chippewa Valley is a newer chapter of the organization and was looking to spread their influence further into the county. The organization was seeking support from the Purple Team to 1) help develop a stronger volunteer network to increase bed production capacity as well as 2) seek partnerships that could assist with long-term financial/marketing support. Our team looked to measure the increase of volunteers, word of mouth, and beds produced as a result of team interventions over the project timeline.

Our group identified and built a database of potential partnerships with local businesses, schools, organizations for the Chippewa County area similar to a sales lead list. We also further developed a volunteer and marketing growth plan, as well as a list of potential grant options to assist in recruiting new volunteers, spread awareness of the organization, assist in fundraising options and ultimately building additional beds for the community.

Finally, we successfully organized a community build for a one-day event to create an opportunity for Sleep in Heavenly Peace to further reach children in need. The team gathered 30 volunteers to build 20 beds.

**Conclusion:** Our team strongly believes that this project will absolutely increase the promotion and create more awareness of Sleep in Heavenly Peace – Chippewa Falls for ongoing success.

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## **Class of 2021**

### **Yellow Team – Chippewa Valley Museum Project Synopsis**

Our team of leaders: Matt Vold, Andrew Salvaterra, Even Middlesworth, Brandi Brzezinski, Becca Coleman, Travis Paullin, and Tom Halloin worked closely with the Chippewa Valley Museum to help bring to life their new exhibit “Listen Up! Folk Music in the Valley.” The initial objective of this project was to promote the new exhibit and other programs the museum has to offer, with the long-term goal being to expand community understanding of diverse music traditions throughout the Chippewa Valley.

Using our team’s strengths and creativity, we recorded and produced a video streaming session of great local musicians to garner interest in the new exhibit. These performances were performed exclusively at the Pablo Center. In addition to the streaming event, we used our marketing skills and resources to broadcast the exhibit’s grand opening. This involved creating a community awareness plan that consisted of outreach to local television and radio stations, staff interviews, and graphic creation tailored to the museum’s objective.

Overall, it was a fantastic experience for all involved, and we would like to thank the Chippewa Valley Museum and the Chamber for this opportunity. We hope this generates curiosity for our community’s rich folk-music history, along with raised interest in what the Chippewa Valley Museum has to offer.

### **Blue Team - ECCHA Community Perception and Needs Survey**

Leadership Eau Claire group members who worked with the Eau Claire County Humane Association were Lindsey Sabelko, Karlee Wallin, Chrystal Mills, Tanner Thompson, Josh Gardow, and Julie Dekan along with honorary member, Dr. Ken Johnson. We partnered with the Eau Claire County Humane Association to conduct a survey in order for them to gain important information on the public’s perception and needs of the organization. With a building project scheduled in the near future, support and input from community members/supporters is vital to ensure they are meeting the communities’ needs today and into the future.

The survey resulted in 530 responses from community members/supporters who supplied feedback on their impressions of the humane association and community perception of different animal welfare issues. We were able to supply the Eau Claire County Humane Association with valuable information that will help them when considering the new building’s layout and size in order to address some of the public’s concerns of space and animal accommodations. They will be able to focus educational efforts on areas where the public needs accurate information on animal issues such as euthanasia or no kill shelters. By taking into consideration the communities’ feedback, the Eau Claire County Humane Association will be able to maintain their high approval rating and continued support of their efforts in the community.

### **Purple Team - ECCHA Community Perception and Needs Survey**

Leadership Eau Claire group members who worked with the Eau Claire County Humane Association were Kailee Berry, Dan Sydow, Max Kaiser, Rosalyn Zirngible, Kayla Rose, and Kayla Hassemer. Our project was part of a

DECI initiative to improve traffic in the Eau Claire downtown districts. Our role was to examine how to do this through improved way finding systems. Our team completed research, walked the districts, examined entrances, and looked for focal points in Downtown Eau Claire. From the observations, our team made recommendations to each district for possible signage, use of technology and other means to improve the wayfinding possibilities of downtown Eau Claire.

Our group identified each of the districts and looked at the needs of the wayfinding themes. We identified key focal points within the districts and entrances into the downtown area. We also identified where the signage is missing. It was apparent that a common theme of connecting the different districts to each other and to key landmarks was a critical missing component. Every district lacked signage that indicated what the next district had to offer. Additionally, the main entrances into the downtown area were evident but the signage at these locations should be enhanced and could be part of a possible phase two project. The signage at these points could also highlight more than just one district and other key features within the downtown area.

The team agrees the completion of the banner project would be a plus. Another proposed suggestion includes the placement of digital kiosks or the use of QR codes for ease of visitors to gather information. We did identify focal points where this signage maybe helpful. Our final suggestion is to review the scope of this project to break down to manageable segments for future work. Our team strongly believes that this project will absolutely promote the downtown area well, but the project itself is large and ongoing. The findings we have suggested are small enhancements that will begin this process but not complete it.

### **Red Team – Fierce Freedom Project Overview**

Team Red was tasked with creating a fundraising event that could be replicated in years to come. Although Covid posed many challenges when it comes to events, we found a solution for an outdoor, individualized event. The 1<sup>st</sup> annual **Fishing for Freedom** event was held at Lake Altoona on Saturday, February 20, 2021. The event was a community effort between members of the **Eau Claire Chamber of Commerce's** Leadership Eau Claire Class of 2021 and Altoona based non-profit **Fierce Freedom**. The event was focused to raise human trafficking awareness and monetary proceeds for the local non-profit **Fierce Freedom**. The event drew nearly 90 registered participants and raised over \$4,500 for Fierce Freedom. The day was filled with fun times, prizes, education, and fish for our committee. Local business were spotlighted throughout our event advertisements and during the event. Project members include: Jesse Smith, Ty Fadness, Tesha Knudtson, Ryan Lady, Tom Waldusky, Stephanie Pohnl

### **Orange Team – L.E. Phillips Career Development Center Project**

L.E. Phillips Career Development Center (CDC) Team Members

Chad Ellingson, Sarah North, Jon Lepsch, Andrew Daniels, Jeff Marty, Luke Viall, Pang Garcia, and Gwen Sweeney

*Background:* The L.E. Phillips Career Development Center (CDC) was formed in 1959 and was one of the first rehabilitation facilities for individuals in the State of Wisconsin. The mission of the CDC “is to be a viable business enterprise as a means to provide meaningful and appropriate vocational services and employment opportunities for individuals with disabilities or disadvantages.” The CDC is passionate about their cause and offers a wide variety of opportunities to their employees and businesses in the greater Chippewa Valley.

The CDC asked the LEC team to create strategies that highlight the CDC to businesses and the community to promote on-site tours and increase brand awareness throughout the Chippewa Valley. Further, the strategies will impact the goal of increasing business and community use of their services.

The LEC team focused on the strategy of capturing individual employee success stories and the experiences of businesses that utilized the CDC's services with video. The stories are informative and inspiring with the hope of prompting the viewer to collaborate with the CDC. These stories, five total, can be used immediately by the CDC in social media to promote their goal. Further, the team developed a multi-media marketing template that allows the CDC to create and share similar stories on social media in the future.



## **Class of 2020**

\*\*Projects were started & some were able to be finished before the COVID-19 pandemic began in March 2020.

### **Leadership Eau Claire Blue Team Project Proposal for Girls on the Run:**

Team Members: *Jesse Cain- Royal Construction, Molli Davey- Xcel Energy, Beth Hanutke- PESI, Ryan Iverson- Market & Johnson, Laurel Robertson- Manpower, Rachel LaPorte- UW-Eau Claire Foundation, Aaron White- City of Eau Claire, Phil Swiler- Eau Claire Area Chamber of Commerce, Grant Peikert- Commonweal Development Corporation*

As a collective and collaborative team the purpose of our mission is to secure three to four new Girls on the Run programs in our surrounding community's elementary schools. The elementary schools identified as potential locations are those located in Buffalo, Chippewa, Dunn, Pepin, and/or Trempealeau Counties. Our team will be charged with identifying and structuring an effective strategy for recruiting new coaches and participants within each of the chosen elementary schools. By design each new site would have a team that would include three to five adult volunteers and 8-15 girls from the 3rd, 4th, and 5th grades. The adult volunteers are selected from the community. The ultimate goal is to provide a life changing opportunity for these girls to learn and live; confidence, empowerment, movement, creativity, strength, and relationship building.

### **Leadership Eau Claire Purple Team Project for Children's Museum of Eau Claire:**

Team Members: *Angela Allred, Taylor Anderson, Steven Blaha, Christina Burger, Kegan Fassler, Jerilyn Jacobs, Megan Kimber, Daniel Pohnl, Matthew Steinbach*

The Children's Museum of Eau Claire is installing a new exhibit on the 2nd floor. This is phase 2 of their grant funded "Eat, Move, Live" fitness and nutrition exhibit redevelopment. Part of the redevelopment is the addition of a new indoor rocket slide and climbing tower. A professional exhibit fabricator out of the Twin Cities is responsible for the design, construction, and installation of the rocket slide. The team's goal is to assist with the marketing and implementation of a new exhibit at the Children's Museum of Eau Claire.

### **Leadership Eau Claire Red Team, Feed My People Secret Shopper Program:**

This will be a new program for FMP, and they would like to continue it going forward. The concept is to have secret shoppers go into different locations (partners of FMP) and document their experience in order to evaluate the different locations and find ways to improve, if necessary. As a group, we will develop a form that will be used for this project and for future groups. The form will help document the experience for the secret shopper during each visit. It will include questions that have very specific answers (such as time of arrival), but it will also include questions and space to provide detail about the entire experience and the feel of each partner location. The goal is to get an idea of how each person is treated during this experience and the overall feel of each location. We have received a list of six agencies from FMP that will participate in this program. We will sit down as a group and determine who is going to visit each location, and we will make sure each location is visited at least twice. The forms will be submitted to FMP after each visit, and we will also follow up with them as a group after we have completed all the visits.

### **Leadership Eau Claire Orange Team – City of Eau Claire Adopt a Park or Trail Program:**

Team Members - *Chris Badtke, Demetrius Smith, Angela Quick, Lindsey Von Feldt, Emily Kuhn, Quentin Volk, Chelsea Schneider, Michelle Eberle, Jamison Schmidt*

#### **Problem / Opportunity**

The City of Eau Claire has over 1000 acres of parks and parkland to share with the community and visitors along with 30 miles of trails. The parks staff has decreased in numbers while the number of parks and acreage has increased. This extensive parks and trails system require a great deal of maintenance, upkeep, and improvement. The City would like to better facilitate volunteers assisting with much of this work via the implementation of an Adopt a Park or Trail program.

The Leadership Eau Claire Orange Team will create an Adopt a Park or Trail program, much like an Adopt a Highway program, which would connect volunteer groups by assigning them to specific neighborhood and city parks and trail areas for continued focus on needed maintenance and improvement projects. These groups will be recognized for their connection to the park/trail with signage and marketing opportunities for their assigned park. The project would establish a baseline program with some volunteer groups matched with relevant parks prior to the public kickoff.

#### **Leadership Eau Claire Yellow Team – UWEC Campus Closet:**

The University of Wisconsin- Eau Claire (UWEC) Campus Closet is a service offered to students for free to support access to professional clothing for job interviews. This service is important to the community, as local businesses struggle to retain local talent, and access to professional clothing can help students find successful career placement in the local community. Clothing is collected via donation, and students can access the clothing at designated times throughout the week in preparation for job fairs and interviews. Clothing is both business casual and business formal to support job seekers in various fields. The team has worked with the UWEC Campus Closet Director, Demetrius Smith, to determine the most activities the group can complete that will have the highest impact on the future success of the Campus Closet.

### **Class of 2019**

#### **Purple Team:**

Camp Brunswick

Our group was tasked to help the Boy Scouts develop a way to advertise and promote the Scouts Camp Brunswick property. Our plan was to help them create ways and methods to advertise to the local community and businesses of this area. Our goal was to create awareness of the great facilities on the property. We created options for pricing packages, create known directories for advertisement, and enhance marketing plans thru their website and social media platforms. The intent was to pass the tools on to them to use to start to create traction and start bringing in new business.

#### **Yellow Team:**

Eau Claire County Humane Association

The Eau Claire County Humane Association (ECCHA) was out of space. While ECCHA will be building a new facility in the next several years, the organization needed immediate help with inventory control. The Leadership Eau Claire (LEC) Yellow Team visited the ECCHA location, met with the Executive Director, gathered feedback from other employees, assessed the current inventory process for donations, and developed a plan to address the inventory control needs. The visit solidified this was a worthwhile project, and team members were excited about the immediate impact they could make on this organization.

The Yellow Team coordinated an inventory assessment and cleanup day at ECCHA on December 3, 2019. This allowed the team to acquire a full understanding and utilization of the donation storage space. The team then used available funds from the ECCHA to purchase a new storage system and reorganize the space by category. After ECCHA employees and volunteers used the system for a few months, and found it to be working successfully, the team also developed a new donation receipt form. The new simplified form is less confusing and can continue to act as a receipt for tax and donor acknowledgement purposes. The team also created a spreadsheet to improve tracking of incoming donations. To help ECCHA spread the word about these improvements, the team wrote a press release and an article for their newsletter. The group also provided future recommendations regarding expansion of a labeling system and paperless documentation storage. The ECCHA indicated they were very happy with the project and the changes influenced the organization, both operationally and financially.

#### **Orange Team:**

Boys & Girls Club of the Greater Chippewa Valley

Our team assisted the Boys and Girls Club of the Greater Chippewa Valley in improving volunteer attraction, engagement, and retention. The club relies on volunteers for programming, education, and mentorship of youth. Our team created a list of strategies to attract and retain volunteers, designed a volunteer pamphlet for distribution to potential volunteers, and developed a volunteer handbook.

### **Blue Team:**

The Community Table

Situation: The Community Table is looking to increase awareness of the services that they offer to the community for specific demographics and increase volunteer participation. They would like to distribute 10,000 posters between Q4 2018 to Q4 2019. Posters should be targeted to college students, children/families, senior citizens and individuals/groups looking to volunteer or use the services that the Community Table offers.

Action taken: Design & print posters, secure donation to print, get volunteers to help distribute & post in areas of need / most likely to utilize the Community Table's services

Lessons Learned: The Eau Claire area continues to increase in its size and its need for programs like The Community Table. Support from local businesses is quite strong for this, but without awareness of the program, many things fall short.

### **Red Team:**

Feed My People

Goal: Survey pantry guests to understand challenges that low income families and seniors face when trying to eat health. Short term goal is to collect data and make recommendations to the organization on how to better serve those in need.

Surveys were completed by meeting face to face with people who utilize food pantries that Feed My People supplies and discuss some of their challenges when making a choice to eat healthy. Group members went to various locations, both within the city of Eau Claire & rural communities to get a range of patrons at the sites.

Results: Group spoke with 55 different food pantry patrons and had a wide range, with most people willing to talk to them about how they work to eat health. They collected data which can be used when Feed My People applies for grants in the future.

## **Class of 2018**

### **Autism Society of the Chippewa Valley**

*Team Members: Joscelyn Baker-Hoy, Ryan Balts, Steve Bianchi, Kendra Boda, Cortney Draxler, Dawn Malcolm, Craig Monson, Nic Sanderfoot and Nicole Schultz*

This team worked with the Autism Society of the Chippewa Valley to create a kickoff event in April for Autism Awareness month. The event was held downtown on April 2, with the focus being on educating and offering resources to families and the community. It was a family-friendly event with sensory activities for children, music, resource tables and speakers. The event concluded with lighting up the Phoenix Park Bridge blue, hence the event name #blueclairefair. The Autism Society of the Chippewa Valley reported back that shortly after the event they have seen significant increases in their Facebook activity and have received registrations to their society and the Spectrum Shuffle. They indicated that they received more media attention from this event than anything prior.

### **Eau Claire County Drug Endangered Child Backpack Program (DEC)**

*Team Members: Jeff Abramson, Monica Frederick, Justin Harings, Tim Molepske, Jennifer Nielsen, Dustin Olson, Roxie Schmidt-Flanders, Toni Simonson, Hal Snow*

The DEC program was established in 2013 to address the issues involving drug endangered children and the impact that drugs have in our community. The consistent abuse of opiates and the increase of methamphetamine abuse in our county have triggered a rise in the number of children in care. When a child is removed from a drug endangered environment they are not allowed to bring any of their personal belongings with them; the backpack program is geared to compile supplies to provide these children with clothing, toiletries and other essentials. The DEC Committee has representation from the following entities: Child Protection, Children's Court Services, the District Attorney's Office, the Corporation Council's Office, Eau Claire County Sheriff's Office, Eau Claire City Police Department, the State of Wisconsin Probation and Parole, and the Children's Hospital of Wisconsin Community Services. Due to the many departments involved in this effort and the fact that it is currently a

volunteer effort run by county employees in addition to their regular workloads, the backpack program has struggled to meet the needs of the DEC children.

This LEC team assisted the DEC program by achieving the following objectives:

- Established an efficient labeling system for the backpacks to identify content/age/gender.
- Developed an effective inventory system for supplies.
- Generated a timeline to help organize and coordinate volunteers for backpack stuffing events which included: when to send out donation requests, volunteer request and thankyou letters, and created templates for each.
- Helped obtain and organize a long-term facility for backpacks and storage.

### **Fight Against Hunger Committee (Prairie Ridge Early Learning Center)**

*Team Members: Maria Bamonti, Erin Garney, Chris Gierhart, Karen Jacobson, Jared Johnson, John Kleven, Meghan Kulig, Ben Michael and Michael Morrey*

Team Blue had the pleasure of working with the Fight Against Hunger Committee based out of the Prairie Ridge Early Learning Center. The Committee's primary focus this year was to expand its Crock Pot Program by gaining additional awareness, volunteers and donations. With awareness being such a hard thing to accurately measure, Team Blue focused on how to create partnerships that could lead to volunteers, donations and sustainability.

The group hosted a trial partnership event at the Chippewa Valley Museum during its Holiday Train Exhibit in November and December. This was an opportunity to utilize our group members' organizations to host an evening for his or her company to come see the trains and learn about the committee's mission. Team Blue also assisted with creating a sustainability plan for the Prairie Ridge Early Learning Center that outlines how to connect with local businesses. This sustainability plan also included a dedicated flier volunteers can hand out that explains the committee, its mission, how to donate to the cause or how to become a volunteer.

### **West Central Wisconsin Rail Coalition**

*Team Members: Dr. Enoch Antwi, Dennis Beale, Kate Haas, Carol Johnson, Justin Koppa, Mike Minner, Leah Ness, Brandon O'Connell, Tom Seaholm*

This LEC team took on the task of organizing a Passenger Rail Conference for the West Central Wisconsin Rail Coalition to be held in Eau Claire. The Rail Coalition has a mission to provide leadership and coordination to develop passenger rail service from Eau Claire to the Twin Cities metro areas with stops in between.

The team was tasked with holding the half-day event to help stimulate discussion and ideas to advance the establishment of passenger rail and transit and how its implementation can benefit our city and region. By spurting smart growth and redevelopment, enhancing talent in the transportation sector, creating jobs and promoting tourism to the region, passenger rail would be a large boom to the economy of Western Wisconsin. The conference explored the full range of financial, operational and organizational alternatives, including the option of public private partnerships. Nationally- and internationally-known speakers from around the Midwest came to The Metro on April 26<sup>th</sup> to share this information with more than 50 attendees. Multiple City Council and County Board officials from around Western Wisconsin, along with representatives from Ron Kind's Congressional office and members of the media, were able to hear about what has worked in other areas of the country and how this may be applied here.

### **YMCA**

*Team Members: Mike Barrickman, Scott Becker, Chris Dean, Jordan Down, Heather Feigum, Jared Swyter, Beth Waldhart and Katie Zook*

Since its inception, the YMCA has responded to community needs in a variety of ways. Currently, the Y is one of the largest childcare providers in the Chippewa Valley. The Y leaders identified that youth ages 14-19 are often

looking for activities and direction, but may be unsure where to find it. The Y programming is lighter for teens, since some kids are entering the workforce, but the Y has noted many kids are unsure how to find or step into their first job. In seeking to support these youth, the Y believed that a youth job fair would be an ideal way to help kids make this transition into the workforce.

The LEC Yellow Team held a Teen Job Fair at the Eau Claire YMCA to match employers with youth in the community who are seeking seasonal/summer job opportunities and provide the teens with educational opportunities to develop job seeking skills. The team established an event framework, schedule and itinerary for this event so that it may be replicated year after year and is expandable into other teen leadership opportunities.

The event was held on April 7, 2018 at the YMCA during a 3.5 hour timeframe. The event attracted approximately 130 teens, plus dozens of parents, siblings and caring adults. Attendees had the opportunity to meet with a diverse selection of 15 prospective employers representing the medical, manufacturing and hospitality industries. Attendees also had access to a resource center that included resume writing and review, interview tips and local resources for teens. Overall, 65 percent of jobseekers were age 16 or younger, and 91 percent of the employer participants planned to hire at least one candidate from the job fair.

## **Class of 2017**

### **Beaver Creek Reserve**

*Team Members: Brian Bessinger, Margot Dahling, Liz Dohms, Patti Matthews, Nichole Mayer, Brian Moore, Jim Thomas, Debbie Wentzel and Joe Ziehr.*

Beaver Creek Reserve requested assistance related to their onsite retail store. Their request centered on a feasibility study and implementation plan for a Point of Sale (POS) and inventory management system. Additionally, they wanted input from their members on various aspects of the store and guidance for their approach to consignment items.

This LEC team researched and evaluated multiple POS systems within the constraints of the Reserve's needs and budget. Using Beaver Creek's email list, the group surveyed visitors about store utilization as well as their impressions on pricing, offerings and inventory. The team created a report that included the information from our research and survey as well as suggestions based on this data and the Reserve's needs. Their report was presented to Beaver Creek leadership generating additional discussion around marketing, product display and consignment handling process. Leadership indicated their intentions to move forward on these recommendations and many group members have offered to volunteer to assist with the future implementation.

### **Eau Claire Area School District's Homeless Program**

*Team Members: Kelli Bergner, Ben Franko, Roger Hermsen, Matt Larson, Ashley LaVick, Patrick Sullivan, Pamela Westby and Melissa Wilson*

This LEC team played a key role in designing a marketing plan and materials for the Eau Claire Area School District Homeless Program. Each year, the School District's staff serves 350 students who are experiencing homelessness through no fault of their own. The goal is to raise awareness through social media, informational brochures, and direct mailings, increase community support and remove educational barriers in the Eau Claire Area School District.

### **Eau Claire Public Arts Council**

*Team Members: Len Borgen, Diane Cable, Jennifer Loew, Lacey Logslett, Ted Maday, Allison Shepard, Jacob Spies, Jodi Thesing-Ritter and Anne Yoder*

Tasked with creating a non-profit public arts board, this LEC team created the Eau Claire Public Arts Council (ECPAC). Over the course of the past year, the team created the mission, vision and goals of this new organization. They conducted research on public arts programs in cities throughout the U.S., and drafted bylaws and guidelines for the new organization. Embracing the spirit of public art, the group met with a number of

existing Eau Claire arts organizations, and hosted an Arts Summit for feedback and suggestions from stakeholders.

Following a brief application period, the team received more than 50 applications from individuals interested in sitting on the inaugural board for the Eau Claire Public Arts Council. After three nights of interviews with select candidates, nine individuals were chosen to serve the new non-profit. The group partnered with the Eau Claire Community Foundation to create a pass through fund and serve as the initial fiscal agent for this organization. On April 13, 2017, the team hosted a “meet and greet,” and formally handed over ECPAC to its new board. The board held its first meeting on April 25, 2017, and is well on its way to creating something incredible for the community.

### **Museums After Dark Series**

*Team Members: Deb Erwin, Jessica Hannusch, Chad Larson, Shaughnessy Murphy, Brianna Lise Newton, Lois Sieve, Paul Swartos, Jacqueline Van Hemert and Zach Weisenberger*

This team developed and branded an Eau Claire-wide “Museums After Dark” program series in order to provide engaging, local entertainment specific to Eau Claire, raise the visibility of each organization among an audience that is underrepresented at each organization. The series would have a unique themed event for each museum throughout the year. This LEC Group worked to help setup the template for the After Dark series to have this series carry on into the future.

For the first event, the Children’s Museum of Eau Claire had a 90’s themed throwback party. The event sold out at 150 people in attendance. The event focused on creating awareness for young adults 21-30 who would not otherwise attend. The event had Boy Band – A cappella singing competition, team trivia, 90’s video game competitions, etc.

For the second event, the Chippewa Valley Museum held an Anti-Valentine’s Day party. This event had 65 people in attendance. Once again, the party was designed to create awareness to young adults who would not otherwise visit the museum. The event had food, drink, Love and War themed team trivia, painting activities, and ironic caricature artists.

Paul Bunyan Logging Camp will host its event on Friday, June 23. The event is titled Beer’d Festival – a beer and beard event, which will feature local micro-breweries, have a Best Beard competition, chainsaw art demonstrations, wood carving classes, Kubb and bags available to play, a camp fire, s’mores and live music. All the activities are designed for attendees to explore the Logging Camp grounds.

The final event, which will be held at the L.E. Phillips Memorial Public Library, will be a Harry Potter themed event later in 2017.

### **Women’s Giving Circle**

*Paul Canfield, Laura Ericson, Melissa Eslinger, John Lofgren, Casey Newton, Bruce Ommen, Theresa O’Neel, Shari Tieman and Jesse Werner*

“Women helping women and children”...what a great philosophy held by the Women’s Giving Circle (WGC). This simple statement expresses their mission as an organization, but growing and diversifying a membership is far from simple. Not only did WGC need an approach to diversify their membership, they needed to convey their message in a way that would inspire and motivate young members to step forward as leaders. An interesting challenge facing this project was to develop new approaches focused on attracting young members while also being respectful of the traditions set by the founding members.

This LEC team’s research expanded beyond their current print material and website, focusing on the question: “What will attract the millennial generation to this organization?” The team’s final products focused on visual messaging along with wording millennials find impactful. The team developed ideas and suggestions ranging from providing an online membership application to an option of allowing monthly or bi-weekly installments rather than one large once-a-year donation. Developing a calendar of social media contacts to assure consistent messaging or contests to encourage non-members to visit their site were just two of the suggestions offered by the team.

The feedback presented to the WGC was well received by the members and directors that attended our presentation. Several recommendations have been implemented.

## **Class of 2016**

### ***American Cancer Society***

*Team Members: Michael Berger, Regina Butler, Joe Carlson, Sheanne Hediger, Douglas Hoffer, Joe Hogan, Renee Liming, Carrie Ronnander and, Dustin Wiesner*

The Yellow Team assisted The American Cancer Society (ACS) in its efforts to recruit a patient support volunteer recruitment lead for the Chippewa Valley. The role of this volunteer position is to spearhead promotion and recruitment efforts for the various patient support programs the ACS offers in our area. The demand for these programs in the Chippewa Valley has consistently outpaced the volunteer resources available. ACS determined that the best way to combat the shortfall was to have a dedicated volunteer in our area to engage community members, build relationships within the community, network and speak to groups about the wide range of volunteer opportunities available. The Yellow Team partnered with ACS over the winter to get the word out about this position – exhibiting at events, appearing on local news networks, meeting with community health professionals and conducting outreach through social media. In early January, the position was filled! At that point the Yellow Team shifted its focus to providing more generalized support for ACS's mission in the Chippewa Valley, helping to raise more than \$6,000 over the course of a couple months. On April 22-23, the team wrapped up its efforts by participating in the UWEC Relay for Life.

### ***Children's Museum of Eau Claire***

*Team Members: Jay Brettingen, Teva Dekel, Latacia Greeley, Monica Obrycki, Carmen Peterson, Phil Recheck, Anna Sizer and JJ Smieja*

This Leadership Eau Claire (LEC) team worked with the Children's Museum of Eau Claire and applied for and received the designation for the City of Eau Claire to be named a Playful City USA. This designation will be utilized to recognize the community's commitment to ensuring kids have access to balanced and active play and to raise awareness on the importance of play. The team partnered with Chippewa Valley Family, the City of Eau Claire and Visit Eau Claire for the ongoing efforts for Playful City. The Children's Museum of Eau Claire will apply annually into the future to continue to receive the designation.

### ***City of Eau Claire/Clear Vision Eau Claire***

*Team Members: Tarese Dubiel, Luke Hanson, Glen Kennison, Stavroula Marcell, Sarah Mull, Katie Murphy, Joel Michaelson, Mark Oldenberg and Kathryn Schauf*

While statistics show Eau Claire to have poverty above the state's average, poverty has many different facets beyond simple statistics. Clear Vision Eau Claire (CVEC) asked this LEC group to help them paint a portrait of the facets of poverty that helps inspire and drive actions by stakeholders and improve our community in the process. The group prepared a 45-minute presentation that paints a compelling portrait of the many aspects of poverty as it currently stands in Eau Claire. CVEC will use the presentation when it convenes a kickoff meeting with stakeholders in the fall of 2016. CVEC hopes the kick off meeting and presentation will inspire stakeholder engagement towards identifying key priority actions and taking measures to implement them.

### ***Mike Voth Memorial Vietnam Veterans of American Chapter #5***

*Team Members: Grant Beardsley, Cherrie Bergandi, Kris Hahn, Amanda Olson, Scott Rannila, Travis Schroeder, Lynn Standorf and Nick White*

The team chose to work with the Mike Voth Memorial Vietnam Veterans of America Chapter #5 to plan and execute an "All Veterans Community Picnic" to commemorate the 50<sup>th</sup> anniversary of the Vietnam War. The

chapter wanted to promote a sense of community where all veterans could feel welcomed, appreciated and a sense of pride for their service. The picnic will take place on Saturday, June 18th with a community picnic in the afternoon on the Fan Deck in Carson Park followed by an Eau Claire Express baseball game branded “Veteran’s Night.” On Thursday before the game, a motorcycle escort will be arriving along with an 80 percent replica of the Vietnam Memorial Wall, which will be on display at Carson Park from Thursday June 16<sup>th</sup> through Sunday June 19<sup>th</sup>. The day of the event will be jam packed with war memorabilia, military equipment displays, a military flyover, helicopter landing, guest speakers and much more.

### ***Visit Eau Claire***

*Team Members: Garrett Denney, Julia Diggins, Bud Drexel, Reid Ferguson, Jason Forehand, Lori Gustafson, Brian Murray, Celestee Roufs and Kristin Schmidt*

The final group this year worked with Visit Eau Claire to research the possibility of rebranding the area as the Music Capitol of the North. The Eau Claire area is alive with change and full of music. From downtown developments and hotel construction, to new roadways and expanded festivals, there’s a feeling in the air of hope, excitement and new beginnings, and music is at the center of it all. Visit Eau Claire requested assistance in a comprehensive rebranding of not just the place, but the people and the “Eau Claire vibe.” The group collected data on the venues that offer live music in the area, researched how similar communities market themselves and produced other information that will be used for a Branding Idea Lounge, a public listening session to be held later this fall.

## **Class of 2015**

### ***City of Eau Claire/DNR***

The City of Eau Claire along with the DNR initially asked for help developing a festival to highlight urban wood products made from wood recovered by the City of Eau Claire. After working with stakeholders to realize there was no urban wood network in the Chippewa Valley, Team Orange determined that greater value would come from facilitating the creation of a process by which to connect urban wood resources with potential vendors or artisans and ultimately a local consumer market.

Initial outreach meetings were held to gauge the interest of local users, and information was gathered from both individuals who have supported similar network creations in other areas as well as key contacts within the local City government. After several options were reviewed, the recommendation was to work with a similarly minded non-profit organization known as Wisconsin Urban Wood to partner with the City in the creation of a use agreement. This use agreement contract (in the process of execution) will provide insurance for the local members to access City property as well as allow for a more streamlined resource dissemination process from the City’s perspective. In addition, avoiding the cost of chipping urban wood materials that have a higher use will not only reduce cost on behalf of the City but also align with sustainability initiatives outlined in the City’s vision for the future. After successful use agreement execution, the intention is for artisans to produce goods that are then used to form the basis of a burgeoning urban wood market in the Chippewa Valley, and the use agreement created by this LEC team (the first of its kind in the state of Wisconsin) can be modeled by other communities interested in similar initiatives.

### ***Eau Claire Healthy Communities – Mental Health Action Team***

This LEC group completed a brochure/guide for the Eau Claire Healthy Communities – Mental Health Action Team. The team had voiced concern that mental health services need to be more visible and accessible in the Chippewa Valley. The group’s goal was to create a document that contained accurate information for mental health services that was easily accessible to individuals in the Chippewa Valley. The final product is a brochure/guide entitled “Navigating Mental Health Services in the Chippewa Valley,” which includes resources, definitions, a mental health wellness check, primary contact information for specific entities and a question and answer section. The brochure/guide will be placed at local food pantries, homeless shelters, hospitals, clinics, social services agencies and any other locations where mental health consumers tend to visit. Hopefully, this brochure/guide will help those mental health consumers obtain the services they need with more ease and less stress.



### ***Family Resource Center***

The largest fundraiser of the year for the Family Resource Center is its "Where in Eau Claire" scavenger hunt. It was the task of this Leadership Eau Claire™ group to help grow the event. By increasing the importance of corporate sponsorships and participating, as well as tweaks to raffle ticket sales, registration forms and social media activity, along with incorporating an evaluation form after the event to take into consideration participant feedback, the group feels like they have set the Family Resource Center up for success. The Family Resource Center and Leadership Eau Claire™ invite you to donate, participate and/or spread the word about "Where in Eau Claire," which will take place on Thursday, July 9, 2015. For more information about the Family Resource Center or its "Where in Eau Claire" scavenger hunt, please visit [www.frcec.org](http://www.frcec.org).

### ***Joshua's Camp***

Joshua's Camp asked this Leadership Eau Claire™ group to develop a professional PowerPoint presentation to be used for volunteer recruitment, funding proposals and general organization information. The group met with the founders, John and Cathy Finney, created an outline for the presentation and asked John to write all of the words he would use for each of the outlined topics. The group then took those words and used them on the slides and in the slide notes section to ensure all of his thoughts were in the presentation for any person that used the PowerPoint. In the middle of the project, John lost his own battle with cancer, but the group continued to work with Cathy. After completing the presentation, the group also helped Cathy purchase presentation technology and taught her PowerPoint basics.

### ***Junior Achievement***

Junior Achievement sought assistance from this Leadership Eau Claire™ to improve its brand and community awareness in the North Central district of Wisconsin. This LEC group conducted an extensive study of the North Central districts social media and messaging efforts. A great deal of attention went into examining Junior Achievement's social media efforts through a SWOT audit. A SWOT analysis is the methodical examination of Junior Achievement's strengths, weaknesses, opportunities to expand, and threats of area competitive non-profits through the lens of social media. The group's analysis considered JA's internal efforts in social media and website management. At the same time, the group studied how area non-profits promoted themselves through free social media outlets to gain a strong following of supporters. Our overall conclusions from the SWOT analysis were documented and shared with Junior Achievement staff.

The group also assisted with two ancillary Junior Achievement projects. 2015 marked the 25<sup>th</sup> anniversary of Junior Achievement in Eau Claire serving the North Central district of Wisconsin. The group was eager to help support and promote the 25<sup>th</sup> Anniversary Gala for Junior Achievement. One group member cultivated a donor to fund the table fee for the group to attend the 25<sup>th</sup> Anniversary Gala. Members of the group volunteered at the Gala with registration and hospitality. Lastly, Junior Achievement expressed an interest to better connect with the manual labor and construction industries. Thus, the group created a small database of names and contacts within construction and manual trades for Junior Achievement to contact for tentative job shadowing, mentoring or volunteering programs.

## **Class of 2014**

### ***Beaver Creek Reserve***

The Beaver Creek Reserve's mission is connecting people of all ages with nature while providing environmental education programs, camps and classes. Like many nature centers around the country, Beaver Creek Reserve faces economic challenges and the need to update its infrastructure. The Reserve applied for and received grant dollars to upgrade and replace current and outdated signage and trails. This Leadership Eau Claire™ team reviewed all current signage at Beaver Creek Reserve and then determined where new signage was needed and plotted the location on maps. In addition, the group researched signage options and pricing and presented the proposal to Beaver Creek Reserve.

### ***City of Eau Claire – All-America City Awards***

A group of eight members of the LEC class worked with the City of Eau Claire staff, along with many community partners, to develop and submit the application for the 2014 All-America City Awards. The All-America City Awards by the National Civic League (NCL) is the country's most prestigious award for outstanding, community-based civic accomplishments. Eau Claire was one of 25 communities invited to participate in the awards event held in June and was the only community selected in Wisconsin this year. After a successful presentation by community members, including representatives from the LEC class, Eau Claire was named an All-America City! This is the first time Eau Claire has ever held this distinction.

### ***Eau Claire Humane Association***

The Eau Claire County Humane Association (ECCHA) is committed to helping all animals. The ECCHA wanted to "adopt" local elementary classrooms and provide a national Humane Association publication called Kind News to each student. The Leadership Eau Claire™ class contacted all schools within the Eau Claire Area School District regarding the program. Thanks to the marketing efforts of this LEC team, participation in this program increased dramatically. In addition, the team created a database of schools participating in the program, sent press releases to the media and created certificates for the classrooms

### ***Eau Claire Children's Theatre***

The Eau Claire Children's Theatre wanted to create a signature fundraising event tied to its 25<sup>th</sup> anniversary that could be replicated in a non-anniversary season. The Leadership Eau Claire™ group researched possible events, designed and planned the event, developed sponsorship and marketing material, assisted with event promotions and assisted the Eau Claire Children's Theatre staff with the execution of the event, a Trivia Challenge held on May 15, 2014. All proceeds benefitted the Eau Claire Children's Theatre.

### ***Pinehurst Hill Project***

The LEC 2014 Green Team planned a fundraiser for the Pinehurst Project Ski Hill in Eau Claire. The hill is located on the north side of Eau Claire and is currently a City Park. This LEC team developed a written plan for an annual fundraiser for the facility. The group recommended a winter carnival that would occur in February and be located at the Pinehurst Hill. If implemented, featured events at the fundraiser would include cardboard sled races (The Pinehurst Classic) and a ski across water event. Other events would include ice skating, sledding, tubing, snolf (snow golf), smooshing (team on one set of skis), kids' snow games, food vendors, bands, a bonfire and s'mores. The team prepared a reference guide that included information on the event activities, a timeline, sponsors, marketing, logistics, fundraising, food vendors, entertainment and budget.

## **Class of 2013**

### ***Beaver Creek Reserve***

This LEC team developed a survey, which was sent out to a large group to get a feel for how various demographics prefer to get their information and what keeps their interest in Beaver Creek. Our group developed the questions and made suggestions on how to send out the survey. We created the survey in BCR's purchased online survey program, and made paper surveys available for those without internet access. Our goal was to get as many people as possible to take the survey. It was sent to all members of Beaver Creek, the local media, posted on social media and promoted by the Chamber. The survey had 357 responses and provided data that can be used in making key marketing decisions over the next few years. The group also suggested obtaining an intern to help with events promotion and marketing.

### ***Bob's House for Dogs***

Bob's House for Dogs is a non-profit foster care and adoption facility for dogs that provides one-on-one specialized care with all the comforts of home. This LEC group created a template for a calendar that contains information on monthly fundraisers and activities that help to raise the funds that keep Bob's House for Dogs running. The calendar also included animal facts and tips to help with educating the community to ensure every owner has the resources they need to care for their animals. Each month showcased a different picture of a Bob's House dog that is up for adoption or has been adopted through the facility. Throughout the calendar, information highlighted how members of the community can donate, adopt and volunteer at Bob's House For Dogs. While the calendar was not printed this year, it is hoped that the template can be used for 2014, and copies can be sold to the public with proceeds benefiting Bob's House for Dogs.

### ***Junior Achievement of Wisconsin, Inc.***

Partnering with Junior Achievement of Wisconsin, a LEC group planned an event for middle school students and their families to learn more about financial health. The event was promoted through area middle schools, Blugold Beginnings and Big Brothers Big Sisters. Held at UW-Eau Claire, the evening event featured volunteer speakers and hands-on activities to address identity theft, budgeting, loans, credit and investments.

### ***Positive Avenues***

Positive Avenues, a program of Lutheran Social Services, serves as a daytime drop-in center for individuals experiencing homelessness and/or mental illness with the objective of promoting wellness and change. Current reach is about 70 individuals a day, almost double its reach from late 2012. This LEC group set up a formal internship program with UW-Stout's Master's in Applied Psychology Program. Interns would complete a 200+ hour program under direction of Positive Avenues Case Manager to assist with operational tasks and projects to ensure sustainability of Positive Avenues. Since the Case Manager is the only full-time employee of Positive Avenues, this additional help is vital to the future sustainability of this organization and no additional strain on budget. Interns acquire invaluable experience through their hands-on work with this non-profit organization and the individuals it helps on a daily basis.

### ***Youth EcoTeams***

Youth EcoTeams is a fun, easy and exciting program that allows third through fifth graders in Eau Claire County the opportunity to learn about various aspects of Sustainability and provides them with steps they can take at home and in the community. The program was piloted with the after-school program at Flynn Elementary in 2012. The LEC team helped to expand it to three sites in 2013, by providing guidance and support for securing additional sites, updating the curriculum, gathering supplies and recruiting and training volunteer educators. The expanded program served 48 students, provided opportunities for six volunteers and received very positive feedback. Youth Eco-Teams has been approved for the 2013-2014 school year, and there are plans to develop a sustainable support structure for this program for years to come.

## **Class of 2012**

### ***American Heart Association***

In 2008, more than 32 percent of deaths in Eau Claire County were due to cardiovascular disease. The American Heart Association (AHA) has a goal of improving the cardiovascular health of all Americans. This LEC group worked with the AHA to raise awareness of heart health in the Chippewa Valley. Through several venues, they promoted the AHA website and MyLifeCheck.org. They collaborated with the AHA to determine the best practices to promote online resources, obtained promotional material and uploaded community walking paths that they had verified on to the [www.startwalkingnow.org](http://www.startwalkingnow.org). In the winter months, they promoted MyLifeCheck.org at a local grocery store over several days, at a Mayo Clinic health fair at the mall and at a Chippewa Valley Technical College health fair. The group used the promotional materials to help get others interested in making changes to improve their health and make better heart healthy choices.

### ***Beaver Creek Reserve***

Beaver Creek Reserve asked a Leadership Eau Claire™ group for assistance in evaluating its school field trip program, which had been declining in participation the last few years. The group completed a SWOT analysis for Beaver Creek Reserve and provided suggestions on areas for improvement. LEC met with administration at the Eau Claire Area School District to promote the programs at Beaver Creek Reserve. The group provided marketing suggestions and also created an evaluation process for Beaver Creek Reserve to use to survey its programs and facilities.

### ***Boys & Girls Club of the Greater Chippewa Valley***

This Leadership Eau Claire™ group project was to assist the Boys and Girls Club of the Greater Chippewa Valley on a fundraiser event called "Go Green, Give Your Gadget Day". For a donation to the Club, people of the community can drop off their unwanted electronic devices for recycling. The event will be on Saturday, June 9th from 8 a.m. to 2 p.m. in the parking lot of Gordy's County Market, East Hamilton Avenue location. Gordy's, Charter Communications and ProVyro Waste Services are sponsoring the event. The LEC Group created a planning guide to ensure the continued growth of the Club's annual event. Some of the elements in the guide include marketing materials, volunteer coordination and site logistics. The group also put together educational curriculum for the Club about the importance of recycling.

### ***Eau Claire Marathon***

This Leadership Eau Claire™ group worked with the YMCA of Eau Claire to help recruit volunteers for the Eau Claire Marathon, which was held on May 6, 2012. The group solicited local businesses to recruit volunteers to work water stations, direct runners, pass out t-shirts and other duties such as set-up, traffic control and security. In addition, the group created a database of potential volunteers for the Y to contact for help in future years. Finally, the group manned a water station for the race off of the North Crossing.

### ***Eau Claire Winter Parade***

The Eau Claire Parks and Recreation Department identified a need to promote activity and healthy living in the winter months. A winter social event and a light parade were suggested to promote community and family activities. This LEC group worked with the Eau Claire Parks and Recreation Department to plan a self-sustaining annual parade and social event, which is scheduled for December 15, 2012.

## **Class of 2011**

### ***Boys & Girls Club Lemonade Day***

This team was given the challenge to help improve the existing Lemonade Day program and fundraising event for the Boys & Girls Club of the Chippewa Valley. To help them meet this goal, they created a lesson plan book and event day guide. The group created lesson plans in the areas of business, customer service and marketing for the Club to use as curriculum in the Lemonade Day week. An event day guide was also created to help the leadership at the club organize the event. Items such as possible sites, transportation arrangements ideas, materials needed and possible donors and volunteer checklists were all included in the event information.

### ***Children's Museum of Eau Claire (CMEC)***

CMEC needed assistance in creating a sustainable volunteer program. A LEC group worked with CMEC to update its volunteer position descriptions and volunteer handbooks. In addition, the group found a local company that could help CMEC create an online volunteer application and create a computer program to keep track of and disseminate information to volunteers.

### ***Feed My People***

This LEC group assisted Feed My People in launching a strong social media presence in an effort to expand community awareness of their work and deepen their relationship with supporters. The group researched how other food banks use social media and what content areas are focused on. They provided a plan for building a social media following, identified potential volunteers who might assist with ongoing social media efforts and created a plan for increasing routine volunteer participation at the warehouse using social media tools.

### ***The Community Table***

Another group assisted The Community Table (TCT) in creating a marketing plan and educating a newly promoted director on available resources and the role that other directors of non-profit organizations play. Members of the group volunteered at TCT, met with the marketing committee and Board of Directors to learn about the organization and determine the scope of the project and ensure it coincides with TCT's strategic plan. The results of the project include: creation of a new logo, TCT is updating their mission statement, began using Constant Contact, made many improvements to their website, and is building more community partnerships. Future plans include board development and marketing suggestions for their upcoming 20<sup>th</sup> anniversary.

### ***Junior Achievement Business Challenge***

This LEC worked to strengthen the Junior Achievement Northwest Business Challenge Program by increasing business involvement, increasing student participating and interaction through networking activities during event down time and enhancing the marketing process for the teachers.

## **Class of 2010**

### ***American Cancer Society***

Daffodil Days is an annual fundraising program the American Cancer Society has had in place since 1970. The bright, yellow daffodil is the ACS's symbol of hope in the fight against cancer. The event, which centers on the sale of daffodils and gifts from November through February for March delivery, is widely successful in most areas of the country. This Leadership Eau Claire™ group was asked for ideas to make the Daffodil Days program more visible and, as a result, more successful. In addition to proposing some immediate term ideas used in this year's program, the group devised a comprehensive marketing plan, which serves as a one-stop "playbook" for the successful implementation of Daffodil Days. The plan contained several new ideas that will increase the community awareness of Daffodil Days, the number of coordinators and volunteers, and, as a result, the revenues from the program.

### ***Boys & Girls Club of the Greater Chippewa Valley***

The Boys & Girls Club asked for assistance in developing a communication strategy due to restrictions in flyer distribution through the Eau Claire Area Schools. This LEC group developed a plan to effectively communicate the Boys & Girls Club message to area youth and their families. The plan included connections to an area freelance writer and local printer for help in producing a flyer. A number of area organizations and businesses also were contacted in regards to brochure distribution.

### ***Children's Museum of Eau Claire***

This LEC group worked with the Children's Museum of Eau Claire in an effort to raise money for the Access Fund, a fund that provides reduced-cost and free museum memberships for families that cannot afford to join the Museum. To accomplish this, two fundraising events were planned and executed. The first event was targeted at adults who have a previous contribution history with the Museum and was themed "5th Birthday Party." A second event, targeted children in Kindergarten through 5th grade, was themed "Night at the Museum." This second event allowed the group to develop a detailed fundraising event plan, ready for CMEC leaders to use year after year. Both events successfully contributed to growing the Access Fund and ensuring that all families, regardless of income or ability, are able to bring their children to the Museum to inspire imagination, discovery, creativity and the love of learning.

### ***Downtown Eau Claire, Inc.***

This LEC group worked with Downtown Eau Claire Inc.'s Urban Living Committee to help plan its first Urban Living Tour. The purpose of the event was to encourage people to live downtown by showcasing downtown urban lofts and apartments. The group created an event plan that included job descriptions, project schedule, budget, sponsorship plan, marketing plan, guidelines for loft selection, volunteer recruitment and logistical information. The first Urban Living Tour was held in June 2010 and was a great success.

### ***Eau Claire Fitness Trails***

The objective for this LEC team was to increase awareness and promote utilization of the City of Eau Claire's outstanding trails. To accomplish this, the team worked with Applied Date, a firm specializing in web development and GIS, to develop a more detailed and user friendly map. The new interactive trail map is available at [www.EauClaireWI.gov/Trails](http://www.EauClaireWI.gov/Trails). The team also launched a Public Service Announcement marketing campaign to increase trail awareness. It was aired more than 450 times between December 2009 and February 2010 on Maverick Media and Clear Channel Radio stations.

## **Class of 2009**

### ***Children's Service Society of Wisconsin (CSSW)***

CSSW provides homes for orphaned and abandoned children. The program relies heavily on funding from the United Way, Eau Claire County and CSSW's annual charity golf outing. The golf outing has seen declining participation and has struggled to recruit younger participants to improve the sustainability of the fundraising effort. As a project team, the group researched best practices for golf outings. The group provided recommendations for roles and job descriptions for CSSW staff, board members and volunteers, marketing and advertising opportunities, budget worksheet templates, directory of past and potential sponsors and golfers, golf course options and pricing and fundraising opportunities and legal requirements.

### ***The Community Table***

The Community Table, which serves about 125 meals each day, needs to relocate from its facility, and requested help from Leadership Eau Claire™ to not only help with the transition but to create a plan to raise the necessary funds for the move and monthly rent. The team provided a capital campaign that included a statement of need, table of gifts, information packets, the "quiet phase" and the "public phase." Team members met on site to coordinate work and arrange contacts with contractors and suppliers for equipment and materials. A plan was developed to communicate the move to current and future clients, volunteers and referring agencies. The team also provided assistance and guidance in volunteer management, utilizing technology to establish and track a donor database and establishing a donor recognition program.

### ***Girl Scouts of the Northwestern Great Lakes, Inc.***

This team developed a sustainable database for the Girls Scouts to use for its professional adult one-on-one mentor program for Girl Scouts in local middle and high schools. The database included information on each volunteer and the career they represent. The team also developed call sheets for contacting potential members, recruited volunteers for the program and enhanced some marketing materials.

### ***White Pine Wildlife Rehabilitation Center***

White Pine Wildlife Rehabilitation Center is a non-profit, volunteer organization that rescues injured or orphaned wildlife. The goal for the project was to develop and implement a plan for continuation of the Center in perpetuity. The group researched possible partnerships with other organizations and helped to create a new externship program with Globe University. The group also researched possible grant opportunities and provided a template to use when applying for grants. In addition, the group researched possible land options to help decrease expenses.

### ***The Wisconsin Youth Sports Program, UW Eau Claire***

The WYSP, which takes place on the UW-Eau Claire campus, serves children ages 10-16 from the surrounding communities in a five week, free summer program. The goal for this group was to provide funding ideas to help support the program in the future. The LEC team recommended developing a brochure to promote individual or company donations. They also created a survey for past participants to provide feedback on the program's cost and success. In addition, the group coordinated a fundraising event at Action City executing all the media marketing through television, newspaper and radio ads as well as coordinated the event with the management at Action City.

## **Class of 2008**

### ***Big Brothers Big Sisters of Northwestern Wisconsin***

Lunch Buddies is a school-based Big Brothers Big Sisters of Northwestern Wisconsin (BBBSNW) program that matches students (“Littles”) with employee volunteers (“Bigs”) from nearby corporations. The Big spends about one hour per week with the Little at the Little’s school during lunch period. BBBSNW asked LEC to recruit more volunteers, especially men, to participate in the Lunch Buddy program. The group provided a detailed, updated list of business contacts and helped set up meetings with employers and/or community groups to discuss the program. They also recruited volunteers at the Bowl for Kids Sake event.

### ***Boys & Girls Club of the Greater Chippewa Valley***

This LEC group worked on a marketing awareness campaign for the Boys & Girls Club of the Greater Chippewa Valley to address the misconceptions about the club. The marketing campaign included enrollment recommendations that included a variety of ideas for maintaining and increasing enrollment. The group also created a speakers bureau as well as a tradeshow kit, a tool for staff, volunteers, speakers and/or promoters to check out and use during speaking events, tradeshow, conferences and school functions.

### ***Habitat for Humanity***

Working for Habitat for Humanity, this group’s goals was to look at the organization’s structure and to provide recommended changes. Highlights of their project included restructuring the Board of Directors so all Board members are now required to also be involved on a committee; restructure the committees, which included combining the nine original committees into five key committees; establishing a job description for a new paid position, which the Board aggressively took action to hire. The group also made numerous other suggestions to the organization, including changes to its website, opportunities for advertising and ideas for volunteer appreciation.

### ***Literacy Volunteers of the Chippewa Valley***

Literacy Volunteers of the Chippewa Valley wanted to create more visibility to a new group of community members and also bring awareness of the need for volunteers. The LEC group researched, designed and planned a new community event, called A Toast for Literacy. The wine tasting event, which will be held in November, will also feature a silent auction. All proceeds will benefit Literacy Volunteers of the Chippewa Valley.

### ***UW-Eau Claire Career Services***

Brain drain is a reality in the Chippewa Valley. Currently, only 23 percent of UW-Eau Claire graduates stay in the area. However, according to a recent survey, over 62 percent say they would like to stay if the opportunities were there for them. It the belief of UWEC Career Services, as well as those in this group, that if students were more aware of employment opportunities in the Chippewa Valley and were given the opportunity to make personal connections with employers in the communities, more graduates would choose to remain in the area after graduation. To address this issue, the group worked with UW-Eau Claire Career Services to design and build a database structure to allow all university staff and students through Career Services to review and quickly connect with key business leaders in the community. The group also created a marketing plan to help gain exposure for this program and recruited initial business leaders to participate.



## **Class of 2007**

### **Chippewa Valley Council, Boy Scouts of America**

The Chippewa Valley Council, Boy Scouts of America manages a small store in Haugen, Wisconsin that serves food and other non-perishable items during summer camp. The Boy Scouts requested help in developing a business plan and a program for staffing the store. This Leadership Eau Claire™ group created job descriptions for staffing the store. In addition, the group created a plan for restructuring the store and researched potential new items the store could offer for sale.

### ***Junior Achievement***

Junior Achievement (JA) requested that this Leadership Eau Claire™ group expand its Success Skills program in local high schools to address the community need of workforce readiness and employability skills in the Chippewa Valley. During the 2006-2007 school year, the group successfully planned, launched, coordinated and evaluated XL2DAY, which was a pilot JA Success Skills program enhanced with an “on-the-job” dress dos and don’ts style show and an etiquette breakfast. Fifteen North High School students graduated from the program on May 7, 2007 armed with employability skills and workforce readiness for summer job-seeking. Additional requests for the JA Success Skills program are anticipated in the Eau Claire Area School district due to the pilot program’s success at North High School.

### ***Neighborhoods***

The goal of this group was to help people become better neighbors in the Chippewa Valley and ultimately make the Chippewa Valley a better place to live. Leadership Eau Claire™ group members interviewed neighborhood association leaders, city officials, and neighborhood experts; researched the history of neighborhood associations in Eau Claire; and brainstormed ways to encourage stronger neighbor-to-neighbor connections in the Eau Claire area. They pitched the idea of a story on neighborhoods and neighborhood associations to the Leader-Telegram and provided a story summarizing the project that accompanied a Leader-Telegram feature story on neighborhoods on Sunday, May 13, 2007.

### ***Taste of Eau Claire***

The Taste of Eau Claire event was planned in part by the Eau Claire Area Chamber of Commerce’s Leadership Eau Claire™ (LEC) group, in response to a Request for Proposal submitted by United Way of Greater Eau Claire. The LEC Group primarily offered and accomplished: event research, event design, event planning support, project implementation assistance and event day assistance. United Way staff was primarily responsible for implementation, with help from the Leadership Eau Claire™ group.

### ***Trinity Equestrian Center***

Trinity Equestrian Center (TEC), a 501c(3) non-profit organization, provides free weekend camps that serve underprivileged and at-risk children. These camps are funded from revenue generated by commercial summer camps and boarding fees. A Leadership Eau Claire™ group created a long-term marketing strategy for attracting youth to summer camp and developed an outline for the Center’s long-term strategy. In addition, the LEC group redesigned the Center’s logo and created marketing pieces.

## **Class of 2006**

### ***Bolton Refuge House***

Bolton Refuge House was interested in operating a for-profit business that would provide training opportunities for their clients, fit into their mission and philosophy, generate income and fill a niche in the local economy. The LEC group researched possible locations, funding opportunities, legal issues, licensing and insurance requirements and marketing and employee training needs. The group then presented its findings and business ventures ideas to the Bolton Refuge House Board of Directors.

### ***Family Resource Center***

The Family Resource Center (FRC) requested help in developing information for their Board members to use when making presentations about FRC in the community. A LEC team developed presentation materials, training for Board members and speaker's bureau information that Board members can take out into the community to build financial support. The group also developed a marketing packet and solicited testimonials from corporate and community leaders that illustrated how FRC positively impacts the county. A handout was created to provide advice to FRC presenters on making public presentations.

### ***Junior Achievement***

The LEC group hoped to assist Junior Achievement in raising \$5,000 in the first Annual Ladies Night Out, as well as to raise volunteer awareness through the promotional event. The team solicited donations from many area businesses for a silent and live auction. They organized the speakers, promotions, entertainment and other logistical items for the event. The Ladies Night Out was held in April of 2006 was a huge success raising almost \$13,000 for Junior Achievement.

### ***L.E. Phillips Senior Center***

The L.E. Phillips Senior Center requested assistance to identify, organize and market a way to gather the energy, talents and experience of the baby boomers in Eau Claire as they are about to retire. The LEC group developed a vision statement and strategic plan for a proposed Volunteer Resource Center, an organization that would be resource to link organizations with needs to specific talents. The plan includes a section for using the strategic plan, which provides a high-level step approach to successful implementation.

### ***UW-Eau Claire Career Services***

UW-Eau Claire Career Services asked for assistance in creating a Mock Interview Event for students. In a recent survey, when UW-Eau Claire students were asked if they would stay in the Chippewa Valley if there were career opportunities, 62 percent responded "yes". Currently, only 23 percent of UW-Eau Claire graduates stay in the Chippewa Valley. The inability to retain the talent being developed in the Chippewa Valley has been attributed, in part, to a lack of awareness in regards to employers and opportunities in the area. The LEC group arranged a mock interview event, which had 89 interviews conducted by area employers. After the event, a greater number of attendees indicated that they now are more likely to stay in the Chippewa Valley after graduation, and they are more knowledgeable about employment opportunities in the area.

## **Class of 2005**

### ***Bolton Refuge House***

This group created workshops to address goal setting, life skills, fitness, health and the overall well being of Bolton Refuge House clients. The group recruited facilitators who were willing to volunteer their time to conduct seminars for residents. In addition to coordinating the seminars, the group compiled a list of possible presenters for Bolton Refuge House to use in the future.

### ***Downtown Eau Claire, Inc.***

With Phoenix Park under construction, Downtown Eau Claire Inc. (DECI) requested assistance with developing a process to facilitate the commission of public art. The group worked with DECI to generate a list of possible volunteers to serve on a committee to address this issue. Then, they created a document that could be sent out to local artists and art groups to create awareness for this project. Artists would be asked to present their concept or model to the committee for them to decide which piece of art to commission. In order to secure funding to support artists in purchasing materials, the group wrote a grant to the Wisconsin Arts Board and awarded funding.

### ***Hope Gospel Mission Bargain Center***

This group helped to create a used furniture donation program for the Hope Gospel Mission Bargain Center. Hope Gospel Mission will pick up used furniture and appliances from homes and businesses. The group created a brochure and met with area furniture stores to help promote the program. Furniture retailers were encouraged to promote the program to people purchasing new furniture.

### ***Restorative Justice Program***

This group worked with the Restorative Justice program to help promote its organization and services. The Committee created awareness for National Restorative Justice Week in November and educated Eau Claire Area School District administrators on the program. The group also created a marketing plan and helped the organization receive media attention.

### ***UW-Eau Claire Career Services***

The University of Wisconsin-Eau Claire, in partnership with the Eau Claire Area Chamber of Commerce Workforce Development Committee, desired assistance in developing a program aimed at keeping young professionals in the Chippewa Valley. The group developed and proposed a strategic plan to educate the area on the "Ask an Alum or Friend" initiative and increased the involvement of the Chippewa Valley alumni and businesses in the program.

## **Class of 2004**

### ***Chippewa Valley Habitat for Humanity***

The group helped the Chippewa Valley Habitat for Humanity secure a number of qualified volunteers to assist the organization address its volunteer database and training materials. LEC members also helped revise Habitat for Humanity's Volunteer Interest survey, which is used to update the organization's database, and worked on updates to its electronic communication procedures.

### ***The Community Table***

The group worked to update The Community Table's strategic plan. They also helped The Community Table staff identify funding sources and submitted funding proposals. In addition, the group helped The Community Table establish an internship program for a UW-Eau Claire student to help with day-to-day operations and the long-term development and fundraising needs.

### ***Family Resource Center of Eau Claire County***

The Family Resource Center (FRC) had been offering parent education classes county-wide for nearly four years, but recently many classes were not filled to capacity and some were even cancelled due to low enrollment. The group surveyed a sample group that included parents of daycare, kindergarten and third grade children. Using the information they gathered, the group revised the newsletter and reviewed the mailing and distribution lists.

### ***Girl Scouts of Indian Waters Council, Inc.***

This group analyzed the current condition of Camp Nawakwa, a resident camp owned by the Girl Scouts of Indian Waters Council, which is heavily subsidized. The Girl Scouts requested that the LEC group find ways for the camp to exist without subsidization. After reviewing financial information, resident surveys and meeting with the maintenance and management staff, the group derived four options, including keeping the camp "as is" and continuing subsidization, complete Camp Nawakwa improvements with subsidized monies, sell a portion of the property and continue to operate the camp on the remaining site and sell the property and implement an investment or scholarship program for girl scouts to attend other camps.

### ***UW-Eau Claire Career Services***

UW-Eau Claire Career Services asked for help to develop promotional strategies to increase local internship opportunities for students. The group developed a plan to increase UW-Eau Claire internship opportunities in local organizations and businesses, identified promotional strategies to raise awareness of the internship program and identified strategies to sustain internship opportunities within local participating organizations.

## **Class of 2003**

### ***Alzheimer's Association of Greater Wisconsin***

The LEC group created an overall marketing plan for the Alzheimer's Association of Greater Wisconsin. Their work included conducting an asset inventory and a trend analysis. They also identified organizations with similar missions to determine potential partnership opportunities. They developed a program portfolio, conducted a features/benefits analysis and created a programs/services market matrix.

### ***Children's Museum of Eau Claire***

This group worked with the Children's Museum of Eau Claire to help coordinate its Pleasant Company Benefit Sale, which was held in April. LEC members helped organize the logistics of the sale, which included receiving the merchandise, taking inventory, advertising for the sale, pricing the merchandise, soliciting volunteers and evaluating the success of the event.

### ***Block Party Kit***

Working with the Eau Claire Coalition for Youth, this group wanted to encourage neighborhoods to have block parties because they have been shown to strengthen and revitalize neighborhoods, reduce crime and enhance quality of life. The group created a block party kit with planning information and resources readily available for neighborhoods interested in throwing a party. In order to test the kit, the group assisted a neighborhood association and helped plan a block party, which was held in early June.

### ***Work-Based Learning Opportunities***

This group coordinated the Educating for Business event for the Eau Claire School District in order to promote awareness in the business community of the many opportunities to become involved in career education for students. The event was held March 27 at the Plaza Hotel and Conference Center and consisted of a panel discussion from three youth apprenticeship students, a business perspective from Vicki Hoehn of RCU, Junior Achievement, Career Valley and the school district. In addition, booths were set up around the room and ample time was given for business people to ask questions and get information on specific programs.

### ***Chippewa Valley Safe Kids Coalition***

The Chippewa Valley Safe Kids Coalition had a dream of building a Safety Town, which is an educational program especially for pre-schoolers that helps instruct children on traffic safety for riding bicycles, in-line skates and skateboard as well as while riding in automobiles. The LEC group put together a business plan for the Safe Kids Coalition for the actual building of a traveling Safety Town.

## **Class of 2002**

### ***Children's Museum of Eau Claire***

This group organized and sponsored an Educators' Open House and Forum last spring to introduce educators to the Children's Museum of Eau Claire and enlist their help in developing exhibits. In addition to turning to teachers, the class also created a contest for youths to get involved by submitting their visions for future museum exhibits. The drawings were judged and many are displayed at the museum.

### ***Chippewa Valley Drug-Free Workplace***

The Chippewa Valley Drug-Free Workplace team, working with many area health care organizations, organized materials necessary to educate, inform and guide businesses in their effort to develop a drug-free workplace. All information was designed to be placed on a website for easy access and updating. The information included reasons why businesses should test for drugs, facts and figures, costs and benefits of drug testing, steps to implement and additional resources. The group presented the information to the Chamber and its Workforce Committee and hopes to have the information available on the Chamber's website in the near future.

### ***Ecstasy Drug Prevention***

Ecstasy and other Club Drugs use is expanding from nightclubs and raves to high schools, on-the-street locations and other open venues. The Ecstasy Drug Prevention team partnered with Don Bryne from the Post House and the Eau Claire Area School District in hopes of producing a set of two videos, one for student and one for adults, on the Ecstasy Drug Prevention and Awareness. Although funding is still needed to complete the project, the group created awareness of the drug by getting news coverage on the issue on TV-13 and in the Leader-Telegram. In addition, the group continues to work to put together information on the drug to distribute to the schools this fall.

### ***Family Resource Center***

This group was able to accomplish several key goals for the Family Resource Center (FRC). The first was a series of training session on how to organize their Board of Directors. The group brought in an independent third party expert to evaluate and critique the FRC's Board recruitment and responsibilities handbook. They were able to make several changes to its current practice, develop a plan for future recruitment and assisted them in developing a list of responsibilities for the Board members. The group also developed a case statement for FRC, which examines several issues that the FRC faces. It determines the need, the center, the problem/opportunity and the solution. The final item that they accomplished was the creation of a corporate sponsorship flyer. The group developed a level sponsorship program and the literature to go with it. They also provided them a game plan of how to use the flyers and potential contacts with the Chippewa Valley.

### ***Pedestrian Safety***

The Pedestrian Safety team's goal was to improve the level of safety for children by focusing on pedestrian issues near elementary schools. The group surveyed area elementary schools and discovered that very low numbers of students walked or biked to school. The survey revealed that some perceived problems are not problems, such as parking controls being inadequate. Some schools have identified problems and found solutions. The group then developed and distributed an information booklet to area elementary schools with best practices, potential solutions and resources.

## **Class of 2001**

### ***City Center***

The City Center Group worked to enhance and promote City Center as a catalyst for downtown Eau Claire revitalization among downtown business owners. Their mission was to maintain the vitality of the heart of the city and to preserve it as an anchor for commerce, entertainment, family activities and industry. They helped establish an internship program, created a new downtown Eau Claire bimonthly newsletter, established monthly social gatherings between staff and downtown merchants and developed a plan to recognize and assist new businesses as they open in the downtown area.

### ***Economic Development***

The Economic Development Group worked with UW-Eau Claire Career Services and the Alumni Association to put together a brochure to retain current UWEC students to stay in Eau Claire for a career. They compiled statistics and interviewed recent graduates who stayed in the area. A template of the brochure is available for area businesses trying to retain UWEC graduates in the Chippewa Valley.

### ***Education Group***

The Education Group worked with the Chippewa Valley Theatre Guild to present two performances of Greta's Song, a play on domestic abuse, to middle school students in Eau Claire and Altoona. A panel discussion followed with Sheriff Cramer, Judge Gabler, a member of the Bolton Refuge House and a domestic abuse survivor.

### ***Public Safety Group***

The Public Safety Group partnered with the newly created "Neighbor Watch" program, developed through the Eau Claire County Department on Aging. The primary mission of the program is to target and identify at-risk older people, particularly those who are isolated, living alone and in need of assistance to maintain their independence. The implementation of the program will be through volunteers, who within the scope of their regular daily activities, come into contact with isolated elderly. The LEC Group helped promote the program through brochures and more than 2,000 public service announcements.

### ***Youth Activities***

The Youth Activities Group successfully developed a resource on the Internet to communicate youth activities in the community. Members of the group recruited and trained youth-oriented organizations to promote their programs on the website [www.AroundYourTown.net](http://www.AroundYourTown.net), which is a website maintained by Chippewa Valley Online. Then the group worked with area schools to distribute information on the site to all Eau Claire and Altoona sixth grade teachers, parents and students.

## **Class of 2000**

### ***Community & Urban Planning***

The Community & Urban Planning Group worked with the City of Eau Claire and the Rotary Club to sign the 2.5 mile Eau Claire portion of the bike trail from the Railroad Street Bridge to the Clairemont Avenue Railroad Bridge. The group received funding from the Rotary Club and solicited bids for the signs. Once the signs were ordered, the group arranged for the city to install the sign posts in early June. On June 17, 2000 the group supervised the sign installation in conjunction with the Nickelodeon Big Help bus event.

### ***Education Group***

The goal of the Education Group was to find ways to introduce families to resources that can help them meet their everyday, as well as unique, needs. The group supported the marketing effort of the Family Resource Center (FRC) by first developing a survey tool that employers could use to determine how the FRC's on-site programs could help meet their employee's needs. The survey was distributed to several employers, with one employer scheduling on-site workshops. The other employer is still considering the proposal.

Then, the group set up the Family Activity Yard for the DARE rally, in effort to also gain exposure for the FRC. The group contacted numerous agencies and organization that provide family and youth summer activities. They obtained door prizes and organized the set-up of the yard event. The FRC was the focal point of the activity yard, and participants were required to pick up their lunch tickets there. About 350 and 500 families were exposed to FRC in this way.

### ***Environment Group***

Storm water pollution was the major community issue this group chose to address. Many people use the storm drain inlets (grates) on their streets as a place to get rid of household and yard wastes. Storm water drains carry these wastes to the nearest body of water.

This group educated after-school youth group programs and other participating groups on the issue and then trained them to stencil "Dump No Waste... Drains to River" messages next to storm drain inlets. The youth along with the LEC group participants then stenciled this message on more than 180 inlets throughout Eau Claire. They also distributed informational door hangers on the storm drain stenciling project.

### ***Quality of Life Group***

During the LEC program year, the Quality of Life Group provided supplemental programming to "New Beginnings," an existing tutorial/mentoring program devised for expelled and at-risk middle and high school students from the Eau Claire area. The goal of this activity was to help expand the offerings of New Beginnings beyond the tutoring activities, by providing monthly enrichment activities for participating students.

The following are some of the activities that have been conducted by LEC participants for these students:

- A service project decorating the Community Table for the holidays and wrapping presents for guests of the Bolton Refuge House.
- A workshop on music mixing and recording.
- A UW-Eau Claire Ropes Course.
- A hands-on demonstration of laser technology at the Chippewa Valley Technical College.
- A "career in human services" tour and presentation by REACH, Inc.

## **Class of 1999**

### ***Education***

The concern of the Education Group was that people who need service are often not aware of the resources available to them. They hoped to create a model for how agencies can develop short videos that describe their



services and how to access those services. Those videos could then be used for group presentations, public service spots or placed where a target audience would most likely access it.

The group developed one sample video describing services at a local agency, and we documented the process through a "How To" manual that other agencies could use to develop their own video. The manual included information on the development process, budget estimates, possible resources for funding, resources for technical assistance and suggestions for marketing.

### ***Economic Development***

Developed a vehicle to inform and educate the public on the collaborative efforts of the various community organizations whose primary mission is to stimulate and foster economic growth and development within the Chippewa Valley. The group created a booklet listing all economic development agencies.

### ***Youth Development***

The goal of this group was to increase awareness of alternative productive activities for youth.

### ***Wages & Workers***

The Wages and Workers group reviewed the Wage and Benefit survey that was completed by the Eau Claire Chamber last year. They made recommendations for improving the survey itself (the existing survey was a great start), and suggested a methodology to ensure that the survey was perpetuated into the future. This information is critical to area businesses in our tri-county area (Eau Claire, Chippewa, Dunn). The goals included making the survey more user-friendly, easier to administer, and responsive to the changing needs of the business community.

### ***Arts***

The Leadership Eau Claire Arts Group assisted the Eau Claire Regional Arts Council in completing the project initiated in December of 1998. The project was to assess, prioritize and develop a plan of action for ECRAC to support, encourage and advocate for the arts in the Eau Claire/Chippewa Valley community. The ECRAC Board of Directors is planning a follow-up meeting to the December gathering and from that meeting an action plan was developed. The Leadership Eau Claire group, which was involved in the December '98 meeting, was a resource to the ECRAC Board and provided assistance in developing the action plan.

### ***Education***

The goal of this group was to increase and enhance learning opportunities for school age children by seeking to improve the technology available in the Eau Claire School System. This group expanded awareness and support of the referendum for the Eau Claire School System and developed a PC donation program for the Eau Claire School System.

## **Class of 1998**

### ***Community Problem Solving***

The mission of the group was to increase the business community's awareness of community problems and to develop an improved resource guide to promote volunteerism as a means to solve community problems. The project group targeted area businesses to increase involvement in the service clubs that are already focusing on community problems. A flyer was developed listing Eau Claire area service clubs, contacts for each club, cost of joining and meeting times and locations.

### ***Economic Development & Growth***

The Economic Development Team performed a process review to identify perceived barriers to balanced economic growth in the Eau Claire area. During the process review, economic development professionals associated with local governmental bodies, financial institutions, academic institutions and the private sector were interviewed. Based on the information provided as a result of those interviews, the Economic Development Team recommended and developed a prototype of an annual Economic Development Forum.

### ***Educational Development***

The mission of the Education Project Group was to develop a marketing plan that could be used to increase awareness of the various school-to-work programs businesses can become involved in. Generating more business involvement would give students and educators a glimpse at the business world and what is needed in today's workforce.

### ***Workforce Development***

The Workforce Development Project Group had the task of finding out what is one of the problems employers face in the Chippewa Valley. They found that recruiting and retaining employees was right up there on the list. The group then put together a wage and benefits survey that businesses completed to determine the average wages and benefits employees in this area receive. More than 80 surveys were filled out, returned and compiled. Chippewa Valley businesses can get a copy of the survey for a fee. Potential businesses also will find this useful when researching the community.

### ***Positive Youth Development***

This group wanted to develop an awareness of activities in the community available to the middle school age group that may be of interest to them. There are numerous organizations and businesses that promote positive and constructive alternatives for "free time" activities for this age group that they may not be aware of. The project group worked in conjunction with the School District and the Sheriff's Department at the DARE Rally in Owen park on Saturday, May 16. They invited businesses and organizations that have programs available to the youth to exhibit in the booth and promote their specific activities. The participation was excellent and 400 – 500 youth attended the event.

## **Class of 1997**

### ***Build Awareness & Promote Eau Claire***

The mission of the group was to promote and increase awareness of Eau Claire's uniqueness and beauty. The objective of the project is to compel Eau Claire residents to feel proud and appreciate the beauty and uniqueness of their community, thus feeling the desire to maintain and continuously improve it. In turn, this could potentially attract visitors and potential residents to the area. A fund raising activity was developed and designed to involve the residents of Eau Claire in promoting the uniqueness and beauty of the area.

### ***Improve Job Quality and Wages***

A survey was developed and distributed to employers and employees in the Eau Claire area. Response was requested in the categories of the following: what is the ideal employer/employee, incentives given/wanted, desirable characteristics of employer and employee, concerns when hiring and being hired, and the biggest motivator when offering/accepting a position.

### ***Maintain and Improve a Positive Business Climate***

The mission of the group was to define the problems of small businesses and provide the tools to aid in the creation and maintenance of small to medium sized businesses. A survey was developed and distributed to businesses in the area to identify the concerns and problems of small businesses in the Eau Claire area.

### ***Manage Growth Positively***

The Managed Growth group brain stormed different areas of growth in our community. They explored new development areas and eventually discussed whether green space or park land is being preserved in the new developments. At the same time, they discovered that the Eau Claire Parks Association was expanding their mission to encourage the donation of money or land for future park development. The two groups began work together on a method to communicate the many benefits of donating to the Parks Association and how a citizen can make a donation.

### ***Meeting Education Needs and Expectations***

The group set out to identify the ability of the community to support and enhance character development in children. Surveys were distributed to Chamber member businesses to determine how businesses can influence the development of youth and their willingness to become involved in the community and reinforce the six essential core values that were identified by the community.

### ***Crime Prevention***

Interviews were conducted with local and out-of-state law enforcement officials to explore the many possible aspects of crime prevention. The two elements the committee focused on were the ability to increase police response time and the implementation of programs to increase public awareness of gang existence and activities.

## **Class of 1996**

### ***Eau Claire Area Vision/Image Committee***

Group members interviewed community members to determine how well communication is taking place among the various decision-making entities in the community and the general public. The report outlines analysis as well as recommendations regarding communication to the general public. The committee feels that if key players are serious about wanting public input, there is a need to make additional efforts to get information to the community members in ways they can easily access and understand.

### ***Child Care Issues***

An Early Childhood Town Meeting and Teleconference was held with over 40 people in attendance in November. In addition, the committee explored the specific area of transportation problems related to school-age children and working people. Each team member investigated various components of the problem with key players. A video tape identifying the problem, reporting the views of those involved, and possible solutions was developed by the committee. The video is available to interested Chamber members and groups.

### ***Youth Club in Eau Claire***

The group's goal was to assess the feasibility of a youth facility to provide a safe outlet for young people to socialize which would not require a membership fee to participate. They explored and reported findings on the issues of a mission statement, building codes/requirements, activities, budgets and funding, equipment needs, market analysis, age limits, transportation, security and safety, food and beverage, and staffing needs. The committee felt that a youth club is needed in Eau Claire and the surrounding area.

### ***Infrastructure and Planned Growth***

The group's mission was to further explore affordable housing for middle income families. Findings concluded that the availability of affordable housing for middle income families is not as limited as the group originally felt it would be. However, this only addressed the issue of home purchasers. Many people in the median range are renters. A survey of newspapers and contacts with realtors reveals there are very few three bedroom, two bath homes or apartments available suitable for a family of four, five, or more in the Eau Claire area.

### ***Teen Enterprise***

The group felt that there is a real need to curtail gang activity and a productive way to do this would be to develop a work program for at-risk children. A survey was developed for the Northside Hill Neighborhood Assn. to determine overall willingness by this area to participate. The survey indicated that there was interest to develop an organizational meeting to further develop a pilot program. The report outlines the policy and procedure for each job, a mentor will be assigned, and an answering machine will assist those looking to participate. The Eau Claire Coalition for Youth has agreed to co-sponsor the effort. Application has also been made as a non-profit.

### ***Wage Study-HR Questionnaire***

This group interviewed Human Resource professionals in the area to explore the perceived Labor Shortage issues. Questions asked, researched, analyzed, and reported include the following: number of positions filled, anticipated job openings for 1996, turnover rate, reasons for employees leaving, recruiting methods, new hire wages, percentage hires from outside the Chippewa Valley, average amount of time it takes to fill an opening, change in the number of qualified people to fill openings, views on a labor shortage, and solutions. All findings will be available in a written report.

## **Class of 1995**

### ***Principal for a Day***

This group proposed to the Chamber of Commerce a Business Education Partnership project that would bring the workplace into the schools. CEOs would have the opportunity to visit and participate in school activities. In addition, they hope that a companion project would be "CEO for a Day" following successful implementation of the Principal for a Day. This was viewed as a positive project by the Chamber and a presentation to the Business/Education Committee was suggested.

### ***Rediscover Eau Claire***

The purpose of this group project was to investigate ways to improve and enhance the image of Eau Claire. Several methods were suggested including: billboards, street signs, planting of flowers and trees, and a video production visual aid. They developed a target audience and detailed format including "Reminiscing" and Narrated still photos and a narrated video tour of Eau Claire. Potential funding sources were also outlined and identified.

### ***Economic Development***

This group worked with Momentum Chippewa Valley, a regional Economic Development non-profit organization. Their tasks were to work with the group and Ameritech to conduct business surveys that required meeting with CEOs or representatives of manufacturing firms in the area. The intent of the survey was to discover ways to retain and grow these businesses and support long-term economic health of the Chippewa Valley.

### ***Youth Volunteer Corps***

This group continued to attempt to create a Youth Volunteer Corps for Eau Claire. They met with a previous group who has also attempted this project. They developed a mini-steering committee and met with the previous team, Coalition for Youth, Field Organizer for YCVA, the EC School District, UWEC and obtained letters of support from several EC area organizations. The next level will be to determine if a sponsoring organization can be located and they were pursuing the YMCA of Eau Claire. Should this be approved, they would proceed with organizing a steering committee and continue planning activities.

### ***Community Education: Gangs and Violence in the Chippewa Valley***

This group worked with the Leadership Eau Claire Alumni Committee to host a quarterly luncheon on gangs and gang violence. Sergeant Ed Sturzel from the Eau Claire Police Department and Bette Wahl of the Coalition for Youth were the presenters. Approximately 35 participated and was well-received. In addition, the group obtained front-page news coverage in the Eau Claire Leader Telegram.

### ***Freenet Business Usage Survey***

This group contacted key business leaders in the development of a survey regarding technology. The survey centered around technology uses in the area and was included in the Chamber newsletter. The information compiled will be of further use as the Chamber continues to implement a Technology Task Force and encourages use of the Freenet and the Internet.

## **Class of 1994**

### ***Eau Claire Medical System***

This group developed an in-depth look at the health care services currently available in Eau Claire, how they are structured, and how they relate to one another. The group was originally assigned the topic "Evaluate the Local Medical Systems". Their end product is a narrative document that they hope will contribute to the growth and economic development of Eau Claire and the Chippewa Valley.

### ***Youth Volunteer Corps***

The topic assigned was "Youth Volunteerism". In conjunction, they sought to identify, research, and lay the groundwork for the implementation of a model which would increase youth volunteer opportunities in the Eau Claire community, thus enriching youth, addressing community needs and developing a lifetime commitment to service. In so doing, they gathered information from numerous sources, but most significantly from the organization, the group settled on the goal of bringing this premiere program to Eau Claire. Their ultimate goal is to develop a steering committee of key individuals and agencies/organizations to help make this goal a reality.

### ***Job Shadowing Internship Opportunities***

The "School to Work" transition team worked with the Eau Claire Area School District and the Education for Employment Council to develop a useful document in determining opportunities that exist for educators interested in job shadow experiences and local business internship opportunities. The group canvassed the business community to identify businesses that would be interested in supporting this effort. A good cross section of businesses and institutions submitted sponsorship forms and their responses were identified in a useful document which will be passed on to the Eau Claire Area School District. Over 20 local firms expressed a desire to work with educators in this type of partnership.

### ***Buy Local Committee***

The group sought to gather information regarding the amount of money being spent outside of the community vs. locally. Initial research found that little investigative efforts had been made regarding this issue. The first area they explored was the purchasing practice of local governments and followed up their research with an in-depth analysis of the impact of spending retail dollars locally. They sought the assistance on an intensive computer program simulation at UWEC and gathered data relating to this issue. In addition, the group encouraged the continuation of this project for future classes and offered suggestions to that end.

### ***Convention Center Study***

This group explored the possibility of a multi-use convention facility by the process of a survey. Other communities that currently had similar facilities were surveyed to determine information that would be useful based on usage, costs, etc.

### ***Youth Coalition***

Responding to numerous facts and statistics regarding the increase of crime-related activities in many communities, and, recognizing that Eau Claire enjoys a safe environment to raise families, this committee focused on their efforts on developing a Youth Volunteer Coalition. This coalition is concerned about a safe community and have developed a coordinator position to facilitate the activities. Their efforts also included gathering support from various community entities including the Chamber of Commerce. The effort is an attempt to keep Eau Claire safe. They would like to place energy into preserving and enhancing this positive environment.

## **Class of 1993**

### ***Eau Claire Bike Trail***

This group held a local workshop which focused on bike trail activities. Strategies on brochures and trail maps were discussed along with a moderated session on implementation strategies. The goal was to confirm collective purposes of the participant groups, to understand better the factors that influence the project, to gain consensus on the directions that developments should take, and to sustain the enthusiasm for the project. Following, the group developed a newsletter as a report of this event held on March 23, 1993.

### ***Environmental Issues Group***

This group worked with Eau Claire County as a supplemental support arm to the existing Eau Claire County Solid Waste Management Committee. It involved three components including: 1. aid in planning and execution of a large group workshop addressing commercial recycling concerns and the statutory requirements 1995 will bring, 2. produce a video featuring the presenters at the workshop which would allow for the dissemination of their valuable information in either an individual or small group setting, 3. to produce a brochure designed to connect local businesses with the resources necessary to establish an effective waste reduction/recycling program.

### ***Health Insurance, Wellness, and the Workplace***

Following extensive study and research, the group chose to survey community business attitudes and establishing an area Wellness Awareness Week. The finalized survey was completed and will be submitted to local human resources departments as well as other employers and media representatives as well as local and state governmental officials. They would be asked to participate in subcommittees for a proposed Wellness Week and to plan and coordinate activities. The group would oversee the organization, budget, funding, and contact various resources for participation and publicity. It is hoped that they will accomplish their vision in 1994.

### ***Poverty in Eau Claire/The Issue of Homelessness***

This group gathered information from agencies currently serving the homeless both here and in communities of similar size. The group developed a brochure that will be promoted both to clients and the community with a listing of services available within the county. It includes service providers, days and times that services are provided, and phone numbers. The services are categorized by broad topic areas such as food, shelter, medical care, transportation, clothing and employment. Brief descriptions of services that would aid in an appropriate referral are included. Locations are also provided as necessary. Service providers were contacted by phone to obtain information about their services and to obtain permission to print their telephone number. They will be distributed to anyone providing homeless services.

### ***Industrial Development Team***

This group developed a written report for the Industrial Development Corporation relating to job creation/expansion within the manufacturing sector by gathering data on recent construction activity in the county from companies that have obtained a building permit from 1990-1992. A survey was developed along with a cover letter that was mailed in March of 1993. All results were tabulated and analyzed. Although the county has experienced severe manufacturing losses, there has been significant construction activity and hiring of additional employees over the past three years. Overall a number of businesses are expanding and moving to the county. According to the project, the future looks bright for expansion and growth. This report was submitted to the corporation.

### ***Pilot Youth Leadership Program***

This group worked with "Partnerships for Youth", a pilot program sponsored by the Lilly Foundation nationally through NACLO (National Association for Community Leadership Organizations.) Their two phase project involved holding a leadership seminar with trained facilitators at the Beaver Creek Reserve in Eau Claire County. Through this activity, youth and youth leaders/trainers were involved in skill building, leadership development, and group interaction activities. The follow up will take place this fall in a similar fashion based on "Youth in Governance."

## **Class of 1992**

### ***Americans with Disabilities Act***

This group attempted to inform the general public about the new law which businesses must comply with starting in July. A very successful half-day seminar was held for about 80 representatives of business, etc., in the community. Speakers who were authorities on the subject provided information on compliance, architecture, and legal aspects of the law. They prepared a resource booklet available for persons who have made themselves available to assist. In addition, Public Access taped the program and continues to show it regularly on their channel. All items were donated by businesses and group members. The proceeds of the seminar went to cover food and LEC scholarships!

### ***LEC Alumni Committee Role***

Exploration of the Alumni and their current and potential role in the community was the goal of this project. They developed a survey/questionnaire asking pertinent questions relating to current community activities, level of interest in alumni, the community, and degree of involvement in civic organizations. The results indicated interest in quarterly luncheons with community issues and that the committee should be active with community issues. It was found that a high degree of alumni were already involved with a lot of civic activities, golf and cultural events were suggested. It was suggested that there should be an LEC directory.

### ***Attraction of Allied Industries***

This group focused on identification of businesses that could be located in the Chippewa Valley which could supply raw materials or components to local manufacturers. They worked with the Industrial Development Corporation to develop a survey to Eau Claire, Dunn, and Chippewa Counties. The data was then compiled into a summary to be used for local industrial development efforts. The presentation was made to the IDC Board as well as the Economic Development Specialist for the City of Eau Claire.

### ***Media and Public Relations***

The goal of this group was to enhance the mechanisms for working with the media to more effectively distribute public information related to business, governmental, and community issues. They developed a "how to" booklet that was presented to the Chamber of Commerce Public Relations committee and will be used as a resource for furthering public relations activities.

### ***Eau Claire Freenet***

This group focused on a major fiber optic project that would link many of the Northwestern Wisconsin communities, including Eau Claire. The primary focus was to define the market for an Eau Claire area data communications network, outline services that might be offered via this medium, and suggest possible steps in making this vision a reality. They have presented the project to both Momentum 21 and the Chamber of Commerce.

### ***Downtown Revitalization Parking***

This group worked with the Main Street Association to come up with a plan that would help to solve the parking problem in downtown Eau Claire. They determined that the problem is a "perception" problem in that parking probably exists, however, not in the most convenient places. A great majority of workers are parking in front of businesses, thereby taking up space from potential customers. The group worked with the City Attorney and the police department to come up with a plan that would include placing bright flyers on cars asking them to not park in customer parking spots. They also discussed a program that would ultimately fine people for parking where they should not.



## **Class of 1991**

### ***An Arena in Eau Claire?***

This group surveyed a large portion of the Chamber membership and analyzed input regarding this issue. A promotional brochure was developed for future use in order to educate the community regarding the potential usefulness of an arena.

Background on the feasibility studies was also researched and shared with the class to inform them of the history of this project. They worked very closely with the Arena Group through the Chamber of Commerce on this project.

### ***The Cray Academy***

Brochures for major businesses in the Chippewa Valley were developed by this group for the Cray Academy summer business session. The companies were researched individually as to their size, history, and economic impact on the Chippewa Valley and residents who live here. They will be used on a regular basis for educators each summer who attend the academy. This offered an opportunity to bring business into the classroom once again.

### ***Minority Concerns***

This group did extensive research, individual interviewing, and analysis of the status of the Hmong as a minority in Eau Claire. They also studied what the Hmong community's needs are as we continue to work toward integration. The two main initiatives the group hoped to encourage as a result of their work were: first, to influence school administration to assess the present level of sensitivity to the plight of the Hmong children in the local schools, and second, to influence the Chippewa Valley Museum to move forward to document and preserve their history in the local community.

### ***Business/Commercial Office Paper Recycling***

This group developed a promotional video in conjunction with Public Access in Eau Claire to encourage businesses in the community to start programs of their own. Interviews were held on camera with the County and other businesses who already have a successful program in place. Suggestions and instructions were given on how to start a paper recycling program. Facts and statistics were given regarding the rising need to remove paper from landfills as it continues to take up more space in the fills than any other item!

### ***Quality of Life/Recreation Committee: "Friends of the Trail"***

This group created support for the Bike Trail that was being proposed to the City Council and facing a possible defeat. They formed a community-wide group to help lobby, raise funds, and encourage support of this vital recreational and tourism facility. A statement of purpose was developed, organizational meetings were held, and Board members were selected. The Chair of the group was also selected as President of the group.

### ***Attraction/Retention of Industry***

This group explored the perceptions of the industrial community on current economic health concerns, identified immediate concerns/problems, acquired a better understanding of what Eau Claire can offer prospective companies, and learned more about industrial development so that LEC can support those goals. Interviews were held along with input from the Director of the Industrial Development Corporation and the Economic Development Specialist from the City of Eau Claire. The committee, along with the Chamber, determined that an educational process must take place about what the community **IS DOING** already to attract business. Quarterly industrial updates were started for this purpose through the IDC.

## **Class of 1990**

### ***D.A.R.E. Project***

"Drug Abuse Resistance Education" is now being offered county-wide by the Eau Claire Sheriff's Department thanks in part to the efforts of this group. An informational luncheon was held, as well as research and lobbying efforts with the County Board to approve funding for the introduction of this program in area schools. A golf outing, which has become an annual event, was also held to raise funds to help support this program.

### ***Childcare Issues as They Pertain to the Workforce***

This group explored the changing workforce and the demands that this is placing on the need for affordable and quality childcare. The group interviewed/surveyed numerous large corporations in the area to assess programs currently in place and find out their perceptions of the problem. Unfortunately, although this is a serious problem, the survey showed that if a problem exists in Eau Claire, it has not yet been communicated to employers.

### ***Promotion of the Chippewa Valley***

This group worked with Momentum 21, a regional economic development corporation, to identify strengths and weaknesses of the Chippewa Valley, target resources for prospects that would match, and develop a single marketing plan based on the above information. A breakfast meeting was held inviting business leaders, economic developers, and municipal managers and mayors to assess the above. A list of strengths and weaknesses was determined and detailed information regarding the remaining issues was also provided in supporting documents.

### ***Recycling Landfill Issues***

This group attempted to research more about what will be required of our community should we move forward with recycling. They explored markets for recycled materials, resources available to collect and process the materials, interviewed community individuals associated with the problem, and reviewed current landfill constraints.

### ***Community Vision***

This group acted as a long-range strategic planner for the community. They did an in-depth analysis of the community's strengths and weaknesses, prepared a plan for where we need to/should be for the future, and discussed implementation needs. The areas researched were government, health, economy, transportation, education, entertainment, population, physical, and housing. A summary was offered for each along with an overall summary in preparation for the year 2000. This report was presented to the Chamber, IDC, City Manager, County Board Supervisor, UWEC, and CVTC. The city of Eau Claire is currently undergoing a strategic plan of its own.