



# NEWS RELEASE

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## La Crosse Area Chamber Announces Beth Franklin as New Chief Executive Officer

### FOR IMMEDIATE RELEASE

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**October 9, 2024** – The La Crosse Area Chamber of Commerce is pleased to announce Beth Franklin as the new Chief Executive Officer.

Beth has been an important part of the Chamber team since 2019, where she most recently served as the Workforce Strategies Director and led the First Friend Newcomer Connection Program. Over the past 6 years, she has aided over 500 newcomers as they relocated to Greater La Crosse, has overseen the Thrive in the Heart of the Driftless Region talent attraction campaign, helped launch La Crosse Links, a community onboarding program, as well as other workforce initiatives.

“I graciously accept the offer of CEO of the La Crosse Area Chamber of Commerce,” says Beth Franklin. In my almost six years at the Chamber across various roles, I have listened to our members to learn their strengths and challenges and have fostered deep connections in the community. This focus on relationship building has allowed me to be a part of creating and growing successful programs and initiatives that serve our members.”

She has already made a significant impact during her time with the company, and in this new role, her influence will only continue to grow. As CEO, she will have an even greater opportunity to shape the future of the La Crosse Chamber, driving innovation and success on a larger scale.

“I am so pleased to be announcing the hire of our new La Crosse Chamber of Commerce Chief Executive Officer, Beth Franklin,” states Elizabeth Filter, La Crosse Chamber Board President & CEO and President of VARC, Inc. “While this is a new role, the Chamber is not new to Beth. As many of you know, she currently serves as the Chamber’s Workforce Strategies Director and has been a Chamber leader for almost 6 years. Beth’s dedication to our members, her drive and commitment to the business community’s success, and her innovative and collaborative leadership presence will undoubtedly take the Chamber to exciting new places.”



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Franklin states, “This is an energizing time. Driving my excitement is knowing that the Chamber has a wonderfully supportive Board of Directors and a high-performing Chamber team who continue to demonstrate their commitment to providing quality programs, energizing events, and overall meaningful support to our members. I look forward to getting to know our members on a deeper level, growing our membership, and implementing more ways to achieve the shared goals of helping our businesses, and our larger community, thrive.”

The La Crosse Chamber would like to express gratitude to the Board of Directors for their leadership during this transition.

## **ABOUT THE CHAMBER**

As a non-profit business organization, the La Crosse Area Chamber of Commerce serves more than 600 member businesses that employ 25,000+ area professionals in Greater La Crosse. We deliver educational and leadership programs, workforce initiatives, networking events, and opportunities for exposure, promotion, and involvement. We work to elevate and strengthen the business community to enhance quality of life in Greater La Crosse.