



# NEWSLETTER

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A central graphic featuring a large orange shape with a white outline, containing the text 'ECONOMIC DEVELOPMENT WEEK'. Below this is a dark blue shape with the dates 'MAY 9-15 2021'. To the left is a 'C2' logo. The background includes a silhouette of a town with houses and a barn, and a series of vertical lines in various colors (green, blue, orange) on the left side.

**ECONOMIC  
DEVELOPMENT  
WEEK**

MAY 9-15  
2021

## SPECIAL EDITION

HOW WE CELEBRATED ECONOMIC DEVELOPMENT WEEK THROUGH EVENTS, MEDIA, AND COMMUNITY OUTREACH



In celebration of National Economic Development Week, the Chippewa County Economic Development Corporation [CCEDC] requested from the Chippewa County Board of Supervisors an official designation of May 9-15, 2021 as Chippewa County Economic Development Week. The resolution was passed, recognizing Local Economic Development Week to acknowledge the economic development efforts and achievements of the CCEDC within Chippewa County. The Chippewa County Economic Development Week was created to celebrate and recognize the unique role that economic development teams have played in creating vibrant communities and helping them grow, adjust, adapt, and bounce back when disasters, pandemics, or recessions occur.

On Monday, May 10, 2021, the CCEDC kicked off Chippewa County Economic Development Week by interviewing Dr. Lona Cook—chiropractor, writer, philosopher and owner of the Cook Chiropractic Center—for their BEAR Discussions Podcast. BEAR [Business Expansion and Retention] Discussions is a podcast that interviews successful business owners throughout the Chippewa Valley in order to provide guidance, expertise, and resources to listeners and the entrepreneurial community. In this particular podcast, Dr. Cook personalizes with the CCEDC the varying areas of starting a chiropractic business that she has explored, as well as giving insight on success, peace, and raising a family during this activity.

The Chippewa County Economic Development Corporation (CCEDC) continues to pave the way for local entrepreneurs by assisting them in bringing their business ideas to life. The celebration of Economic Development Week continued on Tuesday, May 11, 2021, when the CCEDC hosted their third annual Round-Up Hatch Business Pitch Competition. With the exception of the 2020 pandemic year, CCEDC organized and hosted a Chippewa Valley Round-Up HATCH Program for business idea pitches. Aimed at fostering and encouraging startup entrepreneur job creation within the Chippewa Valley, the program shows the importance of the entrepreneur's role in job creation and increasing the tax base and prosperity within the Chippewa Valley. For the past several years, CCEDC has teamed up with the BrightStar Wisconsin Foundation, Inc., Wisconsin Economic Development Corporation, the Chippewa Valley Angel Network, and several area local businesses to organize and host a Shark Tank – like business pitch competition called Round-Up Hatch. 2021 brought the Round-Up Hatch event to the world-famous country music fest grounds in Cadott, WI, where the importance of CCEDC's entrepreneurial programs were highlighted in celebration and recognition of Economic Development Week.



**Golden Calf Company pitches their new patented product at the 2021 Chippewa Valley Hatch.**

[www.goldencalfcompany.com](http://www.goldencalfcompany.com)

Since its inception in 2018, the Round-Up Hatch Pitch Competition has assisted entrepreneurs throughout the Chippewa Valley in receiving capital for their next stage of their development journey. For instance, seventeen-year-old Will Wanish, of Wanish Sugar Bush, in 2018, started tapping trees and making maple syrup with his uncle Jon. After that season he decided to seek capital and start his own business in 2019. In 2020, he was able to obtain capital through the CCEDC in order to expand his distribution of maple syrup. In 2021, he pitched at the Round-Up Hatch event and won the audience favorite, and is now positioning to expand his product line to include maple sugar.



**Members of the Chippewa Valley Angel Network and business owners attend the Chippewa Valley Hatch opening reception.**

Another Hatch winner was Joshua Shefner, CEO and co-founder of Agricycle [<https://agricycleglobal.com/>], who stated that “The HATCH was the first real pitch competition Agricycle competed in. The feedback we received helped shape our later pitches to investors and partners.” The Brightstar Wisconsin Foundation, a major sponsor of CCEDC's Round-Up Hatch, invested in Agricycle's expansion. Hatch's 2019 winner, UpStream Wisconsin ([www.upstreamav.com](http://www.upstreamav.com)), a startup technology company, has pitched to the Wisconsin Technology Council and is well on its way to being launched, thanks to the feedback he received from CCEDC's program.

CCEDC celebrated their startups business partners on May 12, 2021. The CCEDC and the Chippewa Valley Innovation Center hosted an open house at the manufacturing incubator facility in celebration of Economic Development Week. The CCEDC assisted in promoting and hosting this event during the recognition of Chippewa County Economic Development Week. Further fostering relationships between the CVIC, prospective entrepreneurs, and Economic Development Organizations across the Chippewa Valley was an excellent use of Economic Development Week.



**Community leaders get a tour of the Chippewa Valley Innovation Center during Economic Development Week.**

The CVIC has several open manufacturing bays and office spaces to promote to manufacturing startup entrepreneurs. Over forty people attended, networked, toured the facility, visited with incubator tenants, and learned about their operations all while enjoying a delicious BBQ pulled pork lunch.

Finally, the CCEDC utilized Economic Development Week to highlight the importance of talent/workforce programs. On May 13, 2021, an Open Air Job Fair was organized in partnership with a variety of community organizations. The Chippewa County Economic Development Corporation [CCEDC], Workforce Resource, Inc., Chippewa Falls Chamber of Commerce, Department of Workforce Development, Momentum West and the West Central WI Workforce Development Board have partnered to assist workers in landing a job with various employers.

Jon Menz, CEO of the West Central WI Workforce Development Board [WDB], emphasizes that “at a time when face-to-face interviews are limited by COVID-19, the region’s ‘talent experts’ are collaborating with local businesses to connect them safely to the workforce. The parking lot of the Chippewa Valley Airport was the perfect location to have this event because of its centrality in the Chippewa Valley, along with access to public transportation and an abundance of open space and free parking. We are excited to partner with businesses, the community and economic development corporations on this effort.”



**Job seekers meet hiring employers at the CCEDC outdoor job fair.**

As the Chippewa Valley economy rapidly positions for a full reopening, many local businesses in all industrial sectors are still looking for employees to return to work. At the outdoor job fair, thirty-eight companies were set up to welcome on-site interviews for a variety of positions. A handful of people even signed up for prospective jobs.

“National Economic Development Week, a week that recognizes the importance of job creation and retention, is a perfect time to recognize the importance of returning to work. Many of CCEDC’s business partners have been looking forward to returning to full employment operations, and this was an excellent opportunity for them to meet and interview with high-quality talent. It’s good to see workers getting vaccinated and moving towards returning to work, so CCEDC encouraged anyone needing a job to utilize this opportunity,” expressed CCEDC’s CEO Charlie Walker.

The Mid-America Economic Development Corporation [MAEDC] celebrated Economic Development Week through their 2020 Excellence in Economic Development awards presentation. The CCEDC received two of these awards for their programs. CCEDC board members, investors, and elected officials were in attendance. The CCEDC received first place in Workforce Development for their Chippewa County YouthBuild Program, which is dedicated to assisting at-risk young adults in building fruitful construction careers. For their second award, the CCEDC received first place in Economic Impact Deal of the Year for assisting VES-Artex in bringing the global dairy industry to Chippewa Falls. These awards demonstrate that the CCEDC promotes economic development for the Chippewa Valley community by facilitating growth through entrepreneurship, workforce and talent attraction, business startup and retention, and company development.

Despite the obstacles of the pandemic, the CCEDC continues to implement innovative and worthwhile economic development programs through collaboration with its partners. The 2021 celebration of Economic Development Week gave the organization the opportunity to further communicate the importance of their mission. For further information, contact the CCEDC at [info@chippewa-wi.com](mailto:info@chippewa-wi.com).



**#ECONDEVWEEK**  
**#EDW2021**



**Future company talent explore opportunities offered by Chippewa Valley companies.**