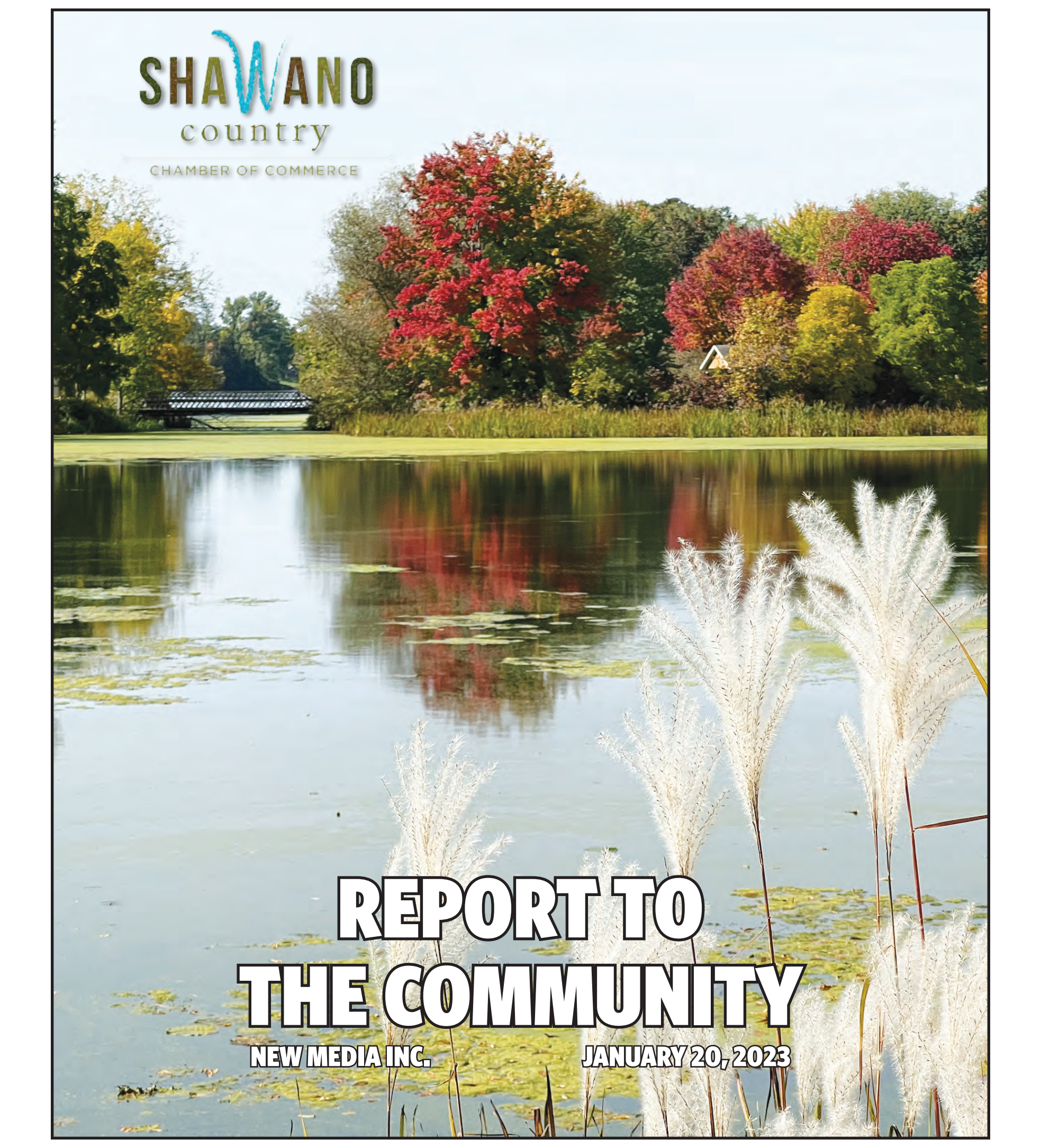




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CHAMBER OF COMMERCE

REPORT TO THE COMMUNITY

NEW MEDIA INC.

JANUARY 20, 2023

LETTER FROM THE EXECUTIVE DIRECTOR



As I ruminate on my last six months, in all fairness, my thoughts are focused on 2023! I'm excited to see what the new year brings and what inspiring ideas and collaborative efforts may come about as I continue to immerse myself in Shawano and Menominee Counties.

The first six months of 2022 should be attributed to my predecessor, Nancy Smith, and all her hard work. I'm so grateful to have had time with Nancy before her retiring from the Shawano County Chamber after 20 years!

These past six months have been a period of learning and adapting with this new job, new staff and new environment. Even though I'm familiar with the goings on of a chamber, the variety and depth of work that we do here always leave me in awe.

This year we celebrated the 400th Shawano County Barn Quilt, participated and/or organized local community events and welcomed 25 new members! I am also proud to be a Leadership Shawano County (LSC) participant (Class of 2023!) and just as happy to have a growing relationship with the Shawano Area Young Professionals (saYPro) who are flourishing and producing our next generation of civic-minded individuals!

Thank you to our "newbie" staff who work tirelessly to help serve our member businesses and the community, and thank you to my Board of Directors who have taken me in and given me support in all areas. Here's to a happy 2023!

— Suzanne Wittman

LETTER FROM THE PRESIDENT

Looking back on 2022, it was a year of changes, challenges and new beginnings. Our dedicated and extremely competent executive director Nancy Smith retired in July, leaving a void. Luckily, the executive committee was able to find a strong, dedicated leader with the experience to compliment Nancy's legacy. We are excited to be working with Suzanne Wittman, executive director, to help promote positive changes and opportunities for our local businesses and community. While working diligently to find Nancy's replacement, the Chamber continued to support, communicate and educate our businesses and community to partner together to create a stronger community. We have experienced the growth of existing businesses and the incoming of new businesses.

In 2023, I am excited to take on the role of president of the Shawano County Chamber of Commerce. Personally, I am looking forward to collaborating with the community to learn more about individual businesses. The Chamber of Commerce will continue to champion and advocate for local businesses to promote progress and economic growth. The resources and opportunities available by the Chamber are numerous, and I encourage everyone to create a connection with the Chamber and Chamber Board members so together we can continue to grow and support the development of Shawano and Menominee counties.

A strong economy requires a strong community. We have the talent within our businesses, our leaders and our community to forge ahead and flourish as a community in 2023!!

— Leann Gueths



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***Value** - As Omaeqnomenewak (People of the Wild Rice), we value our children, elders and each other, preserving our language, tradition, history and culture.*

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A legacy of community involvement and service



As lines fill the parking lot for Charlie's County Market's rib cookout, Charlie Harvey entertains and serves.

FILE | NEW MEDIA

Charlie Harvey receives Distinguished Citizen of the Year Award

By **NICOLE HIXSON**
Correspondent

The winner of the Shawano Country Chamber of Commerce Distinguished Citizen of the Year award for 2022 is Charlie Harvey. This award honors a community member who over the past year

exemplifies the attributes of leadership and community service. Many community members are familiar with Harvey as the owner of Charlie's County Market in Shawano. However, it is his community involvement and consistent service which lead him to be recognized.

Harvey is actively involved on a

variety of boards, committees and organizations with goals of improving the Shawano area. At present, Harvey is serving on the Shawano Industrial and Commercial Development Committee for the City of Shawano and the ThedaCare Shawano Advisory Committee. He is an active member of the Ti-

gerton Lions Club.

"I've only been in this community for five plus years, but at every turn Charlie has been involved in the community in so many ways," said Heather Pahl of Martin Jewelers, who nominated Harvey for the award. "I've served alongside him at RDA meetings, SICDC,

Shawano Downtown Master Plan and smaller projects. His contributions and fresh perspective are invaluable. His humor also lightens the discussions. He is a treasure for Shawano, and it is shocking he hasn't already received this award. It is long overdue."

Harvey supports various causes and groups throughout the year. These include local fishing derbies, golf outings, snowmobile club events and the Fourth of July fireworks celebration in Shawano.

"The animal auction at the fair is always a bright spot for Charlie," said Kelly Sufka, his daughter and store director of Charlie's County Market. "Whether he wins the bid or just helps drive up the bid, he loves seeing the kids in the ring getting as much as they can for their hard work."

He donates to a variety of organizations in the Shawano

area that are important to him. These organizations have included schools, sports, churches, veterans groups, first responders and youth organizations, among many others. SAM25 and the Shawano Community Foundation are recent recipients of his generosity.

The relationship between Harvey and his grocery store go hand in hand when it comes to providing for the community. Those who visit Charlie's County Market may recognize The Redbarn. This is a place in front of the store where local organizations can earn funds for their causes by selling food items, including brats and burgers. By having a devoted space for these organizations to fundraise, Harvey continues to show his generosity and philanthropy to the community.

Additionally, Charlie's County Market regularly provides food donations and has been a major spon-

sor of the Shawano holiday parade for decades.

"He believes in helping across the board in our community," Sufka said. "Charlie's supports the community and, in return, they support Charlie's County Market. Shawano is a tight-knit community, and Charlie's County Market is proud to be part of it and support it. He doesn't see that point of view changing anytime in the future. We are here to serve our local communities. Charlie's is so involved because of the support we get from our local communities. Without them, there is no Charlie's."

His generosity has not gone unnoticed by community members, organizations and business members.

"I couldn't begin to add up how much he has contributed to this community — financially or personally," Pahl said. "He makes public donations but also private

donations to support a whole host of programs and initiatives. He has been tireless in his support of growth and development for Shawano, and his involvement in the planning and implementation for the plaza is a prime example."

The plaza project, or The Naberhood, is an open air space between Franklin Park and the rest of downtown. It will function as a designated area for block parties, events and organizations to come in and showcase what they are all about. Harvey has worked tirelessly in support of this project.

It should come as no surprise that Harvey will continue to be an active member and generous supporter of the Shawano area and its many organizations and projects. The community and its citizens will continue to benefit as a direct result of Harvey's volunteering, donations and service.

"I've only been in this community for five plus years, but at every turn Charlie has been involved in the community in so many ways ... His contributions and fresh perspective are invaluable. His humor also lightens the discussions. He is a treasure for Shawano, and it is shocking he hasn't already received this award. It is long overdue."

HEATHER PAHL OF MARTIN JEWELLERS, who nominated Harvey for the award



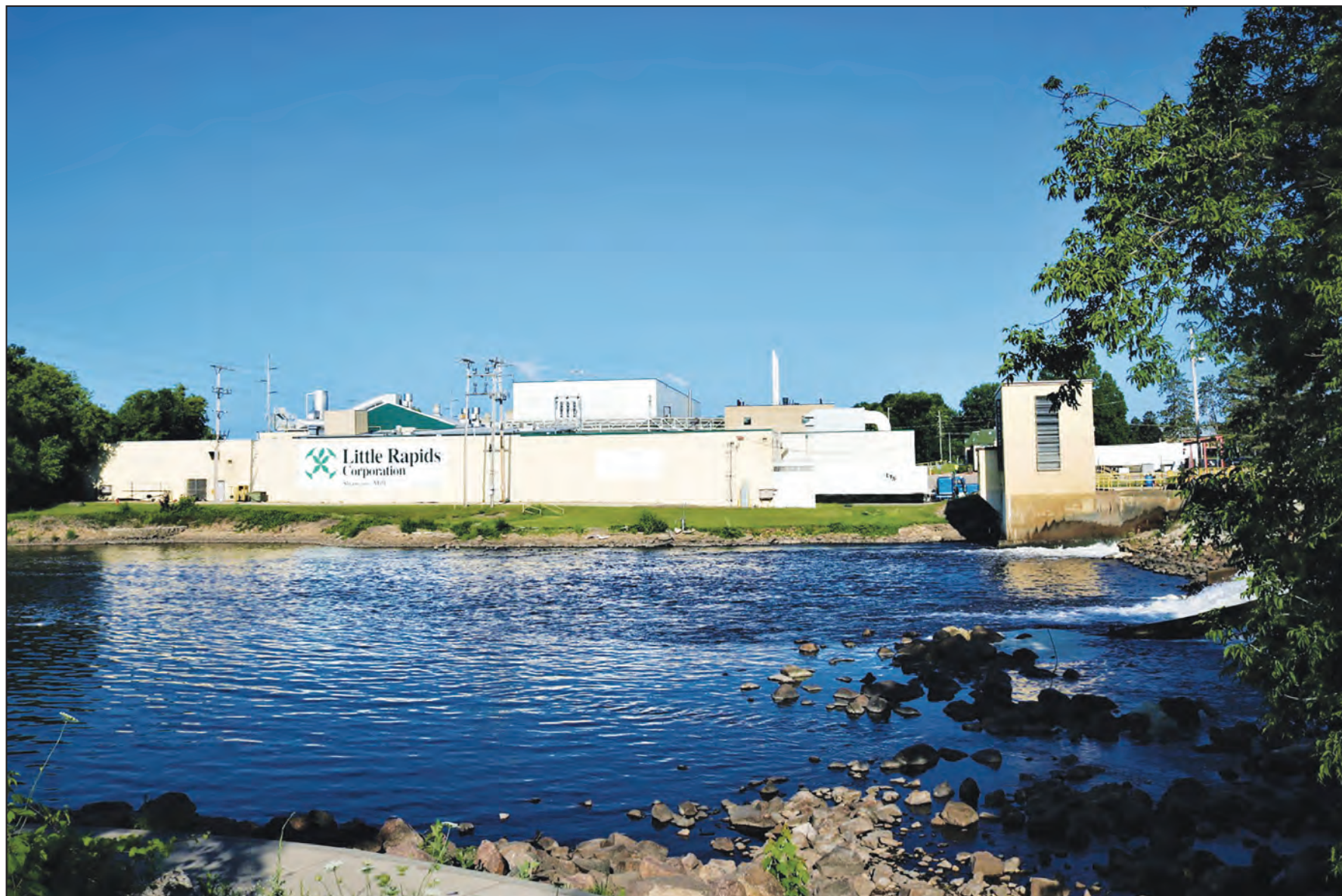
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Shawano Specialty Papers changing with the times



Mill owner Little Rapids continues to invest in Shawano Specialty Papers, including a new state-of-the art tissue machine six years ago.

CONTRIBUTED

Company named Shawano Country Chamber of Commerce's Manufacturer of the Year for 2022

By GREG SEUBERT
Correspondent

Shawano Specialty Papers has been producing paper products since the late 1800s and is still going strong.

Although the mill has gone through several changes since it first opened its doors on the west bank of the Wolf River in 1894, it still employs 185 people.

It has also been named the Shawano Country Chamber of Commerce's Manufacturer of the Year for 2022.

Green Bay-based Little Rapids

Corp. owns the paper mill, which develops, manufactures and markets specialty papers that serve a wide range of markets — from medical products to food packaging to consumer and industrial disposables.

"We are a rarity being a single-operation paper mill in Wisconsin and in the country," said Mike Bogenschultz, the mill's general manager and vice president.

"We have an integrated operation with our sister businesses in Green Bay with Little Rapids, Graham Professional and Nexxa," he said. "We supply

paper into those businesses and have very strong ties to external paper customers. Part of that equation is us being full and running these assets at full capacity. Part of that is our care and delivery of products to customers."

Little Rapids continues to invest in the mill, including a new state-of-the art tissue machine six years ago, according to Bogenschultz.

"Going back to 2017, there was a \$40 million investment in one of our three paper machines," he said. "We completely replaced our tissue machine, which is our largest asset.

Since then, we've invested in a vision system for one of our other assets and that was done to ensure quality to our customers. We're in the middle of an investment in a new dryer for one of our paper machines and that's a \$3 million investment that will be completed in 2023. We continue to invest in the operation to ensure continuous delivery to our customers."

The mill also continues to deal with the effect of COVID-19.

"The pandemic really caused chaos, to put it lightly," Bogenschultz said. "We saw disruption in our customer

demand and disruption in different directions. For some of our businesses, the demand really fell off. In other parts, demand skyrocketed. We had to adjust to those changing demand patterns. That was at a time when people were not able to come to work because of personally being affected by that.

"I think the dedication that we had from our associates to be flexible and work through that was very stressful," he said. "We basically ran our assets in full capacity. We'd have up to 20% of our employees out at a time because we were being very careful with the restrictions. That just meant everybody else had to pull together and figure out who could work where and how to take care of our customers.

"We're still dealing with some of this supply chain disruption since then," he said. "There are certain products and components that are unavailable. We're still working through some of that. We have good relationships with our suppliers.

Sheehan named president and CEO of Little Rapids Corp.

Little Rapids Corp., owner of the Shawano Specialty Papers mill, recently announced that Angie Sheehan has been named the company's new president and CEO, effective Jan. 3, 2023.

Sheehan succeeds former president and CEO Kirk Ryan in a planned transition. Ryan had served in the role since 2004. During his long-tenured, career, Ryan has been instrumental in leading LRC through many unprecedented challenges and spearheading the company's growth and expansion – positioning LRC as an industry leader in paper manufacturing.

With over 25 years of experience, Sheehan has had an outstanding track record of success in manufacturing across several industries. She is an Oshkosh, Wisconsin native, and a graduate of Marquette University.

"This is an exciting and pivotal time to join Little Rapids Corp., and I am thrilled to be a part of a business with a rich 75-year history and to be back home in Wisconsin," Sheehan said. "Little Rapids Corp. has experienced incredible growth and success under Kirk Ryan's leadership, and I am eager to work alongside the company's talented team to continue building on that momentum."

In her last role, Sheehan served as president of WernerCo, a Chicago-based leader in construction safety and security products, where she led the transformation of the North American business with a focus on

Even though we're small, relative to other paper companies, we have been able for the most part to keep things running consistently."

Bogenschultz said there are several reasons why the mill remains a major industry in Shawano.

"I think the biggest is the dedication and passion that our associates have for the success of this business," he said. "It's a combination of that, our business model with our two other divisions and our great relationships with customers."

He said the award from the chamber validates the efforts of the mill's employees.

"I'm just really proud of our Shawano team and happy for them to be recognized with an award like this," he said. "Shawano Specialty Papers has a team of highly dedicated associations. For our team, this is validating the hard work and passion that they have for this business, our customers, fellow team members and the community."



new product innovation and developing a high-performance, diverse, and results-driven company culture. She also launched a strategic planning process that resulted in

significant revenue growth, including acquiring two complementary businesses.

"We are thrilled to have Angie lead our company into the future as the new president and CEO," said Cybelle Egan, chairman of the board of directors. "Her long track record of success and leadership, as well as her commitment to fostering a work environment that is diverse and inclusive, is exactly what we need to keep us moving forward in our growth and success. During this time of transition and on behalf of the Egan family, the board of directors, and the entire company, I would like to again extend our sincere appreciation to Kirk for his exceptional leadership and many contributions to Little Rapids Corp. over the last 20 years."

The appointment comes at a time when Little Rapids Corp. is celebrating its 75th anniversary. Charles Egan founded the company in 1947, and today, the third generation of the Egan family continues his legacy of stewardship and growth.



saYPro is a Young Professional group for ages 21-40 in the Shawano County Area who are engaged in a career, and exemplify strong morals and ethics, and strive for personal and career related growth; achieved by experience, educations and positive relationships.

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Students roam the halls of Olga Brener Elementary School on opening day. GREG MELLIS | NEW MEDIA

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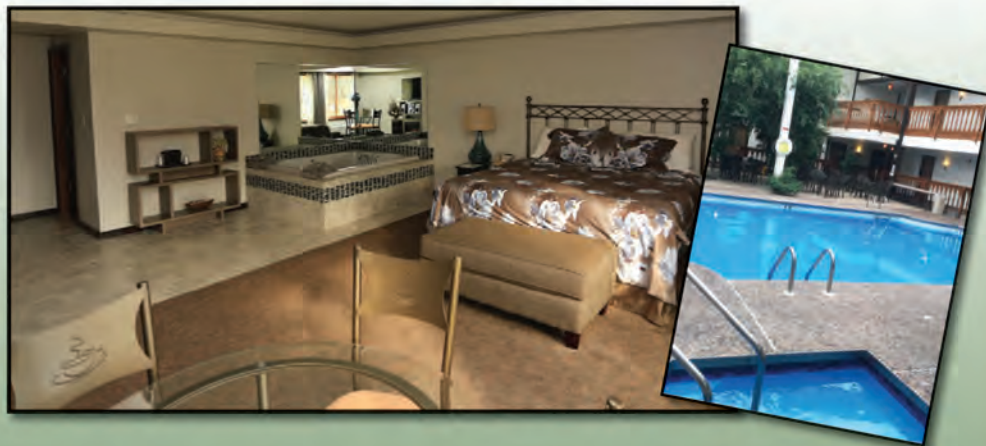
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Shawano Country look back at 2022

PHOTOS BY GREG MELLIS | NEW MEDIA



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Filling a big need in a big way

S.C. Swiderski selected as Shawano Country business of the year

By GREG SEUBERT
Correspondent

It hasn't taken S.C. Swiderski LLC very long to make its presence known in Shawano.

The Mosinee-based firm has been selected as the Shawano Country Chamber of Commerce's Business of the Year for 2022.

The company is in the process of building and operating SCS Shawano, which features 200 apartment homes on Engel Drive, and beat out several other nominees for the award.

"It means a lot because this is a new community for us," said Jacqui McElroy, the company's director of business development. "We just started our presence there; we're planning to be there long-term and be a good community member. To be recognized in one of our first years there with buildings open has been very exciting for us.

"I think we have the ability to really bring what the community needs," McElroy continued. "We have our own in-house design team. We don't just come to your community and say, 'We just have one building. So hopefully, this is what your community needs, and this is what we're building.' We're able to take all that feedback and really deliver a project that is what a community needs. We can service a much larger target market that is available in Shawano with these different buildings."

The company held a grand opening ceremony in Shawano in June. Construction on the project began in the summer of 2021 and continues on the city's southeast side.

"This is one of our larger projects with 200 units," McElroy said. "Almost all of the buildings are done, but there are still a few to open yet. A majority of the buildings are open, and there are quite a few people already living on-site. We did three different building styles, so there are a wide variety of floor plans available at different price points. We have one level for empty-nesters, starter apartments and three-bedroom apartments. There are one, two- and three-bedroom apartments. We have an office on-site, so we have a property manager that takes care of that location with their team."

S.C. Swiderski operates several apartment facilities throughout Wisconsin — including Black River Falls, Chilton, Eagle River, Eau Claire,



S.C. Swiderski is in the process of building and operating SCS Shawano, which features 200 apartment homes on Engel Drive.

CONTRIBUTED

Edgar, Florence, Hortonville, Kronenwetter, Marathon City, Marshfield, Medford, Merrill, Mosinee, Niagara, Oshkosh, Plover, Rice Lake, Rothschild, Stanley, Stevens Point, Sturgeon Bay, Waupaca, Wausau, Weston and Wisconsin Rapids.

The apartments include eight different floor plans ranging from 702 to 1,244 square feet. When completed, the project will include 19 multi-family buildings. Each unit comes with an attached or detached garage, private laundry area and either a patio space or balcony.

Shawano turned out to be a good fit for the project, according to McElroy.

"We do our research, reach out and talk to people like chambers to get some of their information," she said. "We talk to businesses in town about what they're seeing. What we're looking for are holes in the market. In Shawano, we noticed there haven't been a lot of new apartments built there and thought that was probably a need that the city had. When we reached out and started talking to the city, they said: 'You're right. We've

been looking into this ourselves; we're really short of housing.' They're losing people to other communities that have more housing options. We wanted to work with the city on this project to plan what is needed. That's why we did a variety of apartments instead of just one style. We can really service all types of people.

"There are empty-nesters that wanted to get rid of their homes and still stay in the area, but there were very limited options for them," she added. "(Shawano) has a very strong workforce that was growing with some business expansions in the area, and those businesses were having trouble because they'd hire people that couldn't find a place to stay nearby. We really see it as a great partnership with the city in planning something that's going to benefit them, benefit all of the businesses already in town and, of course, benefit our business as well."

McElroy said the tenants who have moved in are excited about the new apartments.

"People are coming for older apart-

ments," she said. "A lot of people are coming from a bigger area like the Fox Valley that have a lot of newer apartments. They're very excited that Shawano now has something similar to what they're used to seeing in those other areas."

McElroy said the project turned out to be a win-win for her company and the Shawano community.

"It was great to find this amount of space so we could put up this many units in one location," she said. "You can kind of see it from the highway, so we like that. We did have a great partnership with the city. Everybody on the staff was really great to work with and really supportive of the project. There was a lot of coordination with getting utilities to the site and making sure everything is permitted. Having that support of the city was really nice."

"The business community there has been great as well," she said. "They came out to our groundbreaking when we started the project and came out to the grand opening. It's a great community."

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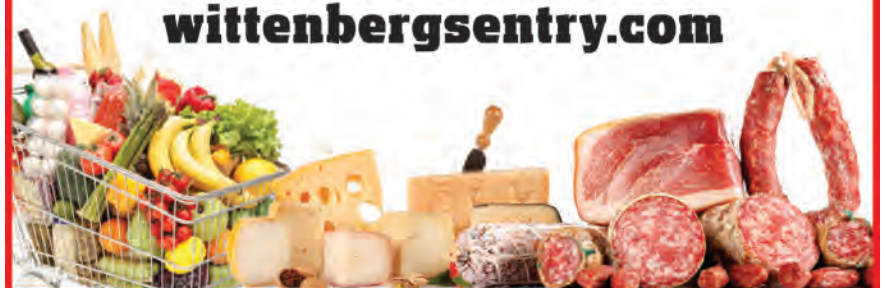
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A downtown dream come true

The Stock Market is recognized as Shawano Country's Small Business of the Year

By **NICOLE HIXSON**
Correspondent

The Shawano Country Small Business of the Year award is annually presented to a Shawano or Menominee county business that has shown growth and attributes that advance Shawano Country's economy and overall quality of life. The Stock Market/Fully Stocked in downtown Shawano is 2022's recipient of this award.

The Stock Market opened for business in 2018 specializing in olive oil, balsamic vinegar, loose leaf tea and home decor. The Stock Market is named after its owners, Chelsea Gilling and Abigail Wallarich, sisters whose maiden name was Stock. According to their website, the creation of the store fulfilled their childhood dream to one day own and manage a store in downtown Shawano.

"Downtown Shawano holds so many special memories for Abigail and me," Gilling said. "We grew up here. We are raising our families here. 'Be the change you want to see in the world;' we want these things for our families and our community. We want to help in creating that Shawano pride. We want others to see Shawano the way we do — as an amazing place to live, work and play."

The store became so successful that in the summer of 2022, they expanded into the neighboring retail space. The Stock Market's counterpart, Fully Stocked Wine and Liquor Lounge, now offers customers charcuterie boards, wines, liquors and desserts.

Both The Stock Market and Fully Stocked offer events, including Saturday tastings at The Stock Market and a recent New Year's Eve wine pairing dinner at Fully Stocked. The sisters have created an atmosphere that is welcoming and fun, which is undoubtedly a contribution to their success.

"We sample our products. We joke around. We have fun," said Gilling. "Our goal is always to create an atmosphere that our customers want to be in and be a part of."

With that success, they have in turn become active members of the community. Hosting and helping to

sponsor events, such as Witch's Night Out in October, has benefited downtown Shawano not only in creating an exciting atmosphere, but also promoting consumer traffic.

"Planning and participating in events, donating to organizations and fundraisers as well as volunteerism are extremely important to us," said Gilling. "These are the things that strengthen and build community. Our heavy involvement in events can touch all three of these things at once. We have always been very passionate about being active in our community. Main Street is the heart of every community, and having a lively and engaging downtown that promotes coming together is what makes small towns thrive. We are so happy to be a part of downtown Shawano."

Their dedication to the community has been quickly recognized and appreciated by their customers, colleagues and fellow businessmen and women.

"The Stock sisters participate in full force in every Shawano Downtown event," said Lindsay Johnson, coordinator at Shawano Downtown, who submitted The Stock Market/Fully Stocked as a nominee for Business of the Year. "They are always willing to help out with events and go above and beyond in their contribution. They have brought in celebrities (Moonshiners) during ShawanoFest, sponsored a pumpkin carver during Octoberfest and are the originators of the Witch's Night Out event that is highly popular! This fall, Chelsea worked with the Shawano Historical Society to create Shawano's first haunted history tour. They also collaborate with other Shawano businesses. In addition, they are huge supporters of the community, donating to numerous organizations and fundraisers. They are always brainstorming new ideas to add to their store, new activities to bring to Shawano Downtown events and additional ways to draw people to downtown. People love their creativity and energy and are drawn to their excitement for the community."

As for the future of the business, Gilling and Wallarich are already making plans.



Sisters Chelsea Gilling, left, and Abigail Wallarich opened the Stock Market in 2018 and have grown the business to include Fully Stocked Wine and Liquor Lounge next door. GREG MELLIS | NEW MEDIA

"We are always thinking of what's next," said Gilling. "We have lots of things in the works, long term and short term. We can't share quite yet, but 2023 and 2024 will be a fun and busy year for us. Within these next few months, building our online presence is the priority. We are currently working with new web designers to make our website even more enjoyable to shop and, yes, we will have lots of

home decor available to order online."

Throughout their business journey, the sisters have kept their success in perspective. "We are so humbled, touched, grateful and appreciative to receive 'Business of the Year' for 2022. We are two small-town Shawano girls who are blessed to live our childhood dreams every single day. Thank you for continuing to support and believe in us."



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Olivia Schultz named Young Professional of the Year

Having ties in Shawano, Schultz attributes place in life to Shawano Specialty Papers

By **LUKE REIMER**
Reporter

Olivia Schultz, who works as a human resources generalist for Shawano Specialty Papers, was recently notified that she had won the Shawano Country Chamber of Commerce award for Young Professional of the Year.

Schultz, 24 and a native of Shawano, was nominated for the 2022 award by three of her coworkers. They said she is humble enough to seek input from others while being confident enough to take appropriate action. Her coworkers added that her positive attitude and pragmatic perspective make her a valuable member of the team.

Working hard and doing her best to serve her company and community, however, aren't actions that Schultz has to think about.

"I am just doing it, because I do it," said Schultz. "We do the right thing because it is the right thing."

Schultz said her ties to Shawano Specialty Papers go back a long way because her dad is a long-time company employee. After graduating high school, Schultz went off to college but came back to the Shawano mill on breaks to help on the production line. "I worked here in the summer, and that was how I put myself through college," said Schultz.

She graduated from the University of Minnesota-Duluth in 2021 with a degree in human resources and communications. In June of that year, Schultz found herself with a job in the management portion of the company.

"When I first started here, I was working more in development, and then this past summer in June, I was brought over to the HR side of things," said Schultz. "That was exciting for me."

According to the chamber's nomination application, Schultz's coworkers identified her as a high potential employee during her summer employment. Schultz was promoted to her position as HR generalist due to her willingness to accept difficult challenges and seek immediate and long-term solutions, her coworkers said.

"I am out there interacting with our associates every day — just kind of being the face for employee interac-



Olivia Schultz, who works as an HR generalist for Shawano Specialty Papers, was given the Young Professional of the Year Award in 2022. Schultz works to connect Shawano Specialty Papers with the community, often spending time with local nonprofit organizations.

GREG MELLIS | NEW MEDIA

tions," said Schultz, on why she feels she won the award. "I think that that is important for our employees."

More than just important for the employees, Schultz said acting in that role has been a vital learning opportunity for her as well.

"Being that person and being in that position, I think that I have grown as an individual and a professional," said Schultz. "I have definitely grown my confidence and my ability to talk to people."

At Shawano Specialty Papers, Schultz explained that a normal day for her includes keeping records, doing paperwork, spending time in the paper mill and on-boarding and setting up interviews. On top of that, keeping track of and managing employees' hours is another big responsibility for Schultz.

"I work with closely with our HR manager here at the Shawano mill," said Schultz. "I also get to work with our whole corporation, including our HR managers in Green Bay."

Outside of the workplace, Schultz

spends a lot of time in the community with various organizations. Being involved with the Culture Club, where she was volunteering for spring trail cleanup with Shawano Pathways, participating in and organizing a team for the FRESH Project 5K, assisting with a donation challenge for Safe Haven, participating in the holiday stroll and tree lighting and being a part of Shawano Area Youth Professionals is just a sampling of Schultz's involvement in her community.

"I attribute a lot in the community to my ties here," said Schultz, referring to her childhood in Shawano. "The Culture Club is our values committee here at the paper mill. We do a lot to bring together our employees in the community that we live and work in."

She said that she likes to be involved in the area through her job not only because of her ties to Shawano, but also because she wants to involve the employees of Shawano Specialty Papers and the company as a whole with the community they serve.

"We want to involve our employees, but us as members of this club go out to do this stuff to open it up to our employees," said Schultz. "Coming back to Shawano after graduating — it was about getting involved and meeting people. I have done some networking events; that has been nice to meet other young professionals in and around Shawano."

Schultz noted another favorite pastime of hers has been working with the local humane society.

"That is important to me; we have two animals from the shelter," said Schultz. "That is also something that I would like to do more of."

Through her life and with her father being a long-time employee with the company, Schultz said that she owes a lot of where she is today to Shawano Specialty Papers.

"This has been my life, with my dad working here," said Schultz. "I give a lot of credit to where I am at life to this place."

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