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2020-2021
RELOCATION
GUIDE



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2020-2021 RELOCATION GUIDE

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Cover photo Gary Barden Photography courtesy of IRONBULL

The Greater Wausau Chamber of Commerce invites you to enjoy this publication, which uncovers why the Wausau area is a great place to work, play and live. Greater Wausau is about elevating your life, naturally. It's not just about living to work or working to live, but about living fully; about enjoying the kind of balance that allows you to approach every day with heightened anticipation.

You are close to the best of everything Wisconsin has to offer. But the Greater Wausau area isn't just about an abundance of exceptional experiences at your doorstep; you'll find an attitude here that elevates the richness of everyday moments.

This publication is brought to you by the



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Photos by Kelly Puntney



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tinyurl.com/lenastartmc

BUILDING BABIES' BRAINS

Program aims to improve
early brain development in
Marathon County

More than 80% of brain development occurs before the age of three. During the first 36 months, while a baby's brain is growing the most, parents have the power to do something wonderful with their children.

"There's research showing that in some families, some children are hearing 30 million less words by the age of three compared to other kids." said Dr. Corina Norrbom, the program's director. "We found that is not so much the number of words that are spoken, but that give and take between adult and child that really makes a difference in terms of developing important brain pathways."

Research shows that talking more with babies is one of the most critical elements in early brain development. It works right from birth – even before the baby understands a single word! Most parents don't know how much they're talking with their babies, and almost all parents can do it more. The LENA Start program helps caregivers learn how to increase interactive talk with children.

LENA Start Marathon County is the only LENA Start site in Wisconsin and one of more than 25 communities implementing the program across the United States and Canada.

The program's mission is to accelerate language development in

young children to improve their cognitive, social, and emotional health and to close opportunity gaps. LENA Start augments local early childhood initiatives, programming, and services to support kindergarten readiness and build stronger families which translates into long-term positive outcomes for kids and the community.

LENA Start is a FREE 10-week program for parents that uses regular feedback from LENA (Language ENvironment Analysis) technology. A recording is done each week to track words and conversational turns. Parents attend weekly one-hour sessions where they receive a feedback report and learn evidence-based Talking Tips through instructional videos, peer-group sharing, printed resources and self-reflection. Sessions incorporate group learning as well as individual coaching by trained facilitators.

LENA Start is hosted at multiple sites across Marathon County, including work places. Sessions occur in spring, summer, and fall with a variety of class days and times offered.

More than 144 families have participated in the program since 2018 with participating children gaining developmental skills twice as fast as comparison groups. Virtual LENA Start sessions are now an option with LENA device drop-off sites available.

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WHAT A VIEW

Apartments at Riverlife offer new view of Wisconsin River, from above

The Apartments at Riverlife on the east side of the Wisconsin River in Wausau offers a new upscale housing option with rental rates starting at \$925. This housing development includes managed wifi, cable television, hot and cold water, underground and surface parking, access to a private party room, fitness center and secure access.

The highlight for those living at Riverlife is the private balcony with spectacular views of the downtown and/or the Wisconsin River.

Developing new and unique housing alternatives has been a part of the City of Wausau's strategy, and the strategy of other municipalities in the region. The Riverlife project joins the nearby new apartment units in the former Sav-O-Supply building as well as the new townhomes available on Third Street. A number of new duplexes have also been constructed recently on Thomas Street.

The Apartments at Riverlife constitutes a decade long effort by the City of Wausau to reclaim the community's urban waterfront and energize it with a mix of entertainment, housing and public amenities like the new Riverlife Park which was inaugurated last year.



"Riverlife brings a vibrancy and excitement to Wausau which provides for quality living in the pursuit of work-life-outdoor recreation balance." said resident Dave Eckmann.

A model unit will be available for prospective renters, offering the opportunity to view the interior finishes found in each unit. A dedicated on-site Resident Services Coordinator is available to provide service to those living at The Apartments at Riverlife.

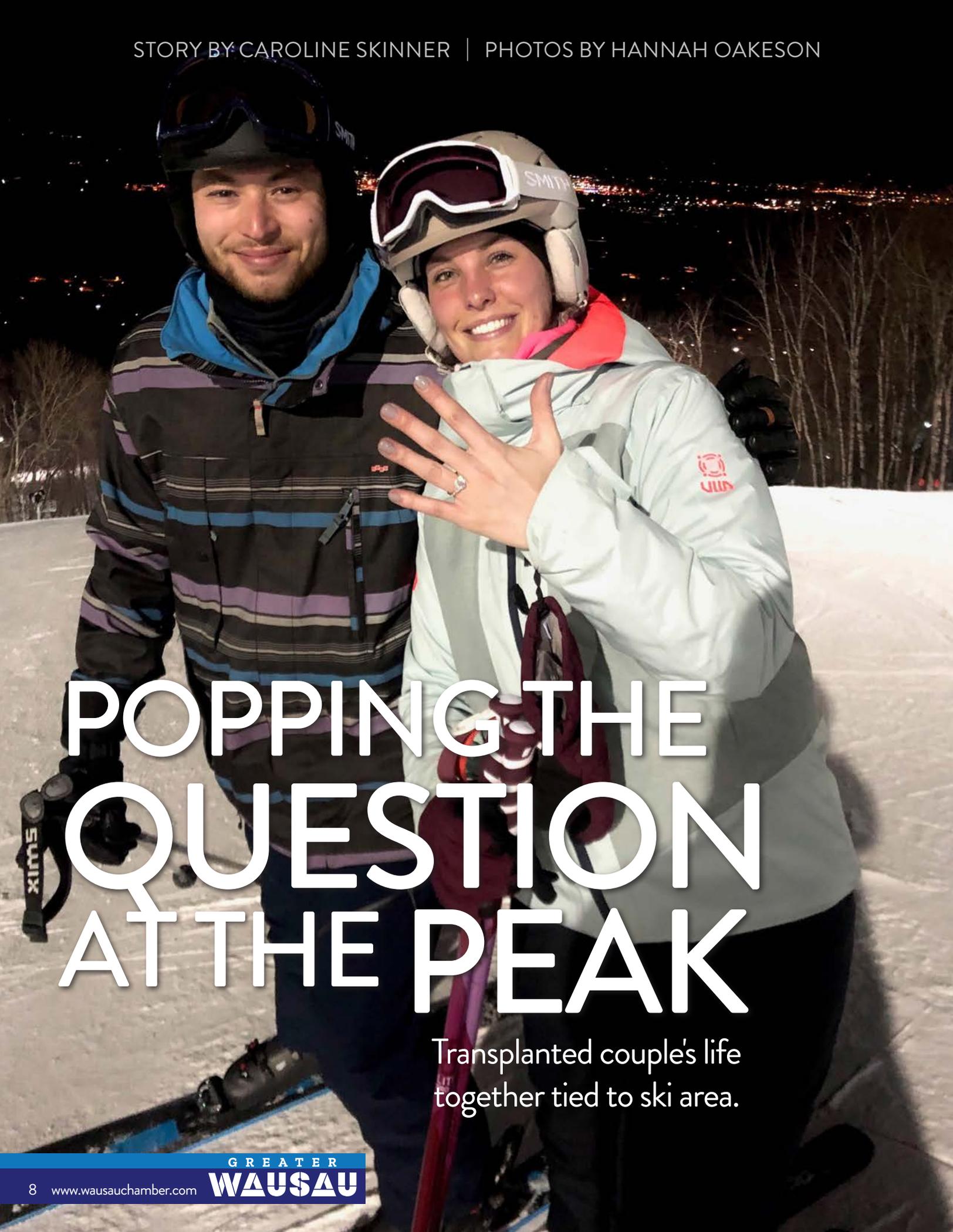
The Apartments at Riverlife project was taken over by a local development team, Viegut/Ohde/Riveron, in the spring of 2019 following the inability of a previous developer to complete the project.

To learn more about The Apartments at Riverlife, visit WausauRiverlife.com.

URGENT ORTHOPEDIC NEEDS?
WHY WAIT?

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A man and a woman are standing on a snowy mountain peak at night. The man is on the left, wearing a dark jacket with blue and purple stripes and a black helmet with goggles. The woman is on the right, wearing a light-colored jacket with a red collar and a white helmet with goggles. She is smiling and waving her hand. The background shows a snowy landscape with trees and distant lights.

POPPING THE QUESTION AT THE PEAK

Transplanted couple's life together tied to ski area.

For Hannah Oakeson and Benjamin Thumann, Wednesday nights in the winter mean meeting up with friends to hit the slopes at Granite Peak. Every week, the couple has a standing meetup with their group of friends to unwind after work at the hill. The newfound tradition holds many special memories for the young couple, including one that they're sure to remember for the rest of their lives: getting engaged at the top of Birch Run, with a view of the Wausau city lights twinkling below.

"I love the city lights when you get on the top of those hills, you can see the entire city," said Oakeson. "So he suggested that we take a photo, and he managed to get both his skis off, down on one knee, and have the ring out before I knew anything was happening. And I was so shocked that I just said 'yes,' and I still had my skis on, I had my gloves on, and I started crying. Then of course we got to go celebrate in the chalet with a vanilla Porter and live music, which is our other favorite thing, just the atmosphere in there."



watch online:

tinyurl.com/granitepeakwi

The newly engaged couple met in 2016 while studying at University of Wisconsin-Oshkosh, and moved to Wausau to establish their careers after graduation. Though skiing has become a weekly tradition for the couple, neither Oakeson nor Thumann were frequent skiers before moving to the area.

"Ben's first time skiing was at Granite Peak, and he excelled at it, and I actually struggled getting back into it," said Oakeson. "But a friend had invited us to one of the free rental nights, and we probably went once or twice and we were sold, and said we needed to get season passes."

Since getting season passes they have become avid skiers, hitting the slopes for both night and day skiing.

"I love how night skiing and day skiing are so different—that's the benefit too, of having the season passes," said Oakeson. "I just feel like it's so addicting, and you are physically and mentally fit during the winter."

Granite Peak has become a meetup for their local and college friend groups alike. In addition to their weekly Wednesday night ski sessions, they have friends that visit from across the state to ski together.

SEE *GRANITE PEAK* CONTINUED ON PAGE 10

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“Granite peak has made a huge impact on our becoming established here in Wausau, because we have friends from all over Wisconsin that all separated after college,” said Oakeson. “And they come to the us specifically because they feel like they get that Colorado, Breckenridge vibe from Granite Peak’s atmosphere.”

Their love of skiing has even brought joy to family back home in Oshkosh. On a recent visit, the couple shared photos of their skiing adventures with Oakeson’s grandmother.

“She knew we were living up here and she asked about Granite Peak right away,” said Oakeson. “And when we told her, ‘Yeah, actually, we love it,’ she said that she had always wanted a ski family. She started tearing up seeing our photos of skiing, and she thought that was so cool.”

Even in the off season when the hill is closed, Thumann and Oakeson enjoy hiking up the mountain with their new Golden Retriever puppy, Oakley, who joined their family in February.

For the soon to be newlyweds, Granite Peak will always hold a special place in their hearts.

“We love it,” said Oakeson. “And obviously he chose to propose there for a reason because it’s made such an impact on our lives, living here in Wausau.”



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WHY MAKE THE MOVE?

We've assembled a list of reasons for you to consider a move to our area ... and we could go on and on!

Photo by the Wausau River District

1 THE OUTDOORS: There are few locations in the Midwest that offer world-class skiing, kayaking and fishing just minutes from either your home or your work.

2 DOWNTOWN WAUSAU: With ongoing improvements, Wausau's downtown offers diverse shopping and dining options and a newly developed riverfront.

3 THE GREATER WAUSAU REGION: Beyond just the City of Wausau, Marathon, Merrill, Rib Mountain, Rothschild, Schofield and Weston offer additional options to those eyeing relocation.

4 WISCONSIN'S ONLY 'MOUNTAIN': Rib Mountain State Park and Granite Peak Ski Area can be seen from miles around. No trip to the area is complete without a trip to the top of the 60-foot observation tower.

5 THE ARTS: One of the unique aspects of the Wausau region is the area's commitment to the arts. With a pair of art museums, the Center for the Visual Arts and the Grand Theater, there are many opportunities for local artists and art enthusiasts to find inspiration.

6 FAMILY-FRIENDLY HAPPENINGS: The summer is filled with concerts, hot air balloons, the Wisconsin Valley Fair and Chalkfest, while the cooler months offer blazing fall

colors, tubing at Sylvan Hill Park, pond hockey and Winterfest.

7 HEALTHCARE: With a pair of large medical campuses in the region, one on Wausau's west side and another along Highway 29 in Weston, the area offers top-of-the-line care in state-of-the-art facilities.

8 PARKS: It seems that you can't drive more than a few blocks before you encounter one of the many county and community parks.

9 EDUCATION: With a variety of public and private schools and childcare options in the area, there are plenty of excellent alternatives for families to choose from.

10 THE DUDLEY TOWER: This icon of the Wausau skyline stands at 241 feet, which makes it the tallest commercial building in Wisconsin outside of Milwaukee!

11 THE COMMUTE: There are few neighborhoods in the Wausau metro area that can't be accessed in less than a 20 minute drive from any other point in the metro area.

12 NORTHWOODS FEEL: The region's Northwoods feel, blended with all the expected urban amenities, makes this a special place. There are few places in the midwest with the variety of outdoor amenities available within just miles of premiere employers.

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Wireless internet lets you watch or browse from anywhere—as long as your Wi-Fi network works well. Because Wi-Fi depends on radio waves from your wireless modem, anything that or blocks or interferes with those waves could mean trouble for your connection.

We've gathered tips for maximizing your Wi-Fi signal in your new or existing home.

1 DON'T PUT YOUR ROUTER IN A CORNER. Wireless signals are only capable of traveling a short distance. Even if your computer, tablet, phone, or other device is within “range,” the farther it is from your wireless modem, the slower your internet connection will be. A central location is best. The added bonus? A central location will also reduce the chances that your neighbor's Wi-Fi will interfere with yours.

2 DON'T HIDE IT. Even though it may not go with your décor, resist the urge to hide your modem. Make sure it isn't on the floor, under a desk, in a closet, or behind large objects like a fish tank. Anything that comes between the modem and your device could either absorb or bounce the Wi-Fi signals.

3 WATCH OUT FOR INTERFERENCE. Microwave ovens, cordless phones, Bluetooth devices, baby monitors, and wireless game controllers can all interfere with Wi-Fi signals. If one of these is a problem, you have three options: choose not to use that device when you are also using the Internet, relocate the modem, or use a corded connection for the device experiencing interference.

4 REPLACE OLDER DEVICES. Your Wi-Fi network speed will adjust to be as fast as your slowest device. If you have any that use the older wireless standards (these would include Wireless- A, B, or G) on your network, you will likely notice range and performance issues while using them—and they will keep your newer devices from running at full speed.

If you try everything and are still struggling with your Wi-Fi signal, stop and consider whether your internet connection simply isn't up to the task. Switching to a state-of-the-art fiber internet service for the fastest upload and download speeds available could be what you need.

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ON THE RIGHT TRACK

How a local engineer
uses her personal drive
to make an imprint on a
male-dominated industry

U dara Dharmasena, a manufacturing engineer at Greenheck in Schofield, believes that there is no limit to what you can accomplish if you put your mind to it.

Udara has always had a dream of becoming an engineer and working in manufacturing, just as her grandfather did.

"I remember walking around the company with him when I was a little girl," said Udara.

Upon graduating high school, Udara knew she wanted to pursue an engineering degree. "My parents encouraged me to go into literature or business. Instead, I rebelled a bit and came to the United States to pursue aerospace engineering. After exploring the program options, I knew industrial engineering was the right fit for me. I'm currently working on my masters in industrial management."

Being an immigrant from Sri Lanka, the journey for personal success hasn't always been easy. "English is my second language. Additionally, there are a lot of people who feel that this field isn't for women and tried to push me in another direction," she said. "I was skeptical, but I knew what my vision was for my future. I just told my doubters I didn't care what they thought."

Udara joined Greenheck as a co-op in October 2019.

"I was nervous at first, but the teams here function as a family and are open to hearing new ideas on process improvement. Things are constantly changing and everyone is helpful at keeping the team up to speed."

In addition to the collaboration amongst her team, the connection between the shop and office has really impressed Udara. "This is the first place I've worked where the connection is really close. We are a tight-knit company."

Udara has seen a lack of women in manufacturing - specifically engineering. "It's hard. Even now - I'm the only woman engineer on my team," she said.

As a result, Greenheck has begun a group called "Women @ Greenheck Group", a networking and engagement opportunity to help promote manufacturing and encourage women to join the field.

"One piece of advice I'd like to give people is if there is something you'd really like to try, just do it! There will always be people who doubt you no matter what line of work you're in. Just dream big and know it's ok to fail. Not giving up is what's important."

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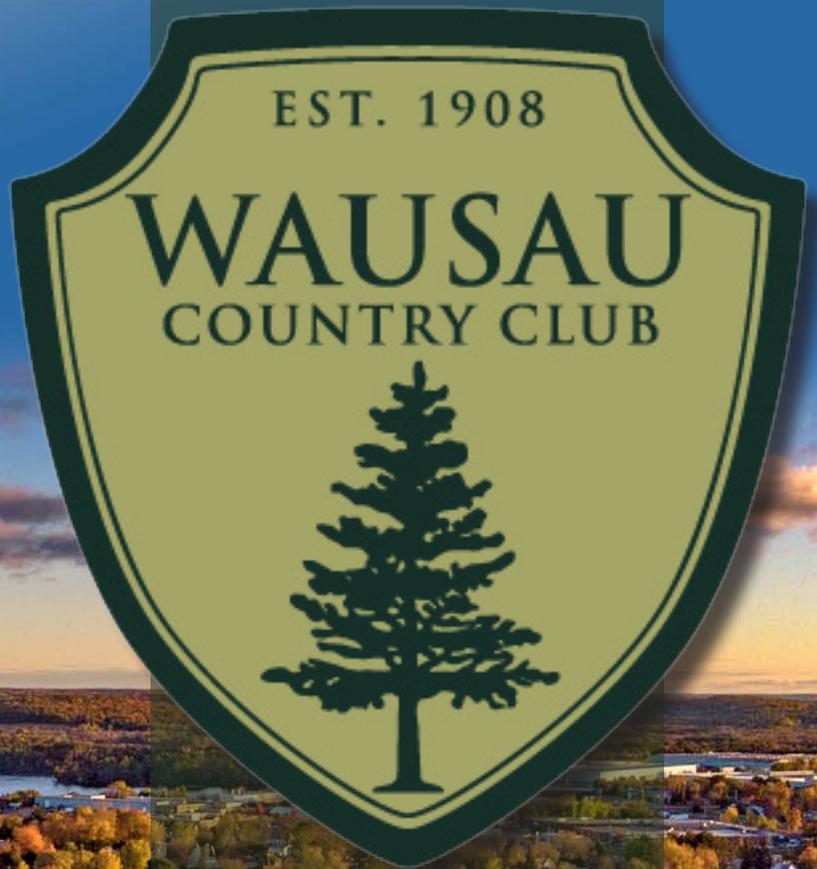
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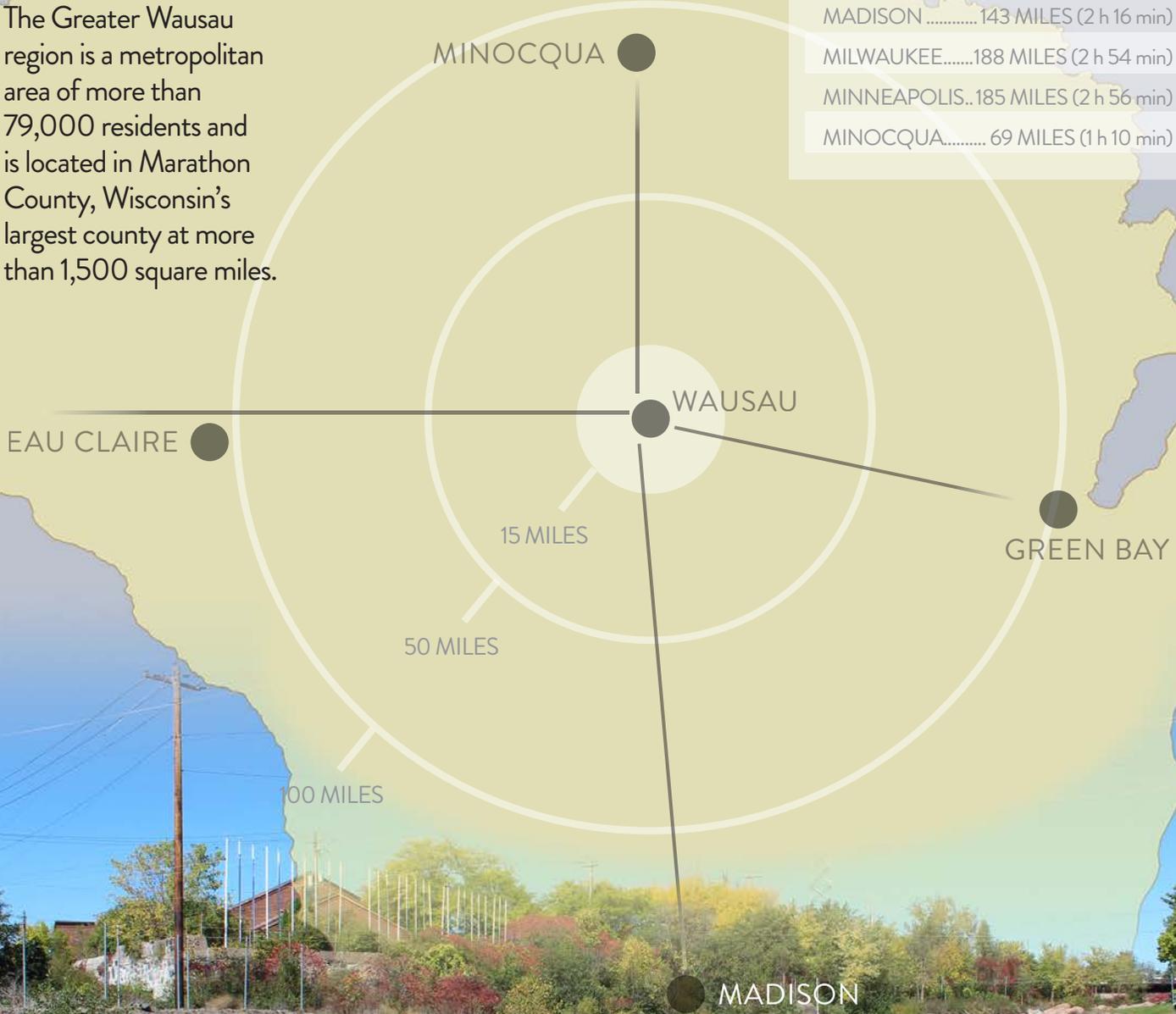
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A Central Location:

The Greater Wausau region is a metropolitan area of more than 79,000 residents and is located in Marathon County, Wisconsin's largest county at more than 1,500 square miles.

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Wausau Whitewater Park

Photo by Kelly Puntney



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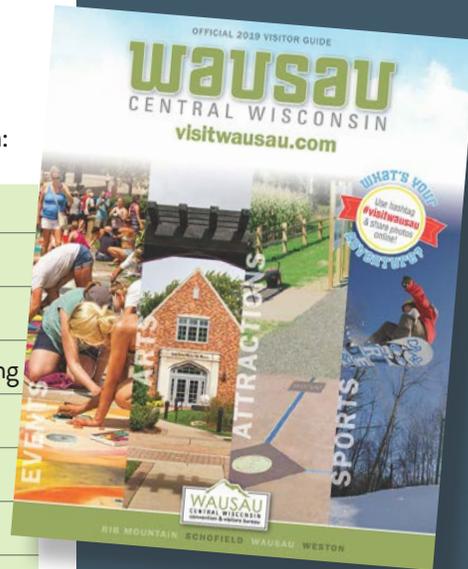
Marshfield Clinic
Health System

Outdoor Recreation

There's plenty of fun to be had outdoors in the Greater Wausau region. Here's a list of a few of the many activities that can be enjoyed in the area:

Archery	Gardening	Running
ATV Riding	Geocaching	Shooting
Baseball/Softball	Golf	Skateboarding
Bird Watching	Hiking	Skiing/Snowboarding
Boating	Hockey	Sledding
Cycling	Horseback Riding	Snowmobiling
Camping	Hunting	Soccer
Canoeing	Ice Fishing	Strawberry Picking
Cross-Country Skiing	Ice Skating	Swimming
Curling	Kayaking	Tennis
Dancing	Paintball	Tubing
Disc and Mini Golf	Pickleball	Volleyball
Fishing	RC Flying	Water Skiing

and much more!



More on Recreation in the Wausau Region

The Wausau/Central Wisconsin Convention & Visitors Bureau produces a bi-annual magazine detailing recreational opportunities and more things to do in the area. Visit their office near the 400 Block in downtown Wausau or online at visitwausau.com.



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Photo by Kelly Puntney

About the Region

Marathon County, created in 1850, is named after the Greek city of Marathon. Located in central Wisconsin, the county seat is Wausau.

Land Area: 1,576 square miles

Water Area: 31 square miles

Elevation: 1,195 feet at Wausau, 1,924 feet at the Queen's Chair on Rib Mountain (fourth highest point in Wisconsin), 1,605 feet at Upper Mosinee Hill

Geographical Province: Northern Highland

Natural Vegetation: Mostly maple, hemlock and yellow birch; a narrow strip with white and red pine in center. There is a small area of conifer swamp in the southwest.

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Photo by Kelly Puntney

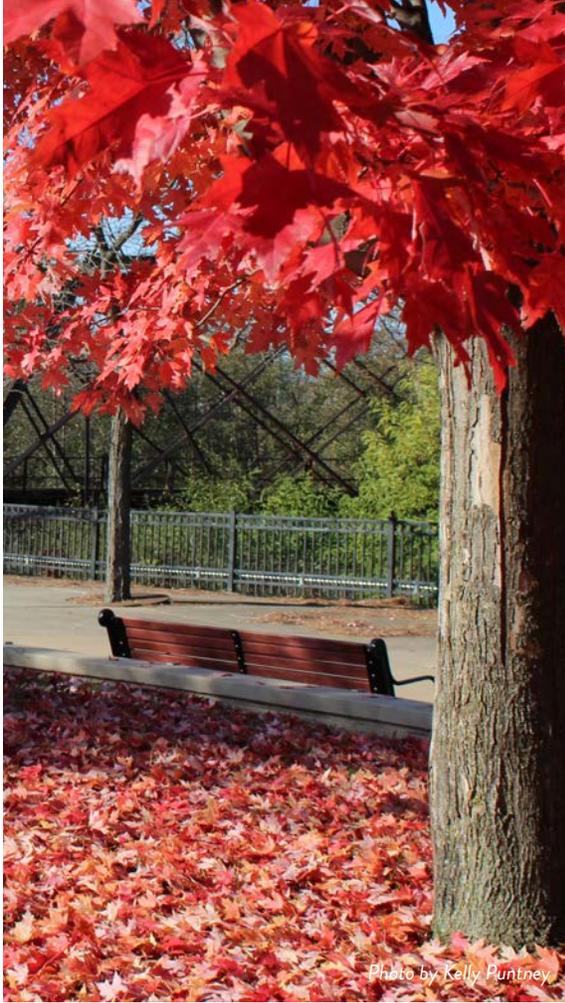
Marathon County

There are six cities, 15 villages and 40 towns (including the Town of Rib Mountain) in Marathon County, each with their own personality.

City of Abbotsford	Village of Edgar	Village of Maine	City of Mosinee	Village of Weston
Village of Athens	Village of Elderon	Village of Marathon City	City of Schofield	City of Wausau
Village of Birnamwood	Village of Fenwood	Village of Rothschild	Village of Spencer	
City of Colby	Village of Hatley	City of Marshfield	Village of Stratford	
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About the Region

Housing in Marathon County:

- Persons per household: 2.41
- Median age of resident: 40.9
- Cost of living index: 92 (100 is the national average)
- Median household income: \$56,509
- Median home ownership cost per month: \$1,251
- Median gross rent per month: \$733
- Population density per square mile: 81
- Median value of owner-occupied homes: \$152,000
- Median sale price: \$138,000
- Percentage of residents that rent: 24%
- County tax rates: co.marathon.wi.us/Departments/CountyTreasurer/TaxRatesandRatios.aspx
- More on communities, schools, jobs and rentals: GreaterWausau.org

Marathon County population:

1930:	70,629
1940:	75,915
1950:	80,337
1960:	88,874
1970:	97,457
1980:	111,270
1990:	115,400
2000:	125,834
2010:	134,063
2015:	135,868
2019:	135,692

Source:
United States Census Bureau

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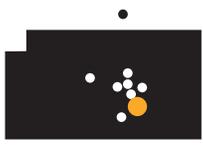
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Kronenwetter

715-693-4200 | kronenwetter.org

Population: 8,079

The Village of Kronenwetter is the fastest growing community in northcentral Wisconsin.

Kronenwetter is a largely residential community known for its large residential lots and low tax rates. The Village is perfect for residents that want the room to stretch their legs, while only a 15-minute drive away from amenities you would expect to see in bigger cities.

The village is located approximately five miles south of the City of Wausau. Kronenwetter is bordered on the west by the Wisconsin River, split north and south by Highway 39/51 and surrounded to the east by over 10,000 acres of county forest land.

Major employers: American Asphalt, G3 Industries, JX Truck Center, Wisconsin Kenworth and Woods Equipment

Schools: The Village is split between the Mosinee School District and DC Everest School Districts. Northland Lutheran High School is located in the Village and serves students from as far as an hour away.

Parks: The community offers seven parks, including Friendship Park which includes a large playground, a shelter with bathrooms and electricity and a dog park. Sunset Park hosts the Kronenwetter Farmers Market.



PREMIER SCS COMMUNITIES WESTWOOD ESTATES VILLAGE ESTATES URBAN WEST

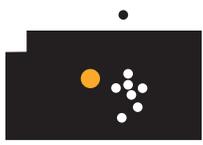


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Marathon City

715-443-2221 | marathoncity.org

Population: 1,573

Located at the intersections of Highways 29 West and 107 and sitting above the banks of the Big River just west of Wausau, Marathon City combines the best of rural living with the advantages of urban access.

The award winning Marathon School District has a long history of academic achievement and athletic success. Standardized test scores for students in the Marathon district are above state averages and lead the region. Marathon has multiple state championships for basketball, baseball and track.

Major employers: Channeled Resources, County Materials Corporation, Granite Valley Forest Products, Hurtis Heating & Air, Marathon Cheese Corporation, Marathon School District, Menzner Lumbers, Miller Bradford & Risberg and Northview Window and Door

Schools: Marathon Elementary, Marathon Venture Academy, St Mary's Elementary and Marathon High School

Parks: Riverside Park, Veteran's Park and Tower Park are complimented by playground equipment at Marathon Elementary School and at St Mary's Catholic School.



St. Anthony's Spirituality Center



Photos by Keith Paul

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Improving quality of life through literacy

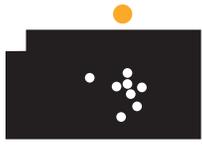


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mclitofwausau.org
mclitofwausau@gmail.com



Merrill

715-536-5595 | ci.merrill.wi.us

Population: 9,661

The City of Merrill is located on Highway 51 along the scenic Wisconsin River at its confluence with the Prairie River in Lincoln County.

The Merrill Festival Grounds features a new 3,000 seat grandstand, rodeo arena, tractor pull track, and Enrichment Center/Expo Hall. The historic Lincoln County Courthouse in Merrill is over 100 years old and is listed on the National Register of Historic Places.

Major employers: Church Mutual Insurance Company, S.I., Lincoln Wood Products, Ascension Good Samaritan Health Care, Sierra Pacific Windows, Russ Davis, InterFlex Group, Semco Windows & Doors, Walmart and Weinbrenner Shoes.

Schools: Merrill is home to the Merrill Area Public School District and the Northcentral Technical College's Public Safety Center of Excellence.

Parks: Merrill is known as the 'City of Parks' because of its 13 city parks and a 920 acre city forest, as well as Council Grounds State Park and other nearby parks. The community is home to the growing River Bend Trail Linear Park along the Wisconsin River and a new aquatic center.



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About the Region

Climate:

The Greater Wausau region has four distinct seasons. Annually, the area receives an average of approximately 31.6 inches of precipitation.

The average daily high temperatures range from 20.8 degrees in the month of January to 84.3 degrees in the month of July.

Photo by Kelly Puntney



North Central Health Care

Person centered. Outcome focused.

North Central Health Care is committed to our partnership with our three counties of Marathon, Lincoln and Langlade, as we continually seek to provide the highest levels of accessible and specialized care for those we serve. Our person-centered service approach to the complex needs of those we serve and those we partner with are identical – we will meet you where you are at and walk with you on the journey together.

Our programs and services provide compassionate and specialized care that is designed around each individual's abilities and challenges – creating a path to move forward together.

NCHC's Wausau Campus is nestled on the beautiful shoreline overlooking Lake Wausau and Rib Mountain with additional locations in our Wausau, Antigo, Merrill and Tomahawk.



24/7 Crisis Center

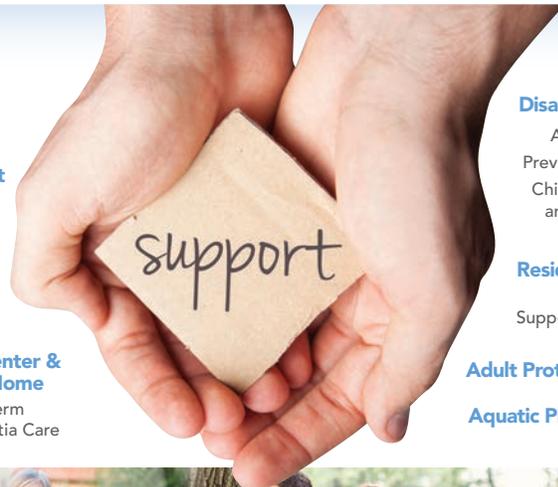
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Skilled Nursing, Short-term Rehabilitation & Dementia Care



Developmental Disabilities Services

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Adult Protective Services

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Mosinee

715-693-2275 | mosinee.wi.us

Population: 3,988

Mosinee, located south of Wausau at the intersection of highways 153 and 39/51, has a long and rich history dating from the days of the first French fur trappers, stretching through the logging days, and continuing today.

The Wisconsin River's falls have been tamed over time and Mosinee retains a close tie with nature with river access for fishing and boating and offering 12 parks in the city. The shores of the river are lined with trees and Mosinee Hill is easily visible. Mosinee prides itself as a small community with big prosperity and a lot to offer both its residents and visitors.

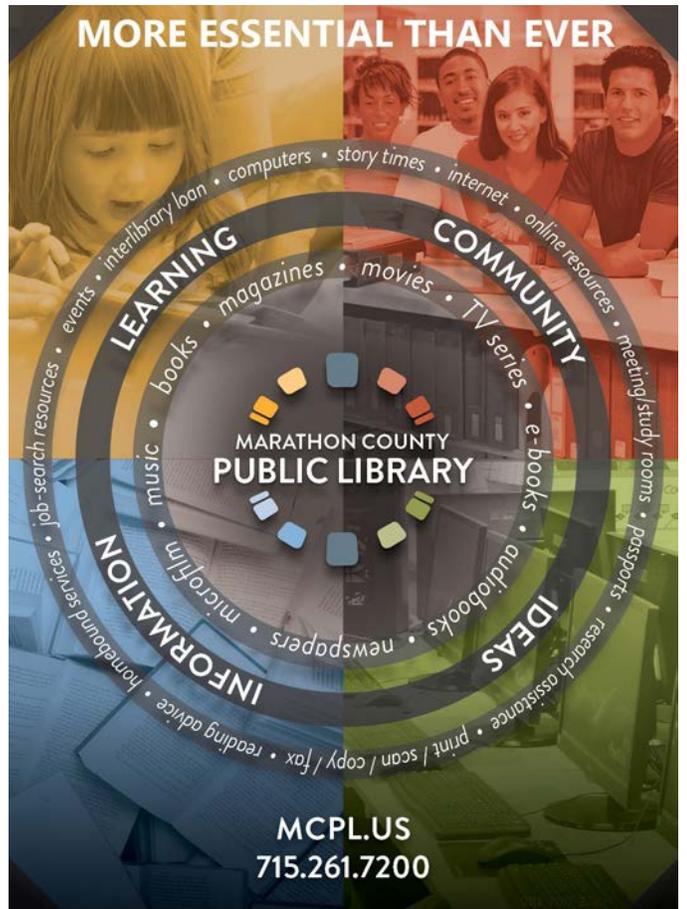
Major employers: AROW Global, Central Wisconsin Airport, Crystal Finishing, Ahlstrom-Munksjo, Greenheck and Kafka Granite

Schools: The Mosinee School District's buildings are all located in the city.



Photo by Brittany Blunt

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Rib Mountain

715-842-0983 | townofribmountain.org

Population: 6,981

Rib Mountain conveniently offers shopping and highway access, while providing natural beauty and outdoor recreation in the backyard of residents.

Rib Mountain lies in the heart of Marathon County at the crossroads of Highways 39, 51 and 29.

Rib Mountain serves as the largest retail center in northcentral Wisconsin. Low taxes in Rib Mountain make it affordable to do business and live.

The community is also home to several tourist attractions including Rib Mountain State Park, Nine Mile Recreation Area, Lake Wausau, Granite Peak Ski Area and State Park Speedway. The community has made a commitment to improving the quality of life by expanding pedestrian and bicycle facilities and improving parklands.

Major employers: Bone & Joint Clinic, Granite Peak Ski Area, Kohl's Department Store, Sam's Club and Walmart Supercenter

Schools: Rib Mountain Elementary and South Mountain Elementary

Parks: The community offers miles of paved and unpaved trails for cyclists and pedestrians and six public parks, including Sandy's Bark Park for dogs.



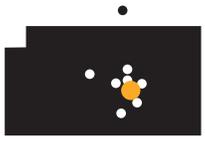
If you are relocating to Central Wisconsin, consider Rib Mountain. Not only is Rib Mountain a nice place to visit, it is a great place to live. We offer:

- ♦ Recreational opportunities such as skiing, hiking, biking, and fishing
 - ♦ Rib Mountain State Park
 - ♦ Nine Mile County Forest
 - ♦ Lake Wausau
- ♦ Low Taxes
- ♦ Several Major Retail Stores / Restaurants

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Family, and Sport
Come Together.*



For more information log onto www.townofribmountain.org or call 715-842-0983.



Rothschild

715-359-3660 | rothschildwi.com

Population: 5,367

The Village of Rothschild south of Wausau offers the beautiful and historic Rothschild Pavilion, clean and inviting parks, access to Lake Wausau, an aquatic park, hunting grounds and much more. The Rothschild area also offers many employment opportunities, including industry, retail and local government.

Rothschild features a variety of neighborhoods with homes from simple to luxurious. Residents have access to local smalltown businesses as well as national chains. The Village offers a balance of choices in a scenic, safe and progressive small community.

Major employers: Domtar, Imperial Industries, Krueger Wholesale Florist, Lignotec, Schuette, Wausau Homes and Wausau Tile

Schools: Evergreen Elementary, Rothschild Elementary and St. Marks Elementary

Parks: The community offers seven parks and the Rothschild/Schofield Aquatic Center.

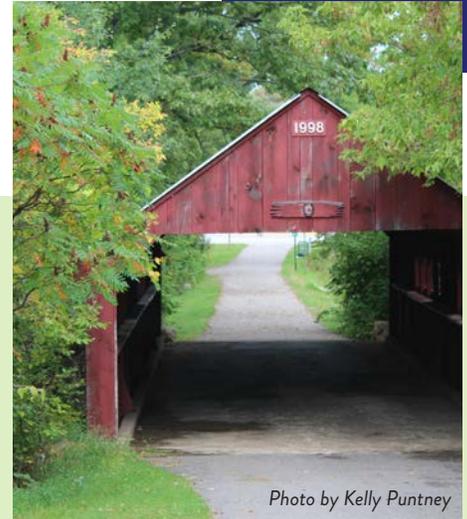


Photo by Kelly Puntney



Photo by Brittany Blunt



VILLAGE OF

Rothschild

Residents of Rothschild value the short commute times, the extensive trail system for hiking and biking, access to fully improved parks and recreational opportunities, and the mature tree-lined streets that living in the Village offers.

Situated along both Highway 39/51 and Highway 29, the Village of Rothschild serves as the gateway community into Wausau via exit 185.

715-359-3660 | info@rothschildwi.com

www.rothschildwi.com

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The Small Business Development Center offers no cost, confidential business advising services

One of 12 in Wisconsin, the Small Business Development Center (SBDC) at UW-Stevens Point offers no cost, confidential advising and resources as well as fee based workshops and conferences to both startup and existing businesses throughout nine counties: Adams, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, Waupaca, and Wood. The SBDC is a nationwide program that is celebrating 40 years in 2020. Annually, the 1,000 centers nationwide serviced over one million business owners and helped start over 14,000 businesses in 2018.

The consulting the center offers varies from general startup information to Human Resource questions to helping to get financing to assisting with marketing questions and so much more.

“Our days are often spent handling a wide variety of requests and questions from the small businesses we work with,” said Melissa Meschke, the Director of the SBDC.

Through their passion, experience, and dedication, they assist all business owners in the areas they need it most.

“Sometimes we are just someone to bounce ideas off of, other days, we are helping clients make large decisions regarding financing,” said Mark Speirs, Consultant at the SBDC.

Appointments are set up in the way that suits the client the best, whether that be via telephone, email, in person, or virtually using platforms such as Zoom.

“We encourage people to simply reach out and we will help you figure out the next steps,” said Zia Yang, Outreach Specialist for the SBDC.

The center believes that asking for help is a sign of strength, not of weakness and they are happy to help.

In addition to the no cost consulting, the center also hosts the Central Wisconsin Digital and Social Media Conference each April, offers six sessions of their business plan writing class throughout the spring and fall, puts on 12 workshops regarding first steps to starting a business, and hosts a free four-part series called the Business Education Series.

To learn more, visit us at uwsp.edu/SBDC, Facebook @uwspsbdc, or call us at 715-346-3838.



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Offering no cost, confidential business advising.

- Start
- Grow
- Finance
- Market
- Protect
- Improve

First Steps to Starting a Business

No-cost workshop. Receive materials, resources, and the opportunity to ask guest panelists your pressing start-up questions. Various dates, and locations. uwsp.edu/SBDC

Business Education Series

Free four-part series offered annually with participating business chambers and economic development organizations. Various business topics, dates, and locations. uwsp.edu/SBDC/BES

Entrepreneurial Training Program

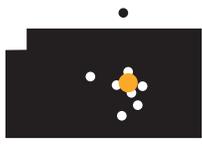
Nine week program to develop full business plan and financials. Spring and fall offerings available in Stevens Point, Wausau, and Antigo. Scholarship grant available to cover 75% of program fees. uwsp.edu/ETP

Digital and Social Media Conference

Day long conference full of digital marketing and social media tips and tricks. Offered annually each April at UW-Stevens Point. uwsp.edu/CWDSMC



uwsp.edu/sbdc
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715-346-3838



Schofield

715-359-5230 | cityofschofield.org

Population: 2,155

The City of Schofield is a peaceful community bordered by the Eau Claire River and Lake Wausau, just south of Wausau.

Schofield is home to a successful Business Park while Grand Avenue and Schofield Avenue offer visitors a choice of specialty stores, restaurants and lodging.

Finally, one of Schofield's landmarks is the Brooks and Ross Dam with two boat landings near the dam allowing access for canoes or kayaks and fishing opportunities for walleye, musky or panfish.

Major employers: Crystal Finishing Systems, Gordon Aluminum, Greenheck Fan Corporation and Merrill Steel

Schools: St. Peters and DC Everest School District

Parks: This community offers four neighborhood parks: Spring Street Park, Radtke Park, Schofield Park and Grace Street Park.




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Wausau

715-261-6500 | ci.wausau.wi.us

Population: 39,114

Wausau is the employment, transportation, healthcare and cultural hub of the Central Wisconsin. Wausau is proud of a vibrant downtown, outstanding local arts scene, proud local businesses, and a growing urban waterfront along the Wisconsin River.

Wausau has a long tradition of successful public-private partnerships for development which has leveraged significant investment and redevelopment within the City, including three consecutive record years for new construction in 2017, 2018 and 2019.

Wausau boasts the most diverse housing choices in the region, from mansions in the nationally-registered historic districts to new scenic subdivisions and modern, urban multifamily townhomes.

Major employers: Aspirus, Footlocker.com/Eastbay, Graphic Packaging, Liberty Mutual, Linetec, Marathon Electric, North Central Health Care, United Healthcare, Wausau School District, Wausau Window & Wall Systems and WPS Health Solutions.

Schools: The Wausau School District operates nine elementary schools and a pair of high schools in the city. Faith Christian Academy, Trinity Lutheran School, Wausau Area Montessori School and Newman Catholic Schools are also located in Wausau.

Parks: The city offers the award-winning 400 Block and Riverlife Park, along with three renovated neighborhood pools totaling 27 city and neighborhood parks and over 10 miles of River's Edge Trail along the Wisconsin River.

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3 BR / 3 BA (Water Views)	1,840 SF	\$2,810

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[Corleen O'Malley](mailto:comalley@pfefferle.biz)

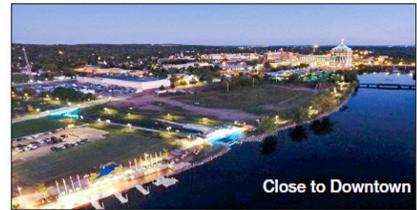
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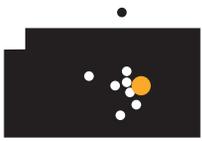
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Weston

715-359-6114 | westonwi.gov

Population: 15,445

Just east of Wausau, Weston offers top-ranked schools and state-of-the-art hospital systems; attractive neighborhoods with appealing tax rates and a diverse selection of recreational opportunities; shopping centers and nightlife choices.

The Village of Weston boasts that the community is close enough to everything, but far enough away to live in the moment. It's this balance that has brought many residents to the community.

Major employers: Crystal Finishing, HGP100, J & D Tube Benders Inc, Pick 'n Save, Ascension St. Clare's Hospital, Sutton Trans Inc and Wausau Supply Co

Schools: The Village of Weston is home to the D.C. Everest High School, D.C. Everest Junior High, D.C. Everest Middle School, and the district's two largest elementary schools.

Parks: Weston maintains seven parks and two trails.



Photo by Brittany Blunt



Photo by Brittany Blunt



Photo by Brittany Blunt



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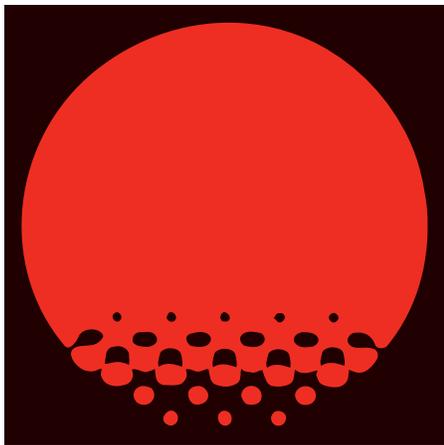


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