



Leadership Menomonie

Collaborate. Experience. Discover.



menomonie area CHAMBER & VISITOR CENTER



Welcome & Program Overview

Strong communities rely on leaders who are informed, adaptable, and prepared to serve a diverse population in an ever-changing environment. The Menomonie area needs civic-minded individuals who are connected, engaged, and ready to make meaningful contributions. Leadership Menomonie (LM) develops people committed to understanding community issues, strengthening local partnerships, and helping move our region forward.

Leadership Menomonie is open to individuals 18 years of age or older who are ready to grow personally and professionally. As participants engage with businesses, organizations, and community partners throughout the program year, they represent not only themselves, but also their employers and the broader LM program. Professional behavior, respect, and integrity are expected at all times, reflecting the high standards of leadership we seek to cultivate.

Through immersive experiences, hands-on learning, and exposure to diverse sectors, LM equips emerging and established leaders with the skills needed to navigate complex challenges and lead with confidence. The 10-month curriculum, running from August through June, combines workshops, field tours, and collaborative leadership projects that strengthen critical thinking, communication, and relationship-building. By graduation, participants are empowered to serve their workplaces and community with purpose, awareness, and a deeper understanding of the interconnected systems that make Menomonie thrive.

Vision

Leadership Menomonie (LM) is designed to develop community leaders who have the skills to work together, be part of solutions, and accept ownership of community issues. Graduates will have completed seven full-day sessions, studying a wide variety of topics including agriculture and environment, arts heritage and tourism, business and industry, education, government and law, health and human services, and manufacturing.

Program Facilitator & Contact Information

The Leadership Menomonie program is proudly facilitated by the Menomonie Area Chamber & Visitor Center. Our dedicated staff is here to ensure a seamless and enriching experience for all participants.

Category	Method	Details
General Program Inquiries	Email or Phone	info@menomoniechamber.org or 715-235-9087
Schedule Changes & Absence Notification	Email	programs@menomoniechamber.org 48-hour required notice
Day of Concerns & Emergencies	Mobile Phone	Given at Retreat

COMMUNITY SUPPORT AND ENGAGEMENT MAKES THE DIFFERENCE



Commitment from Employers

Leadership Menomonie represents a significant investment by the sponsoring organization, providing valuable development that extends beyond the individual participant. This section outlines the expectations for employer support and the benefits of their commitment.

Employer Support Expectations

The success of the program relies on the full commitment of both the participant and their sponsoring organization. Employers are expected to support their participating employee(s) in the following key areas:

- **Time Commitment:** Employees must be allowed the necessary time away from the workplace to attend all mandatory program sessions, including the opening retreat and each subsequent session.
- **Community Project Involvement:** Employers are encouraged to provide flexibility and support as the participant dedicates necessary time outside of monthly sessions to collaborate on their mandatory, year-long Community Impact Project.
- **Financial Commitment:** Ensure timely payment of the tuition fee, which covers all instruction, transportation, materials, meals, and administrative costs associated with the program.

Benefits to the Sponsoring Organization

By investing in the Leadership Menomonie program, sponsoring organizations gain:

- **Enhanced Talent Pool:** Participants return with expanded perspectives, stronger critical thinking skills, and a greater capacity to lead teams and solve complex organizational challenges.
- **Community Insight:** The program connects participants directly to civic issues and resources, leading to informed decision-making that benefits both the organization and the greater Menomonie area.
- **Expanded Network:** Employees build valuable professional relationships with leaders across diverse sectors, opening doors for future collaborations and partnerships.

Employer Recognition and Inclusion

The commitment of sponsoring employers is recognized and valued throughout the program year, with a special focus on the opening retreat & the final celebration:

- **Retreat:** As the program year commences, sponsoring employers are prominently showcased as the foundational supporters of the new cohort. Recognition includes branding on all materials, verbal acknowledgments, and features in the program's digital announcement.
- **Graduation Day Invitation:** Employers and organizational leaders will receive a formal invitation to attend the Graduation Ceremony. This is an opportunity to celebrate the participant's achievement, hear about their growth, and network with other community leaders.
- **Public Recognition:** Sponsoring organizations are acknowledged in all program materials and during the open Retreat and Graduation Ceremony proceedings. Refer to the Membership & Sponsorship Guide for complete details on sponsor benefits.

NOTE: In the event an employee is not able to participate in Leadership Menomonie, employers may enroll another class participant before the November session only. No other class participants will be added to the cohort after November.

Maximize Your Experience

Keys to Maximizing Your Leadership Menomonic Experience

While participation in the Leadership Menomonic program is an investment in your development, maximizing your return requires intentional engagement. The following optional tips are highly recommended to ensure you gain the deepest insights and build lasting professional relationships throughout the curriculum year.

Commitments for Deeper Learning and Networking

- **Cultivate Curiosity:** Approach every session, presenter, and topic with a mindset of learning. Don't hesitate to research topics beforehand and explore diverse perspectives.
- **Engage and Inquire:** Actively participate in discussions by asking thoughtful, probing questions of presenters, hosts, and program alumni. Your questions often unlock deeper understanding for the entire group.
- **Embrace Diverse Perspectives:** Maintain an open and receptive mind to ideas, opinions, and leadership styles that differ from your own. This is foundational to expanding your leadership capacity.
- **Practice Intentional Reflection:** Set aside time after each session to process the content, identify key takeaways, and consider how you can immediately apply the lessons to your role or organization.
- **Network Strategically:** Approach networking not as an obligation, but as an opportunity to build genuine relationships. Be intentional about meeting and connecting with classmates and alumni beyond the formal session structure.
- **Commit to the Community Project:** Fully immerse yourself in your assigned group's project. This is a critical opportunity to apply learned leadership concepts, collaborate, and contribute meaningfully to the Menomonic community.



Program Learning Objectives

The Leadership Menomonic curriculum is designed to provide participants with the knowledge, skills, and connections necessary to lead effectively in both professional and civic settings.

Program-Wide Objectives

- Strengthen leadership skills through applied learning and reflection.
- Develop awareness and understanding of community systems and challenges.
- Build meaningful connections among emerging and established community leaders.
- Foster communication, collaboration, and critical thinking across sectors.
- Encourage civic engagement and participation in community boards, committees, and initiatives.
- Cultivate inclusive, ethical, and innovative leadership practices.

Program Guidelines & Expectations

Attendance & Commitment

As stated in your application, it is expected that all Leadership Menomonie class members will attend all sessions. If an emergency should arise, contact the Director of Investor Relations immediately. It has been and continues to be the program's policy that Leadership candidates will not be recognized as a graduate if they miss more than two sessions, including arriving late, leaving early, missing half-days, etc. No tuition will be refunded.

To graduate from Leadership Menomonie, a participant is expected to:

- Attend the Orientation Retreat in August.
- Meet the Attendance requirement above.
- Participate in a Leadership Menomonie community project during the program year. This requires some additional time.

Preparedness

Come prepared to take full advantage of the advanced agendas to plan your day out of the office. Seek out information from the speakers relative to their leadership experiences, and ask questions.

Attire

Business casual attire is the rule for most sessions. You will receive general directions about two weeks before each session.

Transportation

Transportation will be provided for each monthly focus. Participants will receive instructions on where to meet the transportation resource about two weeks before each session.

Evaluations

Evaluations are a valuable tool for you to communicate your feelings about each Leadership Menomonie session. They are a significant help in our planning process, and we reflect on each one quite seriously. Please complete them at the end of each monthly session and return them to the Leadership team.

Speaker / Tour Courtesy

Businesses and organizations have paused their daily routine to educate the Leadership Menomonie Program about their line of work, what they contribute to the community, and potentially to collaborate with your business. Please utilize active listening during any presentations and tours.

Breaks

Breaks are intended to allow you to catch your breath and to interact informally with your classmates. Please rejoin the session promptly when asked. Breaks are guaranteed at lunch, and during transportation.

Cell Phones

Please utilize your cell phones for work or personal matters during breaks, lunch, and transportation opportunities. It is unacceptable to have your phone out during any tour or speaker presentation unless you are taking photos at an approved tour.

Folders

The folders are intended for retreat purposes. These folders can be brought to additional Leadership sessions if you would appreciate a central resource for your Leadership materials.

Nametags

Please return your nametags to the Leadership facilitator after each session.

Smoking

As a courtesy to your classmates, smoking is not permitted during sessions or in carpool situations. If you must smoke, please smoke only in designated areas during breaks.

Nursing Moms

Congratulations on expanding your family! If you have chosen to nurse your baby and will need time to pump, please request that the Chamber leadership obtain a private space for you.

Program Commitment: DEIA and the Year Ahead

At the Menomonie Area Chamber & Visitor Center, we recognize that true success lies not only in diversity, equity, inclusion, and accessibility, but also in fostering a sense of belonging. Our commitment extends beyond mere words; it is embedded in our actions and practices.

Diversity

We recognize that diversity encompasses a broad spectrum of characteristics, including race, ethnicity, age, religion, culture, language, ability, sexual orientation, gender identity, socioeconomic status, and more. We actively seek to amplify diverse voices and perspectives.

Equity

We are committed to fair, just, and impartial treatment for all individuals. This means addressing historical disparities and ensuring that underserved communities receive the same opportunities as others.

Inclusion

We value the talents and skills of every individual. Inclusion means creating an environment where everyone feels seen, heard, and appreciated.

Accessibility

We prioritize accessibility by removing barriers that might hinder participation or limit opportunities. Whether it's physical accessibility, digital content, or communication, we strive to make our workplace and activities accessible to all.

Our Dual Commitment

Internal Workforce: We pledge to uphold these principles within our organization. Our employees will experience a workplace that embodies diversity, equity, inclusion, accessibility, and a strong sense of belonging.

External Programming and Events: When engaging with our membership and the broader community, we commit to designing programs, events, and initiatives that reflect these values. Inclusivity will be at the heart of everything we do.

Our DEIA journey is ongoing, and we pledge to continuously learn, adapt, and improve. Together, we can create a workplace and community where everyone thrives. We ask that all event venues consider our commitment and how their venue/facility can help us foster our commitment to DEIA. If there are concerns about fostering this commitment, please contact our office to discuss further.

Program Calendar

Leadership Menomonie runs from August through June, bringing participants together for one full day each month, along with two additional half-day experiences during the program year. Sessions typically begin as early as 7:45 a.m. and conclude no later than 5:00 p.m., depending on the day's activities and tour schedules.

The program calendar is designed to be flexible and is updated annually to reflect current session dates, sector focus areas, locations, and community partners. Each sector day highlights a different component of the Menomonie area, offering participants a comprehensive understanding of the systems, organizations, and leaders that shape our community.

Below, you'll find the individual session overviews, key topics, and learning objectives for each sector represented in this year's curriculum. These descriptions serve as a guide to the learning experience participants can expect throughout the program year.

Skills in Action: The 10-Month Curriculum

Session 1: Leadership Menomonie Retreat - August 13, 2026

Session Overview

The Leadership Menomonie Retreat launches the program year with a full-day experience designed to build self-awareness, strengthen leadership skills, and establish a strong foundation for cohort connection. Through a blend of personality assessment, interactive leadership exercises, program orientation, collaborative planning, and team-building challenges, participants develop a shared understanding of how they will learn, grow, and contribute together throughout the year.

Skill-Based Participant Deliverables

- Applied communication style awareness to real workplace scenarios
- Practiced facilitated decision-making in group settings
- Developed a 90-day leadership action plan aligned with employer priorities
- Demonstrated psychological safety techniques during team discussions

Tangible Skills & Training:

- Workplace communication styles and conflict awareness
- Team decision-making models and facilitation techniques
- Personal leadership goal setting and action planning
- Psychological safety and trust-building behaviors

Session 2: Agriculture, Environment & Natural Resources - September 17, 2026

Session Overview

This session explores the vital intersection of agriculture, environmental stewardship, and natural resources management within Dunn County and the greater Menomonie region. Participants will examine the complex trade-offs between productivity, sustainability, energy generation, and environmental protection. Through hands-on site visits, facilitated discussions, and exposure to cooperative models, participants deepen their understanding of how local industries balance economic demands with long-term ecological responsibility.

Skill-Based Participant Deliverables:

- Evaluated environmental risks impacting organizational operations
- Applied sustainability decision-making using cost and ROI considerations
- Practiced stakeholder communication for environmentally driven decisions
- Integrated environmental risk into business continuity thinking

Tangible Skills & Training:

- Environmental compliance and risk awareness
- Sustainability evaluation and decision frameworks
- Environmental risk assessment basics
- Stakeholder communication around environmental issues

Session 3: Manufacturing - October 15, 2026

Session Overview

Manufacturing is one of the most significant economic drivers in the Menomonie region, powering local employment, supply chain activity, and innovation. This session offers participants a behind-the-scenes look at how modern manufacturers operate from raw materials through production, quality control, workforce development, and distribution.

Through facility tours, discussions with industry professionals, and immersive learning activities, participants explore how manufacturing's strategic approach to efficiency, problem-solving, and continuous improvement can be applied to leadership challenges in any sector.

Skill-Based Participant Deliverables:

- Demonstrated hazard recognition and safety awareness
- Applied lean process improvement to a real or simulated workflow
- Practiced root cause analysis using structured tools
- Evaluated leadership behaviors that support a safety-first culture

Tangible Skills & Training:

- OSHA safety foundations and hazard recognition
- Lean process improvement principles
- Root cause analysis and problem-solving tools
- Safety culture leadership practices



Includes
Coffee &
Commerce
Attendance

Session 4: Business & Industry - November 19, 2026

Session Overview

Business & Industry Day introduces participants to the diverse economic landscape that powers Menomonie and Dunn County. Through business tours, interactive discussions, and exposure to leaders across multiple sectors, participants gain a deeper understanding of how local companies operate, innovate, and contribute to regional vitality. The goal of the day is to strengthen participants' understanding of the local business ecosystem while equipping them with leadership concepts that translate across industries, organizations, and roles.

Skill-Based Participant Deliverables:

- Assessed supply chain risks and operational vulnerabilities
- Interpreted basic financial data to inform decisions
- Practiced change communication strategies
- Mapped customer or employee experience touchpoints

Tangible Skills & Training:

- Supply chain awareness and risk mitigation
- Financial literacy for non-financial leaders
- Change management tools
- Customer and employee experience mapping



Includes
Chamber
Luncheon
Attendance

Session 5: Professional Development - December 17, 2026 (Historically 8:00 a.m. - Noon)

Session Overview

Professional Development Day focuses on strengthening participants' leadership effectiveness through exposure to expert speakers, practical skill-building, and reflective learning. The session highlights essential leadership competencies such as communication, emotional intelligence, strategic thinking, and personal resilience to help participants grow professionally and elevate their workplace impact.

Skill-Based Participant Deliverables:

- Applied time management and prioritization frameworks
- Compared task management software and systems
- Practiced delegation and task triage techniques
- Prepared and simulated difficult feedback conversations

Tangible Skills & Training:

- Time management and priority setting
 - Task management tools and systems overview
 - Delegation and workload management
 - Difficult conversations and feedback skills
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Session 6: Community Service - January 21, 2027 (Historically 8:00 a.m. - Noon)

Session Overview

Community Service Day provides participants with a hands-on opportunity to directly support local nonprofit organizations while deepening their understanding of community needs. Split into two working groups, participants engage in meaningful service projects that reflect the missions, challenges, and day-to-day realities of the nonprofits they assist. This immersive experience reinforces the value of civic leadership, collaboration, and service-oriented problem-solving.

Skill-Based Participant Deliverables:

- Applied project planning skills in a service environment
- Practiced adaptive leadership under changing conditions
- Demonstrated teamwork in resource-limited settings
- Identified transferable partnership and volunteer management skills

Tangible Skills & Training:

- Project planning and execution basics
- Adaptive leadership techniques
- Teamwork and collaboration skills
- Community partnership development

Session 7: Education - February 18, 2027

Session Overview

Education Day immerses participants in the full continuum of the local education ecosystem—from early learning through postsecondary education and workforce training. Through interactive tours and discussions with leaders across the sector, participants gain a deeper understanding of how educational institutions prepare learners for academic success, career pathways, and lifelong personal development. A key focus of the day emphasizes how schools, training institutions, and community partners collaborate to upskill current employees

Skill-Based Participant Deliverables:

- Analyzed workforce development and talent pipeline strategies
- Practiced coaching and mentoring conversations
- Evaluated succession risks and knowledge transfer needs
- Identified employer–education partnership opportunities

Tangible Skills & Training:

- Workforce development and talent pipeline planning
- Coaching and mentoring techniques
- Succession planning fundamentals
- Employer–education partnership design

Session 8: Arts, Heritage, & Tourism - March 18, 2027

Session Overview

Arts, Heritage & Tourism Day highlights the cultural assets that shape Menomonie’s identity, strengthen community pride, and fuel economic vitality. Participants will explore how artistic expression, historic preservation, and tourism initiatives intersect to enhance quality of life, attract visitors, inspire local creativity, and support thriving businesses. The session emphasizes how tourism partners collaborate to create memorable experiences, preserve local stories, and stimulate regional development. Gain a deeper appreciation for the role that arts, heritage, and tourism play in building community engagement, supporting the local economy, and cultivating a vibrant place to live, work, and visit.

Skill-Based Participant Deliverables:

- Applied storytelling techniques to an organizational context
- Drafted a press release using standard media structure
- Evaluated customer or visitor experience touchpoints
- Practiced event and experience planning skills

Tangible Skills & Training:

- Organizational storytelling and messaging
- Community relations and public engagement (press release drafting)
- Experience design principles
- Event and experience management

Session 9: Health & Human Services - April 15, 2027

Session Overview

Take a comprehensive look at the systems, services, and organizations that support the physical, emotional, and social well-being of the Menomonie community. Through guided learning experiences, hands-on service, and conversations with professionals working across healthcare, behavioral health, social services, and nonprofit support networks, participants gain a deeper understanding of community needs and the leaders who address them. By the end of the day, they will have a clearer picture of the challenges faced by vulnerable populations and the essential leadership role human service systems play in building a healthy, resilient, and thriving community.

Skill-Based Participant Deliverables:

- Applied mental health awareness and trauma-informed leadership principles
- Practiced crisis response and de-escalation techniques
- Identified appropriate community resource referral pathways
- Evaluated ethical considerations in sensitive situations

Tangible Skills & Training:

- Mental health awareness for leaders
 - Trauma-informed leadership basics
 - Crisis response and de-escalation
 - Ethical leadership in sensitive environments
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Session 10: Government & Law - May 13, 2027

Session Overview

This session emphasizes the importance of collaboration across agencies, transparency in government, and the challenges public leaders face in addressing complex community needs. From public safety and emergency response to county operations, administration, and judicial processes, participants explore the interconnected roles that government entities play in maintaining a safe, functional, and resilient community. The day encourages participants to think critically about civic engagement and their own responsibility as community leaders.

Skill-Based Participant Deliverables:

- Interpreted local government decision-making processes
- Applied emergency preparedness and business continuity awareness
- Practiced appropriate civic engagement and policy impact analysis
- Evaluated ethics and transparency expectations for leaders

Tangible Skills & Training:

- Local government processes
- Emergency preparedness for organizations
- Civic engagement literacy
- Ethics and transparency in leadership

Graduation - June 17, 2027 (Historically 12:00 - 5:00 p.m.)

Session Overview

Celebrate the culmination of the Leadership Menomoneie experience by recognizing participants' growth, commitment, and contributions throughout the program year. This gathering provides an opportunity for participants, their employers, and program alumni to reflect on lessons learned, honor achievements, and strengthen the professional relationships formed.

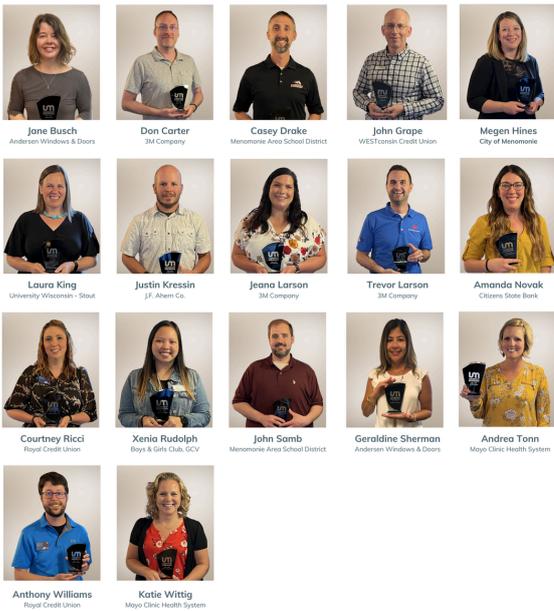
Through shared reflection and recognition, graduation reinforces the importance of continued civic engagement, lifelong learning, and leadership within the Menomoneie community. The day serves as a launching point, encouraging graduates to carry forward their enhanced skills, community awareness, and collaborative mindset into their organizations and the broader region.



Class of 2022



Congratulations to the 2021 - 2022 Leadership Menomoneie Class



Class of 2023



Congratulations to the 2022 - 2023 Leadership Menomoneie Class



Class of 2024



Congratulations to the 2023 - 2024 Leadership Menomoneie Class



Class of 2025



Congratulations to the 2024 - 2025 Leadership Menomoneie Class



Additional attendance for the 2027 Coffee & Commerce, Eggs & Issues, and Chamber Luncheon to be announced

Dates and Times indicated above are subject to change