

100 YEARS OF BUSINESS 1918 - 2018



“Waukesha and Waukesha County
have much to offer.”

-J. Frederick Palmer, President
Waukesha Association of Commerce, 1936

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote

We're excited to celebrate 100 years of business in 2018. From our humble beginnings in 1918 as the Waukesha Chamber of Commerce, representing just the City of Waukesha, we have grown to be a business powerhouse that represents the whole of Waukesha County, truly making us a strong voice for business in our entire region.

But we couldn't have done it without all our member companies that so believed in our mission throughout the past 100 years. As you can see from our bylaws in 1922, we have been committed to serving the business community since the beginning.

You'll also notice that many of the issues we have worked on throughout the years are still being worked on today. We're still trying to attract companies to our area, still trying to build up a skilled pool of workers for our businesses, still trying to ensure Waukesha County has a business-friendly regulatory climate, still trying to maintain a safe and efficient infrastructure, just as we did in 1918. Why have none of these issues been solved?

It's important to remember that issues that face the business community are rarely solved. These issues are complex and ever-changing, and constantly require new ways of thinking to address them. We must be committed to constantly evolving and adapting to the needs of the business community, offering new and innovative solutions to the same problems as they morph over time. We can always attract more businesses and workers to our area, make Waukesha County's regulatory climate even more business-friendly, make our infrastructure even safer and more efficient, and more.

We at the Waukesha County Business Alliance are dedicated to implementing innovative solutions to help our member businesses succeed. We know that the business environment is constantly evolving and we are committed to evolving with it. We're humbled by everything the business community in Waukesha County has been able to achieve over the past 100 years and we're excited to be at the forefront of business growth and success for the next 100 years.



A handwritten signature in blue ink that reads "Suzanne Kelley". The script is fluid and cursive.

Suzanne Kelley
President & CEO
Waukesha County Business Alliance

A strong and aggressive chamber of commerce is an integral part of any progressive and developing community. We salute the member firms who have undertaken the support of our dedication to our free enterprise system and our concurrent concern for the welfare of our citizens.

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate Develop Network Promote



The Alliance reaches 1,000 member companies.

2015



The Waukesha County Business Alliance celebrates 100 years of business

2018

2016

The Alliance supports the City of Waukesha in gaining approval for their proposal to use Lake Michigan water

The Alliance launches the Waukesha County Center for Growth, Inc., the economic development organization for Waukesha County, in partnership with Waukesha County, the City of Waukesha and the Wisconsin Small Business Development Network (SBDC)

The Alliance helps Waukesha County Technical College fundraise to open their new, state-of-the-art Integrated Manufacturing Center

UW-Extension, the Waukesha County Business Alliance, the City of Waukesha and Waukesha County sign the agreement to form an economic development organization for Waukesha County.



Suzanne Kelley

Suzanne Kelley becomes president of the Waukesha County Chamber of Commerce

The Chamber moves its offices to 2717 N Grandview Blvd in Waukesha

2009

The organization's name is changed to the **Waukesha County Chamber of Commerce, Inc.** to represent the entire county

Patti Wallner becomes president of the WACC

2003



Patti Wallner



Ann Nischke

Ann Nischke becomes executive director of WACC

1998



Graduates of the Waukesha Area Chamber of Commerce 1994 Leadership Waukesha Class pictured here are, left to right, Brian Link of Link Associates, Steve Gross of the Fleming Co., Mack of Alloy Products Corp.



WACC works with Wisconsin Manufacturers & Commerce (WMC) to present a first-of-its-kind legislative video conference as well as a "legislative update" that summarizes state legislation



-J. Frederick Palmer, president of the Association, 1936

1993

A West Bypass Task Force is formed to support the creation of a west side bypass to help alleviate traffic problems that threaten to hurt commercial and residential development in that portion of Waukesha

WACC supports the formation of the newly-created Partners in Education

The Advocacy Task Force kicks off to help WACC determine which positions to take stances on

WACC moves its offices to 223 Wisconsin Ave in Waukesha

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1990

WACC creates a Tourism Task Force to find a way to attract more businesses

223 Wisconsin Ave, Waukesha



1988

The first Leadership Waukesha County class kicks off

The Association, in partnership with the City of Waukesha, opens the Waukesha Area Business Center, a business incubator to help new businesses survive

1985

The organization's name is changed to the **Waukesha Chamber of Commerce, Inc.**

1983

The Association hosts the first monthly legislative breakfast, where state legislators meet with chamber members to discuss the political topics of the day

1980

The Association opens a resource center to aid small businesses and give free counseling and information

1987

The first The BIG One Golf Outing is held

The Association forms a Leadership Development Task Force to kick off the first Leadership Waukesha County class

1984

1989

Jean Graf becomes the executive director of the Association

The Association assumes an informed advocacy position

The organization's name is changed to the **Waukesha Area Chamber of Commerce, Inc. (WACC)**



Jean Graf



1991

WACC takes a leadership role in developing the General Castings property into affordable housing to increase the number of qualified workers



The BIG One Golf Outing, 1998

From the Chamber's Program of Work, 1976

To develop, encourage, promote and protect the commercial, professional, financial, general business and manufacturing interests of the community is our stated purpose. Supplementing this objective is the promotion of civic interests and the general welfare of all the citizens of the city of Waukesha.



WORKING TOGETHER TODAY ...

as an organization of business endeavors encompassing four major divisions:

★ Industrial ★ Retail ★ Service
★ Professional & Finance

YOUR CHAMBER OF COMMERCE...

is dedicated to the promotion and protection of the business interests and the general welfare of the community.

LOOKING FORWARD ...

to tomorrow through a Program of Work, established by its Board of Directors and accomplished through standing committees concerned with:

★ Economic Development ★ Education
★ Government Affairs ★ Retail
★ Municipal Affairs ★ Manufacturing

WAUKESHA

Chamber of Commerce

722 N. Grand Ave., Waukesha, Wis. 53186

542-4249

An advertisement run in the Waukesha Freeman, 1976

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