

601 7th St. N.

La Crosse, WI 54601

(608) 787-8777

Chris Hardie, CEO

[chris@7riversalliance.org](mailto:chris@7riversalliance.org)

Sept. 23, 2019

As we head into fall, I want to take the opportunity to say thank you. Because of your financial support, the 7 Rivers Alliance had a very successful 2019. We ask for your support again for 2020.

The 7 Rivers Region is blessed with abundant natural beauty, recreational opportunities and an entrepreneurial spirit that makes this a special place to live, work and play. The 7 Rivers Alliance understands and embraces these unique attributes.

Our mission is to achieve economic development through collaboration with the public and private sector. We want to ensure continuing prosperity and growth. We do not take your support for granted. There are many worthy organizations in the 7 Rivers Region. We also understand that resources are limited. That’s why we firmly believe that the collaborative approach is the most cost-effective.

Across the region the top concern of businesses is the lack of skilled workers. The 7 Rivers Alliance engaged businesses and communities in three states to develop the Workforce Innovation for a Strong Economy (WISE) Plan to address workforce challenges. We have developed specific strategies for talent preparation, talent recruitment and talent retention for the entire region.

The 7 Rivers Alliance can’t do this alone. Teams are in place and we’re moving forward with solutions.

We also understand that we must celebrate success. The 7 Rivers Alliance and the River Valley Media Group once again combined efforts to recognize the Rising Stars under 40, highlighting some of the best and brightest business and community leaders in the region.

Over the past year, the 7 Rivers Alliance also:

-- Continued the launch of Inspire, a statewide online connection to regional school districts that will help employers connect with students to discuss careers. We have more than 120 businesses and 110 job coaches already signed up with plans to activate this across all our Wisconsin school districts.

-- Held a regional summit on childcare in April. The lack of childcare across our region is one of three challenges identified in our workforce plan. We are planning a summit on housing later this year.

-- Launched the website Our7Rivers.com and created a magazine to help market our region as great place to live and work.

Our mission is very simple: to foster regional economic growth through collaboration with public and private partners to identify challenges and promote solutions.

Your support is vital to our success. Please consider supporting us again in 2020.

Sincerely,

Chris Hardie