

WAUKESHA COUNTY BUSINESS ALLIANCE

Advocate

Develop

Network

Promote



YOUR County Chamber



waukesha.org

**You want to increase
profits and drive success.
We want to create
an environment that
enables you to do that.**

Let's work together.

As a private, member-driven organization, the Waukesha County Business Alliance has been the voice of business since 1918.

Our nearly 1,200 member organizations represent more than 75,000 employees. We have a broad and diverse membership representing everything from sole proprietorships to some of the largest employers in the region from a variety of industries.

We work to strengthen the economy in the county through four pillars: advocate, develop, network and promote.

MISSION

To drive economic growth in Waukesha County.

VISION

To make Waukesha County the best place to do business.

WE BELIEVE...

- ...All types of business, big or small, are important to the growth of Waukesha County.
- ...Empowering our member businesses to succeed is key to economic growth.
- ...Relationships built on integrity and trust drive growth.
- ...Free enterprise improves the lives of workers, residents and visitors.
- ...The business environment is constantly evolving, and we are committed to evolving with it.
- ...In giving businesses a forum to affect positive change in our community.



ADVOCATE

The Alliance advocates on behalf of the business community.

The Alliance provides a clear and persuasive voice for the business community and advocates for business-friendly legislation at federal, state, county and local levels.

POLICY BOARD

The Policy Board conducts in-depth research to identify issues and policy areas for which to advocate. Through several policy committees the Policy Board strives to:

- 1 Encourage **economic development** by creating a competitive tax and regulatory climate that retains, attracts and creates businesses and jobs
- 2 Ensure employers have access to a skilled talent pool of **educated** workers by supporting policies that encourage Waukesha County students to be both college- and-career ready
- 3 Improve and modernize our public **infrastructure**, including roads and water supply, and support efficient and collaborative governments

To learn more about our policy efforts, read our Policy Agenda.



DEVELOP

The Alliance develops your organization and your employees.

The Alliance is tackling the workforce development problem to ensure our companies have a pipeline of skilled talent. We also help cultivate employee growth through leadership and professional development programs.

WORKFORCE DEVELOPMENT STRATEGY

- 1 **Developing** our future workforce through partnerships with educational institutions
- 2 **Attracting** new talent to our area
- 3 **Retaining** and skilling up our current workforce

If you'd like to learn more, check out our Workforce Development Strategy piece.

We also have employer collaboratives that work together to strengthen their industries as a whole. Right now we're focusing on manufacturing, health care and construction/skilled trades.



NETWORK

The Alliance provides opportunities to network and build strong business relationships.

Many members tell us that the primary reason they belong to the Alliance is for networking opportunities. The diversity of our membership, from international corporations to medium-size manufacturers, from innovative service providers to home-based businesses, ensures that our networking events are truly something to talk about.



PROMOTE

The Alliance provides opportunities to promote your business.

Elevate your organization's visibility with the Alliance's promotion opportunities. Whether it's a sponsorship, advertising opportunity or complimentary listing, we'll help you get the word out about your business. In addition, the Alliance has awards programs to recognize the efforts of hardworking employees and successful businesses.

AWARDS PROGRAMS:

Emerging Leaders of Waukesha County
Waukesha County Awards Gala

ADVERTISING OPPORTUNITIES:

Email newsletters
Accelerate magazines and business directory
Member Spotlight

SPONSORSHIPS

RIBBON CUTTINGS AND GROUNDBREAKINGS



DEVELOPMENT PROGRAMS

Leadership Waukesha County
Advanced Leadership
AMP! (Alliance Morning Program)
Art of Networking
Professional Women's Development Network
SmallBiz Alliance
Young Professionals of Waukesha County

NETWORKING EVENTS AND PROGRAMS

Alliance 101
Annual Meeting
The BIG One
Key Industries
Manufacturing Voices
One-on-One with Public Officials
Savor the Flavor



ATTEND ALLIANCE 101 TO LEARN MORE!

ALLIANCE 101



This monthly workshop is designed for anyone who wants to maximize their membership with the Waukesha County Business Alliance. Alliance 101 will walk you through the four pillars and the wide variety of opportunities available with the Alliance. This informal session is a great opportunity to learn more and ask questions!

Visit waukesha.org/Alliance101
for dates and to register.



The Alliance works closely with the Waukesha County Center for Growth, which is Waukesha County's economic development organization. The mission for the Center for Growth is to connect businesses with the resources they need to grow in Waukesha County.

Waukesha County Business Alliance, Inc.
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