

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

POLICY BOARD

All policy initiatives are driven by the Policy Board, which is informed by three policy committees.

FOCUS AREAS:

- 1 Workforce development
- 2 Education
- 3 Infrastructure and the environment
- 4 Economic development
- 5 Government efficiency, collaboration and transparency

POLICY PROGRAMS

Business & Politics Networking
One-on-One with Public Officials



DEVELOP

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.

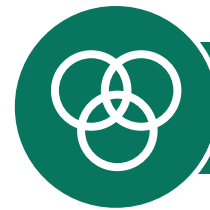
WORKFORCE DEVELOPMENT STRATEGY

- 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



DEVELOPMENT OPPORTUNITIES

Leadership Waukesha County
Advanced Leadership
Art of Networking
Bridging the Gap for Waukesha County
Professional Women's Development Network
Sales Roundtables
Young Professionals of Waukesha County



NETWORK

Networking and connecting with others will help strengthen your business. The Alliance helps you build your network through peer groups that share best practices, large events with plenty of opportunities to connect with other Alliance members and everything in between.

From young professionals to small business owners and manufacturing HR professionals to executives of construction companies, you can find a trusted group of peers within the Alliance.



NETWORKING EVENTS AND PROGRAMS

Alliance 101
AMP! (Alliance Morning Program)
Annual Meeting
The BIG One Golf Outing
Key Industries for Wisconsin
Manufacturing Voices
Savor the Flavor of Waukesha County



PROMOTE

Elevate your organization's visibility with the Alliance. 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 Waukesha County magazines
Business directory
Member Spotlight

SPONSORSHIPS

RIBBON CUTTINGS AND GROUNDBREAKINGS



ATTEND ALLIANCE 101 TO LEARN MORE!

ALLIANCE 101



This monthly workshop is designed for anyone who wants to maximize his or her membership with the Waukesha County Business Alliance. Alliance 101 will walk you through 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.
