

*15<sup>th</sup> Annual*



## ***Industry Appreciation Breakfast***

The 15th Annual LADCO/Coulee Bank Industry Appreciation Breakfast was held on August 2nd with nearly 220 business and community leaders in attendance.



Col. David Chesser, Garrison Commander of Fort McCoy served as keynote speaker. Col. Chesser's presentation showcased the incredible amenities of Fort McCoy and the tremendous economic impact of the 60,000 acre installation on our regional economy. The Fort employs over 1,700 civilians, 1,000 military personnel and 1,200 contract employees and served a training population of 111,348 in 2010. He assured the audience that Fort McCoy is well positioned as a facility that will be an integral part of force readiness training well into the future. Col. Chesser noted that while Fort McCoy will no longer serve as a mobilization center beginning in October, the base will see a tremendous increase in annual readiness training.

The Diamond Recognition Award, recognizing leadership, quality, innovation, expansion and job creation, was presented to First Supply. First Supply's history in La Crosse dates back to 1897 when it was started as La Crosse Plumbing Supply. Today, the company has 28 distribution centers, 12 Gerhard's Showroom locations and companywide employment of over 500.



*The First Supply Team celebrate the Diamond Recognition Award*



*First Supply CEO Joe Poehling accepts the award*

The Triangle of Achievement Award, the area's first collaboration award supports the spirit of partnership. The 2011 award was conferred upon the parties that responded with innovation, dedication, coordination and to the May 2011 south La Crosse Tornado: the City of La Crosse, La

Crosse County and Private Responders (Xcel Energy, CenturyLink, Salvation Army and Scenic Bluffs Chapter of the American Red Cross).



*Triangle of Achievement Award recipients*



*City of La Crosse Public Works Director Dale Hexom*



*La Crosse County Board Chair Tara Johnson & La Crosse County Emergency Management Team*

Winners of the LADCO/CenturyLink Coulee Region Entrepreneurial Initiative Business Plan Competition recognizes the creators of new business plans that have the opportunity to grow into the leaders of tomorrow's business community. 2011 winners included: Convenient Chefs, AMV, LLC and Rileys Cupcake Creations.



*Diane Carrk, Convenient Chefs*



*Brooke Riley, Rileys Cupcake Creations*



*Chris Anderson, AMV, LLC*