

# 2015 Business Tours

**Monday, April 13 1:30 p.m. (6 tours)**

## RiverFront

Capacity 40

RiverFront is a private, non-profit organization that has been caring for adults with disabilities since 1977. The services are funded by a combination of sources, including government benefit programs, private insurance, individual personal payments and generous donations. They serve more than 1,400 participants each year.

## Hawkins Ash

Capacity 20

Hawkins Ash CPAs is a regional, full-service public accounting firm. Since 1956, we've provided consistent, thoughtful, and difference-making audit, accounting, tax, and consulting services to clients in Wisconsin, Minnesota, and across the United States. We are a growing firm with currently five offices in Wisconsin and three offices in Minnesota. Firm wide, Hawkins Ash have over 125 professionals and 14 partners.

## Century Link

Capacity 30

CenturyLink is the third largest telecommunications company in the United States. The company provides broadband, voice and wireless services to consumers and businesses across the country and advanced entertainment services under the CenturyLink™ Prism™ TV and DIRECTV brands. In addition, the company provides data, voice and managed services to business, government and wholesale customers in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers. CenturyLink also is recognized as a leader in the network services market by key technology industry analyst firms, and is a global leader in cloud infrastructure and hosted IT solutions for enterprises through Savvis, a CenturyLink company.

## WIPFLI

Capacity 30

More than 1,500 professionals in 31 offices in the country and two international locations make WIPFLI one of the top 20 accounting and consulting firms in the United States. The firm serves a variety of clients including large public and private companies, smaller family owned businesses, and individuals. The tour of WIPFLI you will see the office and learn about the services offered to clients and details of the day to day activities. Topics included Career opportunities in public accounting, the WIPFLI story, Traditional business model, Evolution of the business model.

## AVS Group

Capacity 20

Join us for a tour of AVS Group, a La Crosse-based marketing agency. Students will have the opportunity to tour the building and meet AVS Group's team of creative professionals. Learn about how a small marketing agency works-from generating new business leads to keeping existing clients happy. Students will hear from a web developer, an art director, a marketing director, an account executive, an agency accountant, and possibly a video producer and

agency general manager. Learn what it takes to follow a career in a competitive, energetic, and highly creative field!

About AVS Group: AVS Group is a full-service marketing agency based in La Crosse, Wisconsin. Serving clients in both b2b (business to business) and b2c (business to consumer) industries, we provide strategic marketing services as well as web development, graphic design, video production, and large meeting and event support. Learn more on our website: <http://www.avsgroup.com>.

## People's Food Co-op

Capacity 15

The People's Food Co-op was founded by instructors and students at UW-La Crosse in 1973 and was originally organized as a buying club. The success of the buying club led founding members to rent a building and start a cooperatively owned retail store. Since its beginning, People Food Co-op has had four retail locations. People Food Co-op is a membership organization, however anyone may shop at the store.

In 2011 the People's Food Co-op merged operations with the Good Goods Store (a grocery co-op) of Rochester MN to become a two-store, two state cooperative named People's Food Co-op. The Rochester store opened in September 2013. There are currently over 7,700 members.

**Monday, April 13 4:00 p.m. (4 tours)**

## Kwik Trip

Capacity 25

Founded in 1965 in Eau Claire, Wisconsin, Kwik Trip, Inc. is one of the largest independently held convenience store chains in the United States. Today, Kwik Trip owns and operates over 475 Kwik Trip, Kwik Star, Hearty Platter Restaurants, and Tobacco Outlet Plus stores in Wisconsin, Minnesota and Iowa and employs over 14,000 people. Kwik Trip continues to grow through new initiatives like a strong focus on food and value priced commodities, as well as its newest endeavor --natural gas and other alternate fuels. For more information please visit [www.kwiktrip.com](http://www.kwiktrip.com).

## Dave Guitar Shop

Capacity 30

Dave's Guitar Shop opened in 1982 and is grown into the largest and most reputable shops in the nation. There is an incredible collection of over 350 guitars and amps. A large portion of sales are done through the phone and web site. Learn how this business operates and has become so well known throughout the nation.

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## Altra Credit

Capacity 45

Altra Credit Union creates member loyalty by providing products, services and guidance that enables members, staff and communities to prosper. They do this by offering the same products and services as a bank but the corporate structure is different. Altra is a not-for-profit financial cooperative and each member owns one 'share' of the Credit Union; no member has more influence than another. On this tour you will learn about products and services provided, tips for working with financial institutions, and career opportunities. You get a tour of the facilities and speak with individuals from the executive team, member contact center, marketing department, lending center, learning and development, accounting, IT, human resources and credit services.

## River State Truck

Capacity 30

Since 1972, River States Truck and Trailer has been providing their customers with top quality truck products and services. We are proud to be the the La Crosse area premier heavy duty truck distributor for new and used heavy trucks, parts, service and body work to our customers. From the moment you walk in our doors you will realize our commitment to

customer service is second to none. We are dedicated to providing quality new and used commercial trucks and Sprinter vans and services to keep you on the road. We are part of the finest dealer network in North America and we strive to provide the best service to our customers.

## **Tuesday, April 14 9:30 a.m. (9 tours)**

### **EO Johnson Business Technologies**

Capacity 15

EO Johnson Business Technologies is a leading business technologies company, providing Managed IT Services, Managed Print Services, Document Management systems, print and document equipment, production printing equipment, and pure drinking water systems. The company was founded by Emery O. Johnson in 1957 in Wausau, WI and today has five offices located in Wausau, Eau Claire, and La Crosse, WI, Rochester and Minneapolis, MN, and Cedar Falls, IA. The company is a market leader in its industry and headquartered in Wausau, WI. Today the company is owned and run by E.O.'s daughter, Mary Jo Johnson. She joined the company in the 1980s and was named CEO in 1999.

### **Lock and Dam 7**

Capacity 25

Lock & Dam #7 is one of the most visited lock and dam structures on the Mississippi River. This structure is located at one of the most scenic spots on the Great River Road. The river is miles wide at this point, with many islands. The roadway is located high enough above the river and railroad tracks that you get a nearly continuous stream of views that are both dramatic and impressive. The lock provides a vertical lift of 8 feet for boats, ranging from canoes to large towboats with barges. The Upper Mississippi River serves as a main artery for Midwest grain bound for both domestic and international markets. More than 15 millions tons of cargo pass through the lock each year with farm products, chemicals and coal the major commodities. Also, more than 13,000 recreational craft use the lock annually.

### **La Crosse County Court House**

Capacity 35

Tour the La Crosse county court system. On the tour you will see the facilities, speak with a judge about the court system operations as well as hear about the business side of the operations from the County Clerk of Courts.

### **Metre**

Capacity 20

Metre is a full service advertising agency with locations in La Crosse, WI and Minneapolis, MN. The agency specializes in developing integrated, research based brand and communication strategies. Metre's Client list is made up of regional and national organizations in a variety of industries, such as Kwik Trip, Mayo Clinic Health System, Winona State University, San Francisco City College, La Crosse Regional Airport, and Logistics Health Incorporated.

Metre's team consists of 15 individuals in roles that include brand strategy, communication planning, graphic design, copywriting, web development, data analysis, account management, and research.

The agency specializes in the creation of solutions that can be implemented quickly and be adjusted to accommodate rapidly changing consumer behaviors and perceptions. Based on strategies created by Metre, the agency produces creative deliverables ranging from TV Commercials, billboard designs, and brand identities to websites, web and mobile applications, digital ads, and animation.

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## LB White

Capacity 43

LB White is a manufacturing company consisting of two divisions L. B. White ([www.lbwhite.com](http://www.lbwhite.com)) makes up about 95% of our business and is a worldwide supplier of direct fired heating products. La Crosse is about 5% of our total business and is a manufacturer of stainless steel underbar components ([www.lacrossecooler.com](http://www.lacrossecooler.com)). Students will see CAD Design, sheet metal scheduling and part layout station, product development, sheet metal fabricating, heater assembly area, machine shop and tour of front office business facilities.