

**FOR IMMEDIATE RELEASE**

January 15, 2019

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**Washburn Area Chamber of Commerce welcomes new director**

Washburn, Wis.—Melissa Martinez has been hired as the new director of the Washburn Area Chamber of Commerce (WACOC). Martinez, a business owner herself, has spent the last 3 years as a small business administrative and marketing consultant for both online and brick and mortar companies. During the summer Melissa worked for the chamber as an office assistant and took over the production of the chamber newsletter and social media promotion.

“Melissa brings a passion, excitement and skill that will drive our community in a great direction,” said new board president Amy Trimbo. “With our continued growth, the Washburn Chamber stands in a position to offer stronger support to our area business as well as promote all of the amazing things our community offers.”

The WACOC Director Hiring Committee included Becky Wygonik, Amy Trimbo, and Rose Lawyer. Martinez grew up in California and moved to the area to attend Northland College in 1998. She has a master’s degree in education and was a classroom teacher for 13 years. She has been involved in the nonprofit arena since high school. Over the years she has served as a director of education, a junior board member and as an assistant director in charge of donor relations and campaigns. In 2015, Melissa started Northern Lights Administrative Consulting. Always the educator, her goal was to help small businesses learn how to be more efficient in the backend of their business and effective in their marketing so that they could focus on the parts of the business they enjoyed the most.

“As the director of the Washburn Area Chamber of Commerce I want to continue to help small businesses thrive while offering advice, providing support, and acting as an advocate for them in the community and beyond,” said Martinez. “I want people to start and run sustainable businesses so that our community can flourish and so that we can increase tourism to our area.”

Melissa is excited to meet with local businesses, community members, and city officials to hear how the chamber can support the community. You are encouraged to stop by and meet Melissa at the Chamber office on Fridays between 9am and 4:30pm or call 715-373-5017 to set up a time for her to stop by. You can also set up an appointment at [calendly.com/washburndirector](http://calendly.com/washburndirector). Melissa began her tenure on January 2nd, 2019.

For more information about the Washburn Area Chamber of Commerce, go to:  
[washburnchamber.com](http://washburnchamber.com)

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