

Wisconsin Manufacturers and Commerce: Honored with two national awards for membership retention

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MADISON – Wisconsin Manufacturers & Commerce (WMC) – the combined state chamber and manufacturers’ association – was recognized this week by its peers for outstanding efforts on membership retention.

The Association of State Chamber Professionals (ASCP) honored WMC with two national awards for the total number of members and total dollar value of member dues retained. Year-over-year, WMC retained 92 percent of its members and 96 percent of dues revenue from membership – making it one of the best chambers in the country in these categories.

“WMC exists first and foremost to advocate on behalf of our members,” said WMC President & CEO Kurt R. Bauer. “While we are humbled and honored to be recognized by our peers from across the country, the real reward is seeing members who continue to invest in our organization each year because they know we will always stand up for them.”

The annual ASCP awards program recognizes state chambers of commerce for their work to grow membership and overall revenue at the organizations. Chambers were recognized this year at the ASCP Annual Conference hosted in Las Vegas.

These awards join a growing list for WMC in recent years. Last year, the organization received an ASCP award for overall growth in its number of new members. Additionally, WMC was named State Chamber of the Year in 2020 by the



National Association of State Chambers and earned runner-up recognition for the same award in 2019.