

Member Spotlight – Baer Performance Marketing



Aaron Baer, President, Baer Performance Marketing (BPM)

sisting a company in planning a unique marketing strategy, including a comprehensive analysis of a client's background and competitors to fully understand where the business has been, what's worked and hasn't worked, also what goals they are looking to accomplish. This "deep dive" helps map out not only what is wanted by the business, but more importantly, what is needed. BPM provides a detailed outline of the path forward, the process, what a client can expect, and ROI goals.

Baer continues, "As a company's preferred agency partner, we provide a marketing experience and expertise to execute at a high level, which allows our partners to focus on what they do best: Executing within their industry and using their expertise."

Helping companies and the community thrive is essential to the BPM team. Baer encourages employees to get involved in charities and causes they are passionate about. Examples include The First Tee, My Team Triumph, American Cancer Society, March of Dimes, and the Children's Cancer Family Foundation.

Continuing education is strongly promoted and supported at BPM to ensure staff stay on top of the latest marketing trends. Team members also love to share their knowledge by speaking at schools, Chambers, and with students via interviews and internships.

As BPM continues to expand, the company will remain a strong advocate for the strategic growth of businesses throughout the Midwest and across the country. Baer tells us, "As competition keeps coming into the market, it's critical we find new ways to drive our growth and our clients' growth. We cannot and will not be complacent in our current strategies."

This marks BPM's 14th year in business, and they do not plan on slowing down any time soon. Later this fall, the company will share exciting details about its significant growth—stay tuned for the big announcement!

Learn more about BPM, visit BaerPM.com and be sure to subscribe to the company's weekly newsletter, The Baer Necessities.

Marketing is a crucial aspect for the growth and longevity of any business. Baer Performance Marketing (BPM) is one of the top marketing agencies in Greater Green Bay, with experience in a variety of industries and companies of all sizes. Results are the name of the game for BPM, obtained through asking tough questions and truly listening.

BPM is a full-service agency specializing in brand development and integrated marketing strategies, including a mix of digital, social, and traditional media. With

extensive research and in-depth discussions with clients, the team identifies goals which drive the strategy and dictate the services provided. BPM holds a true commitment to transparency and being honest at all costs.

BPM President, Aaron Baer, explains, "We will always tell the truth about what we think are the best options for your company, even if that means we are missing out on revenue. That's fundamental to who we are and how we do business."

BPM takes many steps when as-

CHAMBER EVENTS AT A GLANCE

CYP – Green Bay Packers Preseason Game Party Friday, Aug. 19, 4:00 p.m.

Cheer on the Packers with CYP at a preseason Green Bay Packers game against the Saints! Included in registration is a preseason game ticket and packer tailgate with drinks & food! You won't want to miss this!

CYP Dine N' Develop – How to Leverage Your Movement & Health to Find Professional Success Tuesday, Aug. 23, 4:00 p.m.

Join other CYP members & Dr. Bryan Schwebke, founder of Paramount Performance, in discussing the balance in all aspects of life through movement and wellness. Attendees will learn the importance of taking care of yourself and how to avoid burnout while networking with other young professionals.

Power Networking Breakfast Tuesday, Sept. 6, 7:30 a.m.

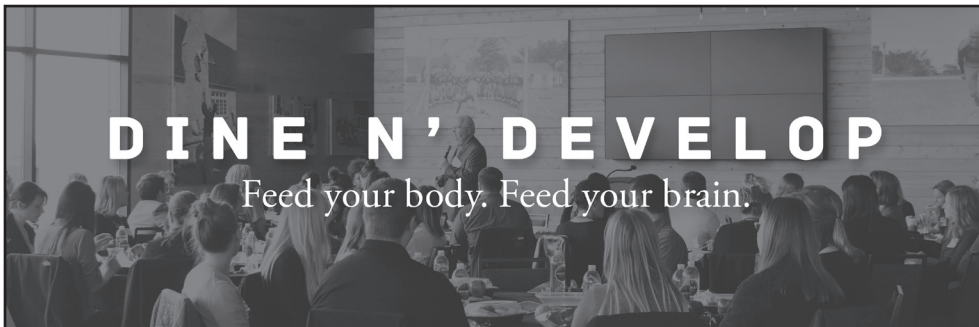
Introduce your company and its products and services at the September Power Networking Breakfast at the National Railroad Museum. Participants will each get 2 minutes to speak on behalf of their company in a round-robin format while enjoying breakfast provided by Packerland Websites. Thank you to Peterson, Berk & Cross, S.C., for sponsoring.

140th Chamber Annual Dinner Wednesday, Sept. 28, 5 p.m.

2022 will mark the Chamber's 140th Annual Dinner. This special event honors the many volunteers who make the Chamber successful and celebrates recipients of the Daniel Whitney, Ambassador of the Year, and ATHENA Leadership awards.

Learn more about
all events at
[GreaterGBC.org/
events](https://GreaterGBC.org/events)





DINE N' DEVELOP

Feed your body. Feed your brain.



How to Leverage Your Movement & Health to Find Professional Success

During this interactive Dine n' Develop, CYP members will hear from speaker Dr. Bryan Schwebke, owner and founder of Paramount Performance, on finding balance in all aspects of life through movement. Attendees will learn the importance of self-care, signs of burnout to look for, and steps to take to prevent burning out.

Keynote Speaker:
Dr. Bryan Schwebke,
Owner and Founder,
Paramount Performance

Tuesday, Aug. 23, 4:00 – 6:00 p.m.
Brown County Library



Log in &
register here:



Community CONVERSATIONS

WITH MARK MURPHY PART 2

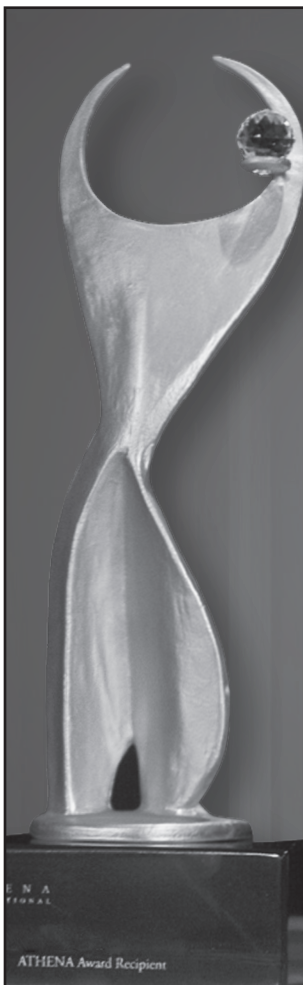



Have you seen Part 2 of our Community Conversation with Mark Murphy?

During this special two-part Community Conversations episode, Chamber President & CEO, Laurie Radke, sat down with Mark Murphy, President & CEO of the Green Bay Packers.

In part 2, hear Mark's thoughts on bringing high-speed rail to Greater Green Bay, future goals for the Tiletown District, what three things the Packers would like to accomplish in the next 10 years, and more!

WATCH HERE:

2022

ATHENA LEADERSHIP AWARD

Community-builder. Smart decision-maker. Female empowerer.


Last call for ATHENA Leadership Award nominations

The ATHENA Leadership Award is presented to outstanding individuals who have demonstrated a commitment to their profession, the advancement of women, and serving Greater Green Bay.

If you know a leader that possesses these qualities, nominate them for the 2022 ATHENA Leadership Award.

The ATHENA Leadership Award will be presented at the 140th Chamber Annual Dinner.

Sponsored by:



Nominate here:

