



Black River Area Chamber of Commerce
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FOR IMMEDIATE RELEASE

**Black River Area Chamber of Commerce
Announces 2025 Annual Award Winners**

The Black River Area Chamber of Commerce (BRACC) is proud to announce the distinguished recipients of its 2025 Annual Awards. These honors recognize the outstanding contributions, growth, and community dedication of local businesses and organizations. The winners will be officially celebrated at the Chamber's Annual Meeting & Awards Banquet on Monday, March 2, 2025, at the Castle Hill Supper Club in Merrilan.

This year's honorees represent a diverse cross-section of the region's economy, from specialized local tradespeople to global manufacturing leaders.

2025 Business of the Year (Less than 20 employees): Sunrise Custom Builders

Operating in Black River Falls since 2002, Sunrise Custom Builders is recognized for its transition from a local startup into a seasoned fixture of the regional construction scene. Owned and operated by Jeffrey Smith and Tom Byrns, the company is lauded for its "tradesman-led" model, providing direct, on-site oversight and high-end craftsmanship. Beyond their building projects, they are noted for consistent pro bono work, including donating labor for the Jackson County Interfaith Volunteer Caregivers facility and providing paid mentorship opportunities for local high school students.

- **Also nominated in this category:** Revolution Coffee and Legacy Trees.

2025 Business of the Year (More than 20 employees): Nelson Global

Established in 1939 and opening its Black River Falls plant in 1946, Nelson Global has grown into a global leader in engineering and manufacturing. The Black River Falls facility employs approximately 80 team members and recently celebrated a milestone of over 505 days accident-free. The organization is a pillar of community support, with employees volunteering for Project Christmas, the Trail of Terror, and monthly grocery deliveries to homebound residents.

- **Also nominated in this category:** Black River Health and Fourth Generation Trucking.

2025 Emerging Business of the Year: St. Croix Hospice

St. Croix Hospice is honored for its vital role in providing compassionate care to the community during difficult times. Their local caregivers provide 24/7 expert hospice services directly to patients in private residences, nursing homes, and assisted living facilities throughout Jackson County and the surrounding area. The organization is recognized for its holistic approach, which includes emotional and spiritual support for families, respite care, and bereavement services.

- **Also nominated in this category:** Luxe Beauty Lounge, Love on Your Home, Sunset Lumi Sunless Tanning X Endless Jewelry, and Northwoods Neat Cleaning LLC.

2025 Service Organization of the Year: Black River Falls Lions Club

Chartered in 1937, the Black River Falls Lions Club is nearing 90 years of active service to the community. With 47 active members, the club focuses on humanitarian projects including vision screenings, hunger relief, and environmental initiatives. In the 2024-2025 period alone, members recorded over 1,223 volunteer hours and typically donate between \$15,000 and \$20,000 back to the community annually.

- **Also nominated in this category:** Children's Wisconsin, Jackson County Ag Society, Jackson County Historical Society, Black River Falls United Methodist Church, and Jackson County ATV Association.

Event Details:

- **What:** BRACC Annual Meeting & Awards Banquet
- **When:** Monday, March 2, 2025
- **Where:** Castle Hill Supper Club, Merrilan, WI