



RISE

Regional Insights on the Economy

*A Look at Young Professionals, Talent, and Attraction
in Northwest Wisconsin*



Ladysmith Session Young Professional Panelists

Jessica Bingham, Jump River Electric Cooperative - Ladysmith, WI

Jessica Bingham, a native of Ladysmith, studied business at the University of Wisconsin-Stout. After graduating in 2007 with a Bachelor of Science in Business Administration, she returned to Rusk County where she accepted a position with Jump River Electric Cooperative. Jessica continues to work for the cooperative as a Work Order Accountant. Since 2009, she has been actively involved with the Greater Ladysmith Chamber of Commerce where she has held positions as President, Treasurer and currently as the Secretary. In Jessica's free time, she enjoys boating, snowmobiling, running and spending time with friends and family. Jessica resides in Holcombe with her boyfriend, Jerry.

Sarah Stibak, Ladysmith Federal Savings and Loan - Ladysmith, WI

Sarah Stibak, raised in Ladysmith, is a graduate of WITC-Rice Lake. She is married and has two children. Currently, she is the Consumer Loan Officer at Ladysmith Federal Savings and Loan where she has worked since 2015. She is knowledgeable in the areas of marketing, sales, and project management. She sits on the board for the Rusk County Community Foundation and is a founding member of the Give 365 Rusk Initiative.

Jacob Smith, Ladysmith Veterinary Clinic, LLC - Ladysmith, WI

Jacob Smith graduated from the College of St. Scholastica with a Bachelor of Arts in Biology. He then went on to pursue his Doctorate in Veterinary Medicine from the University of Minnesota. He moved to Rusk County in 2013 where he became the owner of Ladysmith Veterinary Medicine, LLC. Jacob is married to wife Breann and they have four children: Brooklyn, Masyn, Adalyn, and Camdyn. Jacob is the youth hockey coach in Barron and also coaches youth t-ball and soccer for Ladysmith. He enjoys deer, duck, and pheasant hunting in his free time.

Kelly Schotzko, Rusk County Memorial Hospital - Ladysmith, WI

Kelly Schotzko serves as the Marketing and Communications Manager for Rusk County Memorial Hospital & Clinic at Riverside. In this role, Kelly is responsible for internal and external communication efforts including the development of marketing campaigns for the organization's programs and initiatives, branding and visioning, and facilitating community outreach endeavors. Originally from a small, rural community in North Dakota, Kelly and her husband, Tony, moved to the area for his job as a physical therapist eleven years ago. They have three school-aged children who they enjoy spending time with in the great outdoors biking, paddling rivers, and participating in area festivals.

Michael Lybert, Rockwell Automation - Ladysmith, WI

Michael Lybert, raised in Tony, WI graduated from the University of Wisconsin-Stout in 2010 with a Bachelor of Science in Manufacturing Engineering. Michael has been working with Rockwell Automation in Ladysmith for nine years and is currently a Manufacturing Engineer and Technical Supervisor. He and his wife also own Northern Illusions Salon in Ladysmith. Michael resides in Bruce with his wife and daughter.