



# RISE

**Regional Insights on the Economy**

*Developing Attractive Communities  
in Northwest Wisconsin*

## Phillips Community Attraction Panelists

Facilitated by Mari Kay-Nabozny, CEO - Northwest Wisconsin Workforce Investment Board

### **Shannon Stade, Culture & People Development - BW Papersystems - Phillips, WI**

Born in Dearborn, Michigan, Shannon's family relocated to Phillips during her childhood. After moving away to explore new communities, pursue education, and seek out new experiences, she made the decision to return to Phillips in 2007 based on a promising career opportunity and a desire to raise a family in a community she both trusted and enjoyed. Shannon has a passion for service and a desire to see her hometown thrive and provide opportunities for generations to come. Shannon has worked as a Human Resources professional with BW Papersystems for eleven years. A few other organizations she is involved with include The Santa's Elves Foundation, Girl Scouts, and the Northwest Wisconsin Workforce Investment Board. When asked about her feelings about Phillips, Shannon states, "I truly believe in the future of Phillips and Price County and am always looking for opportunities to serve so that I might help them, and myself grow."

### **Skyler Dural-Eder, Volunteer President - Woods and Waters Fine Arts Council**

Skyler Dural-Eder is the volunteer president of the non-profit Woods and Waters Fine Arts Council, a council that brings nationally recognized performers to the Northwoods each year. Skyler obtained a Bachelor's degree in business management with minors in environmental studies and English from Northland College. Most recently, she earned a master's degree in psychology and a second master's degree in statistics and data analytics. Her research during her graduate education focused on the sociology and psychology of rural life as it relates to employment, education, and community. She is currently taking additional classes in clinical and positive psychology to further expand her educational background.

Skyler currently works for the non-profit workforce development agency Northwest Wisconsin CEP as a special projects director where she leads two 27 county wide projects related to healthcare and health insurance access for adults and children. Skyler currently resides in Park Falls with her husband, Joel, and their pets, Hilda and Banjo.

### **Terri Kaiser, Vice President - Park Falls Chamber of Commerce**

As a life-long resident of Park Falls, Terri Kaiser spent her childhood exploring the forests of her father's logging jobs, skating frozen ponds, camping under the stars and splashing in our northern waters. She has seen the small towns of Price County, at turns, thrive and struggle to survive. It is her love of those communities that nudged her to serve as the Vice-President of the Park Falls Chamber, found the current Beautification Committee, and actively work with the Price County Historical Society. As an insurance agent, she witnesses the challenges of life and business in a rural area every day. In her spare time, she loves to garden and has published two novels based in the northwoods. Taking pride in our communities, and fostering a positive outlook, is the first step to success!

