

2017 Board Election Nominees



Craig Coleman – Capitol Bank

Craig Coleman is a Commercial Lender at Capitol Bank in Verona and serves as the bank's Verona Market President. He has 17 years of commercial banking experience in Dane County. Craig and his family make their home in Verona and his children attend Glacier Edge Elementary School. Craig is very involved with their sports and other after-school activities around town. Craig serves as the Chamber's appointee to the Verona Economic Development Commission (VEDC). The VEDC administers a revolving loan fund that provides capital financing to encourage business development within the city. Craig is currently participating in Leadership Greater Madison (LGM24). He is also a Gulf War Era Veteran with two deployments to Southwest Asia during Operation Southern Watch. Craig's vision for the Chamber is to continue to accelerate the pace, breadth and depth of commerce in Verona and, by extension, improve the quality of life for everybody who lives, works and plays in Verona.



Trevor Conti – Financial Specialist

Trevor is an almost born, definitely bred, Wisconsinite. He was born in Peru, Illinois, but after just one short year of life he was living in Wisconsin. In 1994, His mom married his stepdad and they all ended up settling down on a horse hobby farm (which his family still lives on today) in the small town of Fredonia, WI. At the age of 12, he went to work on his neighbor's dairy farm and started earning his first paychecks. His stepdad decided it was time Trevor learned how to save and invest his newfound wealth, and that's when Trevor's passion for investing began.

In 2012, after 6 years in the manufacturing industry, Trevor turned that passion into a career by accepting a position with Edward Jones as a Financial Advisor in Verona, WI. He was building a great financial practice, but discovered he could touch more lives and got more pleasure out of helping other Financial Advisors succeed than he got in his own success. So, Trevor came to Waddell and Reed on April 1, 2015 to lead and support the Madison Division's Financial Advisors. To help the community, Trevor is a member of the Fitchburg-Verona Rotary and serves as a Board Member for the Verona Area Chamber of Commerce and Madison's Italian Workmen's Club. When he has free time, you can find him playing volleyball, softball or kickball in one of the local leagues or out on the lake boating and relaxing.



Mark Franklin – The Draft House

Mark has served on the VACC Board of Directors for several years. He would like to continue his role with the board to let people know about Verona's wonderful sports venues and that the City is more than just EPIC.

Mark is a military veteran and is married with 2 children. Mark currently owns bars, restaurants and commercial property. Prior to this he was with the USPS for 13 years.



Sara Hoechst - Hop Haus Brewing Company

I was raised in Verona & graduated from Verona Area High School. After getting married, my husband and I moved to Denver, Colorado for three years. We had our first son, Harrison, in Denver but since all of our family was here (mine Verona, his Fitchburg) we decided it was time to move closer to family. We chose Verona and had “opening a brewery” on our five-year plan. Less than three years after moving back Hop Haus was open and we had our second son, Everett. Growing up I never envisioned myself living in Verona, but I’m so glad my path has brought me back. It is exciting to see people I’ve known since childhood and meet new people who have chosen Verona for their home. I love seeing all the new businesses and growth in Verona and look forward to helping it become a place people not only want to live, but also spend time.



Susan Humbach – Hyatt Place – Verona

With over 27 years working in the hospitality industry, such as Best Western, Hilton, Marriott and most recently with the Hyatt Place Verona as the General Manager, the experiences and lessons learned has helped me to lead and manage a hospitality team to be not just great in service, leadership and revenue management, but exceptional!!

I oversee revenue and managers/director's decisions to help make the right decisions for the company and for success. I build management teams that become the right fit for the company and the team. I believe in working with the community to be a leader and great "neighbor, always willing to lend a helping hand." Throughout my hospitality career I've managed the companies budget to make sure the team meets and exceeds the goal. Marketing and Sales involvement for web, print and radio for market penetration. I can review and identify areas to improve on by guest results and employee surveys and make it happen. I have throughout my career worked for limited-service, full-service, and 2 resorts. I'm well-rounded in all market segments of corporate, association, and SMERF, but my expertise is in the Corporate Market.

I have 3 beautiful grown children and most recently reside in Madison WI area. Boards I have or are currently sitting on...Rock County YWCA Board, Hospice Volunteer for Rock County, Wisconsin Hotel Lodging Association, St. Jude's Children's and Make a wish Foundation to name a few.

I can say without a doubt, I absolutely LOVE what I do and am passionate about the tourist industry in the Madison/Verona and surrounding areas!!



Jason Hunt – Verona Vision Care

Jason and his wife, Tami, own Verona Vision Care, which they started in December of 2006. Jason has been active in the past with Chamber, serving on several committees and filling an interim board position. In addition to working with the Chamber, Jason has been involved with several City of Verona committees over the years, most recently serving on the newly formed Tourism Commission.

Jason grew up in Elkhart Lake, Wi, a town of a ~1,000 full time residents so he understands the value each locally owned business provides to a community. Value by not just providing a place to obtain a service or shop but the value to the local economy. Local dollars which are kept in the community that allow Verona to add more services for the residents and businesses and add to the already thriving economy.

Jason would like to work with others on the board to continue to make Verona a destination for consumers and businesses. At the same time continuing to make Verona a great place to raise a family and grow a business. Jason has lived in Verona since 2004 with his wife and their two daughters, Mazie (8) and Kinley (6).