

Royal Credit Union Presents Startup Chippewa Valley 2025 Keynote Featuring Zach Halmstad and Emily Laird

Flagship event explores how innovation, technology, and resourcefulness are shaping the future of entrepreneurship in the Chippewa Valley.

EAU CLAIRE, WI, UNITED STATES,
November 14, 2025 /

EINPresswire.com/ -- Royal Credit Union will serve as the Flagship Event Sponsor for the 2025 Startup Chippewa Valley Keynote, a cornerstone of the region's annual entrepreneurship week taking place November 10–14, 2025, under the theme "Becoming Resourceful."

The keynote will bring together two powerhouse voices in innovation and leadership: Zach Halmstad, co-founder

of Jamf Software and co-founder of Pablo Group, and Emily Laird, AI Integration Technologist at the University of Wisconsin–Stout and host of Generative AI 101 podcast.

Together, Halmstad and Laird will explore what it means to innovate, adapt, and lead in an era of constant change, sharing insights from both the technology startup world and the rapidly evolving landscape of artificial intelligence. Their conversation will spotlight how resourcefulness, collaboration, and creativity can turn local ideas into global impact.

The Startup Chippewa Valley Keynote presented by Royal Credit Union will take place on Friday, November 14, 2025, from 1–3pm, at the Pablo Center in Eau Claire, WI. This powerful keynote will close out an inspiring week of workshops, discussions, and networking events designed to empower entrepreneurs, small business owners, and community leaders across the region.

"Royal Credit Union's support makes it possible to bring together thought leaders who reflect the ingenuity and community spirit that define the Chippewa Valley," said Startup Chippewa Valley organizers. "Their partnership underscores the role of local institutions in nurturing the next



The graphic is a promotional poster for the Startup Chippewa Valley 2025 Closing Keynote. At the top left, it says "Startup Chippewa Valley Week 2025" with a small logo. The main title "BECOMING RESOURCEFUL" is in large, bold, white letters, with the subtitle "Tools for the Future" in a smaller, orange script font below it. To the right, it says "Presented by" above the Royal Credit Union logo, which consists of a stylized "RCU" monogram and the text "ROYAL CREDIT UNION". Below the title, the text "Startup Chippewa Valley 2025 | Closing Keynote" is displayed. Underneath this, there is a section labeled "SPEAKERS" in a red box. Below the "SPEAKERS" box are two portrait photos of the speakers: Emily Laird on the left and Zach Halmstad on the right. Below each photo is their name and title: "Emily Laird, AI Integration Technologist" and "Zach Halmstad, Jamf co-founder and Pablo co-founder". At the bottom of the graphic, a paragraph reads: "Royal Credit Union sponsors flagship event of Startup Chippewa Valley 2025: Closing Keynote with Emily Laird and Zach Halmstad."



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*Startup Chippewa Valley
organizers*

generation of innovators."

The keynote is free and open to the public, though registration is encouraged.

View event details and reserve tickets at:

<https://www.eventbrite.com/e/startup-cv-25-closing-keynote-emily-laird-and-zach-halmstad-tickets-1865896910889>

About Startup Chippewa Valley
Startup Chippewa Valley

<<http://startupchippewavalley.com/>> is a regional initiative celebrating entrepreneurship, innovation, and community collaboration. Through a weeklong series of events each November, it highlights the people and organizations shaping the region's startup ecosystem — connecting founders, builders, and innovators across industries and communities. Startup Chippewa Valley is a regional branch of Startup Wisconsin <startupwi.org>

About Royal Credit Union

Royal Credit Union (RCU) <<https://rcu.org/>> is a federally insured credit union proudly serving over 300,000 Members in Minnesota and Wisconsin. Royal is driven by a core ideology built on a strong purpose and values. You can open an account or apply for a low-rate loan at Royal Credit Union if you live or work in 26 counties in western Wisconsin or 16 counties in Minnesota. Counties served in Wisconsin include Adams, Ashland, Bayfield, Barron, Buffalo, Burnett, Chippewa, Clark, Douglas, Dunn, Eau Claire, Jackson, Lincoln, Marathon, Pepin, Pierce, Polk, Portage, Price, Rusk, Sawyer, St. Croix, Taylor, Trempealeau, Washburn, and Wood. Counties served in Minnesota include Anoka, Carver, Chisago, Dakota, Goodhue, Hennepin, Isanti, Olmsted, Pine, Ramsey, Scott, Sherburne, Wabasha, Washington, Winona and Wright. A complete list of Member eligibility requirements is available on the Royal Credit Union website. To learn more about Royal, visit rcu.org or call 800-341-9911. <<http://rcu.org/Business>>

About Eau Claire Area Economic Development Corporation (ECAEDC)

The Eau Claire Economic Development Corporation (ECAEDC) <<https://www.eauclaire-wi.com/>> fosters economic growth by supporting business attraction, retention, and expansion throughout Eau Claire County. Through strategic partnerships and community initiatives, ECAEDC works to strengthen the region's economic vitality and promote long-term prosperity.

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