

# BARABOO AREA CHAMBER & TOURISM

## SAVE THE DATE: BIG TOP PARADE IS JUNE 25

**George Althoff**  
Executive Director

Mark your calendars for Saturday, June 25. That's the day on which downtown Baraboo will come alive with the return of the Big Top Circus Parade.

After a two-year hiatus, the Big Top Parade will transform downtown Baraboo into a tourist magnet. The parade will feature dozens of marching bands, floats, clowns, exotic animals and, of course, many of the beautifully restored, one-of-a-kind circus wagons from Baraboo's renowned Circus World.

A host of other activities are on the schedule for Thursday through Sunday of that weekend. In past years, this event has drawn 25,000 to 30,000 visitors and had an estimated economic impact of \$2 million to \$2.6 million on the local economy. Planning for this big weekend already is underway and I can assure you there is a lot to do.

While the Chamber is the official sponsoring organization of the parade, we've got lots of help.

A very active Big Top Parade Committee – co-chaired by Nanci Caflisch and Doug Hill – has been instrumental in organizing the parade

since it returned to Baraboo more than a decade ago. Circus World Executive Director Scott O'Donnell and Ringmaster Dave Salutos are key members of the committee.

The City of Baraboo is instrumental in helping to make the parade happen. We work closely with the Police Department, Fire Department, EMS, Public Works and other city officials to ensure the safety and security of participants and attendees, while minimizing the impact on businesses and residences along the parade route.

We also receive tremendous support from scores of volunteers who help with staging, crowd control, clean-up and a variety of other duties. If you're interested in volunteering, we'd love to have you. You can learn more on the Big Top Parade website, [www.bigtopparade.com](http://www.bigtopparade.com). Or drop me an email at [director@baraboochamber.com](mailto:director@baraboochamber.com) and I'll make sure you are included on our list of volunteers.

This year's Big Top Parade and Circus Celebration will take on the pirate theme Circus World has adopted for its 2022 performance season.

O'Donnell is amped with excitement over the return of this signature Baraboo event. "Arrrrrrr ye ready for a stupendous Big Top show and parade?" he asks in anticipation.

The answer, "Yes we are, matey!"



### INDEX

Annual Dinner highlights .....	2-3
Sierra Space Lunch & Learn .....	4
DEZ Business After 5 .....	5
Big Top Parade .....	6
News from St. Clare .....	7
Calendar of Events .....	8
Job expo at Ho-Chunk .....	9



**ANNUAL DINNER PHOTOS**  
Pages 2-3





# GOOD TO BE BACK

Annual Dinner, program and awards ceremony return



It was a pleasure to present an in-person Annual Dinner on February 24. More than 260 members attended the event at Baraboo Arts, enjoying food and beverages from local establishments as well as one another's company. In addition to looking back on the successes of 2021, Chamber leaders presented their outlook for 2022. They also doled out awards to: Baraboo State Bank, Business of the Year; Tumbled Rock Brewery & Kitchen, Tourism Award; Ski-Hi Fruit Farm, Rising Star; Boys & Girls Clubs of West Central Wisconsin, Community Service Award; and Ana Torres, President's Award.





One of the evening's many highlights was the announcement of a new partnership with the Wisconsin Latino Chamber of Commerce.





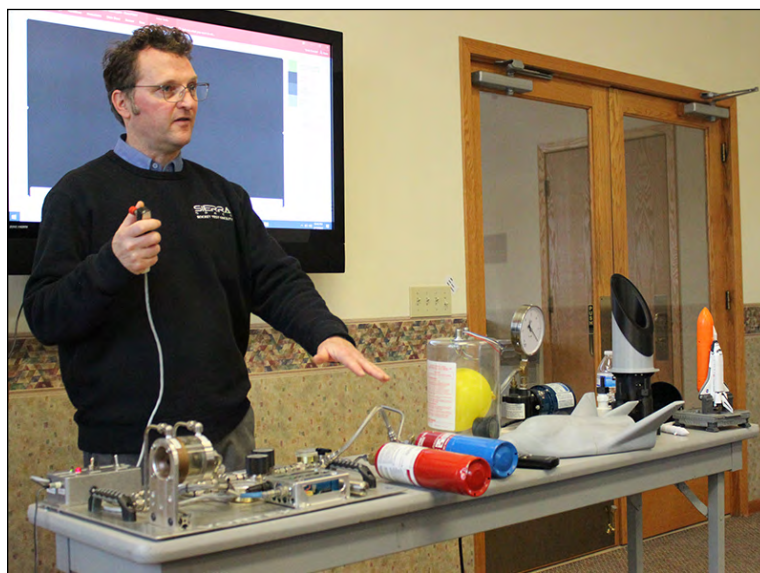


# WHAT A BLAST!

Sierra Space delivered a fascinating Lunch & Learn seminar February 17, detailing for fellow Chamber members the rocket propulsion work they do at the former Badger ammunition plant.

Some 25 Chamber members attended, taking in the program and a lasagna feast catered by Festival Foods. Todd Treichel, manager of the propulsion program; and Ben Riggles, manager of the Badger Propulsion Test Facility; provided an overview of how rockets work and how they're tested south of Baraboo.

They also told the group about Sierra Space's work. The company helps Wisconsin college students learn skills - and "launch" their careers - through hands-on work at the Badger facility.







# ON TARGET

DEZ Tactical Arms opens season for Business After 5 events



DEZ Tactical Arms hosted a well-attended Business After 5 event February 7. The Zawistowskis offered tours of the shop and indoor range, presented a shooting exhibition and drew winners for door prizes. Food was catered by Relish Tray Bistro, which will host the next Business After 5 event March 14. [REGISTER HERE](#)





# Baraboo brings back Big Top Parade

June date picked  
to prevent conflict with  
Sauk County Fair

The Big Top Parade will return to the streets of downtown Baraboo on Saturday, June 25, 2022 for the first time since 2019.

Historic wagons, exotic animals, marching bands and community floats will delight parade-goers, highlighting a weekend full of circus-themed fun.

"We could not be happier to bring back the parade," said Nanci Cafilisch, co-chair of the Big Top Parade and Circus Celebration organizing committee. "This one will be extra special."

The COVID-19 pandemic forced the cancellation of the parade in 2020. Last year, the committee put on a community-wide Circus Celebration



weekend in July, minus the parade.

This summer the parade returns, moving to June to avoid conflicting with the Sauk County Fair, traditionally held in early July. Live entertainment will delight circus fans downtown before and after the 11 a.m. parade.

In fact, the circus-themed entertainment will begin Thursday, June 23, when Professor Stich's Original Circus Band performs on the courthouse

lawn as part of the Concerts on the Square series.

"The parade and its related events are cherished annual traditions, ones we're pleased to see returning this year," said George Althoff, Executive Director of the Baraboo Area Chamber of Commerce. The Chamber works with the Big Top Parade committee and Circus World staff in presenting the parade.

This year's Big Top Parade and Circus Celebration will take on the pirate theme Circus World has adopted for its 2022 performance season. "Arrrrrrr ye ready for a stupendous Big Top show and parade?" asked Scott O'Donnell, Executive Director of Circus World. "You could sail the seven seas and not find finer family entertainment."

Watch for updates at [bigtopparade.com](http://bigtopparade.com).



**A Beautiful Setting For Weddings & Special Events**

**NOW BOOKING FOR 2022 & 2023**

S3308 Fox Hill Rd, Baraboo, WI 53913 | (608) 356-5524 | [ffhillgolf@centurytel.net](mailto:ffhillgolf@centurytel.net)

# St. Clare is top 100 rural hospital

St. Clare Hospital in Baraboo has again been named one of the Top 100 Rural & Community Hospitals in the U.S. by the Chartis Center for Rural Health. Regarded as one of the industry's most significant designations of performance excellence, St. Clare is proud to have received this recognition in 2021 and 2022.

"St. Clare Hospital takes great pride in serving our community, and receiving this award reinforces the amazing work our staff is doing every day to provide exceptional care aligned with our mission. We are honored to be

recognized again this year as we celebrate our upcoming 100th year anniversary of caring for Baraboo and our surrounding communities," shared Kyle Nondorf, St. Clare Hospital-Baraboo President.

Based entirely on publicly available data, this review gives hospitals a score across eight pillars of hospital strength: inpatient market share, outpatient market share, cost, charge, quality, outcomes, patient perspective and financial stability.

For more about this award, visit [this link](#).

## Lions, library and SSM partner to provide blood pressure cuff kits

Through a joint partnership among the library, the Lions Club and SSM Health Dean Medical Group, Baraboo area residents are now able to check out a blood pressure kit that includes a cuff and educational materials free of charge at the Carnegie-Schadde Memorial Public Library.

The Department of Health Services estimates more than 50 percent of men and women over 60 have hypertension. That's why it is so important for the community to have access to blood pressure monitoring. This program provides multiple benefits to the community including ensuring those at risk for high blood pressure, those newly diagnosed with hypertension, and those with a longstanding diag-



nosis of hypertension have easy access to a blood pressure monitor and a way

to continue to follow their blood pressure readings.

The Lions financed the cost of the blood pressure kits, with Sheila Goethel coordinating the project. SSM nurse Heather Koeller developed the educational materials and served as an advisor on choosing the type of monitor to offer. Jessica Bergin from the library volunteered to house the kits and make them available to check out.

For more information on checking out a kit, contact the library at 608-356-6166.

## Medical scholarship deadline April 1

SSM Health St. Clare Hospital-Baraboo's medical staff is accepting applications for academic scholarships.

The scholarships are for students pursuing health-related fields such as nurse practitioner, lab technician, occupational therapist, pharmacist, physician assistant, physical therapist, radiology technician, registered nurse, respiratory therapy technician and surgical technician. Other health fields will also be considered.

Applicants must be currently enrolled in the medical program or be a graduating senior.

Applications are due April 1. Recipients can expect to be notified of their awards by May 1. The amount of scholarship money awarded will be at the discretion of the St. Clare Hospital Medical Staff Executive Committee. It will be paid in October as one installment directly to the applicant's educational institution.

To request an application please contact the Medical Staff Scholarship Committee, c/o Pam Andersen, SSM Health St. Clare Hospital, 707 14th St., Baraboo, WI 53913 or email [pam.andersen@ssmhealth.com](mailto:pam.andersen@ssmhealth.com).



# CALENDAR OF EVENTS



## Ambassadors Club meeting

*TONIGHT at 5:30 p.m.  
608 Axe Throwing*

Join us at 608 Axe throwing for the February business meeting of the Ambassadors, where we'll toss around ideas for prospective members and upcoming Chamber events. Then we'll toss around some axes. What could go wrong?



## Business After 5 at Relish Tray

*5-7 p.m. Monday, March 14  
Relish Tray Bistro and Speakeasy*

Network with fellow Chamber members over snacks and drinks, and check out the delectable treats available at the Relish Tray Bistro and Speakeasy! [REGISTER HERE](#)



## Board of Directors meeting

*Monday, March 21 from noon to 1 p.m.  
Visitor Center*

Board members, please mark your calendars for the 21st if you haven't already, as President Raegen will lead our March Board of Directors meeting in person (with a Zoom option) in the Visitor Center's conference room.



## Ambassadors Club meeting

*Monday, March 21 at 5:30 p.m.  
Baraboo Burger Co.*

Join us in BBC's upper room for the March business meeting of the Ambassadors, where we'll share ideas for prospective members and upcoming Chamber events. Bring a friend who might be interested in becoming an Ambassador!



## Lunch & Learn seminar featuring Agrace

*Thursday, March 24 from noon to 1 p.m.  
Visitor Center conference room*

Join Claire O'Dea and Bobbie Coons from Agrace, for the March Lunch and Learn. Claire, one of Agrace's Community Grief Specialists, will present "Grief and the Business Professional." She will provide suggestions for how professionals can best work with their grieving clients, including an introduction to coping with grief and loss. Lunch by the Relish Tray Bistro. [REGISTER](#)



## Business After 5 at Vennebu Hill

*5-7 p.m. Monday, April 11  
Vennebu Hill Wedding Barn & Event Venue*

Come gather at Vennebu Hill for its first Business After 5 event. Come see the wedding and event center and hear about future plans. Eat, drink, and be cozy as Vennebu Hill highlights Norwegian appetizers from the menu of its eatery and taproom, Koselig Garden. [REGISTER](#)

# FIND ALL COMMUNITY EVENTS AT BARABOO.COM



# Job Center presents hiring event Thursday at Ho-Chunk Gaming

The Department of Workforce Development will host an in-person hiring event March 3 at Ho-Chunk Gaming.

The event will be held in the Lower Ballroom on Thursday, March 3 from 1-4 p.m. For more information, complete this

[registration form](#). Space is limited, and is available on a first-reserved basis.

The Sauk County Job Center is using this event to better connect with the local job-seeker population. One way it's doing this is by having employers offer on-the-

spot interviews during the event.

The event fee is \$150. Electrical service is available for an additional \$20 to be taken care of the day of the event.

For information, email DETWDA10 BusinessServices@dwd.wisconsin.gov

## HIRING EXPO 2022

Presented by The South Central Job Center Business Services Team

**Come Network with over 40 Employers with a chance for:**  
Career Exploration; On-the-Spot Interviews; and On-site Computer Access



FIND YOUR DREAM JOB HERE

Thursday, March 3, 2022 | 1 PM to 4 PM

Ho-Chunk Convention Center

S3214 County Hwy BD, Baraboo, WI 53913

Lower Ballroom

A proud partner of the **AmericanJobCenter** network

DWD is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please dial 7-1-1 for Wisconsin Relay Service. Please contact the Division of Employment and Training at 888-258-9966 and press 6 to request free of charge information in an alternate format, including a translation to your preferred language