

BARABOO AREA CHAMBER & TOURISM LET'S GET TOGETHER!

Darren Hornby
Executive Director

I don't know about you, but I'm ready to get out and about and see everyone again!

This past year has been difficult, especially because interacting with our members in person is my favorite part of this job. COVID-19 forced us to discontinue our networking



events, but now that vaccines have rolled out, the Chamber is ready to resume them. And we hope some of you will be willing to host!

We have been holding in-person Ambassadors Club

meetings for a few months now, since those involve smaller groups. (Remember, Ambassadors, we're meeting outdoors May 17 at Tumbled Rock Brewery & Kitchen.)

Now that so many people have been vaccinated - and the fact that spring weather allows for outdoor gatherings - we're ready to bring back

all the other popular events that typically populate the Chamber calendar.

Ribbon-cutting ceremonies resumed last week, with the Ambassadors visiting [BaraBrew](#). They'll soon welcome [Sign Gypsies](#), [Got Kitsch?](#) and [Skillet Creek Campground](#) to the organization, as well.

Meanwhile, we're contacting the members who were scheduled to host Business After 5 events in 2020, to determine whether they'd like to host one in 2021.

We're also looking to bring back Lunch & Learn noon hour seminars and Wake Up Baraboo! morning socials. This is where you come in: If you are interested in hosting a Wake Up Baraboo! event some morning this year, or a Lunch & Learn, please let me know.

Here's how hosting works: For a Lunch & Learn, we ask that you present an educational seminar on a topical subject. These are to be informational, not commercial, in nature. We typically hold Lunch & Learns on the fourth Thursday of the month, but that's flexible. We do ask that the presenter provide lunch so that other

members can attend over their lunch hour without going hungry.

Wake Up Baraboo! events are just like Business After 5s, only they're held before the traditional work day, rather than after. I feel morning events work better for some of our members, and I want to make sure everyone associated with the Chamber gets opportunities to network and socialize. For these events, we welcome the hosts to speak briefly about new developments in their business - new facilities, new products, recent expansions, etc. We ask that they provide coffee, juice and breakfast food for those in attendance.

Speaking of in-person events, the Chamber's Golf Classic is set for June 1 at Baraboo Country Club. A new event, a disc golf challenge, will get its start June 12 at UW-Baraboo. See Page 3 of the Chamber Review for information on both events.

All of these gatherings present great opportunities to find out what's happening in the Baraboo Area and meet fellow Chamber members. I can't wait to see everyone again soon!

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Help us help you fill open jobs

The Chamber has launched an initiative designed to connect our members with prospective employees.

We've heard from many members that they're struggling to fill job openings. We're encouraging employers to post their job openings to baraboo.com via ChamberMaster. Meanwhile, we're stepping up our efforts to promote our jobs listing - found at chamber.baraboo.com/jobs - to the public via social media and highly visible banners to be placed around the community.

If you need help posting a job listing, reach out to Ben via email at memberrelations@baraboochamber.com.

Help us help you fill open positions!



LOOKING for WORK?

LOOKING for STAFF?

Make the connection at
chamber.baraboo.com/jobs
(608) 356-8333

Latest roundtable addresses tourism

Sauk County, the Sauk County Chambers of Commerce, Wisconsin Economic Development Corporation, Sauk County Development Corporation, and Workforce Development Board invite you to their next roundtable discussion: "2021 Tourism Trends" presented by Drew Nussbaum of the Wisconsin Department of Tourism on May 12th from 1-2 p.m.

Drew will discuss what he is seeing in terms of tourism

trends for the remainder of 2021 and what you could implement to attract more customers.

In addition to Drew's presentation, we will get a chance to hear from Sauk County's new Public Health Director, Treemanisha Stewart, on what we can do to ensure our customers and employees feel safe during the upcoming tourism season.

Click on the image at right to register today!



2021 TOURISM TRENDS

MAY 12TH | 1:00 PM

FEATURING:

Drew Nussbaum, Regional Tourism Specialist
Wisconsin Department of Tourism
Drew will share tourism trends for the remainder of 2021 and best practices to attract more customers to grow your business.

Treemanisha Stewart, Sauk County Public Health Director
Treemanisha will share best practices to ensure customers and employees feel safe during the tourism season.

EXPERIENCE ADVENTURE

Program Partners:

WORKFORCE DEVELOPMENT BOARD | SAUK COUNTY | IN | SCDP
SAUK COUNTY AREA | BARABOO AREA | REEDSVILLE

CLICK HERE TO REGISTER



Voila!

SBA 504 LOANS FOR COMMERCIAL REAL ESTATE – NOW WITH WAIVED FEES AND NO PAYMENTS FOR 3 MONTHS*!

Low 25 Year Fixed Rates Around 3%

Let Kyle work his magic for you!

LEARN MORE ►

WBD Your Business Finance Resource



Golf outing sponsorships available

We are looking for sponsors for one of the Baraboo Area's premier summer events, the Chamber Golf Classic!

There are openings for two marquee sponsorships, the Cart Sponsorship and the Buffet Sponsorship. Each costs \$2,000 and comes with benefits including: logo placement in event advertising and marketing materials, a hole sponsorship, signage at the event, a newsletter ad and golf and dinner for 4.

Gold and Silver Hole Sponsorships are available, as well. Gold Spon-

sorships cost \$600 and come with signage on a hole, listings in event marketing materials, and golf and dinner for 4. Silver Sponsorships cost \$200 and include signage on a hole and listings in event materials.

The event is set for Tuesday, June 1 at Baraboo Country Club.

Please email Darren at director@baraboochamber.com to secure the Cart Sponsorship or the Buffet Sponsorship. Find more information [HERE](#).

You can register for a Gold or Silver Hole Sponsorship [HERE](#).



Mark your calendar for the Golf Classic

We are looking forward to seeing everyone at our Golf Classic outing - mark your calendars for Tuesday, June 1. Better yet, register today [online](#)!

We hope to fill the links at Baraboo Country Club, as most of the pandemic restrictions put in place for last year's golf outing won't be necessary.

A couple things to keep in mind: The Golf Classic sells out every summer, so don't wait to reserve your

foursome. Also, please note that this particular Tuesday falls on the day after the Memorial Day holiday.

The event will feature 18 holes of play after a shotgun start, plus a 50/50 raffle and dinner at Fore Seasons Restaurant.

Club members pay \$70 for the day. Non-club members pay \$100. You also can buy dinner, without golf, for \$25.

Sponsors are critical to this annual

fundraiser's success. Gold hole sponsors receive signage on a hole, a listing on the website and event materials, and golf and dinner for four at a cost of \$600. Silver sponsors receive signage on a hole and a listing on the website and event materials at a cost of \$200.

Please register for a sponsorship [online](#) or call the Chamber at 608-356-8333.

Chambers launch disc golf event



The Baraboo Area, Reedsburg and Sauk Prairie chambers of commerce are joining forces to present a new event: The Sauk County Disc Golf Challenge!

Each community will host a preliminary round of competition at its local disc golf course in June. Players will compete individually, and we'll add up those scores to determine team scores. The top two foursomes from each community will advance to the championship round in August at the Baraboo

Lions Club's Disc Golf Course at the University of Wisconsin-Platteville Baraboo/Sauk County campus. (In Baraboo, players will compete from the short tees.)

The cost to participate is \$20 per player. You can register online by clicking below. For the June 12 preliminary round in Baraboo, start times will be staggered every 20 minutes from 11 a.m. to 1 p.m.

There will be prizes for the top two teams in each community!

[REGISTER HERE](#)

APRIL HIGHLIGHTS



NEW MEMBER ORIENTATION • APRIL 8

We are proud to welcome [Sign Gypsies Boo-Dell](#) and [Greenhouse Nature School](#)!



FIRESIDE NUTRITION OPEN HOUSE • APRIL 25

Find the healthy products of 3rd Street Nutrition at Baraboo Hills Campground, home of Fireside Nutrition!



CIRCLE WISCONSIN MIDWEST MARKETPLACE

Darren made friends with Wendy of Circle Wisconsin, as well as tour operators from across the Midwest.



AMBASSADORS MEETING AT BALANCED ROCK WINERY • APRIL 19

CALENDAR OF EVENTS



New member orientation

Thursday, May 6th from noon to 1 p.m.
Visitor Center conference room

Learn about the many benefits of Chamber membership from Darren as he details the organization's structure, principles and funding mechanisms. He'll also discuss the great networking events and community celebrations the Chamber organizes. [Register here](#)



Board of Directors meeting

Monday, May 17th from noon to 1 p.m.
Zoom conference

Board members, please mark your calendars for the 17th if you haven't already, as President Shawna will lead our May Board of Directors meeting via Zoom.



Ambassadors Club meeting

Monday, May 17th at 5:30 p.m.
Tumbled Rock Brewery & Kitchen

Join us at Tumbled Rock as members of the Ambassadors Club brainstorm about potential Chamber members, discuss upcoming events and devise ways to keep members engaged with the organization. All while enjoying tasty food and beverages!

Enjoy Unlimited Golf All Season



Wisconsin 9-Hole Course of the Year

53308 Fox Hill Rd.
Baraboo, WI
(near Ho-Chunk Casino)

- Season Passes now on sale (*includes 4 FREE guest passes & a 10% discounts on food and merchandise*)
- Flexible course design: Play 3, 9, 12, or 18-holes
- Reciprocal golf at 9 area courses
- Area's Largest Practice Range

For pricing and availability call 356-5524 or ffhillgolf@centurytel.net | www.fairfieldhillsgolfcourse.com

Promoting the Visit Baraboo app

The Chamber wholeheartedly encourages all our members to place links to the Visit Baraboo! app on their own websites.

The app is a virtual tour guide that features suggested itineraries and a directory that helps visitors find local businesses.

Using their smartphones, guests can download

the app and get directions to points of interest in the Baraboo Area. Place a button on your website and help tourists find their way around town!

For links to the app and logo files, contact Marketing & Tourism Coordinator Ben Bromley at memberrelations@baraboochamber.com



PLAN YOUR VISIT

Find local restaurants, hotels, attractions & more

Get routed directions

Plan from your desktop & take it with you on the app

Share your plan with friends

Download the **APP** today and start **planning** your stay

Download on the App Store

Get it on Google play

Don't forget our community brand

Ben also can provide Chamber members with logo files depicting our community's Discover Real Baraboo brand. Please use those on your websites and in your marketing materials, as well.

A unified message will encourage visitors to discover our one-of-a-kind community!

DISCOVER REAL
BARABOO

PREVAIL
BANK

Free Document Shredding
Appreciating our Customers,
Impacting our Communities

Bring in your paper documents to be shredded for FREE, helping us donate up to \$1,000 to **People Helping People!**

May 7th from 10 a.m. to 2 p.m.

800.205.0914 / prevail.bank

Pursue what's possible. ///

Member
FDIC



RIBBON CUTTING: BARABREW WINE & SPIRITS



What better place to end a “dry spell” of ribbon-cutting ceremonies than [BaraBrew Wine and Spirits](#)? Our Ambassadors Club is happily re-summing ribbon-cutting events to welcome new members to the Chamber. This time we had a celebrity appearance from the Hamm's Bear! The South Boulevard liquor store has rejoined the Chamber, offering a tasty array of hard-to-find beers, wines and spirits.



ET CETERA OPEN HOUSE

ETCETERA BY BLH OPEN HOUSE • APRIL 15

This downtown shop has a beautiful new location on Fourth Avenue, renovated to suit the Et Cetera's merchandise.

April 28, 2021

Dear Community Partner,

On behalf of SSM Health, I invite you and your organization to join us in honoring our health care workers, first responders, essential workers and all those who've been impacted by the pandemic during National Hospital and Health Care Week next month. As our communities and nation continue to make progress in the fight against COVID-19, we are asking our local municipalities, business community, friends and neighbors to take part in a "moment of silence" at 10 am on Monday, May 10.

Frontline caregivers, first responders and essential workers in every corner of our community have risen as heroes, putting aside their own personal concerns to support us during this pandemic – and businesses, governments and community members have stepped up in incredible ways to support them. We want to show our collective appreciation for these individuals – and also lift in our thoughts and prayers those who have experienced illness and suffering.

This is something simple we can all do to demonstrate strength and unity during a time when many of us have felt helpless. We are thankful for all who have sacrificed – and we know you are too. If your organization would like to join this effort, [please click here](#) to submit your information. If you have any questions, please contact

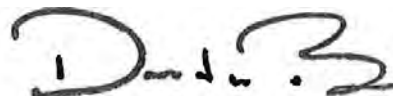
TheOfficeoftheCEO@SSMHealth.com With permission, we'd like to recognize those organizations who are joining us on our website, in a press release and within other communications.

We are stronger together and we proved that time and again over the past year. Let us build on that sense of community as we begin the healing process together. Thank you for your service to our community.

Sincerely,



Laura S. Kaiser, FACHE
President and CEO, SSM Health



Damond Boatwright, FACHE
Regional President, SSM Health-Wisconsin

TAKE YOUR NEXT LEADERSHIP LEAP

<https://saukcountyinstituteofleadership.org>

**APPLICATION DEADLINE:
JULY 1, 2021**

The Sauk County Institute of Leadership (SCIL) is a leadership development program that empowers, engages, and equips participants to make a positive difference in Sauk County. The nine-month program kicks off with an overnight retreat in September and wraps up with a celebration in May. Each interactive SCIL session blends leadership skill development with an examination of emerging community issues.

Don't wait! You won't want to miss this opportunity to fine-tune your leadership skills.



Extension
UNIVERSITY OF WISCONSIN-MADISON
SAUK COUNTY





Check out Meadow Ridge Senior Living in Baraboo!

We're always on the hunt for great people to join our staff.

Resident Assistants/CNAs • Cooks • Housekeepers
Flexible Part Time and Casual Positions

Competitive base wages, fun environment, excellent differentials, great resume builder, no experience needed!

Apply today or share with a friend! Apply online at
elderspan.com/join-our-team or call **608-243-8800**
for more information!



Assisted Living • Memory Care

Affiliated with SSM Health St. Clare Hospital - Baraboo

1700 Jefferson Street
Baraboo, WI 53913
meadowridgebaraboo.com

Baraboo Lions Club 1st Annual Rummage Sale!



This event will be held Friday and Saturday, May 14-15, 2021 from 9:00 am to 4:00 pm at the Sauk County Fairgrounds (700 Washington Ave., Baraboo, WI). There is free parking and plenty of room for everyone to enjoy browsing the extensive list of items for sale.

Please help support the Baraboo Lions Club by donating items (no large appliances or electronics please) and visiting the rummage sale! All proceeds will support Lion projects including free eye-screenings, glasses, youth and community projects where needed, and diabetes awareness and prevention techniques.



Where there's a
need, there's a Lion!

See a complete listing of our projects at baraboolions.org (under "Club Projects").

For information or to donate items, please contact us at 608-356-8028.

We appreciate your consideration in this worthwhile project and hope to hear from you soon!

We Serve,

Due to the current pandemic,
masks will be required.

Norm and Nancy Brickl

Baraboo Lions Club

P.O. Box 545

Baraboo, WI 53913

MAKING A CASE FOR COLLEGE

WHY GETTING A DEGREE OR ADVANCED TRAINING IS ESSENTIAL TODAY

Our first set of three Sunday evening virtual panels hosted by UW-Platteville campuses explain how the new and ongoing education pathways at UW-Platteville remain the best start for any life you want.

Each panel features faculty explaining the academic pathway for the degree program, as well as the transfer paths toward further study; a business leader to address the value of the degree and course of study; and a current or recently finished student to address the experience from their perspective. Panels will be moderated by Rebecca Powell, Strategic and Continuing Education Manager with panelists Dr. Michael Compton, UW-Platteville Assistant Provost for Branch Campuses and Marnie Dresser, Interim Director of Academic Outreach.

PANEL #1: THE TOURISM & HOSPITALITY BUSINESS

Sunday, April 18 at 6:00pm CDT

Featuring Kalahari Corporate Director of Recruitment Jason Manke and School of Business Director and Associate Professor Dr. Leslie Hollingsworth. PhD

PANEL #2: ENGINEERING

Sunday, April 25 at 6:00pm CDT

Featuring Engineering Physics Professor and Department Chair Dr. Andy Pawl, PhD and CEO/President of MSA Professional Services Gil Hantzsch, PE

PANEL #3: FOOD & AGRICULTURE

Sunday, May 2 at 6:00pm CDT

Featuring UW-Platteville BILSA Professor of Dairy and Animal Science and Campus Liaison for the Dairy Innovation Hub Dr. Tera Montgomery, PhD and Senior VP and CFO of Foremost Farms Robert Bascom

Pre-registration is required for these **FREE** one hour webinars.

Visit [GO.UWPLATT.EDU/MCFC-REGISTRATION](https://go.uwplatt.edu/mcfc-registration) to register.

Registered participants will have access to recordings of the webinars.

For questions, email Rebecca Powell at powellre@uwplatt.edu.

Hear from business recruitment experts and educational leaders as they answer your questions about degree or upskilling programs that can put you where you want to be in your career. Learn how to get there in this interactive series. Find out why pursuing a degree or continuing education programs is not going away.

Join the conversation on how and why employees are chosen in key positions and what education they need. You will also learn about traditional students, non-traditional students, effective and efficient services, deliveries and modalities, schools and stakeholders, as well as the program array at all three campuses. We will discuss transformative education for students with stories of students from the campuses such as first-generation students, students of factory workers who suffered from lack of training during downturns in the economy. See how Platteville focuses on advising/coaching so each student is fully-integrated into the campus for greater success and a richer experience.

For disability accommodations, contact us at 608.342.1314 or continuinguwplatt.edu

If you know anyone else who you think would benefit from this information, we ask you please share this with them.



JOIN US FOR A CLASSIC CAR PARADE

CRUISE IN



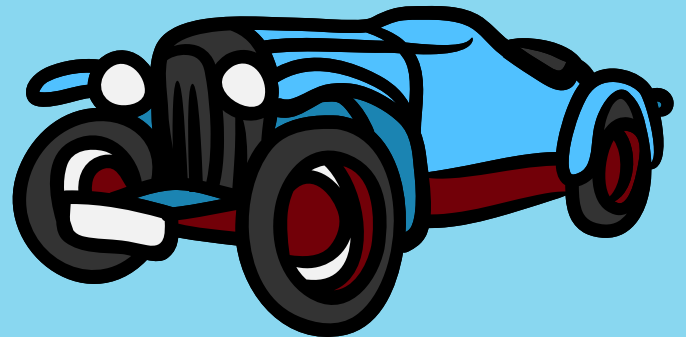
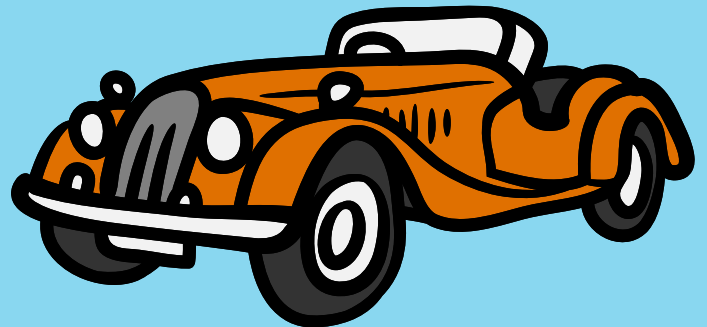
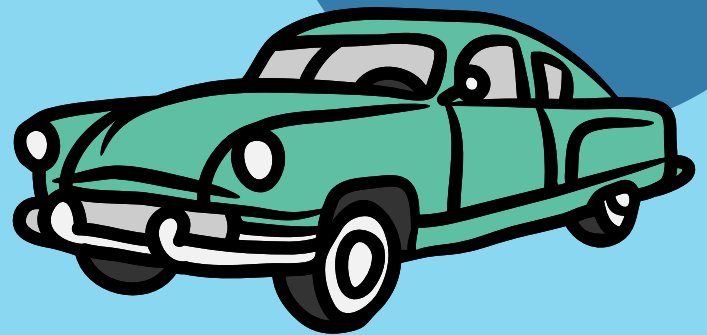
**WEDNESDAY,
MAY 5TH
3:45PM-5:30PM**

Join us for a classic car parade provided by the Baraboo Cruisers Classic Car Club! The parade will go around the whole community, and they will park cars for display in the south side parking lot of our Independent Living community.

We'll host a fun car hop with some delicious chili dogs, chips, cookies, and sodas to go!

Please join us for this fun, socially distanced, and safe outdoor event!

**OAK PARK PLACE
800 WALDO ST. BARABOO**



Please RSVP to Stacy Davenport. Call 608-355-4111 or
sdavenport@oakparkplace.com

BARABOO TALKS: UNCOVERING ANTI- ASIAN RACISM AND XENOPHOBIA

A COMMUNITY CONVERSATION

Thursday, May 20 at 6:30 pm



**KEYNOTE:
WISCONSIN
UNITED
METHODIST
BISHOP HEE-
SOO JUNG**

Agenda for May 20:

- **Keynote:** Wisconsin United Methodist Bishop Hee-Soo Jung
- **Facilitated Community Discussion** about FUEL Milwaukee Race Bridge Panel and the Bishop's Keynote

Area residents can register through the **Baraboo Acts Facebook Page** or follow this QR Code



**SCAN HERE
TO REGISTER**



For more information, contact Alex Paulson at apaulson@barabooschools.net or at (920) 306-1305.

Partners in planning the Baraboo Talks project are The Village of West Baraboo, UW-Platteville Baraboo Sauk County, UW-Madison Extension Sauk County, Baraboo School District, First United Methodist Church, and the Baraboo Acts Coalition.



Supply Chain Management Micro-Credential

*Join us for an upcoming webinar to learn about UW-Platteville's
new Supply Chain Management Micro-Credential*

FREE Informational Webinars

Join School of Business Professor Mary Bartling as she discusses the program while also explaining how important Supply Chain Management is to our everyday lives. Supply Chain fragility was stressed to the max during the pandemic, with toilet paper shortages just the tip of the iceberg. Behind the scenes were production stoppages, shortages of raw materials, and disruption to the human capital pipeline.

Explore a certificate in Supply Chain Management for yourself or your employees by joining us online during one of our FREE *LearnForward* webinars:

Ten Secrets to Micro-Credentials in Supply Chain Management

Monday, May 3 at 5:30 p.m. CDT

Wednesday, May 5 9:30 a.m. CDT

Wednesday, May 5 12:00 p.m. CDT

Register Today!

Our micro-credentialing program is 100% online, designed in response to industry/business demand. The course model is designed for working professionals' demanding schedules. Supply Chain Management advances your knowledge of planning, executing, and monitoring the movement of goods through distribution of channels.

Careers in Supply Chain Management are not only lucrative but also offer endless opportunities. According to the US Bureau of Labor, the median starting salary for Supply Chain Specialists/Logisticians is \$75,000 a year, with significant increases in salaries projected. Our micro-credential certificate program can bolster your career in supply chain management or open doors in this high-demand field.

Supply Chain Management is Comprised of Three Individual Courses:

1. Inventory Planning and Control, Materials Management and Production Planning Systems
2. Capacity Management, Production Activity Control, Demand Forecasting and Inventory Fundamentals
3. Physical Inventory, Lean Processes, Physical Distribution, Products and Processes and Quality Management

The distinctive twist to our coursework: Students who complete this certificate are eligible for advanced standing in UW-Platteville's Master of Science in Supply Chain Management, when they meet program admission requirements.

Sign up for free Education Webinars!



Mary Bartling, Instructor

"My 36-year career, prior to teaching at UW-Platteville, was spent working at multi-national corporations like Harley Davidson Motor Company, MillerCoors, and General Electric. My work fueled my desire to teach others the fundamentals and intricacies of working in exciting and essential careers in supply chain management as well as research areas such as predictive analysis, big data and cognitive computing."

— Mary Bartling, Assistant Professor,
Platteville School of Business

For more information about our Supply Chain Management Certificate Program, visit our [website](#).

Financial Assistance:

If you need financial assistance, [Sallie Mae](#) offers private student educational loans. Workforce development assistance may be available through federal, state, and local offices.

You don't need to apply or be a current student of the University of Wisconsin-Platteville to register for Supply Chain Management Certificate.



COVID-19 VACCINE DRIVE THRU CLINIC

Thursday, May 6

8 am - 4 pm

Old Sauk County Landfill

E8795 Evergreen Lane, Baraboo

No appointments, drive thru only



Questions?

**Call Jana at
608-393-3412**

Free, Moderna vaccines for 18 & older only - 2nd dose will be June 3

Next?

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\$225 ANNUALLY

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Support *Compassionate* Care in our Community

6th ANNUAL

a Round with Agrace

July 22, 2021


TRAPPERS TURN GOLF CLUB

Wisconsin Dells

Register Now

Sign up by July 19 at

A BENEFIT FOR

 Agrace.

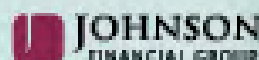
Join these local Sponsors—opportunities still available!



Log & Gables



dreamhouse
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Morgan Stanley
THE JMS WEALTH MANAGEMENT GROUP
AT MORGAN STANLEY

