

Chamber Review



Congratulations to all who won awards at our Annual Dinner on Jan. 23 at Baraboo Arts:
Business of the year: **MBE CPAs**
Tourism Award: **Al's Fox Hill RV Resort & Campground**
Community Service Award: **First United Methodist Church**



Nonprofit of the Year Award: **Sauk County Children's Giving Tree**
Rising Star Award: **Danna Klicko, The Frenchie Press**
Ambassador of the Year: **Yengkong Thao, Ho-Chunk Gaming**
President's Award: **Baraboo Bluffs ATV/UTV Club**

Find more photos from this event inside!



BARABOO AREA CHAMBER & TOURISM

NEW MEMBERS

KB's Cozy Downtown Retreat
Sauk County 4-H Leaders
BMO Bank - Baraboo Branch
Harmony House & Hana Log Cabin
Driftless Claims & Restoration

MBE CPAs takes top Chamber honor

The Chamber invited more than 250 of its best friends to celebrate its 75th – or was it 100th – birthday on Jan. 23 at Baraboo Arts Center.

Our Annual Meeting and Dinner doubled as a birthday bash, with several members walking away with some nifty party favors. Namely, award plaques and jewels.

MBE CPAs was named Business of the Year, as the Baraboo-born company has built a vast network of affiliates in this community and beyond. “This company is a great example of what it means to be a thriving local business that never forgets its roots,” Chamber Executive Director George Althoff said in presenting the award.

“There was no plan, when we just started with three people, trying to do the right thing every day,” owner Tim Moy said.

Al’s Fox Hill RV Resort & Campground won the Tourism Award. Undergoing constant improvements under owners Aaron and Haley Eickhorst, Fox Hill has become a visitor destination. “Their innovative events, such as themed weekends and holiday celebrations, have significantly boosted the business’ appeal, drawing families and tourists from across the world,” Sauk County Board Chairman Tim McCumber said in presenting the award.

Two members were honored for community work. First United Methodist Church won the Community Service Award for a robust program of charitable efforts, including a free store called Neighborly. “If you need something done, go talk to the Methodists,” Pastor Cathy Christman said.

The Sauk County Children’s Giving Tree, which makes sure needy kids receive not only Christmas gifts but school supplies, won the Nonprofit of the Year Award.

“We live and breathe this, usually from September until Christmas,” vol-



unteer Bonnie Palm told the crowd.

“We get all kinds of help from the community. We couldn’t do it without you guys,” volunteer Deb Turner added.

Another member dedicated to public service, the Baraboo Hills ATV/UTV Club, took home the President’s Award from outgoing Chamber board president and avid UTVer Teddie Szydlowski. The club was lauded for its perseverance in lobbying the city of Baraboo to open its streets to off-road vehicle traffic.

“We have strived with our club, as a social club, to get the people the opportunity to share a sport, a social activity where we can get out and do things, enjoy things using a different, alternate means of transportation,” club president Bob Spencer said.

Two individuals won Chamber awards. Danna Klicko, founder and owner of The Frenchie Press coffee truck enterprise, was named this year’s Rising Star for being a consistent presence at community events and for adding a second truck. Yeng-kong “Kong” Thao of Ho-Chunk Gaming, a fixture at ribbon-cutting

events, won Ambassador of the Year.

Before the awards program, attendees enjoyed food and drink provided by Las Milpas, Red 6 Catering, Al. Ringling Brewing, Tumbled Rock Brewery, Balanced Rock Winery, Draft City Taproom and Kingdom Coffee. They also enjoyed slices of not one but three birthday cakes from Festival Foods.

Althoff noted that while the organization first filed its incorporation papers with the state in 1950, research conducted by the Sauk County Historical Society indicated that a predecessor formed closer to a century ago. “We’re 100 and we didn’t even know it,” he quipped. “We don’t feel a day over 75.”

Adding to the festivities, the Chamber held a raffle to see who would walk away with three treasures from The Jewelers Edge.

Incoming board president Shelley Mordini said the Annual Dinner, like the Chamber itself, is about “supporting one another, being there for one another, lifting each other up. That’s what Baraboo has always been about to me.”



The Chamber set out to celebrate our 75th anniversary with last month’s Annual Meeting and Dinner, only to learn we may actually be 100!

We were happy to party with all our members, serving birthday cake and holding a jewelry raffle. Congrats to Tatsiana, Teddie and Lori on taking home treasures from The Jewelers Edge!

Christie and Kathy of Amber Moon did a great job of beautifying Baraboo Arts, as did committee members Merry Lynn Riek and Pamela Gjersvig.

Many thanks to our food and beverage purveyors: Tumbled Rock, Las Milpas, Balanced Rock Red 6, Draft City and Al. Ringling Brewing.





RED 6 CATERING



AL. RINGLING BREWING



BALANCED ROCK WINERY



LAS MILPAS



DRAFT CITY TAPROOM



TUMBLER ROCK BREWERY

GOOD STUFF

Many thanks to our food and beverage providers!

27 MEMBERS SIGN ON AS '25 PARTNER PACKAGE SPONSORS

Two major events are on the horizon

By George Althoff
Executive Director

The Baraboo Area Chamber of Commerce Partner Package sponsorship program is set for another outstanding year. To date, 27 members have enrolled in this program which gives members the opportunity to invest in the chamber in a big way.

The investment levels offer a bevy of benefits that include being promoted as a sponsor of the annual Big Top Parade, participation in our annual Golf Classic, admission and beverage coupons for our annual Oktoberfest, tickets to the chamber's Annual Dinner and free advertising options in our monthly newsletter. Partner Package sponsors also receive promotion throughout the year in a variety of ways, including in our newsletters, on social media and with signage at all of our events.

The roster of 2025 Partner Package sponsors includes:

- Platinum-Plus – Baraboo State Bank.
- Platinum – Ho-Chunk Gaming Wisconsin Dells, Magnum Media and 99.7 MAX FM/Civic Media.
- Gold – Cell.Plus – U.S. Cellular, Fairfield Inn & Suites Baraboo, Pizza Ranch and Terrytown Plumbing.
- Silver – Andersen Windows & Doors, Bank of Wisconsin Dells, Prevail Bank, SSM Health/St. Clare Hospital, Teel Plastics and WCCU Credit Union.
- Bronze – Bachrodt Baraboo Motors, Community First Bank, Dental Associates of Baraboo, DEZ Tactical



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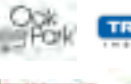
GOLD



SILVER



BRONZE



Arms & Indoor Range, Geri Pettersen Berkshire Hathaway, Hill's Wiring, International Crane Foundation, MBE CPAs, Seneca Foods Corp., Supreme Awards, Synergy Metalworks, TRICOR Insurance and Wisconsin River Title Consultants.

A big thank you to these members and to those of you who have been part of the program in the past. There's still time to sign up as a 2025 Partner Package sponsor. Deadline is Feb. 28. If you are interested in learning more, please contact Executive Director George Althoff at director@baraboochamber.com or 608-356-8333.

Golf outing, circus parade are on the way

With our Annual Dinner in the books, our focus now pivots to two more of our signature annual events – the Big Top Parade and the annual Chamber Golf Classic.

The parade will kick off at 11 a.m. on Saturday, June 14, in our picturesque downtown. As usual, we will feature dozens of units, including beautifully restored circus wagons

from Circus World, marching bands, lots of horses, entertainment acts, community floats and more.

An added attraction this year will be a major presence by The Wheelmen, who will be holding their 58th annual national meet in the Baraboo area to coincide with the parade. The Wheelmen is a national, nonprofit organization dedicated to keeping alive the heritage of American cycling, promoting the restoration and riding of early cycles manufactured in or before 1932, and encouraging cycling as part of modern living. More than 50 of their members are expected to lead off the parade on their giant bicycles.

And on Tuesday, June 24, Chamber members and supporters will flock to Baraboo Country Club for our annual Golf Classic. The event will feature dozens of silent auction items, raffle prizes and hole events. Details will be shared in upcoming editions of the Chamber Review.

Volunteers are needed for both of these events. If you are interested, please drop an email to director@baraboochamber.com or memberrelations@baraboochamber.com.



Our Ambassadors never have any fun at their annual holiday party. In addition to holding their monthly business meeting, the Ambassadors enjoyed charcuterie and pizza (not to mention wine) at Con Amici Craft Cocktail Bar on January 6. The highlight was of course the white elephant gift exchange!



BUSINESS After 5

2025 BUSINESS AFTER 5 SCHEDULE

February 10 - Cell.Plus/US Cellular - [REGISTER](#)
 March 3 - Bronco Billy's - [REGISTER](#)
 April 14 - Fairfield Hills Golf Course - [REGISTER](#)
 May 19 - Al's Fox Hill RV Resort - [REGISTER](#)
 June 16 - Skillet Creek Campground - [REGISTER](#)
 July 14 - Friends of Devil's Lake State Park/ Devil's

Lake Concession Corporation - [REGISTER](#)
 August 18 - Pierce's Express Market - [REGISTER](#)
 September 22 - Frank Beer Distributors - [REGISTER](#)
 October 20 - SUDA Soccer - [REGISTER](#)
 November 17 - Baraboo Children's Museum - [REGISTER](#)
 December 11 - Ho-Chunk Gaming - [REGISTER](#)

CALENDAR OF EVENTS



Business After 5 at US Cellular

5-7 p.m. Monday, February 10
 U.S. Cellular store, 906 Highway 136, Suite 102

Join us in celebrating Cell.Plus/US Cellular's 25th anniversary! This event will be held at the US Cellular store near Walmart. Enjoy appetizers and beverages served by the host, and get to know your fellow Chamber members! [REGISTER](#)



Ambassadors Club meeting

5:15 p.m. Monday, February 17
 Brothers Onn Oak

We'll meet at Brothers to welcome new members and brainstorm for ideas on prospective members. It'll be a productive meeting served with adult beverages!



Board of Directors meeting

Monday, February 24 from noon to 1 p.m.
 Visitor Center

Board members, please mark your calendars if you haven't already, as President Shelley will lead our monthly Board of Directors meeting in person (with a Zoom option) in the Visitor Center's conference room. This meeting was rescheduled to avoid conflicting with Presidents Day.



Business After 5 at Bronco Billy's

5-7 p.m. Monday, March 3
 Bronco Billy's Saloon, S2545 County Highway BD

If you can't check out the expanded and renovated bar and restaurant at Bronco Billy's, this is your chance! Mingle with fellow Chamber members over snacks and beverages at this saloon, which looks brand new. [REGISTER](#)



TAKING A RIDE ON THE

WILDSIDE

Many thanks to Wildside Action Sports for hosting Business After 5 on January 13 in honor of the shop's 20th anniversary! Wildside not only has been named the nation's best small bike shop, but it supports a number of outdoors causes and is a destination for skiers. Congrats to Pete and his team! And thanks so much for the old-fashioned featuring Driftless Glen spirits, not to mention the delicious apps from Tumbled Rock Brewery & Kitchen.



RIBBON CUTTING: HEADSTONES & BLOOMS

We were honored to officially welcome Headstones and Blooms as a member January 15. This family business meticulously cares for headstones and monuments, offering cleaning, repair, installation and floral services.



Kiwanis seeks Dippel Award nominations

Do you know a community volunteer who deserves recognition? The Baraboo Kiwanis Club is now accepting nominations for the Dr. Al Dippel Community Service Award.

For 40 years, the Kiwanis Club has recognized individuals and organizations that make Baraboo a better place to live. “So many people work hard for the sake of this special community,”

Kiwanis President Gil Hantzsch said. “These unsung heroes deserve the spotlight.”

Nomination forms are available at the Baraboo Area Chamber of Commerce Visitor Center. They also can be requested by sending email to benjaminbromley@yahoo.com. Nominations for this year’s award are due February 10. Nominations will

be reviewed by a committee of past Kiwanis presidents, who will evaluate each nominee’s breadth and length of service to community causes.

An award ceremony will be held this spring.

The award is named after Dippel, a Charter member of Baraboo Kiwanis who gave his time to many community causes.

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Star-Spangled Celebration

BIG TOP PARADE

SATURDAY,

JUNE 14

11 A.M.

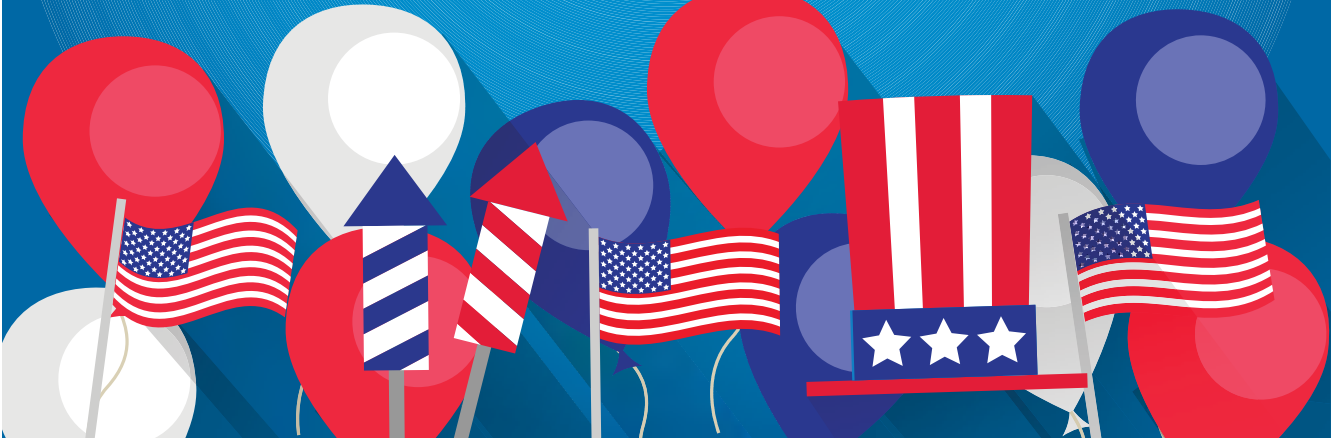
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Free advice, training for small businesses

Small businesses throughout Wisconsin can now receive free advice and training thanks to a new partnership between the Wisconsin Economic Development Corporation and the Universities of Wisconsin's Office for Business and Entrepreneurship.

The Main Street Bounceback Technical Assistance and Training Program will provide small businesses – with less than 500 employees — training ranging from formal business classes to one-on-one consultations with experts in fields such as marketing, financial planning, and human resources.

“Strong communities are the key to a strong economy in Wisconsin, and small businesses are at the center of strong communities,” said Missy Hughes, secretary and CEO of WEDC, the state's leading economic development organization. “The resources available through the Universities of Wisconsin's Office for Business & Entrepreneurship, such as the Small Business Development Center Network of Wisconsin, are critical to the long-term success, viability, and resilience of our state's small businesses.”

The U.S. Small Business Administration estimates there are more than 480,000 small businesses in Wisconsin, accounting for more than 99 percent of all state businesses and employing nearly half of the state's workforce.

The training program builds on the success of WEDC's popular Main Street Bounceback Grants, which provided \$10,000 grants to nearly 9,400 businesses to help them move into new or expanded spaces in downtowns across the state in 2021 and 2022.

Last year, WEDC and the SBDCs began providing training and technical assistance to MSBB grant recipients. Beginning this year, those community-based resources are available to all small businesses in Wisconsin, including those that did not receive MSBB grants.

The SBDC is a statewide network supporting entrepreneurs and business owners and is easily accessible at numerous locations across the state. To find the nearest location, visit <https://wisconsinsbdc.org/centers/>.

The program offers services and resources that typically cost hundreds

or thousands of dollars but will be available at no cost to eligible businesses. Services include:

One-on-one small business consulting and mentoring offered statewide, in-person and virtually. The Small Business Development Center offers guidance in financing, sales, marketing, and operations. SBDC expertise allows business owners to navigate specific markets and network with others in the area.

Clinics specifically addressing digital marketing or rural small business needs.

Live training events and programs focused on leadership, communication, sales, marketing, financial planning, and more.

How-to videos, including 10 new videos developed specifically for this program. Videos are available in English, Spanish, and Hmong.

The program is open to any owner, employee, or staff member of an open, Wisconsin-based business with less than 500 employees.

Find more information about the program and eligibility requirements at <https://business.wisconsin.edu/initiatives/msbb/>.



Open now: The Myklebust Farmhouse

The newest addition to the Vennebu Hill Wedding and Event Center is our spacious farmhouse overlooking the Baraboo Bluffs and Wisconsin River. With great scenic views and Norwegian charm, the upstairs holds 5 bedrooms and 3 full baths, while the lower level features a full kitchen, large dining area, living room, game room and three-season room for the perfect, affordable company retreat, function space, holiday party or accommodation. Contact the Vennebu Hill General Manager at 1-608-253-6349 for details and the Baraboo Chamber discount.





Purple Lotus
STUDIOS

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Scheduled for Saturday and Sunday, Feb. 1 and 2.

It's time for Ravishing In Red Valentine's mini sessions at Purple Lotus Studios! Wear your sexiest red lingerie or choose from several items in our client closet and pose with a fresh red rose (yours to keep) at our minis. Session times are filling up fast. Just \$300 for a boudoir experience, along with three fully edited digital images.

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