



# BARABOO AREA CHAMBER & TOURISM

## AND FOR MY NEXT TRICK, A JUGGLING ROUTINE

**George Althoff**  
Executive Director

Let me begin with a heartfelt “thank you” to the many of you who have reached out to congratulate me on being hired as Executive Director of your Baraboo Area Chamber of Commerce.

My first three weeks on the job have been action-packed as I immerse myself into the external and internal demands of the job. I’m fortunate to have three great co-workers in Ben Bromley, Kristi Feld and Michele Feld – all three of whom I know personally – to help with my transition.

Having spent nine years as a member of the Chamber’s Board of Directors (2010-18), I know that the job of the Executive Director is like a juggling act. There are always several balls in the air at once, and your job as Executive Director is make sure that none of them hit the floor. So, as we head into the holiday season,



what balls are currently in the air?

For starters, the Chamber will host a raffle drawing party this Saturday (Nov. 6) at the Baraboo Arts Center. Doors open at 2:30 p.m. and the drawings for the 10 prizes will be held at halftime of the Badger game. This event will be open only to Chamber members. Please stop in and enjoy pizza from Gem City and beer from the Al. Ringling Brewery. Of course, if you haven’t yet purchased any raffle tickets, we’ll have them at the door.

On Tuesday, Nov. 30, from 1 to 6 p.m., the Chamber will host “Giving Tuesday Fair,” a post-Cyber Monday event designed to highlight the great work of the dozens of nonprofit

organizations in the Baraboo Area. This will be an opportunity for philanthropic-minded people to consider financial support of the nonprofit groups featured at the fair. This event also will be held at the Baraboo Arts Center. More information will be coming soon through member e-mail blasts, social media and other advertising outlets.

Further down the horizon is the upcoming election of several new board members, the Chamber’s Annual Dinner in January, and selection of recipients in our annual business awards program. Stay tuned for details.

I hope to see you soon at an upcoming Chamber event.



Car Revivers  
Greatest Place on Earth  
Movement Solar  
WI Army National Guard  
Group Health Cooperative



NEW EVENT SHOWCASES NONPROFITS / PAGE 2

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# New event on Giving Tuesday puts spotlight on nonprofit organizations

The Chamber is launching a new Giving Tuesday event to showcase nonprofit members. Please mark your calendar for November 30th!

Sponsored by the Community Foundation of South Central Wisconsin with a generous grant from the Network for Charitable Giving, this event will give local nonprofits an opportunity to network with potential donors and volunteers. The Chamber's goal is to highlight its nearly 50 nonprofit members and give them an opportunity to promote their crucial



work to the greater community.

The event will be held from 1-6 p.m. at Baraboo Arts on Tuesday, November 30th. There will be door prizes, including two lucky winners of \$50 in Chamber Bucks. In addition, our participating nonprofits will contribute door prizes to be drawn during the afternoon.

Light refreshments will be served, and MAX FM will broadcast live from the event, interviewing representatives of participating organizations!

If the event reaches its attendance goal of 500 people, the Ho-Chunk Gaming Fund at the Community Foundation of South Central Wisconsin will offer a \$500 grant to one of the nonprofit exhibitors, with the winner to be selected by random drawing at the event.

Nonprofits interested in participating should register [HERE](#).

## RIBBON CUTTING: GATEWAY POWERSPORTS



We were thrilled to welcome [Gateway Powersports](#) to the Chamber during its open house October 8. Gateway offers parts, sales and service on snowmobiles, ATVs and UTVs at its new home on Highway BD.

# Last call for Annual Raffle tickets

Drawing event is Saturday  
Baraboo Arts

Give yourself a chance to win big bucks and exciting prizes by spending a few dollars on the Chamber's Annual Raffle!

This year tickets cost only \$5 each, or three for \$10. There are three cash payouts (\$1,000/\$750/\$500) and other prizes including a Badger Weekend (football tickets, dining gift card and lodging); a TV and sound system; and five (count 'em, five!) \$50 gift cards to local restaurants.

The winning tickets will be drawn at halftime of the Wisconsin Badgers football game vs. Rutgers on Saturday,

November 6. A drawing party featuring the game, pizza and beer will begin at 2:30 p.m. at Baraboo Arts Banquet & Convention Center. Ticket holders need not be present to win.

Tickets are available at the Baraboo Area Chamber of Commerce Visitor Center, located next to Festival Foods. It's open 9-5 on weekdays. Tickets also are available from Chamber Ambassadors and Board Members.

If you're willing to sell tickets at your business, please call the Chamber at 356-8333 and we'll deliver. Even better, give us a call with your order: How many would you like to buy this week?

Register for the drawing party by clicking on [this link](#).



## RIBBON CUTTING: CAR REVIVERS



On October 12 members of our Ambassadors Club officially welcomed [Car Revivers](#) to the Chamber! Joe and Chris offer mobile vehicle repair services in the Baraboo Area and beyond. Their "house calls" include roadside service!

# We need you on (the) board!

The Chamber will have multiple open seats on its Board of Directors at the end of December. We're seeking nominations for directors to serve three-year terms.

Our board is made up of 17 directors who serve three-year terms. Upon completing their first term, directors may then run to serve a second three-year term. The board handles the BACC's governance and policy making. The board also is responsible for the organization's finances and directs its affairs.

If you are interested in serving and helping to guide the organization forward, we would love to hear from you.

The board meets monthly, plus each board member serves on a committee, which also meets monthly. These meetings are typically one hour in length, requiring the dedication of 2-3 hours per month for meetings.

The board also supports the organization through events. Each board



member should commit to actively attending, participating, and supporting the Chamber's annual events.

If you would like to submit a nomination to run for the BACC Board of Directors, please fill out [this form](#) and return it by email to [director@baraboochamber.com](mailto:director@baraboochamber.com) by next Mon-

day, November 8th. Ballots will then be distributed to the membership for voting.

Please consider running to serve this great organization as we further our mission of promoting tourism, local businesses and growing the economic health of our communities.

**BID HIGH FOR HOPE**  
AN ONLINE AUCTION TO BENEFIT HOPE HOUSE  
OCTOBER 1-31, 2021

Support Hope House by bidding on one of the many amazing items donated by local businesses and supporters this October in *Bid High for Hope*, an online benefit auction. From restaurants to experiences to soaps and candles to toys and games – it's all here!

*Bid High for Hope* begins October 1st and runs through October 31st. Hope House will continually be adding items throughout the month, so make sure you check in regularly and of course – bid high and bid often!

[www.32auctions.com/BidHighForHope](http://www.32auctions.com/BidHighForHope)



# CALENDAR OF EVENTS



## New member orientation

Thursday, November 4th from noon to 1 p.m.  
Visitor Center conference room

Learn about the many benefits of Chamber membership from Ben 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](#)

## Annual Raffle drawing party

2:30-6 p.m. Saturday, November 6  
Baraboo Arts Banquet & Convention Center

Watch the Wisconsin Badgers face the Rutgers Scarlet Knights, and then at halftime watch us draw the 10 winning tickets in this year's Annual Raffle! This event for Chamber members will feature Gem City Pizza and Al. Ringling Brewing Co. beer, as well as the game. [REGISTER HERE](#)

## Business After 5 at Aspire Salon Suites

Monday, November 8th, 5-7 p.m.  
Aspire Salon Suites, 507 Hitchcock St.

Check out the many offerings of the beauty and health professionals at Aspire Salon Suites! Aspire Salon Suites is a community of independent salons, personal care, wellness, and business suites within one upscale 4,700-square-foot facility. It offers 13 suites providing unique, advanced services. Check it out and chat with fellow Chamber members! [REGISTER HERE](#)

## Ambassadors Club meeting

Monday, November 15th at 5:30 p.m.  
Thunderbird Lanes

Join us at T-Bird Lanes 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!

## Lunch & Learn with Movement Solar

12-1 p.m. Thursday, November 18th  
Baraboo Area Visitor Center

Bill Arbogast of Movement Solar will educate us not only about the benefits of solar energy and its viability in this state, but how his company partners with local nonprofits to help them raise money. Join us at the Visitor Center for lunch and an informative presentation! [REGISTER HERE](#)

## Giving Tuesday

Thursday, November 30th from 1-6 p.m.  
Baraboo Arts Banquet & Convention Center

Sponsored by the Community Foundation of South Central Wisconsin with a generous grant from the Network for Charitable Giving, this event will give local nonprofits an opportunity to network with potential donors and volunteers. The Chamber's goal is to showcase its nearly 50 nonprofit members and give them an opportunity to promote their work. [REGISTER HERE](#)

## Business After 5 at Ho-Chunk Gaming

5-7 p.m. Monday, December 13th  
Ho-Chunk Gaming

Take part in the last Business After 5 event of the year and share in holiday cheer with fellow Chamber members at Ho-Chunk! [REGISTER HERE](#)

# FAIR on the SQUARE

We were happy to help run the information booth at Fair on the Square and sell raffle tickets Oct. 9.

Gorgeous weather brought record crowds downtown!



# OCTOBER HIGHLIGHTS



PRESENTING A CHECK TO CIRCUS WORLD • OCTOBER 20

AMBASSADORS CLUB MEETING • OCTOBER 18 • SKI HI



GEORGE SPEAKS AT KIWANIS • OCTOBER 19 • PIZZA RANCH



BEN PRESENTS 'WEEKENDS ARE BEST' WITH MADDIE JONES AND THE MAX FM CREW • OCTOBER 21

BARABOO SCHOOL DISTRICT DEDICATES REVAMPED JACK YOUNG MIDDLE SCHOOL • OCTOBER 25

# 2021 PARTNER PACKAGE SPONSORS



Towns & Associates



Baraboo Motors Group



Wisconsin River Title



DEZ Tactical Arms



Skillet Creek Campground



Seneca Foods

# 2021 PARTNER PACKAGE SPONSORS



Oak Park Place



Baraboo Hills Campground

## Consumers, nonprofits benefit from solar

The sun is an unlimited power source. Creating solar power is clean and simple. Solar power is sustainable and more affordable than ever. Solar is quickly becoming the power source of choice, said Bill Arbogast of Movement Solar, a Sauk County business.

Experts predict that by 2030 solar will be the most important source of energy for electricity on the planet.

### Does solar really work here?

Yes! As a lifelong Wisconsinite, this answer surprises even me. But Wisconsin solar is happening and the potential in our state is virtually untapped. The Public Service Commission released a recent study which found that Wisconsin's rooftops could support enough solar panels to meet two thirds of the state's electricity needs. They could generate more annual electricity than all fossil fuel sources combined.

The technology has advanced, the efficiency is high and the costs are lower than before.

But is it right for each homeowner? In practical terms, homes with a south-facing roof with minimal shade are best, but in some cases east- and west-facing roofs can produce enough electricity to supply a home's needs.

### How much might solar cost?

Total costs vary depending on the

An advertisement for SunRaising by Movement Solar. It features a sun icon, the text "SunRaising BY MOVEMENT SOLAR GO SOLAR.", "SAVE MONEY.", "GIVE BACK.", "NOW AVAILABLE IN WISCONSIN!", the phone number "608-477-0659", and the website "WWW.MOVEMENTSOLAR.NET".

amount of power a home needs. But gone are the days where you had to pay out of pocket for solar. "We're excited to offer zero money upfront, low-interest financing, to all of our eligible homeowners," Arbogast said. "This eases a family's budget and the savings are immediate. The cost of solar will match what you're already paying the utility company or less."

### When is my break-even?

If you decide to purchase your solar outright, a solar array typically pays

for itself in a relatively short amount of time, usually between seven and 12 years. With zero-down financing, the break even is immediate in the form of increased cash flow!

### What about snow?

Snow can be a hindrance to solar production, but it's no deal-breaker. In fact, panels installed at an angle often quickly melt frozen accumulations on their own. Yearly weather patterns are taken into consideration during the assessment process and typical snow amounts are accounted for.

And here's the crazy part; solar panels are more efficient in cold climates than in hot ones. A lot of recent tech advancements have come out of Europe where climates are similar to Wisconsin. The panels we use are made in America but the tech was developed in Germany.

### What about my roof?

Great care is made by solar installers not to damage a roof and the work is fully warrantied. Sometimes a homeowner wants a new roof, which Movement Solar takes care of before installing panels. The new roof and solar installation can be financed together with no down and may be eligible for tax credits.

See SOLAR, next page

# SOLAR

From previous page

## Are incentives available?

On a federal level there's a 26 percent tax credit which allows you to reduce your costs. This is being stepped down at the end of 2022.

Additionally, Wisconsin offers a solar rebate of \$500 for homeowners, small businesses and nonprofits. These two items combine for a significant financial impact.

## Why Movement Solar?

Movement Solar is a company with a unique twist. Its founders believed the decision to go solar could have more impact than just utility savings. They also believed bigger impacts happen when like-minded people come together. This is why they launched SunRaising, a group purchase program to help homeowners get the best possible pricing on their solar installation while equally supporting nonprofits throughout the

globe via a donation per install.

It was created by professionals classically trained at SolarCity and Tesla solar. They formed Movement to bring forth affordable solar and at the same time impact individuals and communities with a built-in give-back. SunRaising is their program that serves as a bridge between saving money and giving.

SunRaising has co-op style affordable pricing and gives back to the community by supporting local nonprofits. Partners might be a school raising funds for a new playground or a church that needs money for an outreach program.

The founders of Movement Solar knew that members of a community often want to support their local nonprofits but just don't have the extra funds to do so.

SunRaising addresses this in three ways: it makes solar affordable for all (no money upfront with eligible credit), a household saves a substantial amount of money, and those families give directly to a cause that's dear to

their hearts. All at the same time.

The recent PSC study predicts that though solar rooftops could produce two thirds of the states energy needs, they predict that 98 percent of Wisconsin's potential will not be met under current market conditions. This is because solar can cost so much upfront money.

This is where SunRaising shines. Zero money down solar takes away that large obstacle. SunRaising can bring more solar to our state than any other program. People like to support their local organizations. This is why Movement Solar is different.

## What's next if I'm interested?

That's easy. "We provide a free solar assessment so families can make an informed decision," Arbogast said. "The report is based on their energy needs and their location."

Anyone can register for this free service at movementsolar.net or call 608-477-0659. Organizations follow the same steps if they are interested in SunRaising.

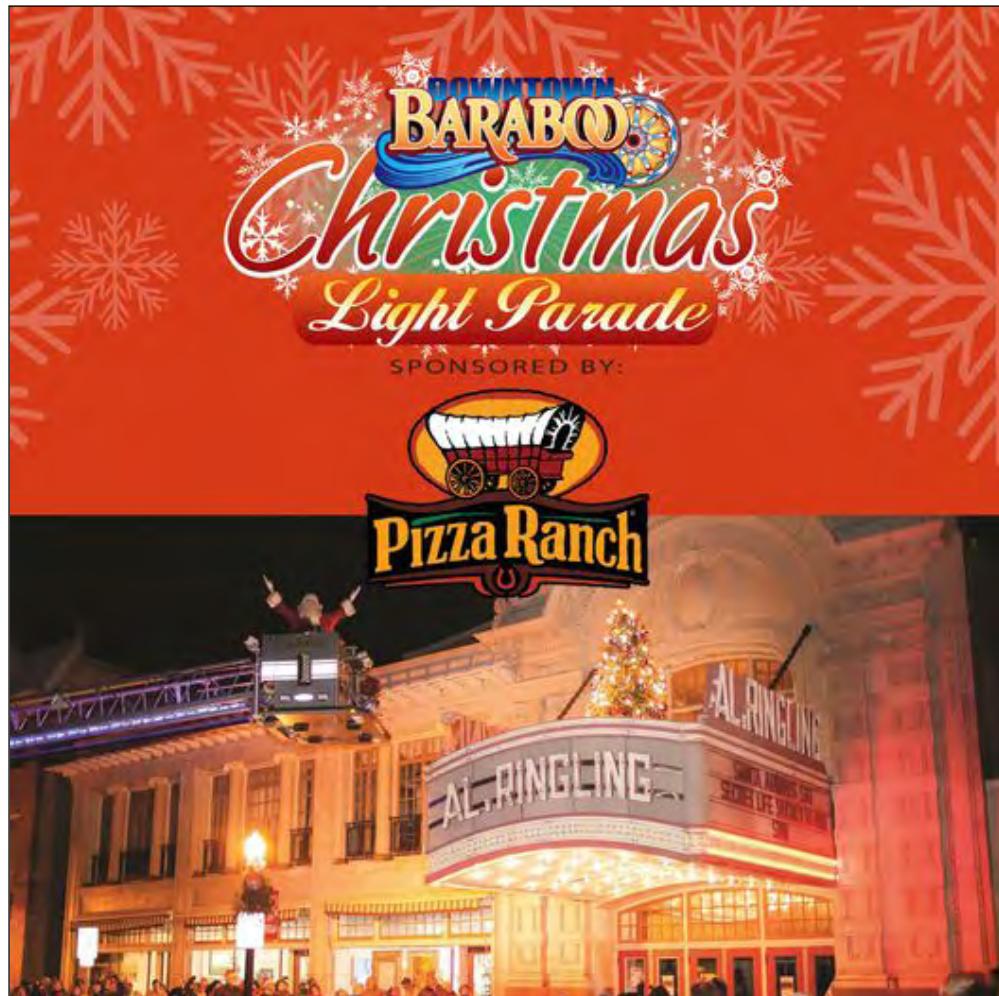


**SunRaising**  
By Movement Solar

**Go Solar  
Save Money  
Give Back!**

608-477-0659  
[movementsolar.net](http://movementsolar.net)

Now Available  
In  
Wisconsin



# Sign up by Friday for Light Parade

Later this month Downtown Baraboo will be filled with lights, festive floats, and of course, Santa!

The 2021 Christmas Light Parade sponsored by Pizza Ranch will be Saturday, November 20!

Planning has begun for a spectacular night! Are you still interested in participating as a float, etc.? The deadline to sign up to be in the parade is Friday, November 5. Please send email to [downtownbaraboo@gmail.com](mailto:downtownbaraboo@gmail.com) or visit [this link](#) for more details on how to be part of the fun!

An advertisement for Fairfield Hills Golf Course. The top half features a logo with 'FAIRFIELD HILLS' in large letters, '• GOLF COURSE - RANGE •' below it, and 'Wisconsin 9-Hole Course of the Year' at the bottom. The bottom half features a photograph of a bride and groom kissing under a wooden arbor decorated with white fabric. To the left, text reads 'A Beautiful Setting for Weddings and Special Events' and 'Now Booking for 2020 & 2021'. At the bottom, it says '-Weddings & Receptions' and '-Corporate & Social Events'. The bottom right contains contact information: 'For pricing and availability call 356-5524 or [ffhillgolf@centurytel.net](mailto:ffhillgolf@centurytel.net) | [www.fairfieldhillsgolfcourse.com](http://www.fairfieldhillsgolfcourse.com)'.

MIDWEST FOOD PRODUCTS ASSOCIATION

# 2021 STUDENT CAREER FAIR

FOR HIGH SCHOOL &  
COLLEGE STUDENTS

WEDNESDAY DECEMBER 1ST  
9:30 AM TO 2 PM  
KALAHARI CONVENTION CENTER  
WISCONSIN DELLS, WI



## Food expo attracts students seeking work

Are you a student looking for an internship or a job with a company in the food products industry?

Interested in meeting with employers about opportunities in a relaxed and informal setting?

Available Wednesday, December 1?

If so, the Midwest Food Products Association invites you to attend the [2021 MWFPA Career Fair](#) to be held at the Kalahari Resort & Convention Center in Wisconsin Dells on Wednesday,

December 1 from 10 a.m. to noon.

This event will proactively match food product companies with students well suited for their internships and job opportunities.

The Recruitment Career Fair will take place during the 2021 Midwest Food Products Association's Annual convention, where students will also have the opportunity to attend the trade show, network with exhibitors and other students, and receive a com-

plimentary lunch sponsored by Del Monte Foods.

Schedule is as follows:

9:30-10:30 a.m. - Arrive, check in, visit trade show floor

10:30-12:00 - Career Fair

12-1:30 p.m. - Lunch & Keynote

1:30 – 2 p.m. - Student Reception with Keynote Haydn Shaw

1:30-4p.m. - (Optional) Visit trade show floor or attend food industry educational sessions

# CONSERVE SAUK FILM FESTIVAL

November 6, 2021  
10 AM - 5 PM

Free Event

UW-Platteville Baraboo  
Sauk County Campus

Registration required for this event. To reserve your seats, find more information, complete list of films, and film schedule please visit: [www.conserveaukfilmfest.org](http://www.conserveaukfilmfest.org)

