

BARABOO AREA

CHAMBER & TOURISM

CIRCUS PARADE ON ITS WAY

George Althoff
Executive Director

Mark your calendars for Saturday, June 25. That's the day when 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 down-



town 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 Saloutos 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 should also thank our sponsors, led by the parade's Presenting Sponsor, Baraboo State Bank.

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



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website, www.bigtopparade.com. Or drop me an email at 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 here at the Chamber is, "Yes we are, matey!"



Mourning Joy
Fresh Nest Cleaning
Spirit Lake Trading
Mama Mia's
Small Miracles Garage



BOARD PREZ FOLLOWS PARENTS' LEAD

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“I’m passionate about business, and about helping this community thrive with help from a strong Chamber of Commerce.” - Raegen Trimmer

Our Board President is following her parents’ lead

Leading the Baraboo Area Chamber of Commerce meant becoming part of a family tradition for Raegen Trimmer.

The RE/MAX Grand agent is serving as President of the Chamber’s Board of Directors this year, a role previously held by both her parents: Nanci Caflisch and Don Trimmer.

“We come from a long line of people willing to serve,” Raegen Trimmer said, crediting both parents for instilling a passion for civic work. “I think I’m a good mix of the two of them.”

Her father served as Chamber President in 2010 and 2011, when he worked at Accelerated Genetics. Her mother, broker/owner of RE/MAX Grand, served as president in 2018.

Because his father and grandfather served as mayor of their community in Maryland, Don Trimmer was raised to value community service. He passed this principle on to the next generation as he and Caflisch raised four daughters. “A lot of people like to stand on the sidelines and say what’s right and wrong, but you need people who are willing to step in and do the heavy lifting,” he said.

Raegen Trimmer got involved with the Chamber at the nudging of her mother, the longtime chair of the Big Top Parade organizing committee. Caflisch served on the Chamber’s Board of Directors for seven years.

“Raegen has always been a leader. She’s also a worker,” Caflisch said. “I think she’s going to do a great job for the Chamber.”

What started with social media work for the parade led to Raegen



Trimmer joining the Chamber’s Ambassadors Club. She stepped up to handle Chamber marketing during a staff vacancy in 2019 and won the President’s Award for that year. She joined the Oktoberfest planning committee in 2020 and helped launch the Chamber’s diversity and inclusion committee the next year. She was elected to the Board of Directors in 2021 and ascended to the presidency at the start of 2022.

“Being on the board seemed like a natural fit. I think it’s a good way to give back to the community,” Raegen Trimmer said. “I’m passionate about business, and about helping this community thrive with help from a strong Chamber of Commerce.”

At 30, she’s the youngest Chamber President in memory. But she isn’t the

first second-generation leader in the organization’s history. Katie Maurer served as president in 2015 and 2016, a decade after her father Jeff Maurer held the gavel.

Don Trimmer and Nanci Caflisch said they’re proud to see their daughters Lexi, Morgan, Raegen and Riley embracing the virtues of service and leadership. Lexi Trimmer works at an intensive care unit for newborns in Milwaukee. Morgan Roeder is a Chamber member as owner of Allure Hair Salon. Riley Trimmer, another RE/MAX Grand agent, is a Chamber Ambassador.

But until they’re elected President, Raegen Trimmer holds honors. “I think this gives me a leg up on my sisters,” she said with a smile. “That’s always good.”



TRAY BIEN

The Relish Tray hosts
Business After 5



The Relish Tray Bistro and Speakeasy hosted our latest Business After 5 event March 14. The event featured a peek at the restaurant's subterranean speakeasy, live music by Mark Tully and - of course - delicious food. Located on Fourth Avenue, Relish Tray is Amber Giddings' latest venture. She and her staff serve lunch and dinner at the street-level restaurant, and live music will be offered on weekends in the speakeasy. Amber's catering operation is based out of the restaurant, as well. The April host of Business After 5 will be Vennebu Hill Wedding Barn and Event Venue. [Register here!](#)



LET ME AXE YOU A QUESTION

Our Ambassadors Club met February 28 at 608 Axe Throwing, an attraction that opened last year on Broadway. Brian gave the Ambassadors pointers on throwing axes (and knives) and targets before vowing to join the Chamber.



A great destination for corporate team-building events, 608 Axe Throwing is a prospective Chamber member that caters to novices and competitive throwers alike.



MARCH HIGHLIGHTS



George Althoff, Shawna Marquardt and Raegen Trimmer met with former governor and outgoing University of Wisconsin System President Tommy Thompson on February 25 at UW-Platteville Baraboo/Sauk County.



Claire O'Dea and Bobbie Coons of Agrace delivered a touching Lunch & Learn seminar March 24 on grief in the workplace.



RE/MAX Grand held an agent and partner appreciation event March 10 at Baraboo Arts, with help from the Chamber's own Ben Bromley as emcee.



The Chamber's Ambassadors Club met at Baraboo Burger Company on March 21.

CONVENTIONAL WISDOM

Governor's
Conference on
Tourism delivers
promising insights



Ben and George attended the Governor's Conference on Tourism in Madison from March 13-15, picking the brains of their colleagues and industry experts to bring fresh ideas back to the Baraboo Area.

When they weren't establishing new contacts - and bumping into several current Chamber members - George and Ben attended seminars about travel trends, best marketing practices and new services.

During lunchtime seminars they learned Wisconsin is ahead of its neighbors when it comes to the recovery of the tourism industry after the pandemic. Did you know Wisconsin enjoys a net tourism gain over its neighbor to the south, Illinois?





Dave Saloutos has helped organize the Big Top Parade for many years. At left, he's shown posing with performers in the staging area in 2019. Below, the ringmaster is depicted in his pirate garb, fitting the theme for the summer season at Circus World and for the parade.

Ringmaster to lead circus parade

Saloutos named Grand Marshal

A Circus World icon will lead the Big Top Parade back onto the streets of downtown Baraboo on June 25 as Grand Marshal.

Dave Saloutos, Circus World's long-time singing ringmaster, will headline the parade as it returns from a two-year absence.

"We are so excited to bring back the parade this summer," said Nanci Cafisch, co-chair of the Big Top Parade and Circus Celebration's planning committee. "Who better to choose as our Grand Marshal than someone who is synonymous with Circus World and the parade?"

Saloutos was born for the job, as he entered the world in the former Ringling home that then served as Baraboo's hospital. He grew up staging neighborhood circus parades and performances, and by 15 was playing the Al. Ringling Theatre's mighty Barton organ.

In 1978 he first donned the red ringmaster coat at Circus World. He returned to the state historic site

in 1985, becoming its first singing ringmaster five years later. Saloutos' polished showmanship and powerful baritone have dazzled an estimated 5 million spectators. This summer will mark his last performing under the big top, although he will retain his duties as Circus World's Performance Director and marketing guru.

"I love a parade, always have," Saloutos said. "I'm honored and humbled to serve as Grand Marshal."

Stepping off at 11 a.m. on June 25, the parade will anchor a weekend-long Circus Celebration featuring movies at the theatre, trolley tours of historic circus sites and live music on Baraboo's downtown square.

Dozens of marching bands, entertainers, community organizations and local businesses already have applied to take part in this year's parade.

"We've been thrilled with the response," said George Althoff, Executive Director of the Baraboo Area Chamber of Commerce. His organization works with Circus World and a volunteer committee to present the parade. "The circus community



clearly is ready for the parade's return. We're optimistic all the circus fans out there are ready, too!"

Saloutos knows circus parades inside and out. Directing the Great Circus Train and Parade in Milwaukee is one of many tasks Saloutos has tackled over the years, in addition to his ringmaster duties.

"Dave's many talents are integral to everything we do at Circus World," said Scott O'Donnell, the museum's Executive Director. "It will be superb to see him get his due this summer."

The parade was canceled in 2020 due to the pandemic. Last summer, a Circus Celebration was held at locations throughout the Baraboo Area.

For updates on the event, visit bigtopparade.com.

Big Top Parade and festival returns June 25

Apply now to be part of the pirate-themed fun!

Would it surprise you to learn that planning for the 2022 Big Top Parade is already under way? With the parade moving from July to June, it's time to get the show on the road. And if you want to be part of this year's pirate-themed parade, the time to act is now!

After a two-year absence, the parade will return to the streets of downtown Baraboo on Saturday, June 25, 2022. The parade will highlight a weekend full of circus-themed fun in the Ringling Brothers' hometown.

As always, we're interested in including marching bands, local businesses, community groups and



anyone else interested in making the parade - and the entire Circus Celebration weekend - an unforgettable experience.

All the application forms are available [online](#). For information, call the Baraboo Area Chamber of Commerce at 608-356-8333.

Watch for updates at bigtopparade.com.



SAVE THE DATE

Golf outing June 7

Please mark your calendar for Tuesday, June 7 - that's when the Chamber Golf Classic returns to Baraboo Country Club.

This year we're planning on an 11 a.m. start. The theme is ... going to be announced soon.



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

Culver's co-founder speaks to leaders

Sauk County Institute of Leadership holds networking lunch on campus

On Thursday, March 10 the Sauk County Institute of Leadership held its first SCIL Connect Networking Lunch at the University of Wisconsin-Platteville Baraboo/Sauk County campus.

There were over 50 attendees, composed of members of the business community and current and former classmates. Attendees had an opportunity to network and hear from Lea Culver as the keynote speaker. She spoke passionately and candidly about her experiences during the early years of Culver's as it established itself as a business within our communities and then expanded to other communities across the nation.

Her illustration of her journey

inspired the audience and crystallized the hallmarks of her leadership style.

SCIL is now accepting applications for its 2022-2023 cohort. The SCIL Program brings together potential leaders from various segments of the community. The nine-month program kicks off with an overnight retreat in September followed by eight, daylong workshops that are held throughout the county on the second Thursday of each month from October to May. Each daylong workshop centers on a different community and leadership topic, such as diversity, authentic leadership, health care and law enforcement. Deadline to apply to receive the early bird discount is May 1, 2022. Final application deadline is June 1, 2022.

Find information about the program and an application [online](#).

-Rael Labreche



MORGAN McARTHUR PHOTO

Lea Culver addresses the Sauk County Institute of Leadership group March 10 at UW-Baraboo.

Grape & Gourmet Gala is set for April 28

The 19th Annual Grape & Gourmet Gala will be held April 28 at Trappers Turn Golf Club in Wisconsin Dells.

A memorable evening of fine wine, gourmet food, auction items and a wine raffle will benefit student scholarships to the University of Wisconsin-Platteville Baraboo/Sauk County.

This fundraiser features a gourmet



dinner with wine pairings prepared exclusively for event guests. Corporate

tables and individual seats are available.

All funds raised remain with the Friends of the Campus Foundation and are used for the benefit of UW-Baraboo students and campus.

If you are not able to attend, but would like to make a donation to this worthy cause, click [here](#).

A photograph of a prairie dog holding a small red heart in its paws.

Rates that low, no way!?

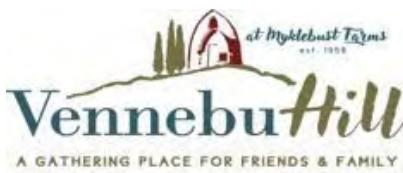
RATES LOWER THAN YOUR BANK!

Yes way! Take advantage of our low rates for commercial real estate financing **NOW** before they go up!

CLICK FOR LOW RATES!

The logo for WBD (Your Business Finance Resource) featuring the letters 'WBD' in a stylized font inside a blue circle, with the text 'Your Business Finance Resource' below it.

CALENDAR OF EVENTS



BARABOO AREA CHAMBER & TOURISM



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](#)

Board of Directors meeting

Monday, April 18 from noon to 1 p.m.

Visitor Center

Board members, please mark your calendars for the 18th if you haven't already, as President Raegen will lead our Board of Directors meeting in person (with a Zoom option) in the Visitor Center's conference room.

Ambassadors Club meeting

Monday, April 18 at 5:30 p.m.

Tumbled Rock Brewery & Kitchen

Join us at Tumbled Rock for the April 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!

Business After 5 at Oak Park Place

5-7 p.m. Monday, May 23

Oak Park Place

Network with fellow Chamber members over snacks and drinks, and enjoy tours of Oak Park Place in Baraboo. [REGISTER HERE](#)

Chamber Golf Classic

11 a.m. Tuesday, June 7

Baraboo Country Club

Mark your calendar for one of the Baraboo Area's favorite summer events, the Chamber Golf Classic. Enjoy a best-ball tournament featuring hole events, raffles, meals by Fore Seasons and chances to win a new car!

Big Top Parade

11 a.m. Saturday, June 25

Downtown Baraboo

The Big Top Parade returns to the streets of downtown Baraboo on June 25, highlighting a weekend full of circus-themed events to be held throughout the Baraboo Area. A Circus Celebration featuring live music, movies at the Al. Ringling Theatre and trolley tours are planned. For information visit bigtopparade.com.



Chamber members invited to sneak peek at ICF

The International Crane Foundation would like to invite Baraboo Area Chamber of Commerce members to a Sneak Peek of the Cranes of the World.

This open house will take place from 4-6 p.m. on Thursday, April 28 - a few days before the exhibit opens to the public.

Please follow [this link](#) for more information and to register for this special event.

Madison College-Reedsburg invites you ...

CELEBRATE A NURSE 5K



April 30 at 9:30 a.m.



Scan QR code [and click here](#) for more details ...

