

# BARABOO AREA<sup>®</sup>

## CHAMBER & TOURISM

### JOIN OUR NEW TEXT CLUBS!

The Baraboo Area Chamber of Commerce is using text message technology to contact members and visitors alike.

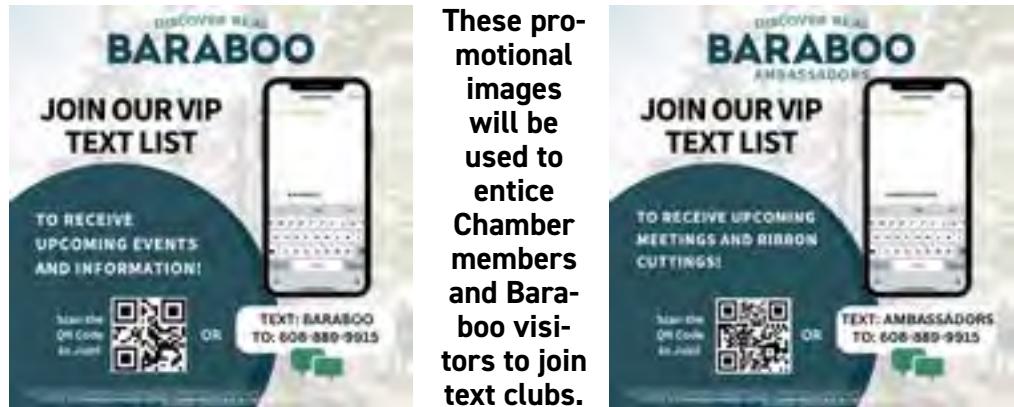
The Chamber is kicking off 2025 by announcing its partnership with CloseBy Text Marketing. "Text clubs" will help the organization remind its members of upcoming Chamber activities, and to entice visitors with details about community events.

"Sometimes people get so inundated with mass emails that it's difficult for the Chamber's messaging to cut through the noise," Executive Director George Althoff said. "Using text reminders will provide timely updates to those who opt in."

The Chamber has established three distinct text clubs. One is for visitors, another is for members and a third is for Chamber Ambassadors.

Phone users can join the clubs sending a message to 608-889-9915 with text reading BACC (for Chamber members), BARABOO (for visitors) or AMBASSADORS (for members of the Chamber's Ambassadors Club).

"Keeping members updated about Chamber activities is well worth this investment," Althoff said. "But what I really like is the opportunity to let visitors know about events and attractions in the Baraboo Area that they can explore and enjoy."



# TWO NEW DIRECTORS JOINING CHAMBER BOARD

Win some bling  
at our Annual Dinner

By George Althoff  
Executive Director

We'll be welcoming aboard two new directors and bidding farewell to four others on the Baraboo Area Chamber of Commerce Board of Directors in 2025. New to the board will be:

- Charmaine Anderson, Operations Manager at Balanced Rock Winery. Charmaine will fill the Agribusiness position on the board. She was elected as a write-in candidate in the recent board election.

- Bruno Lamim Klein, Plant Manager for Andersen Baraboo Manufacturing. He was uncontested for the board position representing the Manufacturing sector.

Three current directors were re-elected to the board:

- Stefanie Wagner, partner at Cross Jenks Mercer & Maffei, who was re-elected to the position representing the Professional category. She defeated Krista Clements, owner of Emerging Leaders LLC.

- Julie Hearley, co-owner of Ringling House B&B, who was unopposed for the position of City Hotelier.

- Merry Lynn Riek, Market Manager for WCCU Credit Union. She was unopposed for an At-Large position on the board.

The four directors leaving the board are:

- Christian Herrild, Director of Growth Strategies at Teel Plastics. Christian served the maximum of two consecutive three-year terms, including as President in 2023.

- Shawna Marquardt, Regional Dean



for Madison Area Technical College. Shawna served on the board for six years, including as President in 2021.

- Tara Zitzner-Moy, Senior Vice President at Baraboo State Bank. Tara also served two consecutive three-year terms.

- Nellie Schmitz, owner of Con Amici and Next Level Creative. Nellie served on the board for three years.

On behalf of the Chamber staff and the remaining directors, I want to thank Christian, Shawna, Tara and Nellie for their combined 21 years of service to and their support of the organization.

## Mordini is new President, 2025 officers elected

Shelley Mordini, owner and operator of Baraboo Tours, will assume the role of President of the Board of Directors as of Jan. 1. She has served the past year as Vice President and, per the Chamber's bylaws, automatically ascends to the presidency.

The Board at its December meeting also elected the following directors to serve in leadership roles: Vice President, Stefanie Wagner of Cross Jenks Mercer & Maffei; Secretary, Julie Hearley of Ringling House B&B; and Treasurer, Tony Jaynes, Partner

at Wegner CPAs. Teddie Szydlowski, Mortgage Banking Officer at Community First Bank, fills out the Executive Committee as Past President.

## You could win some bling at Chamber annual dinner

A special feature at the Chamber's annual dinner on Jan. 23 will be the opportunity for attendees to win one of three pieces of fine jewelry from The Jeweler's Edge and owner Sarah Fay.

Here's how the giveaway will work: A maximum of 100 jewelry boxes will be available for purchase for \$20 each. The buyers will be asked to not open the boxes until the appropriate time during the program. Three boxes will contain prizes:

- A Gent's Citizen Eco-Drive wristwatch, valued at \$395.
- A pair of 14 karat yellow gold earrings, valued at \$395.
- And the big bling, a pair of 14 karat white gold "Martini" stud earrings each mounted with quarter-carat diamonds, valued at \$1,225.

The event will be held at the Baraboo Arts Banquet and Convention Center. Sponsorship tables of eight are available for \$400. Individual tickets are \$40. You can register [here](#).

# AND THE NOMINEES ARE ...

Twenty-four businesses, nonprofit organizations and individuals have been nominated for the 2024 business awards that will be given out at the Baraboo Area Cham-

ber of Commerce annual dinner and meeting on Thursday, Jan. 23, 2025, at Baraboo Arts Banquet & Convention Center. The nominees are:

**Business of the Year**  
Bank of Wisconsin Dells  
BaraBrew Wine & Spirits  
Country Bumpkin Farmer Market  
MBE CPAs and affiliates  
Twelve Salon & Barbering Co.  
Weichert, Realtors-Great Day

**Tourism**  
Al. Ringling Brewing  
Al's Fox Hill RV Resort & Campground  
Baraboo Children's Museum

Concerts on the Square  
Downtown Baraboo Inc.

**Nonprofit of the Year**  
Baraboo Young Professionals  
Beyond Blessed Food Pantry  
First United Methodist Church  
Habitat for Humanity of the Wisconsin River Area  
Hope House of South Central Wisconsin  
Jane's Journey Home for Dogs  
Sauk County Giving Tree

**Community Service**  
Community First Bank  
First United Methodist Church  
Twelve Salon & Barbering Co.

**Rising Star**  
Carla Phelps, Sign Gypsies  
Danna Klicko, The Frenchie Press  
Queers and Allies  
Shannon Hill, Brand House Marketing  
Twelve Salon & Barbering Co.

Recipients will be determined by the selection committee comprised of Board President Teddie Szydlowski, board member Tara Zitzner-Moy, BACC member Ashley Schreiber, Executive Director George Althoff, and Market-

ing and Tourism Coordinator Ben Bromley. Recipients of the awards will not be announced in advance of the annual dinner.

## Prevail supports Giving Tree with \$2K gift

Sauk County Children's Giving Tree received \$2,070 this holiday season through Prevail Bank's Holiday Matching Funds campaign to help purchase gifts for approximately 250 families. Each child receives two items of clothing, plus socks and underwear, one toy, as well as art supplies.

Monetary donations were accepted by the public (Nov. 12 - Dec. 6) and then doubled by Prevail Bank, up to \$1,000. Prevail Bank's contribution to the grand total was \$1,000.

President of Sauk County Children's Giving Tree, Deb Turner, accepted the big check from Prevail Bank Branch Manager, David Blair (at right).

Bank-wide, a remarkable \$20,885 was gifted between the public and Prevail Bank, supporting nine nonprofit organizations. Every branch chose a different nonprofit to champion, matching public donations up to \$1,000.



# WHAT A GAS!

Ho-Chunk hosts  
disco-themed  
Business After 5



What a night!  
As always,  
Ho-Chunk  
Gaming  
finished our  
Business  
After 5 slate  
in style on  
December  
12, serving  
up games,  
giveaways  
and an  
incredible  
buffet!



**RIBBON CUTTING:  
COPPER OAK STEAKHOUSE**



Our Ambassadors happily gathered December 12 to welcome back Copper Oak Steakhouse to Ho-Chunk Gaming! Located on the casino's upper level, this fine dining restaurant is open Thursday through Sunday evenings. It had closed in 2020 during the pandemic after 20 years in business. Executive Chef Daniel, Landon Owen and the rest of the Ho-Chunk Gaming team dazzled the Ambassadors with a tasty array of appetizers before the ribbon-cutting ceremony.



## 2025 BUSINESS AFTER 5 SCHEDULE

January 13 - Wildside Action Sports - [REGISTER](#)  
 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 - [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



### Ambassadors Club holiday party

5:15 p.m. Monday, January 6  
 Con Amici Craft Cocktail Bar

Our Ambassadors will ring in 2025 with a holiday party at Con Amici Craft Cocktail Bar. Bring an item for the white elephant gift exchange!

ambassador



### Business After 5 at Wildside Action Sports

5-7 p.m. Monday, January 13  
 Wildside Action Sports, 880 Highway 136

Celebrate Wildside Action Sports' 20th anniversary as this outdoor outfitter kicks off our 2025 slate of Business After 5 events. Network with fellow Chamber members and enjoy snacks and beverages provided by the host! [REGISTER](#)

### Annual Dinner

5-9 p.m. Thursday, January 23  
 Baraboo Arts Center

Helps us celebrate the Chamber's 75th anniversary year! Sample craft beverages and delectable appetizers furnished by our members before seeing which members win the Chamber's coveted 2024 awards. Plus, we're planning a jewelry-themed raffle to complement this diamond anniversary celebration. This event sells out, so don't hesitate to register! [REGISTER](#)

### Board of Directors meeting

Monday, January 27 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 Martin Luther King Jr. Day.

### 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](#)

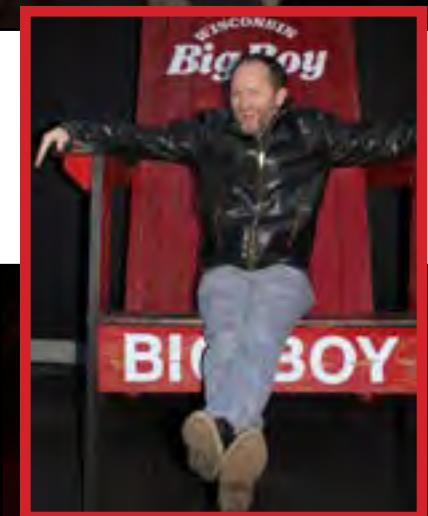


## RIBBON CUTTING: LUMINAURA ESTHETICS

Welcome, [LuminAura Esthetics](#)! Adopting a holistic approach to skin care, Katie offers facials, waxing, brow lamination and lash lifts and tints at 127 Fifth Ave. We officially welcomed Katie and her family with a ribbon-cutting ceremony December 10.



## RIBBON CUTTING: BIG BOY



Big Boy is back, baby! This classic Wisconsin restaurant brand has returned, serving breakfast, lunch and dinner at 710 Broadway in Wisconsin Dells. Chaz, Missy and their team have filled the restaurant with nostalgic pieces from the Big Boy's glory days. As always, the [Big Boy](#) specializes in mouth-watering burgers and decadent desserts.



## 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.



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