

Chamber Review

DISCOVER WISCONSIN IS COMING TO BARABOO

Remember to redeem those Chamber Bucks

By **George Althoff**
Executive Director

Promoting Baraboo as a premier tourism destination is an integral part of the mission of the Baraboo Area Chamber of Commerce. As a recipient of room tax revenue from the Village of West Baraboo and the City of Baraboo, the Chamber is expected to reinvest that revenue into promoting tourism and generating more overnight stays, which strengthens the local economy.



To that end, we have decided to make a big splash by partnering with Discover Media-works – producers of the “Discover Wisconsin” television show – to promote the many great tourism attractions that the area has to offer. “Discover Wisconsin,” which was created in 1986, is a travel series television program that encourages tourism across the state of Wisconsin. It features destinations, events and attractions throughout the state, and

is the longest-running tourism series in the country. It has won five Emmy Awards, has more than 20 Emmy nominations, and has won 20 National Telly Awards. “Discover Wisconsin” reaches millions of viewers through a combination of network, cable, and satellite stations, and through its digital presence across various platforms including Facebook, Instagram and YouTube. In other words, “Discover Wisconsin” has incredible “street cred” in the tourism industry.

Filming for the Discover Real Baraboo segment will begin later this year, with the show tentatively scheduled to air sometime in the spring of 2026. Ben Bromley, our Marketing and Tourism coordinator, and I had an initial meeting last month with the show’s producer and other “Discover Wisconsin” staff members. We brainstormed on what area attractions to feature and how the show can put Baraboo in the best possible light in order to attract tourists to the area. They not-so-kiddingly suggested that we have enough material for two shows! And they are right!

That means we will have to make some decisions on what attractions and businesses to feature in a half-hour television program. Of course,



there are some attractions that are on the for-sure list – for example, Circus World, Devil’s Lake State Park, the International Crane Foundation, and our vibrant and historic downtown. We will do our best to put the spotlight on those things that are most apt to attract overnight visitors. In the end, when tourists visit Baraboo, the entire community stands to benefit. Keep watch for updates on this project in future editions of the Chamber Review.

Got Chamber Bucks? Redeem them promptly

If you are a Chamber member that accepts Chamber Bucks, please make sure you are bringing them to the Chamber office for redemption on a regular basis. Here are some things to keep in mind:

- The certificates are stamped with an expiration date that is one year following the date of purchase.

Please see **ALTHOFF**, Page 9

BARABOO AREA CHAMBER & TOURISM

NEW MEMBERS
Connells Insurance Agency
US Army Baraboo
Odd Fellows Lodge 51



LOOK WHO'S 30!

Cell.Plus/US Cellular hosts Business After 5



What a birthday party Cell.Plus-US Cellular threw February 10 for Business After 5! You can't go wrong with food, drinks and giveaways. Andy Kamla chronicled the business' 30-year history, its recent expansion to 18 locations and US Cellular's acquisition by T-Mobile.



2025 BUSINESS AFTER 5 SCHEDULE

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 Bronco Billy's

5-7 p.m. TONIGHT

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](#)



Ambassadors Club meeting

5 p.m. Monday, March 17

Bonzo's

Bonzo's has reopened at the Best Western in West Baraboo. Join us there for a ribbon-cutting ceremony, followed by our monthly Ambassadors Club meeting. New Ambassadors welcome!



Board of Directors meeting

Monday, March 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. Board meetings have been rescheduled to the fourth Monday of each month going forward.



Business After 5 at Fairfield Hills

5-7 p.m. Monday, April 14

Fairfield Hills Golf Course, S3308 Fox Hill Road

Check out Fairfield Hills Golf Course and try its simulator! One can't help but look forward to golf season as we flip the calendar to March. Join us and get an up-close look at everything Fairfield Hills has to offer. [REGISTER](#)



Lunch & Learn: Extending the life of your furniture

12-1 p.m. Thursday, April 17

Visitor Center conference room

Driftless Claims and Restoration is proud to share some tips to help you save money and preserve cherished memories by providing expert repair and restoration services, extending your furniture's life for generations. This lunch and learn provides some practical tips and professional insights on how to care for your furniture, so you can keep your pieces looking beautiful and lasting longer. [REGISTER](#)

DISCOVER REAL BARABOO MEMBERS

JOIN OUR VIP TEXT LIST

TO RECEIVE UPDATES
AND UPCOMING
CHAMBER EVENTS!

Scan the
QR Code
to Join!



OR

TEXT: BACC
TO: 608-889-9915



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FEBRUARY HIGHLIGHTS



AMBASSADORS MEETING
BROTHERS ON OAK • FEBRUARY 17



We were pleased to present our Rising Star Award to Danna Klicko of The Frenchie Press! This mobile coffee enterprise is a fixture at local events and recently added a second truck! (Danna was ill and had to miss our Annual Dinner last month.)

Smith wins Kiwanis' Dippel Award

Reception set for April 15
in West Baraboo

Baraboo Kiwanis will honor Yvonne Smith's lifetime of volunteerism April 15 when it hands her the Dr. Al Dippel Community Service Award.

The annual award is named for a charter member of Baraboo Kiwanis who gave his time to many community causes. Kiwanis has honored Baraboo's unsung heroes since the 1980s.

"We consider it a duty and an honor to cast a spotlight on people inside Kiwanis and out who make this a better place to live," said Gil Hantzsch, Kiwanis president.

A retired school nurse, Smith was the longtime leader of Baraboo High School's SADD chapter. She also has

given time to St. Clare Hospital, serving on its board and helping to organize charity ball fundraisers.

At St. Paul's Lutheran Church, she serves as parish nurse, conducting home visits weekly. She teams with Teri Fichter – another Dippel Award winner – to present events such as fashion shows, themed dinners and the annual 30-Hour Famine.

Each year a committee of past Kiwanis presidents solicits Dippel Award nominations from the community and selects a recipient.

Smith joins her late husband Walt as a Dippel Award winner, as he was honored in 2004. That makes them the second husband-and-wife duo to become Dippel Award winners since Nita and Al Dippel Jr. shared the



award in 2000.

Kiwanis will host a reception in Smith's honor at Mike's Italian Restaurant/AmericInn at 5:30 p.m. Tuesday, April 15. Tickets cost \$20 and are available at the Baraboo Area Chamber of Commerce Visitor Center. An Italian buffet will precede the award program.



VARC received the Award for Empowerment through Inclusion by the Wisconsin Manufacturer of the Year. From left to right: Fred Schwartz, Brenda Thorne, Travis Boylen, Elizabeth Filter, Eric Filter, and Jesse Nelson.

VARC wins WMC inclusion award

Eight Wisconsin companies were named as winners in the 36th Annual Wisconsin Manufacturer of the Year Awards for outstanding achievements in manufacturing. VARC was honored with VARC winning in the Empowerment Through Inclusion category. The MOTY program, sponsored by Baker Tilly, Michael Best & Fredrich LLP, and Wisconsin Manufacturers & Commerce, recognizes the state’s top manufacturers of all sectors and sizes for innovations, philanthropy, technological advances, commitment to customer satisfaction and the quality jobs they create. Awards based on company size and specific achievements were presented at an awards banquet on Feb. 20, at the Pfister Hotel in Milwaukee.

This is the first year VARC entered the awards program and won this year’s Empowerment Through Inclusion Special Award. David Krutz, Firm Managing Partner, Michael Best & Friedrich LLP explained, “At the

core of this manufacturer’s work is the belief that every person deserves the chance to live with independence, purpose, and dignity. Through this commitment, they not only enrich lives but also strengthen their communities and drive meaningful economic support throughout our state. Their efforts have created pathways for individuals to gain confidence, find their purpose, and contribute to a more equitable and empowered society.”

Liz Filter, VARC President-CEO added, “WMC states that ‘Business is a force for good’ and VARC takes that one step further through our commitment to quality and innovation initiatives with our production customers, coupled with our dedication to creating employment opportunities for individuals with a variety of diverse abilities. VARC shares the recognition with our General Managers, Directors, and especially the hundreds of employees with and without disabili-

ties working in our 7 locations in Wisconsin who are fueling our operations. Thank you to the WMC for recognizing VARC as Manufacturer of the Year for 2025, and congratulations to the other excellent organizations alongside us who also continue to strive for excellence for the betterment of Wisconsin.”

Travis Boylen, VARC Director of Operations, thanked the businesses that partner with VARC for their subcontracting and manufacturing. “Their loyalty and collaboration have driven VARC to innovate, excel, and continuously strive for excellence. We are committed to maintaining the highest standards and delivering value in all that we do.” [VARC](#) packages medical devices, P.O.P. displays, and has capabilities in blister sealing, heat sealing, poly bagging, packaging & labeling, assembly, warehousing, fulfillment, and is GMP compliant and FDA Certified for food grade packaging.

ALTHOFF

From the front page

Not to be Mr. Obvious here, but that means they EXPIRE. Train your employees to check the expiration date of the certificates before accepting them. If they are expired, then do not accept them and tell customer to contact the Chamber office.

- Merchants have a 30-day grace period in which to receive reimburse-

ment from the Chamber. For example, if you have accepted Chamber Bucks that were dated to expire on March 1, 2025, then you would have until April 30 to bring them in for reimbursement. That’s why it’s important that merchants get in the habit of seeking reimbursement on at least a quarterly basis. If your business receives a high volume of Chamber Bucks, then you should redeem them monthly.

- If you are in possession of Cham-

ber Bucks that are close to their expiration date and you are unable to spend them, you may bring them to the Chamber office for a one-time exchange for certificates that will have an extended expiration date.

- If you are a business that purchases Chamber Bucks for employee incentives, please emphasize to your employees that expiration dates are enforced and that the certificates should be spent.

St. Patrick's Day(s) Specials

March 15th-19th (or until gone)

Corned Beef Dinner \$18.95

Corned Beef, Cabbage, Baby Carrots, Baby Red Potatoes & a slice of Marble Rye
*includes fountain soda

Reuben Sandwich \$13.95

Reuben with choice of side
*includes fountain soda

Adult Shamrock Shake \$8

Bailey's Irish Kiss \$8
Irish Coffee \$6
Guinness Bottles \$3
Dbl. Jameson Mixers \$5

BTG to present original play in April

A new product will hit the market April 4-6 when Baraboo Theatre Guild presents "Inconvenience Store" at the Al. Ringling Theatre.

Written by Ben Bromley of Baraboo, the new comedy features a mismatched band of Cheeseheads who find themselves trapped inside a convenience store during a hellacious storm and a robbery attempt.

"Our board jumped at the opportunity to produce a new play written by one of our members," said Katie James, Baraboo Theatre Guild president. "Taking a new play from the page to the stage can be an invaluable opportunity for the cast and crew, as well as the playwright."

Director Scott Rawson set the cast of eight actors and is leading them in rehearsals, with help from assistant Emily Reno. "Building a production from the ground up is a special challenge," Rawson said. "The cast is



Chelsea Duffield and Sydney Van Gelder

enjoying Ben's often wacky, sometimes thoughtful dialogue."

"Inconvenience Store" is full of references to Wisconsin's cultural institutions. It's populated by characters who audiences may feel like they've met in real life. "This is a play about Wisconsin, from Wisconsin, and for Wisconsin," Bromley said.

Leading the cast are Dale Loomis as a wisecracking customer, Sydney Van Gelder and Chelsea Duffield as clerks and Carroll McDonald as the bun-

gling robber. They're joined by Genny Petrulis as the local space cadet, Ben Raupp as the store manager, Michael Riley as a disgruntled customer and Brian Domenget as a cop.

The new comedy will be Bromley's second play at the Ringling Theatre. His first, titled "Fishwrap" and based on his experiences in the newspaper industry, was staged as a fundraiser for "the Al" in 2014.

"I'm grateful to the BTG board for taking a chance on an unknown play," Bromley said. "I think the cast and the audience will smile as they see a mirror held up to their faces as Wisconsinites."

Performances are set for 7 p.m. Friday, April 4; 2 p.m. and 7 p.m. Saturday, April 5; and 5 p.m. Sunday, April 6. Tickets are available via the theatre [website](#).

Follow Inconvenience Store on [Facebook](#) for updates.



BARABOO THEATRE GUILD PRESENTS



INCONVENIENCE A BRAND NEW COMEDY BY BEN BROMLEY STORE

AL. RINGLING THEATRE

7 p.m. FRIDAY, APRIL 4

2 p.m. & 7 p.m. SATURDAY, APRIL 5

5 p.m. SUNDAY, APRIL 6

*Tickets \$16**

Buy online at alringling.org

What happens when Cheeseheads find themselves trapped inside a convenience store during a hellacious storm and a robbery attempt?
Find out by coming to see "Inconvenience Store," a new comedy by Baraboo's own Ben Bromley.

* plus taxes and fees

Note: This play contains mature and possibly offensive language.

barabootheatreguild.org

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ROTARY CLUB OF BARABOO

HO-CHUNK GAMING AND THE ROTARY CLUB OF BARABOO PRESENT

KEGS & CORKS

FRIDAY, APRIL 25, 2025
6:00PM - 9:00PM

Ho-Chunk Gaming & Convention Center
S3214 Cty Rd BD • Baraboo

Tickets: Baraboo State Bank, Hometown Corner Drug, or call Mike: (608) 393-9372

TICKETS \$50

PROCEEDS FROM THIS EVENT WILL BENEFIT:
Local Youth Sports Programs
The Boys and Girls Club
Educational Scholarships
Baraboo Food Pantry
Baraboo Zoo

Plus many more local charities and non-profits.
For more information, visit www.baraboorotary.org or find us on facebook

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BARABOO FFA
ALUMNI AND SUPPORTERS



6th Annual 8-PIN TAP TOURNAMENT

(Hit 8, 9, or 10 pins and it counts as a strike)
Three games and shoe rental included

Saturday: March 22nd, 2025

Two time options:

Option 1: Registration 4-4:55, Bowling at 5:00pm

Option 2: Registration 6-6:55, Bowling at 7:00pm

\$20.00 per person

All ages welcome-1st, 2nd, & 3rd Place payouts per gender per shift

Proceeds going to the **Baraboo FFA Alumni and Supporters**

-Doorprizes

-Silent Auction

-Raffle running during both shifts

-50/50 money raffle per shift

To reserve a lane prior (not required), email:
ffaalumniofbaraboo@gmail.com

Tournament at Thunderbird Lanes in Baraboo
1117 8th St, Baraboo, WI 53913

The Baraboo FFA Alumni & Supporters Association is hosting their 6th Annual 8 Pin Tap Bowling Fundraiser. The top 3 bowlers (per gender, each shift) will receive a cash prize. There will be a silent auction, bucket raffles,

door prizes, and 50/50 money raffles throughout the night. Proceeds support the BHS Baraboo FFA Chapter with National Convention, State Convention, and multiple leadership conferences throughout the year.

NURSING ASSISTANT PRE-REGISTRATION WORKSHOP

Nursing Assistant

Create an account

We will have staff available to help you create a Castlebranch account which is a 3rd party company we use for the background check and health checklist.

- The cost is approximately \$56.00 and you must pay online, **NO** cash or check!
- To create an account ahead of time visit: <https://discover.castlebranch.com/>
 - Package code: **MJ17**

Upload Documentation

We will have staff available to help you access and navigate the Wisconsin Immunization Registry.

- You will need your Social Security Number to find your records. We will then help you upload all of the documents you have ready!

Chat with Faculty

We will have Nursing faculty available to chat with you about potential career paths. Learn about our Associate Degree in Nursing!

- Tour our Nursing classrooms!



Thursday, April 17

2:30-4:30 PM

300 Alexander Ave | Reedsburg | 608.524.7800

Breakfast Invitation

BARABOO ECONOMIC DEVELOPMENT COMMISSION

Join us for a breakfast meeting! This is a great opportunity to network with fellow business leaders, share knowledge, and strengthen our community. Hear from area leaders about important updates and initiatives.

RSVP (not necessary, but appreciated) bedc@baraboowi.gov

Tuesday,
March 4, 2025

7:30AM-9:00AM

Location: NEW Sauk County Highway
Dept. Building 620 Linn Street, Baraboo

Breakfast sponsored by:
Madison Area Technical College



Future Dates: May 20, September 9, &
December 9

BLOOD DRIVE

BLOODCENTER.ORG

SSM HEALTH ST. CLAIR HOSPITAL-BARABOO

TUESDAY, MARCH 4TH
1:30 PM TO 5:30 PM

707 14th St.-Ringling Room

To book appointment, please scan QR code
or email smurthy@impactlife.org
Appointments preferred.

Give & get choice of a electronic gift card, a
charitable donation to a Good Giving Partner or
bonus points to the rewards store!

**Please bring photo ID. Please make sure to eat
before your donation.**
Last date to donate elsewhere is 1/7/25



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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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