

Chamber Review



O'Donnell to lead Big Top Parade



Former Circus World head named grand marshal

After more than a decade helping to organize the [Big Top Parade](#) as executive director of Circus World, Scott O'Donnell will lead this year's event as grand marshal.

Last fall O'Donnell finished his second stint at Circus World, a state historic site located on the Ringling Brothers' original winter quarters in Baraboo. Working with the Baraboo Area Chamber of Commerce and a parade committee,



O'Donnell helped recruit entries and set the parade order since his return in 2013. On June 14, he'll ride in the parade as grand marshal.

"After all these years setting up the parade, it'll be great to see Scott get a chance to enjoy the ride," said Nanci Jenks, co-chair of the parade committee.

Each summer the Ringling Brothers' hometown celebrates its circus heritage with an old-fashioned parade through the streets of downtown Baraboo. Upwards of 75 entries – from historic

See **O'DONNELL**, Page 10

Celebrity judges to preside over circus parade

An all-star panel of celebrity judges will preside over Baraboo's [Big Top Parade](#) on June 14. Miss Wisconsin Mandi Genord, Wisconsin Historical Society Director and CEO Christian Overland and "Discover Wisconsin" host Lindsey Hayes will lead the parade before being dropped off at the judges' stand to choose the top entries.

"We're honored to have such esteemed statewide celebrities participate in our parade," said Nanci Jenks, chair of the Big Top Parade organizing committee. "With dozens of entries from Circus World wagons to marching bands to community floats, our judges always face a tough task."

The parade through the streets of downtown Baraboo will be the centerpiece of a weekend full of circus-themed fun in the Ringling Brothers' hometown.

See **JUDGES**, Page 10



(From left) Miss Wisconsin Mandi Genord, Wisconsin Historical Society Director and CEO Christian Overland and "Discover Wisconsin" host and producer Lindsey Hayes will lead the Big Top Parade as celebrity judges June 14.

BARABOO AREA CHAMBER & TOURISM

NEW MEMBERS

[CMS of Madison](#)

[Badger State Truck 'N Show](#)

[River Floral.Gift](#)

[Park Street Retreat](#)

[Corporate Technical Solutions](#)

BACC FOUNDATION OFFERS FIRST ROUND OF GRANTS

Registration open for Chamber Golf Classic

George Althoff
Executive Director

The Baraboo Area Chamber of Commerce Foundation, which was formed by the Chamber last year, is launching its first-ever grant program, open to area nonprofits and quasi-governmental organizations. The Foundation's purpose is to carry out the charitable and educational objectives as described below:


• Charitable – The charitable objectives of the Foundation shall focus on the advancement of education and/or the arts in the Baraboo area; the erection or maintenance of public buildings, monuments, or works; and the lessening of burdens on local government.

• Educational – The educational objectives of the Foundation shall focus on developing and supporting partnerships between local educational institutions and the surrounding business community in order to supplement the educational experience of local students, enhance their workforce preparedness, and provide instruction to the public on subjects useful and beneficial to the Baraboo area business community.

If your organization qualifies as a charitable, not-for-profit 501(c) (3) tax-exempt organization under the Internal Revenue Service Code guidelines, or is a governmental or quasi-governmental entity; and your organization is located in the Baraboo area; and your organization has a request that is specific to the Foundation's purpose, you may apply for a grant. Complete the grant application form found by following the button in the email that delivered this newsletter. Download the form and save it to your computer before filling it out.

Funding for the grants was raised through voluntary donations from more than 340 Chamber members. To those members, we extend our deep appreciation.

Applicants may apply for up to \$1,000 in funding. Application deadline is Aug. 1 and the announcement of recipients will be made no later than Oct. 1. The determination of grant recipients will be made by the Foundation's three-person Board of Directors, comprised of Dan Lewison, TRICOR LLC, President; Nicole Marklein, Cross, Jenks, Mercer & Maffei, Vice President and Treasurer; and Teddie Szydłowski, Community First Bank, Secretary. In addition to my duties as Executive Director of the Chamber, I serve in the same capacity for the Foundation.



Registration is open for Chamber Golf Classic

In less than three months, it will be time to hit the links when the Chamber hosts its annual Golf Classic at Baraboo Country Club. The event is set for Tuesday, June 24, with a shotgun start at 11 a.m., followed by dinner at Fore Seasons Restaurant.

This is our biggest fundraiser of the year and it would not be possible without the support of dozens of our members. Two of our top-level sponsors have already committed

– presenting sponsor Baraboo State Bank and buffet sponsor Sysco Foods. Thank you to both!

Other opportunities to support the event include:

- Big-ticket sponsorships. We're still on the hunt for a beverage sponsor and a cart sponsor. These sponsorships come with a multitude of benefits. If you are interested, please contact me at director@baraboochamber.com.
- Hole sponsorships – Gold Hole sponsorships are \$750, which includes golf and dinner and four and signage on a hole. Silver Hole sponsorships are \$250 and include signage on a hole.

• Silent auction and raffle prize donations. Each year, we have a silent auction that includes 10-12 items valued at \$150 or more. The prizes range from golf foursomes at area courses to a couple of tons of gravel to pieces of furniture. In addition, golfers can buy raffle tickets for a chance to win any of the dozens of prizes valued at \$25 or more. If you're interested in donating an item for the silent auction or raffle drawing, please contact me at director@baraboochamber.com or 608-356-8333.

• Swag bag items. Each golfer will receive a swag bag, compliments of Baraboo State Bank. This is a great way to promote your business to the 150 or so golfers who will be participating. Small items such as golf tees, golf balls, salted snacks, chip clips, coupons, etc., would be appropriate.

• Play in the outing. If you're interested in playing in the outing, I encourage you to sign up soon because the field fills up fast. The cost is \$125 for non-members of the Baraboo Country Club and \$100 for club members. Dinner-only tickets are available for \$45. You can find the registration link [here](#).



George and Ben networked at the Governor's Conference on Tourism in La Crosse, chatting with Tourism Secretary Anne Sayers (left), Senator Sarah Keyeski (right) and regional rep Drew Nussbaum.



National experts indicated that, despite economic uncertainty, most consumers plan to travel this year.

The Governor's Conference on Tourism March 9-11 celebrated Wisconsin success stories. Baraboo's Dave SaLoutos and the Al. Ringling Theatre organ made the big screen (at left). Hailey Eickhorst of Al's Fox Hill RV Resort was nominated for a Rising Star award (right).

In addition to making new contacts, George and Ben ran into several familiar faces, as well!



SIGHTS SET HIGH

Tourism outlook bright for 2025



2025 BUSINESS AFTER 5 SCHEDULE

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 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 April. 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](#)

Ambassadors Club meeting

5:15 p.m. Monday, April 21

Draft City Taproom

Join us at Draft City for beverages and a brief meeting. We'll brainstorm about prospective members and plan for our upcoming events, the Big Top Parade and Chamber Golf Classic.



Board of Directors meeting

Monday, April 28 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 Fox Hill

5-7 p.m. Monday, May 19

Al's Fox Hill RV Resort & Campground, E11371 N. Reedsburg Road

Al's Fox Hill RV Resort & Campground, winner of the Chamber's 2024 Tourism Award, will welcome everyone to the Fox Den bar and restaurant. Join us for food and beverages and see what Fox Hill has in store for the summer season! [REGISTER](#)

Which weeknight works best for you?

For as long as anyone associated with the Chamber can remember, Business After 5 always has been held on Monday nights. We feel it's time to ask: Would a different night work better for you?

No single choice will work for everyone, but we want to choose a night for the 2026 Business After

5 events that works for as many Chamber members as possible. To that end, we've placed a [survey](#) online designed to gather member feedback.

Please weigh in and let us know whether it would be best to move Business After 5 off Monday nights.



High school hosts Career Fair on April 25

Baraboo High School is excited to host a Career Fair on April 25, and would love for your business to be a part of this valuable event.

The goal of the Career Fair is to connect students with local businesses, providing them with insights into potential career paths, internship opportunities, and job prospects. This is a fantastic opportunity for Chamber members to engage with motivated students, showcase their industry, and

inspire the next generation of professionals.

Event Details:

Date: April 25, 2025

Location: Baraboo High School
1201 Draper Street

Time: Set up starts at 8 a.m. with the Career Fair starting at 10:26 a.m. End time around 1:45 p.m.

BHS welcomes local businesses from all industries to set up a booth,

share information about their field, and interact with students who are eager to explore their future career options. There is no cost to participate, and BHS will provide tables and chairs.

If you are interested, confirm your participation by April 15 by filling out this [Google form](#).

If you have questions, please contact Jessica Mueller at jmueller@baraboo-schools.net.

Anderson named Prevail branch manager



Prevail Bank – Baraboo is pleased to announce the promotion of Kristi Anderson to Branch Manager. With 30 years of banking experience, Kristi brings a wealth of knowledge and expertise to building relationships, enhancing customer service, and improving operational management. Combined with her passion for solving problems, she will enhance the bank's reputation as a trusted resource and ensure 5-star customer outcomes.

Kristi, a Baraboo native, has a soft spot for dogs and has rescued a few, most recently a Shih Tzu. She also enjoys playing games with family and friends; Euchre, Scrabble, and Yahtzee are favorites.



Post job openings

One of the many benefits of Chamber membership is having access to the [Jobs listing](#) at baraboo.com. Looking for staff? Submit job openings through your ChamberMaster login and watch the applications roll in! Call our staff if you need help logging in: 608-356-8333.



Bonzo's bar has reopened, and on March 17 it hosted a meeting of our Ambassadors Club.

What better way to celebrate St. Patrick's Day? As you can see, many Ambassadors arrived dressed in holiday green.

Located inside the Best Western hotel in West Baraboo, Bonzo's is open 5-9 p.m. Mondays through Saturdays.

Not that Ben asked several times, but yes, the manager Tami said Bonzo's is considering bringing back karaoke this summer.



ALL TOGETHER

Chamber hosts economic development breakfast



The Chamber hosted a Sauk County economic development breakfast meeting March 24. Sauk County government leaders and Chamber representatives from across the county gathered to discuss trends in visitor behavior and to strategize for future cooperation. The meeting was organized by Sauk County.

Weichert honors Lopez for exceptional performance

BARABOO (Grassroots News-wire) - Weichert, Realtors - Great Day Group is proud to announce that Denise Lopez was honored by the national franchise organization, Weichert Real Estate Affiliates, Inc., for their exceptional real estate performance in 2024.

Denise Lopez received the Executive

Club level honor, which is given to those who achieved specified production requirements in gross commission income or units closed in 2024.

"We are very proud of all our affiliates and their agents for everything they were able to accomplish this past year," said Bill Scavone, president of Weichert Real Estate Affiliates, Inc.

"We are extremely fortunate to have such dedicated and knowledgeable agents who went above and beyond to offer exceptional service to their clients."

Weichert, Realtors - Great Day Group is an independently owned and operated Weichert® affiliate.

St. Clare named top 20 rural hospital

Annual recognition from the National Rural Health Association based on multiple factors, including quality, cost and patient perspective

SSM Health St. Clare Hospital – Baraboo has been honored once again as one of the Top 20 Rural & Community Hospitals in the nation by the National Rural Health Association.

The NRHA announced the 20 highest-ranked rural and community hospitals in the country based on an evaluation by the Chartis Center for Rural Health. The determining factors for the top 20 rural and community hospitals were based on eight indices: inpatient market share, outpatient market share, quality, outcomes, patient perspective, costs, charge, and financial efficiency.

DeAnn Thurmer, Pres-



ident of SSM Health St. Clare Hospital – Baraboo, shared, “We are immensely honored to be recognized as one of the Top 20 Rural & Community Hospitals in the country by the National Rural Health Association. This prestigious honor is

a testament to the unwavering dedication and hard work of our exceptional physicians, nurses, and support staff.”

Mary LaHam, Vice President Clinical Administrator at SSM Health St. Clare Hospital - Baraboo com-

mented, “This award is the result of our staff’s relentless pursuit of excellence and commitment to patient care. I am incredibly proud to work alongside such a passionate team, whose efforts not only elevate our hospital but also ensures our community receives the highest quality of care. Together, we are building a healthier future for all.”

This prestigious recognition marks SSM Health St. Clare Hospital – Baraboo’s third Top 20 award in the past five years and highlights its consistent excellence as a Top 100 Rural & Community hospital for the past seven consecutive years.

Smith wins Kiwanis Club's Dippel Award

Reception set for April 15 in West Baraboo

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.

A WILD (WEST) TIME

AT BRONCO BILLY'S FOR BUSINESS AFTER 5



Our members got to check out Bronco Billy's Saloon & Grill's incredible transformation during Business After 5 on March 4.

Many thanks to Jacob and his great team for hosting.

Bronco Billy's will offer karaoke every Friday and live music every Saturday this summer!

Be sure to join us for the April Business After 5 event at Fairfield Hills Golf Course on the 14th!

[REGISTER](#)



Developers of proposed hotel to host public input meetings

The developers of a proposed hotel and vacation villa complex in Baraboo will host two public input sessions in the coming weeks. Baraboo Bluff Hospitality LLC is proposing to build an 80-room hotel and 31 vacation villas on a 17-acre parcel of property on Baraboo's south side near Tumbled Rock Brewery & Kitchen.

The meetings will be held at the Carnegie-Schadde Memorial Public Library in Baraboo on Saturday, April 19, from 10 a.m. to noon, and on Tuesday, April 22, from 6 to 7:30 p.m.

The project will support the demand



for recreational housing, small group functions, and eco-tourism, according to the developers. The project is designed to retain and capture the natural beauty of the area while respecting the unique geography, native habitat, and wildlife resources. The project

includes plans for e-bike rentals, e-car charging stations, and solar heating.

In addition to providing convenient access to Devil's Lake State Park, the project will include shuttle bus service to help guests visit Downtown Baraboo and other local attractions.

According to the developers, the project will create jobs, benefit local contractors, and generate property tax revenue and room tax revenue that will benefit the City of Baraboo and local residents. For information, click the link in the email that brought you this newsletter.

O'DONNELL

From the front page

Circus World wagons to marching bands to community floats – are expected. Set for Flag Day, this year's parade will adopt a patriotic theme.

"The American circus has celebrated patriotism since its inception," O'Donnell said. "For more than a century, circus parades have draped themselves in red, white and blue."

O'Donnell first came to Circus World as operations manager in 2003. He went on to become vice president and general manager of The Big Apple Circus. After a stint with concert giant Live Nation, O'Donnell returned to



lead Circus World in 2013.

"It's totally fitting to honor Scott's years of service to Circus World and to our parade by naming him grand marshal," said George Althoff, execu-

tive director of the Chamber.

The parade will step off at 11 a.m. on Saturday, June 14, highlighting a weekend full of circus-themed fun in Baraboo. That night, the Al. Ringling Theatre will screen the 2003 Tim Burton film "Big Fish," which featured O'Donnell's circus. He will lead a talk-back session after the movie.

The circus weekend will begin Thursday, June 12 when Professor Stich's Original Circus Band performs at Concerts on the Square. It continues the next night as the theatre presents Charlie Chaplin's 1928 feature "The Circus," accompanied by the mighty Barton organ.

Watch for updates on the parade at bigtopparade.com.

JUDGES

From the front page

Evaluating each entry will be Genord, a Beaver Dam native who is ending her reign as Miss Wisconsin; Overland, who oversees Wisconsin historic sites like Circus World and serves on the Governor's Council on Tourism; and Hayes, a Regional

Emmy Award-winning host and producer who grew up in Sauk County.

The judges will choose the parade's top overall entry, as well as the best commercial and nonprofit entries. Upwards of 75 entries are expected to enter the parade, which will step off at 11 a.m. June 14. Held on Flag Day, this year's Big Top Parade is adopting a patriotic theme.

"This will be a star-spangled celebration," said George Althoff, Executive Director of the Baraboo Area Chamber of Commerce. "We encourage everyone – from parade entries to our celebrity judges to spectators along the parade route – to wear red, white and blue."

Watch for updates on the parade at bigtopparade.com.

Star-Spangled Celebration

BIG TOP PARADE

SATURDAY,

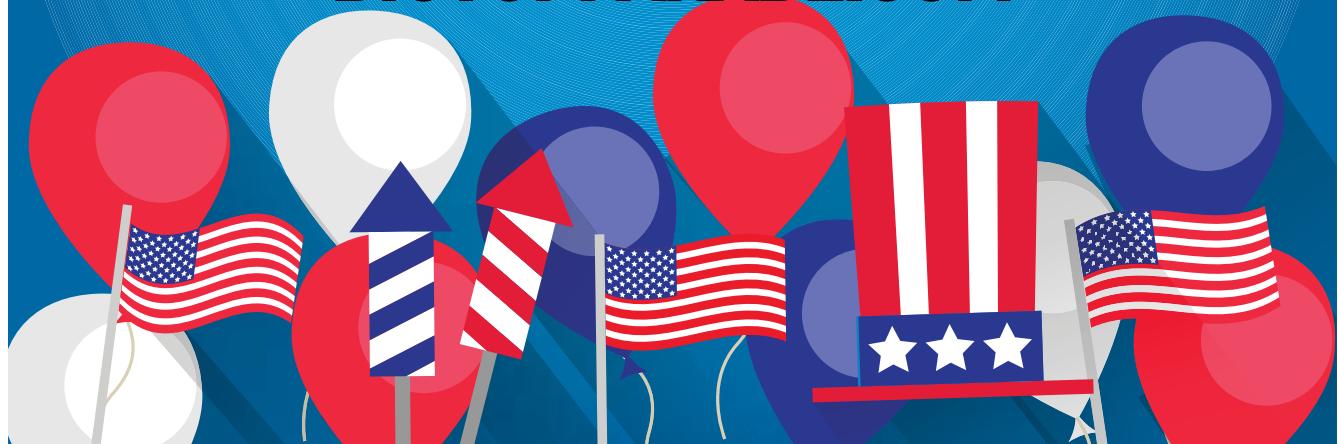
JUNE 14
11 A.M.

DOWNTOWN
BARABOO



CIRCUS WAGONS • MARCHING BANDS
HORSE TEAMS • FLOATS • CLOWNS

BIGTOPPARADE.COM



BTG presents new play this weekend

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



Carroll McDonald as the hapless robber

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.

"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.

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.

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

A poster for the "Kegs & Corks" event. It features a large image of a beer keg on the left and a wine glass on the right. At the top, there are logos for "slumberland FURNITURE BARABOO" and "ROTARY INTERNATIONAL". Below the logos, text reads "HO-CHUNK GAMING AND THE ROTARY CLUB OF BARABOO PRESENT". The main title "KEGS & CORKS" is in large, stylized, orange and yellow letters. Below the title, the date and time are listed: "FRIDAY, APRIL 25, 2025 6:00PM - 9:00PM". The location is "Ho-Chunk Gaming & Convention Center S3214 Cty Rd BD • Baraboo". At the bottom, ticket information is provided: "TICKETS \$50" and "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". A QR code is also present.

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.

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**GIVE HOPE
THIS SPRING.**

Give blood.



American
Red Cross

**Baraboo Chamber & Community
Blood Drive**

AmericInn & Suites
626 West Pine Street
Baraboo

**Friday, May 9, 2025
10:00 a.m. to 3:00 p.m.**

Give a Pint, Get a Pint. Get a coupon for a free pint of Culver's Custard!

For an appointment call 1-800-RED CROSS (1-800-733-2767) or visit RedCrossBlood.org and enter Sponsor Code: Chamber or call Emily Schellenberger, Hammond Power Solutions, 608-355-2045 Ext. 2212

**Come to give blood May 1 to 18 for a \$20 e gift
card to a merchant of your choice!**



Scan to schedule
an appointment.

10th ANNUAL

A ROUND with AGRACE

THURSDAY, JULY 10

Trappers Turn Golf Club
Wisconsin Dells

We're celebrating 10 years of
A Round with Agrace, and we want
you to be part of this milestone event!

Gather your family, friends and
colleagues and join us for:

continental breakfast • lunch
hors d'oeuvres reception
fun course games • special prizes
raffle • silent auction • wine pull



Register today at Agrace.org/RoundWithAgrace



This event helps Agrace provide high-quality hospice care,
supportive care and grief support in our community



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.

