

Chamber Review



BRINGING CIRCUS FANS TO OUR WINTER QUARTERS

This winter, we're inviting visitors to make like the Ringling Brothers and Make Baraboo Your Winter Quarters.

As locals know, Baraboo is known as "Circus City" because it's the home of the Ringling Bros. Circus. They launched "The Greatest Show on Earth" in Baraboo in 1884 and made the riverfront their Winter Quarters until 1918.

This January and February, tourists can make Baraboo Your Winter Quarters and enjoy a rich circus experience. Five world-renowned sites will open their doors: Circus World, the Al. Ringling Theatre, the Al. Ringling Mansion and Brewery, the Ringling House Bed & Breakfast, and the International Clown Hall of Fame and Research Center.

Those visiting during the Winter Quarters period will be treated to lodging and dining discounts. A host of special events and activities are planned over the Winter Quarters period:

Jan. 16-18

Jan. 23-25



Jan. 30-Feb. 1

Feb. 6-8

Circus World and the International Clown Hall of Fame will be open Saturdays during the campaign. Ringling House Bed & Breakfast will present a circus-themed murder mystery dinner. The Al. Ringling Theatre will offer tours, and historian Paul Wolter will deliver presentations about the

Ringlings there every Saturday. The Al. Ringling Mansion & Brewery will offer tours, as well. After the tour, enjoy a pint of Ringling Original!

The Make Baraboo Your Winter Quarters campaign is presented with support from the Wisconsin Department of Tourism.

Anyone ready to get on board the circus train should visit baraboo.com.

BARABOO AREA
CHAMBER & TOURISM



Baraboo Custom Lube

Brightstar Care

IT'LL BE 'SHOWTIME' AT OUR ANNUAL DINNER

George Althoff
Executive Director

Save the date! The Baraboo Area Chamber of Commerce's [Annual Dinner](#) and awards ceremony is scheduled for Thursday, Jan. 22, 2026, at the Baraboo Arts Banquet & Convention Center. This annual event draws 275 to 300 Chamber members and supporters and showcases some of our many great food and beverage vendors in the community.

The theme for this year's event is "Showtime" and will highlight the efforts your Chamber undertook in 2025 to promote Baraboo as a premier tourism destination. The program will include a showing of the "Discover Wisconsin" episode that was produced earlier this year and premiered in 10 television markets in three states in October.

We will literally roll out a red carpet leading to a photo booth that will transform you and your fellow attendees into celebrities surrounded by dozens of paparazzi. The photo booth, which utilizes artificial intelligence, was created by Rick Markley of Aspect Multimedia. Rick will be on hand to make your night memorable.

Registration will open at 5:15 p.m. Social time with heavy hors d'oeuvres and beverages will run from 5:30 to 7:15 p.m. in the Ringling Room. Then the party will move to the Gollmar Room for our program, followed by the presentation of our awards for 2025 – Business of the Year, Tourism, Community Service, Rising Star,

Nonprofit of the Year, the President's Award, and the Chris Anderson Ambassador of the Year.

Businesses that are 2025 Partner Package sponsors already have a set number of tickets reserved for them. Platinum, Gold and Silver sponsors have tables of eight reserved, while



the Bronze Level sponsors have four tickets reserved. We just need to know the names of those who will be attending. You can log that information directly into [ChamberMaster](#), or you can email the names of your guests to memberrelations@baraboochamber.com. Please submit the names of your attendees by Jan. 9.

A limited number of sponsored tables of eight are available for \$400, which includes pre-event publicity as a sponsor. If you are interested in a table sponsorship, please contact me or Ben Bromley at 608-356-8333. Individual tickets cost \$40. You can register [here](#). Please sign up early, because seating is limited.

Nominate someone for an award!

We have extended the deadline for award nominations to Friday, Dec.

19. Self-nominations are accepted. We only ask that you include some justification for the nomination on the form. Don't be bashful! Sell the nomination!

Here are the details of the nomination process:

- Nominations are now open for Business of the Year, Tourism, Community Service, Nonprofit of the Year, and Rising Star awards. The criteria for those awards can be found below. A link to the nomination form can be found [here](#).
- Any member in good standing is eligible to nominate another member business or individual for any of the awards. A member also can self-nominate in any of the categories.
- If you do submit a nomination, please drop me a confirmation email at director@baraboochamber.com.

The deadline for nominations is Friday, Dec. 19.

Board President Shelley Mordini will appoint an awards selection committee and the names of those committee members will be made public prior to the nomination deadline.

The names of the award nominees will be communicated to all members the week of Dec. 22.

By early January, the selection committee will consider the nominations and decide the recipients for each of the five awards. The identities of the recipients will not be announced prior to the annual dinner.

For a complete list of past recipients in all categories, click [here](#).

If you have questions about this or any other chamber matter, please contact me at director@baraboochamber.com or 608-356-8333.

CHILD'S PLAY

Baraboo Children's Museum
hosts Business After 5



What an event! Tightrope walking, an impromptu puppet show, raffle prizes and a "Build a Ben" craft station.

Many thanks to Baraboo Children's Museum for hosting a truly memorable Business After 5 on Nov. 17.



Jed and Sara shared that Baraboo Children's Museum has attracted 120,000 people in its six years. It has 400 member families, spread across the Midwest and beyond.

CALENDAR OF EVENTS



Business After 5 at Ho-Chunk Gaming

5-7 p.m. Thursday, December 11
Ho-Chunk Gaming

Mark your calendar for this annual favorite! The Ho-Chunk Gaming team always presents an impressive spread of food, and entertains with games and giveaways galore! [REGISTER](#)



Ambassadors Club holiday party

5:15 p.m. Tuesday, December 16
Baraboo Burger Company (upper room)

Join us as the Chamber thanks members of its Ambassadors Club for all their great work in 2025. We'll enjoy appetizers and drinks in the upper room at Baraboo Burger Company before holding our monthly business meeting. Be sure to bring an item for the White Elephant gift exchange!



Board of Directors meeting

Monday, December 22 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 - but not the last - Monday of each month.

Annual Dinner: "Showtime"

5:30-9 p.m. Thursday, January 22
Baraboo Arts Center

We'll roll out the red carpet for the Chamber's Annual Dinner, which will celebrate all the ways we've promoted the Baraboo Area across the Midwest, including in our "Discover Wisconsin" episode. In addition to holding our annual business meeting, we'll present our 2025 Chamber awards recognizing outstanding achievements. [REGISTER](#)



2026 BUSINESS AFTER 5 SCHEDULE

February 9 - [Beyond Blessed Pantry](#)
March - Spa Serenity
April 13 - [Baraboo Country Club](#)
May 15 - [Fireside Cabins](#)
June 10 - [Hill's Wiring](#)
July 23 - [Friends of the Zoo](#)
August 17 - [Sauk County Historical Society](#)
September 8 - [Habitat for Humanity ReStore](#)
October 13 - [Durward's Glen](#)
November 10 - [Brightstar Care](#)
December 10 - [Ho-Chunk Gaming](#)





Baraboo School District wins Chamber Foundation grant

The Baraboo Area Chamber of Commerce Foundation on Oct. 28 presented a check for \$1,000 to the Baraboo School District for its Thunderbird Reads program. The program helps teachers select books that create a joyful reading experience for all district students in grades 4-K through 5th grade.

Pictured are Foundation Executive

Director George Althoff (left) and District Administrator Steve Considine. The Chamber Foundation is a 501(c)(3) nonprofit that was created by the Baraboo Area Chamber of Commerce to support charitable and educational efforts in the Baraboo area. The Baraboo School District was one of six nonprofits to receive grants this year.

RIBBON CUTTING: GINA JENNY'S



Our Ambassadors Club not only welcomed Gina Jenny's on November 10, but held their monthly meeting there. Kara and her team have transformed this downtown Baraboo institution with a fresh look and a new menu. Gina Jenny's serves wine, cocktails and good vibes.



RIBBON CUTTING: LUMINAURA ESTHETICS AND REROOTED MASSAGE



Congratulations to LuminAura Esthetics and Rerooted Massage on their new location! On November 15 Katie and Michelle hosted an open house, alongside their neighbor businesses at 926 Eighth Ave.

Medical scholarships available for area students

The SSM Health St. Clare Hospital - Baraboo Medical Staff is accepting applications for academic scholarships.

The scholarships are for students pursuing health-related fields such as nurse practitioner, lab technician, occupational therapist, pharmacist, physician assistant, physical therapist, radiology technician, registered nurse, respiratory therapy technician, and surgical technician. Other health fields will also be considered.

Applicants must be currently enrolled in the medical program or be a graduating senior.

A total of \$6,000 in scholarship funds will be distributed to the applicants chosen by the scholarship committee.

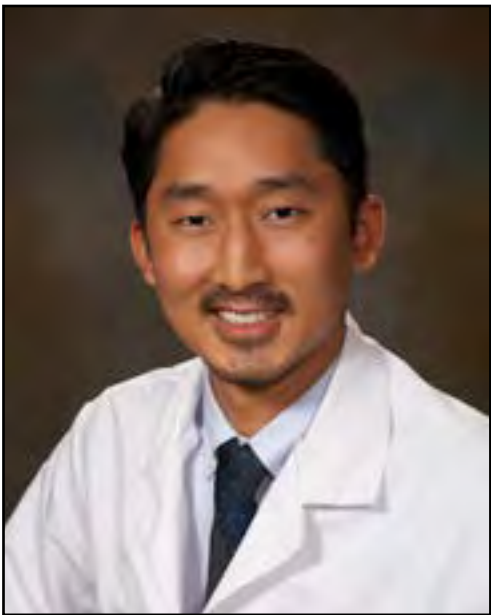
Applications are due March 31, 2026. Recipients can expect to be notified of their awards by May 15, 2026. The amount of scholarship money awarded will be at the discretion of

the St. Clare Hospital Medical Staff Executive Committee. It will be paid in October 2026 as one installment directly to the applicant's educational institution.

To request an application please contact the Medical Staff Scholarship Committee, c/o Jordan Buelow, SSM Health St. Clare Hospital, 707 14th Street, Baraboo, WI 53913 or email Jordan.buelow@ssmhealth.com.

St. Clare welcomes general surgeon

SSM Health St. Clare Hospital - Baraboo recently welcomed Dr. Tenzin Atruksang, an SSM Health Dean Medical Group Specialty Services board-certified general surgeon. He is now accepting new patients. He joins Drs. Mark Meier and Kellie Jones-Monahan, both SSM Health Dean Medical Group Specialty Services board-certified general surgeons. Atruksang offers surgical services with a full range of pathology, including appendicitis, cholecystitis, biliary colic, ventral/inguinal hernia, bowel obstructions, abscesses, and diverticulitis. He has a special interest in helping patients with breast cancer, colon cancer and hernias. A graduate from the University of Wisconsin School of Medicine and



Public Health, Atruksang completed his general surgery residency at the HCA GME/USF Morsani College of

Medicine - Brandon Hospital. He is board eligible by the American Board of Surgery. Atruksang said he became a general surgeon to “enter a specialty that I enjoyed and that would be of benefit to my community.” When helping patients, Atruksang utilizes open communication and shared decision making. “I appreciate the opportunity to help my patients through tough and difficult times,” he said. Outside of patient care, Atruksang enjoys cooking, trying new foods, spending time with family, and traveling. For more information or a referral to Atruksang, interested individuals should contact their primary care provider.

Certified nurse midwife joins hospital staff

SSM Health St. Clare Hospital - Baraboo recently welcomed Brittany Schultz, CNM, an SSM Health Dean Medical Group - Baraboo certified nurse midwife. She is now accepting new patients and will provide labor and birth care in the birth suites at SSM Health St. Clare Hospital - Baraboo. She joins Ame Fisher, CNM, and Taylor Fry, CNM, both SSM Health Dean Medical Group - Baraboo certified nurse midwives. Certified nurse midwives are advanced practice nurses with specialized training in midwifery. They provide comprehensive care for women throughout all stages of life, from adolescence to menopause, and are especially known for their expertise in pregnancy, labor, birth, and postpartum care. Schultz brings a rich background in maternal and newborn care, with experience spanning labor and delivery, NICU, and women’s health. Her journey into midwifery began early - working as a CNA in high school and



college, where she witnessed the power of compassionate, hands-on care. “As a nurse midwife, I’m honored to offer evidence-based, holistic care that centers around the person behind the patient,” Schultz said. “Whether I’m attending a birth or managing gynecologic health, my goal is to empower individuals with the knowledge and support they need to make informed, confident decisions about their bodies and their lives.” Schultz completed her Master of

Science degree in nursing, nurse midwifery specialty at the Frontier Nursing University in Kentucky. She is a member of the American College of Nurse Midwives, and the Association of Women’s Health, Obstetrics, and Neonatal Nursing. “My approach focuses on seeing the whole person, not just the condition,” she said. “Each patient is an individual with their own unique needs, values, and experiences, and I believe the key to providing compassionate care is understanding these elements. Whether in pregnancy, labor, postpartum, or routine gynecological care, I would make sure to create an environment where patients feel comfortable, safe, and respected.” Originally from Viroqua, Schultz enjoys reading, baking, kayaking, hiking, and spending time with her husband, two children, and their cats. She’s a lifelong learner with a love for chocolate and a passion for travel - especially to places like Key West. To schedule an appointment, call 608-294-6246.

St. Clare wins Global Vision Award

Wisconsin Hospital Association recognizes pantry partnership

SSM Health St. Clare Hospital - Baraboo has been recognized with the 2025 Global Vision Community Partnership Award from the Wisconsin Hospital Association which honors members who successfully address a documented community health need. SSM Health St. Clare Hospital - Baraboo was honored for its partnership with the Beyond Blessed Pantry, which was established in August 2018. What had started as a community outreach, once a month mobile pantry serving Baraboo, Lake Delton, Wisconsin Dells, and surrounding areas has grown quickly. The Beyond Blessed Pantry anticipates serving more than 34,000 households this year. “We’re proud to support the Beyond Blessed Pantry to ensure everyone has access to nutritious food with no restrictions, no barriers, and no questions asked,” said Rachel Meier, SSM Health Clare Hospital - Baraboo community health specialist. “Beyond Blessed Pantry has become a lifeline for individuals and families across Baraboo and surrounding communities. What started as an effort to address food insecurity has grown into a volunteer-driven network built on the pantry’s mission. “Thank you to the WHA Foundation for this honor and the support that helps strengthen community partnerships like this one.” In addition to a plaque of recognition, an unrestricted grant of \$2,500 is given to continue to fulfill the Beyond Blessed Pantry’s work and mission. “We value our ongoing collaboration with SSM Health St. Clare Hospital, as these partnerships are vital in addressing food insecurity because no single organization can solve hunger alone,” said Shannon Howley, Beyond Blessed Pantry director. “By work-



Photo caption: Representatives from the Wisconsin Hospital Association and WHA Foundation, as well as SSM Health St. Clare Hospital - Baraboo and the Beyond Blessed Pantry are shown following the receipt of the 2025 Global Vision Community Partnership Award. They include (left to right) Leigh Ann S. Larson, Wisconsin Hospital Association vice president of education and marketing and WHA Foundation executive director; DeAnn Thurmer, SSM Health St. Clare Hospital - Baraboo president; Rachel Meier, SSM Health St. Clare Hospital community health specialist; Shannon Howley, Beyond Blessed Pantry director; Bill Becker, Beyond Blessed Pantry board president; Julia Randles, St. Clare Foundation director; and Mary Laham, St. Clare Hospital VP clinical administrator.

ing together, we combine resources, expertise, and community reach to create sustainable solutions that ensure everyone has access to nutritious food.” Established in 1993, the goal of the Global Vision Community Partnership Award is to provide recognition, financial support and public awareness of a community health initiative or project, created in partnership with a WHA member, that successfully addresses a documented community health need. Partnerships must reach across the community or population served and the program must be an active, ongoing enterprise at the time of the nomination.

Blood drive 12/19 at St. Clare

SSM Health St. Clare Hospital, 707 14th Street in Baraboo, is hosting a community blood drive from 1:30 – 5:30 pm on Friday, December 19 in the Ringling Rooms. The drive - through ImpactLife - is open to the public. Appointments are encouraged. To sign up, visit bloodcenter.org (use code 3922). Participants are asked to bring a picture ID and to eat before donating.



It's party time!

Book your Holiday Party now with Vennebu Hill. We are offering special chamber member pricing and a fantastic catering menu, with many dates available Monday-Sunday. This amazing indoor space can accommodate various group sizes. Also hosting birthdays, retirement parties, baby showers and other special events. Call 608-253-6349 or email markhansen@vennebuhill.com



THE VILLAGE OF WEST BARABOO
INVITES YOU TO SHARE YOUR INPUT AT A

COMPREHENSIVE PLAN OPEN HOUSE

FOR THE 2045 COMPREHENSIVE PLAN

December 4, 2025

5:15 pm - 5:45 pm

Max J. Hill Room, Village Hall

500 Cedar Street, Baraboo, WI

*Please join the Village of West Baraboo and MSA Professional Services
for an open house to review the full draft
of our updated Comprehensive Plan.*

*A Comprehensive Plan is an important community document
that defines goals and actions to guide community decision-making
over the next 20 years.*

For more information, contact Melissa Ryan (608-356-2516)

Free Overdose Response Training

Overdoses can happen anywhere, including workplaces. Public Health Sauk County offers free Narcan training. This training protects employees and customers, reduces risk, builds confidence in emergency situations, and shows your commitment to community safety. Best of all, the training and Narcan kits are completely free. Each session includes expert-led instruction, either virtually or in person at your location. Staff will learn how to recognize and respond to an overdose, practice using Narcan, and receive free kits for your business and participating team members. The training takes 30 minutes, and the impact can last a lifetime.

To schedule your training, call 608-355-4319 or visit UCanSaveALife.org.



You have the power to save a life in your community.

Narcan® is a safe, easy-to-use and effective way to reverse an overdose. Accidents can occur, even when pain medication is taken as prescribed.



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DOWNTOWN BARABOO

MAGNUM MEDIA

Unwrap the Magic of the Holiday Season

November 8 | Downtown Baraboo Holiday Preview

November 21 | Downtown Baraboo Holiday Wine Walk

November 22 | Downtown Baraboo Christmas Market

November 22 | Downtown Baraboo Christmas Light Parade

November 28 | Black Friday in Downtown Baraboo

November 29 | Small Business Saturday

December 6 | Home for the Holiday Open House

December 13 | Very Merry Weekend

December 20 | Gnome for the Holidays

December 17-23 | Extended Shopping Hours

EVERY SATURDAY 11-2

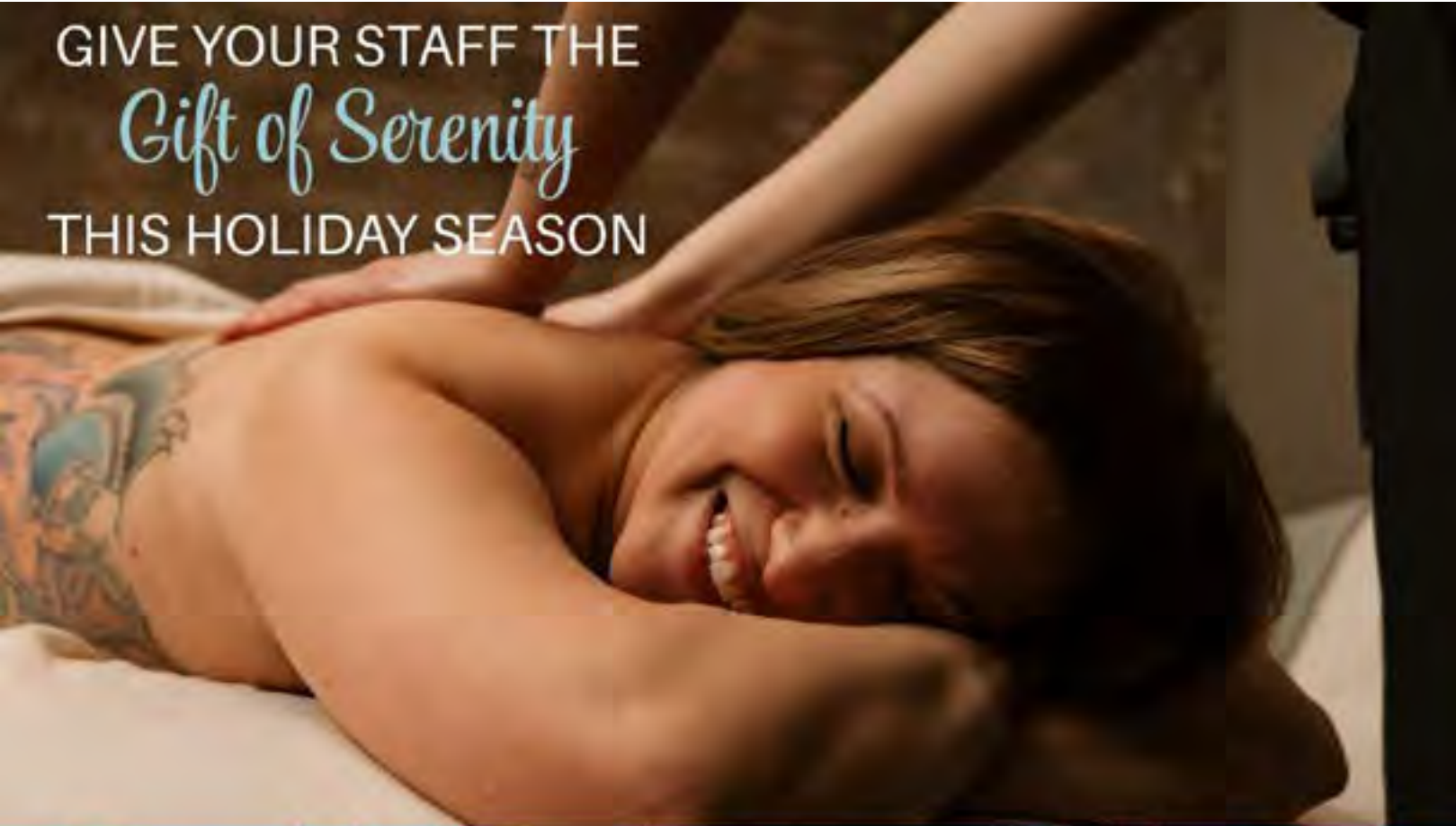
Wagon Rides!

Visits with Santa!

Starting Saturday, November 29, 2025

www.DowntownBaraboo.com

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THIS HOLIDAY SEASON



Reward the faces of your successful business
with a Spa Day at Spa Serenity or Pause Facial Bar

- Private Corporate Spa Days
- Gift Cards

Receive a \$100 Bonus Gift Card
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or

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HOLIDAY ✨

❄️ **OPEN** ❄️
❄️ **HOUSE** ❄️

❄️ **DEC 12 | 3-7 PM** ❄️

Come enjoy the fun, food, and festive spirit! ✨



**BOURBON AUCTION
BEGINS AT 7 PM**

❄️ **Mark your calendars & join us for holiday cheer!** ❄️

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- FREE GARRETS GOURMET POPCORN
- INSTANT WIN GAME FOR CO-BRANDED PRIZES
- BONFIRE SOLO STOVE PRIZE DRAWING
- ACCESSORY BASKET DRAWING - \$280 VALUE
- SPECIAL DEALS ON PHONES, TABLETS, ACCESSORIES, & MORE

Join the fun:

December 13

9:30 a.m. to 5:30 p.m.

BARABOO

906 State Hwy 36
608-356-9380



Things we want you to know: Special offer terms apply. Free food and giveaways available while supplies last.

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*Bet on Life. Roll Up Your Sleeve,
Save up to 3 Lives!*



DONATE BLOOD WITH THE
 **American
Red Cross**

MONDAY, JANUARY 5

11:30am - 5:30pm | Lower Dells Ballroom by Atrium

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All presenting donors will receive
\$15 Rewards Play, coupon for a pint of
Culvers custard PLUS a delicious meal!
.....



APPOINTMENTS PREFERRED

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(1-800-733-2767)

VISIT RedCrossBlood.org
Sponsor Code: Casino



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Fundraising

USE THE SPIRIT PUMP IN DECEMBER!

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