



Chamber Review

THE BARABOO AREA CHAMBER OF COMMERCE
Providing leadership for economic and community vitality.

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April 2011

It IS spring!

At least that's what the calendar says. What a great time to spruce up your business!

Whether you have a retail or corporate business, there are ways to make it more inviting to your visitors. A simple deep cleaning after our long winter will make a world of difference. Pick up the trash and other debris that seems to accumulate—somehow—under the snow piles. Then brighten up with baskets or pots of flowers, colorful flags, whirly-gigs or whatever best depicts your business.

Then get out there and promote your business! We have so many unique draws in this community. I recently attended the Governor's Conference on Tourism and was reminded of some things that had slipped to the back of my brain. **Curb appeal is essential.** We all need to create an *invitation* for

people to visit us. Try extending your window display to the exterior of your building. I bet it will make a difference.

Curb appeal = 70% of first sales.

Evoke emotion. This creates top-of-mind awareness. Don't have a "No Restroom" sign on your door, but direct people to the nearest public restroom.

These reminders benefit all of us: retailers, eateries, businesses, attractions, locals and visitors.

And now, more than ever, it's important to BE LOCAL—BUY LOCAL. While the current economic climate struggles to improve, we need to keep as much of our community's collective dollars right here in our community. As a local business professional, consider using Chamber Gift Certificates (Chamber Bucks) for your next staff incentive or recognition

award. The certificates can be used at over 150 local businesses, thus keeping the dollars in our local economy.

It takes ALL of us to keep Baraboo thriving, friendly, positive and beautiful. Let's kick off the warm weather season with a welcoming smile on our faces and an attractive, inviting doorstep.

It's a great day in Baraboo!

Debra Bauer
Your Executive Director



Membership benefit: Business After 5

Are you, as a Chamber member, taking advantage of the Business After 5 networking events?

The next one is being hosted by **Monk's at the Wilderness** on Monday, **April 18** from 5—7. This is a great opportunity for you to talk to your fellow members on an informal basis. It's a great way to introduce yourself, give a description of your business and maybe set up a future

time to get together. Make it a point to meet a minimum of two people you don't know. It could very well mean new business for you. At the least, you'll meet new people.

Monk's at the Wilderness recently remodeled their lower level and are anxious to show it off to their fellow Chamber members.

Mark your calendar and join us! You'll be receiving the invitation soon.



At The Wilderness

Courtesy moment ~
Please be considerate to our family of Business After 5 hosts and RSVP if you are planning to attend. It helps ensure enough space, food and beverage is provided.

Welcome New Members:

Baraboo River Runners
P.O. Box 304
Baraboo, WI 53913
Eric Lewison
Maintaining a trail system & promoting the sport of snow-mobiling.

Thompson's Jewelry
416 Oak St.
Baraboo, WI 53913
(608) 356-6535
www.thompsonsjewelryinc.com
Sharon Madland
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Baraboo, WI 53913
(608) 434-5897
www.JTWRemodeling.com
Don Kasperski
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Thanks for renewing:

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Home Health United
Baker's Sunset Bay Resort
Dental Associates of Baraboo
Scenic Bluffs Equipment
The Meat Market
SagePoint Financial
Diehl & Neumaier
Culver's of Lake Delton
Geomar
Baraboo Country Club
ABC Supply
Spa Serenity
Krueger Printing & Office
Supplies
Althen Enterprises
Moonlight Specialties Intimate
Apparel
Hammond Power Solutions
JC Rose Associates
Greenwood Memorial VFW
Post 987

Member Spotlight—Ardyth's Sew-N-Vac Shoppe

Thirty five years ago this September, Ardyth started part-time at Grady's Sewing Center, giving sewing lessons. After 4 years, she became part-owner and learned all aspects of the business. In 1996, Ardyth became full owner and renamed it **Ardyth's Sew-N-Vac Shoppe**. It was a good decision, and business has continued to grow. Ardyth employs 4 full-timers and 3 part-timers, plus several educators. She says "It's my team that keeps the wheels turning". Ardyth sells and services sewing machines and vacuum cleaners, and carries lots of sewing

and quilting supplies, vacuum and cleaning supplies. Their after-the-sale service is second to none, with a complete vacuum service department and a certified sewing machine department with over 20 years experience. Education is the most enjoyable part of Ardyth's business. "We give free sewing lessons with all new sewing machines, do lots of sewing and quilting classes—including Camp Sew for kids—and various sewing clubs. It's challenging but rewarding to keep coming up with new ideas to keep the shoppe current and exciting". "I have always been a Chamber

member and am glad we have such a strong Chamber of Commerce in our area".



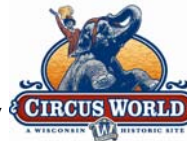
Ardyth Anderson-Winn

Ardyth's Sew-N-Vac Shoppe
116 4th Street
356-4461

Member News

Paul Lantz, owner of **Area Wide Appliance**, has decided to retire. A **Going Out of Business** sale is going on now. Everything must be sold! All prices have been reduced. Hurry in for best selection! *Paul is continuing to look for someone to take over his business. Give him a call if you're interested!* 356-7667

Circus World is gearing up for the new season opening on May 21. There is much to look forward to including all new live shows. Volunteers are needed! If you or someone you know wants to volunteer, contact Deb McCarthy at 356-8341.



The **Home Health United** Annual Golf Tournament will take place at Trappers Turn on Tuesday, May 17. All proceeds help support the HHU Hospice and Meals on Wheels programs. Contact Pam Geary Godfrey for more information at pgodfrey@hhuvns.org or (608) 276-7590.



The Sauk / Columbia County regional tourism website has been launched — check it out! A whole group of people from various Sauk County organizations and agencies helped to make this site a reality. It will keep being reviewed and updated, and its purpose is to promote all things Sauk and Columbia counties.



www.explorewisconsinhere.com

Submit your company news to keep your fellow Chamber members informed!

Summer is Just Around the Corner!

Summer registration for the **Boys & Girls Club of West Central WI** started on March 21 for current members and on April 1 for new members. Any child ages 7+ is welcome to attend. CPR and First Aid Certified staff are always on hand and staff to children ratio is 1 to 15. For more information including a Program Packet, call Monica Erm at 356-2582 or e-mail MonicaE@BGCWestCentralWI.org

Meet a Chamber Ambassador—Ed Kothbauer



Job title: Commercial Lines Sales Agent for Don-Rick Insurance. I joined the agency 3 years ago and completed my Agribusiness and Farm Insurance Specialist Certification in October 2010.

How long have you been an Ambassador and why?

About 2 years. I have lived here for 20 years and I wanted a way to become more active in the community. Being part of the Chamber allows me a great way to give back to the area and to meet new people all the time.

City & state where you grew up:

Mondovi, WI (south of Eau Claire).

Morning or night person?

Both. I wish there were more hours in the day!

Siblings? I'm the youngest of six. I have 4 brothers and a sister. In May, I'm going on vacation with my 4 brothers for the first time ever.

Who is your celebrity crush?

Got to be Sandra Bullock, no question.

If you could visit anywhere in the world, where would it be?

Austria. It's where my father's side of the family came from. One nice thing about seeing other places is it makes you realize how beautiful Baraboo and Wisconsin are.

Best advice you've ever

given or received? "It's not what you know, but who you know." It makes more sense to me all the time. You can't see what's inside if you can't open the door. P.S. The Chamber helps open a lot of doors!

What Chamber event do you never miss? The Crab Boil. It's amazing how happy people are after enjoying all-you-can-eat crab!

Three adjectives that best describe you: Adventurous, fun-loving and dedicated.

Calendar of Chamber & Member Events

- Apr 5** **Trauma-Informed Care Training**—Presentations on trauma-informed care, vicarious trauma and sexual assault trauma. First Presbyterian Church, 416 Ash St., 9 am—2:30 pm. \$10 in advance/\$15 at door. 356-9123
- Apr 7** **Healthy Cooking with Whole Grains Cooking Class**—Tasty, healthy and easy to prepare will be the focus of this class. Bekah Kate's, 117 3rd St. 6—8 pm. \$40. 356-3133
- Apr 8** **Special One-Day Restyling Event**—Turn loose diamonds, gemstones and outdated jewelry into beautiful new pieces. Watch while your new design is created. Thompson's Jewelry, 416 Oak St. 356-6535
- Apr 8** **St. Joseph Family Fish Fry**—Baked and batter-fried cod, served family style, all you can eat. Children's menu and carry-outs available. St. Joseph Rectory, 310 2nd St. Adults \$11, Seniors \$9, Kids \$5. 356-4773
- Apr 9** **Pasta, Pasta! Kid's Cooking Class**—Every kid loves pasta, so why not teach them how to make their own. Bekah Kate's, 117 3rd St. 2—3 pm. \$20. 356-3133
- Apr 9** **Tonic Sol-Fa**—This quartet has been named one of the top five "must see" groups in America. Al. Ringling Theatre, 136 Fourth Ave., \$18 adults, \$12 seniors & students. 356-8864.
- Apr 15** **Girl's Night Out Cooking Class**—Laugh and learn with your girlfriends in this lively class. Or come and meet new friends. Bekah Kate's, 117 3rd St. 6—8 pm. \$40. 356-3133
- Apr 21** **Celebrating Earth Day with Sustainable Cooking Class**—By eating sustainably, we can have a huge impact on the environment. Bekah Kate's, 117 3rd St. 6—8 pm. \$40. 356-8864
- Apr 24** **Annual Norwegian Pancake Breakfast**—Pancakes with apple or strawberry filling & whipped cream, sausage, orange juice, coffee and milk. New Life Community Church, 1919 Elizabeth. Free, donations accepted. 356-3367
- Apr 29** **Applying New Trends in Customer Service**—Learn of changes in sales and customer service and how you can implement them in your business. UW-Baraboo, 1006 Connie Rd. \$14/\$9 Chamber members. 355-5220
- Apr 30** **Cinco de Mayo Kid's Cooking Class**—Have a fiesta with us and learn about this important Mexican holiday and its fun food traditions. Bekah Kate's, 117 3rd St. 2—3 pm. \$20. 356-3133

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Chamber Auction 2011

Thank You to all members who donated items for the auction:

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 Accelerated Genetics
 Ad-Lit Distributing
 Al. Ringling Theatre
 All Wisconsin Mortgage
 Alliant Energy
 American Family, Jeff Janek
 Andrews Agency
 Antique Mall II & Craft Mall
 Ardyth's Sew-N-Vac Shoppe
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 Ho-Chunk Gaming
 Home Care Path
 Home Health United
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Inn at Wawanissee Point
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 Village Profile
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- Mastectomy Products
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- Ramps
- Walking Aids



Additional thanks to:

CenturyTel for donating the phone service
 Papa Bear's for the delivery truck
 Pizza Hut for the overbid pizza coupons
 Culligan Total Water for the water cooler
 Baraboo Civic Center & BASCO for use of rooms
 WRPQ-TV43 for the television & radio coverage
 Domino's, Pierce's, Pizza Hut, Pizza Ranch & Viking for flyer distribution
 Our auction emcees: Wendy Gerken, Nancy Howard, Kris & Travis Zick, Chris Anderson, Jane Franzen, Ellen Allen, George Althoff, Matt Kamla, Gene Rolland, Pete Premo, Katie Maurer, Karen DeSanto, Walt Smith. Our phone banks: Don-Rick Insurance, Baraboo National Bank, Ho Chunk Casino, St. Clare Hospital, Cell.Plus, Harris Bank, Summit Credit Union, RE/MAX Grand. Other volunteers: Jean Sandmire, Cathy Althoff, Jan Bonham, Heather Kannenberg, Teddie Szydowski, Bob Lange, Missy Smith, Ed Kothbauer, Trina McVicker, Dan Paulson, Derek Cowan, Greg & Emily DeSanto, Mike Snyder, Rosie Holloway, Sherry Brown, Janet Ohlsson, Brandon Wegner, Shelby Gerken, Kelsey Digmann, Sierra Gavin, Rhonda Marquardt, Vicki Marquardt, Mike Snyder, Morgan Renn, Mary Meixelsperger, Danny McFadden, Jesse Geller, Michelle Dent, Ricki Adams, Beth Anacker
We apologize if we missed anyone — Thank You All!

Recent Ribbon Cuttings



Baraboo River Runners

Next Gear Spin and Fitness



Our House Senior Living





Auction Action!

Above: Nancy Howard & Wendy Gerken (Don-Rick Insurance)

Above Right: Ellen Allen (Hope House) & George Althoff (Baraboo News Republic)

Right: St. Clare Hospital Phone Bank



More Ribbon Cuttings



REMAX Grand



Southwest Family Care Alliance



Smith CPA, LLC

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