



Chamber Review

The Baraboo Area Chamber of Commerce
Providing leadership for economic and community vitality.



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December 2011

It's hard to believe ...

but in a mere 30 days I'll mark the end of my first year as your executive director. With that in mind, please let me know how I'm doing and if I'm on the right track moving this Chamber forward.

One of the inserts in this newsletter is an informal, short survey with just a few questions and room for any comments you may have.

Many members have contacted me over the past year with their input and ideas and all are important to me and to our Board of Directors.

My goal when I was hired was — and remains — to make the Baraboo Area Chamber of Commerce a stronger, more progressive and well-respected business organization that is a resource to the greater Baraboo community. I, the Board of Directors and staff are committed to that goal and are working for you, our members. If it weren't for you, none of us would be in these roles!

A couple of things to reflect on:

More businesses have benefitted from the joint Business After 5 events than ever before. I've really tried to make them more of a networking event and also highlight the host businesses so attendees leave the evening with new information and new contacts. We've also had a record number of attendees. I hope you've noticed a difference.

Our Annual Chamber Golf Outing had a record number of golfers and sponsors. For the first time, we had major sponsors: Ho-Chunk Gaming, Sysco and Cell.Plus. Did you attend the event? Did you notice changes?

Our Annual Radio/TV Auction was pretty much the same as it's been for years, but our donation numbers were down this year as well as our bids. In 2012, we're looking at making some changes to add more excitement and to showcase you, our donors, and promote your businesses even more.

I hope you are reading the newsletter and find the format more effective for getting information to and about fellow members, what's going on in Baraboo and other issues that affect you and your business. Do we have the e-mail addresses of everyone in your business who should be receiving communications from us?

How about the informational and reminder e-mails I send out to you? Are they effective and helpful?

One very important improvement we've made here is our technology. Our computer systems were very old, we had outdated software and no communication between our computers. When I brought it to the Board's attention, they were quick to move on approving the upgrades we needed. You will continue to see the benefits of those upgrades.

Do you think your Chamber is more visible now than it was a year ago? It has been a joy to get out and visit with as many of you as I have, and promise I'll eventually get to all of you. I need to sit down face to face with you to find out about your business, your needs and how we can work together to meet those needs. I also attend as many functions and meetings as possible, to put a face on your Chamber.

We recently had our Annual Meeting and Awards Banquet with CenturyLink as our corporate sponsor. For the first time in years, we had a speaker — and what a speaker she was! WI Dept. of Tourism Secretary Stephanie Klett is such an enthusiastic promoter of Wisconsin that she excited everyone in the room. And we had record attendance at over 160 members!

I urge you to complete the survey so we can continue to work together to make this the strongest, most progressive and well-respected business organization we can possibly be!

I commend you all for making it through another tough economic year and remaining committed to your Chamber and to me. I am proud and honored to have served you this past year and will continue to do my best for you. My sincere thanks to those of you who have offered your encouragement through the year. The support has been overwhelming.

*I wish you
all a safe,
healthy &
prosperous
holiday
season
shared with
family &
friends!*





Shop Local — Kids, too!

Sugarplum weekend is upon us! Downtown merchants will have tables of items for kids to buy for their families and friends. Kid-friendly prices and items!

The locations will have a sign indicating their participation.

Bekah Kate's & Cornerstone Gallery will have wrapping stations set up to help kids learn how to wrap the gifts. The annual cookie contest is at Bekah Kate's with judging at 10:30. Some stores will also serve treats!

The horse-drawn wagon rides happen from 11 — 2 on Saturday and Santa is at the Al. Ringling, as well. Enjoy beautiful downtown Baraboo this holiday season!

www.downtownbaraboo.com for details!

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

Pierce's Marketplace is holding a Holiday Open House

Saturday, December 3

10 am — 2 pm

Samples, displays, in-store contests, a free reusable bag to first 200 customers...and Santa, too!



Wegner CPAs was recently named as one of the 2011 *Best Accounting Firms to Work For*. The annual list of "Best Accounting Firms" was created by *Accounting Today* and Best Companies Group.

This survey and award program was designed to identify, recognize and honor the best places of employment in the accounting industry, benefiting the nation's economy, its workforce and businesses.

Congratulations!

Your Baraboo Area Chamber of Commerce staff and contact info:

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Sandy Gavin
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Baraboo, WI 53913

(608) 356-8333
(800) 227-2266



Enter today!

Go to www.baraboo.com or stop in the Chamber Visitor Center or Walgreens to pick up the official rules and entry form.

Generously sponsored in part by WRPQ-TV43, Walgreens and Minuteman Press.

Prizes include: cash, use of your photo in the next Baraboo Chamber brochure and website; displayed in the Visitor Center and Walgreens; featured on WRPQ My Family TV-43; featured in the Minuteman Press wall calendar; and a print of your winning photo.

Baraboo Area Senior Center is holding a cookie/bake sale at the Senior Center on **December 8, 10 am — 3 pm**, during their Annual Senior Citizen Holiday Luncheon.

BASCO is also sponsoring a tour coach to New York on May 17—22, 2012. For more information, contact Jackie at 356-8464.



December Business After 5

Our friends at Ho-Chunk Gaming will be hosting the December networking event on **Monday, December 12 from 5 — 7 pm**. Please join us to learn more about Ho-Chunk, network with your fellow members and kick-off the holiday season!

Please RSVP to patti.herrera@ho-chunk.com



Jenna, Joanne, Sandy and Cheyenne proudly representing Chamber members during the WRPQ-TV43 Christmas Light Parade.

Remember **Chamber Gift Certificates** this holiday season and all year long. "Chamber Bucks" may be used at over 160 local businesses including retail and service. Shop local and frequent your fellow Chamber member businesses! (They're a great stocking stuffer!)



INTERNATIONAL CRANE FOUNDATION

Shop for a Cause

Special Holiday Hours at the ICF Gift Shop



December 1, 2 & 3 from 10 am to 3 pm you can shop at the ICF Gift Shop for clothing, jewelry, books, ornaments and more! Free giftwrapping and refreshments. E11376 Shady Lane Rd. www.savingcranes.org

Thank you to all who sponsored the Chamber "float" in the WRPQ43 Christmas Light Parade!

- Sophie's Fine Jewelry
- Cornerstone Gallery
- Sears
- Home Care Path
- River Cities Bank
- Ho-Chunk Gaming
- Pointon PC Wireless
- Boardman Quale Hartmann
- Fairway Mortgage
- Supreme Awards
- Monk's Bar & Grill
- The Grainery
- Allure Hair Salon
- CenturyLink
- Bekah Kate's
- Elite Catering & Bakery
- Burkhalter Travel
- Home Health United
- First Weber
- BrightStar
- Pizza Ranch
- Maurice's
- Flambeau Outlet
- Davis Duehr Dean
- Andrews Agency
- Harris Bank
- Wisconsin River Title
- Burkhalter Travel

Thanks to all of you, we are making a \$455 donation to the Giving Tree!

And a big thank you to all our volunteers who happily walked on a slightly misty Saturday evening in Baraboo or helped with the float in other ways:

- Interact students**
- Heather Wood-Wegner**
- FFA students**
- Mary & Ken Dressen**
- Ed Kothbauer**
- Sandy & Cheyenne Gavin & their neighbors!**
- Shelley Mordini**
- Student Council students & National Honor Society students**
- Becky Radke**
- Jean Sandmire**
- Pete Premo**



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Member Benefit:

You can advertise your business in the next Chamber Review! Business card-size ads are just \$20 an issue and if you want to include an insert, a double-sided insert is just \$100 an issue plus 125 paper copies. You'll reach a captive audience of over 450 who receive the newsletter electronically along with another 125 who receive the print edition. Just give us a call at the Chamber if you're interested!

Recent Ribbon Cuttings



Welcome New Members!

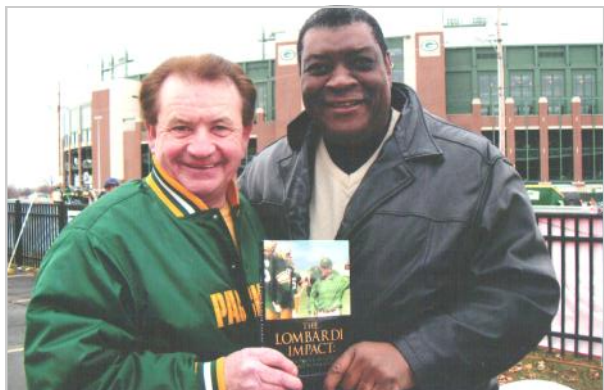
American Transmission Company
Allure Hair & Nail Salon
Rotary Club of Baraboo
Towns & Associate, Inc.



Robert Anderson
Water Technician

1501 Lake Street
Baraboo, WI 53913
randerson@culligan-totalwater.com
www.culligantotalwaterbaraboo.com

Phone: 608-356-7560
(800) 238-1312
Cell: 608-963-7496
Fax: 608-356-0171



Former Green Bay Packer linebacker Dave Robinson is coming to Baraboo!

Joined by co-author Royce Boyles, Robinson will be at Walgreens on **Saturday, December 3 from 10 am—1pm** to sign copies of his two books:

The Lombardi Impact: Twenty People Who Were Brushed by Greatness and

The Lombardi Legacy: Thirty People Who Were Touched by Greatness

The first book was just release on October 1 and gives us an in-depth look at Lombardi. "I have learned things about my father I didn't know by reading your books," Vince Lombardi Jr. told the co-authors.

Dave Robinson played outside linebacker for the Green Bay Packers from 1963 to '72 and was a member of Vince Lombardi's three consecutive World Championship teams in '65, '66 and '67. The Packers won Super Bowls I & II as a crowning touch to the great dynasty.

Let's give Dave Robinson (and his Super Bowl Ring) a big Baraboo welcome!

Salvation Army Bell Ringers Still Needed!

Please call Pat McPhee to schedule your time to help out. (608) 643-3941 or (608) 477-5650.



A magical evening is in store for the holiday season with Steve Lippia's sensational new show, "A Simply Sinatra Christmas" at the historic Al. Ringling Theatre on Sunday, December 18 at 4:00 pm. Sponsored by Baraboo National Bank, this program combines popular Christmas songs with some all-time Sinatra favorites.

Special Offer from the Al. Ringling Theatre for Chamber Members Only:

See the show for 15% off adult & senior or student tickets. Must be an employee of a Baraboo Chamber Member. Tickets must be purchased in advance, discount will NOT be available at the door. Discount is available with on-line purchase by entering the discount code "Chamber".

"Master of Mirth" returns home to WI to film tourism TV Commercial

He's had his name attached to director, writer and producer on some of the funniest and most financially successful comedy films of the past 3 decades: *Airplane*, *The Naked Gun* series and *Ruthless People*. Now, **David Zucker** (right) is returning to Wisconsin to shoot the winter 2012 TV commercial for the WI Dept. of Tourism.



"After research concluded that "having fun" is the No. 1 motivator for leisure travel, the Dept. of Tourism embarked on a media campaign around the theme of **fun**," Tourism Secretary Stephanie Klett says.

The campaign will begin airing in Chicago, Minneapolis-St. Paul and Milwaukee the week of January 9.



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- Bath Aids
- Sleep Apnea Aids
- Hospital Beds
- Mastectomy Products
- Diabetic Shoes
- Ramps
- Walking Aids



Chuck & Norma Sophie

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"Where Good Things DO Come In Small Packages"

Baraboo Mini Mall
(608) 356-7212

830 Hwy. 12
Baraboo, WI 53913

Great gift-giving idea!

Chamber Gift Certificates (Chamber Bucks) make a great gift!

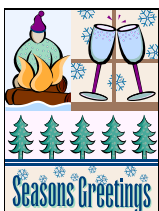
Birthdays, anniversaries, holidays or any special occasion is an opportunity to give Chamber Bucks. It's the ideal gift because it reinvests in the Baraboo community. And with over 150 area businesses accepting Chamber Bucks, there's always something for everyone!

Chamber Bucks may be purchased at the Chamber Visitor Center. They're available in \$10 and \$5 denominations. The certificates, along with a list of area businesses they can be redeemed at, are included in an envelope ready for gift-giving.

The business they are redeemed in then brings the certificates back to the Chamber and we write them a check for the face value amount.

The Chamber makes no money on Chamber Bucks. We just offer them to keep your hard-earned dollars in our community.


The next time you need a gift for someone — think Chamber Bucks!




Campfire Kevin is currently booking guitar/vocal performances for the 2011/12 holiday season. Looking to enhance your holiday dinner parties and delight your guests? Kevin's repertoire is varied and may include interactive holiday songs. To reserve some great entertainment for your event, call 434-3176.

Calendar of Chamber & Member Events (*visit baraboo.com for more info about events*)

- Dec 1—3** **International Crane Foundation Shop for a Cause!** Art & nature come together in ICF's Gift Shop. A worldly mix of wildflower and bird-related items including clothing, ceramics, books, jewelry, cards, ornaments & more! 10—3, E11376 Shady Lane Rd., 356-9462 ext. 147.
- Dec 3** **Former Packer Dave Robinson Book Signing—Walgreens.** Robinson and co-author Royce Boyles of Rock Springs will sign copies of their two books: *The Lombardi Impact: Twenty People Who Were Brushed by Greatness* and *The Lombardi Legacy: Thirty People Who Were Touched by Greatness*. Walgreens Baraboo. 10:00 am—1 pm. 356-1161.
- Dec 3** **Sugar Plum Saturday—Downtown Baraboo.** A special day just for families! Many shops will host a special kid's shopping day with kid-friendly prices. www.downtownbaraboo.com
- Dec 6—7** **St. Clare Hospital Auxiliary Holiday Book Fair—St. Clare Hospital Lower Level Ringling Room.** Tuesday: 10 am—5 pm, Wednesday: 7:30 am—3 pm. www.stclare.com
- Dec 9—10** **Very Merry Holiday Fair—Baraboo Arts Center.** "Artisans, Authors and Purveyors of good things to eat". A fresh idea for holiday shopping. Local potters, bakers, jewelers, glass artists & much more! One of a kind, made in WI gifts. 323 Water St., 356-9048. Friday Gala event from 5—8 pm (donation), Saturday 9—4 free admission.
- Dec 9—10** **Victorian Weekend in Downtown Baraboo.** Sauk Co. Historical Society Holiday Open House, Very Merry Holiday Fair, Carolers in the streets, Santa, carriage rides, shopping and more! www.downtownbaraboo.com, lacey@spaserenitydayspa.com
- Dec 9** **Madison Brass Band—Free Holiday Concert,** Presented by Concerts on the Square and ART Friends. *Part of the Lively Arts Series.* Al. Ringling Theatre, 7:30 pm. FREE.
- Dec 9** **Fish Fry at St. Joseph Church.** All you can eat cod fish fry. Carry-outs available. Delivery to homebound by calling parish office day of event. St. Joseph School Gym, 356-4773, 5—7 pm. \$11 all you can eat, \$10 carry-outs, \$9 seniors, \$5 kids.
- Dec 12** **Chamber Business After 5—Ho-Chunk Gaming.** 5—7 pm. Networking, information, food & beverages.
- Dec 12** **St. Clare Hospital Auxiliary Festival of Love & Light—St. Clare Ringling Room & Healing Garden.** 5:30—6:30 pm., www.stclare.com, mo.reillyschnee@gmail.com
- Dec 14** **"O Come, O Come, Emmanuel"** Advent Festival of Lessons & Carols: a combination of seven titles for the coming Messiah from the Hebrew Scriptures and music for each. This event is a prayerful preparation for Christmas. St. Joseph Church, 304 East St., 356-4773. FREE
- Dec 16—17** **It's a Wonderful Life! at the Al. Ringling Theatre.** The favorite classic Christmas movie of all time being shown in the historic splendor of the Al. Friday, 7 pm & Saturday 3 pm & 7 pm.
- Dec 15—23** **Shop 'Til You Drop—Holiday Shopping in Downtown Baraboo.** Many shops open extended hours. Horse-drawn carriage rides and Santa at the Al. Ringling 11 am—2 pm on Saturdays. www.downtownbaraboo.com
- Dec 20** **Hanukkah begins at sunset**
- Dec 22** **Winter Solstice**
- Dec 18** **A Sinatra Christmas with Steve Lippia—Part of the Lively Arts Series.** Lippia is quite simply the foremost showman in the Frank Sinatra tradition performing today. Steve's youthful energetic talent and powerful shows create a perfect blend of "classic" with "today". This show is a wonderful blend of holiday cheer and fond memories. Al. Ringling Theatre. 356-8864. 4 pm. \$29.
- Dec 25** **Enjoy a merry, safe, and joyous Christmas shared with family & friends!**
- Dec 26** **Kwanzaa begins**



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