



# Chamber Review

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

## Board of Directors

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DFI

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Circus World

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Wegner LLP

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Supreme Awards

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Accelerated Genetics

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JComp Technologies

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International Crane Foundation

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Devil's Lake State Park

Joel Soenksen (Manuf.)  
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Teel Plastics

January 2012

## **It's going to be a great Year!**

Let me start with a big Thank You to all you Chamber members for your patience and support through this last year of change. Starting with me taking over the reigns last January; the hiring of Sandy Gavin as our new Office Assistant; and the December hiring of Cathy Witte as our new Operations Manager, there has been a lot going on. We're developing new processes to better serve you, our membership, and make sure you get the biggest bang for your investment possible.

Because your membership is an investment. An investment in your company or organization and an investment in your community. You all make the choice to belong to this Chamber and during these less-than-booming economic times, that is appreciated! We continue to work to show you just how valuable your investment is.

We just had U.S. Senator Ron Johnson come to speak to us and listen to your questions and concerns. As much as possible, I will continue to invite our government officials and others to speak with our membership. We can provide that forum as part of your membership.

We now have the ability to send E-blasts out to membership to get the word out about events and other happenings in your businesses and the community. This will also provide a low-cost opportunity to advertise to your fellow Chamber members on a weekly basis. Our Business After 5 networking events continue to grow and have more of a purpose. Watch for your invitation to the January 30 event at **House of Wellness Fitness and Aquatic Center**.

It's almost Radio & TV Auction time! I have a committee together and we've been reevaluating the auction and this year you'll see some changes. There will be more promotion of auction items and donors, along with a new location and more visibility of the event. Details will be coming soon.

This is our biggest fundraiser of the year and we hope you'll be part of it and help make it a success.

It IS going to be a great year and I'm glad you're all along for the ride.

Thank you for your continued membership and support. You are appreciated!

## **It's a great day in Baraboo!**

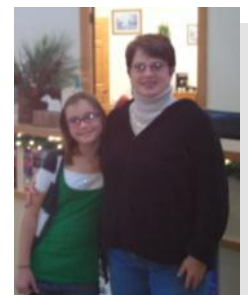
Debra Bauer, Your Executive Director

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**The following are two things that you may not know about your Chamber and what we may encounter...**

In early December, Sandy helped reunite a family with their missing sibling. A man stopped in and said he was searching for his missing brother who was suffering from some mental issues and had been missing from home—and his wife and kids—for a couple weeks. After giving Sandy a description of his brother and a phone number, he left. Sandy later saw the missing man on the sidewalk and I saw him inside Pierce's. At the end of the day, Sandy again noticed him keeping warm in our vestibule. She called the phone number and alerted the family about his location. She stayed in her car as long as she could to ensure he remained in the area. He was successfully reunited with his family.

At right is a photo of Sandy and a student, Maelyn, from De Pere. Maelyn and her family stopped at the visitor center to get information about Baraboo for a report. She also sent a thank you letter to Sandy about her successful report and poster presentation. A future visitor to the Baraboo area!



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

**Your Baraboo Area Chamber of Commerce staff and contact info:**

**Debra Bauer**  
Executive Director  
dbauer@baraboo.com

**Cathy Witte**  
Operations Manager  
visitus@baraboo.com

**Sandy Gavin**  
Office Assistant  
info@baraboo.com

600 W. Chestnut St.  
P.O. Box 442  
Baraboo, WI 53913

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



**Enter today!**

Go to [www.baraboo.com](http://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.

**Welcome to these new Members:**

**Kira Brooks Designs**

P.O. Box 6  
Baraboo, WI 53913  
Kira Brooks  
(608) 448-3150  
contact@kira\_brooksdesigns.com  
www.kirabrooksdesigns.com  
*Affordable website and graphic design, including logo design, business cards, brochures and stationary.*

**Durwards Glen OLRG Ltd.**

W11876 McLeisch Rd.  
Baraboo, WI 53913  
Mardell Krejchik  
(608) 356-8113  
theglen150@gmail.com  
www.durwardsglen.org  
*A rustic retreat center in the Baraboo bluffs. Grounds open to the public daily, dawn to dusk.*

**L'Bri Pure and Natural Skin Care**

327 8th Ave.  
Baraboo, WI 53913  
Annette Aeschbach  
(608) 515-6802  
annette@savingcranes.org  
www.annetteae.lbri.com  
*A Wisconsin aloe vera based healthy and safe skin care company.*

**Swim Reedsburg**

E6881 N. Dewey Ave.  
Reedsburg, WI 53959  
Jessica Gross  
(608) 524-4555  
email@swimreedsburg.com  
www.swimreedsburg.com  
*Health club and aquatic training center, focusing on swimming.*

**Rotary Club of Baraboo**

P.O. Box 50  
Baraboo, WI 53913  
Karen Kothbauer-Treasurer  
(608) 356-7703  
kkothbauer@baraboonational.com  
*Non-profit community service organization.*

**Towns & Associates, Inc.**

126 Water St.  
Baraboo, WI 53913  
Amy Johnson  
(608) 356-8757  
info@townsandassociates.com  
www.townsandassociates.com

**American Transmission Company**

P.O. Box 47  
Waukesha, WI 53187  
Lee Meyerhofer  
(262) 506-6700  
lmeyerhofer@atcllc.com  
www.atcllc.com  
*ATC owns, builds, maintains and operates the electric transmission system in portions of WI, MI, MN and IL.*



**January 30  
Business After 5**

**Hosted by:  
House of Wellness**

*Fitness and Aquatic Center*

Join us to learn more about the House of Wellness, the new services they have to offer and how they can benefit you.



Senator Johnson addresses Chamber members at Teel Plastics.



The Senator listened to questions and concerns.

We had about 50 Chamber members attend the roundtable discussion with U.S. Senator Ron Johnson held at Teel Plastics on Tuesday, January 3. Prior to running for Senate, Johnson was president of his own plastics company in Oshkosh, so he enjoyed a quick tour of Teel Plastics with Chairman Jay Smith. Johnson ran for Senate because, as a business owner, he felt he had much experience to offer to help lead this state and country in the right direction. "We have to fight to keep our fiscal disciplines in check. We don't need to raise taxes, but we do need to limit our spending as a nation." When questioned by Lollie Wheeler about health care and the

disconnect between politicians and the people, Johnson said the United States has "created a very compassionate society, but in Wisconsin that same compassion has created a welfare state that encourages people not to work." He continues, "We have a safety net for the poor, but not for those who are out there working."

Johnson received a round of applause when Pete Premo praised him for his efforts and commitment to improve fiscal responsibility and told him he has much support here and is making a difference in Washington.

Johnson also noted that we are all needed to start the change process and we can't wait for someone else to do it.



Senator Ron Johnson and Jay Smith.

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**Are your business brochures displayed at the Chamber Visitor Center?** One of your benefits of membership is brochure placement at the Visitor Center. We prominently display your brochure for visitors to see and take with them. We see not only tourists, but people who are moving to the area or have just moved here. Make sure we have current brochures and we'll put them in people's hands!

**Calendar of Chamber & Member Events** (*visit [baraboo.com](http://baraboo.com) for more info about events*)

- Jan 7** **Candlelight Ski-Hike-Snowshoe—Mirror Lake State Park.** One mile trails for skiers and hikers. 6—8 pm. Food available for purchase. 2012 WI State Park sticker required. 254-2333.
- Jan 12** **Celebrate 10 years of the Boys & Girls Club!** Come celebrate 10 years of great kids, community, business leaders and volunteers. Baraboo Arts Center, 323 Water St., 5:30—8 pm. \$35 Individual, \$60 couple. Rachel, 355-2582 or [rachaelb@bgcwestcentralwi.org](mailto:rachaelb@bgcwestcentralwi.org)
- Jan 13** **Fist Fry at St. Joseph Church—**All you can eat cod fish fry. St. Joseph School Gym, 310 2nd St., \$11 adults, \$10 carry outs, \$9 seniors, \$5 kids. 356-4773. Delivery available for homebound.
- Jan 21** **Baraboo River Runners 2nd Annual Ride-In & Chili Feed—**Hooty's Bar & Grill, 5:30-11:00 pm, Only \$5 for food & entertainment. All you can eat: \$10. Raffles, door prizes and music! Everyone welcome — come and enjoy! 963-4193, [boo.river.runners@gmail.com](mailto:boo.river.runners@gmail.com)
- Jan 28** **Hannah Crist Variety Show Fundraiser—**Al. Ringling Theatre. Featuring comedy, music, juggling, magic and much more! \$10 general admission. 7—9 pm. 356-8341 or 356-8864, [info@alringling.com](mailto:info@alringling.com) or [www.alringling.com](http://www.alringling.com).
- Jan 30** **Business After 5—House of Wellness Fitness & Aquatic Center, 5—7 pm.** *Don't forget your business cards!*

**CELEBRATE!**

10 YEARS OF GREAT KIDS, COMMUNITY, BUSINESS LEADERS, VOLUNTEERS!



**Thursday, January 12**  
**5:30 — 8:00 pm**  
**Baraboo Arts Center**  
**323 Water St.**

Cocktails, hors d'oeuvres buffet and silent auction

Music entertainment provided by **Shawndell Marks**

\$35 individual, \$60 couple, \$200 table (8)

*Great Futures Start Here!*  
 355-2582 or [rachaelb@bgcwestcentralwi.org](mailto:rachaelb@bgcwestcentralwi.org)



**Elite Bakery opened in it's new retail space!**

*An Evening in Red*

**Presented by Ho-Chunk Gaming-WI Dells**

In support of the American Red Cross—Western Wisconsin

*Cocktails, Dinner, Silent Auction and Entertainment presented by 96.3 Star Country featuring:*

**James Wesley**  
**& special guest The Lost Trailers**

Friday, February 3 at 5 pm  
 Upper Dells Ballroom, Ho-Chunk Gaming

Contact: Rachel Reichhoff, (608) 333-6247

**Your advertisement could be here!**

You can advertise your business in the next issue of *Chamber Review!*

Business card-size ads are just \$20 an issue and if you want to include a full page, double-sided insert, it's only \$100 per issue plus 100 paper copies.

Your ad will be seen by a captive audience of nearly 500 people who receive the newsletter electronically along with another 100 who receive the print edition.

Just give us a call at the Chamber to get your name out there!



**WALTER D. SMITH**  
**Certified Public Accountant**

102 4th Ave., P.O. Box 15  
 Baraboo, WI 53913  
[www.smithcpallc.com](http://www.smithcpallc.com)

Ph: 608-356-7474  
 Fax: 608-356-7475  
 E-mail: [walt@smithcpallc.com](mailto:walt@smithcpallc.com)