

Welcome New Members!

RBS Activewear

310 S. State St.
P.O. Box 280
Argyle, WI 53504
(608) 543-3564
(800) 503-5999
Tina Ritschard
tinar@rbsactivewear.com
www.rbsactivewear.com
Apparel decorating, promotional products, signs and banners.

Ken Klemm Carpentry

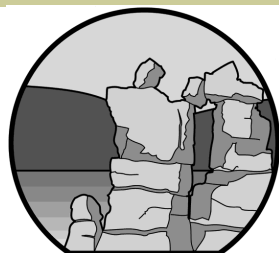
821 2nd St.
Baraboo, WI 53913
(608) 356-9676
Residential construction and remodeling.

Habitat for Humanity of the Sauk-Columbia Area

1209 8th St.
Baraboo, WI 53913
(608) 448-2888
Eleanor Chiquoine
eleanor@hfhsca.org
www.hfhsca.org
Ecumenical Christian non-profit dedicated to eliminating poverty housing and homelessness.

Stevens Signs

E7164 County Rd. D
Rock Springs, WI 53961
(608) 524-3883
Joan Stevens
stevenssign@gmail.com
Residential and commercial signage.



2011 Board of Directors

Executive Committee

President
Don Trimmer (Agriculture)
Accelerated Genetics
dtrimmer@accelgen.com

Vice President
George Althoff (Prof.)
Baraboo News Republic
galthoff@capitalnewspapers.com

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Derek Cowan (At Large)
Baraboo National Bank
dcowan@baraboonational.com

Secretary
Jean Sandmire (At Large)
Supreme Awards
supremeawards@charterinternet.com

Past President
Travis Zick (At Large)
tzick@me.com

Other Directors

Bill Brown (Retail)
Papa Bears Northwoods Store
shirley@papabearsnorthwoods.com

Steve Freese (Tourism)
Circus World
Sfreese@circusworldmuseum.com

Kate Fitzwilliams (Tourism)
International Crane Foundation
kate@savingcranes.org

Renewing Members

- Rainbow Childcare of Monroe
- The Nature Conservancy
- Baraboo Arts
- Running Inc./ Baraboo Transit
- Preferred Distributors
- Wild Apples
- Superior Campers
- Lange Consulting Group
- Pro-Care Anesthesia Services
- Thunderbird Lanes

Thank You!

Robert Lange (At Large)
Lange Consulting Group
langeconsulting2271@gmail.com

Scott Larson (Retail)
Don Larson GM Superstore
slarson@donlarson.com

Dan Lewison (At Large)
Don-Rick Insurance
dan@don-rick.com

Katie Maurer (At Large)
Wegner, LLP
Katie.maurer@wegnercpas.com

Craig Philipp (Prof.)
River Cities Bank
craigp@rivercitiesbank.com

Steve Schmelzer (At Large)
Devil's Lake State Park
Steven.schmelzer@wisconsin.gov

Joel Soenksen (Manuf.)
Teel Plastics
jsoenksen@teel.com

Rebekah Stelling (Retail)
Bekah Kate's
bekahkates@charter.net

Raymond James Financial Services
Member FINRA/SIPC

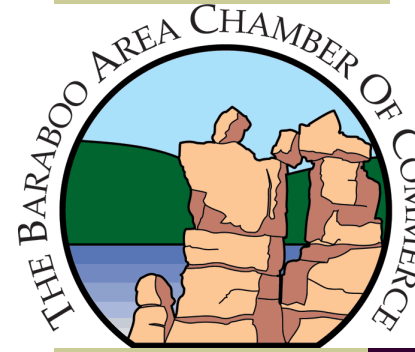
Located at The Baraboo National Bank
109 3rd Ave. • Baraboo • WI • 53913 • (608)356-7449
www.raymondjames.com/bnbfinancialservices

Your Dreams, Our Guidance, Your Future

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- Stair Lifts
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- Sleep Apnea Aids
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- Mastectomy Products
- Diabetic Shoes
- Ramps
- Walking Aids



Chamber Review

March 2011

THE BARABOO AREA CHAMBER OF COMMERCE

WWW.BARABOO.COM

Providing leadership for economic and community vitality.

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Is it spring yet?

I don't know about you, but I'm sure glad the groundhog predicted an early spring. I'm getting geared up for all the great events and activities coming up in and around Baraboo.

First is the Chamber Auction, which is coming up on March 19—20 at the Civic Center. Yes, that's inside, but not having to deal with snow or ice would sure make the prep work and delivery of all the wonderful auction items easier. If you haven't given us a call about your donation, please do so today! It's great exposure for you and your business and our biggest annual fundraiser.

There are a lot of reasons to get out and about in Baraboo as the weather gets milder. Take a look at the calendar

on page 3 and check out the full listing on our website. There's something for everyone!

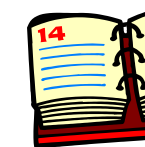
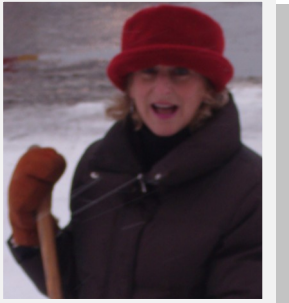
A few other changes here at your Chamber: Our newsletter has a new design and some new articles. We now have a monthly **Member Spotlight** and **Know Your Ambassador** columns. Plus, there's always room for **member news**, so please let me know what's going on in your business so we can share it with your fellow members.

We are moving closer to having an e-mail only version of the newsletter. You can always print the full-color newsletter off in your office to share with your colleagues, but the cost savings of printing and mailing will be considerable to the Chamber. And the environmental savings add up quickly. Think green!

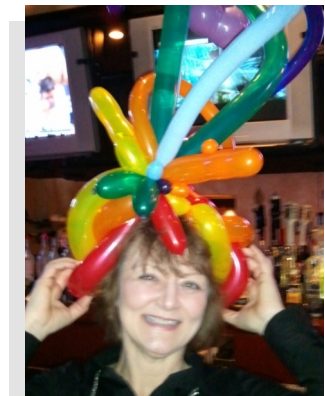
You'll also be seeing more about a new program we'll be rolling out this spring to help you and your colleagues get/remain healthy. After attending the *Creating Healthy Communities* seminar recently, the wheels started turning and I thought the Chamber membership would benefit from a health initiative. Healthy workers are productive workers. Watch for more on that soon. In the meantime, think spring!

It's a great day in Baraboo!

Debra Bauer, Your Executive Director



Business After 5 Reminder!
March 14, 5—7 pm
Magnum Broadcasting at Pizza Ranch



Our own Brenda Gurgel celebrated her birthday recently... Did you see her dance??

Member Spotlight—Johnsen Insurance



Bill Johnsen

Johnsen Insurance was established in 1965 as an independent insurance agency by Bill's father. After serving in the military, Bill joined his father in the business and it became his in 1988. The majority of the policies are for fire and liability insurance, although they do some life and health insurance — including the BACC Dean Health Plan. They also have thousands of personal and auto customers, the majority of which are from Sauk County. Johnsen Insurance has 5 licensed agents, including 2 certi-

fied insurance counselors on staff at all times. They have many years of experience and their office is a comfortable, non-intimidating environment. "We've had very rapid growth the past 5 years. It has to do with being a people-oriented agency. We see our customers face to face and spend time with them. We ask questions to determine what they're really looking for and need in their policy. Then we stay in touch. We don't just write a policy and that's it. Helping people is the most rewarding

part of what we do", states Bill Johnsen. He goes on to say that the most challenging part of his work is dealing with the big insurance companies. "Patience is definitely needed." Johnsen Insurance has been a Chamber member since 1970. Graciously, Bill co-hosts a joint Business After 5 each year with several other members at his hangar at the Baraboo Airport.

Johnsen Insurance
402 Broadway
Baraboo, WI 53913
356-5515

Meet a Chamber Ambassador — Katie Maurer

Job Title: Senior Staff Accountant for Wegner LLP CPAs & Consultants. I've been here for 4 years and received my Certified Public Accountant license in September 2010.
How long have you been an Ambassador & why? Just over 2 years since I joined the group. I decided to join so I could become more involved with the community and businesses that represent the Baraboo area. It's one of my favorite groups and I appreciate all the relationships and opportunities it has opened up for me.
Where did you grow up? St. Paul, MN
Morning or Night person?

Without any hesitation, a night person! Ask anyone who knows me. **Siblings?** Two sisters: one 5 years older and one 17 months younger. **Who is your celebrity crush?** I do have a little thing for athletes, however, I would "settle" for Ryan Reynolds or Channing Tatum if I had to! **If you could visit anywhere in the world, where would it be?** This is a tough question...I love to travel and would love the chance to visit and explore almost anywhere. I've spent time in London, China, Italy, Ireland, Guatemala, and would love the chance to see Dubai, South Africa, Greece, Australia,

Belize, Bali or really anywhere new! **Best advice you've ever given or received:** "never order ribs on a first date...no one needs to see that" (thanks, Mom). From Grandpa, "Don't kid yourself, Katie, all guys are the same". "Never where Spanx if you plan on sitting down", "don't swing for the green if a lay-up is necessary", "work hard, play harder". **What Chamber event do you never miss?** The after-parties, of course! No, no, it's hard to say. I enjoy the opportunity to meet and network at the Business After 5s, and of course the ribbon cuttings, but let's not forget the annual golf outing! Any summer day away from the office to play golf is a good day!




Smith CPA, LLC
WALTER D. SMITH
 Certified Public Accountant

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 www.smithcpallc.com E-mail: walt@smithcpallc.com



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Members in the News!

Hill's Wiring has been awarded a 2010 Projects of Distinction Award from the Associated Builders & Contractors (ABC) of WI. Their project, **Fresh**

Market Madison, located on University Avenue in Madison, won the Gold Projects of Distinction Award in the Electrical \$250,000 to \$1 million category. "To win an award, our members must be safe, skilled and highly trained. These

awards are truly earned and all of our members can be proud of the winners," states Chris Reinhart, marketing director for ABC of WI.

Pictured left to right are: Jim Spaeth, Mehmert Store Services; Jack Vogel, Vice President Hills Wiring; Jeff & Nancy Maurer, owners Fresh Market Madison; Doug Hill, President Hills Wiring.



Calendar of Chamber & Member Events

- Mar 11, 25** **St. Joseph Family Fish Fry** — Baked and batter-fried cod, served family style. Children's menu and carry-outs available. St. Joseph School, 310 2nd St. 5-7 pm.
- Mar 12** **Vintage Clothing Trunk Sale** — Sponsored by Oak Street Antiques. Vintage dresses, skirts, sweaters, lingerie, accessories and more! Calliope Room, 524 Oak St. upstairs from Oak St. Antiques. Follow signs. 10 am-3 pm. 355-1301.
- Mar 12** **An Evening in Red with LeAnn Rimes** — Fun-filled evening in support of American Red Cross-Badger Chapter. Reception, dinner, silent auction, concert. Ho-Chunk Gaming WI Dells. 5 pm dinner, 8 pm concert. 333-6247.
- Mar 14** **Business After 5** — Hosted by Magnum Broadcasting at Pizza Ranch, 1000 Log Lodge Ct., 5-7 pm.
- Mar 18** **Italian Wine Tasting** — Wine is produced in almost every region in Italy, so there will be a lot to cover in this class! Wines will be matched with regional foods. Bekah Kate's, 117 3rd St. 6-8 pm. 356-3133.
- Mar 19-20** **Chamber Auction** — See page 5.
- Mar 19** **Free Android Training** — Cell-Plus, held at Best Western, Hwy. 12. 9 am-1 pm. Registration required. 356-4000.
- Mar 24** **Anne of Green Gables-The Musical** — ArtsPower National Touring Theatre's production targeted to kids in grades 2 to 6. Al. Ringling Theatre, 356-8864.
- Mar 24** **Everything Tastes Better with Bacon Cooking Class** — Bekah Kate's, 117 3rd St., 6-8 pm, 355-3133.
- Mar 25** **Maggie Mae Benefit Concert** — Wisconsin's own country music sensation! Benefit concert supporting Hope House of South Central WI. Crystal Grand, WI Dells. 8 pm. 254-4545.
- Mar 27** **A Message of Hope** — Featuring Bill Ester's inspirational presentation "Fired up on Purpose". Benefit for Hope House of South Central WI. Al. Ringling Theatre. 2 pm. All gross proceeds support Hope House. Contact Walt Smith at 356-7474 or Agnes Holt at 356-9123.

Check the calendar of events on our website: www.baraboo.com for complete information!

Auction Action!

This year, you can pre-register as an auction bidder!

Just call the Chamber before March 18. All we'll need is your contact information and we'll assign you a number.

That way, all you need to provide is your number when you call in to bid on the fabulous auction items. 356-8333

Sponsorship Opportunities Still Available at Historical Society

Promote your business and support the Sauk County Historical Society all at the same time! "Sauk County Historical Moments," produced by Imperial Multimedia LLC, are one-minute T.V. spots which will be aired on select Charter Cable channels in Sauk County. Your sponsorship will include the chance to promote your marketing message in an interpretive video about Sauk County history. Each video is 60 seconds and you'll receive 15 seconds to promote your product/business. Spots will air 2,707 times over a 13-week period. **For more information**, please contact Greg Schwartz at Charter: greg.schwartz@chartercom.com or (608) 495-0375.

2010 Sauk County Businesses of the Year Awards Announced!

Large Business of the Year: Seats, Incorporated
Small Business of the Year: Moy, Borchert, Erbs & Associates
Non-Profit Business of the Year: Wormfarm Institute

Merlin Zitzner will be honored with a Special Recognition Award in honor of his 35 years of dedicated service to SCDC. Monday, March 21
 The Clarion Hotel and Convention Center
 6:00 pm social hour with cash bar & sumptuous hors d'oeuvres
 7:00 Awards Ceremony

For ticket information, contact Gene Dalhoff at 355-2084 or gpdalhoff@scdc.com

A Short Course in Human Relations

The **Six** most important words: "I admit I made a mistake"
 The **Five** most important words: "You did a good job"
 The **Four** most important words: "What is your opinion?"
 The **Three** most important words: "If you please"
 The **Two** most important words: "Thank You"
 The **One** most important word: "We"
 The **Least** important word: "I"

- The Chamber of Commerce Pacesetter Express, February 2011



It's Chamber Auction time!
Sat. Mar 19 8 am—6 pm
Sun. Mar 20 1 pm—6 pm

Tens of thousands of dollars of products & services will be auctioned off in this live TV/Radio event. This is the Chamber of Commerce's largest fundraiser of the year...And it wouldn't be possible without you members! To those of you who have already donated and are planning on donating — THANK YOU! To all you volunteers and all you buyers — THANK YOU! We'll have a recap of the event in the April newsletter.

Just a quick preview of what we'll have:

- ⇒ Flower bouquet each month for a year (Wild Apples)
- ⇒ Savings Bonds (Baraboo National Bank)
- ⇒ Jacuzzi Suite & Dining (Clarion/Glacier Rock)
- ⇒ 19 tons of crushed gravel (DL Gasser)
- ⇒ Digital HD Video Recorder (Dental Associates)
- ⇒ Centennial Commemorative Gift Sets (Devil's Lake State Park)
- ⇒ \$500 ad in Baraboo Community Profile (Village Profile)
- ⇒ Tickets & Wine glasses for "An Evening with Cranes" (Int'l Crane Foundation)
- ⇒ Framed print of St. John's Cathedral Tower (Home Care Path)
- ⇒ Residential Site Assessment for Solar potential (Solar Energy Today)
- ⇒ **Chamber Bucks, Gift Certificates and much more!**

Thank you to WRPQ and Jeff & Anne Smith for broadcasting the auction on TV 43 and WRPQ 740 AM and 99.7 FM.

RECENT RIBBON CUTTINGS



Habitat for Humanity of the Sauk-Columbia Area



Harris Bank



O'Reilly Auto Parts



U S Cellular