

Chamber Review

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

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Bekah Kate's

May 2011

Are you ready for the spring/summer tourism season?

Is it just me, or was this one of the longest winters ever? Like everything else these days, we will slowly forget how everlasting it was...as we welcome in May and the start of summer travel season!

Next week is National Travel & Tourism Week, so let's just think about some interesting facts and thoughts regarding tourism in Wisconsin.

- Tourism is Wisconsin's welcome mat to the state and positively brands Wisconsin, not just for tourism, but for retention and attraction of new business. It is also a point of pride for our residents.
- Tourism is one of the three pillars of industry in Wisconsin, right alongside agriculture and

manufacturing. In 2010, travelers spent more than \$12.3 billion in our state. Of that, Sauk County tourism expenditures were \$1,038,437,195. Our county ranks 3rd behind Milwaukee and Dane counties. That is up by almost \$25 million from 2009.

- March—May tourism expenditures were \$221,344,939 in 2010, and June—August were \$490,036,002.
- According to national and state resources, Wisconsin's tourism industry can expect continued recovery in 2011. However, this guarded optimism bars a potential spike in gas prices. Gas prices topping \$4 begins to erode consum-

er confidence and discretionary spending.

So we need to polish up our well-known customer service skills and put them into practice now more than ever.

We want that discretionary income to be spent in our state, our county, and our town.

It doesn't matter if your business is directly related to tourism. We all feel the effects of visitors to our area, and need to embrace the season.

Please call Brenda, Sandy or me if you have any questions or need help or ideas...we are here for you, our membership.

It's a great day in Baraboo!

Debra Bauer
Your Executive Director

Business After 5 — Hope House

Hope House staff hosted a very successful networking/informational evening on May 2.

Tours were given, services were explained and all who attended were treated to a Cinco de Mayo celebration of food and drink.

Thank you, Hope House staff, for sponsoring the event and for all your hard work!

We also had a great Business After 5 event on April 18 hosted by **Monk's at the Wilderness**. Over 110 members got a look at the new Sports Bar in the lower level while enjoying some of the great food that makes Monk's so memorable. Thank You!

**June Business After 5 —
Details coming soon!**

B/5 Doorprize!

Bill Johnsen, **Johnsen Insurance**, is donating a door prize item for each Business After 5 for the rest of the year! Patty Spragg, **Moy, Borchert, Erbs & Associates** received a Black & Decker Drill/Driver in May. YOU could be the next winner!

Member News & Announcements

Welcome New Members:

Baraboo Range Preservation Association

414 Broadway
P.O. Box 205
Baraboo, WI 53913
(608) 355-7512
brange@baraboorange.org
David Wernecke
A land trust protecting the resources of the Baraboo Range.

People Helping People

306 Mine Rd.
Baraboo, WI 53913
(608) 434-1204
Bill Harris
Our goal is to help the poor, the distressed, and the underprivileged.

Thank you for renewing:

Bekah Kate's Kitchen, Kids & Home
New Life Community
Advent Christian Church
All Wisconsin Mortgage
Boardman Quale Hartmann
Hohl's Propane
Foresite Software
Century 21 Affiliated
Square Tavern
Woofus Pet Spa
Hatz Financial Services
Gollmar Guest House Bed & Breakfast
Smith CPA
Jegerlehner Co.
Riverside Rentals
The Psychology Clinic
Adams-Columbia Electric Cooperative
Baraboo Kiwanis

Your Baraboo Area Chamber of Commerce Staff:

Debra Bauer
Executive Director

Brenda Gurgel
Director of Marketing & Membership Services

Sandy Gavin
Office Assistant

Wal-Mart Supercenter and Farm & Fleet have graciously offered to donate materials needed to "spruce-up" the exterior of the Visitor Center. Bill Brown is devising a plan of action and as soon as the weather cooperates, he'll be starting some much-needed landscaping for us. **Thank you all!**

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

Congratulations to Hill's Wiring celebrating 95 years of service!

In 1916, over 95 years ago, Max F. Hill began his company with a mission. And now—three generations later—Hill's Wiring is every bit as dedicated to providing quality electrical services and exceptional customer service for industrial, commercial, residential and rural clientele. Friends, clients and fellow Chamber members are invited to help celebrate!
WHEN: May 19, 3—7 pm
WHERE: 615 W. Hill St.
STYLE: Informal with food and beverage provided.

RR Donnelley is offering some printer cartridges, free of charge, to any non-profit organization that can utilize them.

They have the following:

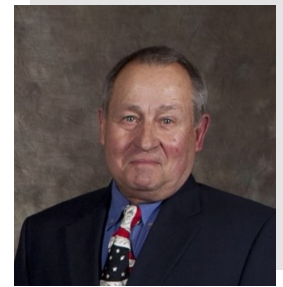
Canon FX4 1558A002AA	(1)
Canon FX1 H11-6221-220	(2)
Canon FX2 H11-6321-220	(3)
Canon G-5	(1)
Brother PC-101	(1)
Brother TN-460	(1)
HP C3906A	(1)
HP 03A	(1)
HP 92298A	(2)
HP Q7553A	(2)
HP 92295A	(1)

Contact Linda Davis at:
(608) 356-7787

Doug Hill, President of Hill's Wiring, honored with Dr. Al Dippel Community Service Award

Each year, the **Baraboo Kiwanis Club** honors unsung heroes who have given their time to multiple community projects. This year, Doug Hill is being honored. Doug, a Baraboo native, has served the Jaycees, St. Paul's Lutheran Church in Baraboo, Immanuel Lutheran Church in Merrimac, St. Clare Hospital, this Chamber, the Village of

Merrimac, Associated Builders and Contractors of WI and the Baraboo Range Chapter of the Rocky Mountain Elk Foundation. Doug is also a 31-year Kiwanian! "I've always enjoyed volunteering," Hill said. "It's hard to say no to stuff." The reception honoring Doug will take place on Tuesday, May 10, 6 pm at the Clarion. Tickets cost \$15 and are available at **Jane Franzen's American Family Insurance** office.



A well-deserved honor, Doug. Congratulations!

Monk's Benefit — Dinner & Silent Auction

On Thursday, May 12, **Monk's at the Wilderness** is holding a benefit to raise money to assist Krista Halverson (the mother of an employee) and her family as she battles with stage three ovarian cancer.

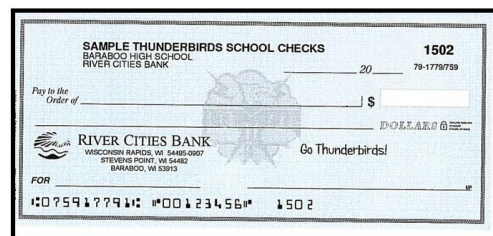
Cocktail hour begins at 5:30 pm with dinner at 6:30. The event also includes a silent auction featuring Brewer's tickets as well as various items donated by Dells & Baraboo businesses.

There are only 100 tickets available and can be purchased for \$25 at Monk's at the Wilderness or Monk's in downtown Baraboo. ALL proceeds from ticket sales & silent auction go directly to the Halverson family. Call (608) 254-6665 for more information.

River Cities Bank announces program to support local school district

Current River Cities Bank checking account holders may order customized checks highlighting the Baraboo Thunderbirds logo at no extra charge. In addition, for every check order, \$1 will be allocated back to the school district.

Those who do not have a checking account with River Cities Bank may also provide financial support for the school district by opening a direct deposit checking account. For every direct deposit checking account opened at River Cities Bank, a donation of \$25 will go to the Baraboo Schools as well as \$1 for all subsequent check orders. Call (608) 448-2535 or stop in at the bank, located at 507 Linn St. for more information.



Member Spotlight — The Memory Bank



Pam Getschman
The Memory Bank
102 4th Ave.
Baraboo
355-2665
 barboomemorybank.com

The Memory Bank opened in June 2004 and currently employs 4 part-time employees with Pam full-time. Pam was a regular customer at a local scrapbook store, but when the owner's husband became ill, she needed to sell and Pam and a business partner purchased the store.

Pam bought out her partner in 2006 and became sole owner. The decision to buy the store was made because crafting has always been a big part of Pam's leisure activities, and card-making just naturally fit in.

Pam gets many rewards from her business, including the satisfaction of helping her customers find the right touches to complete their

scrapbook pages and assisting with wedding invitations.

The many new friends Pam has made is very rewarding and she cherishes the opportunity to work with some of the most creative and talented people she's ever met.

The greatest challenge, Pam finds, is trying to predict where the economy is headed and to adjust her inventory accordingly.

To meet the needs of her customers, Pam has diversified into custom invitations, hand-made greeting cards and kits created by her employees to help bridge the gap between do-it-yourselfers and those who want the custom handmade products without the

time investment.

"Service and knowledge are the key components that set us apart from our main competition — the "Big Box" stores and on-line retailers" states Pam. "Madison is our closest independently owned competition. We won't just sell you a tool or product just for the sale, we are available to show you how it works. If we don't have what you need, we make every attempt to order it, or help find another solution.

Bottom line: Customer Service!"

Calendar of Chamber & Member Events

- May 6** **Downtown Baraboo Spring Wine Walk**—A wine tasting tour of select downtown businesses. Wine, tasty treats and a leisurely stroll with friends. Downtown Baraboo, 5—8 pm, advance tickets required. \$20
- May 7—8** **Badger Steam and Gas Swap Meet**—Gas engines, tractors, farm primitives, collectibles, tools, cars & trucks, parts. Auction on Saturday. Badger Steam & Gas show grounds, S3347 Sand Rd., 7 am—5 pm. (608) 522-4905 FREE
- May 7** **Paws for a Cause Dog Walk & Festival**—With or without your dog! Raffle, contests, games & silent auction. Classes, K-9 reps, food & more! Sauk Co. Fairgrounds, www.saukhumane.org for fees & registration. 356-2520.
- May 7** **Mile Bluff/Delton Med. Ctr. Healthy Family Fun Run/Walk**—Free kids race at 9:30 am, 5K at 10 am. Door prizes, food and more, Amanda Emery (608) 847-2737/aemery@milebluff.com for more. \$15 day of event.
- May 14** **Fair on the Square**—24th annual featuring 200 vendors, food court, live entertainment, children's activities, and festival court with games, rides and more! Rain or shine. Courthouse Square. 9 am—4 pm, 356-2937.
- May 20** **Water for Elephants Gala Premier**—Reception, red carpet arrival, circus music, details of filming and more! A joint fundraiser for the Al. Ringling & Circus World. Al. Ringling Theatre, 5—10 pm. 356-8864, \$15 per seat.
- May 21-26** **Water for Elephants Showing**—Starring Reese Witherspoon, Robert Pattinson & Christoph Waltz. Made with the help of Circus World & Int'l Clown Hall of Fame. Al. Ringling Theatre, 7 pm nightly, 3 pm matinee on 5/21 & 22. 356-8864. Adults \$7.50, Seniors/Youth \$5.50, Matinees \$5.
- May 21** **Annual Leopold Center Family Day**—Free, family-friendly event held at the Leopold Center. Hands-on activities for kids & adults. The Leopold Center, E13701 Levee Rd., 355-0279, 1-4 pm, FREE
- June 5** **Zoo Crew Day**—Annual fundraiser for the zoo. Pizza & pasta provided by Pizza Hut, served 11 am-3 pm. Children's games & activities, silent auction, arts & crafts. Ochsner Park, 355-0327, 10 am-4pm. Free admission.
- June 10—11** **Maurices Relay for Life**—If you're interested in walking with Maurices for the Baraboo Relay for Life, stop in the Baraboo store or call to get signed up. Relay at Sauk Co. Fairgrounds. Call Missy at 356-1110. Fees covered.

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Membership Directories & Window Decals are here!

2011 Membership directories and decals were mailed out to all members recently. You received one directory and one decal. If you have more than one location and need more decals, please call the Chamber office. Also, if you need an extra copy or two of the directory, please give us a call.

Our thanks to the following members who advertised in the directory:

- Baraboo National Bank**
- BrightStar**
- Ferrylanding Marine, Inc.**
- Home Care Path**
- Smith CPA, LLC**
- WI River Title Consultants, LLC**

My apologies...

I inadvertently missed naming some businesses that donated to our Annual Chamber Auction in the last *Chamber Review*. Thank you to Helen's Daughters Studio, Blackhawk Home Sales and Vodaks, Inc.

Thank you all for supporting the auction!

Golf Details:

Tuesday, June 14
12:30 Shotgun

Scramble format
Baraboo Country Club

5:30-6 pm Social time
6 pm Dinner followed by Awards & Prizes

Sponsors to date:

- Name:** Ho-Chunk Gaming
- Cart:** Cell.Plus
- Buffet:** YOUR COMPANY?
- Media:** Baraboo News Republic/Capital Newspapers
- Hole-in-One:** Don-Rick Insurance
- Putting Contest:** Pierce's Supermarkets
- Sign Sponsor:** Minuteman Press
- Hole Sponsors:** Harris Bank, Summit Credit Union, Wisconsin River Title, D.L. Gasser Construction, Moy, Borchert, Erbs & Assoc., Sauk County Abstract & Title, St. Clare Hospital, Supreme Awards, Equity Cooperative Livestock, Culver's of Baraboo, Walmart Supercenter, Baraboo National Bank, Land Title Service

Thank you all!

The statistics quoted on page 1 were supplied by the WI Dept. of Tourism. If you are interested in those and more, contact Debra at the Chamber:

2011 Chamber Golf Classic sponsored by



Yes, fellow Chamber members, it is spring and it is time for our annual Chamber golf outing!

This year, we are excited to have our friends at **Ho-Chunk Gaming** sponsor the event.

So dust off your clubs, rally together your colleagues, friends and clients and get ready for a great day at the Baraboo Country Club.

You'll find the golfer registration form inserted in this newsletter, so fill it right out and get it back to the Chamber office.

We've got some great activities scheduled for you throughout the day, ending with a delicious dinner served by the new management of the **Fore Seasons** restaurant.

Golf prices (includes cart & dinner) per player:

- Non-BCC member \$75 (by 5/31)
- BCC member \$45 (by 5/31)
- (After 5/31, \$85 and \$55 respectively.)



If you're not a golfer, think about joining us for a delicious dinner, conversation and networking.
Dinner alone is only \$25.

Golf sponsorships/hole sponsorships are still available. We are also accepting raffle & door prize donations. Call the Chamber office for more information.

We are all excited to experience the new management of the Baraboo Country Club & Fore Seasons. If you're planning an event, consider keeping it in Baraboo. **Think local!**



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



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

Recent Ribbon Cuttings



Check Advance & Pawn



GL Designs



Thompson's Jewelry



Oak Street Antiques and Yarn



WALTER D. SMITH
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