



# BARABOO AREA CHAMBER & TOURISM

## GREETINGS FROM EXECUTIVE DIRECTOR DARREN HORNBY

Putting on a circus parade when the forecast calls for intense heat and thunderstorms is no sweat at all.

Thanks to the Big Top Parade Committee, which works year-round to put on this signature event; and the staff at Circus World, who somehow find time during their busiest season to give the parade its heart and soul; thousands of circus fans from Baraboo and far beyond got to enjoy another unforgettable parade.

Where else can you see historic wagons, elephants and a camel roll down the street alongside your friends and neighbors? The parade is a throwback to an earlier time, and a wonderful opportunity for our community to show visitors the Baraboo Area's best face.

Sure, there were last-minute challenges, but in the end it was a great day for a parade. As Circus World's singing ringmaster Dave



SaLoutos would say, "May all your days be circus days!"

The parade is the Chamber's biggest event of the year, but there's still much to come.

Next week will bring our annual trip to Warner Park for a Madison Mallards game. Our party bus is filling up, but there are still some tickets available. Join us for a great night on Wednesday the 7th!

Before you know it, the summer tourism season will be drawing to a close, and it will be time for our annual Crab Boil at Devil's Lake State Park. Registration is now open for the September 9 event, which promises a relaxing evening and a delicious meal at the lake. Further details are contained in this issue of the Chamber Review.

I suppose I should mention the annual Cash Raffle, which will return once again this month and will give you a chance to win thousands of dollars. But how about we take one season at a time? With the parade in the books, it's time to take a breath and enjoy some fun - a game at the ballpark, a crab dinner by the lake - with the many Chamber members who drive this organization and its outstanding events.

It's their time, brain power and sweat that keeps the Chamber vibrant. Thanks to them, putting on major events is no sweat at all.

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# WHAT A PARADE!





# SCENES FROM THE 2019 BIG TOP PARADE

PHOTOS BY  
BEN BROMLEY  
AND KIM KLIKKO



# MALLARDS BASEBALL

## BARABOO AREA CHAMBER OF COMMERCE NIGHT AT THE BALLPARK

**August 7, 2019**  
Gates: 5:35pm | First Pitch: 6:35pm

GREAT DANE DUCK BLIND GENERAL ADMISSION  
**WHAT'S INCLUDED:**

THREE TIERS OF OPEN-AIR SEATING AND A COVERED BAR AREA IN RIGHT FIELD

**ALL-YOU-CAN-EAT  
BALLPARK FOOD**

BBQ PULLED PORK · HOPS-SMOKED SESAME PULLED CHICKEN · BONELESS WINGS · FLAME-BROILED BURGERS · STODDARD'S CLASSIC BRATWURST  
ALL-BEEF HOT DOGS · CRANBERRY WALNUT CHICKEN SALAD SANDWICHES · WATERMELON · FRENCH FRIES  
POTATO SALAD · COLESLAW · CHIPS

**BOTTOMLESS BEVERAGES**

OVER 25 VARIETIES OF CRAFT AND DOMESTIC BEER · PEPSI PRODUCTS

**2019 MALLARDS HAT**

**\$54**

WITH BEER

**\$45**

SODA ONLY



### TO PURCHASE TICKETS:

GO TO [MALLARDSTICKETS.COM](http://MALLARDSTICKETS.COM)  
IN PROMOTIONS BOX ON THE RIGHT SIDE OF THE SCREEN,  
ENTER PROMO CODE BELOW:

**BCC**

FOLLOW SYSTEM INSTRUCTIONS TO COMPLETE PURCHASE

\*Online orders include a \$1.75/ticket fee

OR CLICK THE BUTTON BELOW

<https://madison-mallards.northwoodsleague.tv/Home/SelectPromoSeats?UserPromoCode=bcc>

Questions? Contact Brayden at 608-246-4277 or [Brayden@mallardsbaseball.com](mailto:Brayden@mallardsbaseball.com)

THE DUCK POND AT WARNER PARK · 2920 N. SHERMAN AVE · MADISON, WI 53704 · (608) 246-4277 · [MALLARDSBASEBALL.COM](http://MALLARDSBASEBALL.COM)

# JULY RECAP



Social Media Lunch & Learn  
July 2



Steph Shanks and Lacey Steffes delivered an informative Lunch & Learn presentation on using social media for business.



Ambassadors Club meeting  
Balanced Rock Winery - July 22



[Tin Roof Dairy](#)  
[Great Day Brokers](#)  
Trisha's Cottage Kitchen  
[trishachurchill3609@gmail.com](mailto:trishachurchill3609@gmail.com)  
[Madalon Retirement Services](#)

**WE HAVE FOUR  
NEW MEMBERS!**

## LUNCH & LEARN



Thank you to Ken and Mary Dressen  
of Pizza Ranch for supplying lunch  
for the July 2 Lunch & Learn on  
Social Media!

## BOARD LUNCH



Thank you to Pizza Hut for providing  
the delicious lunch at the July  
Board of Directors meeting!



## **BUSINESS** **AFTER 5** **YA YA** **BEAR**

Angela Kujak, her family and the staff of Ya Ya Bear hosted a Business After 5 event July 15 at their shop on Third Street.

Dozens of Ambassadors and other well-wishers packed the shop and learned about hand-marbling scarves.



## **Want a visit from Barry?**

Barry the Discover Real Baraboo bear enjoys traveling around the community, visiting Baraboo Area Chamber of Commerce members who use the Discover Real Baraboo brand.

If your business uses the Discover Real Baraboo logos and would like Barry to visit for a photo op, contact Marketing & Tourism Coordinator Ben Bromley at [memberrelations@baraboochamber.com](mailto:memberrelations@baraboochamber.com). Ben and Barry would love to come see you!



# UPCOMING EVENTS



## **New Member Orientation**

**Thursday, August 1st Noon-1 p.m.**

We will be covering: Mission, Membership, Services, Events, Tourism, Communication, and How to Get Involved. Open to new and not-so-new members!

[Register here](#)



## **Baraboo Area Chamber of Commerce at the Madison Mallards** **Wednesday, August 7th 4:30 p.m.**

Only a few tickets remain for the Chamber's outing to the Duck Pond for a Madison Mallards baseball game. We'll meet at the Visitor Center and take a bus to Warner Park for the 6:30 p.m. game.

[Register here](#)

**Sit  
Down  
with  
Sandy**



## **Sit Down with Sandy**

**Thursday, August 8th Noon-1 p.m.**

Learn more about the online Member Information Center (MIC), set up your login and learn more about maximizing your online membership benefits. Please bring a laptop.

[Register here](#)



## **Business After 5**

**Monday, August 19, 5-7 p.m.**

Join fellow Chamber members at Top Hat Chimney and Fireplace Specialists, 401 Linn St. in West Baraboo, for Business After 5.

[Register here](#)



## **2019 annual Baraboo Area Chamber of Commerce Crab Boil** **Monday, September 9, 6-10 p.m.**

Celebrate the close of another bustling summer tourism season with a relaxing evening at the North Shore Chateau alongside Devil's Lake, and enjoy a tasty crab dinner!

[Register here](#)



## **Lunch & Learn - Attracting and Retaining Staff**

**Thursday, September 18, Noon-1 p.m.**

To win the war for talent, an organization must consider its total rewards package, which extends beyond cash compensation to include recognition programs, benefits and development opportunities. Summer Rector of QTI will discuss the leading trends your organization can adopt to attract and retain talent.

[Register here](#)

# SPOTLIGHT: A SENSE OF ADVENTURE

A Sense of Adventure's customers come away with unique goods and a clean conscience.

The downtown Baraboo shop recently celebrated its first anniversary at 512 Oak St. There, owner Jill Addy sells hand-crafted, fair-trade jewelry, accessories, home decor and pet treats. The goods are made in Wisconsin and around the world.

Jill regularly adds new product lines, such as bath items from Gifts for the Journey, which employs women who are victims of abuse, violence, exploitation and/or substance addiction.

Where else but at A Sense of Adventure might shoppers find sweaters from Ecuador, steel drum art from Haiti and dog treats from Wisconsin? All are made by companies committed to paying livable wages, maintaining safe working conditions and protecting the environment.

Jill got her start selling jewelry and decor through Trades of Hope home parties. She also sold jewelry at shows in Madison. She eventually decided to open a shop in downtown Baraboo, filling it with goods from dozens of countries. These have included colorful foam animal sculptures made from discarded sandals, jewelry made from cereal boxes and bags made at a leper colony in Bangladesh. In a bustling downtown district full of one-of-a-kind shops, A Sense of Adventure found a niche to fill.

A Sense of Adventure is open daily. Learn more at <https://www.asenseofadv.com/>



## WE'VE GOT (FAN) MAIL



Office and Operations Coordinator Sandy Gavin has a new fan in Braelyn Gaetzke of Theresa, Wisconsin.

The fourth-grader was conducting research on Sauk County and asked Sandy for help. The postcards, magazines and other items Sandy sent helped Braelyn put together a wide-ranging display.

Braelyn included information on the International Crane Foundation, Culver's, Circus World, Baraboo Candy, Man Mound Park, the Al. Ringling Theatre, Devil's Lake State Park and other points of interest.

She then sent pictures of the finished project to the Visitor Center to thank Sandy for her assistance.

Just another satisfied customer of the Baraboo Area Chamber of Commerce!

# Steam & Gas Engine Club show returns

The Badger Steam & Gas Engine Club will hold its 56th annual show Aug. 16-18 at its show grounds off Sand Road.

Every year the show brings one-of-a-kind contraptions - and thousands of visitors - to the Baraboo Area. This year's show features Minneapolis-Moline and the companies that preceded it.

The grounds are located at S3347 Sand Road between Baraboo and Reedsburg, and will be open from 7 a.m. to 5 p.m. daily Aug. 16-18. Admission costs \$10 for adults.

The 264-acre site features 25 buildings that open a window to a bygone era. Each year it attracts 1,000 exhibitors and upwards of 12,000 visitors. Each year the club's members bring different items from their vast collections, keeping the show fresh year after year.

For more information visit <https://www.badgersteamandgas.com/index.html>



## RIBBON CUTTING: BOYS & GIRLS CLUB



On July 24, Executive Director Karen DeSanto led our Ambassadors Club on a tour of the Boys & Girls Club.

Ambassadors visited the club's Technology Center, Tween Lounge, main room and newly renovated Teen Center.

We cut a ribbon at the Teen Center to celebrate the latest improvement at the club!



# BUSINESS AFTER 5 SCHEDULE

**Click to RSVP!**

[August 19 - Top Hat](#)

[September 23 - Baraboo Area United Fund](#)

[October 21 - Teel](#)

[November 11 - Collaborative Business After 5](#)

[with Bev-Mit, Breunig CPA, Agrace, Econoprint,  
Meadow Ridge and Retirement Specialists](#)

[December 9 - Ho-Chunk Gaming, Wisconsin Dells](#)



## It's time for the crab boil!

Do you like all-you-can-eat crab? Do you enjoy the North Shore Chateau at Devil's Lake? Do you want to network with fellow Chamber members? Then register now to attend the annual Crab Boil!

We start at 6 p.m. at the Chateau, with refreshments available from North Shore Concessions. By 6:30 p.m. the crab will be served along with potatoes, carrots, cole slaw, biscuits and dessert. We hope you will be part of the fun! [Register here](#)



FOURTH ANNUAL  
14  
SEPT.  
2019

5K • KIDS 1 MILE RUN



All proceeds benefit the  
Boys & Girls Club of Baraboo.

BARABOO KIWANIS PRESENTS THE 2019

# Walt Smith Charity Golf Outing

**Tuesday, August 6, 2019**  
**Baraboo Country Club**

**11:00—12:00 Registration**  
**12:00 Scramble/Shotgun Start**  
**5:00 Social & Dinner**



18 HOLES OF GOLF WITH CART & DINNER  
NON-BCC MEMBER \$90 • BCC MEMBER \$70

*Join us for a fun day of golf and camaraderie  
with friends old and new — for the benefit  
of Baraboo and all of Sauk County!*



**DON'T MISS THIS PREMIER GOLF OUTING BENEFITING  
TWO GREAT CAUSES, IN MEMORY OF WALT SMITH!**

**Download the registration forms at: [barabookiwanis.org](http://barabookiwanis.org) or  the Facebook pages for Baraboo Kiwanis and/or Sauk County Crime Stoppers Inc.**

Proceeds of this event benefit the community by helping **Kiwanis** support the children of the community and the Baraboo River Walk Project and **Crime Stoppers** raise funds for rewarding anonymous tipsters for helping solve crimes in Sauk County.



- Raffles
- Silent Auction
- Hole Prizes
- Fun!

BARABOO COMMUNITY INFORMATIONAL SESSION

# "LET'S TALK ABOUT DEMENTIA"

Gina Laack, CSW, Dementia Care Specialist will discuss:

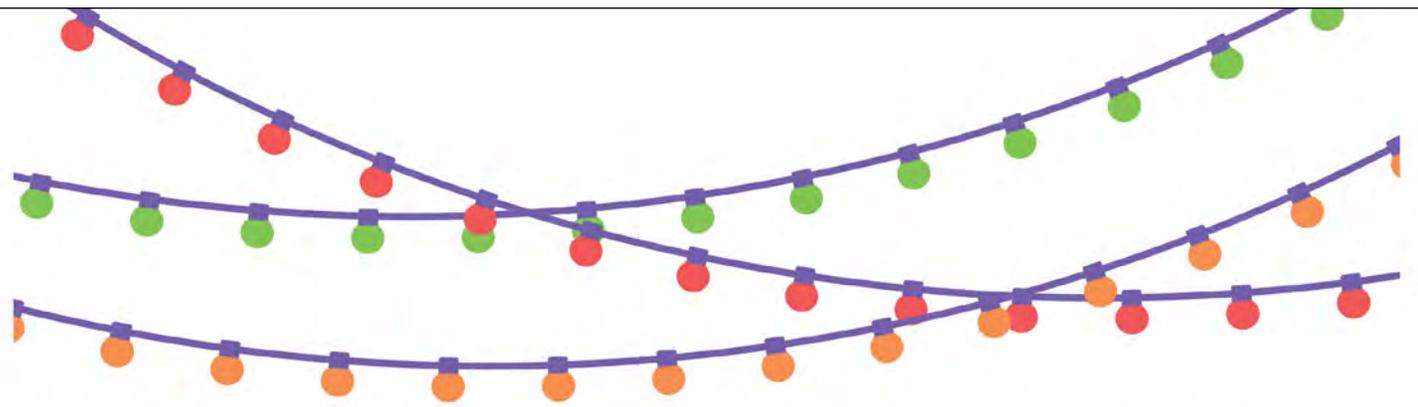
- Understanding Dementia
- The importance of taking action
- Becoming a Dementia Friendly Community

This event is free and open to the public.



**MEADOW RIDGE SENIOR LIVING**  
**1700 JEFFERSON ST, BARABOO, WI 53913**  
**JULY 30, 2019**  
**1:00 - 2:00 PM**

Contact the ADRC with any questions: (608) 355-3289



BARABOO YOUNG PROFESSIONALS

SIPS & SWINGS

Glow-in-the-Dark Golf Outing

SPONSORSHIP OPPORTUNITIES

AUGUST 23RD • FRIDAY • 7:30 PM SHOTGUN START  
FAIRFIELD HILLS GOLF COURSE  
WINERY OR BREWERY TASTINGS ON EACH HOLE

PROCEEDS BENEFIT:  
BYP'S SCHOLARSHIP FUND  
- AND -  
BOYS & GIRLS CLUB OF WEST CENTRAL WISCONSIN

More info & registration at [facebook.com/barabooyp](https://facebook.com/barabooyp)