



# BARABOO AREA CHAMBER & TOURISM

## READY TO HIT THE GROUND RUNNING

By Darren Hornby, Executive Director  
Baraboo Area Chamber of Commerce

Can you believe it's been almost a year since I joined the Chamber staff as Executive Director?

A year ago in this publication, my predecessor Bobbie Coons announced she was leaving to become Director of Development for the Circus World Museum Foundation. At that time, I was



handling community relations for Cell.Plus-U.S. Cellular. I knew plenty about Chamber operations through my role as a member of the Board of

Directors, but I was still in for quite an education!

Starting a new job always comes with a learning curve. You know, "What's my password? Where do I find a copy of the budget? How do I reload the paper towel in the

men's room?" That sort of thing.

Plus, there was some catch-up work to do, as the Chamber had been operating shorthanded. We had a golf outing to plan, dues to collect and a Marketing & Tourism Coordinator to hire!

Our irrepressible Office & Operations Coordinator Sandy Gavin, with help from Raegen Trimmer and the Board of Directors, gamely kept the ship afloat while awaiting reinforcements.

Now, a year later, Marketing & Tourism Coordinator Ben Bromley and I have coordinated each of the Chamber's key events - the Golf Outing, Big Top Parade, Crab Boil, Cash Raffle and Annual Dinner - once. After we wrap up late winter-early spring duties such as arranging promotional campaigns and planning for summer events, we will have completed the annual cycle.

I'm looking forward to hitting the ground running in my second

year leading the Chamber. Now that we have our feet under us, Ben and I are planning new initiatives such as Wake Up Baraboo breakfast networking sessions, industry roundtable meetings and a Milwaukee Brewers game outing. Our 2020 marketing plan includes revamping baraboo.com with help from Skillet Creek Media. We will be contracting with Visit Widget to place a virtual tour guide on the site. With help from our partners, we're working to secure a JEM grant from the Wisconsin Department of Tourism that will help us share the Discover Real Baraboo brand and undertake additional promotional efforts that will bring visitors to the Baraboo Area.

It has been a busy, challenging and rewarding year. I'm excited about starting my second year at the helm. With your help, we'll continue to improve our favorite annual events and establish some new traditions!

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# Taking ourselves out to the ballgame

Join your fellow Chamber members for a new event this spring, an outing to Miller Park for a Milwaukee Brewers baseball game!

Last year's trip to see a Madison Mallards game got a great response. This year, we're taking things up a notch to the big leagues. We've arranged for a block of Loge Outfield seats and bus transportation to the Saturday, May 2 game against one of the Brewers' fiercest rivals, the St. Louis Cardinals.

For \$60, participants will get a ticket and a bus ride from the Visitor Center to Miller Park and back. The bus will leave at 3 p.m. First pitch is set for 6:10 p.m. The bus will return after the game

## IT'S MILLER TIME!

Baraboo Area Chamber of Commerce  
outing to see the  
**MILWAUKEE BREWERS**  
**SATURDAY, MAY 2**

\$60 pays for Loge Outfield ticket and  
bus transportation (departs 3 p.m. for 6 p.m. game)



ends, returning to Baraboo sometime after 11 p.m.

We hope this new event will be a real hit among hard-core baseball nuts

and casual fans, whether they come as families or couples or groups of friends. To register, click [here](#) or on the icon above.

## ECONOMIC FORECAST SUMMIT



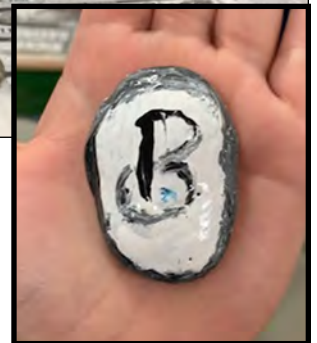
Dr. Steven Deller of the University of Wisconsin-Madison Department of Agriculture and Applied Economics led an Economic Forecast Summit on February 3rd at the Visitor Center, detailing how employment levels, sales figures and housing trends dictate the local economy.



# This project totally rocks

Each class at Al Behrman Elementary School has a Community Connection. Wouldn't you know it, Mrs. Bromley chose the Chamber to be her fifth-grade class' Community Connection!

Her husband Ben (our Marketing & Tourism Co-ordinator) periodically visits the class to talk about Chamber activities. This month, the class decided it wanted to paint rocks with the Discover Real Baraboo brand and distribute them around the community as part of the Baraboo Rocks project. Look for rocks bearing the Baraboo "B" around the community this spring!



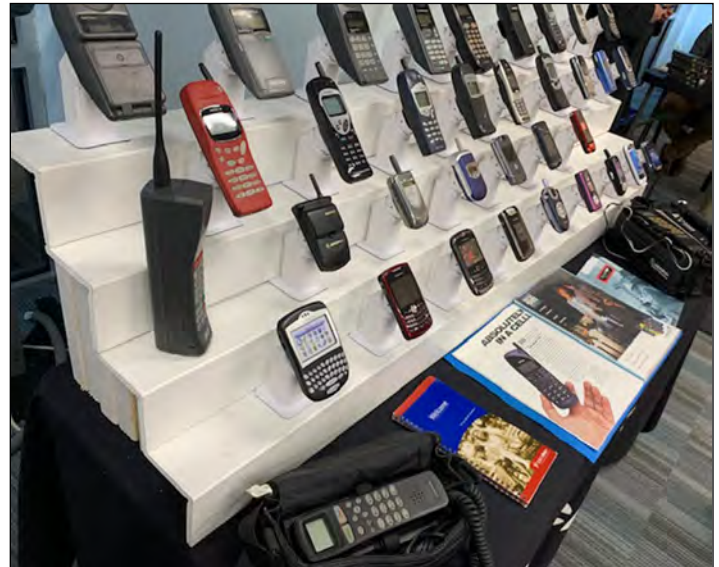
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**LAS MILPAS RESTAURANT**  
6084773427

A promotional banner for Las Milpas Restaurant. The background shows a bowl of food. On the right, a woman in a pink shirt is smiling and gesturing. The text includes the restaurant's name, a phone number, and a website URL.



# BUSINESS AFTER 5 AT CELL.PLUS



## Business After 5 schedule

- March 9 - [Agrace Hospice](#)
- April 6 - [HealthSource Chiropractic](#)
- May 11 - [Baraboo State Bank](#)
- June 22 - [Wildside Adventure Sports](#)
- July 13 - [International Crane Foundation](#)
- August 10- [St. Clare Hospital](#)
- September 21 - [Ski-Hi Fruit Farm](#)
- October 26 - [Don-Rick Insurance](#)
- November 16 - [Aspire Salon Suites](#)
- December 14 - [Ho-Chunk Gaming](#)



Cell.Plus/U.S. Cellular celebrated its 25th anniversary by hosting the February 17 installment of Business After 5. Andy Kamla talked about the business' modest beginnings and displayed outdated cell phone models that showed how much

mobile technology has evolved. About 50 members braved a snowstorm to network with one another, enjoy food served by Amber Giddings of Glacier Rock, and walk away with raffle prizes. See you March 9 at Agrace Hospice!



**BUSINESS**  
*After* 5

All the slots for 2020 Business After 5 events have been filled, but we're looking for Wake Up Baraboo hosts. Hosts for these morning networking sessions will be asked to provide breakfast and a place to meet. For information call 356-8333.



# FEBRUARY RECAP



Jack Chaperon has joined the Baraboo Area Chamber of Commerce staff through Baraboo School District's Transition Plus Program, which serves special needs students ages 18-21.

Working under the supervision of special education teacher Shelley Mordini and under the tutelage of our Executive Director Darren Hornby, Jack will do data entry five hours a week.



Ambassadors Club meeting at Glacier Rock • Feb. 24



The February installment of Sit Down with Sandy was a family affair, with Sandy Gavin's sister Michelle Dent attending! Stop in at noon on the second Thursday of each month to learn about all the Chamber has to offer. [Registration](#) is open for the March 12 installment!



**Welcome to our new members!**

[Pierce's West Express](#)

[Hilton Garden Inn](#)

[Workplace Elevation](#)

[Uno Pizzeria and Grill](#)

[Devil's Lake Climbing Guides](#)

[Friends of Devil's Lake](#)

[Staybridge Suites](#)

[Letendre Group](#)

[The Crystal Room](#)

[La Quinta by Wyndham](#)

## Job Fair is March 18

The University of Wisconsin-Platteville Baraboo/Sauk County will host a Job Fair on March 18 from 3-5:30 p.m. Interview with more than 40 local employers in construction, food service, hospitality, manufacturing, retail and more. Full-time, part-time, and summer jobs available.

Applicants from age 16 and older welcome. Interviews on the spot. Hourly prizes.

Cost is \$35. There's also a \$25 door prize that can be used as an incentive for attendees. The Job Fair will be held at the campus science building. For information, contact Jason Schulte at [schultejas@uwplatt.edu](mailto:schultejas@uwplatt.edu)



# RIBBON CUTTING: DEZ TACTICAL ARMS



DEZ Tactical Arms hosted an open house and ribbon-cutting ceremony February 19 at its new facility off South Boulevard. A family business, [DEZ](#) offers indoor range shooting, gun and accessory sales, gunsmithing and classes. The open house featured a raffle, a catered lunch and a look at DEZ's classroom, showroom and indoor range. The Zawistowskis describe the growing business as "a hobby gone wrong." Dwayne, Sherry and their son Brian ran a retail store in Wisconsin Dells before building in Baraboo.



# UPCOMING EVENTS



## **New Member Orientation** Thursday, March 5th, Noon-1 p.m. Visitor Center

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](#)



## **Business After 5** Agrace Hospice Monday, March 9th from 5-7 p.m.

Check out Agrace's newly expanded regional office at 1670 South Boulevard in Baraboo, and learn about the around-the-clock care the agency offers over several nearby counties!

[Register here](#)

**Sit  
Down  
with  
Sandy**



## **Sit Down with Sandy** Thursday, March 12th, Noon-1 p.m. Visitor Center

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](#)



## **Lunch & Learn by Gateway Metabolic Weight Loss and Pizza Ranch** Thursday, March 19th, Noon-1 p.m. Visitor Center

Pizza Ranch co-owner Mary Dressen will discuss her success on the Gateway Metabolic Weight Loss program. She also will share tips from a restaurant owner's point of view about eating from menus and buffets, as well as her personal food preparation techniques.

[Register here](#)



## **BOARD LUNCH**

Thank you to Culver's providing lunch for the February Board of Directors meeting!





## Enroll now in leader program

Applications to participate in the 2020-21 session of the Sauk County Institute of Leadership are now available [online](#).

SCIL is a leadership laboratory that helps participants explore leadership philosophies and methods, expand their skills to promote personal and community changes, think critically to analyze and address issues, and build collaborative networks.

The “early bird” deadline to apply for SCIL is May 1. The final deadline to apply is June 1.

Interested individuals should complete the application on the SCIL [website](#) and turn it in.

## BHS seeks advertiser, sponsor support for spring musical

Baraboo High School will present the musical “Freaky Friday” March 13-15.

It takes a lot of time, effort and money to produce a musical. As the program has no budget, it completely relies on ticket/ad sales and sponsorships to offer this experience to students and the community.

The BHS drama department is looking for businesses/ individuals interested in purchasing advertising space in the program booklet (which

approximately 1,000 people will see) or becoming one of the three marquee sponsors. Forms and payment are due March 5.

Please click [here](#) to see the get more information, or send email to Griffin James at [gjames@barabooschools.net](mailto:gjames@barabooschools.net).

The musical is based on Disney’s hit “Freaky Friday” films. When an overworked mother and her

teenage daughter switch bodies, they have just one day to put things right again.



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**BUSINESS AFTER 5  
PRE-SPRING BREAK  
CELEBRATION  
Monday,  
March 9, 2020  
Agrace Office  
1670 South Blvd  
(across from Walmart)**

Join Agrace for a Pre-Spring Break Beach Party.

Catering from the one and only Amber Giddings!!

Refreshments with tiny umbrellas!

Door prizes!!

