



# BARABOO AREA CHAMBER & TOURISM

## PROST! OKTOBERFEST IS COMING TO TOWN

By Darren Hornby, Executive Director  
Baraboo Area Chamber of Commerce

We focused most of this month on selling Cash Raffle tickets and promoting the Discover Real Baraboo brand, but we also made a little time to roll out the Chamber's newest event: Oktoberfest, coming in September 2020.

A planning committee has been meeting diligently to organize Oktoberfest. We're still working on selecting a venue, but please save the date: September 26.

Why Oktoberfest? Well, I'll admit that I'm an aficionado of Bavarian culture. Finding appropriate garb for the event won't be difficult, as I already own lederhosen and other pieces of traditional German clothing.

But more importantly, an Oktoberfest celebration in the Baraboo Area would fill a geographical void. Because so many Wisconsinites' families have German roots, there are Oktoberfests across the state each September, particularly in the Milwaukee, Madison and Fox River Valley areas. But there isn't one between Madison and La Crosse. That's why I think there's a niche to be filled with German bands, pretzels and Oktoberfest beer. That's the kind of party Baraboo Area residents will get behind, and one that's sure to draw visitors from across the region.



We have 10 months to plan and promote this authentic ethnic festival, so let's move on to more pressing matters. The final push is on to sell the re-

maining tickets in this year's Cash Raffle. We have until the drawing party Nov. 16 to sell what's left of the 1,200 tickets and raise money to support the Chamber's efforts to promote the local economy.

For anyone looking for a sales pitch, here's mine: The Cash Raffle is a great opportunity to win a major cash prize (\$5,000 or \$3,000 or \$2,000) for a modest investment of \$25. But even if you don't win any of the prizes, your raffle ticket gets you into a Wisconsin Badgers football game party at Baraboo Arts Center featuring free pizza provided by Gem City Saloon, free beer provided by Port Huron Brewing, and the game on a big screen provided by Baker Staging. That's worth \$25 right there!

Fundraisers like the raffle help us promote the Baraboo Area. Recently we've put the Discover Real Baraboo brand on billboards, yard signs and advertisements locally. Next we'll expand it regionally to entice potential visitors to discover this wonderful community's authentic charms.

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# Chamber, partners using brand

Following up on this summer's rollout, the Chamber and its partners have been working to familiarize local residents with the Discover Real Baraboo brand.

Next we'll spread the brand to other communities to attract visitors to the Baraboo Area and encourage people to do business here.

We hope you've seen the "Discover Real Baraboo" brand on billboards, yard signs, print advertisements and social media over the past month. All bear the "Discover Real Baraboo" slogan and the "Baraboo B" logo. Many of these pieces refer to the Chamber's website - [baraboo.com](http://baraboo.com) - where there's a page dedicated to explaining how the brand came about, and what it was designed to accomplish.

Five partners joined forces to develop the brand: The City of Baraboo, Village of West Baraboo, Downtown Baraboo Inc., the Business Improvement District and the Chamber. The goal was to develop a slogan, logo and color scheme all the partners could use to promote the Baraboo Area as a destination through cohesive, cooperative messaging.

Each individual entity has its own logo, of course, but if everyone incorporates the "Baraboo B" into their marketing materials as a secondary logo, it'll reinforce the message that



the Baraboo Area is working as one to brand and promote itself.

To that end, the Chamber and its partners invested significant resources

this fall in paying for billboards, yard signs, print ads and [social media blasts](#) featuring the brand. We even handed out temporary tattoos bearing the "Baraboo B" at the fall Night Market! We want consumers far and wide to recognize that when they see that "B," they know it's coming from Baraboo.

After introducing the brand locally, the partners began targeting communities north and west of the Baraboo Area, using billboards, social media and radio ads. Rather than spend marketing dollars in metropolitan areas that already have myriad shopping options, the committee opted to target smaller nearby communities that don't enjoy Baraboo's breadth of national retailers, independent shops, restaurants and recreational opportunities.

As part of the branding effort, the partners' Brand Committee is developing plans for new roadway signs to be placed throughout the city and village. The [baraboo.com](http://baraboo.com) website will be revamped to better serve visitors using smartphones.

Chamber partners such as Downtown Baraboo Inc., along with individual businesses, have begun using the brand in their marketing efforts. You can look forward to seeing a lot of that familiar "B" during the upcoming holiday shopping season, in the Baraboo Area and beyond!



# Crunch time for the Cash Raffle

We have less than two weeks to finish selling our 1,200 Cash Raffle tickets. It's time to hit the gas as we approach the finish line!

Here at the Visitor Center we have plenty of tickets available, so if you think you can sell some - or would like to buy some - please let us know. Sales will continue until our drawing party Saturday, November 16.

The Cash Raffle is an important fundraiser that supports everything the Chamber does to boost the Baraboo Area's economy. This year, we tweaked the format: Rather than offer 600 tickets at \$50 each and handing out a single, \$10,000 prize, we decided to reduce the price to \$25 and offer three cash prizes. This year, winners will walk away with prizes of \$5,000; \$3,000; and \$2,000. Our hope is that a reduced price and increased odds of winning will stimulate ticket sales.

The Ambassadors Club and the Chamber staff have championed this fundraiser, and many Chamber members have stepped up to buy tickets. As the drawing party approaches, we're pulling for a fantastic finish!

Remember, every ticket holder is invited to the drawing party, to be held at the Baraboo Arts Center during the Wisconsin Badgers football game on the 16th. The party will feature Gem City pizza, Port Huron beer and the big game on a big screen presented by Baker Staging.



For anyone looking to buy tickets or pick up some to sell, Cash Raffle tickets are available at the Visitor Center, 600 W. Chestnut St. If you need the Chamber staff to deliver, please call (608) 356-8333 or send email to [memberrelations@baraboochamber.com](mailto:memberrelations@baraboochamber.com).



## WE HAVE SEVERAL NEW MEMBERS!

Globe Life - Family Heritage Division  
[hdennis@legacyserices.com](mailto:hdennis@legacyserices.com)  
[Andersen Baraboo Manufacturing](#)  
Blue Owl Cakes & Catering  
[blueowlcandc@gmail.com](mailto:blueowlcandc@gmail.com)



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# BUSINESS AFTER 5 AT TEEL PLASTICS

Teel Plastics hosted last month's installment of Business After 5 on October 21. In addition to taking a tour of the plant, participants got a sneak peek at the Chamber's new event, Oktoberfest, coming September 26, 2020. A few lucky attendees even walked away from Business After 5 with raffle prizes!



Christian Herrild and other Teel staffers told the crowd about the many plastics products the company makes. After the tours, the group enjoyed food from Monk's at the Wilderness. The Chamber provided Oktoberfest beer and, led by Executive Director Darren Hornby and Board President Nicole Marklein in full costume, gave the crowd a taste of next fall's event.



# Visitor Guide ad deadline extended

Thanks to dozens of members showing interest, the deadline to advertise in the 2020 Community & Visitor's Guide has been extended to November 10.

Jacklyn Ewerdt of Towns & Associates has been working with Chamber members interested in placing advertisements in this widely distributed publication. The Baraboo Area Chamber of Commerce will have 20,000 copies of this magazine-style piece printed, and will distribute them at high-profile locations in Baraboo and beyond. It also will appear online at [baraboo.com](http://baraboo.com).

Featuring a map, business listings and an event calendar alongside articles and images showcasing the Baraboo Area's charms, the Guide is a comprehensive reference for residents and tourists alike.

Jacklyn can be reached at (920) 291-5005 or [jacklynnewerdt@gmail.com](mailto:jacklynnewerdt@gmail.com). Towns & Associates offers free design services for display ads. Ad rates range

from \$450-\$2,600 for four-color ads.

Many members already have committed to appear in the publication:

- Ho-Chunk Gaming
- Pointon Heating & Air Conditioning
- Terrytown Plumbing, Heating & Cooling
- Wisconsin River Title
- Don-Rick Insurance
- Sheila Link-American Family Insurance
- Agrace
- DEZ Tactical Arms
- A Sense of Adventure
- Circus World
- Pizza Ranch
- Ringling House Bed & Breakfast
- Hill-Dale Veterinary Care
- Mid-Continent Railway Museum
- Baraboo Candy Company
- Willowood Inn
- Baraboo River Canoe & Kayak Rentals
- International Crane Foundation
- WCCU Credit Union



- Minuteman Press
- Concerts on the Square
- Corner Drug Store
- Balance Rock Winery
- Domino's
- SSM Health-
- St. Clare Hospital
- Fawn Creek Winery
- Gavin Bros
- Auctioneers
- Bekah Kate's
- Balanced Rock Body Works
- Devil's Lake Boat Tours
- School District of Baraboo
- Coffee Bean Connection

- Oak Park Place
- The Grainery
- SSM Health at Home
- Clarion Hotel & Glacier Rock
- Community First Bank
- MBE CPA'S
- Re/Max Grand
- Al. Ringling Mansion



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e: [jmadalon@charter.net](mailto:jmadalon@charter.net)



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## Medicare 101 Seminar

Baraboo Area Chamber of Commerce, 600 W Chestnut St. Baraboo, WI 53913 Next to Festival Foods

- |                 |               |
|-----------------|---------------|
| • October 10th  | 2:00pm-3:30pm |
| • October 15th  | 4:30pm-6:00pm |
| • October 17th  | 2:00pm-3:30pm |
| • October 22nd  | 4:30pm-6:00pm |
| • October 24th  | 2:00pm-3:30pm |
| • November 12th | 4:30pm-6:00pm |
| • November 19th | 4:30pm-6:00pm |
| • December 3rd  | 4:30pm-6:00pm |
| • December 12th | 2:00pm-3:30pm |



## Jeanie Madalon, MBA

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[www.madalonretirementservices.com](http://www.madalonretirementservices.com)

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## RIBBON CUTTING: CBD KINGS



Welcome to new Chamber member CBD Kings! The shop is located at 507 Ash Street, where owner Darius Clements sells oils, edibles and other CBD products. All are legal and licensed, and can work wonders for conditions ranging from anxiety to sleeplessness to everyday aches and pains.

## RIBBON CUTTING: WELLBEING HEALING



[Wellbeing Healing Services](#) has joined the Chamber! Christopher Braddy helps clients care for their body, mind and spirit by offering therapeutic massage, energy work, reiki and reflexology. Working from a home office, the 23-year veteran of the industry is open by appointment. Find Wellbeing Healing Services on Facebook to learn more!



## **RIBBON CUTTING: GLOBE LIFE**



Globe Life - [Family Heritage](#) Division has joined the Chamber! Hayli Evans and Robin Crow offer financial backup plans to individuals, families and businesses locally. Family Heritage pays cash to those who face accidents, heart issues or cancer. Policy holders get their money back, either via claims, staying healthy or a combination of the two.

## **RIBBON CUTTING: ASPIRE SALON**



[Aspire Salon Suites](#) has joined the Baraboo Area Chamber of Commerce! Deb Burroughs and her partners have created a community of independent salons at 507 Hitchcock St. that offer services such as hair styling, massage and skin care; as well as dermaplaning, halotherapy, cryoslimming, infrared sauna sessions and permanent makeup.



# RIBBON CUTTING MADALON RETIREMENT SERVICES



[Madalon Retirement Services](#) officially joined the Chamber on October 24! Jeanie Madalon advises clients on Medicare supplement part B and part D plans, as well as dental, cancer and life insurance. She also helps clients roll over their 401(k)s into safe annuities.

**Would you like a Toys for  
Tots donation box  
at your business?**



**Contact Haley Melby  
Adams-Columbia Electric Co-op  
P: (800) 831-8629  
E: [hmelby@acecwi.com](mailto:hmelby@acecwi.com)**





# RIBBON CUTTING: TIN ROOF DAIRY



**Tin Roof Dairy** was officially welcomed into the Chamber on October 18 with a ribbon cutting at its Third Avenue location. Tin Roof is an old-fashioned, 1930s-style ice cream parlor.



Owner Michael Yount and his staff serve ice cream, coffee and treats, not to mention sodas and phosphates made at a recently installed soda fountain.

Tin Roof also has a private party room featuring a working model train.

Michael said Tin Roof had a busy opening summer and is looking forward to being a long-term part of the local business community!





# UPCOMING EVENTS



## New Member Orientation

Thursday, November 7th, 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](#)

Sit  
Down  
with  
Sandy



## Sit Down with Sandy

Thursday, November 14th, 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](#)

Collaborative  
Business After 5

## Business After 5

Monday, November 11th, 5-7 p.m.

Several Chamber members will join forces to present Business After 5 at Retirement Specialists on Broadway! Network with fellow Chamber members and learn a bit about Agrace Hospice, Econoprint, Meadow Ridge and Retirement Specialists!

[Register here](#)

**A \$25 TICKET COULD WIN YOU \$5,000!**  
in the 2019 Baraboo Area Chamber of Commerce

## CASH RAFFLE

620 W. Chestnut St., Baraboo, WI - Raffle license # R0036121-A-61674

**3** BIG CASH PRIZES

- \* \$5,000
- \* \$3,000
- \* \$2,000

**BARABOO AREA CHAMBER & TOURISM**

TICKETS AVAILABLE AT [BARABOO.COM](http://BARABOO.COM)

Tickets will be on sale until the drawing Saturday, Nov. 16 or until they sell out. Winners will be drawn at a party for raffle ticket holders at Baraboo Arts Center during halftime of the Wisconsin Badgers-Nebraska Cornhuskers football game.

SPONSORED BY **BARABOO**

## Cash Raffle Drawing Party

Saturday, November 16, 11 a.m.

Join us for a Wisconsin Badgers football game party at Baraboo Arts Banquet Hall. Gem City Saloon will provide pizza, Port Huron Brewing will serve beer and Baker Staging will put the game on a big screen. The raffle ticket you bought gets you in to the party. At halftime, we'll draw the three winning raffle tickets!



## Lunch & Learn: "Hip & Knee Pain: Causes and Treatment Options"

Thursday, November 14 from noon - 1 p.m. at the Visitor Center  
Orthopedic surgeon Dr. Andrew Livermore will discuss symptoms of arthritis and preventive ways to minimize joint pain and slow down its progression. Learn about surgical options for total knee, partial knee and total hip replacement, including the latest MAKO robotic-arm assisted technology used by surgeons at SSM Health St. Clare Hospital in Baraboo.

[Register here](#)



# OCTOBER RECAP



Gateway Metabolic Weight Loss  
Lunch & Learn • October 24



Barry at Al Behrman Elementary • October 9



Trinity Gunshot Alarm System training  
September 30



# OCTOBER RECAP



Ambassadors Club meeting at T-bird Lanes • Oct. 14



On the air with 99.7 MAX FM • Oct. 21



Thank you to Blue Owl Catering for providing the delicious lunch at the October Board of Directors meeting! They're a new Chamber member, with Valarie and Ronald Dombroski having taken over the former TJ's Catering.

## BOARD LUNCH





DETERMINATION. PERSONAL RESPONSIBILITY.  
CHALLENGES. OBSTACLES. OPPORTUNITY.

# DO DIFFERENT 2020



AS WE ENTER THE NEW YEAR, WHAT DO YOU WANT TO DO  
DIFFERENT IN 2020...IN YOUR PERSONAL LIFE,  
PROFESSIONAL LIFE, YOUR BUSINESS, AND WORKPLACE?

WE HAVE GATHERED EXPERTS TO HELP CHALLENGE YOU,  
ASK QUESTIONS OF YOURSELF, AND YOUR WORKPLACE

## SCHEDULED TO APPEAR:

### GEORGE KOONCE

FORMER GREEN BAY PACKER  
"DREAM BIG, WORK HARD, BE INSPIRING"

### SIDNEY FRIEDMAN

ONE OF AMERICA'S TOP MENTALISTS  
"THE POWER OF YOUR MIND"

### LINDSEY HEISERMAN

AUTHOR, LIFE COACH, ATHLETE  
"MENTAL, EMOTIONAL, AND PHYSICAL WELLNESS"

### SUZY SIMONSON

BEST SELLING AUTHOR AND SUCCESS STRATEGIST  
"STROKE TO SUCCESS"

### WENDY BABCOCK

TEAM BUILDING COMMUNICATION SPECIALIST  
"CREATING A COMPLAINT FREE WORKPLACE"

### PAULA GILBECK

PUBLIC RELATIONS SPECIALIST  
"PROTECTING YOUR REPUTATION IN A CRISIS"

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# Meadow Ridge Senior Living

invites you to

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---

**Tuesday, November 12th | 2 pm**

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**Refreshments provided!**

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[kluther@elderspan.com](mailto:kluther@elderspan.com).



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[meadowridgebaraboo.com](http://meadowridgebaraboo.com)

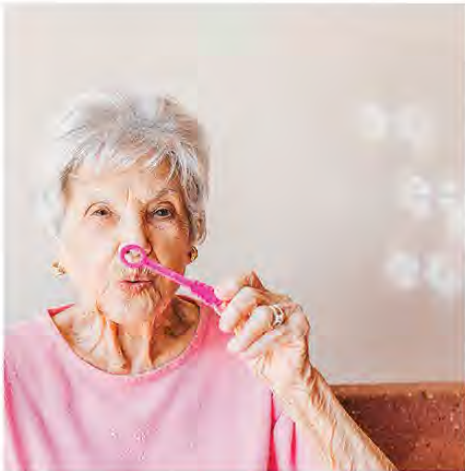


# BEGINNING THE BEST DECADE: 60 YEARS AND BEYOND

This is a **free**, public event open to **Sauk County residents** preparing for retirement, exploring retirement currently, or living with/ caring for someone who has retired. The focus of the conference is to **celebrate active and healthy living**, as well as empower local residents to be part of the health, financial, and social decision-making systems, services and activities that make up their daily life as Sauk County residents.

Whether you come for the whole day, a half a day, or just to hear a specific speaker or attend a specific workshop - make sure you register as soon as possible. **Attendance is free to the public, and the number of spaces is limited, so spots are anticipated to fill up fast!**

A schedule of the days events and more information can be found at [sauk.extension.wisc.edu](http://sauk.extension.wisc.edu) or if you call 608-355-3250.



November 16 | 8 am - 4 pm  
Baraboo High School

**VISIT SAUK.EXTENSION.WISC.EDU FOR  
MORE INFORMATION OR TO REGISTER**

