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A look back at the annual Crab Boil at Devil's Lake  
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Place an ad in the 2020 guide for visitors & residents  
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# BARABOO AREA CHAMBER & TOURISM

## READY TO GET BRANDED WITH OUR BRAND

By Darren Hornby, Executive Director  
Baraboo Area Chamber of Commerce

I've worn my "Cash Suit" around town to promote the Chamber's Cash Raffle. I've worn green Chuck Taylors daily to remind everyone who sees me that this campaign is under way. And now I, along with Chamber Board President Nicole Marklein, am prepared to take things up a notch.



If the Chamber's Ambassadors Club and its Board of Directors sell all 1,200 tickets available in this year's raffle, I will get a tattoo depicting the "Baraboo B"

logo. So will Nicole. Do you accept our challenge?

This brilliant idea came to us during the Baraboo Young Professionals' fall Night Market, where Chamber staff and volunteers distributed free temporary tattoos

showing the "B" inside a relief in the shape of Wisconsin. Some people stopped by the Chamber booth to buy raffle tickets, but many more came in search of temporary tattoos.

Nicole and I got to thinking: What if we got tattoos of the Baraboo "B" - permanent ones?

Maybe we were delirious after a long work week. Maybe we were still recovering from the Crab Boil earlier in the month. Or maybe we just really, REALLY want this raffle to be a success. Even after getting a night to sleep on it, we agreed to put our flesh on the line.

With six weeks remaining in the campaign, about half those 1,200 tickets have been distributed for sale. That means we all have a lot of work to do.

But here's the good news: This raffle is an easy sell. Each ticket costs only \$25 this year, half of last year's price. And now there are three prizes, rather than one. First prize is \$5,000. Second is \$3,000; third is \$2,000.

Even if ticket buyers don't win any of the big prizes, they'll have



something to show for their purchase. (Besides the heartwarming knowledge that they've supported the Chamber, and possibly playing a role in having me and Nicole branded with the Baraboo Area brand.) They'll gain entry to a November 16th drawing party at Baraboo Arts that will feature free pizza from Gem City, free beer from Port Huron Brewing, and a view of that day's Wisconsin Badgers football game on a big screen provided by Baker Staging. That's worth 25 bucks right there!

Please stop in at the Visitor Center today to buy your tickets, or to pick up tickets to sell. I am ready for ink!



# CRACKING UP FOR CRAB

Chamber Crab Boil  
caps another busy summer



Our members filled the North Shore chateau at Devil's Lake State Park on September 9 for the annual Crab Boil. Sponsors and volunteers carried the day, with Broadway Diner furnishing cupcakes for dessert (above) and volunteers spending the evening serving food and handling registration.





The cooking crew always has things under control, as do the volunteers who cover two shifts. Crabby the Crab (below right) would like to thank Devil's Lake Concessions and sponsors Sysco Foods, KFC, Pierce's Fresh Express, Pizza Ranch, Broadway Diner - as well as all the Partner Package sponsors - for making the event happen!



# Chamber offers benefits through AVID

The benefits of joining the Baraboo Area Chamber of Commerce have expanded with the organization's new partnership with one of its members, AVID Risk Solutions.

The Chamber of Commerce is offering its members the opportunity to protect themselves and their employees with benefits that AVID offers, called the Baraboo Chamber Bundle. Current members will qualify for disability, dental, vision, and term life insurance benefits, among others.

Unlike other chamber plans, the Baraboo Chamber Bundle allows owners of small businesses the opportunity to offer benefits to their employees affordably. It also allows solo entrepreneurs and nonprofit executives the chance to buy benefits through the Chamber.

With the Chamber Bundle, employees will receive one-on-one benefit counseling sessions to help them enroll in the plan and understand their benefits.

"This partnership makes membership in the Chamber even more valuable," Baraboo Area Chamber of Commerce Executive Director Darren Hornby said. "We're excited about the opportunity to help deliver insurance benefits



to our members."

Chamber members can apply for accident insurance and critical illness insurance, as well as the products mentioned above. With Colonial Life, benefits are paid directly to enrollees, who can continue coverage with no increase in premium when they retire or change jobs. Claims are paid regardless of any other insurance a policy holder may have with other companies.

"With the hours of work put into this offering, I am excited to roll these benefits out to the Baraboo Area Chamber

of Commerce and its members," said Dan Selz in partnership with AVID. "They're going to love our benefits and services."

Open enrollment begins Oct. 9. AVID will hold an enrollment session Oct. 9 from noon to 4 p.m. at the Chamber of Commerce Visitor Center, 600 W. Chestnut St. in West Baraboo. To learn more and to schedule an appointment for these benefits, visit <https://flimp.me/Baraboo>. For additional information call the Chamber of Commerce at (608) 356-8333.

## Reserve your spot now for 2020 visitor guide

Ad deadlines coming up  
in November

Want to put your stamp on the 2020 Baraboo Area Community and Visitor's Guide? Connect with Jacklyn Ewerdt of Towns & Associates to place an advertisement in this widely distributed publication.

The Baraboo Area Chamber of Commerce will have 10,000 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 newly expanded 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 is now soliciting ads for the publication, with November deadlines looming. She'll be available at the Visitor Center from 11 a.m. to 4:30 p.m. on Wednesday, October 2nd. Otherwise, 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.





# **BUSINESS AFTER 5 - UNITED FUND**



Baraboo Area United Fund hosted a Business After 5 gathering September 23rd at the Visitor Center, assembling many of the local nonprofits it supports, as well as dozens of Chamber members!

BAUF announced its annual disbursements to local charities, which numbered in the thousands of dollars to each organization. The event gave those nonprofits an opportunity to discuss their organizations with Chamber members. To top it off, the evening featured raffle prizes and great food by [Baraboo Burger Company!](#)



# RIBBON CUTTING TRINITY GUNSHOT ALARM SYSTEM



[Trinity Gunshot Alarm System](#) officially joined the Chamber with a ribbon cutting at the Visitor Center on September 5. The brainchild of Stacy Jax of Baraboo, the system is designed to notify occupants of buildings whenever gunshots are fired, thus alerting potential victims to mass shootings.

Designed for schools, government buildings and large businesses, the system uses sensors to detect gunshots. Once it kicks into action, in mere seconds, the system issues public address announcements within the building, alerts emergency responders and pinpoints the gunshot's origin, allowing it to be tracked via smartphone app and in-building video displays.

Working with Drew Smith of Baraboo and experts around the country to develop and market this technology, Stacy said Trinity has generated tremendous interest from school systems and other potential clients across America. Trinity started with research and development in 2015. It's owned by Stacy, Drew, Scott Gile and Matt Gile.



# RIBBON CUTTING: ROBERT HENRY SALON



Robert Henry Salon joined the Chamber on September 4 with a ribbon cutting at 143 Third Street.

Previously operating under different names under longtime owner Lisa Turner, the salon now bears the name of her father. She now counts her daughter Sophie as a partner.

Robert Henry is a holistic skin and hair studio that encourages beauty from the inside out. It's an organic salon offering full body waxing and makeup.

The Turners proudly use eco-friendly products.



## WE HAVE SEVERAL NEW MEMBERS!

[Skillet Creek Media](#)

[Family Heritage](#)

[Tumbled Rock Brewery](#)

[McReath Orthodontics](#)

CBD Kings, 506 Ash St.

[Angels & Arrows Boutique](#)

# RIBBON CUTTING: BMG RAILROAD



**BMG Railroad Contractors and Circus City Woodworks recently opened a shop on Lake Street next to Culligan Water. Theirs is one of the few shops in America that combines a machine shop and wood shop dedicated to restoring and maintaining steam engines and rail cars.**



**The shop currently houses the decommissioned U.S. Army 5002 locomotive, which is undergoing a full restoration. A relatively new Chamber member, BMG Contractors invited the public to its first open house September 21. Attended by board members and the locomotive's owners, the daylong event featured a ribbon cutting, raffles and cupcakes delivered via model train!**

**Locomotive 5002 was purchased by Brett Goertmoeller and Bruce Crawford of BMG. Their mission is to rebuild the engine to make it operational again. Their site had a dirt floor until they moved in and prepared it for use, laying project railroad tracks for the 5002 to rest upon. For information about BMG, follow [Project 02 on Facebook](#) or call Brett at (802) 578-3973.**



# RIBBON CUTTING GATEWAY METABOLIC WEIGHT LOSS

**Gateway Metabolic Weight Loss LLC** officially joined the Chamber with a September 25 ribbon-cutting ceremony. Angela Hanley's business at 830 Highway 136 offers physician-led and -coached fat loss programs designed to help clients take control of their lives. Angela also offers genetic testing and chiropractic care.



# RIBBON CUTTING TRISHA'S COTTAGE KITCHEN & CATERING



Trisha Churchill's new business, Trisha's Cottage Kitchen & Catering, joined the Chamber with a ribbon-cutting ceremony September 25. Working primarily out of Thunderbird Lanes' kitchen, Trisha and her team cater events large and small. She is a longtime fixture in the local restaurant scene who says the key ingredient in every one of her dishes is love.



# UPCOMING EVENTS



## New Member Orientation

Thursday, October 3rd, 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](#)

Sit  
Down  
with  
Sandy



## Sit Down with Sandy

Thursday, October 10th, 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, October 21 5-7 p.m.

Learn all about what one of community's top employers, Teel Plastics, manufactures and check out its bustling plant!

[Register here](#)

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

## CASH RAFFLE

400 W. Chestnut St., Baraboo, WI • Raffle license # R0036121-A-61474

**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.

DISCOVER REAL **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(s) you bought gets you in to the party. At halftime, we'll draw the three winning raffle tickets!

## BOARD LUNCH



Thank you to Milio's  
for providing the delicious lunch  
at the September  
Board of Directors meeting!



# SEPTEMBER RECAP



Ambassadors Club meeting - Gem City Saloon - Sept. 16

## Business After 5 schedule

October 21 - Teel Plastics

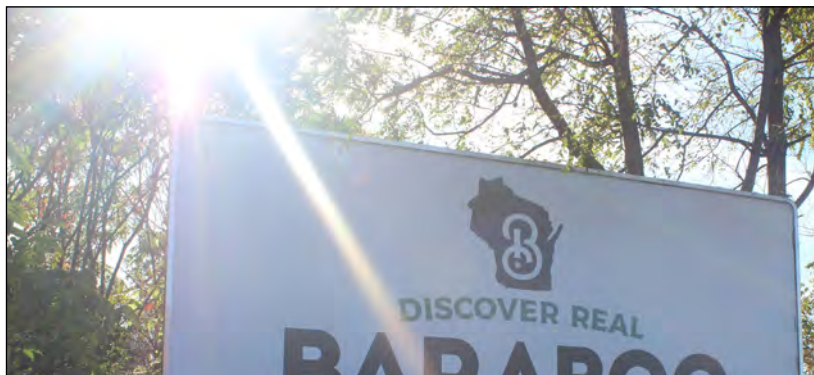
November 11 - Collaborative Business After 5 with Bev-Mit, Breunig CPA, Agrace, Econoprint, Meadow Ridge and Retirement Specialists

December 9 - Ho-Chunk Gaming

**Click to RSVP!**



QTI Lunch & Learn • September 19



## BRANDING UPDATE

Last week billboards bearing the Discover Real Baraboo brand went up at select locations around the Baraboo Area. The billboards are part of the Brand Committee's effort to familiarize the community with its effort to promote the local marketplace through cohesive messaging. Soon local residents will see yard signs featuring the brand popping up around town, too!



Chamber staff and volunteers distributed temporary tattoos depicting the brand during the September 20 Night Market!



## MEMBER SPOTLIGHT: FLAMBEAU



Employee Ariel Guerrero of Baraboo works in Flambeau's blow molding facility in Baraboo.

# Flambeau, Chamber go way back

Flambeau's connection to the Baraboo Chamber of Commerce dates back seven decades.

W.R. Sauey was looking for a new location for his young plastics company when he made a spur-of-the-moment lunch stop in Baraboo on his way from northern Wisconsin to Chicago in 1949. He stopped by the Chamber office but found it closed for lunch. Sauey approached a police officer, who called the Chamber executive at home. They met a few minutes later, and within a year Flambeau had a small Baraboo plant that employed 20 people.

Today, Flambeau operates 12 plants around the world and employs more than 1,075. Its parent, the [Nordic Group of Companies](#), employs over 2,590 around the world, with over 1,100 of those in Sauk County.

Sauey borrowed money to start Flambeau in 1947, following family members into the plastics game. He found transportation of goods too slow

in northern Wisconsin, and sought to relocate. The hinterland's loss was Baraboo's gain. Sauey and his family went on to create the privately held Nordic Group, which includes Flambeau, Seats Incorporated, Columbia Vehicle Group and Nordic Equity. Its facilities cover 1.4 million square feet of production space.

While the company's most famed product is the Duncan Yo-Yo, today its key products include auto parts, duck decoys and art supply bins. Flambeau's manufacturing capabilities include blow molding, injection molding, mold and tooling design/fabrication, and product design and production. It makes tackle boxes, washer fluid tanks, medical containers, and ArtBin storage cases, to name a few products.

The company operates three plants in Baraboo, plus facilities in five other U.S. states, Mexico and the United Kingdom. In addition, they have offices in Michigan and China. Its four-facet strategic platform rests on outstand-

ing people, distinctive brands, unique products and operational excellence. Its core values are family, integrity, teamwork, knowledge and excellence.

Flambeau continues to be a family business, with the founder's children leading the Nordic Group as executives. They continue to support the W.R. and Floy A. Sauey Family Foundation, which since 1998 has supported area organizations such as the Oschner Park Zoo, International Crane Foundation, Al. Ringling Theatre, Circus World, Hope House, People Helping People, Baraboo School District, Kids Ranch, Boys & Girls Club of West-Central Wisconsin, Helping Hands, Safe Harbor Homeless Shelter, Baraboo River Equine Assisted Therapies, CAL Center, St. Clare Cardiac Rehabilitation Unit, Baraboo Public Library, Habitat for Humanity, and North Freedom Elementary School Literacy Program.

See [www.sauyfamily.org](http://www.sauyfamily.org) for more information.

**Love *delicious*  
BBQ?**



**Wood BBQ Food Truck**

will be at

**Meadow Ridge Senior Living  
Tuesday, October 1st from 11 am - 2 pm  
1700 Jefferson Street in Baraboo**

**Come grab a tasty lunch from this  
award-winning BBQ business!**



**Meadow Ridge**  
senior living

Assisted Living • Memory Care

*Affiliated with SSM Health St. Clare Hospital - Baraboo*

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

# Night Market was the place to 'B'



The Chamber was excited to take part in the Baraboo Young Professionals' latest Night Market on September 20, selling Cash Raffle tickets and handing out free temporary tattoos depicting the Discover Real Baraboo "B" logo!



