



BARABOO AREA CHAMBER & TOURISM

WAKING UP TO NEW INITIATIVES

By Darren Hornby, Executive Director
Baraboo Area Chamber of Commerce

Last month we capped 2019 with the Annual Meeting and Dinner. I'm now making my year-end reports to the City of Baraboo and Village of West Baraboo. So we're ready to move on to new initiatives for 2020!

I hope you'll be able to attend the Economic Forecast Summit today. Dr. Steven Deller will share his insights in a talk here at the Visitor Center. You can still [register!](#) That's just the beginning of the exciting new offerings we have planned.

One of my goals for this year is to hold Industry Roundtables, where our members in various business sectors can discuss common challenges and share successful strategies.

I also plan to bring back Wake

Up Baraboo events. Our monthly Business After 5 events enjoy a great response, but evening networking sessions don't work for all our members. Bringing back the Wake Up Baraboo breakfast meetings will allow all you "morning people" out there to meet each other and get involved with the Chamber! If you'd like to host Wake Up Baraboo at your business, please reach me by email at director@baraboochamber.com.

In addition to those two projects, I'll be working with my staff and our partners to secure a Joint Effort Marketing grant from the state Department of Tourism. We are working on an application for a grant that would give the Chamber and its partners an additional \$39,000 to spend next year on marketing. Those funds would allow us to promote the community - and the Discover Real Baraboo brand - far and wide.

Our efforts began with a workshop last week, led by Spa Serenity owner Lacey Steffes. We've been

in touch with the Department of Tourism and will work with its staff to ensure the application is successful.

Due this spring, the application will detail the research that culminated in creation of the Discover Real Baraboo brand, and will outline the marketing efforts the Chamber and its partners have planned for the coming year. Winning the grant would allow us to undertake promotional projects - from advertisements to social media campaigns to a virtual tour guide - that the Chamber couldn't typically afford with its modest marketing budget.

Wish us luck, won't you? I hope to see you soon: If not at today's Economic Forecast Summit, then at the Business After 5 event February 17th at Cell.Plus/U.S. Cellular, or perhaps at a Wake Up Baraboo event.

Now that we've seen the dawn of a new year, we here at the Chamber are ready to rise and shine!
WAKE UP, BARABOO!



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ANNUAL DINNER



^ TOURISM AWARD: DEVIL'S LAKE STATE PARK
< BUSINESS OF THE YEAR: COFFEE BEAN



Some 270 members attended the Chamber's Annual Meeting and Dinner on January 16th, enjoying food and drinks from several member businesses before the program and awards.



^ COMMUNITY SERVICE AWARD: BARABOO YOUNG PROFESSIONALS

ANNUAL DINNER



The festivities at Baraboo Arts Banquet Hall included live music by Shawndell Marks (above right) before dinner and the Hoot Owls (left) afterward. As the program concluded, Darren led the group in a champagne toast to another successful year in 2020.



^ RISING STAR AWARD: BALANCED ROCK WINERY



^ PRESIDENT'S AWARD: RAEGEN TRIMMER



BUSINESS AFTER 5 AT BALANCED ROCK



Balanced Rock Winery kicked off the Chamber's 2020 slate of Business After 5 events on January 20th by drawing a capacity crowd. Dozens of Chamber members came to sample Balanced Rock's wine flavors and a delicious array of snacks. Co-owner Matt Boegner reflected on the winery's first year of operation

and detailed future plans. Balanced Rock won the Rising Star Award from Chamber members last month. The next Business After 5 event is set for Monday, February 17th at Cell.Plus/US Cellular. Business After 5 events for the rest of the year are set, with details to come.



**Business After 5
2020 schedule**

January - Balanced Rock Winery
February - Cell.Plus/US Cellular
March - Agrace Hospice
April - HealthSource Chiropractic
May - Baraboo State Bank
June - Wildside Adventure Sports
July - International Crane Foundation
August - SSM Health St. Clare Hospital
September - Ski-Hi Fruit Farm
October - Don-Rick Insurance
November - Aspire Salon Suites
December - Ho-Chunk Gaming



RIBBON CUTTING: AGRACE HOSPICE



Agrace Hospice recently expanded its Baraboo office at 1670 South Boulevard! Agrace offers around-the-clock care on a regional basis, and its added space allows for training and other operations.

JANUARY RECAP



AMBASSADORS MEETING AT TUMBLER ROCK • JANUARY 27



ADDRESS TO BARABOO COUNCIL • JANUARY 28



Mary Dressen wins Gem Award!

On January 28th, Mayor Mike Palm officially confirmed what we've known for some time: Mary Dressen is a gem.

The Pizza Ranch co-owner was awarded the Baraboo Gem Award for the support she and husband Ken have given community causes since opening their Baraboo restaurant.



RIBBON CUTTING: STAGE III THEATRE



Welcome to Stage III Theatre for Youth, which recently moved into new digs at the Baraboo Civic Center. Stage III presents children's plays each spring, giving local students opportunities to act; create stage sets and props; and run lighting and sound systems. The nonprofit's new two-room home features a rehearsal stage and storage for props and costumes.



Community Christian School of Baraboo

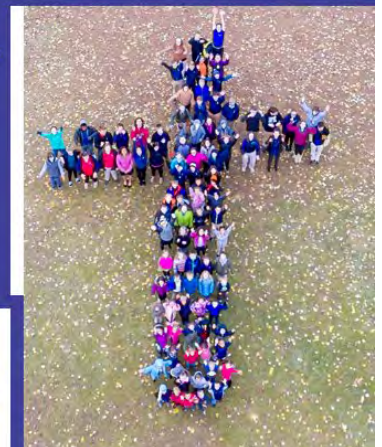
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UPCOMING EVENTS



Economic Forecast Summit 3 p.m. Monday, February 3 Visitor Center

Dr. Steven Deller, a professor of agricultural and applied economics at the University of Wisconsin-Madison, will provide his outlook on the economy. The event will start with registration and networking at 3 p.m., followed by Deller's presentation at 3:30.

[Register here](#)

**Sit
Down
with
Sandy**



Sit Down with Sandy Thursday, February 13th, 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](#)

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U.S. Cellular
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Business After 5 Cell.Plus/U.S. Cellular Monday, February 17th from 5-7 p.m.

Visit our Partner Package sponsor Cell.Plus, the local authorized U.S. Cellular agent, and help the staff celebrate the business' 25th anniversary.

[Register here](#)



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](#)



BOARD LUNCH

Thank you to Pizza Ranch providing lunch for the January Board of Directors meeting!



Enroll in Sauk County Institute of Leadership

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 meth-



ods, 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.



EXECUTIVE EDUCATION



Executive Education is professional educational development for **C-Suite leaders** (CEO, COO, CFO). At the University of Wisconsin-Platteville we offer non-credit professional and personal development opportunities for executives of all sectors, with courses and programming covering the latest issues, tools, and techniques for business and personal interest areas.

Utilize the expertise of university faculty and practitioners to learn with other leaders through interactive sessions. The UW-Platteville Executive Education Program provides the perfect meeting of theory and practice with research and application.

Optimize the latest business and industry practices.

COURSE TOPICS

Each five-week course covers a specific subject area. Specially developed programming includes current research, issues, and trends in the following subject areas:

- Employee engagement
- Organizational communication
- Organizational change management
- Problem identification and solving
- Work/life balance
- Training the next leader
- Emotional intelligence
- World communities
- Issues and challenges for businesses operating in rural communities
- Issues and challenges for non-profit organizations

PROGRAM FORMAT

- Separate five-week courses for each subject area
- Face-to-face sessions with participants and facilitators will provide a forum for interaction and problem-solving
- Cohort model allows participants to learn and interact with leaders from all sectors
- Online content, resources, and research available 24/7
- Online community of discussion to encourage communication and dialogue between courses
- Participants can enroll in multiple courses or only those that fit their needs and busy schedules

Serving the business community across the Midwest, the University of Wisconsin-Platteville's Executive Education Program will launch its first session in March 2020.

CONTACT INFORMATION

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Mike Gau has been with UW-Platteville's Division of Professional Studies since 2016. As Assistant Dean he oversees the administration of the Continuing Education Institute, Center for Distance Learning, and School of Graduate Studies.

Contact our office at 608.342.1411 for more information or to sign up.

<https://go.uwplatt.edu/executive-education>



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