



# BARABOO AREA CHAMBER & TOURISM

## DOES EVERY SEASON FEEL LIKE YOUR BUSY SEASON? SAME HERE!

By Darren Hornby, Executive Director  
Baraboo Area Chamber of Commerce

As the calendar flips from August to September and our thoughts turn to fall, many of our members take a moment to reflect on a bustling summer tourism season. Meanwhile, others are planning for the Christmas shopping rush. Some are doing both!

We find ourselves multitasking at the Chamber, too. Having taken a deep breath after a summer blitz highlighted by a golf outing, circus parade and Madison Mallards ball-park outing, we're already turning our attention to autumn events.

First up is our annual Crab Boil, which is only a week away! This is always a great event, thanks to the volunteers who prepare and serve the food and the donors who support the dinner behind the scenes. It's a fine way to unwind from the summer with fellow Chamber members while enjoying a delicious dinner and the scenery of Devil's Lake's North Shore. Tickets typically sell out, so get yours [online](#) today.

Meanwhile, our staff - along with the Ambassadors Club and Board of Directors - are busily selling tickets for this year's Cash Raffle. We overhauled the raffle this year: Instead of selling \$50 tickets and offering one \$10,000 prize, we're selling \$25 tickets and



offering three cash prizes of \$5,000; \$3,000; and \$2,000. We believe this price point will make the tickets more attractive to buyers, whose odds of winning

a cash prize have tripled. Even those who don't win big bucks will have something to show for their purchase: A drawing party to be held Saturday, November 16 during a Wisconsin Badgers football game. Your ticket gets you into the party to watch Bucky take on the Nebraska Cornhuskers on a big screen - courtesy of Baker Staging - at Baraboo Arts Center, where you can enjoy pizza provided by Gem City and beer from Port Huron Brewery. You can find everything you need to know [here](#).

Believe it or not, we're already working on marketing materials for next year. We're also exploring new partnerships we feel will invigorate our organization, help our members and make the Baraboo Area an even more incredible place to live, visit and do business.

Which is the "busy season" for your organization? If you're like us here at the Chamber, it feels like every season is plenty busy.

Best wishes to all for a bountiful autumn!

### IN THIS ISSUE

Branding update	2
Cash Raffle	3
Parade winners	4
Top Hat After 5	5
Ribbon cuttings	6-8
August recap	8
Member spotlight	9
Big Top Parade pix	13-14



The BACC takes over the Duck Blind!  
**PAGE 3**



Register now for the annual Crab Boil  
**PAGE 2**

# Crab Boil tickets now on sale



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. Monday, September 9 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.

It's a great way to celebrate the close of another successful summer season. We hope you will be part of the fun!

Please note, this event is for Chamber members only (and their guests). A valid state park sticker is required to enter Devil's Lake.

[Register here](#)

## A BRAND NEW WORLD

Discover Real Baraboo brand ready for members to use

It's impossible to sum up all that's special about the Baraboo Area in a logo and a three-word slogan, but we gave it a shot. And we love the result.

Five partners – the City, the Village of West Baraboo, the Baraboo Area Chamber of Commerce, Downtown Baraboo Inc. and the Business Improvement District – joined forces this year to create a brand for the Baraboo Area. The goal was to develop a consistent message all stakeholders could use to promote the community. The result was the “Discover Real Baraboo” brand.

The House United, a consulting firm, was hired to help develop the brand, in tandem with a committee of local leaders. While it was challenging to fit all of Baraboo's wonders – breathtaking natural areas, fascinating historical sites, ground-breaking conservation groups and unique shopping opportunities – into a single slogan, the theme of authenticity leapt to the forefront again and again. Hence the “Discover



DISCOVER REAL  
**BARABOO**

Real Baraboo” slogan.

A logo depicting that slogan, as well as an accompanying color scheme and secondary logos, were developed and now rest in stakeholders' hands. Baraboo Area businesses can now incorporate the brand into their own marketing, creating cohesive messaging. Soon every event poster, parade banner and roadside sign will carry elements of the brand, creating an unmistakable trademark. You'll know it's from Baraboo when you see the “Discover Real Baraboo” slogan and the signature “B.”

For information about the brand, contact Ben Bromley, our Marketing and Tourism Coordinator, at [memberrelations@baraboochamber.com](mailto:memberrelations@baraboochamber.com).



## 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).

# Would you like to win \$5,000?

The Baraboo Area Chamber of Commerce's annual Cash Raffle has undergone a makeover, and it's looking good!

The cost of each ticket has been dropped to \$25, and there are now three payouts: \$5,000; \$3,000; and \$2,000.

Each year the raffle raises money to support the Chamber's mission to serve its members, promote tourism and foster a healthy economic climate for the entire community.

Ticket buyers will get not only a chance to win big bucks and support the Chamber, but access to a party! The winning raffle tickets will be



drawn during a Badgers football game viewing party Saturday, November 16 at Baraboo Arts Center. Ticket holders can enjoy complimentary pizza and

beer while watching Wisconsin take on the Nebraska Cornhuskers.

The drawing will serve as halftime entertainment! Many thanks to Baker Staging, Port Huron Brewery and Gem City Saloon for sponsoring the drawing party.

Tickets will be sold at the Visitor Center, 600 W. Chestnut St.; at upcoming Chamber events; and on the Chamber [website](#). If you need any information, don't hesitate to watch this informative and entertaining [video](#) of Darren promoting the raffle!

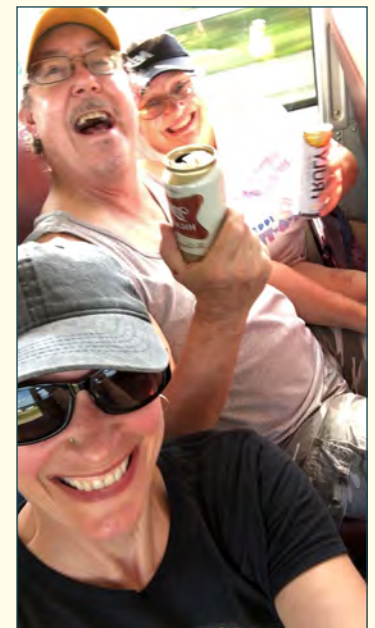
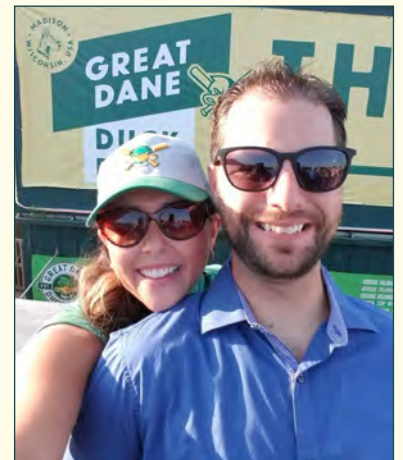
Tickets will be on sale until November 16, unless they sell out beforehand. Be sure to get yours today!

## BATTER UP!

Baraboo Chamber takes over the Mallards' Duck Blind!



Nearly 50 Baraboo Area Chamber of Commerce members and their guests took part in an August 7 road trip to see the Madison Mallards play at Warner Park. Good weather held out until the bus ride home, and the group got to enjoy a blowout Mallards win - not to mention food and drinks - in the Duck Blind.



# Big Top Parade winners announced

Circus World's elephants victorious again

Three Big Top Parade entries won trophies and \$100 each in Chamber Bucks after being named the best in their categories by our panel of celebrity judges.

The overall winners were [Circus World](#)'s elephants. The judges named [All Sky Energy](#)'s float, which featured a solar panel and a commercial-grade fan, the Best Commercial Entry. They chose [SSM Health St. Clare Meadows](#)' psychedelic rickshaws as the Best Non-Commercial Entry.

Pictured at right aboard Tracy the elephant is our own Darren Hornby, joined by (from left) parade co-chair Doug Hill; Circus World performers Adriana Poema-Parker, Dave SaLoutos and Tatiana Fusco-Combs; parade committee member Susan Walsh; trainer Armando Loyal; and Circus World Executive Director Scott O'Donnell.



Pictured below left are (from left) St. Clare Meadows resident Vi Tully, Activity Coordinator Emily Bowen (seated), Director of Organization Advancement Samantha Machovec, Darren Hornby, and

resident Dorothy Dorner.

Below right, Darren presents a trophy to All Sky Energy owners Lisa and Keith Kahlow.



PHOTOS BY BEN BROMLEY



## WE HAVE NEW MEMBERS!

[The Jewelers Edge](#)  
Veterans Outreach Specialist (608) 576-4321  
[Trinity Gunshot Alarm System](#)

## BOARD LUNCH

Thank you to Grant Slayton and [Brothers On Oak](#) for providing the delicious lunch at the August Board of Directors meeting!





## **BUSINESS AFTER 5 - TOP HAT**

[Top Hat Chimney and Fireplace Specialists](#) treated Chamber members to a successful installment of Business After 5 on August 19. Roy and Kyle Mjelde offered tours of Top Hat's renovated showroom, with Kyle breaking away to demonstrate the capabilities of Napoleon grills and hand out steak strips. Matt Boegner of [Balanced Rock Winery](#) was on hand to serve drinks, while our own Darren Hornby urged members to sell [Cash Raffle](#) tickets.



# RIBBON CUTTING: VETERANS SPECIALIST



Gerald Drescher has joined the Baraboo Area Chamber of Commerce on behalf of his business, Veterans Outreach Specialist. A large group of Ambassadors welcomed him to the fold during a ribbon cutting ceremony at the Visitor Center on August 21. A U.S. Navy veteran, Drescher works with Sauk County veterans to ensure they get the benefits they've earned, operating in conjunction with the county Veterans Service Officer. Drescher can be reached at (608) 576-4321 or 03jld27@gmail.com

FOURTH ANNUAL  
14  
SEPT.  
2019  
5K • KIDS 1 MILE RUN

Find Your  
**PULSE**

All proceeds benefit the  
Boys & Girls Club of Baraboo.

# RIBBON CUTTING: GREAT DAY



We are pleased to welcome Great Day Real Estate as one of our newest members! Based in Baraboo, Great Day handles residential, commercial and agricultural properties across south central Wisconsin. Its dozen agents cover the entire region and can be contacted at [greatdaybrokers.com](http://greatdaybrokers.com). On August 5th a robust group of Ambassadors welcomed Great Day into the organization at its office on Moore Street in the former McArthur Towel building. Great Day's agents include Thomas Munderloh, Randy Kuhnau, Ronda Telvick, Melody Byl, Mike Weyh and Judy Weiland.



## RESIDENT ASSISTANTS/CNAS

**NOW HIRING** caregivers part time on PM shifts! Competitive wages, Paid Time Off, excellent shift differentials (including \$2/hour on NOC shift!) and other benefits to eligible staff.

*CNA license not required - paid training provided!*



**Meadow Ridge**  
senior living

Affiliated with SSM Health St. Clare Hospital - Baraboo

### FOR AN APPLICATION

Visit [meadowridgebaraboo.com](http://meadowridgebaraboo.com)  
or stop by 1700 Jefferson Street  
in Baraboo.

**TO INQUIRE, CALL 608.356.8770!**

## Business After 5 schedule

September 23 - Baraboo Area  
United Fund

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, Wisconsin Dells

**Click to RSVP!**

# AUGUST RECAP



Sit Down with Sandy - August 8



Brand Committee meeting - August 12



Ambassadors Club meeting  
August 26 at Driftless Glen Distillery

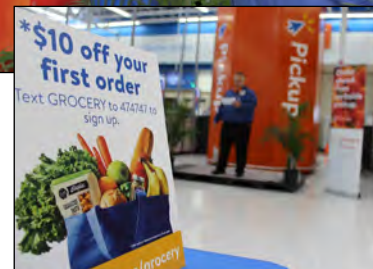


New Member Orientation - August 1

## RIBBON CUTTING: WALMART



Baraboo's [Walmart store](#) rolled out its online grocery order and pickup service August 6th. Customers can place orders online and pick them up from 8 a.m. to 8 p.m. daily. By year's end, the service will expand to 3,100 stores nationwide, according to store manager Mark Simpson (above right).





# MEMBER SPOTLIGHT: SKI HI FRUIT FARM

This is the time of year the staff at Ski Hi gets to enjoy the fruit of its labor.

The apple orchard is open for its 112th season, bringing thousands of visitors to its perch atop the Baraboo Bluffs. Apple turnovers, doughnuts and frozen pies hit the shelves in August. On Saturday, fresh pies were added to the inventory. By mid-September, apple cider will flow.

Working to make a visit to Ski Hi an experience, Operations Manager Jake Franzen has added a petting zoo featuring a llama, a donkey and several other animals. Local nonprofits visit each Saturday to grill brats, generating income for their organizations and giving Ski Hi customers an entree to pair with their apples.

Ski Hi grows McIntoshes, Cortlands, Honey Crisps and other varieties on 8,000 trees covering 35 acres south of Baraboo. Each fall it sells 60,000 doughnuts; 5,500 pies; and 25,000 bags of apples. During the peak season from mid-September to mid-October, the orchard will draw 5,000 people a day to its store. The staff keeps up by baking 70 to 250 pies from scratch daily in the on-site kitchen.

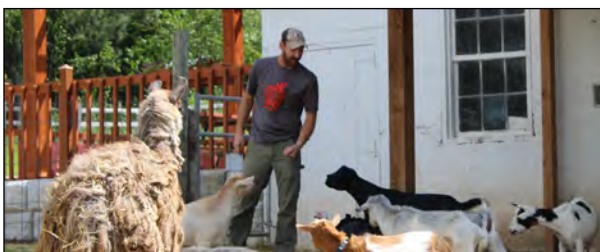
The orchard was planted in 1907 by A.K. Bassett, grandfather of current owner Betty Thiessen. The grounds remain home to the property's original 1862 cabin.

Today, in addition to its homemade apple treats, the Ski Hi farm store sells maple syrup, honey and popcorn made by artisanal Wisconsin companies.

Head down U.S. Highway 12 to Ski Hi Road or visit the farm's [website](#) this fall!



**Assuring Baby the donkey that an apple a day keeps the veterinarian away, Darren Hornby (above) feeds her an apple at Ski Hi Fruit Farm's petting zoo. Below, Darren enjoys a sample while decking himself out in Ski Hi gear and posing with Operations Manager Jake Franzen. Below left, Jake feeds the animals at the petting zoo.**



## Outlet mall welcomes your swag

Outlets at the Dells is gearing up for a Shopping Extravaganza event this month that's expected to attract 700 people.

The outlet mall is welcoming Baraboo Area Chamber of Commerce members to place a trinket/free drink/free dessert coupon inside Shopping Extravaganza swag bags! Such offers can have a "with the purchase of a ..." caveat attached.

For information, contact Michelle at [mzuelke@outletsatthedells.com](mailto:mzuelke@outletsatthedells.com) or Steve at [scarpenter@outletsatthedells.com](mailto:scarpenter@outletsatthedells.com)

Outlets  
at the Dells



# UPCOMING EVENTS



## **New Member Orientation**

**Thursday, September 5th, 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](#)



## **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](#)

**Sit  
Down  
with  
Sandy**



## **Sit Down with Sandy**

**Thursday, September 12th, 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](#)



## **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](#)



## **Business After 5**

**Monday, September 23rd, 5-7 p.m.**

Celebrate the many local organizations that benefit from the Baraboo Area United Fund's support with a reception at the Visitor Center!

[Register here](#)

# Scarecrows on Parade



**Create and display a scarecrow for fun and prizes!**

**Sponsored by the Baraboo Public Library**

**August 12 - October 14, 2019**

Baraboo Public Library is calling all downtown Baraboo businesses to participate in the 3rd Annual Scarecrows on Parade. The ultimate aim of "Scarecrows on Parade" is to involve the City of Baraboo in a community event that is fun for all.

Think outside the overalls! Unleash your creativity. The sky is the limit as far as what you can do... think BIG, think small, think old, young, human and non-human, traditional and original, old-school and new-school.

Create and display a scarecrow inside or outside your business and be part of our community-wide Scarecrow Parade! Register your scarecrow at the library to receive an official display card and we will put your creation on our parade route map. Registration forms are available at the library.

It is our hope that we will attract local residents and visitors to Baraboo just to see the Scarecrows. It is completely free to participate and you are encouraged to use your scarecrow as a marketing tool for your business.

Registered scarecrows will be judged by library staff on Wednesday, September 25. Prizes will be awarded in five categories: Silliest, Most Creative, Best Book Character, and People's Choice, and Best Business. Who will you create?

Have fun, be creative! For information contact Carey Kipp, Youth Services Librarian, at 608-356-6166 or [carey@baraboopubliclibrary.org](mailto:carey@baraboopubliclibrary.org).



*You could*

**WIN**

*a 2019*

**HONDA**

**CIVIC!**

DONATED BY

**ZIMBRICK**  
Honda

**COST**  
**CUTTERS**  
FAMILY HAIR SALON



PROCEEDS BENEFIT



**Agrace**  
HospiceCare

**\$10 EACH—LIMITED TO 4,500 TICKETS**

To buy tickets, contact Becky Radke at  
(608) 712-1664 or [rebekah.radke@agrace.org](mailto:rebekah.radke@agrace.org)

Proceeds support Agrace's nonprofit mission of  
compassionate care for people who are aging, ill or dying.

**Raffle rules and complete details at [WinTheCivic.org](http://WinTheCivic.org)**

# September 14th 2019



## Baraboo Bluffs ATV/UTV Club Inc.

### 1st Annual Poker Run

# OUTDOOR ADVENTURES



for the  
**PHYSICALLY  
CHALLENGED**

[outdooradventurespc.org](http://outdooradventurespc.org)

Registration starts 10:00 AM at  
Village of North Freedom Park

\$15 per poker card

Poker hand distribution starts at  
4:00 PM

Food on site by  
Lunch Box Express Food Trailer

Drawings and raffles with all  
proceeds going to  
Outdoor Adventures for the  
Physically Challenged.

9 Stops

We take physically impaired individuals,  
war veterans and terminally ill patients  
out for a hunt of a life time all expenses  
paid by our foundation.

All drivers must be:  
16 years of age w/valid D/L  
Proof of insurance  
All riders under 18 must have  
a DOT approved helmet

**B S Depot Bar & Grill**  
**CJ Rock-N-Stop**  
**Logan's Heroes Bar & Grill**  
**Kindschi's Korner**  
**Fishy's Bar & Grill**  
**Trail Break Restaurant**  
**Jay's Power Center**  
**Brewster's Lanes**  
**Bronco Billy's Saloon**

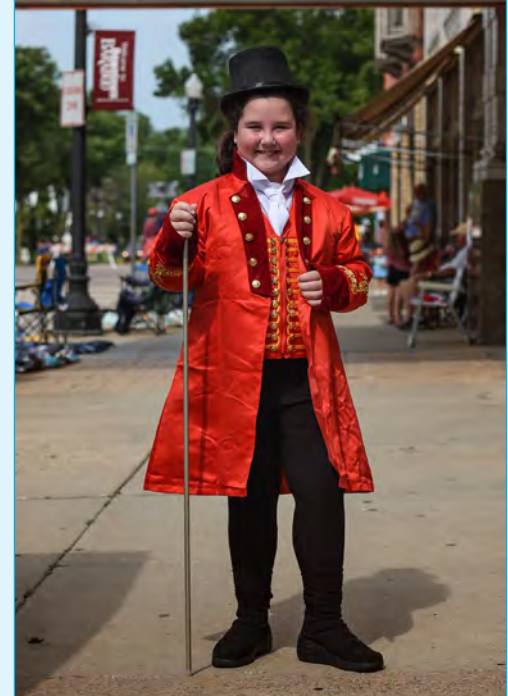
**All other types of vehicles welcome!**

**Helping others reach beyond their limitations.**

# 2019 BIG TOP PARADE



7th annual event delights crowd despite gloomy weather forecast



LAURA McARTHUR PHOTOGRAPHY





# SCENES FROM THE 2019 BIG TOP PARADE



BE SURE TO MARK YOUR CALENDARS  
FOR NEXT YEAR'S PARADE  
SATURDAY, JULY 18, 2020!



PHOTOS BY TOM WILLIAMS