

MARCH 2025 CHAMBER NEWS



WHERE
ADVENTURE
COMES *naturally*

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AND MORE!!!



CHAMBER BOARD PRESIDENT-ELECT

DARYL MATZKE

Sauk Prairie Area Chamber of Commerce



Hello, Sauk Prairie Chamber of Commerce and Community Members!

Two years ago, I was given the opportunity to get involved with the Sauk Prairie Area Chamber of Commerce—and what a journey it has been! From participating in Chamber activities to serving on the Economic Committee, Board of Directors, and now the Executive Committee, I've gained an even greater appreciation for the incredible people and businesses that make our community thrive.

The connections I've made and the events I've attended have reinforced one simple truth: Sauk Prairie is full of people who care. I encourage you to get involved, bring a positive attitude, and contribute to the success of our community. Be neighborly. Lead by example. Smile.

Celebrating Those Who Make a Difference

Sauk Prairie's success starts with the dreamers, doers, and difference-makers—the people who care about prosperity for all. In January, we had the pleasure of celebrating these individuals at the “Stars, Stripes & Sauk Prairie” Annual Dinner. Four outstanding members of our community were honored for their entrepreneurship, bold action, commitment, and service to others. Their contributions inspire all of us to continue working toward a stronger, more connected Sauk Prairie.

Beyond the awards, we also gained valuable insights from Lieutenant Colonel Shannon Hellenbrand of the Wisconsin Army National Guard. She shared powerful leadership lessons, reminding us of the importance of camaraderie, adaptability, and recognizing wins—key takeaways as we embrace the challenges and opportunities ahead.

Did you attend the Annual Dinner? Did you reconnect with familiar faces and meet new ones? Most importantly, are you ready to take on future challenges and celebrate future successes? I hope so!

A Year of Engagement & Growth

The Annual Dinner marks the beginning of another exciting year for the Chamber! There are countless opportunities to connect, learn, and grow through events such as:

- Ribbon Cuttings – Celebrate new businesses and milestones
- Retail & Beyond Roundtable Discussions – Share insights and ideas
- The Morning Blend – Network with fellow professionals
- Coffee & Coaching Education Series – Gain valuable skills and perspectives
- Business After Hours – Build relationships in a relaxed setting
- Spring Swing Golf Outing & Community Expo – Engage with local businesses and community leaders

Recently, I attended the first Coffee & Coaching Education session alongside sixty other community members. While the presentation was insightful, what stood out most was the power of small-group discussions. These moments reminded me that, despite our individual differences, we are all in this together—and we are stronger because of it. As we move forward in 2025, let's continue to learn from each other, support one another, and celebrate the successes that make Sauk Prairie a place we're proud to call home.



See you at the next event!

Daryl Matzke
President Elect
Sauk Prairie Area Chamber of Commerce

Chamber Bowl - 2025



Chamber Bowl Champion
Culver's



2nd Place
Sauk Prairie Healthcare



3rd Place
Maplewood Sauk Prairie



Losing Team...
Maplewood Sauk Prairie



Tailgate Champion
La Mexicana



Best Dressed
St. Croix Hospice - Baraboo

THE MORNING *blend*



March 4th

8:00 - 9:30 am

6:8 Inc.

821 Industry Rd., Sauk City

[Click here to register >](#)



Join us for a morning of coffee, networking & community information.

For this session of The Morning Blend, you will hear from:

Member Spotlight:

- Sauk Spine Chiropractic - John Olsen
- Silver Leaf Investment Advisors - Daniel Rendler
- CKC Consulting, LLC - Barbara Wichman
- Cordelia's Cottage BakeShoppe - Angela Witczak
- Kraemer Brothers - Stephanie Kraemer
- SCORE Madison Nancy Depcik - Going Beyond the Elevator Pitch



Got an Event? Let's Promote It!

Get Featured! | Boost Attendance! | It's Free!

Saturday, March 8th

8

Cordelia's One Year
Celebration
1pm - 4pm

8

9th Street Revue
2 pm and 7 pm



Hosting an event in
Sauk Prairie? We can
help spread the word!
Submit your event to be
featured on our website
and digital campaigns.

SUBMIT EVENTS



SAUK PRAIRIE AREA CHAMBER OF COMMERCE PRESENTS...

2025 COMMUNITY EXPO

Register Your Booth Today!

THURSDAY, JUNE 19TH | 4:30 - 7:30 PM



CULVER COMMUNITY PARK
340 21ST ST, PRAIRIE DU SAC, WI 53578

YOUR CHANCE TO SHOWCASE YOUR BUSINESS, CONNECT WITH THE SAUK PRAIRIE COMMUNITY, AND PROMOTE OPEN JOB OPPORTUNITIES.

Why Participate?

- **INCREASE VISIBILITY:** BUILD AWARENESS AND CREDIBILITY FOR YOUR BUSINESS.
- **SHOWCASE PRODUCTS & SERVICES:** HIGHLIGHT YOUR OFFERINGS, BOTH NEW AND EXISTING.
- **SELL ON-SITE:** "CASH AND CARRY" SALES ARE ENCOURAGED.
- **BUILD KEY CONNECTIONS:** NETWORK WITH ATTENDEES AND FELLOW EXHIBITORS.
- **PROMOTE EMPLOYMENT OPPORTUNITIES:** SHARE JOB OPENINGS OR INTERNSHIP OPPORTUNITIES.



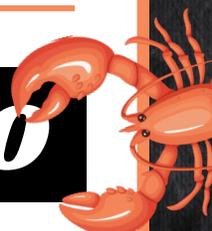
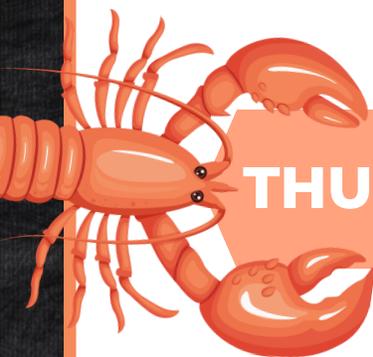
EARLY BIRD DISCOUNT DEADLINE: MARCH 1ST
AFTER MARCH 1ST RATES INCREASE BY \$50
DEADLINE TO REGISTER: MAY 1ST

**1 TICKET INCLUDED
\$35 FOR
ADDITIONAL
VENDOR
TICKETS**

GET CREATIVE! BOOTHS WITH THE MOST ENGAGING AND INNOVATIVE DESIGNS WILL BE ELIGIBLE FOR PRIZES:

- 🏆 1ST PLACE: \$350 CHAMBER CREDIT (2026)
- 🏆 2ND PLACE: \$150 CHAMBER CREDIT (2025)
- 🏆 3RD PLACE: TWO WEEKS ON THE HWY. 12 DIGITAL SIGN

REGISTER AT: SAUKPRAIRIE.COM



Sponsorship Opportunities

JUNE TUNES TUESDAYS IN JUNE



6:30 pm - 8:30 pm



Meyer Oak Grove Park
780 Phillips Blvd., Sauk City

Presenting

\$500 & Up

- Announced Before Each Concert (4)
- On-Site Booth Space at Every Concert
 - Logo on Posters
 - Logo on Banner at Event
- Logo on Website on saukprairie.com
- Listed on Facebook Event

Advocate

\$250-\$499

- Logo on Website on saukprairie.com
- Listed on Facebook Event

Want to be part of the summer fun? Become a sponsor!

Email Heidi@saukcity.net or submit your sponsorship by
March 31st to SPACC (109 Phillips Blvd., Sauk City).

BUSINESS NAME: _____ CONTACT: _____

ADDRESS: _____ PHONE NUMBER: _____

EMAIL: _____

TOTAL ENCLOSED:

TOTAL TO BE INVOICED:

SUPPORT. ENGAGE. GROW.

B BUSINESS

after hours

MARCH 12TH 4:30 - 6:30 PM

CULVER COMMUNITY PARK
PRAIRIE LANDING

Join us for an evening of networking and celebration as we shine a spotlight on the incredible small businesses that make our community thrive!



RSVP >

INFORMATION@SAUKPRAIRIE.COM

RETAIL + BEYOND ROUNDTABLE



Innovative Strategies to Drive Foot Traffic and Boost Sales in 2025



MONDAY, MARCH 10
8:30-10 AM



**SAUK PRAIRIE RIVERWAY
WELCOME CENTER
109 PHILLIPS BLVD., SAUK CITY**

PRESENTED BY:



STEPHANIE BRICKL
Director of Membership
& Marketing



SUE BANTA
Membership &
Operations Specialist

Kickstart your year with fresh ideas and meaningful connections!
Join fellow retailers and small businesses for a dynamic discussion on:

- ✦ Creative promotions & events
- ✦ Social media marketing
- ✦ Enhancing store layout for better customer experience
- ✦ Building collaborative partnerships
- ✦ Tackling staffing & seasonal challenges

Let's collaborate, share insights,
and spark new ideas to elevate our businesses!

REGISTER NOW

COFFEE AND coaching

2025 Education Series

March 18th • 8-9:30am

COACHING EMPLOYEES TO ACHIEVE MORE



Looking to improve how you manage your employees? Learn from Jill Mueller and discover:

- How coaching shifts management from control to partnership
- Core principles of coaching for more engaged employees and better results
- Practical skills for open communication, collaboration, and accountability

Learn how to challenge and develop your team for greater success!



LOCATION:

Prairie Landing at Culver Community Park.

COST:

Member Fee: FREE | Non-Member Fee: \$25/session

SPONSORS:



Dates & Topics 2025



WHERE ADVENTURE COMES naturally

April 15: Leading Teams in the Age of AI, Jill Mueller

May 20: Communicate with Confidence, Nancy Clark

September 16: Close Your Tabs and Give Your Mind a Break, Nancy Clark

October 21: Strategic Planning For Your Team and Your Organization, Mike Touhey and Jill Mueller

November 18: Thoughtfully Fit Teams: Create a Winning Culture, Darcy Luoma

RSVP: information@saukprairie.com

MAXIMIZE YOUR CHAMBER MEMBERSHIP

MARCH 20TH
11:30AM - 1:00PM

SAUK PRAIRIE RIVERWAY
WELCOME CENTER
109 PHILLIPS BLVD., SAUK CITY

SERVING^{UP} knowledge

LUNCH IS PROVIDED



- ◀ Meet new members
- ◀ Learn about ChamberMaster
- ◀ Learn how to promote your business

RSVP to
information@saukprairie.com

EDUCATION SPONSORS



IGNITING MOMENTUM:

Success Strategies to Propel You & Your Business

FREE TALK

March 25th | 8:00 am - 9:00 am

Sauk Prairie Riverway Welcome Center

109 Phillips Blvd., Sauk City

- Learn and apply 5 keys to intentionally create more success
 - Momentum is a force multiplier
 - Overcome obstacles and sustain momentum

[Click to RSVP >](#)

StepForward
INTO Growth



stepforwardintogrowth.com

*Let's celebrate the essential
contributions of every team member on*

ADMINISTRATIVE PROFESSIONALS DAY

The ART of BEING Human & Professional

WHEN Wed. April 23, 2025 | 8AM - 1PM

LOCATION Prairie Landing, Culver Community Park

TICKETS \$10 per person for a meaningful experience!

Join us for a half-day workshop to reconnect with your authentic self, embrace balance, and celebrate the importance of each role in your workplace.

EVENT HIGHLIGHTS:

Continental Breakfast & Networking Lunch

Engaging Agenda:

- B** - Balance of Body and Mind
- E** - Embrace Joy
- I** - Inner Essence
- N** - Nurture Authenticity
- G** - Grounding in Presence

*You will leave feeling
rejuvenated, valued,
and inspired to bring
greater joy and
presence to your
professional and
personal lives!*

RSVP: Email information@saukprairie.com

Michelle Vande Hey with


LIGHT of LOVE
coaching



WHERE
ADVENTURE
COMES *naturally*





Join Our Summer of Fun

The Good Neighbor Ride

A COMMUNITY BIKE RIDE TO HONOR THE LEGACY OF DR. HAAKON CARLSON

Wednesday, May 21, 2025

SaukPrairieHealthcare.org/good-neighbor-ride

Starts in the Good Neighbor Clinic
Parking Lot

5:00 p.m. Registration
5:15 p.m. Opening Remarks
5:30 p.m. Ride Begins

Bike on the Great Sauk State Trail and finish at your own pace. All proceeds benefit the Good Neighbor Clinic.



June 1- August 31, 2025

SaukPrairieHealthcare.org/TRYathlon

Self-paced Triathlon!

Spend the summer biking, swimming, and running or walking at your own pace over three months to complete a triathlon.



Annual Golf Outing
Wednesday, June 18, 2025

SaukPrairieHealthcare.org/GOLF

Our 32nd Annual Golf Outing
Lake Wisconsin Country Club

New!

Sunrise Speed Round, 9 holes at 8 a.m.
Afternoon round (18 holes) at 11 a.m.

Scramble-style tournament with games, snacks & drinks. Dress as your favorite safari adventurer...or animal!

SAUK PRAIRIE'S



FIRE ON THE RIVER JULY 4-5, 2025



Thank You Fire on the River supporters!

In August 2024, over 12,000 people celebrated with us along the Sauk Prairie Riverway. We're excited to bring the event back in 2025! It is because of the great support of businesses and organizations like yours that this community event is available for the Sauk Prairie community and beyond!

FRIDAY: 5pm-11pm

- ★ Live Entertainment
- ★ Food Court & Food Trucks
- ★ Beer & Wine Garden

SATURDAY: Noon-Midnight

- ★ Fireworks
- ★ Food Court & Food Trucks
- ★ Custom Car Show 
- ★ Live Entertainment
- ★ Beer & Wine Garden
- ★ Eagle Chase Run/Walk (Sauk Prairie Sports Boosters)
- ★ Family Fun & Games
- ★ Pancake Breakfast (Kiwanis Club)

We encourage you to sponsor Fire on the River in 2025!

Check out the Sponsorship Levels on the grid (*next page*) for the type of promotion that would benefit your business or organization. Please remember us in your 2025 marketing and promotions budget.

Promotional highlights include:

- ★ Presenting sponsorship packages available (*next page*)
- ★ VIP Fireworks seating
- ★ Facebook Promotion - Logos linked on event Website
- ★ Customized promotional packages
- ★ Promotional Items in Eagle Chase Race Bags & FREE Race Team

Please pledge or sponsor before **May 23rd, 2025**. Businesses begin to be recognized as soon as pledges or donations are received.

Thanks again for your support,

Paul Fiscus
Fire on the River Planning Team
PO Box 115, Sauk City, WI 53583
(920) 915-3732
fiscuspw@aol.com



FIREONTHERIVER.ORG

Fire on the River 2025 Sponsorship Levels

Sponsorship Options Your Business Receives...	★ Presenting Sponsor ★			Gold Sponsor \$4,000	Silver Sponsor \$2,500	Bronze Sponsor \$1,000	Sparkler \$500
	Fireworks \$7,000	Entertainment \$7,000	Beer Garden \$5,000				
Signage in Sponsored Area	★	★	★				
VIP fireworks seating	★	★	★				
Promotional Announcements from Main Stage	★	★	★	★			
Social Media Promotions <small>(over 4,300 Facebook Followers & 190,000 Impressions in 2024)</small>	Customize any Media Combo!			★			
Website Promotions ★ FireOnTheRiver.org ★ <small>(over 50,000 Page Views in 2024)</small>							
Radio/Print Media	Contact Paul to personalize for your business! fiscuspw@aol.com			★			
Promotional Booth on Grounds	★	★	★	★			
Personalized Promotional Item in Eagle Chase Race Bags* <small>*approval of items required</small>	★	★	★	★	★		★
Giveaway/Recognition/Appreciation Options for You/Staff/Volunteers	★	★	★	★	★	★	
FREE Business Team in Eagle Chase Run/Walk	★	★	★	★	★	★	
Recognition on Thank You Banner for 2 weeks	★	★	★	★	★	★	

Can you Volunteer? Please contact Paul Fiscus at fiscuspw@aol.com

I would like to Sponsor Fire on the River 2025 at the Level of:

Presenting/Platinum (\$7,000) Silver (\$2,500) Sponsor Name: _____ Phone: _____
 Beer Garden (\$5,000) Bronze (\$1,000) Contact Person: _____ Email: _____
 Gold (\$4,000) Sparkler (\$500) Address: _____ City, State, Zip: _____
 Other \$ _____

Please make checks payable to Fire on the River and mail to: PO Box 115, Sauk City, WI 53583

Deadline to guarantee your printed promotions is May 23rd, 2025

JOB OPPORTUNITIES HOT DEALS



Let us offer a new opportunity for you! Join us for the chance to use your exceptional administrative skills to provide solid help to our Financial Advisor.

Park Avenue Investments, located in the Bank of Prairie du Sac, has a 16-24 hours per week opening for a highly motivated self-starter who shows attention to detail, is organized, and highly focused.

We're looking for strong administrative and communication skills, the ability to manage multiple priorities including customer contact, phone skills, organize projects using good problem solving and excellent data entry skills. You'll use the computer extensively with Microsoft products as well as industry specific software. Two-four years of related experience is preferred. An excellent attitude and administrative experience is a must. Experience in the financial planning or insurance industry a plus. We propose a flexible, in-bank, schedule with the anticipation of this role changing to full time within a year. Wed-Friday hours may be ideal.

Visit us online at www.bankpds.com / Resources / Careers



NEW CLIENTS receive \$10 off their 1st exam @ Four Paws Veterinary Clinic

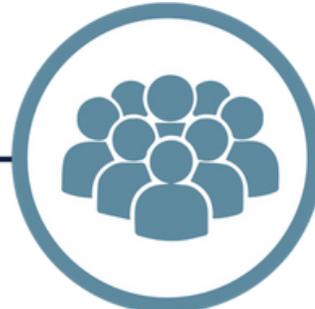
Must mention code CHAMBER25

Schedule Now by calling 608-643-0234

MEMBER SPOTLIGHT



2 New Members
in February 2025



377
Total Members



Review Genie Pro
Get reviews like magic

OKC
CONSULTING

SAUK PRAIRIE

**GARAGE
SALE DAYS**

MAY
15th, 16th
& 17th

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EXPERIENCE *Sauk Prairie*



BOARD OF DIRECTORS 2025

Executive Committee:

President:

Rocco Sylvester — 422.8704
Wisconsin Army National Guard

President Elect:

Daryl Matzke — 644.2213
Ramaker & Associates

Treasurer:

Pam Wipperfurth — 643.2265
Lake Ridge Bank

Past President:

Lindsey Giese — 643.5212
Unity Point Health - Merite

Directors:

Angela O'Connell — 370.2414
Flaxen Fleece

Austin Lins — 356.1000
MBE Wealth

Brandon Bolar — 643.4071
Riviera Bowl & Pizzeria

Casey Koenig — 643.3393
Bank of Prairie du Sac

Cydney Kruchten — 643.1648
Milwaukee Valve

Jeff Wright — 643.5980
Sauk Prairie School District

John Brennan — 469.8786
John Joseph Coffee

Julia Dellaria-Terrill — 644.3822
SSM Health Davis Duchr Dean

Lesa Payas-Arnold — 644.2181
Culver Franchising System, LLC

Tammy Young — 643.8511
First Weber Group

Just as a reminder:

Chamber committees meet at the Chamber office

Board of Directors meet the third Wednesday of every month at 8:00 am

Ambassadors meet the second Wednesday of the month at 8:00 am

Promotions Committee meet the first Thursday of every month at 8:00 am

Economic Development meets the second Friday of the month at 8:00 am
(at the Village of Prairie du Sac)

Chamber Staff:



Tywana German
Executive Director



Stephanie Brickl
Director of Membership & Marketing



Sue Banta
Membership & Operations Specialist

