

MAY 2026

CHAMBER NEWS

IN THIS ISSUE

Words from Austin Lins	2
Creative Corner: Stephanie Brickl	3-4
The Morning Blend	5
Community Garage Sale Days	6
Coffee & Coaching	7
Spring Swing	8
June Tunes	9
Sauk Prairie Community Expo	10
Fire on the River Sponsorships	11-12

AND MORE!!!



WHERE
ADVENTURE
COMES *naturally*

SAUKPRAIRIE.COM



CHAMBER BOARD MEMBER

AUSTIN LINS

Sauk Prairie Area Chamber of Commerce



As we step into May, we enter a season that highlights some of the most important elements of our local economy and community. Recognized as Small Business Month, May is a natural time to reflect on the businesses that serve as the backbone of Sauk Prairie, create jobs, support local initiatives, and help define the character of our community.

This time of year also aligns with National Economic Development Week happening May 4th-8th. This reminds us that strong communities don't happen by chance; they are built through collaboration, intentional investment, and a shared commitment to growth. The Sauk Prairie Area Chamber of Commerce continues to play an important role in fostering those connections, bringing together business leaders, community partners, and residents to support long-term success.

Spring also brings a renewed sense of momentum. As the season changes, so does the pace of activity across our Chamber. Events like the Morning Blend (May 5th), Coffee & Coaching (May 19th), Spring Swing Golf Outing (May 20th) and Community Expo (June 18th) provide meaningful ways for members and the community to connect, collaborate, and grow.

This year, in particular, represents a time of continued evolution. With that comes the opportunity to build on a strong foundation, welcome new ideas, and ensure the Chamber remains a responsive and forward-looking organization. The strength of Sauk Prairie has always been its people, and that will continue to guide us moving forward.

Looking forward, we find ourselves in a meaningful period of growth and evolution. With that comes the opportunity to think and act visionary as we build on a strong foundation, to remain relationship-oriented by strengthening the connections that define our community, to uphold a high-quality experience in everything the Chamber delivers, and to ensure our efforts are equitable and inclusive of all who call Sauk Prairie home. The strength of Sauk Prairie has always been its people, and that will continue to guide us forward. As we look ahead to the coming months, I encourage you to stay engaged, attend an event, connect with a fellow member, support our great local businesses, and find a way to get involved. It is through these small but meaningful actions that we continue to build a vibrant and resilient Sauk Prairie.



Sincerely,

Austin Lins

Sauk Prairie Area Chamber of Commerce Board Member

CREATIVE CORNER

Stop Overthinking Video. Start Using Your Phone.

You don't need expensive equipment.

You don't need editing experience.

You don't need to be "comfortable on camera."

If you have a smartphone and Canva, you're ready.

Here's how to create clean, professional videos — the simple way.

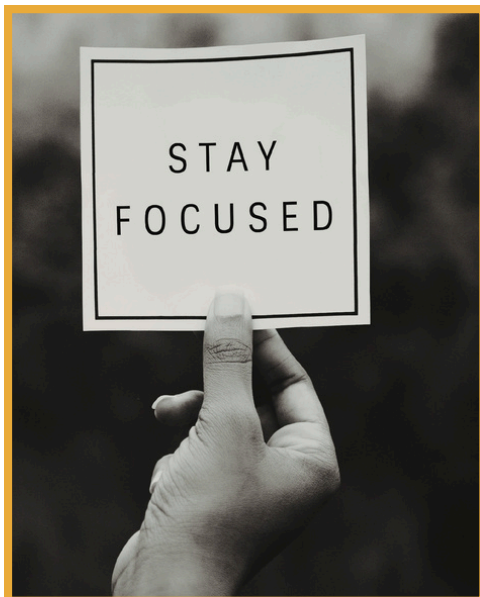


1. Set Yourself Up for Success (Before You Hit Record)

- Small adjustments make a big difference.
 - Do this first:
 - Wipe your lens (seriously — it changes everything).
 - Face natural light. Windows in front of you, not behind you.
 - Avoid overhead lighting that casts harsh shadows.
 - Keep your background uncluttered.
 - Use a tripod or prop your phone on something steady.
 - Bonus tip: Use your back camera when possible — it's higher quality than the front-facing one.

2. Frame It Like a Pro

- You don't need to "look cinematic" — just look intentional.
- Film vertical for social media.
- Keep your subject centered.
- Leave a little space above your head (don't crop yourself too tight).
- If showcasing a product, get closer — phones handle close-ups beautifully.
- And don't zoom in digitally.
- Physically move closer instead for better clarity.



3. Keep It Focused and Short

- Attention spans are short.
 - Aim for:
 - 10–20 seconds for promotions
 - 30–45 seconds for announcements
 - Under 60 seconds for most posts
- Before filming, ask:
 - What is the one takeaway?
 - Examples:
 - "We're hiring."
 - "Spring inventory just arrived."
 - "Here's how this works."
 - "Meet our team."
 - One message per video keeps it clear and powerful.

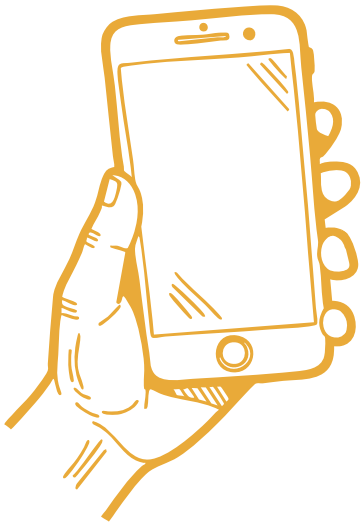


4. Use Easy, Repeatable Shot Ideas

- If you're stuck, rotate these:
 - The Walk-Through
 - Film yourself entering your space.
 - The Process
 - Show packaging, prepping, building, organizing.
 - The Before & After
 - These always perform well.
 - The Human Moment
 - Introduce yourself. Smile. Say hello.
 - Connection builds trust.
 - Consistency beats creativity every time.

6. Always Add Captions

- Most people scroll with the sound off.
- Canva's automatic captions make this easy.
- Captions:
 - Increase watch time
 - Improve accessibility
 - Keep viewers engaged longer
- It's one of the simplest ways to improve performance instantly.



5. Edit It in Canva (Keep It Clean)

- Canva makes editing approachable — especially for beginners.
- Simple editing checklist:
 - Upload your clip.
 - Trim awkward starts and stops.
 - Add bold headline text (clear and readable).
 - Keep fonts consistent with your brand.
 - Add light background music (not overpowering).
 - Drop in your logo at the end.
 - Export in 1080p.
 - Avoid:
 - Too many transitions
 - Flashy animations
 - Overcrowded text
 - Clean, branded, and readable always wins.

7. Progress Over Perfection

- The businesses growing online aren't waiting until everything is perfect.
- They're posting consistently.
- One video a week builds visibility.
- One video a week builds familiarity.
- One video a week builds trust.
- And trust builds business.
 - Your Challenge
 - Record one simple video this week:
 - 15 seconds.
 - One message.
 - Edited in Canva.
 - Posted.
 - Done is better than perfect.
 - And your best marketing tool is already in your pocket.



**Creative &
Content Director**
Stephanie Brickl

If you need assistance with videos, Canva, design projects, or marketing strategy, reach out to:

Stephanie Brickl
spacc@saukprairie.com

All Chamber members receive:

3 design projects (based on project scope)

Four 1-hour marketing meetings

Take advantage of these benefits to strengthen your marketing, save time, and better reach your audience.

THE MORNING *blend*



May 5th

8:00 - 9:30 am

6:8 Inc.

821 Industry Rd., Sauk City

[Click here to register >](#)

Start your morning with great conversation, community updates, and meaningful connections at our next Morning Blend!

Come for the connections—stay for a delicious surprise.

Join us as we hear from local organizations making an impact, including updates from:

- Community Education and Parks & Recreation – John Lehan & Marianne Rauls
- SP Community Service Award – Fritz Wyttenbach, Cliff Thompson & Morgan McArthur
- Steak in the Community – Fritz Wyttenbach & Cliff Thompson

Member Spotlight Featuring presentations from:

- VFW – Bud Domagata & Jim Bell
- Finger Publishing – Hannah Decker & Lisa Kueter-Anderson
- JC Care LLC – Jolene Breunig
- Somewhere in the Middle – Angela Witczak

Connect with fellow attendees during our interactive Table Talk session—designed to spark ideas and build relationships.

Stick around for closing updates, upcoming events, and a chance to win a Tools of Marketing raffle basket!



Sauk Prairie

GARAGE **SALE** DAYS

MAY
14TH - 16TH



SALE
GARAGE
SALE

BLACKHAWK 4th of July Celebration

FOLLOW AND SCAN OUR SITE MAP



Organized by
**Blackhawk
Bethlehem Church**

Parade



Chicken BBQ



Pie Slices



Food Stand



Games



10:30 AM

COUNTY ROAD C -
STARTING AT SCHOOL ROAD TO
COUNTY ROAD O

SHUTTLES AVAILABLE
ALONG PARADE ROUTE

SCAN TO
ENTER
YOUR
FLOAT



11:30 AM- 2:00 PM

Dine In or Carry-Out

Chicken Only \$10

Dinner \$16

Dinner Contents:

- 1/2 Chicken
- Baked Beans
- Cole slaw
- Roll
- Chips
- Milk

HOMEMADE PIE

- Apple Pie
- Blueberry Pie
- Cherry Pie
- Pecan Pie
- Rhubarb
- and other fruit pies.

Pie Slices \$3

11:30 AM- 2:00 PM

Stop by for ...

- Ice Cream
- Soda
- Brats & Hot dogs
- Toys
- T-shirts
- and more...

CASH ONLY

1:00 PM

All ages welcome!

- 3 Legged Race
- Water Balloon Toss
- Sack Races
- Egg and Spoon Race
- Relay Races
- Shoe Toss
- and more...!

Bring your blankets and lawn chairs.

COFFEE AND coaching

2026 Education Series

May 19th • 8-9:30 am

**THE CULTURE ADVANTAGE:
CREATING A WORKPLACE THAT
ENERGIZES, ENGAGES & ELEVATES**

Join members as we take time to learn about various topics that will help grow our business while sharing in conversation over coffee. These sessions are from 8:00 – 9:30 am, and members are encouraged to send as many staff as they would like to these training forums.

LOCATION:

Prairie Landing at Culver Community Park.

COST:

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



**ERIC
FEINENDEGEN**

Eric Feinendegen is an international speaker and executive coach who helps individuals and organizations elevate performance through communication, leadership, and mindset. A TEDx speaker and two-time World Championship of public speaking finalist, he works with clients from solopreneurs to executives and authored *The FEIN-er Things & Culture at Its FEIN-est*.

SESSION FOCUS:

- Energize with purpose: Create a positive, inclusive workplace that inspires motivation.
- Engage through trust: Value input, recognize contributions, and support growth.
- Elevate performance: Align goals, empower people, and encourage teamwork.

DATES & TOPICS 2026

RSVP:

information@saukprairie.com

FALL SESSION:

- Tuesday, September 15th, 8:00 – 9:30 am | Eric Feinendegen presents:
 - Effective Leadership Through Delegation: The Art of Empowering Others
- Tuesday, October 20th, 8:00 – 9:30 am | SustainableHR PEO Team presents:
 - Know When to Coach and When to Discipline
- Tuesday, November 17th, 8:00 – 9:30 am | SustainableHR PEO Team presents:
 - Feedback is Your Management Style

SPONSORS:





SPRING
— SWING —

GOLF OUTING
2026

WEDNESDAY | MAY 20TH

LAKE WISCONSIN COUNTRY CLUB

9:00 AM | BEVERAGE BAR

Provided by First Weber:

Tammy Young, Sarah Goetsch & Pam Halverson

9:00 AM | REGISTRATION &

GRAB-AND-GO BREAKFAST ITEMS

10:00 AM | SCRAMBLE • 3:00 PM | POST-ROUND MEAL



SCAN QR CODE TO REGISTER >



JUNE TUNES

TUESDAYS IN JUNE



TUESDAYS IN JUNE
6:30 - 8:30 pm



Meyer Oak Grove Park, Sauk City
Food Will Be Available For Purchase



MARCY & THE HIGHLIGHTS



WEST ON 12



MARY MOORE



THE LAST BEES



**FRANK MARTIN
BUSCH & THE NAMES**

JUNE 2ND

MARCY & THE HIGHLIGHTS

Dance Band (Rock, R&B & Country)

JUNE 9TH

WEST ON 12

High-Energy Rock & Pop Covers

JUNE 16TH

MARY MOORE

Folk-Pop / Indie Pop

JUNE 23RD

THE LAST BEES

Retro Pop Rock (60s-Inspired)

JUNE 30TH

**FRANK MARTIN
BUSCH & THE NAMES**

Alt Country / Americana

BROUGHT TO YOU BY:



THANK YOU TO OUR SPONSORS:



MSA



WPPI energy

SAUK PRAIRIE AREA CHAMBER OF COMMERCE PRESENTS...

COMMUNITY EXPO COMMUNITY EXPO COMMUNITY EXPO

EAT | EXPLORE | CONNECT

Free General Admission

NEW
MENU
FOR
2026!

STICK AROUND FOR THE COMMUNITY EXPO!

- 50+ interactive booths
- BINGO
- Raffles & giveaways
- Come hungry, leave with prizes, swag, and maybe a new favorite local biz!

\$25 TICKET INCLUDES

- 1 Steak & 1 Chicken Kabob Grilled on-site & provided by Prem Meats & Catering
- Fresh-Cooked Corn on the Cob Prepared by the infamous Tim Lins & Family
- Prem's Famous Potato Salad
- Dinner Roll
- Bottled Water



THURSDAY, JUNE 18TH | 4:30 - 7:30 PM

**SCAN TO PURCHASE
YOUR TICKETS!**



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



SAUK PRAIRIE'S



FIRE ON THE RIVER JULY 3-4, 2026



Thank You Fire on the River supporters!

In July 2025, over 11,000 people celebrated with us along the Sauk Prairie Riverway. We're excited to bring the event back in 2026! 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: 11 am - Midnight

- ★ FIREWORKS! 
- ★ Live Entertainment
- ★ Food Court & Food Trucks
- ★ Beer & Wine Garden
- ★ Family Fun & Games
- ★ Tractor Show

SATURDAY: 11:30 am - 11 pm

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

We encourage you to sponsor Fire on the River in 2026!

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 2026 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
- ★ Complimentary Food & Drink Tickets

Please pledge or sponsor before May 22nd, 2026. Businesses begin to be recognized as soon as pledges or donations are received.

Thanks again for your support,
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 2026 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	Car Show \$5,000				
Signage in Sponsored Area	★	★	★				
Promotional Announcements from Main Stage	★	★	★	★			
VIP fireworks seating	★	★					
Social Media Promotions <small>(over 4,800 Facebook Followers & 190,000 Impressions in 2025)</small>	3 Group 3 Individual Posts	3 Group 3 Individual Posts	3 Group 2 Individual Posts	2 Group 2 Individual Posts	2 Group Posts	1 Group Post	1 Group Post
Website Promotions ★ FireOnTheRiver.org ★ <small>(over 103,000 Page Views in 2025)</small>	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Logo
Radio/Print Media	6 Radio Stations/ Banners	6 Radio Stations/ Banners	6 Radio Stations/ Banners	6 Radio Stations/ Banners			
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	8 Food Court Tickets 8 Beer/Wine Tickets	8 Food Court Tickets 8 Beer/Wine Tickets	6 Food Court Tickets 6 Beer/Wine Tickets	6 Food Court Tickets 6 Beer/Wine Tickets	4 Food Court Tickets 4 Beer/Wine Tickets	2 Food Court Tickets 2 Beer/Wine Tickets	2 Beer/Wine Tickets
FREE Business Team in Eagle Chase Run/Walk	6 Runners	6 Runners	6 Runners	6 Runners	4 Runners	2 Runners	
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 2026 at the Level of:

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

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 22nd, 2026

Join Our Summer Fun!

The Good Neighbor Ride

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

Tuesday, May 19, 2026

Rain Date Thursday, May 21

SaukPrairieHealthcare.org/good-neighbor-ride

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

Starts in the Good Neighbor Clinic Parking Lot
New location: 726 Water St. in Sauk City

5:00 p.m. Registration

5:15 p.m. Opening Remarks

5:30 p.m. Ride Begins



SELF-PACED TRIATHLON!

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

June 1 - August 31, 2026

SaukPrairieHealthcare.org/TRYathlon



ANNUAL GOLF OUTING

Wednesday, June 17, 2026

SaukPrairieHealthcare.org/GOLF

Our 33rd Annual Golf Outing
Lake Wisconsin Country Club

Scramble-style tournament with games, snacks & drinks. Our theme is construction - break out the hard hats!

MEMBER SPOTLIGHT



6 New Members
in April 2026



381
Total Members



**LANDSCAPING
& EROSION**
CONTROL SUPPLY



Tackle & Thrive
Your Leadership Partner



West & Dunn



Somewhere
in the
Middle
At the Heart of Sauk Prairie

JOB OPPORTUNITIES HOT DEALS



The Old Schoolhouse Tavern is now hiring motivated and reliable individuals to join our food and beverage team! We are currently seeking line cooks and servers who are passionate about great food and excellent customer service. If you enjoy working in a fast-paced, team-oriented environment, we'd love to hear from you.

Apply within or send your resume to bdekeyser@ostavern.com



Make Your Next Event COOL with Kona Ice of Monona!

Looking for a fun, unique, and easy way to elevate your next event or fundraiser? Kona Ice of Monona brings refreshing treats that guests of all ages love—while also giving back to your organization!

Perfect for fundraisers, graduation parties, birthday celebrations, school field days, sports tournaments, and community events, Kona Ice adds a memorable (and delicious!) experience to any gathering.

Even better, a portion of proceeds from fundraising events goes directly back to your nonprofit or organization—making it a simple and enjoyable way to raise funds.

Locally connected and community-focused, Kona Ice owner Toni Baker has strong roots in Sauk Prairie and is passionate about supporting local organizations.

Book Kona Ice for your next event and make it both fun and impactful!

✉ Contact Toni Baker at: tbaker@kona-ice.com

JOIN OUR TEXT LISTS TODAY!

TO RECEIVE ALL UPCOMING UPDATES,
ANNOUNCEMENTS, & IMPORTANT INFORMATION!!

608-481-8027



CHAMBER UPDATES

TEXT: CHAMBER



MERRIMAC UPDATES

TEXT: MERRIMAC



**SAUK PRAIRIE
RIVERWAY UPDATES**

TEXT: SAUKPRAIRIE



BOARD OF DIRECTORS 2026



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Nettie Stenberg - 644.2146
Culver Franchising
System, Inc.

Sommer Von Behren - 643.8511
First Weber Real
Estate Services

Just a reminder:

*Chamber Committees meet
at the Chamber office*

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

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

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

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



**Executive
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Tywana German



**Membership &
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Sue Banta



**Creative &
Content Director**
Stephanie Brickl