

JULY 2026

CHAMBER NEWS

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AND MORE!!!



WHERE
ADVENTURE
COMES *naturally*

SAUKPRAIRIE.COM



CHAMBER BOARD MEMBER

CASEY KOENIG

Sauk Prairie Area Chamber of Commerce



As I complete my final year serving on the SPACC Board of Directors, I am grateful for the opportunity to support this outstanding organization. Having participated in several chamber organizations over the years—including board service and ambassador roles—I can confidently say that the advocacy, engagement, and community impact of the Sauk Prairie Area Chamber of Commerce are truly exceptional.

My commitment to volunteering began early. My parents modeled strong community involvement through civic organizations, local events, and regular service, instilling in me the importance of giving back in ways that align with my talents and passions.

I first became involved through local events, fundraisers, and youth sports while in high school. After college, I re-engaged by helping launch a young professionals group through United Way and later served on various boards and committees focused on community development. Those experiences not only allowed me to support others, but also helped shape me both personally and professionally.

One lesson I have learned is that meaningful communities depend on engaged volunteers. Life gets busy, and it is easy to say no, but the organizations that strengthen our communities rely on people who are willing to step forward and contribute their time, talents, and perspectives. I encourage the next generation of leaders to explore the many organizations serving our community and find one that reflects their values and interests. You do not need to do everything. Finding the right fit—and encouraging others to get involved—can make a lasting difference in the future of Sauk Prairie.

Thank you to everyone who volunteers their time and talents to make our community stronger. I look forward to continuing to support Sauk Prairie for many years to come.

Casey Koenig
Chamber Board Member
Sauk Prairie Area Chamber of Commerce



CREATIVE CORNER

7 Common Digital Marketing Mistakes Small Businesses Make (AND HOW TO AVOID THEM)

Digital marketing isn't about doing everything—it's about doing the right things consistently.

1. POSTING WITHOUT A GOAL

Before you post, ask yourself: What is this supposed to accomplish?

Whether it's sales, awareness, event promotion, or website traffic, every post should have one clear purpose.

2. TRYING TO BE EVERYWHERE

You don't need to be on every platform. Focus on the 1–2 channels where your audience spends time, then expand as you grow.

3. IGNORING VIDEO

Video builds trust quickly and often outperforms static content. It doesn't need to be professionally produced—your smartphone is enough.

4. SKIPPING RETARGETING

Most people won't convert the first time they see your business. Retargeting helps you stay visible to website visitors, ad clickers, and engaged followers.

5. BOOSTING POSTS WITHOUT A PLAN

Boosting a post isn't a strategy. Before spending money, know who you're targeting, what action you want, and how you'll measure success.

6. INCONSISTENT BRANDING

Using different colors, fonts, and messaging makes your business harder to recognize. Consistent branding builds familiarity and trust.

7. QUITTING TOO SOON

Digital marketing takes time. Results come from repetition, consistency, and clear messaging—not a few posts over a couple of weeks.

KEEP IT SIMPLE

Start with:

- A clear goal
- One or two platforms
- Consistent posting
- Simple video content
- Defined targeting

Marketing doesn't have to be complicated—it just needs to be intentional.



**Senior Operations &
Communications
Director**
Stephanie Brickl

SAUK PRAIRIE AREA CHAMBER OF COMMERCE
IS LOOKING FOR AN

EXECUTIVE DIRECTOR

WE'RE
HIRING?



SCAN TO
APPLY



APPLY NOW



THE MORNING *blend*



July 7th

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!

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

- Tackle and Thrive | Your Leadership Partner – Jesi Betley
- Cow Chip – Marietta Reuter, Casey Koenig, Kurt Wenger

Member Spotlight Featuring presentations from:

- Peach Pops – Hayli Dennis
- West & Dunn – Jonathan Esp

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!



**CELEBRATE
FREEDOM!**

**SAUK PRAIRIE
RIVERWAY**

SAUK PRAIRIE **FIRE** ON THE **RIVER** ★ **250th** ★ **CELEBRATION OF AMERICA**

JULY
3RD & 4TH

**TWO DAYS OF FUN,
MUSIC & MEMORIES!**



**BEER
TENT**

**FOOD
TRUCKS**



- ★ ROLLIIOUS CREAMERY
- ★ ANY STREET GRILL
- ★ JOSE'S MEXICAN RESTAURANT
- ★ 1000 MIX THAI TRUCK
- ★ KONA ICE
- ★ VEGA'S BBQ



LIVE MUSIC ALL WEEKEND!

- | | |
|--------------------------------------|-----------------|
| 🎵 LIGHTS OUT BAND | 🎵 FOO FOO DOLLS |
| 🎵 MICHAEL ALEXANDER
& BIG WHISKEY | 🎵 SUPER TUESDAY |
| 🎵 FORGOTTEN HIGHWAY | ★ |

★ **THE RISING STARS
COMPETITION!**

4 BANDS. 1 STAGE. YOUR VOTE!

- ★ MICHAEL ENDRES
- ★ CYRUS JOHN
- ★ SINCE WHEN
- ★ AUDIO X



**THUNDER
CAR SHOW**



**EAGLE
CHASE
RUN**



**BAGS
TOURNAMENT**



DON'T MISS THE BIGGEST PARTY OF THE SUMMER!

VISIT ★ FIREONTHERIVER.ORG

FOR THE FULL SCHEDULE & DETAILS!

Merrimac Fireworks site on Idlewild Road/Hwy 78

FIREWORKS CELEBRATION

& CASH DRAWING

July 4th, 2026

FIREWORKS

Gates Open at 5pm

\$5 per carload

Concessions available!

CASH RAFFLE

Drawn at 8pm

\$10.00 each or 3 for \$20

1st Prize: \$1,000 | 2nd Prize: \$500

3rd Prize: \$250 | 4th Prize: \$250

Sponsors:

Princeton Club/David Gerry
Cenex of Merrimac
Slumberland

Funds raised will support
equipment for Merrimac Fire
Department's new bush truck.

PREMIER SPONSOR:

Sun Step Financial

GOLD

Palmer Manufacturing, Inc.

Merry Mac's Campground

Buttermilk Barn

AA Merrimac Storage

Mac's Pub & Grub

SILVER

Ferry Landing Concessions

H's Place

Ferry X-ing Bar & Grill

Taylor Made Repairs

**The Old School House Tavern &
Restaurant**

Merrimac Conservation Club

Merrimac Power Sports

Ferrylanding Marine

BRONZE

Candy's Merrimac Café





RAFFLE & RHYTHM

OCHSNER PARK, BARABOO

SUNDAY
AUGUST 9TH

11:00 AM - 6:00 PM



FOUR
LOCAL BANDS



CASH &
RAFFLE PRIZES



FACE
PAINTING



FUN FOR THE
WHOLE FAMILY



FOOD
TRUCKS

Pathway **H**  **ME** OF
SOUTH
CENTRAL
WISCONSIN

FREE ADMISSION

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.

SAUK PRAIRIE ONLINE STORE *is now Open!*



JUNE 25-JULY 19
TO ORDER T-SHIRTS



ALL OTHER ITEMS ARE
LIMITED QUANTITIES.





SUMMER EVENINGS. ENDLESS CULTURES. ONE COMMUNITY.

ALTERNATING TUESDAYS IN SAUK CITY & THURSDAYS IN PRAIRIE DU SAC

TUESDAYS IN 5:30 - 7:30 PM **SAUK CITY**

846 WATER ST, SAUK CITY
GREEN SPACE NEXT TO LA MEXICANA

THURSDAYS IN 5:30 - 7:30 PM **PRAIRIE DU SAC**

571 WATER ST, PRAIRIE DU SAC
GREEN SPACE NEXT TO ZIEGLER PHOTOGRAPHY & TRIPP HERITAGE MUSEUM

JULY 14



VIVA CULTURA

MUSIC Son De Jas
La Mexicana
Delicias Monarkas
FOOD
ACTIVITY Coco Mask Making
with J Vod Creative

JULY 23



VIVA CULTURA

FOOD Latin-inspired specials at
Water Street Social Club
ACTIVITY Latin Dance Instruction
with Capitol Social

JULY 28



GLOBAL KIDS

MUSIC Harriet Larson & Co.
Nemmas World Tour
Kona Ice of Monona
FOOD
ACTIVITY Face Painting with J Vod
Creative & Emma Duncan

AUG 6



SAUK PRAIRIE PRIDE

PRESENTATION History of Sauk Prairie
presented by the Sauk
Prairie Area Historical
Society (4:30-5:30 PM)
FOOD Specials at C2 Juicery
& Eats
MUSIC Sam Ness performing at
C2 Juicery & Eats (5:30 PM)

AUG 11



ISLAND VIBES

MUSIC Universal Sound
FOOD La Mexicana
Any Street Grill
Kona Ice of Monona
ACTIVITY Paint Night with
J Vod Creative

AUG 20



ISLAND VIBES

MUSIC Chad Bartell Steel
Pan Drum
FOOD Peach Pops
Caribbean-inspired
specials at Que's Bar
& River Deck
ACTIVITY DIY Flower Crown Making

AUG 25



BOOTS, BLUES & BITES

MUSIC BAMM
FOOD A Steak in the Community/
Sauk Prairie Solar Group/SP CAN
Dax Drink Shack
ACTIVITY Flower Pot Decorating with
Serenity Art Gallery
Horseshoe Wind Chime Project

SEPT 3



BOOTS, BLUES & BITES

MUSIC Madtown Mannish Boys
FOOD Specials at Water Street
Social Club
LOCATION Water Street Social Club

SEPT 15



EUROFEST

MUSIC Val Sigal
FOOD Ben's Soft Pretzels
Nemmas World Tour
ACTIVITY Hand-Painted Wine Glass
with Serenity Art Gallery

SEPT 24



EUROFEST

FOOD Cordelia's SweetShoppe
Somewhere in the Middle
ACTIVITY Yard & Board Games

SEPT 29



ASIA ALIVE

WELLNESS Tai Chi with Peg Faludi
FOOD Best of Thai
Cordelia's SweetShoppe
ENTERTAINMENT Lion Dance by
Zhong Yi Kung Fu

OCT 8

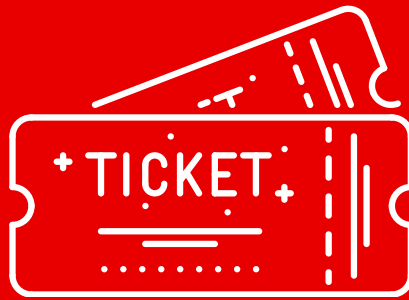


ASIA ALIVE

WELLNESS Sound Bath with
Prairie Fire Yoga
FOOD Specials at Water Street
Social Club
ACTIVITY Crane Origami with
J Vod Creative
Henna Tattoos with
Emma Duncan

ENVISIONED AND
SPONSORED BY:





Calendar Raffle Tickets Now Available!
Stop by the Chamber or find a committee member!



SAUK PRAIRIE AREA CHAMBER OF COMMERCE

AUGUST 2026

\$200 A DAY CALENDAR RAFFLE **GIVE-A-WAY!**

1ST DAY:
BREWER TICKETS

LAST DAY:
\$500 TRAVEL VOUCHER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 2026 TICKETS ARE 5 FOR \$20.00						1 CHAMBER BUCKS CENEX MAGNUM: 4 PACK OF BREWER TICKETS SPONSORED BY: MAGNUM MEDIA
2 SP FITNESS & NUTRITION BAR NO. 1 KITCHEN SPONSORED BY: BANK OF PRAIRIE DU SAC	3 HERB RX SOMEWHERE IN THE MIDDLE SPONSORED BY: H & R BLOCK	4 VINTAGE BREWING CO. LA MEXICANA SPONSORED BY: WCCU CREDIT UNION	5 DORF HAUS RESTAURANT MCFARLANE MFG CO - RETAIL AND SERVICE CENTER SPONSORED BY: RHD PLUMBING & HEATING OF SAUK PRAIRIE	6 QUE'S BAR & RIVER DECK BUZZED BEAN COFFEE CO. SPONSORED BY: BY LEAPS AND BOUNDS CHILDCARE	7 GREEN ACRES CEDAR GROVE CHEESE SPONSORED BY: MILWAUKEE VALVE COMPANY	8 CULVER'S BONHAM THEATRE & VIDEO SPONSORED BY: CULVER'S OF SAUK CITY
9 RECOB ENTERPRISES LLC - TARGET SHOP WATER ST. SOCIAL CLUB SPONSORED BY: PREVAIL BANK	10 RETWIST-T ON THE ROX SPONSORED BY: SCHWARZ INSURANCE	11 CHAMBER BUCKS RANCH & ROOT CO-OP SPONSORED BY: BMO	12 FOX HERITAGE FARMS/WILLOW CREEK FARM C2 JUICERY & EATS SPONSORED BY: VILLAGE FAMILY DENTAL	13 JOSE'S AUTHENTIC MEXICAN RESTAURANT CHAMBER BUCKS SPONSORED BY: FREY CONSTRUCTION & HOME IMPROVEMENT	14 GREEN RX MILIO'S SANDWICHES SPONSORED BY: HOT DOG AVENUE	15 EAGLE INN FLAXEN FLEECE SPONSORED BY: MBE CPAS
16 VILLAGE PUB WILDERNESS FISH & GAME SPONSORED BY: KAYSER CHEVROLET, INC.	17 FISH TALES RESTAURANT CENEX SPONSORED BY: LAKE RIDGE BANK	18 SERENITY ART GALLERY DEVIL'S HEAD RESORT SPONSORED BY: KIRK GRAVES & NUGENT	19 DELICIAS MONARKAS FERRY X-ING BAR & GRILL SPONSORED BY: TOOLS OF MARKETING	20 RAW RATIONS PET FOOD & WELLNESS LAKE WISCONSIN COUNTRY CLUB SPONSORED BY: HASHEIDER ROOFING & SIDING	21 THE SHOP FAIR VALLEY - BAR & GRILL CENEX SPONSORED BY: ZIEGLER PHOTOGRAPHY	22 SCHOEPP'S COTTONWOOD BAR RIVIERA BOWL & PIZZERIA SPONSORED BY: PATHWAY TO WELLNESS COMMUNITY CLINIC
23 WOLLERSHEIM WINERY, DISTILLERY & BISTRO PIZZA HUT SPONSORED BY: MERRY MAC'S CAMPGROUND	24 ST. VINCENT DE PAUL COMMUNITY THRIFT STORE ANTIQUE TAP SPONSORED BY: BANK OF PRAIRIE DU SAC	25 PREM MEATS & CATERING CANDY'S CAFE SPONSORED BY: FAIR VALLEY PERFORMANCE & REPAIR	26 CHAMBER BUCKS RIVER ARTS, INC. SPONSORED BY: MEISE CONSTRUCTION INC.	27 JOHN JOSEPH COFFEE HOT DOG AVENUE SPONSORED BY: MILWAUKEE VALVE COMPANY	28 H'S PLACE DUNKIN' SPONSORED BY: CULVER'S OF SAUK CITY	29 CENEX CORDELIA'S SWEETSHOPPE SPONSORED BY: CONSUMERS COOPERATIVE
30 UNFOLDED PRAIRIE HOUSE - FOOD & SPIRITS SPONSORED BY: STATE FARM INSURANCE - JIM MARSDEN AGENT	31 \$500 VOUCHER (ALL WINNERS GO INTO LAST DRAWING ONLY) 					

WI State Cow Chip Festival 2026 Sponsorship Levels

Your Business Receives...		Presenting Pie	Hay Stack Headliner	Moo Mask	PM Festival Entertainment	AM Festival Entertainment	Kids Stage & Petting Zoo	Corporate Sponsor	Chip Chuckin' Partner
		\$5,000	\$3,000	\$2,500	\$2,000	\$1,500	\$1,000	\$500	\$250
Home Page Website Publicity									
Tagged on WI Cow Chip Facebook Page promotion (<i>general event page</i>)									
Promo Video Highlighting Partnership									
Radio Promotion									
Your logo on Cow Mask									
Promotional can koozies handed out during entertainment segment (<i>provided by the sponsor</i>)									
Logo on Entertainment Page on Website									
Company announced from Adult Stage									
Company announced from Kids Stage									
Tagged on WI Cow Chip Facebook Page promotion (<i>band event pages</i>)									
Thank You banners on ground									
Corporate Throw Team									
Parade Sponsor Sign, Website Promo									
Free Parade Entry register at: https://wiscowchip.com/tournament-of-chips-parade/									

Thank you! Your generous sponsorship allows the festival to remain free to the public.

Can you Volunteer? Please contact: sponsors@wiscowchip.com

I would like to sponsor the WI State Cow Chip Festival 2026 at the Level of:

☐ Presenting Pie (\$5,000) ☐ AM Festival Entertainment (\$1,500)

☐ Hay Stack Headliner (\$3,000) ☐ Kids Stage & Petting Zoo (\$1,000)

☐ Moo Mask (\$2,500) ☐ Corporate Sponsor (\$500)

☐ PM Festival Entertainment(\$2,000) ☐ Chip Chuckin' Partner (\$250)

Organization Name: _____ Phone: _____

Contact Person: _____ Email: _____

Address: _____ City, State, Zip: _____

Please make checks payable to WI State Cow Chip and mail to: PO Box 3, Prairie du Sac, WI 53578

Deadline to guarantee your printed promotions is June 7th



3RD ANNUAL

Unwind at The Abbey at Otter Creek

 **Saturday, August 22nd**
 **8:30AM – 2:00PM** (Check in begins at 8:00am)
 **E11096 Yanke Dr, Prairie du Sac, WI 53578**

This experience includes:

- **Sauna & Cold Plunge**
- **Massage or Facial**
- **Somatic Body Mapping**
- **Stretching & Functional Movement**
- **Mat Pilates**
- **Self-guided Meditation**
- **Heart Rate Variability Scans**
- **Make & Take Bouquets**
- **Meditation Walk to Otter Creek**
- **C2 Juicery Catered Lunch**

Immerse yourself
in a morning of rest,
renewal, and
reconnection at our
annual full-service
retreat with **local**
practitioners.



Investment: \$275

**Limited availability,
to learn more & reserve
your space, visit
theabbeyatottercreek.com**



Bring a swim suit, change
of clothing, towel and a
yoga mat.
Swag bags will be
provided for each
individual!

For questions, reach out to eventbookingspa@gmail.com

MEMBER SPOTLIGHT



4 New Members
in June 2026



383
Total Members



JOB OPPORTUNITIES HOT DEALS



WHERE
ADVENTURE
COMES *naturally*

The ideal candidate is an experienced chamber, economic development, or nonprofit leader who is energized by complexity, thrives in collaboration, and is driven to make a meaningful difference.

The Executive Director serves as the chief strategist, convener, and community catalyst for the Sauk Prairie Area Chamber of Commerce. Reporting to the Board of Directors, this role extends beyond traditional chamber management, acting as a central leader who advances economic vitality, quality of life, and regional competitiveness.

The Executive Director leads the Chamber as both a business membership organization and a community development engine, driving initiatives that address critical community priorities such as placemaking, housing, childcare, workforce development, tourism, small business growth, and regional collaboration.

This position requires a visionary, highly relational leader who can connect people, ideas, and resources, influence outcomes without direct authority, and translate community needs into actionable strategies, funded initiatives, and measurable impact.



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



Executive Committee:

President:

Daryl Matzke - 644.2213
Ramaker & Associates

President Elect:

Jeff Wright - 643.5980
Sauk Prairie School District

Vice President:

Amy Basken - 561.8468
6:8 Inc.

Treasurer:

Pam Wipperfurth - 643.2265
Lake Ridge Bank

Past President:

Rocco Sylvester - 422.8704
Wisconsin Army National
Guard

Directors:

Amanda Haselwander - 393.5211
C2 Juicery & Eats

Angela O'Connell - 960.8096
Flaxen Fleece

Anthony Dix - 643.7172
Sauk Prairie Healthcare

Austin Lins - 581.3096
MBE Wealth

Casey Koenig - 643.3393
Bank of Prairie du Sac

Cydney Kruchten - 643.1648
Milwaukee Valve

John Brennan - 469.8786
John Joseph Coffee

Julia Dellaria-Terrill
Sauk Prairie Dollars
for Scholars

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)



**Senior Operations &
Communications
Director**
Stephanie Brickl



**Summer
Office
Assistant**
Gianna Sylvester