

AUGUST 2026

CHAMBER NEWS

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AND MORE!!!



WHERE
ADVENTURE
COMES *naturally*

SAUKPRAIRIE.COM



CHAMBER BOARD MEMBER

JOHN BRENNAN

Sauk Prairie Area Chamber of Commerce



Every single morning that we are open at John Joseph Coffee, I waste two hours. Productivity is zero. Sure, as customers come in, I serve them, make sure they get what they need, whether it's a pound of coffee, a quick cup, or, if they are looking for a half caf caramel mocha latte with two ice cubes and a scone, I give them directions to our friends at C2 Juicery or Buzzed Bean Coffee.

Starting pretty early in our 8 years of operations, we have hosted coffee chats, coffee talks, or maybe a coffee clutch. It starts right away at 8 am, and lasts, generally, until someone slaps their knee and says "welp". Conversations range the gamut, skipping between news, old stories, rain and how we always have the wrong amount, what is growing in the garden, and which politician is absolutely disconnected from reality. We have master gardeners, town chairmen, whippersnappers that just want to listen, politicians who want to connect, teachers on summer break, friends and family that want to see what all the fuss is about, and occasionally, my 3 year old nephew pretending to fill up our cups with a toy coffee maker. Sometimes people don't stick, they give it a try and get lost in the shuffle, but usually, if someone sits, they fit.

Listening to stories, connecting the dots, putting things in order, while collecting ideas is, by far, the best way to start my day. I haven't always felt this way. During my early days here, it felt wrong to waste so much time. Of course, it also felt wrong to leave my buddy Fritz sitting at my table all by himself, it was a classic battle of American Productivity versus Midwest Nice, but still, this is my work place! No one is entitled to my time! I have so many important things to do! This feeling was real and possibly related to my internal introvert, along with the stress and worry of being a small business owner. If I wasn't being productive, what was I doing. Looking back at this time, it's so obvious that I was missing the flowers in the field.

Here's what I was missing:

Short breaks give your mind an opportunity to reset, helping clear up mental fatigue and morning fog, restore focus, and boost energy before returning to the task at hand. Research has found that regular "microbreaks" are associated with greater energy, fewer slowdowns, and improved overall well-being, while they can enhance performance on many everyday work tasks, particularly when work has become repetitive.

In my shop, I get to taste my coffee, the way my customers do (Sort of...I drink a bit more than most), I get to gauge reactions in real time to new roasts, by some of my most frequent sippers, I get to hear what's happening, while also listening to some of the old timers connect it to the past (Did you know that there was a time when the river made it all the way to the top of the steps by Riviera Bowl? That puts our annual flooding in perspective). I get to sit, at 8 am drink my dream coffee, made in my dream roasting shop, while chatting about small things and big things, most of which we have no power over, all of them curated by curiosity and kindness.



Yes, we are all busy. Yes, there is always something to do. Yes, small business is hard and getting harder, but sometimes what makes it easier is to slow down, take a breathe and a sip, and get out of the workshop and chat with the guy sitting at your table. I hope you all find your Fritz.

John Brennan
Chamber Board Member
Sauk Prairie Area Chamber of Commerce

CREATIVE CORNER

Digital Marketing Made Simple

DISPLAY ADS, OTT & SOCIAL ADS — WHAT'S THE DIFFERENCE?

Digital marketing can sound complicated. Display. OTT. Retargeting. Social ads. Let's break it down in simple terms so you know what your options are — and what might make sense for your business.

DISPLAY ADS = DIGITAL BILLBOARDS

These are the image ads you see:

- On websites
- In mobile apps
- On news platforms

They build awareness and keep your business top-of-mind.

Best for:

- Promotions
- Events
- Seasonal campaigns
- Brand visibility

Think visibility and repetition.



- **Keep text short and to the point**

- Use as few typefaces as possible to stay classy.
- Limit them to two or three different ones per banner at the most

- Consider your own logo has a unique typeface too

- Apply the high contrast rule here too (see the logo tips)

Space constraints might force you to edit copy in the smallest of banner formats. Be ready for this by choosing in advance which text has higher priority over other

Stay consistent with the typefaces you choose across all banners in the set

OTT = STREAMING TV ADS

OTT (Over-The-Top) ads run on streaming platforms like:

- Hulu
- Roku
- Peacock
- YouTube TV



They're modern TV commercials — but targeted by location and audience.

Best for:

- Major promotions
- Brand awareness
- Businesses wanting broader reach

Think premium visibility.



SOCIAL MEDIA ADS = TARGETED & FLEXIBLE

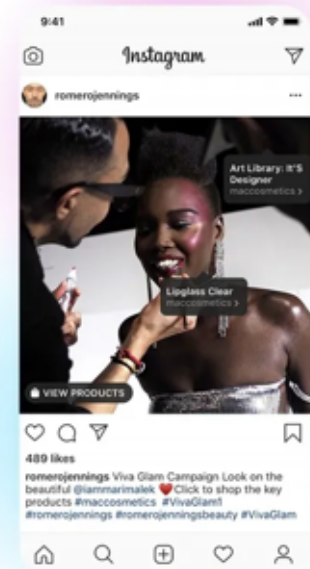
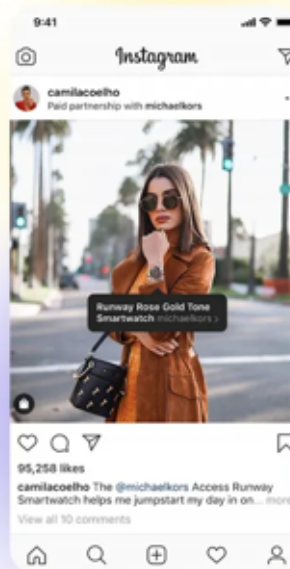
These run on:

- Facebook
- Instagram
- LinkedIn
- TikTok

They can drive:

- Website traffic
- Event registrations
- Lead forms
- Engagement

Great starting point for most small businesses because budgets are flexible and targeting is precise.



RETARGETING = THE REMINDER STRATEGY

Ever visit a website and then see their ads everywhere?

That's retargeting.

It shows ads to people who already interacted with your business — and it's one of the most cost-effective digital strategies available.

Think reinforcement.

WHERE SHOULD YOU START?

If you're new to digital marketing:

Start with:

- Social ads
- Clear messaging
- A defined goal

Then expand into:

- Display ads
- Retargeting
- OTT for larger campaigns

The key isn't doing everything.

It's choosing the right platform for your goal.



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.



Senior Operations & Communications Director
Stephanie Brickl

THE MORNING *blend*



August 4th

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:

- Future Business Leaders of America - Alexis Cleveland
- Ferry Bluff Eagle Council - Christy Golden
- Sauk Prairie Community Service Award – Fritz Wyttenbach

Member Spotlight Featuring presentations from:

- Sauk Prairie Area Food Pantry – Kris Ballweg & Nancy Klabough
- Fristam Pumps USA – Kris Schmitt
- Wisconsin Army National Guard – Sgt. Paiteal

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!



MERRIMAC FIRE DEPARTMENT

FIREWORKS

SATURDAY, AUGUST 1st

📍 Corner of HWY 78 and IDLEWILD DRIVE



JOIN US FOR AN UNFORGETTABLE NIGHT OF FUN,
FOOD, AND PHENOMENAL FIREWORKS!!

HUGE THANK YOU
TO OUR GENEROUS SPONSORS

- Dave & Jean Gerry of Princeton Club
- Jeff & Lauren Peetz of Slumberland- Baraboo
- Cenex of Merrimac
- Sun Step Financial



MERRIMAC
FIRE & RESCUE



\$5

PER CARLOAD

Gates Open at 5:00 PM
FIREWORKS AT DUSK

THIS IS A CASH ONLY EVENT

Please NO CARRY-INS
NO FIREWORKS ON GROUNDS

PLUS

- BEER TENT
- T-SHIRT SHOP
- YARD GAME AREA
- FOOD TRUCKS





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:



BACK TO SCHOOL

BE READY.

Give your student the tools to manage money confidently this school year.

Hey, Grown-Ups!

Help your student
earn an **A+** in
MONEY
management.

EMPOWER

your child to start
making smart money
choices & SOAR with
a debit card. ✓

SOAR YOUTH Debit Card Account

Parents⁴ – Stay in the
driver's seat until your
child is ready to **soar** on
his/her own!

- » Minimum Opening Deposit: \$50
- » No Monthly Maintenance Fee
- » No Minimum Balance
- » Free Debit Card¹

- » Free Online Statements^{2/3}
- » Free Online Banking
- » Free Mobile Banking App²
- » Access to 600+ no-fee ATMS



To learn more,
scan QR code
or visit
bankpds.com.



555 PARK AVE, PRAIRIE DU SAC
865 PHILLIPS BLVD, SAUK CITY
608.643.3393
BANKPDS.COM

¹Separate application required.

²Customers must be 13 years or older and a registered user of Online Banking to be eligible.
Third-party message, data, or internet service provider charges may apply.

³Terms and conditions apply with enrollment. Paper statements will automatically be discontinued once registered for the service. A device with internet access and Adobe® Acrobat Reader 4.05 version or greater is required to view Online Statements.

⁴Co-owner of legal age required.

MEMBER
FDIC



Dave Weiss-Magnum was inducted into the Wisconsin Broadcasters Hall of Fame June 18th in Lake Geneva at the association's 75th anniversary convention. A video of the ceremony and his acceptance speech is available at www.wisconsinbroadcastingmuseum.org/hall-of-fame/dave-magnum/

Dave's first time on the radio was at age 13 at his hometown station WNNO-FM in Wisconsin Dells during a radiothon for Camp Wawbeek. He was hired there as a deejay at 15. Dave moved on to WIBA-FM in Madison at 19, then worked at stations in Kansas, Texas, Michigan, and New Mexico.

In 1987, he met his future wife, Lynn, when he was named program director at a station where she was employed. They returned to Wisconsin in 1991 to build their first station, a Tomah-licensed construction permit they named WBOG for the area's cranberry bogs. Three years later, they consolidated two more radio stations. In 1998 they acquired WDLS-AM and WNNO-FM in Wisconsin Dells plus WIBU-AM in Poynette. Their goal was to build an all-Wisconsin group with overlapping signals along the I-90/94 corridor from La Crosse through Madison to Milwaukee.

Lynn died of breast cancer in 2002 at age 33. Dave carried on with their plan, acquiring stations in the La Crosse, Green Bay, and Madison markets. In 2007 Magnum Media added Reedsburg-Baraboo stations WNFM-FM, WRDB-AM and WBOO-FM.



In 2011, Dave consolidated Portage stations WDDC-FM and WAUN-AM "Wauna Rock" which is rebroadcast on 102.1-FM Baraboo and 96.9-FM Waunakee.

Today, Dave's sons, Reid and Ty, along with Reid's wife, Chelsey, are taking the company into its second generation. As of 2026, Magnum Media has owned 27 AM and FM stations, 25 FM translators, and three low-power TV stations across Wisconsin.





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

OF
SOUTH
CENTRAL
WISCONSIN

FREE ADMISSION



WISCONSIN STATE COW CHIP THROW

★ ★

SEPTEMBER 4TH & 5TH, 2026

**FRIDAY NIGHT & SATURDAY
OF LABOR DAY WEEKEND**

**CLICK TO VIEW
SCHEDULE OF EVENTS**



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

WOMEN + WORDS + WINE

BRAVELY MOVING FORWARD

Unlocking Resilience in the Face of Change

Sponsorship Opportunities

OCTOBER 22, 2026

VINTAGE BREWING CO.
600 WATER ST, SAUK CITY
6:00PM - 9:00PM



CHAMPION - \$1,500

6 Tickets
Name in Program
Logo on Website



PROMOTER - \$1,000

4 Tickets
Name in Program
Logo on Website



ADVOCATE - \$500

2 Tickets
Logo on Website



FRIEND - \$250

1 Ticket
Logo on Website



EMAIL BY SEPTEMBER 1ST:
SPACC@SAUKPRAIRIE.COM
IF INTERESTED IN SPONSORING

MEMBER SPOTLIGHT



2 New Members
in July 2026



385
Total Members



SUNNYSIDE DREAMS

FARM

JOB OPPORTUNITIES HOT DEALS



Pilates Instructor Opening

- 5-12 hours per week
- Weekday mornings/evenings & rotating Saturday mornings
- Mat, Equipment (Reformer, Chair, Tower, Cadillac)
- Group Classes, Private Lessons

Help us inspire movement, build community, and change lives through Pilates.

Signature Pilates & Wellness is looking for a passionate, knowledgeable Pilates instructor to join our growing team. If you love helping people move better, build confidence, and feel stronger, we'd love to meet you.

Located along the beautiful Wisconsin River, our boutique studio offers premium equipment, small class sizes, abundant natural light, and a supportive team culture.

We're building more than a schedule of classes—we're building a community.



Celebrate 8 Years of our saltroom with \$8 off a Salt Session

Must be purchased in the month of August, no expiration date. Can book it online on our website: www.t4uhcsp.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