

SEPTEMBER 2026

CHAMBER NEWS

IN THIS ISSUE

NEW EXECUTIVE DIRECTOR ANNOUNCEMENT	2
Chamber Board Member: Julia Dellaria-Terill	3
Creative Corner: Stephanie Brickl	4
Culture on the River	5
WI State Cow Chip Throw & Festival	6-7
Coffee & Coaching	8
Women, Words & Wine	10
The Morning Blend	11
New Members	14
SAVE THE DATE: Annual Dinner	17

AND MORE!!!



WHERE
ADVENTURE
COMES *naturally*

SAUKPRAIRIE.COM



NEW EXECUTIVE DIRECTOR



WELCOME

Storm Linjer

**CLICK TO
LEARN MORE**



CHAMBER BOARD MEMBER

JULIA DELLARIA-TERRILL

Sauk Prairie Area Chamber of Commerce



It's hard to believe summer is almost over! This is my 17th year in the Sauk Prairie area, and I'm still amazed by everything our community has to offer in every season.

Fall is one of my favorite times to enjoy the Sauk Prairie Riverway. When I'm not riding my bike on the Great Sauk State Trail and taking in the fall colors, you'll probably find me at the high school watching my 11th grader in the marching band or at Culver Community Park cheering on my 8th grader at soccer.

As summer winds down and school gets back into session, it's also a great time to get back into learning ourselves—and to take advantage of one of the free programs available through your Sauk Prairie Area Chamber of Commerce membership.

Our fall series of Coffee & Coaching kicks off Tuesday, September 15, at Prairie Landing at Culver Community Park with Eric Feindeggen, a favorite SPACC speaker. Eric will present Effective Leadership Through Delegation: The Art of Empowering Others.

One thing I've learned from attending Coffee & Coaching is that the topics have so many applications. Whether you're a business owner, manager, or employee, there is always something you can take away to improve communication, strengthen relationships, or become a better leader—not only at work, but sometimes at home, too!

Personally, I'm hoping Eric can teach me how to more effectively delegate some of the housework to my two teenage boys!

All joking aside, Coffee & Coaching is an incredible resource included with your Chamber membership. I encourage you to attend—or send someone from your team. You may be surprised by how much you take away and how often you find yourself using what you learned, both at work and at home.



I hope to see you there!

Julia Dellaria-Terrill
Chamber Board Member
Sauk Prairie Area Chamber of Commerce



Sept. 15th • 8-9:30 am

**EFFECTIVE LEADERSHIP
THROUGH DELEGATION:
THE ART OF EMPOWERING OTHERS**

2026 Education Series

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 FEINDEGEN

Eric Feindeggen 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:

- Delegate with Purpose – Match the right tasks to the right people and set clear expectations.
- Empower Without Micromanaging – Build trust by giving others the authority and support to take ownership.
- Develop Future Leaders – Use delegation to build accountability, confidence, and leadership skills across your team.

DATES & TOPICS 2026

RSVP:
spacc@saukprairie.com

FALL SESSION:

- Tuesday, October 20th, 8:00 – 9:30 am | SustainableHR PEO Team presents:
 - Know When to Coach and When to Discipline
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 - Feedback is Your Management Style

CREATIVE CORNER

What Makes an Effective Digital Ad

7 TIPS TO GRAB ATTENTION & GET RESULTS

Digital ads don't have to be complicated — but they do need a plan. Here's what makes a digital ad actually work for your business.

1. START WITH ONE CLEAR GOAL

Before designing anything, ask:

- Do I want clicks to my website?
- Sign-ups for an event?
- Sales for a product?

One ad = one purpose. Clear goals keep your messaging focused.

2. KNOW YOUR AUDIENCE

Who should see this ad?

- Location
- Age or demographic
- Interests or behaviors

Targeting the right people saves money and increases results.

3. CATCH ATTENTION FAST

People scroll quickly.

- Use bold headlines
- Bright, clear images or video
- Minimal text

The first 2–3 seconds determine if your audience stops to engage.

4. KEEP IT SIMPLE

Don't overload your ad with too much info.

- One main message
- One image or video
- One call-to-action

Clarity wins every time.

5. INCLUDE A STRONG CALL-TO-ACTION (CTA)

Tell people exactly what to do next:

- "Sign up today"
- "Shop now"
- "Learn more"

If your audience isn't sure what to do, they won't take action.

6. MAKE IT VISUAL

Images and videos outperform text-only ads.

Tips for visuals:

- High-quality photos (smartphone works!)
- Short, vertical videos for social
- Brand colors and logo included

Canva makes it easy to create polished, on-brand visuals.

7. TEST & ADJUST

Digital ads are flexible — don't set it and forget it.

- Test different headlines
- Try multiple images or videos
- Adjust targeting based on performance

Even small tweaks can improve results significantly.

THE TAKEAWAY

Effective digital ads are:

- Clear
- Targeted
- Visual
- Actionable
- Measured

Keep it simple, stay consistent, and test to learn what works.

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

Stephanie Brickl
spacc@saukprairie.com



Senior Operations & Communications Director
Stephanie Brickl

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.



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:



ADVENTURE
SAUK PRAIRIE



SAUK PRAIRIE
PRAIRIE DU SAC

SAUK COUNTY
WISCONSIN

WISCONSIN ARTS BOARD
Creativity. Culture. Community. Commerce.

WISCONSIN
ECONOMIC DEVELOPMENT

RED WHITE & MOO

★ WISCONSIN STATE ★ COW CHIP THROW

★ ★ ★ ★ ★ EVENT SCHEDULE ★ ★ ★ ★ ★

Friday | September 4th

Dan Lepien | Country (CS) 5:00 - 9:00 pm
Corporate Throw 5:30 pm

Saturday | September 5th

Classic 5k-10k Run/Walk

8:00 am (6:30 register)

Cow Chip Breakfast 8:00 am

Petting Zoo 9:00 - 4:00 pm

Arts & Crafts Fair 9:00 - 5:00 pm (100+ Exhibits)

Volleyball Tournament 9:00 am (8:30 registration)

Children's Game Tent 9:00 am - 6:00 pm

Children's Chip Chucking 9:00 - Noon (\$2.00)

Tony Rocker | Elvis Tribute (CS) 9:30 - 12:00 noon

FOOD COURT ALL DAY

(for full list of food vendors please visit our website)

Zach Michel | Kids' Comedy Magician (KS) 9:00 am, 1:00 pm

Sir Eddy | Juggler (KS) 10:00 am, 2:00 pm

Jolie Canoli Kids' Show (KS) 10:30 am, 2:30 pm

Basic Bubble Popping Experience (KS) 11:15 am, 3:15 pm

Tournament of Chips Parade - Noon

Wis. State Cow Chip Adult & Team Throw 1:00 pm

Men/Women/\$5.00 (must pre-register) Team of 4 \$25

Bingo by the Cow-A-DUNGO Arena | 1:00 - 2:30 pm

Cow-A-DUNGO! Winner Selection | 2:30 pm

Watch the Cow Select the Winning Square!

Jackson Taylor | Country (CS) 1:30 - 4:00 pm

Kid's Pedal Pull (Kids Area) 2:00 pm

High Mileage | Rock (CS) 5:00 - 9:00 pm

★ **CS= Center Stage**
KS=Kids Stage ★

★ **All events at Marion Park**
Prairie du Sac, WI
(no dogs allowed) ★

www.wiscowchip.com

Cloud Nine
DAY SPA & SALON

DROP FRAME
PRODUCTIONS

VILLAGE OF
PRAIRIE DU SAC

Culver's

EVER READY
ELECTRIC

Tom

McFARLANE
A family business since 1971

BANK OF
PRAIRIE DU SAC
MEMBER FDIC

Ballweg Custom
Sawing

SAUK PRAIRIE LION'S FOUNDATION



COW CHIP

Breakfast



MARION PARK



**SATURDAY,
SEPTEMBER 5, 2026**



7:30 – 10:30 AM



**ADULTS
\$12.00**



**CHILDREN
10 & UNDER
\$8.00**



Serving



**FRESH
SCRAMBLED EGGS**



PANCAKES



**PREM MEATS
BREAKFAST SAUSAGE**



FRUIT CUPS



ORANGE JUICE



MILK



**JOHN JOSEPH
COFFEE**



Proceeds support local community projects and Lions' humanitarian efforts.

THANK YOU FOR YOUR SUPPORT!

COFFEE AND coaching

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SPONSORS:



GLOBAL FOOD DRIVE



TOGETHER
WE CAN
FEED OUR COMMUNITY

Donate a **non-expired canned good** at Kayser Ford Sauk City and you will be entered in our weekly drawings Weeks of **September 8th, September 14th, September 21st, and September 28th.**

Prizes each week will be similar but not limited to the following:



Free **WORKS** Package



Free **DETAIL** Package



KAYSER FORD **Merch**



Free **PREPAID MAINTENANCE**-
Includes **3 WORKS** Packages

On October 2nd
we will announce our
**GRAND PRIZE
WINNER!**

(Yes, if you have already won
a weekly prize you are still
entered for the Grand Prize)



GRAND PRIZE:
\$450 in Local Gift Cards from
PREM MEATS, PIGGLY WIGGLY, and KWIK TRIP!



ALL CANNED
FOOD WILL BE
DONATED TO


**SAUK PRAIRIE
—A.R.E.A.—
FOOD PANTRY**

BUILDING A COMMUNITY,
ONE MEAL AT A TIME.

spfoodpantry.org

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

THE MORNING *blend*



October 6th

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:

- Wisconsin Army National Guard – Rocco Sylvester
- Sauk Prairie Dollars for Scholars - Julia Dellaria-Terril
- Sauk Prairie Fire Department - Ben Wankerl

Member Spotlight Featuring presentations from:

- Sauk County - Erin Hauck
- Sunnyside Dreams Farm - Megan Haag
- Tail Society Dog Care - Riley Haas

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!



MEMBER SPOTLIGHT



1 New Members
in August 2026



389
Total Members

tail society™ DOG CARE



**PUSH UP
THE SUN®**
Where Life Becomes Story

*True stories. Real People.
An unforgettable night.*

Push Up the Sun® is a storytelling event that brings our community together for an evening of connection, laughter and powerful true stories.

-  LIVE STORYTELLING
-  THE STORYTELLER
SIGNATURE COCKTAIL
-  THE LISTENER MOCKTAIL
-  FOOD FROM
WATER STREET SOCIAL CLUB
-  NEXT EVENT DATE COMING
THIS FALL

**EVERYONE HAS A STORY.
WE WANT TO HEAR YOURS.**

We're always looking for brave, authentic storytellers to take the stage and share a true story from their life.
It doesn't have to be perfect, just real.

THE NEXT EVENT TOPIC

Turning Points

THINK YOU HAVE A STORY WORTH SHARING?
WE'D LOVE TO HEAR FROM YOU!

EMAIL US AT STORY@PUSHUPTHESUN.COM

No experience necessary, just you and your story.
LET YOUR STORY BE HEARD

Follow us on Facebook to get updates on events and more!



Push Up The Sun

**MARK YOUR
CALENDARS!!**

KIND FEST

**A COMMUNITY CELEBRATION OF
KINDNESS AND MENTAL HEALTH**

**HOSTED BY
BE KIND SP33**

Saturday, Sept. 26th
Culver Park
1-9p.m.

Raffles

Food Trucks

Free Kid Zone

Bingo 2-4 p.m.

Bags Tournament 2p.m.

Mental Health Resources

Retro Specz Band 5-9p.m

DETAILS VISIT: WWW.SAUKPRAIRIEFFA.COM/HARVESTFEST

SAUK PRAIRIE

TRUNK OR TREAT

8TH ANNUAL

DATE: OCTOBER 24TH, 2026

TIME: 3-6PM

LOCATION: 840 CAROLINA STREET
SAUK CITY, WI

SCAN TO SIGN UP TO
HOST A TRUNK



COME ENJOY A SAFE,
FAMILY-FRIENDLY
COMMUNITY EVENT
WITH FOOD TRUCKS,
HAYRIDES, AND MORE!

New Location
More Parking!



Sponsored by
River Hills Church

PLEASE NOTE:
THERE WILL BE PICTURES
TAKEN AT THIS EVENT



PARTICIPANTS WANTED FOR TRICK OR TREAT *at the park*



**Host a Table • Hand Out Candy • Promote Your
Business • Support the Community**



**Join local businesses and organizations in creating a fun
and safe Halloween event for Sauk Prairie families!**

12 – 2 PM SATURDAY, OCTOBER 31ST
MEYER OAK GROVE PARK | SAUK CITY

INTERESTED IN PARTICIPATING?

**SIGN UP TODAY TO RESERVE YOUR SPOT AT TRICK OR
TREAT AT THE PARK!**

EMAIL OR CALL DAWN |

DAWNZ@EVERREADYELECTRIC.NET | 608-963-6260

MADE POSSIBLE BY OUR LOCAL SPONSORS & PARTNERS:



**EVER READY
ELECTRIC, INC.**



Ben's
soft pretzels





05

MONTHS TO GO

January

	WEDNESDAY	
26	27 2027	28

CELEBRATE OUR 70th ANNIVERSARY
WELCOME OUR NEW EXECUTIVE DIRECTOR

JOB OPPORTUNITIES HOT DEALS



Part-Time Wellness Coordinator

Do you have a passion for natural health? Do you love helping others? Are you driven by accuracy, attention to detail, and results?

Isthmus Wellness is looking for a Part-Time Wellness Coordinator to join our team! This position will split time between our Madison and Sauk Prairie locations and is ideal for someone who enjoys working with people, staying organized, and being part of the many moving pieces of a wellness clinic.

Our mission is to grow, serve, and educate our community through holistic health. We're looking for someone who shares that passion and can help us create a welcoming, supportive experience for every client who walks through our doors.



August 1, 2026, through October 31, 2026, get the best deals on Milwaukee and DeWalt tools. Stop in today at McFarlanes' True Value to check out our huge selection!

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)



Executive Director
Storm Linjer



**Senior Operations &
Communications
Director**
Stephanie Brickl