



## Sauk Prairie Area Chamber of Commerce

Prairie du Sac • Sauk City  
Merrimac • Roxbury • Leland  
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## Chamber News

January 2011

*"The Chamber Promotes and fosters a healthy economy and quality life-style for members and the Community"*

## Community Events

Eagle Watching Days  
January 14th & 15th

Chamber Awards Dinner  
January 17th - Dorf Haus

"Maximize Weight Loss"  
Workshop - Sponsored  
by Monroe Real Training  
January 18th 6 - 7 pm

Health Trip Kicks-Off

Sauk Prairie Show Choir  
Invitational January  
29th

Wollersheim Winery Port  
Release Celebration -  
January 29th 10 - 4pm

Yahara String Quartet  
River Arts Center  
January 22nd 7:30 p.m.

## If the Chamber didn't, who would?

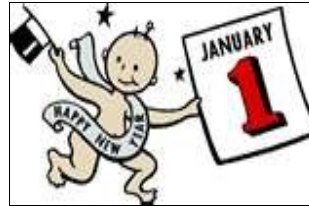
What's in it for me? What do I get for my money? These are all ways of asking ourselves a central question: What value does the Chamber offer me? Consider what would happen if the Chamber were to close tomorrow. There would be...

- No one to respond to the inquiries about our community and its opportunities
- No one to greet newcomers to our community and guide them to your business.
- No one to engage the business community in the public education process and actively seek input.
- No information gathering center in the business community.

- No focal point for social gathering of the business community where an exchange of ideas and services can take place.
- No political voice to keep our elected representatives aware of the community's feeling on legislative action and needs.

No, we're not planning to close, but sometimes we have to take a step back to realize what value an action or organization brings to our business community. The fact is, if there were no Chamber of Commerce, chances are many of you would be among the leaders of the group to establish one.

The Chamber is a rallying point and instrument for the promotion of plans, ideas and projects that



build and sustain an environment conducive to free enterprise and economic growth. The Chamber is a positive, upbeat organization that is proud of its community and businesses, and that has the ability to recognize and address those issues that need attention. Thank you for making a difference and believing that together, we can make our community stronger.

### What can the Chamber do for you today?

Click [here](#) to let us know how we can help your business in 2011.

## 2011 Annual Dinner & Awards Banquet



One of the most exciting times of year for a Chamber is

the annual awards dinner...a night to honor and thank member businesses who have been recognized by their colleagues for making significant contributions to

our community.

If you haven't already, I encourage you to RSVP by calling 608.643.4168. This year's event will be held on:

Monday, January 17th  
Dorf Haus Restaurant  
8931 Hwy Y

Cocktails & Networking

5:30—6:30 p.m.

Dinner & Entertainment

6:30—7:15 p.m.

Annual Meeting & Awards

7:15—8:15 p.m.



### Chamber Location:

421 Water St Suite 105  
Prairie du Sac

Phone: 643-4168

Fax 643-3544

saukprairie@frontier.com

www.saukprairie.com

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# MEMBER PROFILE

## How Did You Get From There to Here? A profile of vocational journeys...



**Todd Wuerger**  
**Richards Benefits &  
Financial Services LLC**

932 Water St Suite 101  
Sauk City, WI 53583

Phone: 608-448-3205  
www.richardsinsurance.com  
E-mail:

twuerger@richardsinsurance.com

### How long have you been a Chamber member?

2½ years.

### What path led you to your current position?

Prior to joining Richards Benefits & Financial Services in 2008, I worked for Unity Health Insurance for more than 10 years. I was an account executive and worked with many independent insurance agencies throughout South Central and Southwestern Wisconsin. When I decided to become an independent insurance agent, I contacted the managing partner at Richards whom I had sold a lot of business with and he agreed to open an office in Sauk

Prairie in order to grow their business in a new market.

### What does it take (for you) to be a success in your field?

Patience, persistence, networking and timing.

### How has your business, and you, been impacted by this current economy?

The current economy has presented challenges for me and our business. I think most employers still view the insurance benefits they offer their employees as a valuable recruitment and retention tool despite the continual rising costs of health care.

### What advice would you have for people who are considering a career in insurance?

I'd recommend working for an insurance carrier prior to becoming an independent insurance agent because understanding carriers' internal operations is important. When asking students about their career interests, not many indicate they'd like to go into the insurance industry, although the industry provides an array of opportunities such as marketing, sales, and underwriting. Carriers' willingness to assume risk in return for insurance premiums plays a vital role in providing financial protection for citizens.

### What do you think you'd be doing professionally if you weren't in the insurance industry?

Coaching swimming. (I currently coach high school swimming; I am the assistant coach for the Sauk Prairie girls swim team and the head coach for the Sauk-Prairie/Wisconsin Heights boys swim team).

### What might fellow chamber members be surprised to learn about you?

I've completed the Ironman Wisconsin triathlon the past 4 years and am registered for this year's event in Madison.

### Why do you think it is good business for someone like yourself, or a business, to engage the community in "doing good" outside of work?

We all have skills and talents. Discovering and using these gifts to the best of our abilities brings great joy and makes our world a better place in which to live. You may also pick up a little more business along the way.

## Eagle Days 2011

With approximately 115 eagles calling Sauk Prairie home this winter, there has been a lot of activity with visitors coming to the community to view the eagles. Mark your calendar for January 14th & 15th and make plans to attend the 2011 Eagle Day festivities at the River Arts Center, 105 Ninth Street in Prairie du Sac.

The media has been active writing stories about our winter visitors as well. The Milwaukee

State Journal and the Chicago Sun Times recently ran articles on our community. Click [here](#) for the Milwaukee State Journal article.

Click on the Eagle Watching Days logo to the right for a list of 2011 events.



## Chamber Gift Certificates were a HUGE Success in 2010...

Thank you to everyone who purchased Chamber Gift Certificates during the holidays.

If you are a chamber member who accepts our gift certificates, please remember to treat the gift certificates just like cash. Should the purchase be less than the face value of the

gift certificate, please issue their change as if they were using cash.

If you bank with the Bank of Prairie du Sac, you can deposit them with your weekly deposits. If you bank elsewhere, please contact the Chamber and we will issue you a check for the value of the gift certificates that

you collected.



## 2nd Saturdays on Water Planning Meeting



The 2nd Saturdays committee invites all Sauk Prairie Chamber Members who are interested in helping to plan for our 2011 launch. Retailers, Restaurants and 2nd Saturday Vendors are encouraged to attend our re-cap meeting on **Wednesday, January 12th from 5:30—7:00 p.m.**

**at The Blue Spoon Café's River Room.**

RSVP to the Chamber office if you are interested in attending.

**Can't make this meeting?** Let us know and we will add you to the email group and contact you when we meet again.

# VILLAGE FAMILY DENTAL

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## Don't Miss the Chamber Super Bowl...

A special Thanks to  
**Riviera Bowl**  
for co-sponsoring  
this event!

### Chamber "Super" Bowl 2011 (first annual)

**Friday, Feb. 4th, 2011**

**Where:** Riviera Bowl

**Cost:** \$20/person for bowlers,  
\$15.00 for non bowlers

**Includes:** 2 free drinks & food  
(Tailgate Sauk Prairie Style)

**Bowling:** Teams of 4, Scottish Doubles (3 games)  
Partner 1 rolls 1st ball, partner 2 rolls 2nd ball  
(2 groups of 2 per lane),  
2nd game people reverse roles,  
3rd game either combination.

**Game Time:** Round 1 starts at 6:00, Round 2 at 7:30  
Playoffs will be approx 9pm (Stay and watch the action!)  
Top 3 teams from Round 1 and Round 2 will advance to the playoffs

**What to wear:** Your favorite team apparel  
**Music:** DJ will play 80's hits from 7:30 to 11:00pm

**Prizes:** Championship Team hosts the Traveling Trophy for the next year!  
Lowest score from the 6:00 & 7:30 rounds hosts the ball and chain for the next year!  
(Display these with pride!!!)

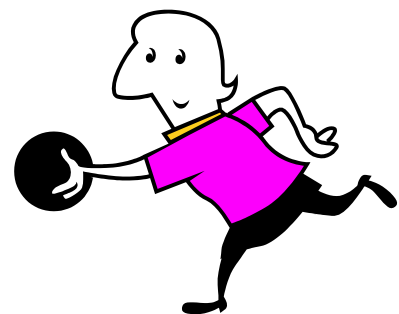
This is a great way to have fun with your employees at a very reasonable price.

Don't miss a great night of FUN & Networking—and a year's worth of bragging rights!

Thank you to Chamber Ambassador Marietta Reuter for planning our February social. If you haven't sent in your Paperwork, do so today! Teams are filling quick and you don't want to miss this event!

Also, thank you to member Riviera Bowl for co-sponsoring this event!

See you at the "RIV" February 4th!



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