



June 9, 2026
For immediate release

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Sauk Prairie Chamber Executive Director Tywana German Retires

**Community Leader Stepping Down
After 16 years of Transformational Leadership**

**Sauk Prairie Area Chamber of Commerce Announces Executive Director Transition and Launches
Search for Next Visionary Leader**

After sixteen years of transformational leadership, the [Sauk Prairie Area Chamber of Commerce](https://www.saukprairiechamber.com) is preparing for its next chapter as Executive Director Tywana German retires on June 12, 2026.



Under German's leadership, the Chamber has grown into one of the region's most influential community organizations, serving nearly 400 member businesses while providing leadership and collaboration across three villages, seven townships, Sauk County, and the Sauk Prairie School District.

The Chamber's impact extends far beyond traditional business services. Over the past decade and a half, it has served as a catalyst for economic development, tourism promotion, leadership development, workforce initiatives, housing and childcare solutions, community beautification, and placemaking projects that have strengthened both the local economy and quality of life throughout the Sauk Prairie region.

Among its many accomplishments are successful downtown revitalization efforts, community enhancement and park projects, tourism initiatives that showcase the region's natural and cultural assets, leadership programs that cultivate future community leaders, and collaborative solutions addressing some of the area's most pressing workforce, housing, and childcare challenges.

"The Sauk Prairie Chamber has become a trusted convener and community partner that brings people together to get things done," said Chamber Board President Daryl Matzke. "We are proud of what has been accomplished and excited to find a visionary leader who can build upon this momentum and help shape the future of our communities."

Reflecting on her tenure, German credits the community itself for the Chamber's success.

"What makes Sauk Prairie truly special is its people," said German. "This is a community of forward-thinking visionaries who are willing to invest in ideas, embrace collaboration, and work together for the greater good. Many of the projects that have transformed our region were born from conversations around Chamber tables and brought to life by volunteers, business leaders, elected officials, and residents who believed in a shared vision for the future. Their generosity, engagement, and commitment to one another have made it possible to accomplish things that no single organization could achieve alone. Serving this community has been one of the greatest privileges of my career."

The Chamber is now seeking a dynamic Executive Director who is passionate about community development, business success, strategic partnerships, and creating opportunities that enhance the region's economic prosperity and quality of life.

As part of a planned leadership succession process, the Chamber's Board of Directors has retained [Peter Gray Executive Search](#) to conduct a nationwide search for its next Executive Director. The Board is seeking a visionary leader who will continue building strong relationships, advancing strategic initiatives, and helping guide the Sauk Prairie region through its next era of growth and opportunity.



For more information regarding the Executive Director position, please visit petergraysearch.com/executive-director-spacc.

About the Sauk Prairie Area Chamber of Commerce

Since 1956, the Sauk Prairie Area Chamber of Commerce has existed to promote, advocate for, and connect the business community while fostering a healthy economy and quality lifestyle throughout the Sauk Prairie region. The Chamber provides leadership and support for economic development, tourism, community engagement, workforce development, placemaking, and quality-of-life initiatives.

Guided by its mission and core values of being visionary, relationship-oriented, high-quality, and equitable, the Chamber works to strengthen the region through collaboration, innovation, and service. Together with its members and community partners, the Chamber helps create a vibrant, welcoming, and prosperous future for residents, businesses, and visitors alike.