

# Good



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# NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

WWW.EASTTROYWI.ORG

NOVEMBER 2008

VOLUME 19, EDITION 4

## What's New Around Town

COMPILED BY KATIE MATTESON

**Magic Touch Salon** is celebrating 45 years in business on East Troy's Village Square. Kathleen Onsgaard started her business as JK Hairstyling in November 1963 in the Mark Schwartz building, which was located on the west side of the Square. When the building was purchased by the State Bank of East Troy in 1969 for expansion, Onsgaard purchased a building on the north side of the Square that had been home to Whitmore's Food Store. A few years later she changed the name to Magic Touch Hairstyling. Tammy Brewer joined Onsgaard in the salon in November 1978 and is celebrating her 30th anniversary. The business name changed slightly in 1995 to Magic Touch Salon when tanning and nail services were added. Amber Kreidler joined the veterans two years ago and also celebrates her anniversary this month. For more information, contact the salon at (262) 642-3411.

Mark Galluzzo and his crew celebrated the 10th anniversary of **Roma's Ristorante & Lounge** in August. "Not easy in this day and age," Galluzzo said.

John Burns, a physical therapist and licensed acupuncturist, now has office hours at the **Aurora Health Center**, East Troy. Burns graduated from the Midwest College of Oriental Medicine in 2001 and has been in private practice in Milwaukee. He incorporates physical therapy along with acupuncture and other complimentary therapies including Yoga, Tai Chi, Qi Gong for the benefit of his patients. For more information about acupuncture and other alternative therapies or to schedule an appointment, call (262) 642-2000.



John Burns

East Troy's **Edward Jones** office will host its second Brat Barbeque Open House on Thursday, Dec. 11. Financial Advisor Jim Jakscht and Business Office Administrator Bonnie Senft invite East Troy area residents to join them. "It's been our privilege to serve the community and we enjoy helping residents with their financial goals," Jakscht said. "Please stop by any time between 11:30 a.m. and 6 p.m. so we can extend our personal best wishes

See **WHAT'S NEW**, Page 4



CARL MATTESON *Good Neighbors*

**Santa Claus waves to those gathered at the Byrnes Street crossing as he and his entourage made their way to East Troy's village square aboard the East Troy Santa Parade Train. The train will return this year on Saturday, Dec. 6.**

## Chamber members find joy in holiday activities

**E**ast Troy businesses, organizations and churches come together each year to present holiday activities that provide opportunities to celebrate the season with local shopping, heart-warming experiences and religious observances. True joy is generated by the combination of these groups that make up the membership rolls of the East Troy Area Chamber of Commerce and each do their part to make the East Troy community a special place.

By Katie Matteson  
CHAMBER  
EXECUTIVE  
DIRECTOR

### Find the Joy in East Troy

Members of the East Troy Area Chamber of Commerce kick off the holiday season Nov. 21 with the 5th Annual Find the Joy in East Troy promotion. This year's event introduces new features to entice area residents to find the joy in shopping locally.

Instead of collecting stamps from the Joy Locations as in past years, joy seekers will be asked to find the Joy Item and price at each location. Entries are due to the Chamber office by Friday, Dec. 5 at 4 p.m.

Using an entry form distributed in this issue of the Good Neighbors, as well as other area publications, participants can visit at least 10 of the 25 Joy Locations over a two-week period in order to enter a drawing

that will take place on Dec. 6 for Joy Prizes contributed by member businesses. Grand prizes include a choice of a Skiing or Golf Get-away Weekend for 2 (two nights lodging, dinner, breakfast and unlimited skiing or golf with cart) at Alpine Valley Resort (\$550 value), \$500 Chamber Bucks Gift Certificates (redeem at any Chamber member merchants within one year of issue date) and a Trek Bike (\$300 value) from Mielke's Sentry.

Also new this year, participating Joy Locations will offer one-day special promotions during the Find the Joy in East Troy Shopping Spree on Saturday, Dec. 6 from 11 a.m. to 4 p.m.

Two free Joy Shuttles, provided by Roadrunner Charter Buses and sponsored by James R. Taylor & Sons, will transport shoppers between Joy Locations throughout the village during the Shopping Spree hours. Representatives from the East Troy Area Historical Society will ride the shuttles and share historical tidbits.

A list of the Shopping Spree locations and specials appears in the center spread of this issue of the Good Neighbors, as well as on the Find the Joy in East Troy flyer.

### Santa Parade Train

Presented by the East Troy Area Chamber

**Santa, Mrs. Claus and crew will travel into East Troy via the Santa Parade Train, which will stop briefly at the following crossings:**

5 p.m. ....	Leaves Elegant Farmer
5:30 p.m. ....	Army Lake Road-Southern Crossing
5:40 p.m. ....	St. Peter's Road
6 p.m. ....	Byrnes Street
6:10 p.m. ....	Division Street
6:30 p.m. ....	Arrives on Village Square

of Commerce in conjunction with the East Troy Electric Railroad, the Santa Parade Train will transport Santa and his entourage into East Troy by rail on his mission to light the Bob Barutha Memorial Christmas Tree on East Troy's Village Square Dec. 6.

The beautifully lit three-car train will travel down the century-old interurban trolley line between Mukwonago and East Troy. Nearly the entire route is visible from County Road ES. The train will stop briefly at the following crossings along the way to East Troy:

5 p.m. ....	Leaves Elegant Farmer
5:30 p.m. ....	Army Lake Road - Southern

See **CHAMBER**, Page 3

## President's Notebook

By Lori Szolwinski, President

CHAMBER PRESIDENT, FIRST CITIZENS STATE BANK-EAST TROY OFFICE



### Top 7 Reasons to shop locally this holiday season:

1. Has a friendly clerk called you by name and taken a few moments to chat with you?
2. Have they always been readily available and willing to service their merchandise when you needed it?
3. Have they bought ads in your school or club yearbooks or tickets for your children's school activities?
4. Have they ever remained open without complaint as you completed your purchase or opened after hours when you were in desperate need of something they sold?
5. Have they ever purchased tickets for your church suppers or contributed to worthwhile community projects?
6. Have you ever noticed their names as sponsors of local community events or as donors of door prizes at non-profit functions?
7. Have they ever put up your posters in their storefront windows?

The Chamber's administrative assistant Patti Friedl would like to add a couple more items to the list after personally experiencing two East Troy Area Chamber of Commerce members in action.

Patti purchased a used car for her college-age son in September and raves about the great customer service she received from the folks at Lynch Chrysler Dodge Jeep in East Troy.

"Mary Schultz, George Scott and Chris Glass all went out of their way to make sure that everything went perfectly," Patti said. "They made me feel like I was their only customer."

In October, when her daughter received her driver's license, Patti went back to Lynch and again received excellent treatment and another great used car.

Patti also had good things to say about Jim Jakscht at Edward Jones Investments. After receiving an inheritance from her great uncle, Patti invested the money on behalf of her 7-year-old daughter.

"I was really impressed with the way Jim guided me through

the process," Patti said. "Even in these tough economic times, I feel comfortable with the investments I made for my daughter."

You too can find the joy of shopping locally by participating in this year's Find the Joy in East Troy promotion.

The prizes aren't just the ones you can win by entering the drawing, you'll win by experiencing the hometown holiday spirit that you won't find in the malls.

The program that the Chamber's Advertising and Marketing Committee has put together for this year's event is simply delightful. I think people will truly enjoy going from store to store to find the joy items and prizes – kind of a joyful scavenger hunt! And the sales that our local stores have put together for the Find the Joy in East Troy Shopping Spree are truly amazing. Plus, traveling around on the shuttle buses will make it even more fun!

And don't forget about Santa. Kids of all ages look forward to seeing Santa light the Bob Baruth Memorial Christmas Tree on the Village Square on the first Saturday in December each year. Thanks to the volunteers at the East Troy Electric Railroad, the Jolly Old Elf will again arrive in style via the Santa Parade Train. If you've never witnessed this magical event, make sure you find a spot to watch along the tracks between Mukwonago and East Troy (see the schedule on the front page). After the parade passes you still should have time to get back to the Village Square in time to watch Santa and Mrs. Claus arrive on the square atop the East Troy Fire Department's ladder truck. And when Santa flips the switch, you'll truly feel the joy when you see all the lights illuminating the hundreds of handmade ornaments that were hung by local school children the day before.

On behalf of all the Chamber members and staff, have a joyful holiday season.

## East Troy Chamber joins group health insurance co-op

With the recent establishment of the Healthy Communities Cooperative under the Wisconsin Co-Op Care Law, the East Troy Area Chamber of Commerce is part of a new co-op based group health insurance initiative that seeks to bring high quality, affordable health care to participating Chamber of Commerce members in Walworth, Rock, Jefferson, Green, Dodge and Dane counties.

"The cost of health care is consistently ranked at the top of Chamber members' concerns," Katie Matteson, executive director of the East Troy Area Chamber of Commerce said in a press release.

"Under this new health insurance co-op, even our small business members (including sole proprietors) will benefit from possible preferred insurance rates not available in the traditional market – especially at renewal due to the wellness component of the plan that rewards positive healthy lifestyle changes."

Starting with a health risk assessment, those insured by the plan will play an active role in keeping their health insurance rates under control by participating in the wellness program, explained Matteson.

The goal is to identify lifestyle choices that help people improve their health.

The program will provide coordination of existing community programs, resources and activities, along with education on proper diet and exercise, to promote healthier lifestyles and reduce future claims, she said.

The Healthy Communities Coopera-

**"The cost of health care is consistently ranked at the top of Chamber members' concerns."**

**– Katie Matteson, executive director of the East Troy Area Chamber of Commerce**

tive is an independent corporation, run by a board of directors elected from the participating communities, which maintains control over the plan.

Its first goal is to lower medical insurance costs with strengthened bargaining power coming from the large potential group created by combining Chamber of Commerce members spanning six counties.

At this time, nine Chambers have given their support to help launch the program, including Beloit, Brodhead, Delavan, East Troy, Evansville, Fort Atkinson, Jefferson, Milton and Whiteside.

The Co-op Board has already begun negotiations with several interested insurance company partners and health management firms, with hopes to designate a carrier by Dec. 1. Implementation of the plan is targeted for July 2009.

For more information, contact the East Troy Area Chamber of Commerce at (262) 642-3770 or [www.healthycommunitiescoop.org](http://www.healthycommunitiescoop.org).

## Chamber plans Business Expo

Back by popular demand, the Chamber's Ambassador Committee has set the date for the 2009 East Troy Area Chamber of Commerce Business Expo for Saturday, April 25 from 10 a.m. to 3 p.m. at East Troy Middle School.

"When we surveyed our members last year, many said they wanted us to again sponsor a Business Expo," Ambassador Committee chairperson Pam Burki said. The Chamber sponsored a Community Expo/Trade Show in 1998 and 1999.

This members-only event will provide a forum for local businesses and organizations to showcase their products and services. The committee has reserved a professional set-up for 60 booths, with more available if needed. Each booth, constructed with green/white walls, comes with a six-foot table (with skirt) and two chairs. Additional space will be available for restaurants in the food court.

Booths will be set up in the school gym and main hallway, with the food court set up in the cafeteria.

Exhibitors will also have the opportu-

### If you go ...

**What:** East Troy Area Chamber of Commerce Business Expo

**When:** April 25 from 10 a.m. to 3 p.m.

**Where:** East Troy Middle School, 3143 Graydon Ave.

**Cost:** \$75 a booth to showcase your business. Free admission to the public.

nity for demonstrations and presentations, available on a first come, first served basis, in the school auditorium.

Members of the committee will soon start soliciting booth space for \$75 each, which includes the equipment rental and advertising. March 1 is the deadline for reservations.

Admission to the Business Expo will be free to the public and will include entry into a free drawing for prizes. Tickets will also be sold for raffle items.

For more information, contact the Chamber office at (262) 642-3770.



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# NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

### EAST TROY AREA CHAMBER OF COMMERCE

Katie Matteson ..... Executive Director  
Patti Friedl ..... Administrative Assistant

2096 Church St., P.O. Box 312  
East Troy, WI 53120  
(262) 642-3770 - phone  
(262) 642-8769 - fax  
[info@easttroywi.org](mailto:info@easttroywi.org)

### EAST TROY NEWS

Jack Cruger ..... Publisher

3224 W. Main St., Suite B  
P.O. Box 47, East Troy, WI 53120  
(262) 642-7451 - phone  
(262) 642-2409 - fax  
[etnews@easttroynews.com](mailto:etnews@easttroynews.com)

### WHO TO CONTACT?

To advertise ..... contact Jamie Farra  
(262) 642-7451 or  
[jfarra@easttroynews.com](mailto:jfarra@easttroynews.com)

To submit news briefs about your company or organization ..... contact Katie Matteson

To update your membership information ..... contact Patti Friedl

To submit an event for the calendar of events ..... contact Patti Friedl

To submit information for a new member profile ..... contact Katie Matteson

*Good Neighbors is a publication of the East Troy Area Chamber of Commerce coordinated by the East Troy News and published four times per year in April, May, September and November.*

## 2008 East Troy Area Chamber of Commerce Board of Directors

### President

Lori Szolwinski, First Citizens State Bank

### Vice President

Jeff Bates, CenturyTel, Inc.

### Treasurer

Ann Zess, Allan Integrated Control Systems, Inc

### Secretary

De Anne Conrad, Citizens Bank of Mukwonago

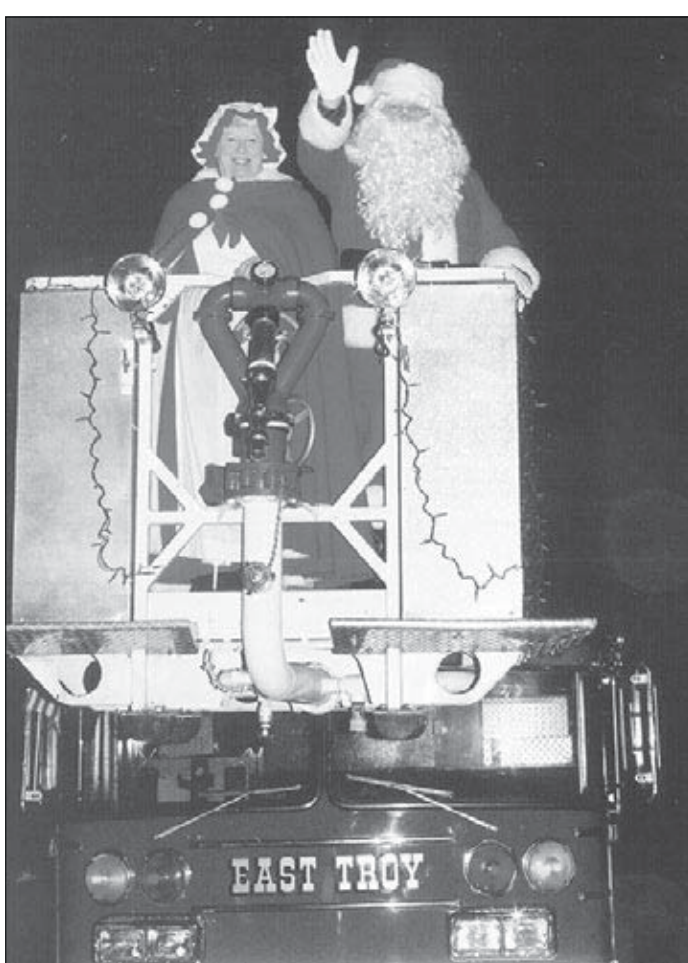
### Board Members

Barb DeLap, DeLap's Hardware & Rental  
Jean Schultz, Waukesha Memorial Hospital

Pam Burki, Realty Executives Integrity  
Terry Larson, Teronomy Builders  
Amber Anderson, Country Inn & Suites  
Jon Bunne, Buell Motorcycle Company  
Daniel Heidelmeier, Not Just Beans, LLC  
James Maklary, Maklary Technology Consulting, Inc.







CARL MATTESON Good Neighbors

## Santa Claus is coming...

Santa and Mrs. Claus will arrive on the Village Square via the East Troy Fire Department Ladder Truck at 6:30 p.m. on Saturday, Dec. 6, to light the Bob Barutha Memorial Christmas Tree.

### Chamber, continued from front page

5:40 p.m. Crossing  
6 p.m. St. Peter's Road  
6:10 p.m. Byrnes Street  
6:30 p.m. Division Street  
6:30 p.m. Arrives on Village Square via East Troy Fire Department ladder truck

Limited tickets are available for those who would like to ride in a special heated passenger trolley, which will follow the Santa Parade Train along its route from the Elegant Farmer to the Division Street cross-

ing. Riders will be able to walk to the Village Square for the tree lighting. The trolley will leave at 7:30 p.m. from the East Troy Depot to take riders back to the Elegant Farmer. Tickets for the special ride are available at the Chamber office, 2096 Church St. (located in the Grand Theatre Professional Building on the Village Square) for \$10 each or four for \$35. Proceeds from the

See *CHAMBER*, Page 8



# Welcome Santa!

## Saturday, Dec. 6



### Santa Parade Train

Presented by the East Troy Area Chamber of Commerce in conjunction with the East Troy Electric Railroad



A beautifully lit three-car train will transport Santa and Mrs. Claus and their entourage down the century-old interurban trolley line between Mukwonago and East Troy. Nearly the entire route is visible from Highway ES. The train will stop briefly at the following crossings along the way to East Troy:

5:00 p.m.	Leaves Elegant Farmer
5:30 p.m.	Army Lake Road – Southern Crossing
5:40 p.m.	St. Peter's Road
6:00 p.m.	Byrnes Street
6:10 p.m.	Division Street
6:30 p.m.	Arrives on Village Square via East Troy Fire Dept. ladder truck

### Santa on the Square

In anticipation of Santa's arrival, festivities will begin on the Village Square at 6 p.m. with a Christmas Carol Sing-along led by the East Troy Community Band. Concessions will be available.

Santa and his entourage will arrive at 6:30 p.m. to light the Bob Barutha Memorial Christmas Tree, decorated the day before by local school children.

Free Photos with Santa and Mrs. Claus, sponsored by Kimberly Ann Photography and Not Just Beans. In case of inclement weather, photos will be taken at the East Troy Lions Lodge on Division Street.



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**Pastor Suellen F. Myers**

Christmas Eve Services: December 24: 5, 7 & 10 p.m.  
 Service of Lessons & Carols: Sunday, December 28: 8 & 10:30 a.m.  
 (no Holy Communion)

...we welcome you...



## WHAT'S NEW,

continued from front page

for a happy holiday season." The office is located at 2098 Church St., on the Village Square.

**East Troy Marine**, located at 2708 Main St., welcomes Nancy Schroeder to the staff. She started working part-time at East Troy Marine in July and became a full-time office assistant on Oct. 8. She previously worked as a veterinary assistant at Mukwonago Animal Hospital for 13 years. She joins her husband of four years, Jim Schroeder, who has worked as East Troy Marine's parts department manager since January 2008. In addition, he owns Schroeder Air, a heating and air conditioning business. Nancy has lived in East Troy all her life and graduated from East Troy High School. Nancy and Jim have two children, Megan, 14 and Andy, 10. Along with their children, they have one dog, Leaf, three cats, two birds, fish and a gecko. They reside in East Troy on Lake Beulah.

Starting on Jan. 26, 2009, a new outreach ministry called Second Helpings will be held at **St. James United Methodist Church**, 2945 Main St., on the fourth Monday of the month at 5:30 p.m. Second Helpings offers a free meal to anyone, with people welcome to come earlier for fellowship. The menu will vary from month-to-month, but will generally include a main dish, vegetable, fruit, salad and dessert. Following the meal, any leftovers will be packed up and sent home with guests. For more information, call (262) 642-7642.

Ditsy and her clown friends! Face painting! Raffle for Alpine Valley Music Theatre concert tickets! Really big coloring books! Project IDENTIKID! All this and more will be offered at the **Kiwanis Club of Greater East Troy's Annual Scholarship Pancake Breakfast**, set for Saturday, Jan. 24 from 8 a.m. until noon at Prairie View Elementary School, 2131 Townline Road in East Troy. Enjoy the great breakfast of pancakes, sausages, juice, applesauce and coffee cake. Tickets are \$5 for adults (12-up), \$3 for children (3-11) and free for children under 3. All money raised from the pancake breakfast funds scholarships for East Troy area youth. For more information, call Francine Pease at (262) 751-6658.

Volunteers from the Welsey House

See **WHAT'S NEW**, Page 10



**Nancy and Jim Schroeder**

# New Member Profiles



**Chamber Ambassador Pam Burki from Realty Executives Integrity welcomed Stephanie Skiba from Gateway Technical College as a new member of the East Troy Area Chamber of Commerce.**

PHOTO SUBMITTED *Good Neighbors*



KATIE MATTESON *Good Neighbors*

**Chamber Ambassador Pam Burki (right) from Realty Executives Integrity presented a membership certificate to Brooke Shackleton from Big Brothers Big Sisters of Walworth County.**

**GATEWAY TECHNICAL COLLEGE**  
3520-30th Ave., Kenosha  
(262) 564-2546 phone  
(262) 564-2999 fax  
E-mail: skibas@gtc.edu  
Web site: www.gtc.edu

Gateway Technical College collaborates with communities in Kenosha, Racine and Walworth counties to ensure economic growth and viability by providing education, training, leadership and technological resources to meet the changing needs of students, employers and communities.

**BIG BROTHERS BIG SISTERS OF WALWORTH COUNTY**  
1545 Hobbs Dr., Delavan  
(262) 728-8865 phone  
(262) 728-8893 fax  
E-mail: bbsbrooke@netzero.com

Big Brothers Big Sisters (BBBS) provides positive role models/adult mentors to area kids between the ages of 6 and 14. BBBS matches youth and volunteers together to assist children from primarily single-parent families in reaching their fullest potential socially, emotionally and academically.

## Chamber Bucks Make Great Gifts

Available in any denomination, Chamber Bucks Gift Certificates may be redeemed at any East Troy Area Chamber of Commerce member business. The businesses then receive reimbursement from the Chamber. For more information, call the Chamber office at (262) 642-3770.



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# New Member Profiles

## Open for development



PHOTO SUBMITTED Good Neighbors  
Chamber Ambassador Pam Burki (center) from Realty Executives Integrity and Chamber member Jim Jakscht (second, from right) joined Gina Dingman (right) from Stefaniak Group Realtors for the ribbon cutting commemorating the opening of Troy Hill Estates Subdivision. Also pictured (from left) are: Town of Troy Chairman Victor Kranitz, State Senator Neal Kedzie, State Representative Stephen Nass, State Representative Scott Gunderson and Troy Hills Estate developers Scott Fails and Jim Kreuper.

**STEFANIAK GROUP REALTORS**  
Gina Dingman  
W2539 Indianhead Lane, Elkhorn  
(262) 613-3898 phone  
(414) 541-2600 fax  
E-mail: [ginading@centurytel.net](mailto:ginading@centurytel.net)

Gina Dingman is a local real estate agent specializing in existing and new construction. She currently represents Troy Hill Estates in the Town of East Troy. She welcomes all builders and customers to the area to see our spectacular 1-2 acre premier home sites.

**KIMBERLY ANN PHOTOGRAPHY**  
1882 Valley Dr., East Troy  
(262) 492-3893 phone  
E-mail: [KimberlyAnnPhotography@yahoo.com](mailto:KimberlyAnnPhotography@yahoo.com)  
Web site: [www.KimberlyAnnPhotography.com](http://www.KimberlyAnnPhotography.com)

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**WAUKESHA MEMORIAL HOSPITAL**  
725 American Ave., Waukesha  
(262) 928-7032 phone  
(262) 544-9512 fax  
E-mail: [Jean.Schultz@phci.org](mailto:Jean.Schultz@phci.org)



PHOTO SUBMITTED Good Neighbors  
Jean Schultz (right) from Waukesha Memorial Hospital recently received a warm welcome from Chamber President Lori Szolwinski.

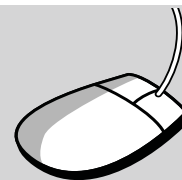


KATIE MATTESON Good Neighbors  
Chamber Ambassador Jeriann Koch (right) from Realty Executives Integrity presented Kimberly Billings from Kimberly Ann Photography with her membership plaque.

## Welcome to East Troy!

East Troy Area Chamber of Commerce  
2096 Church St., P.O. Box 312  
East Troy, WI 53120 (262) 642-3770

New to East Troy? Stop at the Chamber office for your free Welcome Package, compliments of the members of the East Troy Area Chamber of Commerce. Show proof of residency and receive a shopping bag filled with resource materials, gift items and valuable coupons. The office is open weekdays 10 a.m. until 4 p.m. and is located on the east side of the Village Square inside the Grand Theatre Professional Building.



VISIT US  
ONLINE AT

[www.easttroywi.org](http://www.easttroywi.org)

## East Troy Family Dental Center, SC

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**SERVICE DEPARTMENT HOURS:** Mon.-Fri. 8 a.m.-5 p.m.  
Sat. 8 a.m.-noon

# Find the Joy in East Troy Shopping Spree

## FIND THE JOY WINTER OPER HOUSE

at 2708 Main Street • 642-5150  
**Saturday, Dec. 6**  
**9 a.m.- 4 p.m.**

- 50% OFF Non-Current Clearance Items** (not valid with other offers).
- 25% OFF all in-stock apparel, accessories and oil** (not valid with other offers).
- Pictures with Santa 11 a.m. to 1 p.m.
- Drawings
- Raffles
- ENJOY food and beverages provided by local snowmobile clubs, from 11 a.m.-3 p.m.**
- All proceeds will benefit their clubs.

**• Drawings**  
• Refreshments  
• Great Gifts for Christmas  
• FREE Gift with Food Pantry Donation

**POLARIS**  
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**AURORA PHARMACY**  
3284 Main St.  
40% off all Christmas Giftware, including Jim Shore Figurines. Your only chance to purchase Jim Shore Items at 40% off.

**BURGER KING**  
2951 E. Main St.  
Buy any Value Meal and get the same sandwich free.

**COUNTRY INN & SUITES**  
2921 O'Leary Lane  
10% off a 1-night Future Stay.

**DELAP'S HARDWARE & RENTAL**  
3288 Main St.  
17% off everything that fits in a Joy Bag (excludes rental & pet food). Free gift wrapping provided by East Troy High School Key Club.

**EAST TROY AREA CHAMBER OF COMMERCE**  
2096 Church St., Suite A  
Enter a drawing to win \$50

Chamber Bucks Gift Certificate with a minimum purchase of a \$25 Chamber Bucks Gift Certificate. Redeem Chamber Bucks Gift Certificates at any Chamber member merchant within 1 year of issue date.

**EAST TROY MARINE**  
2708 Main St.  
25% off all in-stock Apparel, Accessories & Oil (not valid with other offers).

**EAST TROY SHELL**  
2526 E. Main St.  
Receive a coupon at the door worth up to 50% off anything in the gift shop. For \$1 or a non-perishable food item, customers will receive a 6-inch Gingerbread Cookie, icing and decorative candies. All proceeds to benefit the East Troy Food Pantry.

**THE ELEGANT FARMER**  
1545 N. Main St., Mukwonago  
A wonderful day filled with festive holiday food sampling



## Complete Holiday Dinners

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*Includes:*  
Butterball oven-roasted turkey, Creamy mashed potatoes, Homestyle gravy, Bread stuffing, Cranberry relish, 12 dinner rolls & 2 pumpkin pies

Serves 10-12  
**\$65<sup>98</sup>**

**Ham Dinner**

Serves 4-6  
**\$39<sup>98</sup>**

Serves 8-10  
**\$49<sup>98</sup>**

*Includes:*  
Kretschmar smoked ham off the bone, creamy mashed potatoes, homestyle gravy, green bean casserole, Lakeview gelatin rings, dinner rolls & pumpkin pie

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# Sat., Dec. 6, 11 a.m.-4 p.m.

**FREE Joy Shuttles**, sponsored by James R. Taylor & Sons, will transport shoppers between Joy Locations throughout the village. Representatives from the East Troy Area Historical Society will ride the shuttles and share historical tidbits.

from their Farm Kitchen and Bakery and free hot cider. While Moms and Dads shop, kids may enjoy Family Christmas Movie Classics, including A Charlie Brown Christmas and Frosty the Snowman.

## JT INTERIORS CAFÉ

2887 E. Main St.  
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Special 20% off all Holiday/Gift Items.

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## MIELKE'S SENTRY

3238 W. Main St.  
Taste of the Holidays food sampling throughout the store.  
Holiday sale items in each department.

## NOT JUST BEANS

3268 W. Main St.  
40% off Willow Tree Angels.  
Make your own holiday ornament for \$1. Proceeds go to the East Troy Historical Society's building fund.

## REALTY EXECUTIVES INTEGRITY

2880 Main St.  
Bake Sale with proceeds to benefit East Troy Food Pantry.

## TOP SHELF LIQUOR

2751 E. Main St.  
20% off Christmas Packs.



*Not Just Beans...*

3268 W. Main St., East Troy  
Village Marketplace  
(262) 642-2353  
Hours: Mon-Fri. 6:30 a.m.-5:30 p.m.  
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Sun. 8 a.m.-1 p.m.

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**SATURDAY, DEC. 6** everything that fits in a **JOY BAG**  
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CARL MATTESON *Good Neighbors*

## Christmas desserts

The East Troy High School Chamber Choir, under the direction of Rodger Trader, treats the audience to a collection of Christmas carols while they sampled hors d'oeuvres, sweets and beverages during "Christmas Desserts" at East Troy Middle School. The choir will perform this year on Dec. 6 at 7 p.m.

### Chamber, continued from page 3

tickets sales will help defray the cost of lights and decorations. For more information, call (262) 642-3770.

### Santa on the Square

In anticipation of Santa's arrival, festivities will begin on the Village Square at 6 p.m. with a Christmas Carol Sing-along led by the East Troy Community Band. Concessions will be available.

Santa and his entourage will arrive at 6:30 p.m. to light the Bob Barutha Memorial Christmas Tree, decorated the day before by local school children.

Free photos of children with Santa and Mrs. Claus will be provided, sponsored by Kimberly Ann Photography and Not Just Beans. In case of inclement weather, photos will be taken at the East Troy Lions Lodge on Division Street.

In the spirit of giving  
In association with the East Troy Lions Club, First Citizens State Bank-

East Troy Office is collecting hats, scarves, gloves, mittens, slipper socks and socks for area children, ages infant through 18. Monetary donations also accepted. Please bring donations to the bank, located at 2546 E. Main St., by Saturday, Nov. 29. The bank is also a collection site for the East Troy Lions Club toy drive. For more information, call the bank at (262) 642-2530.

### 13th Annual Love Lights Tree

The East Troy Education Foundation is

again sponsoring the Love Lights Tree at Mielke's SENTRY this holiday season. The lights honor or memorialize a beloved family member or respected friend at a cost of \$5 each. Those who wish to purchase lights may fill out a form available at the service counter at Mielke's or stop by a table inside the store on Saturday, Dec. 6 from 9 a.m. to 2 p.m.

The names of those honored and memorialized will appear on boards inside the store and the list will be printed in the East Troy Times after Christmas. The lighted tree can be viewed at the entrance to the Village Marketplace after 9 a.m. on Dec. 6.

All money raised by the Love Lights Tree project will be used to fund educational activities for the students in East Troy's public and parochial schools.

## Holiday Services, Programs and Concerts

### SCHOOLS/DAY CARE CENTERS

#### East Troy Community School District

- Saturday, Dec. 6, 7 p.m.: Christmas Desserts - High School Chamber Choir - Middle School Auditorium
- Tuesday, Dec. 9, 6:30 p.m.: Fifth Grade General Music and Band Concert - Prairie View Gym
- Wednesday, Dec. 10, 7 p.m.: Seventh and Eighth Grade Band Concert - Middle School Gym
- Sunday, Dec. 14, 2 p.m.: Seventh - 12th Grade Choirs Concert - High School Gym No. 1
- Wednesday, Dec. 17, 7 p.m.: High School Bands Concert - High School Gym No. 1

#### Little Angels Learning Center,

- 2141 Mill St., East Troy, (262) 642-7002
- Thursday, Dec. 4, 7 p.m.: Annual Christmas Program - East Troy Middle School Auditorium

### CHURCHES

#### East Troy Bible Church

- 2660 North St., East Troy: (262) 642-7604
- Wednesday, Nov. 26, 7 p.m.: Thanksgiving Eve Service
  - Sunday, Dec. 21, 9 a.m.: Christmas Carols Concert
  - Wednesday, Dec. 24, 7 p.m.: Candlelight Christmas Eve Service
  - Wednesday, Dec. 31, 7 p.m.: New Year's Eve Concert with nationally-known concert pianist

#### First Congregational Church of East Troy, UCC

- 2931 Union St., East Troy: (262) 642-5186
- Wednesday, Dec. 24, 7 p.m.: Candlelight, Carols and Communion Christmas Eve Service

#### Good Shepherd Lutheran Church

- 1936 Emery St., East Troy: (262) 642-3310
- Wednesday, Nov. 26, 7 p.m.: Thanksgiving Eve Service
  - Wednesday, Dec. 10, 7 p.m.: School Children Christmas Concert
  - Wednesday, Dec. 17, 6:30 p.m.: Sunday School Christmas Service
  - Sunday, Dec. 21, 9:30 a.m.: Worship with Choir Cantata
  - Wednesday, Dec. 24, 5 p.m. and 7:30 p.m.:

#### Christmas Eve Services

- Thursday, Dec. 25, 9:30 a.m.: Christmas Day Worship
- Wednesday, Dec. 31, 7 p.m.: New Year's Eve Service

#### St. James United Methodist Church

2945 Main St., East Troy: (262) 642-7642

- Saturday, Nov. 15, 4 p.m.: Free Family and Community Movie ("Mr. Magorium's Wonder Emporium")
- Sunday, Dec. 14, 9 a.m.: Children's Christmas Program during worship
- Saturday, Dec. 20, 2-7 p.m.: A Parent's Day Out (for last minute Christmas shopping, gift wrapping, house decorating or just to have a moment to breathe). The childcare staff of Noah's Ark Christian Day Care and volunteers from the church will watch the kids. The children will make crafts, participate in activities, watch movies and have dinner while you take a break or get things crossed off your to do list.
- Saturday, Dec. 20, 4 p.m.: Free Family and Community Movie ("Polar Express" and/or "Santa Clause I")
- Sunday, Dec. 21, 9 a.m.: Christmas Cantata offered by the Chancel Choir during worship
- Wednesday, Dec. 24, 7 p.m.: Christmas Eve Worship Service featuring special music and a traditional candle lighting to celebrate the birth of Jesus Christ

#### St. Paul's Lutheran Church

2665 North St., East Troy: (262) 642-3200

- Wednesday, Nov. 26, 7 p.m.: Thanksgiving Eve Worship Service
- Thursday, Nov. 27, 9 a.m.: Thanksgiving Morning Worship Service
- Wednesday, Dec. 10, 3 p.m. and 7 p.m.: Second Midweek Advent Worship Service
- Wednesday, Dec. 17, 3 p.m. and 7 p.m.: Third Midweek Advent Worship Service
- Sunday, Dec. 21, 8 a.m. and 10:30 a.m.: Christmas Choral Concert
- Wednesday, Dec. 24, 6:30 p.m.: Children's Christmas Eve Worship Service
- Wednesday, Dec. 24, 10 p.m.: Christmas Eve Candlelight Service
- Thursday, Dec. 25, 9:30 a.m.: Christmas Day

#### Worship Service

- Wednesday, Dec. 31, 7 p.m.: New Year's Eve Worship Service

#### St. Peter the Apostle Parish

1975 Beulah Ave., East Troy: (262) 642-7225

- Monday, Dec. 8, 7 p.m.: Immaculate Conception Mass
- Tuesday, Dec. 9, 7 p.m.: Advent Penance Service
- Wednesday, Dec. 24: No 8:30 a.m. Mass
- Wednesday, Dec. 24, 5 p.m.: Christmas Eve Mass
- Wednesday, Dec. 24, 11:30 p.m.: Choral Presentation followed by Christmas Midnight Mass
- Thursday, Dec. 25, 7:30 a.m.: Christmas Day Mass
- Thursday, Dec. 25, 9 a.m.: Christmas Day Mass
- Thursday, Dec. 25, 11 a.m. Christmas Day Mass
- Wednesday, Dec. 31: No 8:30 a.m. Mass
- Wednesday, Dec. 31, 5 p.m.: New Year's Eve Mass
- Thursday, Jan. 1, 8:30 a.m.: New Year's Day Mass

#### Ecumenical Offerings

- Wednesday, Nov. 26, 6:30 p.m.: Thanksgiving Eve Worship Service will be held at St. James United Methodist Church. Troy Center UMC, Caldwell UMC, St. Peter's Catholic Church, First Congregational Church of East Troy, UCC and St. James invite everyone to come and join together to give thanks to God
- Sunday, Nov. 30, 3 p.m.: A Classical Christmas Concert to benefit Cambodia Well Project at Caldwell UMC. A reception will follow the concert.
- Saturday, Dec. 13, 12 - 3 p.m.: A Cookie Walk will take place at Caldwell UMC
- Monday - Friday, Dec. 8-12, 6 a.m. - noon: - An Advent Labyrinth will be open to all for personal meditation, prayer, and reflection. Open afternoons by appointment - especially for groups. Call: (262) 363-2680
- Wednesday, Dec. 10, 7 p.m.: A Taize-style Evening Prayer Service will be held at Caldwell UMC

### 2008 Christmas Express

The East Troy Electric Railroad will run the Christmas Express on weekends in December (Dec. 6, 7, 13, 14, 20 and 21). The ride is a 10-mile road trip, with departures from the Elegant Farmer at 11 a.m., noon, 1 p.m., 2 p.m., 3 p.m. and 4 p.m. The actual running time is 45 minutes, with no layover at the East Troy Depot and Gift Shop as this facility is closed in the winter due to lack of heat. Story reading and special guests are expected. The fares are the same as regular operations: Adults, \$12; Seniors, \$11 and Children 3-11, \$7. For more information, call (262) 642-3263 or go to [www.east-troyrr.org](http://www.east-troyrr.org).

### Breakfast with Santa

Join Santa and Mrs. Claus for a tasty breakfast and an exciting, activity-filled morning at East Troy Middle School on Saturday, Dec. 13 from 9 a.m. to noon. Crafts and entertainment will take place from 9-11:30 a.m. The East Troy Middle School Builders Club, which is sponsored by the Kiwanis Club of Greater East Troy, is hosting the breakfast with Santa and Mrs. Claus.

Mrs. Claus's special breakfast will include pancakes, sausage links, blueberry muffins, applesauce, juice and beverage. Middle school instrumental and vocal groups will provide festive holiday music. The Music Boosters will sell poinsettias.

Tickets will be available starting Dec. 5 at Not Just Beans, First Citizens State Bank-East Troy Office and the East Troy Middle School office. Children younger than 2 are free, ages 2-10 are \$3 and all others are \$5.

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2045 Main St. • East Troy 53120  
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Sun. 9:00 a.m.  
Relationship Hour After Sunday Worship  
Sunday School  
For All Ages 10:15 a.m. Sept-May

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Sunday 8:45-11:15  
Served by an Adult Carried Children Provider

Open 8 a.m. - 6 p.m. Age 8 weeks to 12 years  
Our mission is to provide a safe, fun, and spiritual environment for all children.  
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# Bob Barutha's scrapbook provides Santa Parade Train history lesson

**B**ob Barutha served as the president for the East Troy Area Chamber of Commerce from 1979 through 1983. During his tenure at the helm of East Troy's business organization, he kept a scrapbook that dates back to 1977, when he was elected to the Board of Directors.

By Katie Matteson  
CHAMBER  
EXECUTIVE  
DIRECTOR

Thanks to his scrapbook, generously donated to the Chamber last year by his wife, Ramona Barutha, photographs and news clippings help document the history of the Santa Parade Train and other Chamber events.

This clipping from the Nov. 14, 1979 issue of the East Troy News described the plan for that year's event:

"Santa's Trolley Parade is taking shape nicely, according to Chamber of Commerce President Bob Barutha. The Parade is slated for two nights, Friday and Saturday, Nov. 23 and 24. Through the cooperative efforts of the Trolley Museum members, the Chamber of Commerce members and the East Troy Jaycees, work is progressing at a steady pace.

"Pastor Duane Goetsch, Good Shepherd Lutheran Church and Pastor Barry Watson, St. James United Methodist, along with Kathy Mitchell are putting together the car which will hold the Nativity Scene...

"The Trolley Parade for Santa, a re-enactment of the famous Schuster Christmas Parade promises to be bigger and better than last year. Mark your calendar for one night or both, but don't miss the fun and excitement. The brilliant lights, cartoon characters, songsters and more are sure to live in the

hearts and minds of young and old alike to many years to come..."

The East Troy parade was billed as "perhaps the only parade in the country held on a railroad."

That tradition was originally organized by the Wisconsin Electric Railway Historical Society Inc. (the predecessor of the East Troy Electric Railroad) in 1972. The society's original intention was to recreate the Schuster's Parade.

According to a 1980 Milwaukee Journal article, "The lead car, which will be a cookie house concoction created of plywood panels and featuring windows crammed full of toys, is a replica of the motor car that pulled the renowned Schuster Christmas rail parade train from 1927 to 1955. Built in 1921, the car was designed to haul stone and gravel. It was used in Milwaukee until East Troy purchased it for use in 1949. Then in 1974, the village donated it to the East Troy Trolley Museum, where it is housed except for the parade.

"The other two parade cars are flat cars constructed in the early 1900s and donated to the museum by Wisconsin Electric Power Co.

"The Schuster parade, which charmed Milwaukeeans for 35 years before it was discontinued in 1962, featured four railcars. East Troy does not plan to expand beyond a three-car procession...

"But one feature of both parades has been retained. As the East Troy train moves along at 10 mph, it will be accompanied by the strains of 'Jingle Bells' and 'March of the Wooden Soldiers.' The Schuster train rolled along to the same melodies. In fact, the same taped soundtrack is being used for this parade."



PHOTO SUBMITTED Good Neighbors

**The original East Troy Area Chamber of Commerce Santa Parade Train was inspired by the Schuster's Christmas Parade, which operated in Milwaukee from 1928 until the end of streetcar service in 1955.**

The Christmas Trolley Parade tradition continued until 1992. Jim Pratt, an East Troy Electric Railroad volunteer in charge of overhead maintenance, said the event was dropped because of insurance reasons.

Barb Hotz, the former East Troy Area Chamber of Commerce executive director, said the idea to bring the Christmas Trolley Parade back in 2006 began while recounting memories with members of the East Troy Electric Railroad earlier

in the year.

Hotz recalled her daughter Shay's recollection of the event, "Shay remembered sitting in front of the window in her snowsuit waiting to see the big lighted tree come down the railroad tracks." Hotz lived next to the tracks and would bring her children outside when the trolley passed J. Lauber's Ice Cream Parlor.

See HISTORY, Page 12



KATIE MATTESON Good Neighbors

Above, Members of the East Troy Area Chamber of Commerce enjoy a Business After Five hosted by the East Troy Community School District Oct. 1. The event included a Smart Board demonstration by high school teacher Claudia Felske. Right, O'Leary Plumbing and Heating gave chamber members an inside look at its business during a Business After Five on Sept. 3.

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2008



# Happenings

To submit an event, contact the East Troy Area Chamber of Commerce, (262) 642-3770

WHAT'S NEW,  
continued from front page

## 5th Annual Find the Joy in East Troy

Friday, Nov. 21 through Saturday, Dec. 6  
East Troy Area Chamber of Commerce  
2096 Church St., Suite A, East Troy  
As a new twist this year, shoppers will be asked to seek out a Joy item at each location and write down the item name and price on the entry form to qualify for a drawing that will take place on Dec. 6. Participating Joy Locations will offer specials during the Find the Joy in East Troy Shopping Spree which will run from 11 a.m. - 4 p.m. on Saturday, Dec. 6. Entry forms are available at the Chamber Office.  
For more information, call the Chamber Office at (262) 642-3770

## Santa Parade Train

Saturday, Dec. 6  
Presented by the East Troy Area Chamber of Commerce in conjunction with the East Troy Electric Railroad  
A beautifully lit three-car train will transport Santa and Mrs. Claus and their entourage down the century-old interurban trolley line between Mukwonago and East Troy. Nearly the entire route is visible from Highway ES. The train will stop briefly at the following crossings along the way to East Troy:  
5:00 p.m. - Leaves Elegant Farmer  
5:30 p.m. - Army Lake Road - Southern Crossing  
5:40 p.m. - St. Peter's Road  
6:00 p.m. - Byrnes Street  
6:10 p.m. - Division Street  
6:30 p.m. - Arrives on Village Square via East Troy Fire Dept. ladder truck

## Santa on the Square

Saturday, Dec. 6  
In anticipation of Santa's arrival, festivities will begin on the Village Square at 6 p.m. with a Christmas Carol Sing-along led by the East Troy Community Band. Concessions will be available. Santa and his entourage will arrive at 6:30 p.m. to light the Bob Barutha Memorial Christmas Tree, decorated the day before by local school children. Free photos with Santa and Mrs. Claus, will be sponsored by Kimberly Ann Photography and Not Just Beans. In case of inclement weather, photos will be taken at the East Troy Lions Lodge on Division Street.

## In the Spirit of Giving

Through Saturday, Nov. 29  
First Citizens State Bank East Troy Office  
2546 E. Main St., East Troy  
In association with the East Troy Lioness Club, First Citizens State Bank-East Troy is again collecting hats, scarves, gloves, mittens, slipper socks and socks for children in our area, infant-18. Monetary donations are also appreciated. Please bring donations to the Bank by Nov. 29 so they can be wrapped and distributed. We are also a collection site for the Lions Club Toy Drive. Last year, toys and clothing were collected for more than 100 children!

## West 20 Ranch & Saddle 6th Annual Holiday Open House

Friday, Dec. 5 through Sunday, Dec. 7  
10 a.m. - 6 p.m.  
West 20 Ranch and Saddle Company  
W4812 Hwy 20, East Troy  
Everyone is welcome to share in the festivities! In-store specials, saddle sales, Christmas gift registry, refreshments, door prizes, barn and facility tours. Horses will be presented Saturday and Sunday, from noon to 3 p.m. includes 3 year-olds up to 5 year olds.  
For more information, call (262) 642-4272 or visit: [www.west20.com](http://www.west20.com)

## Christmas Express

Saturday, Dec. 6, Sunday, Dec. 7, Saturday, Dec. 13, Sunday, Dec. 14, Saturday, Dec. 20 and Sunday, Dec. 21  
Departures from The Elegant Farmer Depot 11 a.m., noon, 1 p.m., 2 p.m., 3 p.m. and 4 p.m.  
The Elegant Farmer Station is at the intersection of Highway ES and J in Mukwonago, adjacent to the Elegant Farmer Farm Store. The ride is a 10-mile round trip; the actual running time is about 45 minutes. There are no layovers on these runs. Story reading and special guests are expected. No reservations are required.  
The cost for seniors is \$11; adults is \$12; and children ages 3 through 11 are \$7.  
For more information, call (262) 642-3263 or visit: [www.easttroyrr.org](http://www.easttroyrr.org).

## Open House at Edward Jones

Thursday, Dec. 11  
11:30 a.m. - 6 p.m.  
Edward Jones  
2098 Church St., East Troy  
East Troy's Edward Jones Office is hosting

its second "Brat Barbeque" Open House. Jim Jakscht, Financial Advisor and Bonnie Senft, Business Office Administrator wish to invite residents of East Troy to join them. It is their privilege to serve the community and they enjoy helping residents with their financial goals. Please stop by so they can extend their personal Best Wishes for a Happy Holiday Season.

## East Troy Middle School Builders Club Hosts Breakfast with Santa

Saturday, Dec. 13  
9 - 11:30 a.m.  
East Troy Middle School  
2043 N. Division St., East Troy  
Join Santa and Mrs. Claus for a tasty breakfast and an exciting, activity-filled morning with crafts and entertainment. The elves will be running Santa's Workshop and will assist the children in making a variety of crafts. Mrs. Claus's breakfast will consist of pancakes, sausage links, blueberry muffins, applesauce, juice and beverage.  
Cost: Children younger than 2 eat free; ages 2-10 \$3; all others are \$5 and additional charges for all other activities. Tickets will be sold at the door but space is limited. Tickets can be purchased beforehand Dec. 5 through Dec. 12 at Not Just Beans, First Citizens State Bank-East Troy and the East Troy Middle School Office. Checks made out to ETMS Builders Club or cash only please.

## "Clowns" at the Kiwanis Pancake Breakfast

Saturday, Jan. 24  
8:00 a.m. - noon  
Prairie View Elementary School  
2131 Townline Rd., East Troy  
Ditsy, the clown and her clown friends! Face painting! Raffle for Alpine Valley Music Theatre Concert Tickets! Really Big Coloring Books! Project IDENTIKID! All this and more at the Kiwanis Club of Greater East Troy annual pancake breakfast. Bring your camera. Enjoy the great breakfast of pancakes, sausages, juice, applesauce, and coffee cake. Family friendly prices for all-you-can-eat pancakes breakfast tickets for adults 12-up \$5; children 3-11 \$3; younger than 3 eat free. All money raised by the pancake breakfast meal fund scholarships for East Troy Area Youth. For more information, call Francine Pease at (262) 751-6658.

Resources Center, next to **St. James United Methodist Church**, thank volunteers from East Troy businesses and the Lakeland Builders Association for their donations of time and materials to build an exterior ramp and create an accessible bathroom on the first floor: Ajamiam Construction, Bonanza Heating, Drywall Plus, East Troy Lumber, Ken Ryer, Knutson Bros. II, McPherson Concrete, **O'Leary Plumbing & Heating**, 1st Supply, Otto Jacobs, Peak Electric, Rob Way Construction, Stock Lumber and The Floor Store.

Food Network celebrity chef Bobby Flay is on a secret mission: to challenge the absolute master cooks from around the country to a cook-off. On each of his Throwdown! episodes, one of these great cooks thinks Food Network is coming to shoot a segment for a special. What they don't know is that Bobby Flay is going to drop in and challenge them to an on-the-spot, cook-off. This is what happened on Sept. 23 when the Food Network came to film at **The Elegant Farmer**. With hundreds of fans on hand for the filming, Farmer John Bauer, co-owner of The Elegant Farmer, was put to the test to produce their award-winning apple pie against Flay's own apple pie recipe. His nationally broadcast show featuring the Elegant Farmer aired on Thursday, Nov. 20 and will rebroadcast on Wednesday, Nov. 26 at 9:30 p.m.

**Citizens Bank of Mukwonago** will celebrate the fifth anniversary of its East Brook branch office on Feb. 4. Watch for information about the festivities, which will include refreshments, prizes and an appearance by Billy Bear. For more information, call the bank at (262) 642-8456.



**Bobby Flay at The Elegant Farmer**

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# East Troy Area Chamber of Commerce Membership Directory 2008

## Accountant/Financial Advisors

Chortek & Gottschalk, LLP  
550 Bay View Road Suite E  
Mukwonago .....(262) 363-2930

East Troy Tax Service  
2893 Main St., Suite C / P.O. Box 327  
East Troy .....(262) 642-3058

Edward Jones Investments  
2098 Church St., East Troy .....(262) 642-5717

Family Financial, LLC  
W229 S9180 Clark St., Big Bend .(262) 662-3700

Koch Financial & Investment Services, Inc.,  
East Troy .....(262) 642-1616

Paul J. Nyffeler, CPA, SC  
2481 Executive Dr., East Troy .....(262) 642-8700

## Attorneys

Dave Hudec Law Offices LLC  
2847 B Buell Dr., P.O. Box 287  
East Troy .....(262) 642-7515

## Attractions

Alpine Valley Music Theatre  
W2699 Highway D, East Troy .....(262) 642-4400

East Troy Bluegrass Festival  
2967 Union St., P.O. Box 398  
East Troy .....(262) 642-5843

East Troy Electric Railroad  
2002 Church St., East Troy .....(262) 642-3263

The Elegant Farmer  
1545 Main St., Mukwonago .....(262) 363-6770

## Auto Sales & Service

Fleury's Body Repair, Inc.  
1006 Main St., Mukwonago .....(262) 363-8555

Horter Chevrolet Pontiac, Inc.  
915 Main St., P.O. Box 225  
Mukwonago .....(262) 363-4061

John Amato Ford  
1015 South Main St., P.O. Box 246  
Mukwonago .....(262) 363-3085

Lynch Chrysler Dodge Jeep  
2606 Main St., East Troy .....(262) 642-4700

## Banks

Associated Bank  
3292 Main St., East Troy .....(262) 642-3941

Citizens Bank  
2905 Main St., P.O. Box 17  
East Troy .....(262) 642-7391

Citizens Bank of Mukwonago  
2541A East Main St., P.O. Box 196  
East Troy .....(262) 642-8456

First Citizens State Bank  
2546 E. Main St., P.O. Box 86  
East Troy .....(262) 642-2530

## Beauty Salons and Barbers

Magic Touch Salon  
2882 Main St., East Troy .....(262) 642-3411

## Camps and Conference Centers

Camp Dewan  
N6360 Church Road, Burlington... (888) 220-7506

Edwards YMCA Camp & Retreat Center  
N8901 Army Lake Road  
East Troy .....(262) 642-7466

The Salvation Army - Army Lake Camp  
N8725 Army Lake Road  
East Troy .....(262) 642-6400

Timber-lee Christian Center  
N8705 Scout Road, East Troy .....(262) 642-7345

## Churches

East Troy Bible Church  
2660 North St., East Troy .....(262) 642-7604

First Congregational Church, UCC  
2931 Union St., East Troy .....(262) 642-5186

Good Shepherd Lutheran Church  
1936 Emery St., East Troy .....(262) 642-3310

St. James United Methodist Church  
2945 Main St., East Troy .....(262) 642-7642

St. Paul's Lutheran Church & School  
2665 North St., East Troy .....(262) 642-3200

St. Peter the Apostle Catholic Church  
1975 Beulah Ave., East Troy .....(262) 642-7225

Valley View Community Church  
2951 Union St., East Troy .....(262) 642-9391

## Computer Sales & Service

Maklary Technology Consulting  
3066 Main St., P.O. Box 93  
East Troy .....(262) 642-2532

VelocTech, LLC  
3109 West Main St., Suite C / P.O. Box 941  
East Troy .....(262) 642-3288

## Contractors/Construction Services

C & W Remodeling  
N9285 Weber Road, East Troy .....(262) 642-9233

Hackbarth Builders, Inc.  
2096 Church St. Suite F, P.O. Box 316  
East Troy .....(262) 642-9601

James R. Taylor & Sons  
2115 Division St., P.O. Box 163  
East Troy .....(262) 642-7970

Knutson Bros. II, LLC  
W792 Potters Circle, East Troy .....(262) 642-5211

Lakeside Painting, Inc.  
2892 Austin St., P.O. Box 106  
East Troy .....(262) 642-9445

O'Leary Plumbing & Heating, Inc.  
2720 Buell Dr., East Troy .....(262) 642-7747

Ruebl Builders, LLC  
N9654 Sunset Dr., East Troy .....(262) 594-5765

Teronomy Builders, Inc.  
3082 Main St., P.O. Box 348  
East Troy .....(262) 642-9286

Waterlight WaterCare, Inc.  
119 S. 2nd St., Watervord .....(262) 534-2300

## Floor Covering & Interior Design

JT Interiors & Cafe'  
2887 Main St., East Troy .....(262) 642-2262

## Gas Stations

East Troy Shell  
2526 E. Main St., P.O. Box 444  
East Troy .....(262) 642-4624

## Grocery

Mielke's SENTRY  
3238 W. Main St., East Troy .....(262) 642-5524

## Government Agencies

East Troy Volunteer Fire Department  
N8406 Highway ES, P.O. Box 644  
East Troy .....(262) 642-7439

Village of East Troy  
2106 Church St., P.O. Box 166  
East Troy .....(262) 642-6255

## Health Care Services/Wellness

Aurora Health Center  
2483 Corporate Circle, East Troy ..(262) 642-2000

Aurora Pharmacy East Troy  
3284 W. Main St., East Troy .....(262) 642-5800

East Troy Acupuncture  
3066 Main St., Suite 104  
East Troy .....(262) 642-4325

East Troy Family Dental Center S.C.  
2481 Executive Dr., P.O. Box 642  
East Troy .....(262) 642-5695

Koskinen Eye Clinic  
3278B W. Main St., East Troy .....(262) 642-9719

Lakes Area Physical Therapy LLC  
3224 W. Main St., Suite D1  
East Troy .....(262) 642-9747

Pease Speech Therapy Services  
N7431 Burr Oak Road  
Whitewater .....(262) 751-6658

ProHealth Care Medical Group  
240 Maple Ave., Mukwonago .....(262) 928-1900

Snap Fitness - 24-7  
2541 E. Main St., Unit B&C  
East Troy .....(262) 642-1645

Southern Lakes Spine Center  
3224 W. Main St., East Troy .....(262) 642-4100

Wanezek Family Dentistry S.C.  
3278 W. Main St., P.O. Box 15  
East Troy .....(262) 642-5881

Waukesha Memorial Hospital  
725 American Ave., Waukesha.....(262) 928-7032

## Housing/Apartments

Fields Neighborhood  
P.O. Box 555, East Troy .....(262) 763-8477

Kiwanis Manor, Inc.  
3271 North St., East Troy .....(262) 642-3995

The Heritage  
3223 North St., East Troy .....(262) 642-4800

Wildwood Apartments  
3082 Main St., P.O. Box 348  
East Troy .....(262) 642-9286

## Individuals

Ketchpaw, Joyce  
3057 South St., East Troy .....(262) 642-3242

## Industrial/Manufacturing

Allan Integrated Control Systems, Inc.  
2021 Beulah Ave., East Troy .....(262) 642-7800

Buell Motorcycle Company  
2799 Buell Dr., East Troy .....(262) 642-2020

Leibinger  
2702 Buell Dr., East Troy .....(262) 642-4030

Moxness - A Thistle Group Company  
2030 Young St., P.O. Box 273  
East Troy .....(262) 642-3971

Plymouth Tube Company - Trent  
2056 Young St., East Troy .....(262) 642-7321

Plymouth Tube - East Troy  
2061 Young St., East Troy .....(262) 642-8314

Wisconsin Oven Corporation  
2675 E. Main St., P.O. Box 873  
East Troy .....(262) 642-3938

## Insurance Agencies

Jason Tess Agency-American Family Insurance  
2886 Main St., P.O. Box 195  
East Troy .....(262) 642-3911

Joan Palmer Agency - State Farm Insurance  
3278C W. Main St., East Troy .....(262) 642-2038

Johannesen-Farrar, Inc.  
512 E. Walworth Ave., Delavan.....(262) 728-2631

Quamme Insurance Services  
P.O. Box 16, East Troy .....(262) 642-3230

## Lodging and Campgrounds

Alpine Valley Resort  
P.O. Box 615, East Troy .....(262) 642-7374

Country Inn & Suites  
2921 O'Leary Lane, East Troy .....(262) 642-2100

Pickwick Inn Bed & Breakfast  
2966 Union St., East Troy .....(262) 642-5529

Snug Harbor on Turtle Lake  
W7772-2C Wisconsin Parkway  
Delavan .....(608) 883-6999

The Elliott House Bed and Breakfast  
W1796 County Road J  
Mukwonago .....(262) 363-9666

## Media

Community Shoppers, Inc.  
120 Wright St., Delavan .....(262) 728-3424

East Troy News  
3224B Main St., P.O. Box 47  
East Troy .....(262) 642-7451

East Troy Times  
3224B Main St., P.O. Box 274  
East Troy .....(262) 642-7837

Mukwonago Publications  
555 Bay View Road, Mukwonago.... (262) 363-4045

## Organizations and Clubs

American Legion Loomis - Martin Post 188  
2870 School St., P.O. Box 775  
East Troy .....(262) 642-7354

Big Brothers Big Sisters of Walworth County  
1545 Hobbs Drive, Delavan.....(262) 728-8865

East Troy Action Sports Club  
3224 Douglas Ave., East Troy .....(262) 642-7522

East Troy Area Historical Society  
P.O. Box 722, East Troy .....(262) 642-5530

East Troy Community Band, Inc.  
3010 Main St., East Troy .....(262) 642-5411

East Troy Education Foundation  
2131 Townline Road  
East Troy .....(262) 642-6720 x255

East Troy Family and Community Resource Center  
2931 Main St., P.O. Box 962  
East Troy .....(262) 642-4900

East Troy Food Pantry  
2861 Austin St., P.O. Box 233  
East Troy .....(262) 642-4357

East Troy Leo Club  
N8997 E. Miramar Dr., East Troy ..(262) 642-6610

East Troy Lioness Club  
109 Gemini Court  
Mukwonago .....(262) 363-4662

East Troy Lions Club  
P.O. Box 53, East Troy .....(262) 363-4662

East Troy PTO  
2031 Division St., P.O. Box 257  
East Troy .....(262) 642-6725

East Troy Senior Citizens Club  
1934 Edwards St., Unit 11  
East Troy .....(262) 642-5574

East Troy Youth Soccer Club  
2527 Brittany Lane, East Troy .....(262) 642-4870

East Troy Youth Baseball Association  
W754 Harmony Lane, East Troy ... (262) 424-4108

East Troy Youth Football League  
W2112 Swoboda Road  
East Troy .....(262) 642-9241

Friends of East Troy Airport, Inc.  
W317 S6698 Schnitzler Road  
Mukwonago .....(262) 392-2417

Friends of the East Troy Lions Public Library  
P.O. Box 453, East Troy .....(262) 642-3380

GFWC - Woman's Club of East Troy  
3161 W. Main St., East Troy .....(262) 642-9680

Kiwanis Club of Greater East Troy  
P.O. Box 866, East Troy .....(262) 642-2530

Oak Ridge Cemetery Association  
W1011 State Road 20  
East Troy .....(262) 642-2526

VFW Post #7501  
P.O. Box 304, East Troy .....(262) 723-6617

Walworth County Visitors Bureau  
203 E. Walworth St., Elkhorn .....(262) 723-3980

## Outdoor Services

Envirocon, Incorporated  
N8492 Division St., East Troy .....(262) 363-5579

Lawn Doctor of East Troy Waukesha, Mukwonago  
W325 County Road L / P.O. Box 973  
East Troy .....(262) 366-7736

## Real Estate

Century 21 Affiliated  
2883 Main St., East Troy .....(262) 642-7238

Century 21, Robert Diamond  
2883 Main St., East Troy .....(262) 903-5506

NAI MLG Commercial  
13400 Bishops Lane, Suite 100  
Brookfield .....(262) 938-4430

Realty Executives Integrity  
2880 Main St., East Troy .....(262) 642-3363

Shorewest Realtors, Mukwonago  
1231 S. Rochester St., Suite 110  
Mukwonago .....(262) 363-1010

T & M Investments  
3266-3290 Main St., P.O. Box 184  
East Troy .....(262) 642-7699

The Dickman Company, Inc.  
626 E. Wisconsin Ave., Suite 1020  
Milwaukee .....(414) 271-6100

## Recreation

East Troy Park & Recreation  
2106 Church St., P.O. Box 166  
East Troy .....(262) 642-6255

Fantasy Hills Ranch, LTD  
4978 Town Hall Road, Delavan.....(262) 745-6465

Lake Beulah Country Club II, Inc.  
N9430 E. Shore Dr., Mukwonago .(262) 363-8147

MD Helicopter Services LLC  
N6164 Cobb Road, Elkhorn.....(262) 215-4345

Stefaniak Group Realtors  
W2539 Indianhead Lane, Elkhorn..(262) 613-3898

## Restaurants/Bars

Al Smith's Saloon  
2878 Main St., East Troy .....(262) 642-4446

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2951 E. Main St., East Troy .....(262) 642-2951

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3131 Main St., East Troy .....(262) 642-2929

Historic East Troy House Inn & Tavern  
2093 Division St., East Troy .....(262) 642-7100

Ivan's "On the Square" Unique Dining  
2087 Division St., East Troy .....(262) 642-7107

J. Lauber's Ice Cream Parlor  
2010 Church St., East Troy .....(262) 642-3679

Not Just Beans, LLC  
3268 W. Main St., P.O. Box 671  
East Troy .....(262) 642-2353

Roma's Ristorante & Lounge  
N8416 Highway ES  
East Troy .....(262) 642-5353

The Great Northern Skillet  
2763 Main St., Unit 3  
East Troy .....(262) 642-3028

## Retail

American Glass & Window, LLC  
516 N. Lincoln Street, Elkhorn .....(262) 723-5337

DeLap's Hardware & Rental  
3288 W. Main St., East Troy .....(262) 642-3344

East Troy Basketry Co. Inc.  
2082 Church St., P.O. Box 643  
East Troy .....(262) 642-3732

East Troy Marine, Inc.  
2708 Main St., East Troy .....(262) 642-5150

Hometown Sausage Kitchen, Inc.  
W1184 County Road L, East Troy....(262) 642-3264

Sherwin-Williams Co.  
360 Bay View Road, Mukwonago....(262) 363-0846

Spontaneous Sentiments  
1541 Main St., Mukwonago .....(262) 363-4005

Top Shelf Liquor  
2751 E. Main St., East Troy .....(262) 642-4778

Video Playground, Inc.  
3076 W. Main St., East Troy .....(262) 642-7071

West 20 Ranch & Saddle Co.  
W4812 Hwy 20, East Troy .....(262) 642-4272

## Schools/Day Cares

Bright Beginnings-Day Care, LLC  
2541 Main St., East Troy .....(262) 642-3904

Butterfly Life Family Child Care & Preschool  
W2491 Swoboda Road, East Troy... (262) 684-5135

East Troy Community School District  
2043 Division St., East Troy .....(262) 642-6710

Gateway Technical College  
400 County Road H, Elkhorn .....(262) 741-8520

3520 30th Ave., Kenosha.....(262) 564-2546

Little Angels Learning Center, Inc.  
2141 Mill St., P.O. Box 603  
East Troy .....(262) 642-7002

Michael Fields Agricultural Institute, Inc.  
W2493 County Road ES, P.O. Box 990  
East Troy .....(262) 642-3303

Nature's Classroom Montessori School  
W1802 Hwy J, P.O. Box 660  
Mukwonago .....(262) 363-6820

St. Peter Elementary School  
3001 Elm St., East Troy .....(262) 642-5533

The Climbing Tree Child Care  
& Family Education Center Inc.  
3147 W. Main St., East Troy .....(262) 642-5001

## Services

Cleaning & Restoration Consultants, Inc.  
1417 Racine St., Unit B  
Delavan .....(262) 728-8007

Economy Small Engine Repair  
W2711 County Road D  
Elkhorn .....(262) 210-8899

Kimberly Ann Photography  
1882 Valley Dr., East Troy .....(262) 492-3893

L'Br Pure n' Natural Skincare/Cosmetics/Nutritional  
W2294 W. Bay Dr., East Troy .....(262) 642-8884

Legacy Funeral Services, Inc.  
2974 Main St., P.O. Box 672  
East Troy .....(262) 642-5057

LTR Power Center  
3109 Main St., East Troy .....(262) 642-7892

Martin Business Group  
501 Commercial Court  
Lake Geneva .....(262) 248-8911

Mega Music D.J. Services  
28814 Stone Ridge Court  
Watervord .....(262) 662-3351

PAYCHEX  
375 Bishops Way Suite 190  
Brookfield .....(262) 782-8123

Peek-A-Pet Lodging & Pet Services, LLC.  
W1532 Honey Creek Road  
East Troy .....(262) 642-3605

QPS Companies  
18 E. Walworth St., Elkhorn .....(262) 723-5600

Quality Custom Framing  
3224 Douglas Ave., East Troy .....(262) 642-7522

Roadrunner Charter Buses  
W2691 County Road ES,  
East Troy .....(262) 642-3171

Skyark, Inc.  
P.O. Box 555, East Troy .....(262) 642-2651

Snug House Energy Audits LLC  
W2159 Beulah Heights Road #C  
East Troy .....(262) 642-3956

The People History  
N5808 Bowers Road, Elkhorn .....(262) 723-6350

Trim-N-Tidy Cleaners  
2121 Church St., P.O. Box 434  
East Troy .....(262) 642-7396

## Signs/Printing/Promotional

Advance Printing, Inc.  
309 N. Wright St., Delavan .....(262) 728-4040

American Business Technologies, Inc.  
N1977 Schaitel Road - Unit 400  
Lake Geneva .....(262) 248-9590

Dynamic Awards and Apparel, LLC  
718 Main St., Mukwonago .....(262) 363-2005

## Telecommunications

CenturyTel, Inc.  
244 Industrial Dr., North Prairie....(262) 392-5222

## Veterinarians

Bay View Veterinary Clinic S.C.  
890 Main St., Mukwonago .....(262) 363-9993



# HISTORY, continued from page 9

"You could see the excitement in their eyes," she said.

"A lot of people remembered it," said Pratt. He remembered riding on the train from the beginning and acting as motor-man in the late 1970s.

With a few modifications, the Santa Parade Train was restored in 2006 and once again put East Troy on the map as maybe the only community to bring in Santa by rail.

The train returned in 2007, even though horrible weather conditions threatened to cancel it.

"We followed through with tradition," Hotz said. "I didn't want to tell people they couldn't see Santa tonight."

This year, the East Troy Area Chamber of Commerce in conjunction with the East Troy Electric Railroad will once again sponsor the Santa Parade Train.

Santa, Mrs. Claus and crew will travel down the century-old interurban trolley line visible along County Road ES. The 7.2-mile track is part of the only operating

vestige of Wisconsin's once widespread electric railway network.

Santa and friends will board the brightly lit and decorated train at the Elegant Farmer in Mukwonago at 5 p.m. The trolley will stop at the southern crossing of Army Lake Road at 5:30 p.m., St. Peter's Road crossing at 5:40 p.m., Byrnes Street crossing at 6 p.m. and arrive at the Division Street crossing at 6:10 p.m. There Santa, Mrs. Claus and their helpers will travel via East Troy Fire Department ladder truck to the village square to light the Bob Barutha Memorial Christmas Tree, arriving at approximately 6:30 p.m. The tree, which was named to honor the former Christmas Trolley coordinator, will be decorated with handmade ornaments created by elementary school children from East Troy.

Complimentary pictures, sponsored by Kimberly Ann Photography and Not Just Beans, will be taken while children visit with Santa. Prize drawings for the "Find the Joy in East Troy" will also be held.



DAVE ROGERS Good Neighbors

## Continuing tradition

Many local residents remember the days when Santa Claus lit the "tree" of lights on the flag pole on the Village Square on the second Saturday in December. The Bob Barutha Memorial Christmas Tree continues the tradition, decorated with handmade ornaments contributed by local school children.



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OR write to East Troy Education Foundation

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