

Good



PRSR STD
U.S. POSTAGE
PAID
Burlington, WI
#100

*ecrwss
POSTAL CUSTOMER

NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

WWW.EASTTROYWI.ORG

APRIL 2009

VOLUME 20, EDITION 2

New Member Profiles



CHAMBER PHOTO Good Neighbors

Scott Iloncaie, pictured with his assistant Theresa McMahon, recently enrolled his second business, The Elegant Framer. He also owns Dynamic Awards & Apparel next door.

The Elegant Framer
714 Main Street
Mukwonago, WI 53149
(262) 363-5006

Custom framing service and products.



CHAMBER PHOTO Good Neighbors

Chamber Ambassador Sarah Alexander presented Mark Regan with the membership plaque for East Troy Fitness Center, LLC.

East Troy Fitness Center, LLC
2111 Lenck Avenue
East Troy, WI 53120
(262) 642-9640

Full service gym with locker rooms, showers with sauna and massage services. Aerobics classes available. Choice Martial Arts offers classes for all ages, along with self-defense training.

TURN TO PAGE 2 FOR MORE NEW MEMBERS

The East Troy Chamber of Commerce recently welcomed five other new members. See Pages 2-3 for their profiles.

Local experts offer spring advice

The days are getting longer, the robins are back and members of the East Troy Area Chamber of Commerce have a wide range of spring tips to offer.

From Personal Trainer Travis Hart at Snap Fitness:

The top six reasons to stick to a regular workout routine:

1) **Lower your body fat.** Regular exercise helps lower stores of body fat. The higher your proportion of body fat, the greater your likelihood of contracting a number of medical conditions and diseases.

2) **Increase your muscle tone.** Without regular strengthening exercises, your body will not have the shape or tightness that you need. Well-defined muscles, tighter skin and less jiggling are all a result of working out.

3) **Improve your heart and blood vessel health.** The cardiovascular system needs regular aerobic exercise to keep the heart and all the blood vessels strong.

4) **Realize significant circulation benefits.** Increase your circulation from exer-



PHOTO SUBMITTED Good Neighbors

Personal trainer Travis Hart worked with a client at Snap Fitness.

cising regularly and you'll see some other remarkable benefits like skin tone. Skin that sweats regularly stays looking more alive both in its color and in its complexion.

5) **Avoid long-term weight gain.** Your

best bet at curtailing future increases on the scale is to workout consistently. The fact is that for every five years without exercise

See *SPRING ADVICE*, Page 6



CHAMBER PHOTOS Good Neighbors

Chamber honors members at annual dinner

Top right: Chamber President Lori Szolwinski (left) presented Business of the Year Award to Barbara and Steve DeLap of DeLap's Hardware & Rental during the Chamber's Annual Meeting and Awards Dinner Feb. 11.

Top left: Szolwinski gave the President's Award to Pam Burki of Realty Executives Integrity.

Right: Chamber Executive Director Katie Matteson (center) recognized Barb DeLap of DeLap's Hardware & Rental and Dan Heidelmeier of Not Just Beans with Volunteer of the Year awards.



President's Notebook

By Lori Szolwinski, President
CHAMBER PRESIDENT, FIRST CITIZENS STATE BANK-EAST TROY OFFICE

ENJOY East Troy!

Spring is in the air, and now is a better time than ever to get back to the basics of small-town life

Spring is in the air and we are encouraging visitors and residents alike to get back to basics and simply ENJOY East Troy as a great place to live, work and play.

Sounds of the cranes can be heard in the distance, the local drive-in has opened after a winter hiatus and the snow piles on the square have started to recede, signs of a new season are appearing in the business community.

It's true that our wonderful little community has unfortunately not escaped the effects of the current economic downturn. Some of our residents have lost their jobs and sales are down for many of our local merchants.

But yet, on the Village Square alone, two new businesses have started within the past month, while two others have recently changed ownership. There's news of new development in the East Troy Business

Park and other businesses in town have maintained strong sales in niche markets.

You'll find spring energy in this issue of the Good Neighbors with the promotion of the ENJOY East Troy Business Expo, seasonal tips provided by a few of our member businesses, as well as entry forms to the Chamber's 18th Annual Community-Wide Rummage Sale on Memorial Day Weekend and the Chamber's 2009 Golf Outing, which will take place June 10th at Alpine Valley Resort.

We also welcome several new businesses into the Chamber with their introduction in the New Member Profiles.

The ENJOY East Troy theme will transcend into our Chamber marketing this year. Look for the ad below in The Official 2009 Walworth County Travel Guide and the May/June issue of the Wisconsin Trails Magazine in a section highlighting Walworth County.



New Member Profiles



CHAMBER PHOTO Good Neighbors

Chamber Ambassador Pam Burki from Realty Executives Integrity (right) welcomed Summer Maass of Honey Creek Apartments, LLP to the Chamber.

Honey Creek Apartments, LLP
2849 Honey Creek Court
East Troy, WI 53120
(262) 642-9286

We are a brand new apartment community located just off of I-43 on Highway 120 and Honey Creek Road. We have spacious floor plans ranging anywhere from 1,2 and 3 bedrooms. Call today to see your new home!



CHAMBER PHOTO Good Neighbors

Rose Hebar (left) and Kim Jacobs from the Family Rehab Clinic recently joined the Chamber.

Family Rehab. Clinic
3066 W. Main Street
Suite 106
East Troy, WI 53120
(262) 642-3511

We provide physical and occupational therapy to children, teens, adults and seniors with orthopedic, neurological and sports injuries, as well as pain and swelling conditions. Most insurance accepted.



ENJOY East Troy!

Memorial Weekend Corn & Brat Roast • 4th of July Celebration
Thursday Night Concerts on the Square • Arts & Crafts Fair
Bluegrass Festival • Oktoberfest • Santa Parade Train and more!

www.easttroywi.org • (262) 642-3770

East Troy Area Chamber of Commerce 2009 CORPORATE PARTNERS

Chairman (\$3,500 Donation):



WISCONSIN OVEN CORPORATION

Leaders (\$1,000 Donations):



For information about the Corporate Partnership Program, contact Katie Matteson at (262) 642-3770.

Good 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

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

WHO TO CONTACT?

To advertise contact Jamie Farra
(262) 642-7451 or
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 eventscontact Patti Friedl

To submit information for a new member profilecontact 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.



CHAMBER PHOTO Good Neighbors

Pat Hudec of Hudec Law Offices, SC was welcomed by Chamber Ambassador Sarah Alexander from Realty Executives Integrity.

2100 Church Street
East Troy, WI 53120
(262) 642-3000

Attorney Pat Hudec has practiced on East Troy's Village Square since 1979 with widely recognized success in litigation, government, environmental law, divorce, corporate and real estate law and appellate experience.



CHAMBER PHOTO Good Neighbors

Chamber Ambassador Sarah Alexander (right) from Realty Executives Integrity welcomed representatives from the East Troy Lake Association.

East Troy Lake Association
3057 South Street
East Troy, WI 53120
(262) 642-3242

Our purpose is to preserve and protect the East Troy Lake and its surroundings as a resource to our community for today and future generations. We are dedicated to offering educational experiences for youth and adults.

2009 East Troy Area Chamber of Commerce Board of Directors

President

Lori Szolwinski, First Citizens State Bank, East Troy Office

Vice President

Pam Burki, Realty Executives Integrity

Secretary

De Anne Conrad, Citizens Bank of Mukwonago, East Brook Office

Treasurer

Ann Zess, Allan Integrated Control Systems, Inc

Board Members

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

David Allen, East Troy House Historic Inn & Tavern

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.



Happenings

Knights of Columbus 4579
1975 Beulah Ave.
East Troy, WI 53120
(262) 642-9762

The Knights of Columbus was formed to render financial aid to members and their families. Mutual aid and assistance are offered to sick, disabled and needy members and their families. Social and intellectual fellowship is promoted among members and their families through educational, charitable, religious, social welfare, war relief and public relief works.

The Knights of Columbus has grown from several members in one council to more than 13,000 councils and 1.7 million members throughout the United States, Canada, the Philippines, Mexico, Poland, the Dominican Republic, Puerto Rico, Panama, the Bahamas, the Virgin Islands, Cuba, Guatemala, Guam and Saipan.

The local order meets the first and third Tuesday of the month at 7:30 p.m. in St. Peter’s School cafeteria, 3011 Elm St.

Fourth Annual Easter Egg Hunt: Saturday, April 4, doors open at 10 a.m., hunt begins at 10:30 a.m., East Troy Middle School. Pre-register with the East Troy Family Community Resource Center, (262) 642-4900 or easttroyfamily@centurytel.net.

“Lunch in the Garden” Fashion Show: Sunday, April 5, Alpine Valley Resort. Tickets cost \$25 per person and are available from East Troy Lioness Club members or by calling (262) 642-7197.

FFA Consignment Auction: Saturday, April 11, 10 a.m., East Troy High School parking lot. For more information or to consign or donate items, call (262) 642-7892.

Easter for Kids: Saturday, April 11, St. Paul’s Lutheran Church. Please pre-register before April 6 at (262) 642-3200.

American Red Cross Blood Drive: Monday, April 13, 11:30 a.m. – 5:30 p.m., East Troy Bible Church. For more information, call (800) GIVE. LIFE.

Fourth Annual Casino Night &

Auction: Saturday, April 18, 6 p.m. registration, Ivan’s Backstage on the Square, \$50 per person includes soda, beer, wine & appetizers. Call John MacKenzie, East Troy Area Historical Society at (262) 642-7181 for tickets.

2009 Business Expo: Saturday,

April 25, 10 a.m.-3 p.m., East Troy Middle School. Free event. Call East Troy Area Chamber of Commerce at (262) 642-3770 for more information.

See the *Community Events Calendar* on www.easttroywi.org for more local happenings.

www.easttroywi.org



35 Years J. Lauber's 1974-2009

OLD-FASHIONED ICE CREAM PARLOR

- 2010 Church Street, East Troy
- Authentic 1920s Ice Cream Parlor •
- Full Menu of Delicious Ice Cream Treats
- 20 Flavors of Maltes • 78 RPM Jukebox •
- Old-fashioned Candy Counter •
- Ice Cream Memorabilia Collection •

WE SERVE REAL ICE CREAM - not soft serve!

Opening May 2: Spring Hours

Monday-Friday 4 p.m. to 10 p.m.
Saturday & Sunday noon to 10 p.m.

(262) 642-3679

254335

YOUR CONNECTION TO THE ESSENTIAL



PLUMBING & HEATING, INC.

2720 Buell Dr., East Troy • (262) 642-7747

www.olearyplumbingandheating.com

250712

Simply the Best



The Elegant Farmer

Farm Kitchen Bakery, Deli & Market

Cheep Cheep 4-H Fun

Pet Bunnies & Chicks

April 4 & 11



Garden Center

Plants & Flowers

Open Through June 15

254253



Open Year Round, 8 a.m. - 6 p.m. • Hwys ES & J, Mukwonago

262-363-6770 • Order on-line at www.elegantfarmer.com

GOT STUFF?

REGISTER TODAY

for the East Troy Area Chamber of Commerce Community-Wide Rummage Sale to be held on Saturday and Sunday, May 23 and 24 from 9 a.m.-4 p.m.

Your \$10 registration fee will help to support the advertising for this event in various print media throughout Southeastern Wisconsin. Your sales address listing and a brief description of your items for sale will be published in the May issue of Good Neighbors, (mailed to over 6,900 area residents) and posted on the chamber’s Web site (www.easttroywi.org). An additional 1,900 Good Neighbors will also be handed out to hundreds of out-of-town and area visitors on Memorial Day Weekend on the Village Square and at various local businesses.

You will also get an official rummage yard sign which advertises your rummage location and shows your support of this community event.



2009 Community-Wide Rummage Sale

Registration form must be received by April 30, 2009

NAME: _____

STREET ADDRESS: _____

Sale is located on the (circle one) N S E W side of street

CROSS STREET: _____

PHONE: _____

☐ Village of East Troy ☐ Town of East Troy ☐ Town of Troy

Brief Description of items for sale. (Please circle primary items if applicable.)

☐ Saturday Only ☐ Saturday & Sunday

\$_____ enclosed (\$10 per address)

Please send or drop off this form with payment to:

EAST TROY AREA CHAMBER OF COMMERCE

2096 Church St., Suite A, P.O. Box 312, East Troy, WI 53120-0312

info@easttroywi.org • (262) 642-3770 • www.easttroywi.org

Registration form and payment due no later than April 30, 2009.

Thank you for your support of this community event and the East Troy Area Chamber of Commerce.



VISIT US
ONLINE AT
www.easttroywi.org

Capri COMMUNITIES
new choices for your lifestyle...

The Heritage

*Luxury Senior Living
at its best...with
a personal touch.
Where an active
lifestyle is affordable.*

Call Mary Ann Glowinski at
642-4800 for an appointment
or more information.
www.capricommunities.com

Located at 3223 North St.
East Troy, WI 53120

250715

Not Just Beans



50¢ OFF BAKERY
*with a drink
purchase over \$2*

With this coupon. Limit 1 per person per visit.
Expires 5-31-09.

- Trojan Apparel
- Willow Tree Angels
- Wood Wick Candles
- Webkinz
- Jewelry
- Steve's Wood Products
- Home Decor Gifts

3268 W. Main St., East Troy
Village Marketplace
(262) 642-2353
Hours: Mon.-Fri. 6:30 a.m.-5:30 p.m.
Lunch 11 a.m.-2 p.m.; Sat. 7 a.m.-4 p.m.
Sun. 8 a.m.-1 p.m.

Lunch Served Monday through Saturday 11 a.m.-2 p.m.

254495

24/7 **SNAP** **FITNESS-24-7** **NO CONTRACTS**

Snap Fitness 24/7 East Troy
2541 East Main Street
East Troy, WI 53120

Spring is HERE!
Free Body Composition Analysis (Body Fat)
When you stop by the
EAST TROY EXPO Booth

- Free Enrollment at the EXPO
- Buy a 6 Month Membership &
Get 2 Personal Training Sessions
and 1 Fitness Consultation for
FREE at the EXPO*

easttroy@snapfitness.com
(262) 642-1645

*This offer does not include access card/enrollment fees for new members.
Offer valid through 5-31-09. Some restrictions apply.

253677

**VISIT US AT THE
BUSINESS
EXPO!**
We'll be serving
warm chocolate
chip cookies.



Nearly as convenient
as having a branch in
your home.

Associated Bank is Wisconsin's most convenient bank, with more
branch locations than any other bank.

- Hundreds of ATMs
- Live, 24/7 Customer Care Center – just call (800) 236-8866
- Extended hours at supermarket locations open seven days a week

Considering how easy it is to use our online banking, we practically
have a branch in your home already. To open an account, stop in,
call or visit associatedbank.com.

*Serving the East Troy community with
warm cookies and friendly smiles!*
3292 Main Street
East Troy, WI 53120 • (262) 642-3941

**Associated
Bank**

Equal Housing Lender. Member FDIC and Associated Banc-Corp (9/08) AdCorrWI


Wisconsin's most convenient bank. associatedbank.com

254822

EXHIBITORS*

American Family Insur.-Jason Tess
Associated Bank
Aurora Pharmacy
Bright Beginnings Day Care, LLC
Butterfly Life Family Child Care
C & W Remodeling
Citizens Bank of Mukwonago
Coldwell Banker
DeLap's Hardware & Rental
East Troy Area Historical Society
East Troy Community Band
East Troy Community Schools
East Troy Education Foundation
East Troy Electric Railroad
East Troy Family Community
Resource Center
East Troy Lake Association
East Troy Lions Public Library
East Troy Shell
East Troy Volunteer Fire Dept.
Edward Jones Investments
Family Rehab. Clinic
First Citizens State Bank-East Troy
Home Care Network
Home Helpers/Direct Link
Ivan's Unique Dining on the Square
JT Interiors
James R. Taylor & Sons, Inc.
Kimberly Ann Photography
Knutson Bros. II, LLC
Koskinen Eye Clinic
L'Bri Pure N Natural
Lakes Area Rental
Lawn Doctor
Lia Sophia
Little Angels Learning Center
Lynch Chrysler Dodge Jeep
MD Helicopters
Maklary Technology Consulting &
Craig's Hobby
McPherson Concrete
Not Just Beans
Paul J. Nyffeler, CPA, SC
ProHealth Care (DN Greenwald Center)
Quality Custom Framing
Realty Executives Integrity
Shorewest Realtors
Snap Fitness
Southern Lakes Spine Center
The Climbing Tree Child Care
The Heritage
Thrivent Financial for Lutherans

Still want to sign up?
Call (262) 642-3770



ENJOY

2009 Business Expo

Saturday, April 25, East Troy
10 a.m.-4 p.m.

FREE AD

FREE Expo
Gift Certificate for Sp
Donated by DeLap's

Name: _____
Address: _____
City: _____

*Bring this coupon to the East Troy Area Chamber of Commerce
Saturday, April 25, 2009*

One entry with
Must be 21 or over to

You can't beat the quality of
**Quality Custom
Framing**
Your full service frame shop
By appointment only
Call Sue Budzien at (262) 642-7522
3224 Douglas Avenue, East Troy

**15% OFF
FRAMES &
MATTING**

Now through May 31, 2009

254119



East Troy! Business Expo

East Troy Middle School
—3 p.m.

MISSION!

Expo Raffle
acewalk (\$150 value)
s Hardware & Rental

Phone: _____

State: _____ Zip: _____

Chamber of Commerce 2009 Business Expo
at East Troy Middle School

each admission
o enter all Expo raffles

ACTIVITIES

Presentations & Demos All Day
Kids Action Stations
Food Court
Job Opportunities
Taste of East Troy Raffle
East Troy Recreation Raffle
Chamber Bucks Raffles
Give-Aways

PRESENTERS

Associated Bank
DeLap's Hardware & Rental
East Troy Community Schools
Edward Jones Investments
Family Rehab. Clinic
Knutson Bros. II, LLC
Koskinen Eye Clinic
L'Bri Pure N Natural
Lia Sophia
Lynch Chrysler Dodge Jeep
Maklary Technology Consulting
& Craig's Hobby
Paul J. Nyffeler, CPA,SC
ProHealth Care (DN Greenwald Center)
Southern Lakes Spine Center
The Climbing Tree Child Care

MORE INFO

East Troy Area
Chamber of Commerce
2096 Church St., Suite A
P.O. Box 312
East Troy, WI 53120

Phone:
(262) 642-3770

E-mail:
info@easttroywi.org

Web Site:
www.easttroywi.org



Roofing • Gutters



Siding
•
Barns

Windows
•
Single-Ply
Roofs



James R. Taylor
And Sons

3 Generations of Quality Work!

(262) 642-7970

Fully Insured • Free Estimates

Visit us at the Business Expo

Sign up for \$1,000 Sweepstakes,
Door Prizes, Kid's Door Prize
Demos & Samples



3288 Main St. • East Troy, Wis. • (262) 642-3344

Monday-Friday 7:30 a.m.-7 p.m.

Saturday 7:30 a.m.-5 p.m. • Sunday 9 a.m.-4 p.m.

- Complete Accounting Services
- Quickbooks Conversions & Training
- Personal, Business & Trust Tax Preparation
- Bookkeeping Services
- Payroll Services
- Tax Planning
- Consulting Services

PAUL J.
NYFFELER
CPA S.C.

E-mail: pnyffeler.cpa@centurytel.net

The Bottom Line Is Accuracy!



642-8700

2481 Executive Drive, East Troy

Corner of Honey Creek Road and Executive Drive

Now Open Saturdays for Service!

LYNCH
EAST TROY

2606 Main St., East Troy
(262) 642-4700 • www.shoplynch.com

Small Town Service...
Big City Savings!

HOME OF THE
\$19.44
OIL CHANGE!



DODGE Jeep

NEW • USED • SERVICE • PARTS • TIRES • COMMERCIAL TRUCKS • WE SERVICE SPRINTERS



East Troy Shell

(262) 642-4624

Print/Copy/Fax/
Scan-to-e-mail

**NOW
AVAILABLE!**

The experts at Shell have found a way to destroy
gunk with all three grades of Shell gasoline.

Every drop of Shell gasoline contains a NEW Nitrogen Enriched cleaning system that
SEEKS AND DESTROYS engine gunk in both conventional and modern engines.

What makes NEW Shell Nitrogen Enriched Gasolines even better?

- A unique, patented, improved formula exclusive to Shell designed to seek and destroy engine gunk.
- Acts as a barrier to help keep your engine clean and protect it from performance-robbing gunk even better than before.
- Helps protect and clean critical engine parts in all three grades of Shell gasoline with the most advanced Shell technology ever.
- Helps improve engine performance as you drive.
- Has been extensively tested, clocking more than a half-million miles in various engines and vehicles, covering a wide range of conventional, modern turbo-charged, direct-fuel-injected and hybrid engines.

DOT license plate renewals, DNR Licensing, Live Bait,
Wine, Liquor, Ice Cold Beer 8 a.m.-9 p.m. No ethanol
in our premium grade of gasoline **OPEN 24 HOURS!**



FIRST CITIZENS STATE BANK
EAST TROY OFFICE

**Real People, Real Service,
Real Community Banking**

2546 E. Main Street • P.O. Box 866
East Troy, WI 53120-0866

Phone: (262) 642-2530 • (800) 236-8766

Fax: (262) 642-7727

www.firstcitizensww.com



SPRING ADVICE, continued from front page

after high school, the average person loses three pounds of muscle. When there's less muscle to burn calories, weight gain occurs.

6) Guard your psychological health. A great way to tackle depression and mood swings is through regular exercise.

From Edward Jones Financial Advisor Jim Jakscht:

Spring is almost here – time to spruce up your house and get rid of your clutter. But this year, don't confine your spring-cleaning to your home and yard. Why not "freshen

up" your investment portfolio at the same time? Consider the following suggestions:

Take an inventory of your belongings. If you're like most people, you've got some things lying around your house that have outlived their usefulness. And the same may be true of some of your investments. If one hasn't performed the way you had hoped or no longer fits into your long-term goals, this might be a good time to speak with a financial advisor.

Dispose of your duplicates. If you look at your investment portfolio, you might be

surprised by some of the redundancies that pop up.

Put things back in order. Over time, the spaces in your home can get "out of balance" and need some rearranging. The same need may apply to your portfolio, which might have become unbalanced, with too much of one investment and too little of another. This situation could undermine your financial strategy, especially if the imbalance means you're taking on too much risk or, conversely, if your holdings have become too conservative to provide growth.

From Store Manager Barb DeLap at DeLap's Hardware & Rental:

Before it gets too warm, it's time to make sure you're ready for hot weather. This doesn't mean running out and buying the latest swimwear. It means checking your home's heat and air-conditioning system by doing the following.

-Change your filters in your heating/cooling system at least monthly.

-Change your thermostat over to cool and test the system by turning the temperature down. If the air conditioner does not turn on, first check to make sure no breakers are tripped. If you can't figure out the problem, call your heating and air conditioning repair person.

-Consider changing your old thermostat to a programmable one. You can save up to \$100 a year.

-Consider installing a whole-house fan to cool the entire house and install ceiling fans to reduce your need to use the air conditioner.

-Take down the old storm windows and put up screens in their place.

From Jennifer Martinez at Vintage Hobby Farm:

Here at the farm our seeds have already sprouted and we are on our way to our spring and summer produce gardens. Vintage Hobby Farm believes it is important to know where your food comes from and to support local farms. Local farms can provide fresh produce, fresh eggs, locally grown chicken, turkey, pork and beef.

We also believe it is important to raise Heritage breed animals because they are healthier, stronger and smarter. They do not need antibiotics or hormones, breed naturally and can forage and survive nature without much of our help.

Did you know all eggs are not white? At Vintage Hobby Farm we have blue, green, light brown, dark brown and white eggs because we have many heritage breed chickens. They get fresh greens and fresh air.



Mount Olive Lutheran Church

a congregation of the Evangelical Lutheran Church in America (ELCA)
211 Main Street • Mukwonago • 363-8251 • www.mountolive-elca.net
Pastor Suellen F. Myers

Regular Worship and Holy Communion:

Sunday Services @ 8 and 10:30 a.m. • Education Hour (children and adults) 9:15 a.m.
Summer Schedule: Sunday Services at 8 and 9:30 a.m. (Memorial Day through Labor Day Weekends)

Palm Sunday - April 5: Worship &

Holy Communion - 8 & 10:30 a.m. - Palm Procession

Maundy Thursday - April 9: Worship & Holy Communion - 7 p.m.

Good Friday - April 10: Tenebrae Service - 7 p.m.

Easter Sunday - April 12: Worship & Holy Communion - 8 & 10:30 a.m.;
Easter Breakfast 9 a.m.

...WE WELCOME YOU...

252759



Amato Ford
Now
Has

WARRANTY FOR EVER!
True Peace of Mind FOR EVER

**"At Amato Ford,
We're Driven to
Make You Happy!"**

**Every eligible new
and pre-owned car
comes with a lifetime
powertrain warranty.**
Call or stop in for details.

**Your #1 Ford
dealer has just
gotten even
better!**

235656

JOHN AMATO FORD
1015 MAIN STREET, MUKWONAGO

AMATO
Automotive Group

Monday-Friday 8-8; Saturday 8-5

www.amatoauto.com (262) 363-3085

MARK YOUR CALENDARS FORE...

The East Troy Area Chamber of Commerce

12th Annual Golf Outing

Wednesday, June 10, 2009 (Rain or Shine)

ALPINE VALLEY RESORT • W2501 Highway D, East Troy, Wis.

SHOTGUN START: 11:00 a.m.

SIGN-IN & PUTTING CONTEST:
10-11 a.m.

HOLE-IN-ONE CHANCES!
GREAT PRIZES! RAFFLE!
INCLUDES LUNCH (Donated by

Citizens Bank of Mukwonago) **& DINNER!** (Vegetarian dinners available with prior notification.)

Please send this form by May 29 with check payable to:

East Troy Area Chamber of Commerce, P.O. Box 312 East Troy, WI 53120-0312

Visit: www.easttroywi.org

Phone: (262) 642-3770 • Fax: (262) 642-8769



Proceeds will benefit the East Troy Area Chamber of Commerce so that we may continue to coordinate the efforts of local businesses, service organizations, citizens and government to promote East Troy as an exceptional place to live, work and play!



Captain's Name: _____

Company: _____

Address: _____

Phone: _____

Teammate 1: _____

Teammate 2: _____

Teammate 3: _____

☐ I will promote my company by
SPONSORING A HOLE (\$85 per hole)

Name for Signage: _____

Phone number: _____

☐ I will donate the following ITEMS
for the RAFFLE and/or AUCTION:
(Please drop off items at the Chamber office by May 29)

ITEM	QUANTITY	COST	TOTAL
Individual Entry Fee		x \$75.00	
Foursome Entry Fee		x \$300.00	
Dinner Only		x \$20.00	
Hole Sponsorship		x \$85.00	
Donation*			
TOTAL AMOUNT=			

*For purchase of raffle prize

East Troy Area Chamber of Commerce

Membership Directory 2009

ACCOUNTANTS/ FINANCIAL MANAGERS

Chortek & Gottschalk, LLP
550 Bay View Road, Suite E
Mukwonago, WI 53149
(262) 363-2930

East Troy Tax Service LLC
2893 Main Street, Suite C
East Troy, WI 53120
(262) 642-3058

Edward Jones Investments
2098 Church Street
East Troy, WI 53120
(262) 642-5717

Paul J. Nyffeler, CPA, SC
2481 Executive Drive
East Troy, WI 53120
(262) 642-8700

Thrivent Financial for Lutherans
5482 S. Westridge Drive
New Berlin, WI 53151
(262) 901-0285

ATTORNEYS

Dave Hudec Law Office, LLC
2847B Buell Drive
East Troy, WI 53120
(262) 642-7515

Hudec Law Offices, SC
2100 Church Street
East Troy, WI 53120
(262) 642-3000

ATTRACTIONS

Alpine Valley Music Theatre
W2699 Highway D
Elkhorn, WI 53121
(262) 642-4400

East Troy Bluegrass Festival
2967 Union Street
East Troy, WI 53120
(262) 642-5843

East Troy Electric Railroad
2002 Church Street
East Troy, WI 53120
(262) 642-3263

The Elegant Farmer
1545 Main Street
Mukwonago, WI 53149
(262) 363-6770

AUTO SALES & SERVICE

Fleury's Body Repair Inc.
1006 Main Street
Mukwonago, WI 53149
(262) 363-8555

Horter Chevrolet Pontiac Inc
915 Main Street
Mukwonago, WI 53149
(262) 363-4061

John Amato Ford, Inc.
1015 S. Main Street
Mukwonago, WI 53149
(262) 363-3085

Lynch Chrysler Dodge Jeep
2606 Main Street
East Troy, WI 53120
(262) 642-4700

BANKS

Associated Bank
3292 Main Street
East Troy, WI 53120
(262) 642-3941

Citizens Bank
2905 Main Street
East Troy, WI 53120
(262) 642-7391

Citizens Bank of Mukwonago
2541A E. Main Street
East Troy, WI 53120-0196
(262) 642-8456

First Citizens State Bank - East Troy
2546 E. Main Street
East Troy, WI 53120
(262) 642-2530

BEAUTY SALONS & BARBERS

Magic Touch Salon
2882 Main Street
East Troy, WI 53120
(262) 642-3411

CAMPS & CONFERENCE CENTERS

Edwards YMCA Camp & Retreat Center
N8901 Army Lake Road
East Troy, WI 53120
(262) 642-7466

The Salvation Army-Army Lake Camp
N8725 Army Lake Road
East Troy, WI 53120
(262) 642-6400

Timber-lee Christian Center
N8705 Scout Road
East Troy, WI 53120
(262) 642-7345

CHURCHES

East Troy Bible Church
2660 North Street
East Troy, WI 53120
(262) 642-7604

First Congregational Church UCC
2931 Union Street
East Troy, WI 53120
(262) 642-5186

Good Shepherd Lutheran Church and School
1936 Emery Street
East Troy, WI 53120
(262) 642-3310

St. James United Methodist Church
2945 Main Street
East Troy, WI 53120
(262) 642-7642

St. Paul's Lutheran Church
2665 North Street
East Troy, WI 53120
(262) 642-3200

St. Peter's Catholic Church
1975 Beulah Avenue
East Troy, WI 53120
(262) 642-7225

Valley View Community Church
(262) 642-5392

COMPUTER SALES & SERVICE

Maklary Technology & Craig's Hobby
3066 Main Street, Suite 102
East Troy, WI 53120
(262) 642-2532

CONTRACTORS & CONSTRUCTION

C & W Remodeling
N8285 Weber Road
East Troy, WI 53120
(262) 642-9233

Envirocon, Inc.
N8492 Division Street
East Troy, WI 53120
(262) 363-5579

Hackbarth Builders, Inc.
2096 Church Street, Suite F
East Troy, WI 53120
(262) 642-9601

James R. Taylor & Sons Inc.
2115 Division Street
East Troy, WI 53120
(262) 642-7970

Knutson Bros. II LLC
W792 Potters Circle
East Troy, WI 53120
(262) 642-5211

Lakeside Painting, Inc.
2892 Austin Street
East Troy, WI 53120
(262) 642-9445

O'Leary Plumbing and Heating, Inc.
2720 Buell Drive
East Troy, WI 53120
(262) 642-7747

Ruebl Builders
N9654 Sunset Drive
East Troy, WI 53120
(262) 594-5765

Watertight WaterCare, Inc.
119 S. 2nd Street
Waterford, WI 53185
(262) 534-2300

GAS STATIONS

East Troy Shell
2526 E. Main Street
East Troy, WI 53120
(262) 642-4624

GOVERNMENT AGENCIES

East Troy Volunteer Fire Department
N8406 Highway ES
East Troy, WI 53120
(262) 642-7439

Village of East Troy
2106 Church Street
East Troy, WI 53120
(262) 642-6255

HEALTH CARE & WELLNESS

Aurora Health Center
2483 Corporate Circle
East Troy, WI 53120
(262) 642-2000

Aurora Pharmacy #1177
3284 W. Main Street
East Troy, WI 53120
(262) 642-5800

East Troy Acupuncture
3066 Main Street, Suite 104
East Troy, WI 53120
(262) 642-4325

East Troy Family Dental Center
2481 Executive Drive
East Troy, WI 53120
(262) 642-5695

East Troy Fitness Center, LLC
2111 Lenck Avenue
East Troy, WI 53120
(262) 642-9640

Family Rehab. Clinic
3066 W. Main Street, Suite 106
East Troy, WI 53120
(262) 642-3511

Home Care Network
612 Wells Street, Suite H
Lake Geneva, WI 53147
(262) 248-0457

Home Helpers/Direct Link
P.O. Box 63
Burlington, WI 53105
(262) 757-0012

East Troy Manor
3271 North Street
East Troy, WI 53120
(262) 642-3995

Koskinen Eye Clinic
3278B Main Street
East Troy, WI 53120
(262) 642-9719

Lakes Area Physical Therapy, LLC
3224 W. Main Street, D-1
East Troy, WI 53120
(262) 642-9747

Pease Speech Therapy Services
N7431 Burr Oak Road
Whitewater, WI 53190
(262) 473-4445

ProHealth Care
240 Maple Avenue
Mukwonago, WI 53149
(262) 928-7032

Snap Fitness
2541 E. Main Street
East Troy, WI 53120
(262) 642-1645

Southern Lakes Spine Center, S.C.
3224 W. Main Street, Suite E
East Troy, WI 53120
(262) 642-4100

Wanezek Family Dentistry S.C.
3278A W. Main Street
East Troy, WI 53120
(262) 642-5881

Waukesha Memorial Outpatient Center
D.N. Greenwald Center
240 Maple Avenue
Mukwonago, WI 53149
(262) 928-1910

HOUSING & APARTMENTS

Honey Creek Apartments, LLP
2849 Honey Creek Court
East Troy, WI 53120
(262) 642-9286

Skylark, Inc.
W2495 County Road ES
East Troy, WI 53120
(262) 642-2651

The Heritage
3223 North Street
East Troy, WI 53120
(262) 642-4800

INDUSTRIAL & MANUFACTURING

Allan Integrated Control Systems, Inc.
2021 Beulah Avenue
East Troy, WI 53120
(262) 642-7800

Buell Motorcycle Company
2799 Buell Drive
East Troy, WI 53120
(262) 642-2020

Moxness - A Thistle Group Company
2030 Young Street
East Troy, WI 53120
(262) 642-3971

Plymouth Tube - East Troy
2061 Young Street
East Troy, WI 53120
(262) 642-8314

Plymouth Tube Company - Trent
2056 Young Street
East Troy, WI 53120
(262) 642-7321

Wisconsin Oven Corporation
2675 E. Main Street
East Troy, WI 53120
(262) 642-3938

INSURANCE AGENCIES

American Family Insurance - Jason Tess
2886 Main Street
East Troy, WI 53120
(262) 642-3911

Joan I. Palmer Insurance Agency, Inc.
3278 W. Main Street

East Troy, WI 53120
(262) 642-2038

Johannesen-Farrar, Inc.
512 E. Walworth Avenue
Delavan, WI 53115
(262) 728-2631

INTERIOR DESIGN

JT Interiors & Cafe'
2887 E. Main Street
East Troy, WI 53120
(262) 642-2262

LODGING & CAMPGROUNDS

Alpine Valley Resort Inc.
W2501 Highway D
Elkhorn, WI 53121
(262) 642-7374

Camp Dewan
N6360 Church Road
Burlington, WI 53105
(262) 642-9797

Country Inn & Suites
2921 O'Leary Lane
East Troy, WI 53120
(262) 642-2100

Pickwick Inn Bed & Breakfast
2966 Union Street
East Troy, WI 53120
(262) 642-5529

Snug Harbor Inn
W7772-2C Wisconsin Parkway
Delavan, WI 53115
(608) 883-6999

The Elliott House Bed & Breakfast
W1796 County Road J
Mukwonago, WI 53149
(262) 363-9666

MEDIA

CSI Media, LLC
120 Wright Street
Delavan, WI 53115
(262) 728-3424

Mukwonago Publications
555 Bay View Road, Suite 1
Mukwonago, WI 53149
(262) 363-4045

Southern Lakes Newspapers East Troy
3224B Main Street
East Troy, WI 53120
(262) 642-7837

ORGANIZATIONS & CLUBS

American Legion Loomis Martin Post 188
2870 School Street
East Troy, WI 53120
(262) 470-4694 (Cell)

Big Brothers Big Sisters
1545 Hobbs Drive
Delavan, WI 53115
(262) 728-8865

East Troy Area Historical Society
P.O. Box 722
East Troy, WI 53120
(262) 642-5530

East Troy Community Band, Inc.
3010 Main Street
East Troy, WI 53120
(262) 642-5411

East Troy Education Foundation
2546 E. Main Street
East Troy, WI 53120
(262) 642-2530

East Troy Family & Comm. Resource Ctr.
2931 Main Street
East Troy, WI 53120
(262) 642-4900

East Troy Food Pantry
2861 Austin Street
East Troy, WI 53120
(262) 642-4357

East Troy Lioness Club
1756 Thomas Drive
East Troy, WI 53120
(262) 642-5245

East Troy Lions Club
2077 Division Street
East Troy, WI 53120
(262) 642-3171

East Troy PTO
2031 Division Street
East Troy, WI 53120
(262) 642-6725 x230

East Troy Senior Citizens Club
1934 Edwards Street, Unit 11
East Troy, WI 53120
(262) 642-5574

East Troy Youth Football League
W2112 Swoboda Road
East Troy, WI 53120
(262) 642-9241

East Troy Youth Soccer Club
2527 Brittany Lane
East Troy, WI 53120
(262) 642-4870

Friends of the East Troy Airport, Inc.
W317 S6698 Schnitzler Road
Mukwonago, WI 53149
(414) 425-7991

Friends of the ET Lions Public Library
3094 Graydon Avenue
East Troy, WI 53120
(262) 642-6262

GFWC-Woman's Club of East Troy
3161 W. Main Street
East Troy, WI 53120
(262) 642-7404

Kiwanis Club of Greater East Troy
P.O. Box 171
East Troy, WI 53120
(262) 642-5047 (Home)

Knights of Columbus 4579
(262) 642-9762

Oak Ridge Cemetery Association
W1011 State Road 20
East Troy, WI 53120
(262) 642-2526

VFW Post #7501
P.O. Box 304
East Troy, WI 53120
(262) 642-3484

Walworth County Visitors Bureau
203 W. Walworth Street
Elkhorn, WI 53121
(262) 723-3980

OUTDOOR SERVICES

Lawn Doctor
W325 County Road L
East Troy, WI 53120
(262) 366-7736

REAL ESTATE

NAI MLG Commercial
13400 Bishop's Lane, Suite 100
Brookfield, WI 53005
(262) 938-4430

Realty Executives Integrity
2880 Main Street
East Troy, WI 53120
(262) 642-3363

Robert Diamond Century 21 Affiliated
2883 Main Street
East Troy, WI 53120
(262) 903-5506

Shorewest Realtors, Mukwonago
1231 S. Rochester Street, Suite 110
Mukwonago, WI 53149
(262) 363-1010

Stefaniak Group Realtors
W2539 Indianhead Lane
Elkhorn, WI 53121
(262) 613-3898

T & M Investments
3266-3290 Main Street
East Troy, WI 53120
(262) 642-7699

RECREATION

East Troy Lake Association
3057 South Street
East Troy, WI 53120
(262) 642-3242

Fantasy Hills Ranch
4978 Town Hall Road
Delavan, WI 53115
(262) 728-1773

MD Helicopter Services LLC
N6164 Cobb Road
Elkhorn, WI 53121
(262) 215-4345

RESTAURANTS, BARS & COFFEE

Al Smith's Saloon
2878 Main Street
East Troy, WI 53120
(262) 642-4446

Burger King
2951 E. Main Street
East Troy, WI 53120
(262) 642-2951

Charlie B's - A Place for Steak
2645 Main Street
East Troy, WI 53120
(262) 642-2222

Dos Amigos
2678 Main Street
East Troy, WI 53120
(262) 642-6446

East Troy House Historic Inn & Tavern
2093 Division Street
East Troy, WI 53120
(262) 642-7100

Gus's Drive-In
3131 Main Street
East Troy, WI 53120
(262) 642-2929

Ivan's Unique Dining on the

Square
2087 Division Street
East Troy, WI 53120
(262) 642-7107

J. Lauber's Ice Cream Parlor
2010 Church Street
East Troy, WI 53120
(262) 642-3679

JT Interiors & Cafe'
2887 E. Main Street
East Troy, WI 53120
(262) 642-2262

Not Just Beans, LLC
3268 W. Main Street
East Troy, WI 53120
(262) 642-2353

Roma's Ristorante & Lounge
N8416 Highway ES
East Troy, WI 53120
(262) 642-5353

The Great Northern Skillet
2763 Main Street, Unit 3
East Troy, WI 53120
(262) 642-3028

RETAIL

American Glass & Window LLC
516 N. Lincoln Street
Elkhorn, WI 53121
(262) 642-1695

DeLap's Hardware & Rental
3288 Main Street
East Troy, WI 53120
(262) 642-3344

East Troy Basketry Company
2082 Church Street
East Troy, WI 53120
(262) 642-3732

East Troy Marine, Inc.
2708 Main Street
East Troy, WI 53120
(262) 642-5150

East Troy Shell
2526 E. Main Street
East Troy, WI 53120
(262) 642-4624

Hometown Sausage Kitchen
W1184 County Road L
East Troy, WI 53120
(262) 642-3264

Lia Sophia
127 Eastown Manor Street
Elkhorn, WI 53121
(262) 424-6800

Maklary Technology & Craig's Hobby
3066 Main Street, Suite 102
East Troy, WI 53120
(262) 642-2532

Mielke's Sentry
3238 W. Main Street
East Troy, WI 53120
(262) 642-5524

Not Just Beans, LLC
3268 W. Main Street
East Troy, WI 53120
(262) 642-2353

Sherwin-Williams Co.
360 Bay View Road
Mukwonago, WI 53149
(262) 363-0846

Video Playground, Inc.
3076 W. Main Street
East Troy, WI 53120
(262) 642-7071

West 20 Ranch & Saddle Co.
W4812 Hwy 20
East Troy, WI 53120
(262) 642-4272

SCHOOLS & DAY CARES

Bright Beginnings Day Care, LLC
2541 Main Street
East Troy, WI 53120
(262) 642-3904

Butterfly Life Family Child Care & Preschool
W2491 Swoboda Road
East Troy, WI 53120
(262) 684-5135

East Troy Community School District
2043 Division Street
East Troy, WI 53120
(262) 642-6710

Little Angels Learning Center
2141 Mill Street
East Troy, WI 53120
(262) 642-7002

Michael Fields Agricultural Institute
W2493 County Road ES
East Troy, WI 53120
(262) 642-3303

Nature's Classroom Montessori School
W1802 County J
Mukwonago, WI 53149
(262) 363-6820

St. Peter's Catholic School
3001 Elm Street
East Troy, WI 53120
(262) 642-5533

The Climbing Tree Child Care

& Family Education
3147 W. Main Street
East Troy, WI 53120
(262) 642-5001

SERVICES

Cleaning & Restoration Consultants, Inc.
1417 Racine Street, Unit B
Delavan, WI 53115
(262) 728-8007

Kimberly Ann Photography, LLC
1882 Valley Drive
East Troy, WI 53120
(262) 492-3893

L'Bri Pure n' Natural
W2294 W. Bay Drive
East Troy, WI 53120
(414) 607-8884

Lakes Area Rental
801 E. Centralia Street
Elkhorn, WI 53121
(262) 723-6450

Legacy Funeral Services
2974 Main Street
East Troy, WI 53120
(262) 642-5057

LTR Power Center
3109 W. Main Street
East Troy, WI 53120
(262) 642-7892

Martin Business Group
501 Commercial Court
Lake Geneva, WI 53147
(262) 248-8911

Peek-A-Pet Lodge & Pet Services, LLC
W1532 Honey Creek Road
East Troy, WI 53120
(262) 642-3605

QPS Companies
18 E. Walworth Street
Elkhorn, WI 53121
(262) 723-5600

Quality Custom Framing
3224 Douglas Avenue
East Troy, WI 53120
(262) 642-7522

Roadrunner Charter Buses
W2691 County Road ES
East Troy, WI 53120
(262) 642-3171

Snug House Energy Audits, LLC
W2159 Beulah Heights Road, Unit C
East Troy, WI 53120
(262) 642-3956

The Elegant Framer
714 Main Street
Mukwonago, WI 53149
(262) 363-5006

Time Warner Cable - Business Class
1320 N. Martin Luther King Jr. Drive
Milwaukee, WI 53212
(414) 908-4804

Trim-N-Tidy Cleaners
2121 Church Street
East Troy, WI 53120
(262) 642-7396

Veloce Tech, LLC
3109 Main Street, Suite C
East Troy, WI 53120
(262) 642-3288

SIGNS, PRINTING & PROMOTIONAL

American Business Technologies, Inc
N1977 Schaitel Road
Unit 400
Lake Geneva, WI 53147
(262) 248-9590

Dynamic Awards and Apparel, LLC
718 Main Street
Mukwonago, WI 53149
(262) 363-2005

TELECOMMUNICATIONS

CenturyTel, Inc.
244 Industrial Drive
North Prairie, WI 53153
(262) 392-5247

UNIVERSITIES & TECHNICAL COLLEGES

Gateway Technical College
3520-30th Avenue
Kenosha, WI 53140
(262) 564-2662

VETERINARIANS

Bay View Veterinary Clinic S.C.
890 Main Street
Mukwonago, WI 53149
(262) 363-9993

Lawn Doctor is the nation’s leading **LAWN CARE, TREE & SHRUB CARE** and **PEST CONTROL** specialist.

We’re in the business of Keeping Lawns Healthy for Life®, so you have more time to relax and enjoy a beautiful, pest-free landscape surrounding your home.

ABOUT US

For over forty years, Lawn Doctor has been providing the highest quality Lawn Care, Tree & Shrub Care and Pest Control services to our customers across the nation. We pride ourselves on Keeping Lawns Healthy for Life®. That’s why we lead the industry with over 475 locations in 40 states. Lawn Doctor offers:

- Time-tested techniques to ensure the best possible results
- Only Lawn Doctor uses state-of-the-art, patented Turf Tamer application equipment
- Custom-blended materials, tailored to your lawns specific needs to maintain your lawn’s health and beauty year round.

Lawn Doctor is committed to providing exceptional service to its customers. Perhaps that’s why we’re many consumers’ first choice, with one of the highest customer retention rates in the Green Industry.

At Lawn Doctor, our goal is to be as convenient for our customers as we can possibly be. That’s why we offer a wide array of Lawn Care, Tree & Shrub Care and Pest Control services. Our goal is to be the one-stop solution for all your outdoor lifestyle needs.

LAWN CARE

Lawn Maintainer Care. Wherever the grass is greener, you’re bound to find Lawn Doctor. After all, our patented Turf Tamer application equipment broadcasts a custom blend of granular fertilizers every time. We also apply the necessary weed and insect controls to keep your lawn looking its best all season long.

6-SERVICE PROGRAM

Let us provide you with the lush, green turf you’ve always wanted surrounding your home with **Lawn Doctor’s Lawn Care Program**. The program consists of services designed to improve and maintain your lawn’s health and vibrant appearance. Each treatment is custom-tailored to the unique needs of your lawn, so you can be confident in the results. Lawn Doctor’s Lawn Maintainer Care Program includes:

- FERTILIZATION**
Lawn Doctor applies custom-blended granular fertilizers with the essential nutrients your lawn needs. Our time-released fertilizers allow for continuous feeding between services.
- BROADLEAF WEED CONTROL**
Lawn Doctor uses only the top-rated weed control products available. Visual results are often evident in as little as 24 hours.
- SURFACE-FEEDING INSECT CONTROL**
Each service involves an inspection of your lawn for damaging surface-feeding insects, such as chinch bugs and sod webworms. We apply control products, as needed, to protect your lawn from these damaging insects.
- CRABGRASS CONTROL**
Pre-emergent materials are applied to control crabgrass and other annual grassy weeds before they appear.

ALL LAWNS ARE NOT EQUAL

Not every lawn needs every service Lawn Doctor offers. Some lawns require intensive care, while others need only basic service. Rather than sell you services your lawn doesn’t need this season, we offer these Custom Care services on an as-needed basis. That way, we can provide you with all the care your lawn needs, when it needs it, at a fair price.

CUSTOM CARE SERVICES

- TREE & SHRUB MAINTAINER CARE**
With Lawn Doctor, it won’t take long for your landscape to become the envy of the neighborhood. Be sure to protect the things that beautify your home with Lawn Doctor’s Tree & Shrub Care. Our Tree & Shrub Care Program includes:
- Monitoring and treatment for a variety of insects and diseases
 - Horticultural oil application
 - Micronutrient fertilization for complete nutrition
 - Anti-desiccant for winterization helps prevent winter damage

- PERIMETER PEST CONTROL**
Now, the same professionals who care for your lawn and landscape can also help you control insects outside your home before they get inside. If you’ve seen ants, spiders, crickets or centipedes in your home, call today and let Lawn Doctor help control those pests with Perimeter Pest Control. This program includes the application of control materials to the immediate exterior of your home to create a protective barrier against insect migration.

- POWER SEEDING**
Lawn Doctor’s Power Seeding is the fastest way to restore a weak or damaged lawn. Our patented Turf Tamer Power Seeder prepares the seedbed to achieve maximum seed-to-soil contact. This allows for high germination and vigorous growth of new turf.

- CORE AERATION**
Core Aeration is one of the most important cultural practices available for your lawn. Aeration helps to reduce thatch, increase utilization of fertilizer, improve the structure of the soil, reduce soil compaction for stronger root development and enhance the heat and drought stress tolerance. Annual core aeration is advised for lawns growing in clay soil. Heavy clay soils are usually compacted and do not allow for maximum air exchange and water uptake.

- PREVENTATIVE GRUB CONTROL**
Japanese beetles flying over your lawn lay thousands of eggs that hatch into hungry grubs that feed on the roots of your grass plants. There’s no surface evidence of feeding grubs, so by the time they’re detected, large portions of your lawn may already be damaged. But with Lawn Doctor’s thoroughly tested Preventative Grub Control, the development of damaging grub populations can be significantly reduced.

Tell a Friend Referral Discount
Just tell us your friends’ or family members’ names, addresses and phone numbers and we’ll provide them with a FREE evaluation. If they elect to begin our service, your account will be credited \$25 for each person who signs up.

CARE TIPS

- WATERING**
Proper watering procedures help maintain lawn color, resilience and proper root development. A lawn should be watered regularly, before it has a chance to wilt and turn brown. To ensure proper watering procedures, follow these simple instructions.
- Be aware of early signs of wilt. Two common

- signs of wilt are grass leaves that have a bluish-green cast caused by folded grass leaves and footprints that stay in the lawn instead of bouncing back up.
- Apply enough water to wet the soil to a depth of approximately six to eight inches. A soil probe may be used to check moisture depth in soil. Maintaining a soil moisture depth of six to eight inches usually requires a rate of one to two inches of water per week. You can place open cans in the sprinkler pattern to determine the amount of water being applied.
 - Water may be applied any time of day, but morning watering is usually most efficient. This is due to the higher humidity, negligible wind and wetness caused by dew, which usually accompanies this time of day. Night watering is not recommended, as it encourages disease and insect development.

- MOWING**
Good mowing practices are critical to the appearance of your lawn. If you follow these general guidelines, you’ll surely increase the health and appearance of your lawn:
- Make sure your mower blade is sharp. A lawn mowed with a dull blade appears gray shortly after mowing, and the tips turn brown within 48 hours.
 - Cut often enough to remove no more than one-third of the grass blade. This will help avoid scalping, which puts the grass under stress and reduces its vigor. Mowing at the correct height also shades the soil, keeping temperatures lower for optimum growth.
 - You may leave clippings, if you mow often enough. The grass clippings will recycle nutrients back into the soil, and they don’t contribute to thatch buildup. This process is called grasscycling.

- PRUNING**
Pruning landscape plantings is a useful way to control growth and repair damage. Follow the tips below for pruning your ornamental plantings:
- Minor pruning can be done at any time of the year.
 - Major pruning projects should be done in the early spring, before new growth begins.
 - Flowering bushes should be pruned shortly after blooms fall.
 - Plants injured by storms, accidents or vandalism should be pruned to remove damaged areas as soon as possible.
 - Pruning should be done on dry days, when limbs and twigs are dry.
 - After trimming diseased plants, tools should be disinfected to prevent transferring infections to healthy plants.



GUARANTEE: And, if any one of our Lawn Maintainer Care applications does not achieve satisfactory results, simply tell us. As your locally owned and operated Lawn Doctor, we’ll either return and reapply that application at no additional charge or refund the full cost of your last application.

COME SEE US AT THE EAST TROY BUSINESS EXPO ON APRIL 25!

REFERRAL OFFER: Receive \$25 for each referral



LAWN DOCTOR

(262) 366-7736

KEEPING LAWNS HEALTHY FOR LIFE®

LAWNDOCTOR.COM • EAST TROY • WAUKESHA • MUKWONAGO • WATERFORD

Each office independently owned and operated.

CALL TODAY FOR A FREE LAWN ANALYSIS AND ESTIMATE

*Paul Sonderegger, East Troy resident for over 30 years
Chamber of Commerce Member
& we support local non-profit groups*