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A Publication of the East Troy Area Chamber of Commerce

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MARCH 2011

VOLUME 22, EDITION 1

Chamber Connection

Buell to resume street bike production in East Troy

Erik Buell will resume street bike production in East Troy this spring after limiting his business to building racing bikes since 2009. That's when he established Erik Buell Racing LLC (EBR) after Harley-Davidson Inc., who owned Buell Motorcycle Co., shut down the East Troy motorcycle company in response to the recession.

Buell said the first EBR 1190RS bikes will be built in small quantities and will be quite exotic and collectible. They will be sold through a dealer network that EBR will be establishing this spring.

Kimberly Ann Photography adds studio manager

Kim Billings, owner of Kimberly Ann Photography LLC, has announced the addition of her sister-in-law, Mary Ann Billings, to her staff.

The new studio manager is a 1987 graduate of East Troy High School and 1992 graduate of the University of Wisconsin-LaCrosse, where she received her bachelor's degree in fine arts. She spent the last 18 years in the promotional products industry, with her main career emphasis as a design engineer for embroidery.

For more information, contact Mary Ann at (262) 492-3893 or maryann@kimberlyannphotography.com.



Mary Ann Billings

East Troy Lioness Club to host fashion show

The East Troy Lioness Club will present its annual fashion show, "Lunch in the Garden," on Sunday, May 1 in the Edelweiss Room at Alpine Valley Resort. Cocktails will be available at 11 a.m. and a gourmet lunch will be served at noon.

Tickets, priced at \$25 each, may be purchased only in advance from any club member or by contacting Lioness Bobbie Colamore at (262) 642-7197. As a part of this fundraiser, numerous gift baskets will be raffled. Proceeds support the club's community service projects.

Vint receives bowling journalism award

Bill Vint, co-owner of Sleeping Dogs Communications, has been presented the World Bowling Writers Gosta Zellen Award for a lifetime of service to bowling journalism.

Vint worked with the Ladies Pro Bowlers Tour, American Bowling Congress and United States Bowling Congress for nearly 30 years, and was former president/executive director of the Bowling Writers Association of America. Sleeping Dogs Communications currently handles news media relations for the Professional Bowlers Association.

The award was presented during the PBA Hall of Fame dinner in Las Vegas on Jan. 22.

Remodeling project under way at East Troy Manor

When the current remodeling project is complete at East Troy Manor, the 50-bed



SUBMITTED PHOTO Good Neighbors

The view from the dining car as dessert is being served. The East Troy Electric Railroad's dinner train is available for charter trips for either dinner or lunch excursions.

East Troy Railroad Museum offers opportunities for fun and achievements

By Norman Carlson
PRESIDENT, EAST TROY RAILROAD MUSEUM

For over 100 years there has been a railroad in East Troy. The line carried people to and from Milwaukee, hauled freight to and from East Troy businesses and, beginning in 1911, provided electricity to residences and businesses in East Troy.

Today, the railroad is the East Troy Railroad Museum, a place for good old-fashioned wholesome family fun. It is also a place where you can contribute your time and skills to the betterment of East Troy and the Museum.

Volunteers have restored a lakeside cabin into a treasured railcar. Skills of all kinds are needed to help the Museum achieve its strategic goals of restoration, education and entertainment.

Ladies, if you would like to get the man of the house "out of the house," send him over to the East Troy Railroad Museum. We will give him the opportunity for fellowship while we put him to work.

If you want to get out of the house, there are plenty of things for you to do at the Museum as well, especially on weekdays. Many of our volunteers are retired people who have found the Museum to be a wonderful and welcoming place to put their skills to valuable use.

There are always things to do from a complete restoration of a railroad car to regular daily maintenance to get a clean railroad car that is in good repair into service carrying passengers between East Troy and the Elegant Farmer. There is also the depot and the office, as well as the most important thing, making our visitors feel welcome. We want to encourage them to return to East Troy again and again to patronize our businesses. Of course, there is the opportunity to be a conductor or motorman on the trains.

To maintain our railroad, we need everything from skilled craftsmen who can repair and rehabilitate railroad cars to people

See Railroad, Page 6

East Troy Expo 2011 set for March 19

East Troy Expo 2011, featuring a new blood drive, health fair, entertainment all day and a lot of giveaways, will take over East Troy Middle School on Saturday, March 19, from 10 a.m. to 3 p.m.

Admission is free, but contributions of non-perishable food items for the East Troy Food Pantry are welcomed. All attendees 21 or over will be eligible to enter a free raffle to win a Beloit Snappers Family 4-Pack.

The East Troy Area Chamber of Commerce has put together an action-packed day to showcase area businesses and organizations.

This year's highlights include:

- A BloodCenter of Wisconsin Blood Drive hosted by St. Peter's Catholic Church and School;

- Survive Alive Smoke House (weather permitting) with East Troy Fire Department, Troy Center Fire Department and Village of East Troy Police Department emergency vehicles on display;
- Zumba demonstration by East Troy Parks & Recreation;
- Cub Scouts Pack 92 Pinewood Derby (bring your car to race);
- Martial Arts demonstration by the AKF Flying Dragons;
- Kay's Academy of Dance performance;
- Demonstrations by East Troy Acupuncture and Awakenings 3 Bodywork;
- Square Side Resale and Consignment Fashion Show;
- "How to Fondant and Frost Cupcakes" by Amy's Cakes;

- Performances by East Troy High School Choir and East Troy Middle School Band students;
- "Cooking with Colors" by Chef Phil Haseker from Waukesha Memorial Hospital;
- Performances by East Troy High School and East Troy Middle School Cheer and Poms Squads;
- "More about Craig's List" presentation by Kevin Messerschmidt;
- "The Truth About Sugar" by Chiropractic FIRST.

Area businesses and organizations will be well represented in the booths that will fill the school's hallways and gym.

A preliminary list of participants

See Expo, Page 7

See Chamber Connection, Page 4

New Member



CHAMBER PHOTO *Good Neighbors*

Chamber Secretary Linda Kaplan from East Troy Shell (right) recently welcomed Angela Sweet from East Troy Football Moms as a new Chamber member.

East Troy Football Moms Angela Sweet, President 2955 Union St., East Troy (262) 366-8971

The East Troy Football Moms have established themselves as a 501(c)(3) organization dedicated to the welfare of their team, coaches and community. The organization’s purpose is to offer support and to unite families as they strive to exemplify the pride and spirit of the Trojans Athletic Code.

*For the latest
chamber news, visit*
www.easttroywi.org

President’s Notebook

By Dan Heidelmeier CHAMBER PRESIDENT

Chamber Board Launches New Task Forces

What is a Chamber of Commerce and what does it do?
According to the American Chamber of Commerce Executives, “a chamber of commerce is an organization of businesses seeking to further their collective interests, while advancing their community, region, state or nation.”

Business owners in towns, cities and other territories voluntarily form these local societies/networks to advocate on behalf of the community at large, economic prosperity and business interests.

Chambers have existed in the U.S. for more than two centuries, with many having been established before the jurisdictions they represent.

A business-led civic and economic advancement entity operating in a specific space may call itself any number of things – board of trade, business council, etc. – but for the purposes of this primer, they are all chambers of commerce.

“Chamber missions vary, but they all tend to focus to some degree on five primary goals:

1. Building communities (regions/states/nations) to which residents, visitors and investors are attracted;
2. Promoting communities;
3. Striving to ensure future; prosperity via a pro-business climate
4. Representing the unified voice of the employer community;
5. Reducing transactional friction through well-functioning networks.

The East Troy Area Chamber of Commerce’s long-standing mission statement is: “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.” Nice, but the Chamber’s Board of Directors wants more for its members and the community.

Back in November, the board held a strategic planning session facilitated by Jim Morgan, vice president of the Wisconsin Manufacturers & Commerce. His organization primarily exists to advocate for businesses statewide. In accordance with that mission, they oversee the Wisconsin Chamber of Commerce Executives. This member-based group provides training and networking opportunities for executive directors from around the state.

The focus of the planning session was to identify three key areas and prioritize what the Chamber needs to accomplish in the next 12-24 months. After the initial meeting, the ideas were further refined and three task forces were established and board was divided up so that each director would serve on one of the task forces. Other members have joined and the goal is to garner more participation by the membership.

The task forces have been meeting regularly since the beginning of the year and have developed mission statements, objectives and areas of responsibility:

Member Services Task Force

Chair Linda Kaplan from East Troy Shell, Lori Szolwinski from First Citizens State Bank-East Troy Office, Ann Zess from Allan Integrated Control Systems and Barb DeLap from East Troy Manor.

Mission Statement: “To oversee, guide and evaluate the Chamber’s operations to advocate for the membership and engage member participation.”

The task force defined the following areas of responsibility:

- Chamber Notebook
- Good Neighbors
- Chamber Website
- Economic Development
- Ambassadors
- Scholarship
- Chamber Office
- Government Relations/Advocacy
- Welcome Bags
- Facebook

Programs and Events Task Force

Chair Pam Burki from Realty Executives Integrity, Jean Schultz from ProHealth Care, Dan Heidelmeier, Bill Vint from Sleeping Dogs Communications, Sarah Alexander from Realty Executives Integrity and Jen Bradley from ChiropracticFIRST.

Mission Statement: To direct and produce events which provide opportunities for Chamber fundraising, member interaction and business promotion.

The task force defined the following objectives:

- Ensure that program goals further the Chamber’s mission
- Support a pallet of programs that meets the diverse needs of the membership
- Evaluate program outcomes by financial viability and member impact.
- Engage member participation to increase program effectiveness.
- Provide reports to the Chamber’s Board of Directors on program outcomes.

Community Development Task Force

Chair Brandon LaGreca from East Troy Acupuncture, David Allen from East Troy House Historic Inn & Tavern, De Anne Conrad from Citizens Bank of Mukwonago

Mission Statement: Promote community development by highlighting local businesses, fostering tourism and engaging area residents.

The task force defined the following objectives:

- Grow the East Troy Marketplace
- Create a list of available commercial spaces
- Expand and promote the Experience Historic East Troy initiative
- Coordinate the construction of new welcome signs
- Coordinate the construction of new directional signs
- Coordinate the beautification of the village square with such things as seasonal flags and flowers, etc.
- Connect with the Mukwonago Chamber of Commerce

And remember these three things:
1) Each day is a gift, not a given.
2) Don’t fear failure, but welcome success.
3) Live each day as if it were your last!



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Linda Kaplan, East Troy Shell
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To advertise contact Jamie Wambach
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To submit news briefs about your company
or organizationcontact Katie Matteson

To update your membership
information.....contact Katie Matteson

To submit an event for the calendar
of eventscontact Katie Matteson

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 quarterly in
March, May, August and November.*

East Troy Area Chamber of Commerce

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

The East Troy Area Chamber of Commerce honored its 2011 Corporate Partners (right) during the organization's Annual Meeting and Awards Dinner on Feb. 16 at Roma's Ristorante & Lounge. Corporate partners invest in Chamber membership through one of three levels, Chairman (\$2,500), Executive (\$1,500) and Leader (\$750). Those in attendance to accept their awards included (front, from left) Mary Nicoson from First Citizens State Bank-East Troy Office (Leader), Linda Kaplan from East Troy Shell (Leader), Marilyn Schultz from Associated Bank (Leader), Ann Zess from Allan Integrated Control Systems, Inc. (Executive), (back, from left), Brad Patrick from CenturyLink (Leader), Jeff Standafer from Citizens Bank of Mukwonago (Executive), David Strand from Wisconsin Oven Corporation (Chairman), Troy Strand from The Grist Mill (Leader) and Lauren Mueller from Hampton Inn (Leader). Not pictured: Alpine Valley Music Theatre (Leader), John Amato Ford (Leader), Citizens Bank (Leader), James R. Taylor & Sons (Leader) and ProHealth Care (Leader).



Business Believers



CHAMBER PHOTOS Good Neighbors

Left: Bill Vint (left) from Sleeping Dogs Communications received the 2011 President's Award from Chamber president Dan Heidelmeier in recognition of the time and talent he has contributed to the East Troy Area Chamber of Commerce as a member of the Programs & Events Task Force.

Far left: Executive Director Katie Matteson (left) presented Eileen Kostopoulos with the 2011 Volunteer of the Year award in recognition of her exemplary volunteer service at the East Troy Area Chamber of Commerce events and for serving as an East Troy Ambassador.



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Chamber Connection, Continued from front page

skilled nursing home and rehabilitation facility will provide residents with a more home-like atmosphere.

The residents of East Troy Manor will have a new living/activities area, newly-modeled dining room that will offer a private dining area, larger rehabilitation area that will offer inpatient, as well as outpatient therapy, more private rooms, and staff offices will be centrally located.

This project is due to be completed at the end of March.

Lycholat receives appointment to State Remodelers Council

Gerry Lycholat of Knutson Bros. II LLC was appointed as chairman of the State Remodelers Council for 2011 during the Wisconsin Builders Convention on Feb. 12 at the Chula Vista Resort in Wisconsin Dells. Lycholat said he has been very active in the Remodelers Council in the past and will continue to work with state officials on issues relevant to the remodeling industry.



Gerry Lycholat

East Troy Community Band to begin 10th season

The East Troy Community Band will begin its 10th season this year under the direction of Jay Huenink. Several new things commemorating the season will take place.

First, the band will sell raffle tickets for some exciting prizes to be announced at a later date. The winners will be drawn at the last East Troy Community Band Concert on the Square in July. Second, the ETCB will be collecting non-perishable items at each concert of the East Troy "Thursday Nights on the Square" for the East Troy Food Pantry.

ETFCRC plans sixth annual Easter Egg Hunt

The East Troy Family Community Resource Center will host its sixth annual Easter Egg Hunt on Saturday, April 9 at East Troy Middle School. The doors open at 10 a.m. and the hunt begins at 10:30 a.m. Bring your camera for pictures with the Easter Bunny. Temporary tattoos and face painting will be provided by Butterfly Life Child Care.

Please pre-register by phone, (262) 642-4900, or e-mail easttroyfamily@centurytel.net. A free-will donation will be collected to support the resource center.

Village Police organizing Special Olympics fundraiser

Village of East Troy police officers are collecting items to sell at the rummage sale on Memorial Weekend, May 27-29 in the Village Hall. All proceeds from this sale will be donated to the Special Olympics Wisconsin Southeastern Area.

Items may be dropped off at the East Troy Police Department during regular business hours, Monday-Friday 8 a.m. to 4:30 p.m., until May 1.

For more information, call (262) 642-6250 or e-mail jg@easttroy-wi.com.

Study ranks Edward Jones highest in investor satisfaction

For the fifth year out of the past six, financial services firm Edward Jones ranks highest in investor satisfaction with full service brokerage firms, according to the J.D. Power and Associates 2010 Full Service Investor Satisfaction Study, announced Jim Jakscht, an Edward Jones Financial Advisor for the East Troy area.

The study measures overall investor satisfaction with full service investment firms based on seven factors: investment advisor, portfolio performance, account information, account offerings, commissions and fees, website and problem resolution.

The J.D. Power and Associates study found that Edward Jones "performed particu-

larly well across the two highest-weighted factors: Investment Advisor and Investment Performance."

Nichols receives senior real estate specialist designation

Margaret Nichols, a real estate agent with

Shorewest Realtors in Mukwonago, has earned the senior real estate specialist designation. As a certified senior specialist, she understand the financial and emotional challenges senior clients face when they sell their homes – especially if it is one they've had a long time.

For more information, contact Nichols at (262) 363-1020, ext. 1035.

Frank's County Market becomes Frank's Piggly Wiggly

On March 1, both the East Troy and Elkhorn Frank's County Markets began operating under the Piggly Wiggly banner.

The two stores are owned and operated by the Lueptow family, which has operated supermarkets in Elkhorn for the past 30 years and in East Troy for the last two years.

The new Frank's Piggly Wiggly stores will offer the same amenities that all Piggly Wiggly stores throughout Wisconsin offer, including: Pampered to Perfection Produce, in-store bakeries, full service customer-friendly deli department, fresh meat department offering certified Angus beef, Sanderson farm chicken, Farmland Pork, along with a wide variety of fresh and frozen seafood and a full liquor department.

"We're excited to bring Piggly Wiggly to both Elkhorn and East Troy," Stephanie Lueptow said. "Our customers are going to love the weekly ad specials, the quality and value of our store brand products, along with quality bakery, deli, produce and meat products. Our new weekly flyer will be full of great weekly specials – probably three times what we had been able to offer with hundreds more items on sale each week."

Steve Lueptow stressed that the stores will still be staffed with all the same great people.

"We just switched wholesalers to give us a better opportunity to offer low prices to our customers and a better chance for future expansion," he said, adding "with Piggly Wiggly's buying power, we will be able to lower over 4,000 prices throughout the store."

Piggly Wiggly supplies 99 Piggly Wiggly supermarkets in Wisconsin and northern Illinois, as well as nine Butera Market stores in the Chicagoland area. Sheboygan, Wisconsin is home to Piggly Wiggly's headquarters (where it has been operating since 1911) and, with its company's corporate and two distribution centers in the state, it is the fastest growing grocery wholesaler in Wisconsin.



A worker installs a Piggly Wiggly sign in East Troy on Feb. 28 in anticipation of the opening of Frank's Piggly Wiggly on March 1.

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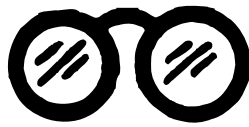
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Maple Fest under way at The Elegant Farmer

You know spring has sprung when the sap is running and The Elegant Farmer, highways ES and J in Mukwonago, celebrates National Maple Syrup Month with its annual Maple Fest.

The fest includes maple syrup making demonstrations along with special pricing on selections of maple syrup & maple sugar products, maple muffins, Wisconsin maple popcorn and much more.

The Maple Fest syrup demonstrations are conducted by Peter Hatlestad, the Nature Director at Covenant Harbor, on Saturdays, March 12 and 19 from 11 a.m. to 3 p.m. He and his staff will showcase the process used on raw sap to make it into that delicious treat we know as maple syrup.

“People enjoy seeing how their favorite foods are made,” says Farmer John. “From teaching people about apple varieties, making apple pies or maple syrup making demonstrations, The Elegant Farmer staff enjoys sharing the gifts of goodness from our farm with the community.”

Genuine maple syrup comes from the sap of sugar maple trees. It is harvested in the very early spring when the days are warmer but the nights still have frost. The United States produces 14 percent of the world’s maple syrup creating 1.45 million gallons in 2007.

Throughout March, The Elegant Farmer also offers discounts on its CiderBaked Ham.

Open year round September through May 8 a.m. to 6 p.m. and June through August 8 a.m. to 8 p.m., The Elegant Farmer is closed Easter, Thanksgiving, Christmas and New Year’s Day.

For more information or call (262) 363-6770 or shop on-line at www.elegantfarmer.com



CHAMBER PHOTO Good Neighbors

Stocking the shelves

Members of the East Troy Area Chamber of Commerce presented Delane Kampa (left) from the East Troy Food Pantry with a check for \$220, the proceeds from the photos with Santa and Mrs. Claus taken on Dec. 4 inside Ivan’s Backstage as a part of the Santa on the Square and the Holiday Marketplace events. Pictured, from right: David Allen from East Troy House Historic Inn & Tavern (who constructed the set for the photos), Kim Billings from Kimberly Ann Photography (who donated her time to take the photos) and Chamber president Dan Heidelmeier (who helped organize the events). Unclaimed photos are available for pick-up at the Chamber office. Call (262) 642-3770 for more information.



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Railroad, Continued from front page

who will wash windows and cut the grass. We have a special need for certified welders, carpenters, electricians and painters, as well as people who sell tickets in the depot and assist in office work.

We are looking to create teams of people to "adopt a car." These "adoption projects" can be as simple as preparing a car for daily service or undertaking a restoration of a car.

Let us consider some restoration projects:

- North Shore car 761 – This car ran at 80 mph providing service connecting Milwaukee, Racine and Kenosha with Waukegan, North Chicago, Lake Bluff and Chicago. Long remembered by people in Southeastern Wisconsin, this car needs considerable welding work to get it back in service.

- Cabooses – Kids, young and old, love to ride in cabooses. We want to give them that opportunity. We have four cabooses that need preparation for painting, woodworking on the interiors and installing new windows.

- South Shore car 203 – This car needs a new roof and a new floor requiring significant carpentry skills. Four chairs need to be re-upholstered and a very intensive deep cleaning is needed to turn this car in a "lunch car" so we can operate lunch trains.

There are other projects we would like to undertake to enhance the visitor's experience.

So what is happening in 2011:

- Little Obie is coming to visit in May.

There is nothing more important than safety when you are near a railroad. Little Obie is a rubber-tired miniature locomotive, flatcar and caboose that is dedicated to railroad safety.

Sponsored by the Canadian National Railroad, Little Obie can visit your school, recreation center or other places to spread the message of railroad safety during the week of May 23, 2011.

Little Obie is a part of Operation Lifesaver, a program sponsored by the railroads of the United States and Canada to promote safety around railroads. Contact Beverly Bobholz, (262) 642-3263, to reserve a time slot for Little Obie's visit.

- The 100th anniversary of residential and commercial electricity in East Troy will be celebrated. Did you know that East Troy was one of the first villages in the area to have commercial electricity delivered to home and businesses? Did you know that the railroad delivered the electricity? In 1911 the railroad was owned and operated by a predecessor of We Energies. We will celebrate this 100th anniversary on Saturday, June 25, 2011.

- On Saturday and Sunday, July 23 and 24, we will be celebrating South Shore days. The Museum has the largest collection of South Shore Line cars in electrified operation. On Sept. 25, 2010 we received five South Shore Line cars donated by the National Park Service. NPS selected the Museum, as in their words, "the Museum has done the best job of preserving and operating South Shore Line cars at an electrified railway museum."



The historic East Troy Depot and Museum building is located at 2002 Church St. Regular weekend train service begins May 8 and runs through Oct. 25.

We will be displaying at least one of the cars that have been restored by NPS.

Throughout the summer we operate trains six days a week, Tuesday through Sunday. In October we have our October Spook Fest, and during the first two weekends in December we operate our Christmas Express.

The Museum operates the only electric-powered dinner train in North America. There are 12 scheduled trips from May through October. A delicious meal is served including dessert while the train is parked along Lower Phantom Lake. For the day of the trips, menu options and price, visit the Museum's website at easttroyrr.org.

The dinner train is available for charter trips for either dinner or lunch excursions.

Who visits the Museum? We have people young and old alike coming from Southern Wisconsin and Northern Illinois. We have groups coming from as far away as Kansas and New York City. What we have noticed is a growing number of grandparents bringing their grandchildren for a train ride, lunch in one of the restaurants in East Troy and an ice cream cone at Lauber's.

We invite you to come and visit us. Volunteer your time and enjoy the friendly family of Museum volunteers.



Museum visitors leave the train at the historic East Troy depot. Visit easttroyrr.org for more information.



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Expo, Continued from front page

includes: AKF Flying Dragons, Associated Bank, Aurora Health Clinic, Aurora Pharmacy, Awakenings 3 Bodywork LLC, Barsamian Chiropractic Clinic, Budget Blinds, Chiropractic FIRST, Citizens Bank of Mukwonago, Competitive Car Care, Cub Scout Pack 92, East Troy Acupuncture, East Troy Area Historical Society, East Troy Community School District, East Troy Fire Department, East Troy Football Moms, East Troy Lions Public Library, East Troy Manor, East Troy Parks &

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Executives Integrity, Quality Custom Framing, Shorewest Realtors, The Heritage, Troy Center Fire Department and Village of East Troy Police Department.

The Chamber will offer a variety of concessions in the auditorium, where entertainment will take place throughout the day.

The menu will include Italian sausages, hot dogs, walking tacos, chips, cotton candy, candy bars, soda, water, lemonade and coffee.

IF YOU GO ...

What: East Troy Expo 2011

When: Saturday, March 19 from 10 a.m. to 3 p.m.

Where: East Troy Middle School, 3143 Graydon Avenue

Cost: Free!



PHOTO COURTESY OF VANESSA LENZ/EAST TROY TIMES *Good Neighbors*

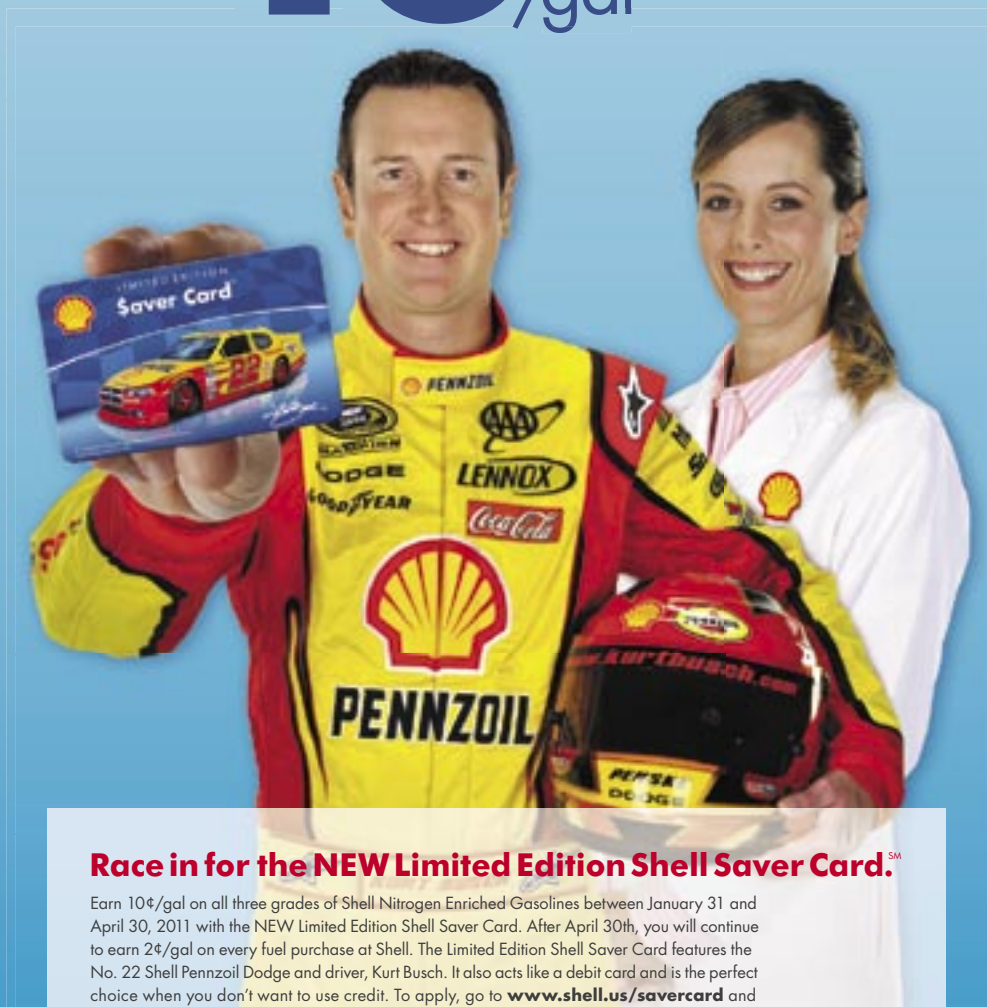
Gracy Fox, 3, spins for a prize at Citizen Bank of Mukwonago's booth at the East Troy Area Chamber of Commerce's business expo.



PHOTO COURTESY OF VANESSA LENZ/EAST TROY TIMES *Good Neighbors*

Randy Gauger (right) shows off his best high kick with assistance from Nick Perk, instructor at Elkhorn Martial Arts at last year's expo.

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The Wednesday after Kurt's win is now known as "WINsday." Use your Shell Saver Card on WINsday to purchase Shell Nitrogen Enriched gasolines and save 22¢ per gallon!

The 2011 season begins February 20 and 36 points races will be run through November 20, which means Shell Saver Card holders have 36 chances for savings on "WINsday with Kurt!" As always, the savings will automatically register at the pump and will be reflected on your bank statement.

Chamber announces plans for East Troy Marketplace 2011

East Troy 's historic village square will attract visitors and local residents alike with the return of the East Troy Marketplace for its second season on Saturdays from 10 a.m. to 3 p.m. beginning May 21 through Sept. 24 (with the exception of June 11, when the GFWC East Troy Woman's Club will hold its 36th Annual Arts & Crafts Fair).

This year's Marketplace will combine not only craft and food vendors, musical performances and special attractions, but also include home-based retailers and local residents seeking to sell clothing and household items.

A simplified pricing structure will allow vendors to register onsite each Saturday and pay just \$10 per week. Those who would like to commit for the entire 18-week season, may pay \$160 in advance and have their choice of location (on a first come, first served basis).

The Marketplace will also run concurrently with other summer events on the village square, including the Chamber's 35th annual Memorial Day Weekend Corn & Brat Roast on May 28-30, the East Troy Football Moms Father's Day Weekend Brat & Burger Roast on June 18-19, the Knights of Columbus Corn & Brat Roast on July 29-31 and the Chamber's East Troy Bluegrass Festival on Sept. 10-11.

The East Troy Area Chamber of Commerce's Community Development Task Force is currently seeking vendors and building the entertainment and activities schedule for the season.

Those interested in participating should contact the Chamber at (262) 642-3770 or info@easttroywi.org and watch for additional information on the Chamber's website, www.easttroywi.org



CHAMBER PHOTO Good Neighbors
East Troy FFA Advisor Ryan Holle (right), and FFA members joined the Marketplace on the Village Square to sell a variety of plants they grew to raise money for their club.



CHAMBER PHOTO Good Neighbors

Richard Knudsen of Pops Kettle Corn, based in Wind Lake, is one of many area vendors who offer an assortment of goodies at the East Troy Marketplace.

Wanna get your spot on the square?

Reserve your spot today for the upcoming East Troy Marketplace season by calling (262) 642-3770 or e-mailing info@easttroywi.org. For more information, visit the Chamber's website at www.easttroywi.org.





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Universal Electronics nominated for top award

By Dave Fidlin
CONTRIBUTOR

After celebrating its third decade in business, an East Troy manufacturing company has experienced another milestone with recognition by a statewide organization.

Universal Electronics, owned by president Richard Jensen and overseen by his son, vice president Rick Jensen, was among 53 companies nominated for the 2010 Wisconsin Manufacturer of the Year awards program.

The black tie event was held Thursday, Feb. 24 at the Pfister Hotel in Milwaukee. Several companies and organizations sponsor the initiative, now in its 23rd year, including Wisconsin Manufacturers and Commerce, law firm Michael Best & Friedrich and accounting firm Baker Tilly.

In the past half-decade, Rick Jensen said Universal Electronics has received an invitation to take part in the program, but had declined to enter for a variety of reasons. The lengthy entry process includes composing a 30-page paper on the company's successes.

"Everyone (within the company) has been doing such a great job, and we thought this might be a good time to be part of it," Rick said. "You have to do quite a bit of work, but we thought we would go ahead because this is about the employees and how they've shown what they are truly capable of."

Rick said 2010 was a banner year for Universal Electronics, which offers its clients electronics manufacturing and design services on a contract basis. The company grew 87 percent and delivered its products on time to customers in 95 percent of all scenarios.

The bulk of the company's operations

take place at its main, 90,000-square-foot headquarters in Whitewater.

This past year, employees at Universal Electronics also took part in the process of relocating a nearby satellite manufacturing facility from Mukwonago to East Troy.

"Even with all that's gone on, everyone has been working hard to keep our customers at a high priority level," Rick said.

Richard Jensen established Universal Electronics in 1980. For its first 22 years, the company was based in the Wisconsin town of Helenville. Operations shifted to Whitewater in 2002. In the following years, a number of enhancements were made, including specific industry certifications and the addition of a second plant – first in Mukwonago and now in East Troy – in 2006.

The number of nominees has increased from 40 in 2009 to 53 in 2010. Each nominee is placed within one of four categories based on the number of employees. Universal Electronics was placed in the medium category.

Officials within the Wisconsin Manufacturer of the Year program touted the swell in 2010 nominees as a representation of the ongoing recovery of the state's economy.

"This increased number of nominees is encouraging, as it shows manufacturers feel positive about business this past year," said Jim Haney, president of Wisconsin Manufacturers and Commerce, in a statement. "Our state's manufacturing sector is poised to have an even greater 2011 as we continue to pull through the recovering economy."

Editor's note: This article originally ran in the Jan. 12 issue of the East Troy News.



CHAMBER PHOTO Good Neighbors

Universal Electronics, which is based in Whitewater with a new satellite facility on Buell Drive in East Troy (pictured above), was among 53 companies nominated for the 2010 Manufacturer of the Year awards program.

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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 1,100 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. Please download a registration form from www.easttroywi.org or pick up a form at the chamber office. Completed registration and payment due by Thursday, April 29, 2011.

East Troy Area Chamber of Commerce
2096 Church St., Suite A
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(262) 642-3770



32988

Thank You!

The East Troy Area Chamber of Commerce thanks everyone who helped bring holiday joy to East Troy by preparing, delivering and welcoming Santa on Saturday, Dec. 4, 2010

Square Decorations

Sponsors of the wooden elves on the historic village square, including **Plymouth Tube-East Troy, Paul J. Nyffeler, CPA, Pops Kettle Corn, Wisconsin Oven Distributors, Associated Bank, JT Interiors & Café, First Citizens State Bank-East Troy Office and Realty Executives Integrity.**

Sponsors of the light poles decorations, including the **Village of East Troy, Paul J. Nyffeler, CPA, East Troy Historical Society, James R. Taylor & Sons, Jason Tess Agency, East Troy Marine, East Troy Shell Cobblestone and Ivan's on the Square.**

Members of **East Troy High School's National Art Honor Society**, Katie Kostopoulos, Kristen LaPlant, Taylor Strunsee, Ryan Siefkas, Riley Monahan, Oksuita and Olivia Drayna for creating the new mural on the bandstand and Karley Harris, Catelynn Strand, Alix Daniels, Amy Owens, Zoe Katrichis, Anna Bottom, Kaylee Tucker, Danielle Stiglitz, Katie Kostopoulos, Dani Stemper, Gracie Muench, Morgan Woyak, Jon Woods, Ashley Ide, Julia Bower, Amy Griffa, Molly Olive, Sloane Oxley, Ceara Kendall, Laura Sattler and Alexx Marshall for creating and painting the new elves, under the direction of teacher and adviser Lori Klingbiel.

East Troy High School's Manufacturing Practicum for cutting out and placing the elves on the village square, including Mike Theesfeld, Anthony Schultz and Tucker Braunschweig, under the direction of teacher Eddie Wiegman.

Ken Frymark and Brian Schlueter from **Wisconsin Oven Corporation** and Mike Barutha from **Lemberg Electric Company, Inc.**, for decorating the Bob Barutha Memorial Christmas Tree with lights.

Mike Miller and the crew from the **Village of East Troy's Department of Public Works**, including Jason Equitz, Doug Gauger, Steve Nelson and Neil Marini, for decorating the bandstand and the light poles, as well as picking up and setting up the Christmas trees.

Beverly Lackey from **Family Trees of East Troy** for providing a discount on the trees.

Rosemary and Mike Martin from **Martin's Hardware & Rental** for providing a discount on the garland, lights and wreaths for the light poles.

Jeff Standafer and Rich Ambrose from **Citizens Bank of Mukwonago**, along with their children Timmy Standafer, Thomas Standafer, Rebecca Standafer and Troy Ambrose, for helping the children decorate the trees.

All the students, teachers, school secretaries and bus drivers from East Troy's public and private schools, as well as local day care centers, for decorating the trees with handmade ornaments.

Santa Parade Train



East Troy Electric Railroad, including Bev and Alan Bobholz, Kim and Keith Segren, Andy Witkowski, Ryan Jonas, Brett and Kelly Forster, Bob Ryan, Dick Cecil, Don Weig and Bob Schmidt and Mike Schmidt for decorating and running the Santa Parade Train and the passenger train that followed it.

East Troy High School choir members, under the direction of Rodger Trader, for caroling on the passenger train. Singers included Toni Felske, Terra Flann, Judi Johnson, Rebecca Standafer, Timmy Standafer and Cathy Trader.

Tiffany Praeger and Adrienne Wicklund from

Edwards YMCA Camp for entertaining the riders on the passenger train with stories and Christmas Bingo.

Lake Beulah 4-H Club members for depicting the elves and other characters. Participants included: Lindsey Cleveland, Allie Parker, Nick Cleveland, Amanda Horlacher, Dakota Horlacher, Kayla Brandenburg, Ali Malicki, McKenzie Evjen, Billy Hanson, Max Hanson, Rhys Palomino-Vear, Shannon Pogreba, Deanna Pogreba, Max Hanson and Lisa Heidelmeier.

Sue Healey for mending all the costumes.

Carl Matteson from **Sunset Creative Services** for donating the design for the back page Good Neighbors ad promoting the event.

Don Gray and Rae Equitz for their special roles.

Santa on the Square

East Troy Community Band, under the direction of Jay Huenink, for playing Christmas carols, including Heidi Huenink, Mary Romskog, Tony Kaufman, Sonja Berg, Joan Swessel, Michele Roth, Pete Roth, Max Poehlman, John Isleb, Jeff Romskog, Jim Nelson, Laura Zimmer and Ruth Geis.

Cub Scout Pack 92 for providing concessions.

Kim Billings from **Kimberly Ann Photography** for taking photos of the children with Santa and Mrs. Claus, with assistance from Gjeret Stein from **Sensible Gurus**, Tiffany Praeger from **Edwards YMCA Camp** and John Billings.

David Allen and Jeff Fell from **East Troy House Historic Inn & Tavern** for artistically creating the set for the photos with Santa and Mrs. Claus and other decorations for the event.

East Troy High School choir members, under the direction of Rodger Trader, for performing during the Holiday Marketplace, including Toni Felske, Terra Flann, Judi Johnson, Rebecca Standafer, Timmy Standafer, Gage Risen, Myles Strandberg, Emily Triebold, Jordyn Wick and Cathy Trader.

The **Southern Wisconsin Youth Orchestra**, under the direction of Betty Douglass for performing at the Holiday Marketplace, along with Rosemary and Matt Bennett for their special music and members of the **Village Players**, who performed scenes from A Christmas Carol.

Ann Zess from **Allan Integrated Control Systems**, Barb DeLap from **East Troy Manor**, David Allen from **East Troy Historic Inn & Tavern** and Margaret Nichols from **Shorewest Realtors** for helping to staff the Holiday Marketplace.

Special thanks to Chamber Advertising and Marketing Committee members, including Dan Heidelmeier, Barb DeLap from East Troy Manor, Bill Vint from Sleeping Dogs Communications and David Allen from East Troy House Historic Inn & Tavern.



Michael Fields receives Farm Aid grant

By Vanessa Lenz
CONTRIBUTOR

Michael Fields Agricultural Institute in East Troy received a grant from proceeds of the 25th anniversary Farm Aid concert in Milwaukee recently.

The research facility was allocated \$5,000 for its support of small to medium size farmers and family farm and rural service organizations.

"It will be used for grant-writing workshops and assistance to socially disadvantaged farmers and ranchers," said Margaret Krome, Policy Program Director for MFAI.

A total of \$47,500 was granted at the October benefit concert to expand market opportunities, provide emergency assistance to farmers, support grant-writing workshops for farmers applying to federal farm programs, advocate for farm policies that promote competition and fairness, and assist beginning and transitioning organic farmers, according to a Farm Aid news release.

In addition to Farm Aid's work throughout the year to build a thriving family farm-centered system of agriculture, Farm Aid funds family farm and rural service organizations through its annual grant program.

MFAI's grant is one of 60 awards made nationwide with grants totaling \$407,300 in 2010.

"When Farm Aid started, we knew it was crucial to support the folks in the countryside working to keep family farmers on the land," said Farm Aid President Willie Nelson in the news release. "Twenty-five years later, there are more people than

“When Farm Aid started, we knew it was crucial to support the folks in the countryside working to keep family farmers on the land.”

– Singer/songwriter Willie Nelson, Farm Aid President

ever who recognize the value of family farmers.

Krome said MFAI's grant is aimed at "helping groups who have been historically discriminated against such as blacks, Pacific Islanders, Latinos and Hmongs."

Krome said funds would support workshops that show such groups how to use federal programs available to them.

"Due to language, institutional and cultural barriers, there are a lot of people who don't apply and our purpose is to offer them some assistance," she said.

Krome said MFAI's grant work would be throughout the Midwest, focusing heavily on Wisconsin.

Michael Fields Agricultural Institute is a non-profit educational institute founded in 1984 in East Troy.

For more information, visit www.michaelfieldsagainst.org.

Editor's note: This story originally ran in the East Troy Times Jan. 5, 2011 and was reprinted in Good Neighbors courtesy of Southern Lakes Newspapers LLC.

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Box 313 East Troy, WI 53120 (262) 206-4215 Watertight WaterCare, Inc. 119 S. 2nd Street Waterford, WI 53185 (262) 534-2300</div> <div>GAS STATIONS</div> <div>East Troy Shell * 2526 E. Main Street East Troy, WI 53120 (262) 642-4624</div> <div>GOVERNMENT AGENCIES</div> <div>East Troy Volunteer Fire Department N8406 Highway ES East Troy, WI 53120 (262) 642-7439 Village of East Troy 2015 Energy Drive East Troy, WI 53120 (262) 642-6255</div> <div>HEALTH CARE & WELLNESS</div> <div>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 Awakenings 3 Bodywork, LLC 3278 W. Main St. East Troy, WI 53120 (262) 309-2779 Blood Center of Wisconsin 638 N. 18th Street East Troy, WI 53120</div> <div>Milwaukee, WI 53201 (414) 419-5472 Brolen Park 2191 Church Street East Troy, WI 53120 (262) 642-9955 Chiropractic FIRST, S.C. 603 N. Rochester Street Mukwonago, WI 53149 (262) 363-5021 East Troy Acupuncture 3278 W. Main Street, Suite D 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 & Choice Martial Arts 2111 Lenck Avenue East Troy, WI 53120 (262) 642-9640 East Troy Manor 3271 North Street East Troy, WI 53120 (262) 642-3995 Home Care Network 612 Wells Street, Suite H Lake Geneva, WI 53147 (262) 248-0457 Home Helpers/Direct Link 158 W. Chestnut St. Burlington, WI 53105 (262) 757-0012 Koskinen Eye Clinic 3278B Main Street East Troy, WI 53120 (262) 642-9719 ProHealth Care Medical Associates * 240 Maple Avenue Mukwonago, WI 53149 (262) 928-7032 Snap Fitness 24-7 2541 E. Main Street East Troy, WI 53120 (262) 642-1645 Sullivan Chiropractic 3161 Main Street East Troy, WI 53120 (262) 642-7404 Wanezek Family Dentistry S.C. 3278A W. Main Street East Troy, WI 53120 (262) 642-5881 Waukesha Memorial Outpatient Center at the D.N. Greenwald Center * 240 Maple Avenue Mukwonago, WI 53149 (262) 928-7032 Wisconsin Spinal Rehabilitation Center, S.C. 3224 W. Main Street, Suite E East Troy, WI 53120 (262) 642-4100</div> <div>HOUSING & APARTMENTS</div> <div>Honey Creek Apartments, LLP 2859 Honey Creek Court East Troy, WI 53120 (262) 642-4040 Skylark, Inc. W2493 County Road ES East Troy, WI 53120 (262) 594-5765 (262) 642-2651 The Heritage-East Troy 3223 North Street East Troy, WI 53120 (262) 642-4800</div> <div>INDIVIDUALS</div> <div>Daniel Heidelmeier W720 Honey Creek Rd. Burlington, WI 53105 (262) 206-1993 Francine Pease - I N7431 Burr Oak Road Whitewater, WI 53190 (262) 473-4445</div> <div>INDUSTRIAL & MANUFACTURING</div> <div>Allan Integrated Control Systems, Inc.* 2021 Beulah Avenue East Troy, WI 53120 (262) 642-7800 Leibinger 2702-B Buell Drive East Troy, WI 53120 (262) 642-4030 Plymouth Tube - East Troy 2061 Young Street East Troy, WI 53120 (262) 642-8201 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 Wisconsin Oven Distributors, LLC N8747 Hillburn Mill Road East Troy, WI 53120</div> <div>(262) 642-3939</div> <div>INSURANCE AGENCIES</div> <div>American Family Insurance - Jason Tess 2886 Main Street East Troy, WI 53120 (262) 642-3911 Benefit Concepts, Inc. W5689 Tamarack Trail Whitewater, WI 53190 (262) 495-8283 Joan I. Palmer Insurance Agency, Inc. 2104 Church St. East Troy, WI 53120 (262) 642-2038 Johannesen-Farrar, Inc. 512 E. Walworth Avenue Delavan, WI 53115 (262) 728-2631</div> <div>INTERIOR DESIGN</div> <div>JT Interiors & Red Door Cafe 2887 E. Main Street East Troy, WI 53120 (262) 642-2262</div> <div>LODGING & CAMPGROUNDS</div> <div>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 Hampton Inn* 40 W. Hidden Trail Elkhorn, WI 53121 (262) 743-2360 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</div> <div>MEDIA</div> <div>CSI Media, LLC 120 Wright Street Delavan, WI 53115 (262) 728-3424 Mukwonago Publications 111 N. Rochester St., Unit 3 Mukwonago, WI 53149 (262) 363-4045 Southern Lakes Newspapers East Troy 2888 Main Street East Troy, WI 53120 (262) 642-7837</div> <div>ORGANIZATIONS & CLUBS</div> <div>American Legion Loomis-Martin Post 188 2870 School Street East Troy, WI 53120 (262) 642-7213 Big Brothers Big Sisters 1545 Hobbs Drive Delavan, WI 53115 (262) 728-8865 East Troy Area Historical Society 2106 Church St. East Troy, WI 53120 (262) 642-2642 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 Football Moms 2955 Union St. East Troy, WI 53120 (262) 366-8971 East Troy Lioness Club S76 W3168 Arbor Dr. Mukwonago, WI 53149 (262) 642-5245 East Troy Lions Club 2077 Division Street East Troy, WI 53120 (262) 642-5245 East Troy Senior Citizens Club 1934 Edwards Street, Unit 11 East Troy, WI 53120 (262) 642-5574 East Troy Youth Soccer Club</div> <div>2527 Brittany Lane East Troy, WI 53120 (262) 642-4870 Friends of the East Troy Airport, Inc. W317 S6698 Schnitzler Road Mukwonago, WI 53149 (262) 391-5177 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 Greater East Troy Kiwanis Club P.O. Box 171 East Troy, WI 53120 (262) 642-5047 (Home) Knights of Columbus 4579 (262) 642-9762 Oak Ridge Cemetery Association 2580 North St. East Troy, WI 53120 (262) 806-2985 The Village Players P.O. Box 175 Mukwonago, WI 53149 (262) 470-7529 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</div> <div>OUTDOOR SERVICES</div> <div>Lawn Doctor-East Troy, Mukwonago & Waukesha W325 County Road L East Troy, WI 53120 (262) 366-7736</div> <div>REAL ESTATE</div> <div>Bielinski Homes N16 W23377 Stone Ridge Dr. Waukesha, WI 53188 (262) 542-9494 Coldwell Banker Residential Brokerage 20350 Watertower Blvd. Brookfield, WI 53045 (414) 315-2832 Kevin Messerschmidt N8035 Kadad Lane East Troy, WI 53120 (414) 322-7483 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 1033 Mayfair Road Suite 321 Wauwatosa, WI 53226 (262) 903-5506 Shorewest Realtors, Mukwonago 1231 S. Rochester Street, Suite 110 Mukwonago, WI 53149 (262) 363-1010</div> <div>RECREATION</div> <div>East Troy Electric Railroad 2002 Church Street East Troy, WI 53120 (262) 642-3263 East Troy Lake Association 3057 South Street East Troy, WI 53120 (262) 642-3242 Elkhorn Martial Arts Center 799 E. Geneva Street Elkhorn, WI 53121 (262) 743-2111 Fantasy Hills Ranch 4978 Town Hall Road Delavan, WI 53115 (262) 728-1773 MD Helicopter Services LLC 2085 Highway I, Hangar A17 East Troy, WI 53120 (262) 492-5743 Skydive Milwaukee/Sky Knights Sport Parachute Club W1341 Highway L East Troy, WI 53120 (262) 642-9494 The Sandlot Training Center 2702 Buell Dr., Suite A East Troy, WI 53120 (262) 642-3002</div> <div>RESTAURANTS, BARS & COFFEE</div> <div>Al Smith's Saloon 2878 Main Street East Troy, WI 53120</div> <div>(262) 642-4446 Burger King 2951 E. Main Street East Troy, WI 53120 (262) 642-2951 Cousins Subs - East Troy 2541 E. Main Street Unit I East Troy, WI 53120 (262) 642-5013 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 & Red Door Cafe 2887 E. Main Street East Troy, WI 53120 (262) 642-2262 Roma's Ristorante & Lounge N8416 Highway ES East Troy, WI 53120 (262) 642-5353 Snug Harbor Inn W7772-2C Wisconsin Parkway Delavan, WI 53115 (608) 883-6999 The Grist Mill* 2763B Main Street East Troy, WI 53120 (262) 684-5138</div> <div>RETAIL</div> <div>Blooms in Bloom 2890 Main Street East Troy, WI 53120 (262) 642-3006 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 Frank's County Market 3238 W. Main Street East Troy, WI 53120 (262) 642-5524 Hometown Sausage Kitchen W1184 County Road L East Troy, WI 53120 (262) 642-3264 Sherwin-Williams Co. 360 Bay View Road Mukwonago, WI 53149 (262) 363-0846 Square Side Resale & Consignment 2096 Church Street Suite C East Troy, WI 53120 (262) 642-2544 West 20 Ranch & Saddle Co. W4812 Hwy 20 East Troy, WI 53120 (262) 642-4272</div> <div>SCHOOLS & DAY CARES</div> <div>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 Road J Mukwonago, WI 53149 (262) 363-6820 St. Peter's Catholic School 3001 Elm Street East Troy, WI 53120 (262) 642-5533</div> <div>The Climbing Tree Child Care & Family Education 3147 W. Main Street East Troy, WI 53120 (262) 642-5001</div> <div>SERVICES</div> <div>Cleaning & Restoration Consultants, Inc. 1711 Woolsey Street Box 5 Delavan, WI 53115 (262) 728-8007 Five O'Clock Somewhere Travel & Cruise N8766 Hillburn Mill Road East Troy, WI 53120 (262) 642-2553 Kimberly Ann Photography, LLC (262) 492-3893 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 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 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 Stepping Dogs Communications 2096 Church Street, Suite D East Troy, WI 53120 (262) 642-2870 Sunset Creative Services W4023 Sunset Dr. East Troy, WI 53120 (262) 949-0539 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) 277-4193 Trim-N-Tidy Cleaners 2121 Church Street East Troy, WI 53120 (262) 642-7396</div> <div>SIGNS, PRINTING & PROMOTIONAL</div> <div>Dynamic Awards and Apparel, LLC 718 Main Street Mukwonago, WI 53149 (262) 363-2005</div> <div>TELECOMMUNICATIONS</div> <div>CenturyLink* 244 Industrial Drive North Prairie, WI 53153 (262) 392-5222</div> <div>UNIVERSITIES & TECHNICAL COLLEGES</div> <div>Gateway Technical College 3520-30th Avenue Kenosha, WI 53144 (262) 564-2662</div> <div>VETERINARIANS</div> <div>Bay View Veterinary Clinic S.C. 890 Main Street Mukwonago, WI 53149 (262) 363-9993</div> <div>* Corporate Partners</div>
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East Troy EXPO 2011



Sat., March 19—10 a.m. - 3 p.m.
East Troy Middle School

**FREE
ADMISSION!**
Donations to East Troy
Food Pantry
Appreciated



**Hot Food
Cool Drinks**

**FREE
Entertainment
& Kids Activities
All Day**

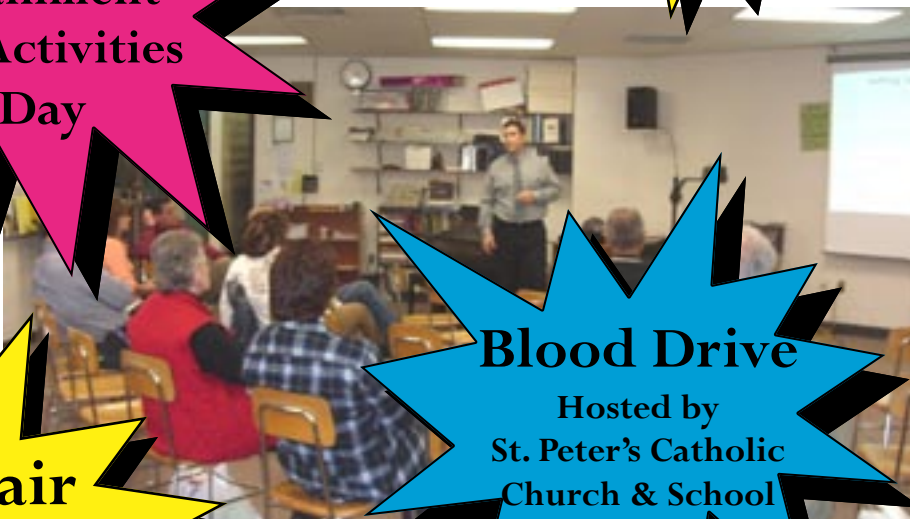


**60+
Booths**



**Demos
& Giveaways**

**Health Fair
with FREE
Health Screenings**



Blood Drive
Hosted by
St. Peter's Catholic
Church & School

2011 Highlights!

- Blood Drive hosted by St. Peter's Catholic Church & School
- Survive Alive Smoke House (weather permitting) with ETFD, TCFD & ETPD emergency vehicles on display
- Zumba by East Troy Parks & Recreation
- Cub Scouts Pinewood Derby—bring your car to race!
- Martial Arts demonstration by AKF Flying Dragons
- Kay's Academy of Dance performance
- Demonstrations by East Troy Acupuncture and Awakenings 3 Bodywork
- Square Side Resale & Consignment Fashion Show
- "How to Fondant and Frost Cupcakes" by Amy's Cakes
- Performances by East Troy High School Choir and East Troy Middle School Music Band students
- "Cooking with Colors" by Chef Phil Haseker from Waukesha Memorial Hospital
- Performances by East Troy High School and East Troy Middle School Cheer and Poms Squads
- More about Craig's List by Kevin Messerschmidt
- "The Truth About Sugar" by Chiropractic FIRST

and much more!

RAFFLES
Taste of East Troy
East Troy Recreation
Healthy East Troy



FREE RAFFLE!

Visit Expo Booths to collect a Red, Green & Orange Sticker
Return completed form to the raffle table at the main entrance
Drawing at 2:45 p.m. for **Beloit Snappers Family 4-Pack**

Name _____ Phone _____

Email Address _____