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A Publication of the East Troy Area Chamber of Commerce

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MAY 2011

VOLUME 22, EDITION 2

Celebrating Wisconsin tourism in East Troy

A study released by the Wisconsin Department of Tourism during National Travel and Tourism Week (May 7-15) shows that the state's tourism industry is showing signs of turning the corner after the recession that has gripped the nation. Traveler spending in the state during 2010 increased 1.8 percent over 2009, according to a survey conducted by Davidson-Peterson Associates, a national research firm based in Maine. During the worst of the recession, traveler spending fell nearly 8 percent.

Closer to home, Walworth County ranked sixth in the state for traveler spending during 2010 among the state's 72 counties. Tourists visiting the county spent \$414,223,646, just ahead of Door County, which ranked seventh with \$382,233,373.

Milwaukee County ranked first with \$1,644,668,195, followed by Dane with \$1,186,978,064, Sauk with \$1,038,437,195, Waukesha with \$616,938,631 and Brown with \$498,309,816.

Statewide, traveler spending supported 291,964 full-time equivalent jobs and nearly \$2 billion in taxes and other fees to state and local governments. This is a testament to the power of travel and its impact on the state's economy as one of the three pillars of industry with manufacturing and agriculture, according to the Wisconsin Department of Tourism.

The East Troy community benefits from the local tourist destinations that attract visitors to the area and delight the local residents.

Gus's Drive-In

Gus's Drive-In offers visitors a trip back in time. Gus and Jess Athanasopoulos have created a classic Fabulous Fifties - style drive-in restaurant on the west side of East Troy.

During weekdays in the summer, it's burgers, fries, shakes and custard from 11 a.m. to 10 p.m. and on Saturday nights, Gus's has earned a reputation as the hottest "cruise night" destination in Southeastern Wisconsin. Classic cars fill the parking lot and overflow onto the field across the street. The cars start rolling in between 4-5 p.m. and the lot is generally full between 6-7 p.m. Don Kasper from DJ Rock N Roll Express spins classic tunes between 5-9 p.m.

Visitors can also view an original mural in the entrance of the restaurant created by artist Juan Flores, which complements the other classic décor which includes memorabilia like "I Love Lucy" posters, Marilyn Monroe photographs, a jukebox and a life-sized Elvis that greet customers as they enter the restaurant.

Gus grew up around the restaurant business. He spent most of his life working in his family's restaurant, The Foxville, in Burlington. Gus bought the East Troy restaurant in 2002.

During his time in East Troy, Gus has developed a loyal following of local residents who come for Gyros, chicken tenders and Italian beef sandwiches, in addition to the drive-in standards.

Check out the cruise night photos on Gus's Web site, www.gussdrivein.com. Many of the photos were contributed by cruise night customers.

For notification of Gus's custard flavor of the day, follow the drive-in on Facebook, www.facebook.com/GussDriveIn.

Gus's Drive-In is located at 3131 Main St. For more information, call (262) 642-2929.



PHOTO SUBMITTED Good Neighbors

Gus's Drive-In has earned a reputation as the hottest cruise night destination in Southeastern Wisconsin.

Alpine Valley Resort

The rolling hills of the Kettle Moraine provide the perfect scene for Alpine Valley Resort's 27-hole golf course and premier snowsport destination, featuring two high-speed quad chairlifts.

The resort, located off County Road D south of East Troy, offers 120 guest rooms, satellite TV, wireless internet, indoor and outdoor swimming pools. Alpine offers discounted rooms for groups who book 10 or more rooms. Full service banquet facilities are available for groups of 20 to 200 people.

The 2011 golf season packages include lodging, meals and unlimited golfing. The Midweek/Non-Holiday Package includes one night lodging, unlimited golfing, one dinner and one breakfast for \$132 per person (based on double occupancy). The Weekend/Holiday Package includes two nights of lodging with unlimited golfing, two dinners and two breakfasts for \$280 per person. For reservations, call (262) 642-7374 x410.

The Frequent Player Program 2011 provides seven rounds of golf with motor cart for \$199 plus tax, with 18 holes per round. The offer expires Oct. 15, 2011. For more information, call the Pro Shop at (262) 642-7374 x434.

Junior Group Golf Instruction takes place on Mondays from June 20 through Aug. 1, with no classes on Monday, July 4. The instruction will include basic golf swing, skill development and practice, putting and chipping technique, golf playing, course etiquette, club selection and safety practices. The cost is 6 lessons for \$38 (multiple children in the same family, discount of \$5 per child). Classes for children ages 8-12 are 5:15-6 p.m. and ages 13-17 are 6:30-7:15 p.m. Register by June 12 by calling Lorrie at (608) 695-6366 or email Le.koppein@gmail.com.

For more information, visit www.alpinevalleyresort.com.



CHAMBER PHOTO Good Neighbors

The rolling hills of the Kettle Moraine provide the perfect scene for Alpine Valley Resort's 27-hole golf course.

See Tourism, Page 6

President's Notebook

By Dan Heidelmeier
CHAMBER PRESIDENT



Promoting East Troy's unique attractions

"The Good Neighbor Community"
"Find the Joy in East Troy"
"Enjoy East Troy"
"Experience Historic East Troy"
The Chamber has used these slogans throughout the years to promote our community. These phrases help capture the spirit of what East Troy offers its residents and visitors.

Sometimes people bemoan the fact that the big box stores have bypassed East Troy and located in neighboring communities. I would argue that we're really better off without them, but only if we value the unique amenities we have here.

We have three major retail business districts, four prominent industrial/commercial areas and a multitude of residential neighborhoods. We have an abundance of natural resources and recreational facilities. We have amazing regional attractions.

The key to a promising future is playing up our strengths and promoting our unique assets.

I think our community could benefit from increasing our focus on tourism. Statistics released by the Wisconsin Department of Tourism earlier this month during National Travel & Tourism Week (May 7-15) supports this position.

- Tourism is one of the three pillars of industry in Wisconsin, right alongside agriculture and manufacturing. In 2010, travelers spent more than \$12.3 billion in Wisconsin.
- Time poverty is affecting how people travel. As a result they don't want to spend any more time than necessary in a car or plane getting to their destination. This

bodes well for Wisconsin destinations that have large markets of potential travelers just hours away.

- The majority of tourism jobs are directly tied to small businesses, not large corporations. According to data from the Department of Workforce Development, 15,000 businesses with less than 50 employees are currently employing nearly 220,000 of the 292,000 Wisconsin residents who rely on jobs in the tourism industry.
- Many Wisconsin businesses benefited from traveler spending in 2010, with shopping (30 percent) and food (27 percent) again topping the list of expenditures, followed by recreation (22 percent), lodging (13 percent) and transportation (8 percent).

We already have some incredible tourist attractions here, including the East Troy Electric Railroad, Alpine Valley Resort, Alpine Valley Music Theatre, Gus's Drive-In and West 20 Ranch and Saddle Co. We're also in close proximity to Lake Geneva, the Southern Unit of the Kettle Moraine State Forest and have an amazing three freeway exits, creating easy access to the entire Interstate 43 corridor.

Our crown jewel though is our wonderful village square, the perfect gathering spot with huge potential to become an amazing shopping destination. The secret agenda of the East Troy Marketplace (Saturdays from May 21 through September 24 from 10 a.m. to 3 p.m.) is to help cultivate this idea.

So the next time you're in town, stop by the square and take a few minutes to experience historic East Troy, by finding the joy and enjoying East Troy, the good neighbor community.

Chamber plans annual Corn & Brat Roast, Community-Wide Rummage Sale

Roasted sweet corn, brats, hot dogs, burgers, soda and beer, as well as live entertainment, will lure people to the Village Square during the East Troy Area Chamber of Commerce's 35th annual Memorial Day Weekend Corn & Brat Roast, Saturday, May 28 and Sunday, May 29 from 11 a.m. to 6 p.m. and Monday, May 30 from 11 a.m. to 5 p.m.

The following entertainment lineup will take place rain or shine, with no cover charge:

Saturday, May 28

- Terry Murphy Band, noon to 1:30 p.m.
- Mostly Water & Flight, 2-6 p.m.

Sunday, May 29

- Pauli & the Poor Boys, noon-1:30 p.m.
- 4 Lane Hwy, 2-6 p.m.

Monday, May 30

- Smooth Blues, 1-5 p.m.

The weekend events also include the Chamber's 20th Annual Community-Wide Rummage Sale on Saturday, May 28 and Sunday, May 29 from 9 a.m. to 4 p.m. A listing of more than 46 rummage sales appears on the Back Page of this issue of Good Neighbors.

For more information, contact the East Troy Area Chamber of Commerce at (262) 642-3770.

Chamber Connection

Allan ICS lands contract for Chicago fountain

Allan Integrated Control Systems, Inc. of East Troy was recently awarded a contract to provide a new control system for Buckingham Fountain in Chicago. This new control system will provide the City of Chicago a modern, reliable system that monitors and controls the fountain pumps and valves to coordinate the water operation with lights and music.

Buckingham Fountain, dedicated in 1927, is the official beginning of Route 66 in Chicago's Grant Park, and is one of the largest fountains in the world.

Allan ICS, owned by Ted and Ann Zess, is an engineering company specializing in the design and build of control systems for water/wastewater, industrial and power industries. Other major customers include: the City of Chicago, Milwaukee Metropolitan Sewerage District (MMSD), Veolia Water Management, as well as many other Wisconsin and Illinois communities, in addition to Harley-Davidson USA, Sargento Foods, and Chicago O'Hare International Airport.

Vintage Hobby Farm to host spring open house

Vintage Hobby Farm, located at W2491 Swoboda Rd. in East Troy, will host its annual spring open house on Saturday, May 21 from 11 a.m. - 2 p.m.

Visit the baby animals, walk through the gardens, eat some farm food, play games, get your face painted, shop the market and farm store and learn about heritage breed animals and heirloom produce.

For more information, call (262) 684-5135



Buckingham Fountain, Allan ICS

or (262) 853-9168.

Knudson Bros. II LLC bring home association award

Cindy Knutson-Lycholat and Gerry Lycholat and their company, Knutson Bros. II, LLC, located in East Troy, received the Remodeler's Council's A Cut Above the Rest award for their sunroom entry in the Specialty category. The award presentation took place at the Wisconsin Builders Association conference held recently in the Wisconsin Dells.

The Resource Center announces summer activity schedule

The East Troy Family Community Resource Center, located at 2931 Main St. in East Troy, will offer a Wednesday morning playgroup and

See Chamber connection, Page 9



Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EAST TROY AREA CHAMBER OF COMMERCE

Katie Matteson Executive Director
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
2888 Main St.
P.O. Box 47, East Troy, WI 53120
(262) 642-7451 - phone
(262) 642-2409 - fax
etnews@easttroynews.com

WHO TO CONTACT?

To advertisecontact Vickie Kelly
office: (262) 642-7451 Cell: (262) 309-2024 or
hwy43ads@southernlakesnewspapers.com

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.

2010 EAST TROY AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

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

All Aboard For Safety

Mukwonago, East Troy to host miniature locomotive "Little Obie"

The East Troy Electric Railroad has partnered with the Canadian National Railroad and the Mukwonago and East Troy chambers of commerce to offer a new event to educate kids and adults about rail crossing safety.

Little Obie, CN's miniature locomotive with connected flatcar and caboose, is coming to the area May 21-28 as a part of its Operation Lifesaver Tour 2011.

First stop will be the weekend festivities run by the Mukwonago Area Chamber of Commerce and Tourism Center at Indianhead Park north of the Village Hall on Main Street, Saturday, May 21, 10 a.m. to 6 p.m. and Sunday, May 22, noon to 5 p.m.

Little Obie will offer complimentary rides through Mukwonago's scenic southside during the event that will also include live music, bounce house, miniature train rides, face-painting, flower pot decorating, balloons and tasty selections offered by several local restaurants.

In addition to its regular schedule of trolley rides from East Troy to The Elegant Farmer, the East Troy Electric Railroad will also offer discounted rides to and from Mukwonago and the Elegant Farmer at \$1 per person.

Following the weekend's festivities, Little Obie will visit schools in the Mukwonago School District on Monday through Wednesday, May 23-25.

On Wednesday evening, police will escort Little Obie from Mukwonago to East Troy, leaving Indianhead Park at 5

p.m. and arriving on East Troy's Village Square at approximately 6 p.m. after traveling on County Road ES.

Little Obie will offer complimentary rides around the Square until 8 p.m., with kids activities and concessions also available.

Little Obie will visit East Troy schools on Thursday and Friday, May 26-27 and


provide rides from the East Troy Electric Railroad to and from East Troy's Village Square during the East Troy Chamber's Memorial Day Weekend Corn & Brat Roast from 11 a.m. to 5 p.m. on Saturday, May 28.

Wherever Little Obie and his crew go, the message is the same: "Please be careful around trains and railroad


crossings, look, listen and live!"

For more information on Little Obie: <http://www.cn.ca/en/corporate-citizenship-community-all-aboard-obie.htm>. For more information about the local events, contact the Mukwonago Area Chamber of Commerce at (262) 363-7758 or the East Troy Area Chamber of Commerce at (262) 642-3770.





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CHAMBER PHOTO *Good Neighbors*

4 Lane Highway will highlight the Chamber's annual Memorial Day Weekend Corn & Brat Roast scheduled Sunday, May 29.

Summer Fun

Little Obie, CN's Miniature Locomotive

East Troy Electric Railroad, East Troy and Mukwonago chambers of commerce Wednesday, May 25, 5-6 p.m. Police Escort from Mukwonago on Highway ES 6-8 p.m. Free rides around square, kids activities and concessions. For more information, call (262) 642-3770 or visit www.easttroywi.org

East Troy Area 20th Community-Wide Rummage Sale

East Troy Area Chamber of Commerce, Saturday – Sunday, May 28-29, 9 a.m. – 4 p.m. For more information, call (262) 642-3770 or visit www.easttroywi.org

35th Annual Corn & Brat Roast

East Troy Area Chamber of Commerce, Saturday – Monday, May 28-30, Saturday & Sunday, 11 a.m. – 6 p.m. & Monday, 11 a.m. – 5 p.m. Roasted sweet corn, brats, hot dogs, burgers, soda, beer and live entertainment. For more information, call (262) 642-3770 or visit www.easttroywi.org

Little Obie, CN's Miniature Locomotive

East Troy Electric Railroad, East Troy and Mukwonago chambers of commerce Saturday, May 28, 11 a.m. – 5 p.m. Free rides from East Troy Electric Railroad depot to and from the Historic Village Square. For more information, call (262) 642-3770 or visit www.easttroywi.org

Memorial Day Observance

Monday, May 30, American Legion Loomis-Martin Post 188, Parade begins at 10:30 a.m., ending on the Historic Village Square with a ceremony. For more information, call (262) 642-7213

36th Annual Arts & Crafts Fair

Saturday, June 11, GFWC Woman's Club of East Troy, 9 a.m. – 4 p.m. On the Historic Village Square. Fresh homemade bakery, the famous barbecue and hot dog plates, along with many new and talented art and craft vendors. For more information, call (262) 642-7055

Thursday Nights on the Square 2011

East Troy Community Band, Thursday, June 16, 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Cook Out & Basket Raffle

East Troy Football Moms, Saturday and Sunday, June 18-19, Saturday, 11 a.m. – 7 p.m. & Sunday, 11 a.m. – 6 p.m. On the Historic Village Square. Grilled brats, cheeseburgers, hot dogs and non-alcoholic beverages. Breast cancer gear for sale and raffle of Breast Cancer Tribute Basket, donated by East Troy Basketry and filled with generous donations from local businesses.

Thursday Nights on the Square 2011

South Rampart Paraders, Thursday, June 23, 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Jimmy Buffett Concert

Alpine Valley Music Theatre, Saturday, June 25, 8 p.m. W2501 Highway D, Elkhorn. For more information, visit www.livenation.com

Thursday Nights on the Square 2011

East Troy Community Band, sponsored by First Citizens State Bank-East Troy, Thursday, June 30, 7:30 p.m. On the Historic Village Square/ Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Fourth of July Celebration

East Troy Lions Club, Thursday, June 30 – Sunday, July 3. Fireworks – Saturday at dark, Parade – Sunday at 1 p.m. For more information, call (262) 642-3171 or visit www.easttroylions.org

Thursday Nights on the Square 2011

Skeleton Crew - Jazz Trombone Group, Thursday, July 7, 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Thursday Nights on the Square 2011

East Troy Community Band, Thursday, July 14, 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

East Troy Airport Open House

Friends of the East Troy Airport, Inc., Sunday, July 17, 7 a.m. – 3 p.m. East Troy Municipal Airport, Highway L. Free

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Thursday Nights on the Square 2011

Swing Nouveau. Thursday, July 21. 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Thursday Nights on the Square 2011

East Troy Community Band, Thursday, July 28, 7:30 p.m. On the Historic Village Square. Free concert. Bring your own lawn chair. For more information, call (262) 642-5411 or visit www.etband.com

Corn & Brat Roast

Knights of Columbus, Friday-Sunday, July 29-31, Friday – 4 p.m.-close, Saturday and Sunday – 10 a.m.-close. On the Historic Village Square. Brats, hamburgers, roasted sweet corn and live music. For more information, call (262) 642-9762

18th Annual East Troy Bluegrass Festival

East Troy Area Chamber of Commerce, Saturday-Sunday, September 10-11, 10 a.m. – 6:30 p.m. On the Historic Village Square. Top Bluegrass bands, fiddle, banjo, mandolin and guitar competitions, gospel music service, food and craft vendors. \$5 donation. No alcohol permitted. Lawn chairs encouraged. For more information, call (262) 642-3770 or visit www.easttroywi.org



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GFWC Woman's Club of East Troy will host its 36th annual Arts & Crafts Fair Saturday, June 11 on the Historic Village Square.

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Tourism, Continued from front page

West 20 Ranch and Saddle Co.

As Wisconsin's largest tack shop, West 20 Ranch and Saddle Co. has made a big name for itself in the world of horses and the people who love them.

Owner Julie Cyra and her staff offer English and Western saddles and tack, all levels of instruction, quality-bred quarter horses, apparel, footwear and accessories, barn supplies, clinics, horse shows, specials events, custom saddle fittings, artwork, gifts and much more.

West 20 Ranch and Saddle Co. is located at W4812 Highway 20, eight miles west of East Troy and one mile east of Highway 12/67. Store hours are 10 a.m. to 6 p.m., seven days a week.

All are welcome to attend the horse shows that take place throughout the year at West 20. Here's a glimpse of the spring and summer schedule:

May 7: W20 All Breed Gaited Open Horse Show Series (1 of 3)

May 8: Fox River Saddle Club Open Horse Show

May 14: W20 Open Pleasure Horse Show Series (1 of 5)

June 11: W20 Open Pleasure Horse Show Series (2 of 5)

June 12: Fox River Saddle Club Open Horse Show

June 18: SKMHTA Fun Open Horse Show

June 25-26: Jean Cyra Memorial Open Pleasure Horse Show

July 16: Midwest Cow Horse and Reining Assoc. Show

July 17: W20 All Breed Gaited Open Horse Show Series (2 of 3)

Aug. 13: W20 Open Pleasure Horse Show Series (3 of 5)

Aug. 14: Fox River Saddle Club Open Horse Show

Aug. 28: Willow Creek Ranch Therapeutic Riding Center Open Pleasure Horse Show

For a complete listing, visit www.west20.com. For more information, call (262) 642-4272.



CHAMBER PHOTOS Good Neighbors

All are welcome to attend the horse shows that take place throughout the year at West 20 Ranch and Saddle Co.

East Troy Electric Railroad

In the days before automobiles and paved roads, trolleys took people everywhere they needed to go. While trolleys have nearly disappeared from the American scene, the East Troy Electric Railroad keeps the tradition alive. This volunteer-operated, not-for-profit 501(c)(3) organization preserves this 19th and 20th century history for all to learn from, experience riding and enjoy.

Riders may board at either the depot, located just two blocks north of East Troy's his-

toric village square, or at The Elegant Farmer in Mukwonago to take the 10-mile trip.

The railroad's spring schedule began May 7 and will run on Saturdays, Sundays and Memorial Day through June 12, with trains departing East Troy and The Elegant Farmer every 45 minutes from 11 a.m. through 3:30 p.m.

On June 12 the summer vacation season begins and the railroad will add weekday hours on Tuesdays, Wednesdays, Thursdays

and Fridays through Sept. 2, with trains departing East Troy at 10 a.m., noon and 2 p.m., and departing The Elegant Farmer at 11 a.m., 1 p.m. and 3 p.m. Weekend and holiday hours continue in the summer, with departures from East Troy and The Elegant Farmer every 45 minutes from 11 a.m. through 3:30 p.m.

Beginning on Sept. 9, the railroad begins its fall schedule with operations on Fridays through Oct. 28, departing East Troy at 10 a.m., noon and 2 p.m. and departing The

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Valid Thru 7/30/11

SAVE \$10!

\$10 OFF any 4ft. Party Sub or 30 piece Party Platter!

Elegant Farmer at 11 a.m., 1 p.m. and 3 p.m. In addition, trains will runs on Saturdays and Sundays from Sept. 10 through Oct. 30, departing East Troy and The Elegant Farmer every 45 minutes from 11 a.m. through 3:30 p.m.

Fares (plus sales tax) are \$11.85 for adults 12 and older, \$9.95 for seniors 65+, \$7.75 for children 3-11 and free for children under 3. In appreciation of the local community, the railroad will offer free tickets to East Troy residents with proof of residency on Sunday, Aug. 7, which will be designated as East Troy Day. For more information, contact the East Troy Area Chamber of Commerce at (262) 642-3770.

The East Troy Electric Railroad's dinner

trains offer a unique attraction as the only interurban electric railroad dining car in North America. Riders experience a leisurely two-hour ride, which includes a gourmet, four-course meal with dessert overlooking Phantom Lake. The 2011 schedule includes trains on May 7, June 18, July 9 and 23, Aug. 13 and 27, Sept. 10, 17 and 24 and Oct. 8,15 and 22 for \$68.25 per person (plus sales tax).

Private railcar and dinner train charters are available from May 1 through Nov. 18. Group rates for parties of 10 or more people are available on all regularly scheduled trains other than dining cars.

For more information or to make a reservation, call (262) 642-3263 or email bev@easttroyrr.org.



CHAMBER PHOTO Good Neighbors

Riders experience a leisurely two-hour ride, which includes a gourmet, four-course meal with dessert overlooking Phantom Lake on the East Troy Electric Railroad's dinner trains.

Chamber announces special attractions lineup for East Troy Marketplace

The East Troy Area Chamber of Commerce has put together a full lineup of special attractions to enhance the East Troy Marketplace this season.

The East Troy Marketplace will take place on the historic village square on Saturdays from 10 a.m. to 3 p.m. from 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 craft and food vendors, home-based retailers and local residents seeking to sell clothing and household items, along with musical performances and special attractions. The schedule includes a combination of summer events running concurrently with the Marketplace and other special events.
- May 21 Walking Tour of the Village Square in observance of Founder's Day – East Troy Area Historical Society
 - May 28 Memorial Weekend Corn & Brat Roast - East Troy Area Chamber of Commerce
 - June 4 June is Dairy Month - Lake Beulah 4-H Club and East Troy FFA
 - June 4 Antique Tractor Show – East Troy Area Historical Society
 - June 18 Cookout & Basket Raffle – East Troy Football Moms
 - June 25 100th Anniversary of the Electrification of East Troy – East Troy Electric Railroad and the East Troy Area Historical Society
 - July 2 Civil War Re-enactment – Reinholz Family
 - July 9 Bees and Teas – Dan and Marge O'Leary
 - July 16 Antique Appraisal Day – East Troy Area Historical Society
 - July 23 South Shore Days – East Troy Electric Railroad
 - July 30 Corn & Brat Roast – Knights of Columbus
 - Aug. 6 TBA
 - Aug. 13 History Jam – East Troy Area Historical Society
 - Aug. 20 TBA
 - Aug. 27 Square Dancing – Limber Timbers Square Dancers
 - Sept. 3 Pet Day – Area Pet Businesses
 - Sept. 10 East Troy Bluegrass Festival
 - Sept. 17 TBA
 - Sept. 24 Harvest Festival – Michael Fields Agricultural Institute
- 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).
- Those interested in participating should contact the Chamber at (262) 642-3770 or info@easttroywi.org.
- Download an entry form on the Chamber's Web site, www.easttroywi.org.



PRESENTS:

Wine Tasting • Friday, May 20
6:30 to 9:00 p.m. • \$15 per person

Live Music • Full Coffee Bar & Wine Appetizers & Sweets

Please join us for our Friday Night Events!
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All Aboard For Safety With Little Obie

Little Obie, Canadian National Railroad's miniature locomotive, visits Mukwonago & East Troy for Operation Lifesaver Tour 2011

Look, Listen & Live



Wherever Little Obie and his crew go, the message is the same. Please be careful around trains and railroad crossings, Look, Listen & Live.

Sat., May 21—10 a.m. - 6 p.m. & Sunday, May 22—Noon - 5 p.m.
Mukwonago's Indianhead Park behind Village Hall
Train Rides on Little Obie • Trolley Rides from The Elegant Farmer to Indianhead Park • Live Music • Local Restaurants • Miniature Train Rides • Bouncy House • Face Painting • Balloons and more!

Mon. - Wed., May 23-25
Little Obie visits Mukwonago area schools.

Wed., May 25—5 - 6 p.m.
Police escort Little Obie from Mukwonago to East Troy via Highway ES

Wed. May 25—6 - 8 p.m.—East Troy's Village Square
Train rides on Little Obie • Kids Activities • Concessions

Thu. & Fri., May 26-27
Little Obie visits East Troy area schools.

Sat., May 28—11 a.m. - 5 p.m.—East Troy's Village Square
Train rides on Little Obie to and from the East Troy Electric Railroad Depot and the Square during the East Troy Chamber of Commerce's Corn & Brat Roast, featuring grilled brats and burgers, roasted sweet corn, beverages, live entertainment and East Troy Marketplace.

Saturday, May 21 — Saturday, May 28
With stops at Mukwonago's Indianhead Park, East Troy's Village Square and school visits throughout the area.

Presented jointly by:



For more information, call the Mukwonago Area Chamber of Commerce at (262) 363-7758 or the East Troy Area Chamber of Commerce at (262) 642-3770

All events will take place Rain or Shine!

37628

37690

East Troy Bluegrass Festival returns to historic village square Sept. 10-11

The sounds of Bluegrass music and the fans who love it will fill East Troy's historic village square for the 18th annual East Troy Bluegrass Festival on Sept. 10 -11.

A full line-up of Bluegrass bands and contests, plus lots of great food and East Troy Marketplace vendors, will take place from 10 a.m. to 6:30 p.m. each day.

The event opens on Saturday with an open stage at 10 a.m., followed by the fiddle contest at 11:30 a.m. The bands start in the afternoon, with The Burie Family at 1 p.m., The Lawrence Family at 2 p.m., Band Scramble at 3 p.m., Round the Bend at 4 p.m. and the headliner David Parmley and Continental Divide at 5 p.m.

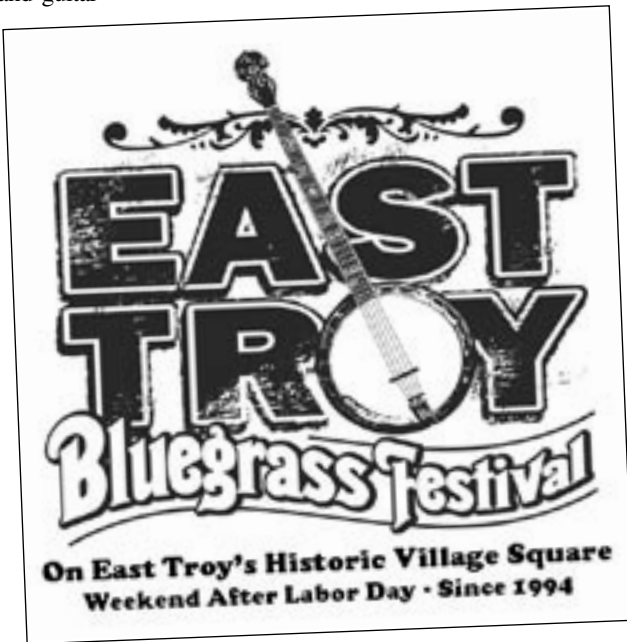
A native of southern California, Parmley is a founding member of the internationally acclaimed Bluegrass Cardinals. In 18 years, the Cardinals recorded 15 separate projects, made appearances on the Grand Ole Opry, the Ralph Emory Show and performed at the White House for former President, Jimmy Carter. In 1994 Parmley teamed up with banjo great Scott Vestal to form Continental Divide. The rest is, as they say, "history."

The music returns on Sunday with a gospel

service featuring On Eagle's Wings at 10 a.m. followed by the banjo, mandolin and guitar contests at 11:30 a.m. The bands return in the afternoon with Fairland Bluegrass at 1 p.m., Solid Ground at 2 p.m., Bluegrass Kids at 3 p.m., Mecan River Ramblers at 4 p.m. and headliner Bobby Osbourne and The Rocky Top X-Press at 5 p.m.

Osborne is an American legend still at the top of his game. He is an International Bluegrass Music Association Hall Of Fame member, still producing some of the greatest music of his long-storied career. His is a voice that changed the course of bluegrass and country music. He is, above all, an artist who still lives by his creed of preparation, innovation and determination.

For more information, contact the East Troy Area Chamber of Commerce at (262) 642-3770 or visit www.easttroywi.org.



East Troy Bluegrass Festival At A Glance

Saturday, Sept. 10

10 a.m.	Open Stage
11:30 a.m.	Fiddle Contest
1 p.m.	The Burie Family
2 p.m.	The Lawrence Family
3 p.m.	Band Scramble
4 p.m.	Round the Bend
5 p.m.	David Parmley and Continental Divide

Sunday, Sept. 11

10 a.m.	Gospel Service featuring On Eagle's Wings
11:30 a.m.	Banjo, Mandolin & Guitar Contests
1 p.m.	Fairland Bluegrass
2 p.m.	Solid Ground
3 p.m.	Bluegrass Kids
4 p.m.	Mecan River Ramblers
5 p.m.	Bobby Osbourne and The Rocky Top X-Press



CARL MATTESON *Good Neighbors*

The East Troy Bluegrass Festival will return to the Village Square on Sept. 10 -11.

\$800.00
in a
S.N.A.P.!

S = Does your dog Smile?
N = **N**ext of kin have a great grin?
A = Does your rabbit strike **A** pose?
P = Is your cat **P**urrrectly poised?

Each month for four consecutive months enter photos of your happy family in our contest and win an amazing array of prizes. End of the Leash will donate \$1.00 per entry (household) for the first 200 entries in each category to be donated to the following non-profit organizations:

May 2011 — Dog Month (post all those happy canines.) Lakeland Animal Shelter and Bichon & Little Buddies Rescue will each receive \$100. You can win the prize package worth \$200!

June 2011 — People Month (post all those happy humans.) American Cancer Society and The Alzheimer's Association will each receive \$100.

July 2011 — Small Animal Month (post those happy critter photos—any furry or feathered critter smaller than a bread box.) Fellow Mortals will receive a donation.

August 2011 — Cat Month (post those happy felines.) Community Cat will receive a donation.

Contest De-TAILS:

Visit our Facebook page and post your photo(s) during the specified month.

The photo that receives the highest number of "Likes" by the last day of the month is the winner.

The prize package for the Dog Month is a **\$200.00 Value** and contains 28# Acana Ranchlands food, Alligator Dental Chew, Three Dog Bakery Crème Cookies, Furminator Tool, Furminator Spray, Hyper Products Cleanup Claw, and a \$50.00 Gift Certificate.

\$5.00 off any large bag, any flavor, American Natural Premium Dog Food

One coupon per household, not valid with any other offer.

Expires June 30, 2011

www.endoftheleash.com

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CHAMBER PHOTO Good Neighbors

Chamber Treasurer Ann Zess from Allan Integrated Control Systems recently welcomed Mike Schwenkner from Humana MarketPOINT as a new Chamber member.



CHAMBER PHOTO Good Neighbors

Tracey Fridley from The Computer Help Button, LLC received a warm welcome to the Chamber from Chamber Treasurer Ann Zess from Allan Integrated Control Systems.

Humana MarketPOINT

Mike Schwenkner, Sales Representative, W1265 Hidden Oaks Dr. East Troy, WI 53120, (262) 349-3680
MSchwenkner1@Humana.com

Mike Schwenkner is a Humana MarketPOINT insurance agent that offers: Health, Life, Dental, Vision, Long Term Care, Annuities, Hospital Indemnity, Juvenile Life, Cancer and Critical Illness Insurance Plans.

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

Chamber Connection, Continued from page 2

Thursday night family craft and activity nights this summer.

The Wednesday morning playgroup will take place from June 15 through Aug. 24 from 9-10:30 a.m. at Playmore Park on Graydon Avenue, across from the East Troy Lions Public Library.

Give the kids a chance to see some of their friends or make new ones as well as get their daily dose of fresh air and exercise. They will have sand toys, bubbles and balls on hand to keep the kids engaged. In the event of rain, the playgroup will be cancelled. There is no cost to attend this playgroup. No pre-registration required.

The Thursday night Family Craft and Activity Nights will take place prior to the summer concert series on the Square. These events will take place starting Thursday, June 16 through Thursday, August 18 and will take place from 6:30 - 7:15 p.m.

Please register for these events a minimum of five days prior to the event to ensure they have enough supplies for everyone. Most of the projects are suitable for age four and up. Younger children are welcome to attend but may require more parental help with the projects. All of the events are offered FREE of charge.

The weekly schedule is as follows:

- June 16-Terrarium Gardens-Make a great terrarium garden out of recycled 2 liter bottles.
- June 23-Water Bottle Holders-Just in time for our warm summer months the kids can make their own water bottle holder that they can carry

around on their shoulder.

- June 30: Recycled Gardens and Watering Cans – The kids will have a great time making this portable garden out of a reusable plastic bag and a milk jug watering can.

- July 7: Beaded Sun Catchers – Join us in making a beautiful wire and bead sun catcher for a window.

- July 14: God's Eye Memory Keepers – Make a God's Eye craft project that can be used to hold photos or other memories from your summer adventures.

- July 21: Lanterns –Watch how to recycle old glass or plastic jars into great new lanterns for all the kids nighttime summer adventures.

- July 28: Grapevine Wreath Bird Baths Make a great hanging bird bath out of grapevine wreaths.

- Aug. 4: Tie Dye (at East Troy Bible Church) – The favorite project of the summer is back. Bring one item to tie dye. Adults on hand to assist with the projects and give some different ideas on how to complete the project.

- Aug. 11: Wind Chimes – Enjoy sitting back and listening to your clay pot wind chime on a windy late summer day.

- Aug. 18: Canning Pickles or Jam – Miss Heidi will lead a canning project with either pickles or jam based on whatever supplies are most abundant at the time.

The Family Resource Center will be closed for all activities June 2nd through the 14th and from Aug. 25th until Sept. 12th.



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32088



Sweet!

East Troy Area Chamber of Commerce's
35th Annual

Corn & Brat Roast

On East Troy's Historic Village Square
Sat. & Sun., May 28-29, 11am-6pm
Mon., May 30, 11am-5pm

Roasted Sweet Corn, Grilled Brats, Hot Dogs,
Hamburgers, Soda, Beer & Hard Lemonade

Live Entertainment All 3 Days!

Saturday, May 28

Noon-1:30pm
Terry Murphy Band

2-6 pm
Mostly Water & Flight

Sunday, May 29

Noon-1:30 pm
Pauli & the Poor Boys

2-6 pm
4 Lane Hwy

Monday, May 30

1-5pm
Smooth Blues

37689



CHAMBER PHOTOS Good Neighbors

Expo fun

Top photo: Jeff McPherson from McPherson Concrete Construction, Inc. (left) networks with Mark Golly from Lakes Area Rental during East Troy Expo 2011 on March 19 at East Troy Middle School, while Girl Scouts, cheerleaders and even East Troy High School's Trojan mascot got into the act during the Zumba demonstration presented by East Troy Parks and Rec on stage (above).

Expo raffle prizes go to area residents

Thanks to contributions from area businesses, five lucky area residents won raffle prizes at East Troy Expo 2011 on March 19.

Dan Heidelmeier of Burlington won the East Troy Recreation basket, containing items donated by Realty Executives Integrity, Alpine Valley Resort, East Troy Mixed Martial Arts, East Troy Shell, East Troy Soccer Club & East Troy All-Sports Booster Club, Edwards YMCA Camp, First Citizens State Bank-East Troy Office, Salvation Army - Army Lake Camp, Southern Lakes Newspapers, The Sandlot Training Center and Timber-lee Christian Center.

Kathy Schumacher of Burlington won the Taste of East Troy basket, containing items donated by Burger King, Cousins Subs, Dos Amigos 2, East Troy Shell, Genoa Pizza, J. Lauber's Ice Cream Parlor, Kristin's Sweet Treats, Michael Fields Agricultural Institute, Roma's Ristorante, The Heritage-East Troy and The Elegant Farmer.

Michelle Combs of Mukwonago won the Healthy East Troy basket, containing

items donated by AKF Flying Dragons, East Troy Pharmacy, Awakenings3 Bodywork, Barsamian Chiropractic Clinic, East Troy Acupuncture, Chiropractic FIRST, Koskinen Eye Clinic, Kristin's Sweet Treats and ProHealth Care.

Jen Ruskiewicz of East Troy won a 2011 Milwaukee Brewers ticket voucher donated by the baseball team for two club level tickets and Deb Arendt of East Troy won a 2011 Family Four Pack donated by the Beloit Snappers.

East Troy Expo 2011 was organized by the Chamber's Programs & Events Task Force, under the leadership of chairperson Pam Burki of Realty Executives Integrity. Other task force members included Sarah Alexander from Realty Executives Integrity, Jean Schultz from ProHealth Care, Jen Bradley from Chiropractic FIRST, Bill Vint from Sleeping Dogs Communications and Chamber President Dan Heidelmeier.

Other donations were received from Rhodie Towing, Frank's Piggly Wiggly, Blooms in Bloom, Wal-Mart, CenturyLink.



Kathy Schumacher



Michelle Combs



Deb Arendt



Jen and Michael Ruskiewicz

MARK YOUR CALENDARS FORE...

The East Troy Area Chamber of Commerce

14th Annual GOLF OUTING

Wednesday, June 8, 2011 (Rain or Shine)

ALPINE VALLEY RESORT

W2501 Highway D, East Troy, Wis.

SHOTGUN START: 11:00 a.m.

CHECK IN: 10-11 a.m.

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GREAT PRIZES! RAFFLE!
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Please download a registration form from www.easttroywi.org

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East Troy Area Chamber of Commerce Membership Directory 2011

ACCOUNTANTS/FINANCIAL MANAGERS

CFO/Accounting Services, Ltd.
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

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
Mills & Boehm, LLP
123 Wolf Run
Suite 1
Mukwonago, WI 53149
(262) 363-7311

ATTRACTIONS

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

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1006 Main Street
Mukwonago, WI 53149
(262) 363-8555
Horter Chevrolet, 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
River City Auto Body
814 Bakke Avenue
Waterford, WI 53185
(262) 514-4656

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*
- East Brook Office
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

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

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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 of East Troy 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 St.
East Troy, WI 53120
(262) 642-7642
St. Paul's Lutheran Church
2665 North Street
East Troy, WI 53120
(262) 642-3200
Valley View Community Church
2951 Union Street
East Troy, WI 53120
(262) 642-5392

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N8492 Division Street
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(262) 363-5579
Fox Plumbing & Water Care, LLC
N7208 Colbo Road
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(866) 939-3792
Hackbarth Builders, Inc.
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East Troy, WI 53120
(262) 642-9601
James R. Taylor & Sons Inc.*
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(262) 363-9200
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2720 Buell Drive
East Troy, WI 53120
(262) 642-7747
Ruebl Builders
N9654 Sunset Drive
East Troy, WI 53120
(262) 594-5765
Walters Buildings
P.O. Box 313
East Troy, WI 53120
(262) 206-4215
Watertight WaterCare, Inc.
119 S. 2nd Street
Waterford, WI 53185
(262) 534-2300

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East Troy Shell*
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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
2015 Energy Drive
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

Awakenings 3 Bodywork, LLC

3278 W. Main St.
East Troy, WI 53120
(262) 309-2779
Blood Center of Wisconsin
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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
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East Troy, WI 53120
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East Troy, WI 53120
(262) 642-7404
Wanezek Family Dentistry S.C.
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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

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(262) 642-2651
The Heritage-East Troy
3223 North Street
East Troy, WI 53120
(262) 642-4800

INDIVIDUALS

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

INDUSTRIAL & MANUFACTURING

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
(262) 642-3939

INSURANCE AGENCIES

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
Humana MarketPOINT-Mike Schwenkner
(262) 349-3680
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

INTERIOR DESIGN

JT Interiors & Red Door 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
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

MEDIA

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

ORGANIZATIONS & CLUBS

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
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
(262) 349-3680
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
Legion Hall - 2870 School St.
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-East Troy, Mukwonago & Waukesha
W325 County Road L
East Troy, WI 53120
(262) 366-7736

REAL ESTATE

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
11340 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

RECREATION

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

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
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

RETAIL

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 Piggly Wiggly
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

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 Road 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.
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
Sleeping 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

SIGNS, PRINTING & PROMOTIONAL

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

TELECOMMUNICATIONS

CenturyLink*
244 Industrial Drive
North Prairie, WI 53153
(262) 392-5222

UNIVERSITIES & TECHNICAL COLLEGES

Gateway Technical College
3520-30th Avenue
Kenosha, WI 53144
(262) 564-2662

VETERINARIANS

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

** Corporate Partners*



Get ready...Get set RUMMAGE

Saturday, May 28 & Sunday, May 29, 9 a.m. to 4 p.m.

EAST TROY AREA CHAMBER OF COMMERCE • 20th Annual Community-Wide Rummage Sale

Village of East Troy

2550 Brittany Lane

near Steeple Drive
Multi-family rummage. Teen boy and girl clothes, boy 4 and 4T clothes, girl newborn to 18 months, household, books, CDs, DVDs, homecoming and prom dresses and much more!

1919 Center Street

near Highway 20 and Elm Street
A baby's world, everything you need. Leather jackets, Beanie Babies, home goods, too much to list. Thursday, Friday and Saturday, May 26-28, 8 a.m.-3 p.m.

3022 Chafin Avenue

near Beulah Avenue
Household, Miller signs, some antiques, tools.

3247 Douglas Avenue

near Lilly Street
Household goods, decorations, jewelry, purses, shoes and much, much more.

1973 Emery Street

near Superior Avenue
Huge 3-family rummage! Air hockey table, day bed, boy's snowboarding boots (6), pants and jacket (10/12), PS3, PS2, PSP games, DVDs, VHS, paint sprayer, Leap Pad, toys, boy's and girl's clothes (8-12), decorative items, women's clothes, Precious Moments items, lots of misc. Open Thursday, Friday and Saturday.

2015 Energy Drive

Village Police Department
near Highway ES (Main Street)
Rummage sale benefiting Special Olympics Southeastern WI. 4,000+ items. Domino's Pizza available. Hours:

Thursday, 4-8 p.m.; Friday-Sunday, 8 a.m.-4:30 p.m. www.easttroy-wi.com for more information.

2742 Main Street, Lot 225

Trailer Court
Women's clothes, fishing rod and reels, heavy-duty workbench on wheels, misc. fishing equipment, lots of misc. household.

2945 Main Street

St. James United Methodist Church
9 a.m.-3 p.m. Baked goods - cookies, breads, muffins, etc., Babe's Boutique - greeting cards, kitchen knives, etc., handmade greeting cards, jewelry, crocheted items, Miscellaneous - knickknacks, glassware, books, small rummage items, etc. Profits to Missions and St. James UMC.

2948 Main Street

near Beulah Avenue
Huge, multi-family sale - clean, reasonably priced items. Large variety of hostas, wood chipper, refurbished furniture, men's stuff, bassinet, baby clothes. We probably have it! Rain - no sale.

3010 Main Street

near Beulah Avenue
Dressers, furniture, antique chairs, computer parts, bicycle, fishing gear, guitar, misc. household goods. Saturday only.

2917 North Street

near Division Street
Octagon end table cabinet, wood chair that turns into a 3-foot step ladder, jewelry, books and many small items.

2552 St. Peter's Road

Lots of size 4T girl's clothes, size 4T boy's clothes, girl's and boy's shoes, toys, books, stuffed animals, bread machines, Christmas ornaments, jewelry, household treasures.

2791 St. Peter's Road

near Division Street and Thomas Drive
Thursday, Friday and Saturday. Getting ready to relocate, a lifetime of items must go. Too much to list! Come check it out!

3020 South Street

near Willow Shores Court
Tama drum set with cymbals, vintage lunch boxes, sound system gear, speakers, stage lights system, road cases, CDs, Delft, Depends-type briefs (many sizes), books, Rolling Stone magazines, misc. household items, guitars, tanning bed, many collectables.

3050 South Street

near West Street
Thursday through Saturday, 8:30 a.m.-5:30 p.m. Furniture, antiques, collectables.

1843 Sterling Drive

near Sterling
Kids clothes (boy's through size 8, girl's to size 5), stamps for cards/ scrapbooking, new barrettes, antique twin bed, collectable plates from 1980s and 1970s, TV, games, toys, some antiques and small furniture.

2607 S. Sterling Circle

Television, dishes, fine china, floor lamps, antique glassware, laminate flooring, baby clothes and toys, handmade flannel receiving blankets, books, office work station, videos, furniture.

1658 Thomas Drive

near St. Peter's Road
Like-new boy and girl infant and toddler clothing from all seasons, other baby and toddler accessories and toys, household items in great condition, men and women's clothing and shoes from all seasons.

2912 Union Street

near Division Street
Mountain bike, toddler bed and mattress, baby items, Dr. Brown bottles, luggage, Christmas items, Megablock Thomas set, kid and adult clothing and household. Sale starts Friday, May 27, 9 a.m.-4 p.m.

2931 Union Street

First Congregational Church
near Village Square
Porch furniture, maple dresser, misc. linens, exercise equipment, sewing machine, bicycle, misc. articles, Christmas items, bake sale.

3011 Willow Shores Court

near South Street
Household, end tables, wood lathe, adult and 1 boy's bike, plant stands, iron kettles with tripod, antique creamer, small car hitches, bird feeders, flower seeds, books - woodworking, gardening and cooking. You name it, it's here - no kids' things.

2788 Woodview Court

near Thomas Drive
Baby items, baby clothes, kids' clothes, TV, lawn mower, snow blower, electric stove, household items

Town of East Troy

N9045 Austin Road

near Beulah Heights Road and Stringers Bridge Road
Kids, household, misc. First annual craft fair including yard art, paintings, jewelry, kids' and adult embellishments and more.

W372 County Road L

near Stone School Road
Saturday only. Rag rugs, books, vintage mixing bowls, household items, small crocks, Christmas, Halloween, framed art, Coach purse, wooden trunk, old chairs, ice picks, Revere Ware, jewelry, textiles, metal yard swing.

N9199 Deerpath Rd.

Near Beach Rd.
Kitchen stuff (breadmaker, deep fryer, etc.), tools, raft, cross country skis, sewing machines, scrapbooking stuff, bike, nick nacks.

N9134 Eastwood Drive

near Miramar Road and Miramar Drive
Battery-powered wheelchair, boy's clothes (newborn-5T), name brand women's clothes (M-XL), women's plus sizes, men's clothes (M-L), home furnishings, furniture, Christmas décor, children's (boy) games, toys, lawn and garden accessories, Toro lawn mower, campfire wood, small boy's Trek bike, antique dresser, new silk flowers and floral arrangement accessories, 3-wheel tricycle with trailer, Little Tykes picnic table, Little Tykes sand/water table, Little Tykes pedal car. Half price after 1 p.m. Sunday.

N8332 Greenwald Court

near Highway 20

Huge 2-family rummage - starts Friday. Power tools, antiques at rock-bottom prices, furniture and other misc. rummage, 6" jointer, DeWalt planer, 8-HP trash pump (used twice), table saw, band saw, 8-HP compressor, late 19th century dresser, antique toys and children's furniture, bed frames, tables, breadmaker, etc. Lots of \$1 items.

N7473 Hamms Road

near Honey Creek Road and Highway D
Furniture, kitchen things, CDs, DVDs, books, clothes, hangers, bedding, pillows, pictures, candleholders, misc. household, plants, pots, etc., etc.

W2165 Highway J

near Stringers Bridge Road and Oakwood Lane
Lake Beulah cottages cleanout sale. Seven oak dressers with mirrors, many kitchen sets and utensils, dining room table sets, vintage 1960-70's lamps, furniture, couches, stained glass hanging lamps, end tables, coffee tables and more.

N9520 Horseshoe Lane

near Highway J and East Shore Road
Women's clothes, household, furniture, women's biker leather (jackets, chaps, vest).

W989 Miramar Drive

near Ash Street and Miramar Drive
Garden items, furniture, collectables, art, housewares and toys.

W828 Miramar Road

near Highway ES and Stone School/

Honeywell Road

Queen black metal sleigh bed with matching night stand, sofa bed, recliner, rocking chair, occasional chairs, octagon picnic table, lawn chairs, vacuum cleaners, Carrier oil furnace, shop vacuum, wheelbarrow, lawn mowers, gas trimmers, milkhouse heaters, chain saws, garden tools, stove, microwaves, \$1.00 table. Sale starts Friday, May 27.

W2351 New Deal Avenue

near Stringers Bridge Road
Purses, lawn items, exercise bike, Shirley Temple dolls, Barbie dolls, knickknacks, Barbie accessories, Beanie Babies, sport memorabilia, postage stamps, lots of other stuff.

W892 Shorewood Drive

near Potters Lake off Highway L, next to Boat Landing
Household items, dishes, glasses, cups, Tupperware, toys and games, jewelry, clothes-adult, yard decorations, picnic table and benches, outdoor P-gass grill, snow blower, chain saw, tools, golf bag and cart, Polaris Wave Runner, trailer, lift.

W1169 Spleas Skoney Road

near Miramar Drive
Little of everything. Little girl's clothes, tools, sporting goods, 1993 Polaris snowmobile, Arctic Cat sleigh, dresser.

W1175 Spleas Skoney Road

near Lake Lane
Girl's, boy's, baby and adult items, household misc., kids toys, patio set, custom cat posts, 1984 Honda Goldwing, Blazer parts and other man items.

Lots of freebies! Thursday-Sunday.

W2811 Friemoth Road

near Bowers Road
Bikes, beds, beads, books, scooter, clothing, fabric, games, toys, camping gear, pet supplies, plus so much more.

Town of Troy

W4698 County Highway J

near Highway 20 and Adams Road
Girl's clothes (8-12), organ-\$10, women's medium and large, old ice auger 6"-\$20, several kinds and shapes of bells, couch-\$5, two 6' smelt net spider net-\$50, one 8' smelt net spider net-\$50.

Town of LaFayette

N6420 Hodunk Road

near Highway D and Highway ES
Tools, antiques, boats and boat equipment, boy's toys, fishing, household items.

W2612 Thunderbird Lane

near Kniep Road and Candlewood Drive
Pottery, small furniture, tools, holiday decorations, pre-moving sale.

