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NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

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MARCH 2012

VOLUME 23, EDITION 1

March 2012 Happenings

MARCH

10

Kiwanis Family

Breakfast – 8 a.m. – noon,
East Troy High School
Cafeteria, 3128 Graydon

Ave.; Menu: eggs, sausage, pancakes,
applesauce, cake, milk, juice, coffee
Tickets (only at the door) Age 13
– Adult \$3, Age 4-12 \$1.50 and Age 0-3
Free.

17

St. Peter's Church Blood Drive at East Troy Expo 2012

– 10 a.m. – 3 p.m., East Troy Middle
School, 3143 Graydon Ave.

Info: Donna Friemoth at (262) 642-5584
or Roberta Welch at (262) 743-2559 or
register online at www.bcw.edu/StPeters.
Walk-ins also welcome.

17

East Troy Expo 2012

– 10 a.m. – 3 p.m., East Troy
Middle School, 3143 Graydon
Ave.

Free admission with raffles, give-
aways, demonstrations showcasing local
businesses, health fair and Blood Center
of Wisconsin blood drive. Info: (262)642-
3770 or visit www.easttroywi.org.

24

7th Annual Easter Egg Hunt

presented by
East Troy Family Community
Resource Center – 10 a.m.,

East Troy High School Cafeteria and Bret
Miller Memorial Gym; Face painting and
coloring pages.

Pre-register by March 21 at (262) 642-
4900 or easttroyfamily@gmail.com.

24

7th Annual Pay It Forward Casino Night

sponsored by the Friends of
East Troy Lions Public Library

– 7-11 p.m., Ivan's Backstage on the East
Troy Village Square; Tickets \$50 per
person, includes gaming, raffle tickets,
door prize ticket, food and beverages.
Guests dressed in 1920s costume will
receive an additional door prize ticket.
Attendees must be 21 or older.

Info: Nancy Bruey at (262) 642-3380 or
friendsofthetlibrary@gmail.com.

30

Home Brewing Beer

– 1-4 p.m., Michael Fields
Agricultural Institute, W2493
County Road ES; Impress your

friends and family, make your own beer.
Taught by John Hall, MFAI Integrated
Farming Systems Director. Cost is \$40.
Info: (262) 642-3303.

31-1

Wild Pin Tournament

– Shifts
Saturday, March 31 noon,
3:45 and 7:30 p.m. and

Sunday, April 1 at 11 a.m., Jay's Lanes,
326 Atkinson St., Mukwonago
Individual, four-game tournament. \$20
per person. Info: East Troy Lioness Kathy
Frymark, (262) 642-5245.

Square welcomes new businesses

By Vanessa Lenz
CONTRIBUTOR

The addition of two new businesses on East Troy's village square provides a hopeful sign to local residents who have worried about the empty storefronts in the central business district in recent years. A third business welcomes home an East Troy native who took over management of an existing insurance agency and has plans to help it grow.

Resale shop finds niche in East Troy

What began as a love for finding "hidden treasures" has recently transformed into a new business venture for an East Troy resident.

"My husband is a treasure hunter and a 'picker.' He loves it with a passion as do I and in order to continue to do it we needed an outlet," said Terrie Stauss, who opened the Peddler Resale Shop on the village square in November.

Stauss, who was a preschool teacher for a number of years, said she had been making plans to open the store for more than a decade.

The opportunity knocked when the Peddler's location at 2883 Main St. became available last summer.

As a longtime local resident, Stauss wanted to plant her roots in downtown East Troy.

"East Troy has always captured me. I've always been intrigued by it and come to all the events," she said.

The store is purely a family effort with husband Jeff serving as her main "picker" and daughter Tiffany and grandsons helping out with the retail end of things.

Named for Stauss's father, who she called the original peddler, the Peddler Resale Shop is for all those who like to wheel and deal in sales and trades.

Throughout the store are attractively displayed merchandise items such as antiques, furniture, unique trinkets and treasures and craft items. Stauss will also offer seasonal specials, homemade candles and lotions and specialty gift baskets.

Stauss said she hopes to add items to the



KATIE MATTESON Good Neighbors

Above: Terrie Stauss shows off the treasures at her new store, the Peddler Resale Shop, on the East Troy Village Square. Right: Owner Tracey Biedenbender (left) gives Toni Wegner a manicure at her business, Beyond Dreams and Wellness Spa, which she remodeled into a luxurious space that offers wellness and pampering treatments.



VANESSA LENZ Good Neighbors

store and expand slowly.

In the meantime, she is enjoying mingling with customers and getting to know her neighbors.

"East Troy has been very welcoming. The local businesses have been encouraging and helpful," she said.

The Peddler Resale Shop is open Tuesdays through Saturdays from 10 a.m. to 5 p.m. For more information, call 642-1717.

Small-town spa caters to locals

The opening of Beyond Dreams and Wellness Spa means East Troy residents don't have to travel out of town to indulge in spa treatments.

Owner Tracey Biedenbender said the business, which aims to cater to locals, has been a dream come true for her.

See New Businesses, Page 3

East Troy Expo 2012 set for March 17

East Troy Expo 2012, featuring more than 50 vendor booths, kids activity area, blood drive, health fair, entertainment all day and lots of giveaways, will take over East Troy Middle School on March 17 from 10 a.m. to 3 p.m. Admission is free, but contributions of non-perishable food items for the East Troy Food Pantry will be welcomed.

All attendees 21 or older will be eligible to enter a free raffle to win a foursome of golf with carts at Alpine Valley Resort (\$210 value).

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:

- Cupcake Wars, with the East Troy Expo 2012 Cupcake Wars Champion chosen by a panel of local celebrity judges and silent auction for cupcake entries (see related story on page 3).

- Demonstrations of unique baseball and softball training techniques for players ages 4-14 by the Sandlot Training Center.

- Stay & Play, presented by the East Troy Community School District, will invite

See Expo, Page 3



CHAMBER PHOTO Good Neighbors

President's Notebook

By Lori Szolwinski, First Citizens State Bank - East Troy Office
CHAMBER PRESIDENT

The power of community spirit



As I embark on my second term as Chamber president, I have a heightened sensitivity of what it means to play an active role in the East Troy community. I'm convinced more than ever that we're fortunate to live in a place where the power of community spirit is palpable.

Our past president Dan Heidelmeier presented the Chamber's President's Award to one of the pillars of our manufacturing community at our Annual Meeting & Awards Banquet on Feb. 15. Company president David Strand accepted the award on behalf of Wisconsin Oven Corporation, touting his dual philosophy of working like champions and giving back to the community. He and his employees poured nearly \$50,000 back into the East Troy area over the past two years through a combination of employee and corporation contributions.

The Chamber is one of the beneficiaries of Wisconsin Oven's generosity as a Chairman level (\$2,500) corporate partner for the third straight year.

Allan Integrated Control Systems, Inc. and Citizens Bank of Mukwonago are Executive level (\$1,500) corporate partners. Both companies also make additional contributions in time, talent

and the allocation of resources toward the good of the community.

Nine other companies have made the commitment Leader level (\$500) corporate partners. Each of them also provides additional support through their volunteer activities and community involvement. The list includes Alpine Valley Music Theatre, Associated Bank, CenturyLink, Citizens Bank, Citizens Bank of Mukwonago, East Troy Shell, First Citizens State Bank – East Troy, Hampton Inn and ProHealth Care.

You'll read about our newest community event in this issue of Good Neighbors. The East Troy Cycling Classic brings the Tour of America's Dairyland to East Troy on June 22 and shines the spotlight on East Troy – centered on our iconic village square.

This event did not drop out of the sky. This wonderful opportunity was presented to the Chamber by East Troy resident Dennis Klumb Jr., who brought the race organizers to the Chamber with a commitment by the Dennis and Janice Klumb Family Foundation to contribute half the bid fees for the event.

These companies and individuals exemplify the power of community spirit in East Troy. It's a privilege and an honor to work among them.



Honoring community commitment

CHAMBER PHOTO Good Neighbors

The East Troy Area Chamber of Commerce honored its 2012 Corporate Partners Feb. 15 during its Annual Meeting and Awards Dinner at Michael Fields Agricultural Institute. Corporate partners invest in enhanced Chamber membership at one of three levels, Chairman (\$2,500), Executive (\$1,500) and Leadership (\$750). Those in attendance to accept their awards included (front, from left) Ellie Rohrer from Square Roots (Leader), Linda Kaplan from East Troy Point Shell (Leader), Marilyn Schultz from Associated Bank (Leader), Mary Nicoson from First Citizens State Bank-East Troy Office (Leader), Jeff Standafer from Citizens Bank of Mukwonago (Executive), (middle, from left) Marcia Nalewajko from ProHealth Care D.N. Greenwald Center in Mukwonago (Leader), Brooke McPhail from Citizens Bank (Leader), David Strand from Wisconsin Oven Corporation (Chairman), Ann Zess from Allan Integrated Control Systems, Inc. (Executive) and (back) Brian Rutkowski from Alpine Valley Music Theatre (Leader). Not pictured, CenturyLink (Leader) and Hampton Inn (Leader).



CHAMBER PHOTO Good Neighbors



CHAMBER PHOTO Good Neighbors



CHAMBER PHOTO Good Neighbors

Clockwise from left: Chamber president Lori Szolwinski recognized past president Dan Heidelmeier for his two years as Chamber president. Past president Dan Heidelmeier (left) presented David Strand with the President's Award on behalf of Wisconsin Oven Corporation, which was recognized for its extraordinary commitment and contributions to the community. Chamber volunteer Dan Richardson received the 2012 Volunteer of the Year award in recognition of his exemplary volunteer service to the Chamber from executive director Katie Matteson.




NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EAST TROY AREA CHAMBER OF COMMERCE

Katie Matteson..... Executive Director

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WHO TO CONTACT?

To advertise.....contact Brian Hinzpeter at (262) 642-7451 Cell: (262) 716-9539 or email bhinzpeter@southernlakesnewspapers.com

To submit news briefs about your company or organizationcontact the Chamber

To update your membership information.....contact the Chamber

To submit an event for the calendar of eventscontact the Chamber

To submit information for a new member profile.....contact the Chamber

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, September and November.

2012 EAST TROY AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

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Karen Branfort, East Troy Manor
Mary Rohrer, Square Roots
Tony LaShay, Excel Engineering

East Troy Area Chamber of Commerce 2012 CORPORATE PARTNERS

Chairman (\$2,500 Donation):  **WISCONSIN OVEN CORPORATION**

Executive (\$1,500 Donations):



Leaders (\$750 Donations):



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

• **New businesses** Continued from front page



KATIE MATTESON *Good Neighbors*

Angela Meyer (from left), Dave Scurek, Michelle Baker and Candice Genrich welcome customers to American Family Insurance, David G. Scurek Agency, on the East Troy Village Square.

"I always had a vision of opening my own spa like this," she said.

Biedenbender previously worked at two spas in Mukwonago.

"There was no more room there and I wanted to graduate," she said.

Biedenbender, a resident of Vernon for the past 22 years, found her perfect match on the village square.

"This is it," she said. "I really like East Troy. I like its hometown atmosphere."

It took nearly four months to get the small-town wellness spa ready for opening day in November. Biedenbender completely redesigned the building that previously housed office spaces at 2100 Church St. into a luxurious nail salon and spa that would rival any high-end shop.

"Many clients say they instantly feel at home here," Biedenbender said.

From manicures and pedicures to facials and body treatments, Biedenbender provides aesthetician and nail tech services.

"I work with anyone looking for a basic relaxing facial to those suffering from rosacea and acne," she said.

Three massage therapists also work on site, including Brenda Soden, who specializes in reflexology, Lori Cramer, who is known for prenatal massage and rain drop therapy, and Azure Murray.

While Biedenbender had some reservations about opening what is considered a luxury business in the current economy, she said the spa industry is shaking off such worries.

She said people are realizing the importance of spa services as they focus on wellness and empowerment – even the pricier ones.

"People are so stressed in life, this is something they should be doing not just as a luxury, but more regularly," Biedenbender said.

For more information, call (262) 441-4063.

Insurance agent returns to his roots

Dave Scurek, who recently took over American Family Insurance on the village square, said he feels like he never left East Troy.

The 1980 East Troy High School graduate returned to his hometown Jan. 1 to take over American Family Insurance -Dave Scurek Agency at 2886 Main St.

Scurek said the agency continues to focus on providing "superior service" to meet its customers' auto, homeowners, life, health and business insurance needs.

With 24 years experience, Scurek is no stranger to the insurance industry. After attending Beloit College, Scurek began his career in the industry, from managing to owning, always taking the time to continue his education in risk management and identifying customer needs.

Scurek joined American Family Insurance working as an agent-in-training. He completed his American Family training in Schaumburg, Ill. and continued to learn as he worked with the Mike Spragia Agency in Elkhorn.

"I wanted to represent a full servicing multi-line insurance company in Walworth County. I love this part of the state, and American Family is the most trusted and respected insurance company around. I like knowing that I am with a Wisconsin-based company that has the same concern for communities as I do," he said.

Scurek said he is transitioning into the office on the square and loves working with local clients, including many people he's known his entire life.

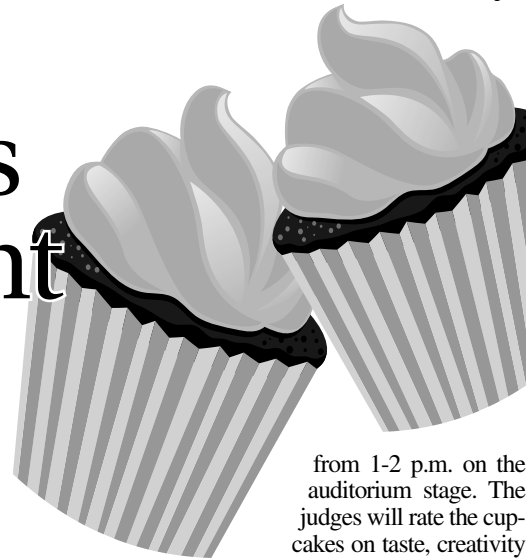
"It's convenient, visible to people," he said of his location. "I like the busy-ness of the square – even if nothing is actually happening it still feels busy. Our hours are set six days a week with working people in mind."

As he settles in, Scurek said he plans to get involved as much as he can. He has joined the East Troy Area Chamber of Commerce Board of Directors and has plans to do more, while continuing his community service work in Elkhorn where he lives.

"I look forward to being back in East Troy and being involved in the community, it's the right place for me" he said.

For more information, call 642-3911 or visit www.davescurek.com.

Cupcake Wars adds excitement to Expo



Do you love to bake? Do you express your creativity with frosting and sprinkles? Do you like to have fun? Do you like a little friendly competition? Then you'll love the new Cupcake Wars at East Troy Expo 2012 on March 17.

Interested? Here's all you have to do: Make 18 cupcakes (a dozen for display/silent auction fundraiser and six for judging) and create a design using the St. Patrick's Day theme, "Lucky to live in East Troy!" Bring your entry to the Expo between 9-10 a.m. on Saturday, March 17 at East Troy Middle School.

Your entry will be displayed with the others in the auditorium and those visiting the Expo will cast a vote for their favorite using a St. Patrick's coin that they will receive at the door. The winner of the popular vote will receive the Fan Favorite award.

A panel of celebrity judges from East Troy's dining establishments will evaluate the entries

from 1-2 p.m. on the auditorium stage. The judges will rate the cupcakes on taste, creativity and theme. The winner will receive a trophy, an apron and the title of East Troy Expo 2012 Cupcake Wars Champion.

A silent auction for the cupcake entries will be held throughout the day. Bidding will close at 2:30 p.m. for the awards ceremony. Proceeds will benefit Chamber programs and events.

The lineup for East Troy Expo 2012, which will take place from 10 a.m. to 3 p.m., also features more than 50 vendor booths, health fair with free health screenings, blood drive, demos and giveaways, raffles, free entertainments and kids activities all day. Download an entry form on www.easttroywi.org.

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

• **Expo** Continued from front page

parents and children 1-5 years old to participate in activities designed to promote cognitive, language and social development through play.

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

- East Troy Fire Department, Troy Center Fire Department and Village of East Troy Police Department emergency vehicles on display.

- Cub Scouts Pack 92 Pinewood Derby (bring your car to race).

- Performances by East Troy High School Varsity Poms, and JV Poms.

- Kay's Academy of Dance performances.

- Demonstrations by East Troy Acupuncture & Awakenings 3 Bodywork.

- Square Side Resale & Consignment Fashion Show.

- Demonstration by Snap Fitness personal trainer.

- Performances by Titanette Poms.

- "Antioxidant Myth" presentation by Kevin Messerschmidt.

- Presentation by Chiropractic FIRST.

- Pet Therapy Demonstration.

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 (as of Feb. 17) includes: Aging & Disability Resource Center of Walworth County, Aurora

Pharmacy, Awakenings 3 Bodywork, LLC, Barsamian Chiropractic Clinic, Citizens Bank of Mukwonago, East Troy Acupuncture, East Troy Area Historical Society, East Troy Football Moms, East Troy Manor, East Troy Public Library, East Troy Shell, East Troy Sporting Goods & Tanning, East Troy Titan Youth Cheer & Poms, Edwards YMCA Camp, Elkhorn Martial Arts Center, Family Rehab Clinic, First Citizens State Bank-East Troy Office, Hoefert Remodeling Co., James R. Taylor & Sons, Keefe Real Estate, Lake Shore Fashions, Lakes Area Rental, O'Leary Plumbing & Heating, Old World Wisconsin, ProHealth Care, Quality Custom Framing, Realty Executives Integrity, Riverside Chiropractic, Shorewest Realtors, Snap Fitness, Square Side Resale & Consignment, St. Paul's Lutheran Church & School, St. Peter's Catholic School, The Heritage, Tupperware, Village of East Troy Police Department and Wisconsin Spinal Rehab Center.

The Chamber will offer a variety of concessions in the auditorium, where entertainment will take place throughout the day. The menu will include pulled pork, hot dogs, walking tacos, chips, cotton candy, Elegant Farmer 4-inch pies, soda, water, lemonade and coffee.

For more information, call (262) 642-3770 or visit www.easttroywi.org.

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Chamber Business News

Allan Integrated Control Systems receives UL certification

Allan Integrated Control Systems, Inc., headquartered in East Troy, was certified in January as an inspection and certification site for industrial control panels by Underwriters Laboratories Inc. As an inspection and certification site, Allan ICS can act as an extension to UL's certification program allowing the company to inspect and certify control panels built by others, as well as those built in its own panel assembly shop.

This certification has allowed Allan ICS to keep more of its work in-house and it complements its other work, including automated control systems for many water and wastewater operations, as well as industrial customers throughout the Midwest. The company's recent projects include Buckingham Fountain in Chicago's Grant Park, City Evanston, Ill. water plant control system, Village of Wilmette, Ill. water plant control system and multiple projects for the City of Chicago Department of Water Management at both city water plants and its water pumping stations.

Old World Wisconsin names new director

The Wisconsin Historical Society has announced the appointment of Daniel J. Freas of Noblesville, Ind., as director of Old World Wisconsin. Freas began his new position Jan. 30.

Freas comes to the job with nearly 30 years of first-hand experience in outdoor museum education and administration. He most recently served as vice president of guest experiences for Conner Prairie Interactive History Park in Indianapolis, a position he had held since 2000. He served in a variety of other capacities at Conner Prairie since 1998.

As site director at Old World Wisconsin, Freas will oversee a full-time professional



Daniel Freas



ERIC KRAMERGood Neighbors

Dave Strand, President and CEO of Wisconsin Oven Corporation, and employees presented Chris Stebnitz, president of the Walworth County United Way, with more than \$12,000 in contributions and pledges for 2012. Wisconsin Oven employees have committed to over \$10,000 in pledges to the organization through an employee payroll deduction. The company offered all employees who contributed at least \$1 per week for an entire year, a day off with pay and held a drawing for a full week of paid vacation to any employee contributing at least \$5 per week.

East Troy Farmer's Market will return this summer

East Troy's historic village square will provide the perfect venue for the East Troy Farmer's Market, set for 4-7 p.m. on Thursdays from June 14 through Sept. 27. The East Troy Area Chamber of

Commerce is partnering with Michael Fields Agricultural Institute and Square Roots for this showcase of local producers and artisans. Vendor booth space is available for \$150

for the entire 16-week season, \$45 quarterly or \$15 weekly. Download an entry form on the Chamber's website, www.easttroywi.org. For more information, call (262) 642-3770.

Business News continued on Page 6



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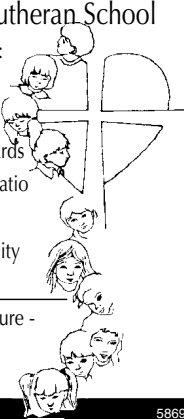
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East Troy Cycling Classic will bring in pros

All-day races set for June 22

Thanks to agreements signed Jan. 11 by the East Troy Area Chamber of Commerce, the Dennis and Janice Klumb Family Foundation, Inc. and the Midwest Cycling Series, LLC, the East Troy Cycling Classic will turn East Troy's historic square into a professional cycling venue on Friday, June 22, 2012.

The event is part of the 11-day Tour of America's Dairyland, set for June 21 – July 1 in 11 Wisconsin communities.

"We partnered with the Chamber to bring

this event to East Troy because we want to showcase our hometown and provide a new, exciting venue for the race utilizing our historic village square," Janice Klumb said.

The East Troy race course will take riders around the village square onto neighborhood streets in the half-mile course. The short course will provide constant action for spectators throughout the eight hours of continuous, high energy professional cycling.

Watch for updates on the Chamber's website www.easttroywi.org.



CHAMBER PHOTOS Good Neighbors

East Troy Area Chamber of Commerce president Lori Szolwinski (fourth, from left) shook hands with Dennis Klumb Sr. to celebrate the Chamber's partnership with the Dennis and Janice Klumb Family Foundation to host the Tour of America's Dairyland bike races in East Troy on Friday, June 22. Members of the Chamber's Board of Directors and representatives from the Midwest Cycling Series, LLC joined Klumb for a photo on the village square with the ToAD pace car during the unseasonably mild weather on Jan. 11.



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OPEN MAY 1 - NOVEMBER 1

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Chamber Business News

continued from page 4

staff of 15 and a large seasonal staff of interpreters and volunteers. The museum comprises more than 65 historic buildings relocated from around the state and represents the material and cultural history of nearly a dozen ethnic groups on 10 farmsteads, a 1870s rural crossroads village and a Visitor Center complex.

Edward Jones wins special 'Training Top 125' recognition

Edward Jones has been honored as a top training company for 12 years in a row, dating back to the debut of the Training Top 50 in 2001.

The firm consistently has earned high marks as an employer of choice in other national rankings. For the 13th year, Edward Jones was named one of Fortune magazine's "100 Best Companies to Work For 2012." The firm took the No. 5 overall spot in the ranking and also was named to the No. 3 spot for large companies.

For 2012, Edward Jones was the top-ranked national brokerage on the list and won special recognition for its financial advisor training, which enrolls nearly 200 trainees monthly. Edward Jones' Practice Makes Perfect ini-

tiative - which significantly increased role play in training programs for recruits from all walks of life, improving their success rates - won one of five Best Practice awards.

The 2012 rankings and special recognitions were announced at a Feb. 13 awards dinner during the magazine's Training 2012 Conference and Expo in Atlanta, Ga.

Edward Jones, which is represented in East Troy by Jim Jakscht, (262) 642-5717, is headquartered in St. Louis. The Edward Jones website is www.edwardjones.com, and its recruiting website is www.careers.edwardjones.com. Member SIPC.

CFO Accounting Services adds CPA

CFO Accounting Services in conjunction with KJ Tax & Accounting in Waterford welcomed Dave Hansen, CPA and Mukwonago resident, to its Mukwonago office. Hansen brings 20 years of public accounting and private industry experience to the Mukwonago office. He joins David Jungen, CPA in offering the Lake Country area individual and business income tax preparation, bookkeeping, business consulting and QuickBooks ProAdvisor expertise. For more information, call (262) 363-2930.



CHAMBER PHOTO Good Neighbors

Members of the East Troy Area Chamber of Commerce presented Barb Calland (front, left) and Delane Kampa (middle) from the East Troy Food Pantry with a check for \$350, the proceeds from the photos with Santa and Mrs. Claus taken Dec. 3 inside Ivan's Backstage as a part of the Santa on the Square and Holiday Marketplace events. Mary Rohrer (right) of Square Roots, along with (back, left to right) her husband Justin Rohrer, brother-in-law Jamie Rohrer and Jerry Schneider from Sleeping Dogs Communications donated their time to take and process the photos.



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East Troy Area Chamber of Commerce Membership Directory 2012

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Nyffeler, CPA, SC 2481 Executive Drive East Troy, WI 53120 (262) 642-8700</div> <div>ATTORNEYS</div> <div>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</div> <div>ATTRACTIONS</div> <div>*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 Old World Wisconsin W372 S9727 Highway 67 Eagle, WI 53119 (262) 594-6300 The Elegant Farmer 1545 Main Street Mukwonago, WI 53149 (262) 363-6770</div> <div>AUTO SALES & SERVICE</div> <div>Fleury's Body Repair Inc. 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</div> <div>BANKS</div> <div>*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 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</div> <div>BEAUTY SALONS & BARBERS</div> <div>Magic Touch Salon 2882 Main Street East Troy, WI 53120 (262) 642-3411</div> <div>CAMPS & CONFERENCE CENTERS</div> <div>Edwards YMCA Camp & Retreat Center N8901 Army Lake Road East Troy, WI 53120 (262) 642-7466 The Salvation Army-Army Lake Camp N8725 Army Lake Road East Troy, WI 53120 (262) 642-6400 Timber-lee Christian Center N8705 Scout Road East Troy, WI 53120 (262) 642-7345</div> <div>CHURCHES</div> <div>East Troy Bible Church 2660 North Street East Troy, WI 53120 (262) 642-7604 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 Unitarian Universalist Church of the Lakes 319 N. Broad St. Elkhorn, WI 53121 (262) 723-7440 Valley View Community Church 2951 Union Street East Troy, WI 53120 (262) 642-5392</div> <div>CONTRACTORS & CONSTRUCTION</div> <div>Bielinski Homes 1830 Meadow Lane Suite A Pewaukee, WI 53072 (262) 542-9494 Dairy Air Heating and Cooling W1225 County Road J Mukwonago, WI 53149 (262) 684-4444 Envirocon, Inc. N8492 Division Street East Troy, WI 53120 (262) 363-5579 Fox Plumbing & Water Care, LLC N7208 Colbo Road Burlington, WI 53105 (866) 939-3792 Hackbarth Builders, Inc. 2096 Church Street, Suite F East Troy, WI 53120 (262) 642-9601 James R. Taylor & Sons Inc. 2115 Division Street East Troy, WI 53120 (262) 642-7970 Knutson Bros. II LLC W792 Potters Circle East Troy, WI 53120 (262) 642-5211 Lakeside Painting, Inc. 2892 Austin Street East Troy, WI 53120 (262) 642-9445 McPherson Concrete Construction, Inc. 2010 Church Street East Troy, WI 53120 (262) 363-9200 Mike Zei Painting and Drywall N8545 Pickeral Lake Road East Troy, WI 53120 (262) 880-9006 O'Leary Plumbing and Heating, Inc. 2720 Buell Drive East Troy, WI 53120 (262) 642-7747 Ruebl Builders N9654 Sunset Drive East Troy, WI 53120 (262) 594-5765 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</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 Milwaukee, WI 53201 (414) 419-5472</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) 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 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 Universal Electronics II, Inc. 2815 Buell Drive East Troy, WI 53120 (262) 363-2980 *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</div> <div>INSURANCE AGENCIES</div> <div>American Family Insurance - David Scurek 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</div> <div>East Troy, WI 53120 (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 East Troy, 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 Community Foundation, Inc. P.O. Box 866 East Troy, WI 53120 (262) 642-2530 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. 3066 Main Street, Suite 108 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 LaFayette Church W3465 Church Rd./Highway ES Elkhorn, WI 53121 (262) 554-5499 Friends of the East Troy Airport, Inc. W317 S6698 Schnitzler Road Mukwonago, WI 53149</div> <div>East Troy, WI 53120 (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 P.O. Box 474 East Troy, WI 53120 (262) 642-2326 Kiwanis Club of Greater East Troy, Wisconsin P.O. Box 453 East Troy, WI 53120 (262) 642-3380 Knights of Columbus 4579 East Troy, WI 53120 (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 United Way of Walworth County P.O. Box 1020 Elkhorn, WI 53121 (262) 374-4474 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</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>PETS & VETERINARY</div> <div>Bay View Veterinary Clinic S.C. 890 Main Street Mukwonago, WI 53149 (262) 363-9993 Puppy Love Pet Grooming 2075 Division St. East Troy, WI 53120 (262) 903-9831</div> <div>REAL ESTATE</div> <div>Bielinski Homes 1830 Meadow Lane Suite A Pewaukee, WI 53072 (262) 542-9494 Coldwell Banker Residential Brokerage 20350 Watertower Blvd. Brookfield, WI 53045 (414) 315-2832 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 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 2959 N. Shore Dr. East Troy, WI 53120 (262) 642-3373 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 MF 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 (262) 642-4446</div> <div>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 2100 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>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 End of the Leash 214 S. Rochester St. Mukwonago, WI 53149 (262) 363-3338 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 Roots 1988 Energy Dr. East Troy, WI 53120 (262) 642-9541 Square Side Resale & Consignment 2096 Church Street Suite C East Troy, WI 53120 (262) 642-2544 The Peddler Resale Shop 2883 Main Street East Troy, WI 53120 (262) 642-1717 Tupperware 1940 Center St. East Troy, WI 53120 (262) 844-0231 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</div> <div>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</div> <div>SERVICES</div> <div>Bon Voyage Cruise & Vacations, Inc. 116 North Milwaukee St. Waterford, WI 53185 (262) 514-2022 Five O'Clock Somewhere Travel & Cruise N8766 Hillburn Mill Road East Troy, WI 53120 (262) 642-2553 Kimberly Ann Photography, LLC East Troy, WI 53120 (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 Puppy Love Pet Grooming 2075 Division St. East Troy, WI 53120 (262) 903-9831 Quality Custom Framing 3224 Douglas Avenue East Troy, WI 53120 (262) 642-7522 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 401 Jefferson Street Mukwonago, WI 53149 (262) 363-5006 Time Warner Cable - Business Class 1320 N. 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New Member Profiles



CHAMBER PHOTO Good Neighbors

United Way

United Way of Walworth County
P.O. Box 1020
Elkhorn, WI 53121
(262) 374-4474
www.uw-wc.org

The United Way of Walworth County was created by the merger of the United Way organizations of Delavan Darien and Geneva Lakes Area.

The United Way brings together people and resources to build a safety net to help meet the needs of our friends, neighbors, co-workers and families.

“When we think of others’ lives as linked to our own, our compassion grows. When we reach out a hand to one, we influence the condition of all. We build the strength of our neighborhoods. We bolster the health of our communities. And we change the lives of those who walk by us every day.”

Ambassador Brooke McPhail from Citizens Bank (left) welcomed Vicki Jacobs from United Way of Walworth County to the Chamber.

Tupperware

Kelly Wheat, Consultant
1940 Center St.
East Troy, WI 53120
(262) 844-0231
www.my2.tupperware.com/kellywheat

According to her website, Tupperware consultant Kelly Wheat is a mother of two and also works full time.

“I have a wonderful supportive husband who encourages me to do my best. I chose Tupperware because I have the opportunity to make the same amount of money as my full time job. I would love to be able to have Tupperware as my part time job and to be able to stay home with my children full time!”

Tupperware consultant Kelly Wheat (left) received her membership plaque from Chamber Ambassador Brooke McPhail from Citizens Bank.



CHAMBER PHOTO Good Neighbors

Universal Electronics, II, Inc.

Universal Electronics II, Inc.
2815 Buell Dr.
East Troy, WI 53120
(262) 363-2980
www.ueinc.com

Universal Electronics II, Inc. is a provider of contract electronics manufacturing services to Industrial – Commercial, Communication and Security OEMs. UEI provides manufacturing services with a focus on low-to-medium volume, complex PCBAs and full box builds.



CHAMBER PHOTO Good Neighbors

American Family Insurance

David Scurek Agency
2886 Main St.,
P.O. Box 195
East Troy, WI 53120
(262) 642-3911
www.davescurek.com

The agency offers insurance products to cover Home, Vehicle, Health, Life, Business, Farm and Recreational Vehicles.

Ambassador Brooke McPhail from Citizens Bank presented David Scurek from American Family Insurance – David Scurek Agency with his new membership plaque.

Ferry Farms Trucking, LLC

W1545 Sawyer Lane
East Troy, WI 53120
(262) 347-7491

Ferry Farms Trucking, LLC is an owner/operator East Troy-based long haul and local flatbed/step-deck transportation and logistics company. The company is fully licensed and insured for transporting goods anywhere in the lower 48 states. “Large or small, we haul it all!”

Jake and Kathy Ferry showed off their new Chamber membership plaque.



CHAMBER PHOTO Good Neighbors

The Peddler Resale Shop

2883 Main St.
East Troy, WI 53120
(262) 642-1717

Area resident Terrie Stauss opened The Peddler Resale Shop in November, bringing a new retail outlet to the south side of the historic village square.

Her store provides a great shopping experience and an outlet for her husband’s great finds as a self-described picker.



CHAMBER PHOTO Good Neighbors

Terrie Stauss, owner of The Peddler Resale Shop, proudly displayed her new membership plaque.



CHAMBER PHOTO Good Neighbors

Center for Innovation and Business Development

1200 Hyland Hall
University of Wisconsin-Whitewater
Whitewater, WI 53190
(262) 472-1365

The Center for Innovation and Business Development at UW-Whitewater includes the Small Business Development Center and the Wisconsin Innovation Service Center. The SBDC provides broad support to businesses while WISC conducts specialized market research.

Ronald “Bud” Gayhart, director of the Center for Innovation and Business Development at the University of Wisconsin-Whitewater, accepted his new membership plaque from Ambassador Brooke McPhail from Citizens Bank.

Mike Zei Painting and Drywall

N8545 Pickeral Lake Road
East Troy, WI 53120
(262) 880-9006

Mike Zei has been in business for 35 years and provides residential and commercial painting, drywall, plaster repair, wallpapering, power washing and faux finishes.



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