A Publication of the East Troy Area Chamber of Commerce

WWW.EASTTROYWI.ORG

MAY 2012

VOLUME 23, EDITION 2

Summer 2012 Happenings

21st Annual Community-Wide Rummage Sale

East Troy Area Chamber of Commerce 9 a.m - 4 p.m., Sales throughout the community. Listings in the May 23 CSI Media publications and www.easttroywi. org. See Back Page for more information

36th Annual Corn & Brat Roast East Troy Area Chamber

of Commerce Sat. & Sun. 11 a.m. - 6 p.m., Mon. 11 a.m. -5 p.m., Great food and live entertainment on the historic village square See Back Page for more information.

Memorial Day Observance

American Legion Loomis-Martin Post 188 Parade begins at 10:30 a.m., ending with a ceremony on the historic village square.

JUNE

37th Annual Arts & **Crafts Fair**

GFWC Woman's Club of East Troy 9 a.m. - 4 p.m. on the historic village square, 50+ vendors and homemade BBQ

East Troy Cycling Classic

East Troy Area Chamber of Commerce and the Dennis and Janice Klumb Family Foundation 11 a.m. - 7:30 p.m. on the historic village square See Page 3 for more information

JUNE/JULY

4th of July Celebration

East Troy Lions Club Fireworks – Saturday at dark, Parade – Sunday at 1 p.m., Midway, East Troy Beer Tent, car show, truck & tractor pull and more in and around the Amusement Park. Visit www.easttroylions.org for details.

East Troy Airport Open House

Friends of the East Troy Airport, Inc. 7 a.m. -3 p.m., Free admission. Featuring airplane and helicopter rides, vintage, homebuilt and Warbird aircraft. Breakfast served 7 a.m. – 1 p.m., \$7, adults and \$4 for children 8 and younger.

Corn & Brat

Knights of Columbus Friday, 4 p.m. – close, Saturday and Sunday, 10 a.m. to close on the historic village square; Brats, hamburgers, roasted sweet corn and live music.

Spend Thursday nights on the square



The East Troy Community Band has been entertaining audiences during outdoor concerts on the village square for the past

East Troy Community Band to begin 10th anniversary season

The East Troy Community Band, under the direction of Jay Huenink, will begin its 10th anniversary season of its Thursday Nights on the Square concert series on Thursday, June 14 at 7:30 p.m.

Huenink founded the band in 2002 with just 22 members and a dream to bring free concerts to East Troy's historic village square. Membership in the band has grown to 50 members and the concerts have developed a growing following of lawn chair toting fans through the years.

The concert series features the band in alternate weeks with guest groups, giving the band a chance for rehearsal on the nonperformance weeks. The season ends with a grand finale concert at Alpine Valley Music Theatre.

The 2012 schedule is as follows:

June 14: East Troy Community Band

June 21: The Squeezettes

June 28: East Troy Community Band - Patriotic Concert, sponsored by First Citizens State Bank East Troy Office

July 5: TBA

July 12: East Troy Community

July 19: Swing Nouveau July 26: East Troy Community

TBA: Grand Finale at Alpine Valley Music Theatre

The East Troy Community Band is a 501 (c)(3) organization,

which relies completely on private equipment and the guest groups. c/o Jay Huenink, 3010 Main St., contributions to pay the expenses Contributions are appreciated in East Troy, WI 53120. Donors will of the band. The donations any amount and may be sent to be acknowledged in the program pay for the purchase of music, the East Troy Community Band, for the season finale.

Farmers Market adds to Thursday night lineup on the square **Historical Society**

The East Troy Farmers Market returns to East Troy's historic village square on Thursday, June 14, providing a great reason to come to the first East Troy Community Band concert early, shop at the market, and then grab a quick dinner before the concert.

After spending two years on Saturdays, the market returns to Thursdays with a growing group of vendors and a funfilled special event schedule. Under the leadership of Farmers Market Committee chairperson Mary Rohrer from Square Roots and the partnership of Michael Fields Agricultural Institute, early registration already shows a nice mix of vendors offering fresh produce, meat, eggs and prepared food.

Vendors already committed to the market this season, with registration still open for more, include Michael Fields Agricultural Institute, Rohrganics, Cindy's Greenhouse & Vegetables, Cobblestone Farm, The Grist Mill, Pop's Kettle Corn and Wild Flour Bakery.

The special event line-up

includes: June 14 June is Dairy Month

June 21 Bike Day June 28 East Troy Area **Historical Society**

Event Civil War Re-July 5

July 12 East Troy Area Historical Society Event

July 26 Pet Day

Aug. 16 East Troy Area

enactment

Book Day

Aug. 2 Teas & Bees

Aug. 9 Wine Tasting

Event Aug. 23 Holistic Health Day Aug. 30 Pet Day

Sept. 6 Kids Day

Sept. 13 Wine Tasting Sept. 20 Club Day

Sept. 27 Michael Fields

Agricultural

Institutes' Fall Festival

Other area growers and artists interested in joining this group on Thursdays from 4 to 7 p.m. through Sept. 27 can register using a form available on the Chamber's website, www.easttroywi.org.



CHAMBER PHOTO Good Neighbors

The East Troy Farmers Market will return to the village square this summer on Thursdays, beginning June 14.

GOOD NEIGHBORS

President's Notebook

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

Gearing up for the East Troy Cycling Classic

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

Please mark Friday, June 22 on your calendar, take the day off of work and invite your friends to East Troy so that you can attend the East Troy Cycling Classic.

The event will bring hundreds of professional cyclists to race around East Troy's historic village square seeking cash and glory as a part of the Tour of America's Dairyland – the largest competitive cycling event in the United States.

As you'll read on Page 3, the timed races take place in seven different categories throughout the day. The halfmile course will take riders around the historic village square onto neighborhood streets, creating a day of free family entertainment.

You may wonder how the Chamber got involved in hosting a bike race. It all started back on Jan. 5 when Dennis Klumb Jr. of East Troy brought the race organizers to the Chamber office to pitch the idea, along with an offer for the Klumb Family Foundation to fund half of the bid fees.

"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," Dennis' mother Janice said in a press release announcing the race.

Since then a Chamber committee has been meeting every Friday to work out the details of this new event, discussing logistics with the Village of East Troy, meeting with neighbors and businesses on the race course and soliciting sponsorships to fund the balance of the bid fees and other race expenses.

The next mission of the committee is to get East Troy and the surrounding communities excited about the event.

Here's what you can do to help: Start with a visit to the Tour of America's Dairyland's official website at www. TourofAmericasDairyland.com, then search for video of past races in the series on YouTube. What you'll see is top-notch athletes competing in fast-paced races, complete with a pace car and an announcer giving constant commentary to educate the crowd about the riders and create more excitement. And you won't believe how fast these bikes move; the men's professional racers can reach speeds of 35

If you have any questions about the race, or can offer help as a volunteer, please contact the Chamber office at (262) 642-3770. Check out the Chamber website for updates at www.easttroywi.org.





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

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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 profilecontact 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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New corporate partner

Executive Director Katie Matteson welcomed back John Amato Ford, Inc. as a Corporate Partner for 2012 at the Leader level (\$750). She presented the award to general manager Matt Weinstock (middle) and service director Jon Lebese. Please see the complete list of the 2012 Corporate Partners below.

East Troy Area Chamber of Commerce 2012 CORPORATE DARTNERS

Chairman (\$2,500 Donation):



Executive (\$1,500 Donations):





Leaders (\$750 Donations):













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

MARK YOUR CALENDARS FORE...

The East Troy Area Chamber of Commerce

15th Annual **GOLF OUTING**

Wednesday, Sept. 19, 2012 (Rain or Shine)

SHOTGUN START: Noon

CHECK IN: 11 a.m.-Noon

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Please download a registration form from www.easttroywi.org

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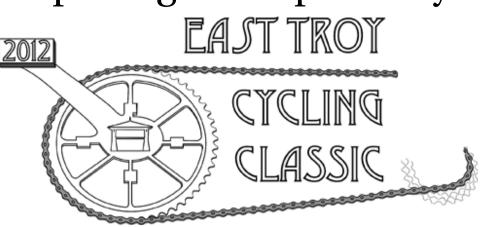


East Troy's historic village square and the neighboring streets will transform into a professional cycling venue on Friday, June 22 as the community welcomes 500 men and women racers to the East Troy Cycling Classic.

The local event is the second day of the 11day Tour of America's Dairyland (ToAD), the largest competitive cycling event in the United States, which starts in Shorewood on Thursday, June 21 and ends in Madison on Sunday, July 1. Other sites include the Giro d' Grafton on Saturday, June 23, the Waukesha Carl Zach Cycling Classic on Sunday, June 24, the Greenbush Road Race on Monday, June 25, the Schlitz Park Criterium (Downtown Milwaukee) on June 26, the Town of Erin Road Race on Wednesday, June 27, the Sheboygan Harbor Centre Bike Race on Thursday, June 28, the Fond du Lac Grand Prix on Friday, June 29 and the Downer Classic (Milwaukee's Eastside) on Sunday July 1.

In East Troy, the start/finish line for the races will utilize the stop sign line on Church Street at the southeast corner of the square, where race organizers will also erect a stage and announcer stand. Spectators will hear constant updates from the professional announcer, who will also promote racer primes (pronounced PREEMS).

These cash and prizes are offered up by



sponsors and spectators to reward superior concessions will be available, as well as access performance during specific sectors of the

The criterium races run on the .5 mile course that runs from the stop sign, north on Church Street, around the square, south on Division Street, west on Austin Street, south on Clark Street, east on South Street and north on Church Street to the beginning. The cyclists ride laps around the course for timed races that range from 40 to 90 minutes.

Spectators may watch the race anywhere on the race course, including on the square where to all the businesses.

Title sponsor for the East Troy Cycling Classic is the Dennis and Janice Klumb Family Foundation, Inc., which put up half of the bid fees. Funding for the balance of the fees will come from other local and regional sponsors, who see the incredible value of hosting this unique event.

The race series is produced by Midwest Cycling Series, LLC. The Wisconsin Milk Marketing Board has been the presenting sponsor of the Tour of America's Dairyland

since the pro-am cycling event's beginning in 2009. Over 9,000 cartons of chocolate milk were chugged by ToAD racers as a recovery drink in 2011.

The East Troy Area Chamber of Commerce serves as the local host and is organizing the local sponsors, vendors and volunteers.

The Chamber is thrilled to have the opportunity to bring this type of high-caliber event to East Troy," Chamber president Lori Szolwinski said. "We're very grateful to the Klumb Family for making it possible."

For more information or to volunteer to help on race day, contact the East Troy Chamber of Commerce at (262) 642-3770, info@easttroywi. org or visit www.easttroywi.org for updates.

East Troy Cycling Classic Friday, June 22 Schedule of Events

11:10 a.m. Women Cat 3/4 40 min. Cat 4/5 50 min. noon Masters 3/4 35+ 1 p.m. 50 min. Cat 2/3 2 p.m. 50 min. Masters 1/2/3 35 70 min. 3 p.m. 4:20 p.m. Pro Women 1/2 60 min. ET Kids Fun Race 5:30 p.m. 30 min. Pro Men 1/2 90 min. 6 p.m.

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GOOD NEIGHBORS

Chamber Business News

French company acquires Wisconsin Öven Corporation

PLC Holding of France has acquired Wisconsin Oven Corporation in East Troy, making the East Troy company part of a worldwide group of

PLC Holding provides products and services for several industries. Its target markets include automotive, aerospace, electronics, chemical,

technical ceramics, porcelain, automation, refractory materials and powder metallurgy. PLC Holding provides customers in these markets with engineering and manufacturing for materials handling systems, automation systems, heat treating industrial ovens and furnaces.

"We are very excited about the opportunity to combine our talents and experience with those of the PLC

Holding group. Collectively the group will have the resources and capability to serve all of our customers' heat processing needs regardless of temperature requirements. It will also strengthen our global opportunities, expand our market reach and combine our current customer base for future growth. " David Strand, President/ CEO of Wisconsin Oven said.

He added that plans call for the continuation of the East Troy operations.

We are staying here forever...and will be building new products, creating more jobs for East Troy," he said.



Brandon LaGreca and Judy Vandervest

East Troy Acupuncture welcomes new office manager

East Troy Acupuncture is proud to welcome Judy Vandervest as office manager. Vandervest will be managing the front desk during weekdays at the clinic. Josey Slight is retiring from the clinic to build her custom jewelry business Peridot Daisy (peridotdaisy. com), which will also be available Thursdays during the summer at the East Troy Farmer's Market. Office manager Joy (owner Brandon LaGreca's wife) will be retiring to devote her full attention to becoming a mom later

MF Helicopters to host open

MF Helicopters, LLC will host an open house on Saturday, May 26 from noon to 4 p.m. at the East Troy Municipal Airport, 2085 County Road L, Hangar A17 in East Troy. The company will offer helicopter rides for \$20, free food, a pig and chicken roast and beverages. For more information, call Mark at (262) 391-5177.

Edward Jones financial advisors rate company

For the fourth time in as many studies, Edward Jones financial advisors rate the firm "Highest in Employee Advisor Satisfaction among Financial Investment Firms," according to a newly released study by J.D. Power and Associates.

"For us, this honor is particularly significant because it is based upon input from our financial advisors and reflects their satisfaction at Edward Jones," said Managing Partner Jim Weddle. "Our 25-point score improvement over our previous ranking is a tremendous vote of confidence in our firm as a great place to work."

Edward Jones is located at 2098 Church St. on East Troy's village square. Financial advisor Jim Jakscht can be reached at (262) 642-5717.

Realty Executives Integrity welcomes new agent

ives.com or www.kathyzuerner.com.

Realty ecutives Integrity welcomes Kathy Zuerner to its East Troy office, located at 2880 Main St. The new agent can be reached at (262) 470-5570, kathyzu erner@realtvexecut



East Troy Shell now accepts **SNAP customers**

East Troy Shell, 2526 E. Main St., now accepts SNAP EBT customers (formerly known as food stamps). The business is the only East Troy location that provides this service 24 hours per day. For more information, call (262) 642-4624.

Historical societies to present local archaeological findings

The East Troy Area Historical Society will host a presentation by an archaeologist from Wisconsin Historical Society entitled, "The Archaeology of Old East Troy: Rediscovering the Influential Stephen Field Family (in a Very Unexpected Place) and Finding a Slice of 19th Century Wisconsin Life." The event will take place in Ivan's Backstage from 7-8 p.m. on Thursday, May 24. Admission is free.

Archeologist Paul Reckner will discuss recent archaeological excavations conducted in East Troy. His talk focuses on ongoing research at the original farmstead of the Field family, who settled there in 1839 and became one of 19th century Walworth County's most influential families.

Stephen Field was described as "a man of substance and influence among intelligent neighbors and townsmen." But who was this man, and what was his family's life in East Troy really like? This "biography through bottles, buttons and bones" uses archaeological evidence of everyday life in the Field's household to shed new light on the experiences of settler families, and on the development of the Southeast Wisconsin's early farming communi-

For more information, call (262) 642-2642

See **Business News**, Page 5



Dave Strand, president and CEO of Wisconsin Oven Corporation and Philippe Blandineres of PLC Holding of France celebrate PLC's

recent purchase of the East Troy company.

CHAMBER PHOTO Good Neighbors

HOURS

Mon.-Thurs. 9 a.m.-5:30 p.m. Fri. 9 a.m.-7 p.m. Sat. 9 a.m.-1 p.m.

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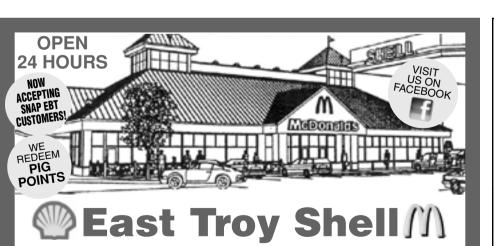
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Bike Rodeo set for May 19

The East Troy Family Community Resource Center and the East Troy Police Department host its 10th annual Bike Rodeo on Saturday May 19 at 10 a.m. The Bike Rodeo will return to Doubek Elementary this year and will once again be held in the back parking lot. This event is offered free of charge. Each child attending will receive a free bike helmet courtesy of Habush, Habush & Rottier of Lake Geneva and have the opportunity to enter their name into a drawing to win a new bike sponsored by the United Way of Greater Walworth County.

This event is appropriate for children in Jr. Kindergarten through fifth grade. Children will learn bicycle and road safety and participate in some fun bicycle activities. Children must bring their own bicycle in good working condition. Register by contacting the family resource center at 642-4900 or easttroyfamily@gmail.com

Also, the Family Resource Center will again hold kids craft nights throughout the summer. The craft nights will be on Monday nights from 6:30 to 7:15 p.m. at the new center located at 3066 Main St. in the Windfield Plaza, Suite 108.

Kids craft nights will start on Monday, June 11 and run through Aug. 13. Each week will have a fun new craft activity. To see a listing of the center's events and register, visit Facebook under East Troy Family Community Resource Center or www.easttroyfamily.webs.com after June 1. The center also will continue to hold its play groups at the park at Playmore Park (by the Lions Public Library) on Wednesday mornings from 9 - 10:30 a.m.

Elkhorn Martial Arts Center offers women's self defense classes

The Elkhorn Martial Arts Center is offering two sessions of self defense classes for all women of the Walworth County area, ages 14 and older. The classes, offered at the facility located at 799 E. Geneva St., Elkhorn, will teach the basic essentials of self defense, as well as the confidence, techniques and strategies to avoid becoming a victim in the first place.

Each three-week session will meet two days a week from 3:15 – 4:14 p.m. Session 1 will meet June 12 – 28 on Tuesdays and Thursdays and

Session 2 will meet Aug. 6-22 on Mondays and rolet Pontiac. Wednesdays

The cost is \$59 per student, per session. To register or for more information, call (262) 743-2111 or email info@flying-dragons.

Wild Flour Bakery & Café announces expansion to East Troy

Wild Flour Bakery & Café announced recently the expansion into the organic bread business with a new production and retail facility in East Troy. Wild Flour will reopen the former Nokomis Bakery and will reintroduce 14 varieties of Nokomis organic and wheatalternative breads. It is expected to open in June and will create up to 15 new jobs.

"Wild Flour is very excited about expanding our wholesale offering in Southeastern Wisconsin, Illinois, and Minnesota," said company Vice President, Josh Mertens. "Not only are we bringing back the famous Nokomis bread lines, but this is also an opportunity for us to bring our existing Wild Flour products to the East Troy area. We are looking forward to being a part of the community.

The site of the East Troy location is W2463 County Road ES. Wild Flour will utilize the outdoor wood-burning oven to bake breads and will mill organic grains on site. Additionally, the retail store will feature a Café much like the present Wild Flour Bakery Café locations in Milwaukee. Patrons will be able to grab a sandwich or coffee before or after taking a hike on one of the many beautiful trails and gardens adjacent to the bakery, which are maintained by the Michael Fields Agricultural Insti-

Koeffler's extraordinary life ends at 100

Harold P. Koeffler died on April 25, 2012 at 100 years old, concluding an extraordinary life rich in family and friends, business, charitable activities, community leadership, hobbies, adventure travel and non-failing intellectual vigor.

After Koeffler graduated from Carroll College in 1934, he joined the family-owned Chevrolet dealership in Mukwonago which Koeffler owned and ran as Koeffler Chevrolet from 1949 until its name changed in 1986 to Horter Chev-

Koeffler devoted considerable time and resources to improving his community and the lives of others. Too numerous to list, his memberships were often in leadership roles and lasted from at least 25 years to more than 60, such as: Mukwonago Kiwanis and Kiwanis Foundation Board; the Mukwonago Library Board; Shriners; 32nd Degree Mason; Scottish Rite, and the Mukwonago and East Troy chambers of commerce.

This accomplished life was possible only with the love, support, and companionship of Charlotte (nee Rintelman) Koeffler, his wife of 71 years, who survives him in Mukwonago along with his daughter Kristen of Milton, and son Phillip, daughter-in-law Deborah and granddaughter, Chloe of Los Angeles. Services were held on April 29-

East Troy Electric Railroad announces summer special events

Celebrating 105 years of riding the rails through Southeast Wisconsin's Kettle Moraine countryside, the East Troy Electric Railroad has planned a number of special events for the upcoming season including two weekends featuring stately trolleys that once served the cities of Chicago and Milwaukee.

All special events are included in the daily fare: \$12.50 for adults; \$10.50 for seniors; \$8 for children ages 3 – 11; children younger than 3 are free.

The 2012 summer events calendar includes:

• Railfan Weekend, June 23 – 24: From a

See **Business News**, Page 6

GOOD NEIGHBORS



Area residents will have many opportunities this summer to ride the rails of the 105-year-old East Troy Electric Railroad, one of East Troy's most famous attractions.



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OPEN MAY 1 - NOVEMBER 1

Chamber Business News continued from page 5

1907 maintenance trolley that once responded to railway emergencies by parent Milwaukee Electric Railway and Light Company to a meticulously restored double-truck streetcar that once served as a storage shed, the entire collection of the East Troy Electric Railroad will be on display during Railfan Weekend.

Visitors will have the opportunity to ride on a number of trolleys and interurban coaches and examine the cars awaiting restoration.

• South Shore Days, July 28 – 29: The historic Pullman-built cars of the famed Chicago South Shore & South Bend Railroad will be on display and ferrying passengers from the railroad's historic depot and museum to the turn of the century-styled terminal at the renowned Elegant Farmer.

The iconic cars high arching steelpanel ceiling and frosted-glass pendant light fixtures give the grand feeling of a spacious car, while the leatherette semi-bucket seats, mounted on swivel pedestals to allow forward-facing seating, were the last word in electric line luxury. Tours of the car barn, housing restored coaches and cars undergoing

restoration, will also be featured.

• Chicago Days, Aug. 25 - 26: Celebrate Chicago's railway history during Chicago Days as the East Troy Electric Railroad features its collection of rapid transit cars that once whisked people around Chicago and its sub-

Riders of Chicago's "L" line prior to 1970 will remember the iconic 4000-series cars with their interesting interiors, old-time light fixtures, walkover leatherette seats and "bowling alley seating at the ends.

• Milwaukee Days, Sept. 29 – 30: Home to the only remaining streetcar from the Milwaukee transit system still running the rails today, the East Troy Electric Railroad celebrates Milwaukee's rich railcar history during Milwaukee Days

Joining the 1920-built streetcar, which once whisked residents from the greater Milwaukee area to the ballpark and shopping centers, is a 1907 line car equipped to respond to trolley emergencies. Also featured during the weekend is L8, a stately locomotive built in 1935 that once provided track maintenance, brush-cutting services

and was fitted with a snow plow to keep the tracks clear for line maintenance and freight service. Tours of the car barn, housing restored coaches and cars undergoing restoration, will also be featured.

For information on the East Troy Electric Railroad, visit www.easttroyrr.org or call 262.642.3263.

Associated Bank welcomes

new manager

Sheri Leathers is the new branch manager at Associated Bank in East Troy, located at 3292 Main St. She came from an Associated Bank in

call (262) 642-3941.



Waukesha and lives in Mukwonago. She is excited to be in the community and looks forward to assisting current and new customers with their financial needs. For more information,

Creative Sunset redesigns Chamber, Bluegrass websites

Carl Matteson from Sunset Cre-

ative Services recently redesigned the Chamber's website (www.easttroywi. org) and the East Troy Bluegrass Festival website (www.easttroybluegrass.

He donated his time for the projects in order to showcase his skills in website design. The longtime graphic designer, known for his work with PR Plus Graphic Design and the East Troy Times, also does computer troubleshooting.

For more, information, call (262) 949-0539.

New Member Profile

Accurate Housing Systems, Inc.

2624 Corporate Circle East Troy, WI 53120 (262) 642-3800

www.accuratehousing.com

Accurate Housing Systems, Inc. is a custom manufacturer of roof and floor trusses, along with wall panels, for residential and commercial projects. The company is located in the East Troy Business Park and employs 46 people.

Ambassador Dave Scurek from American Family Insurance – David Scurek Agency presented Sean Kelly, general manager of Accurate Housing Systems, Inc., with the company's new membership plaque.



CHAMBER PHOTO Good Neighbo



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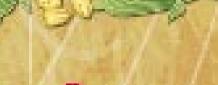
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