

# Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

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## 2894 On Main

### plants roots in community

By Vanessa Lenz  
EXECUTIVE DIRECTOR

The northwest corner of the village square is again the thriving part of East Troy's downtown it was for more than a century thanks to an ambitious undertaking by the Rohrer family.

Their new business, 2894 On Main, home of Espresso Alley, opened its doors on Labor Day, unveiling a sweeping renovation of the historic site.

The three-story building at 2894 Main St. was built in 1856 by the founder of East Troy's first store, Sewell Smith, and his sons.

Originally called Smity Dry Good Company, the general merchandise and grocery store was run by various owners through the years as Marshall's General Store until the early 1990s with the opening of Kate's Needful Things.

The Rohrers said the building itself, which has been vacant since 2008 following the closing of Kate's gift and antique shop, was what initially sparked their interest in a new business.

"The building was for sale and we decided to look at it and at that point we didn't have a real clear idea of what we wanted to do, but we were very intrigued," said Kayleen Rohrer.

Kayleen and her husband James, who has built a career in agri-business, had kicked around several options, but pushed toward a specialty café with a European feel combined with a back-to-the-basics retail store in the restored



VANESSA LENZ Good Neighbors

Following an impressive nearly two-year renovation, the Rohrer family re-opened the iconic building on the northwest side of the East Troy Village Square, making the site stronger than ever. Family members include (from left) Liam, Jamie, Rebecca and Damien Rohrer, Zak and Ellie Grif-fa, Justin Rohrer, Kayleen and James Rohrer and (not pictured) Mary and Alice Rohrer. The café at 2894 On Main, home of Espresso Alley, currently serves items from its espresso and coffee bar menu and plans to offer breakfast and lunch items in the near future.



VANESSA LENZ Good Neighbors

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## Wisconsin Oven to expand

Wisconsin Oven Corporation, one of East Troy's most respected and largest businesses, has announced its plans to expand on the corner of Main and Young streets.

Dave Strand, President and CEO of Wisconsin Oven Corporation, said the move is the result of strong growth for the company in the past year and a half.

Wisconsin Oven will build a nearly 30,000-square-foot facility at 1900 Young St. across the street from Wisconsin Oven's headquarters, adjacent to the Grist Mill restaurant. The new site will retire the company's newly leased facility in Waukesha and bring back all manufacturing to East Troy.

Wisconsin Oven Corporation plans on hiring another 20 employees that will fill welder, utility, engineering and field service positions.

Strand said they hope for the new facility to be operational by May of 2014.

According to Strand, the expansion will help Wisconsin Oven Corporation continue to design and manufacture a broad line of heating equipment for

"The only change Wisconsin Oven has experienced is more growth."

—Dave Strand,  
President and  
CEO

See Wisconsin Oven, Page 4

## This December: Celebrate the season in East Troy

Spend the most wonderful time of the year doing a holiday-themed activity each day in December.

Mark your calendars for the following things to do before Dec. 31.

### 1 Get in the spirit of giving

In association with the East Troy Lioness Club, First Citizens State Bank-East Troy Office is collecting hats, scarves, gloves, mittens, slipper socks and socks for area children, ages infant through 18.

Monetary donations will also be accepted. Donations should be dropped off at the bank, located at 2546 E. Main St., by Dec. 7.

The bank is also a collection site for the East Troy Lions Club annual Toys for Kids drive. Last year, toys and clothing were collected for more than 100 children.

For more information, call the bank at (262) 642-2530 and ask for Dawn.

### 2 Have brunch with Santa

The Salvation Army—Army Lake Camp will host its fifth annual Brunch with Santa from 8

See December, Page 8

## Ring in the holidays aboard Santa Train

Limited tickets are now available for children of all ages who would like to ride in special passenger trolley cars that will follow the East Troy Electric Railroad's Santa Train on Saturday, Dec. 7, when it makes its annual journey into town.

Presented by the East Troy Electric Railroad in conjunction with the East Troy Area Chamber of Commerce and Mukwonago Area Chamber of Commerce and Tourism Center, the beautifully lit four-car train will travel down the century-old interurban trolley line between Mukwonago and East Troy.

The original East Troy Christmas Parade train, started by the East Troy Jaycees and the railroad in 1972, was an historic reproduction of the Schuster's Christmas Parade in Milwaukee. The Schuster's Department store chain sponsored the parade, established in 1928, to kick off the

Christmas shopping season. It disappeared in 1955 with the demise of the Milwaukee Electric Lines interurban and streetcar system.

Spectators, who aren't aboard the train, can catch a glimpse of Santa along County Road ES. The train will stop briefly at the following crossings:

- 4:30 p.m., train departs at The Elegant Farmer
- 5:15 p.m., Army Lake Road – Army Lake Camp
- 5:30 p.m., St. Peter's Road
- 5:50 p.m., Byrnes Street
- 6:10 p.m., Division Street
- 6:30 p.m., Santa arrives on Village Square via East Troy Fire Department truck

The heated passenger trolley will pick up riders at 4:30 p.m. at The Elegant Farmer and follow the Santa Train to East Troy. Riders will be able to walk to the

See Santa, Page 8





# Thank you

See photos from the 20th anniversary event at [www.easttroybluegrassfestival.com](http://www.easttroybluegrassfestival.com)

The East Troy Area Chamber of Commerce would like to give a special thanks to the following volunteers and sponsors who helped make the 20th annual East Troy Bluegrass Festival a success.

The committee was chaired by Bill Vint of Sleeping Dogs Communications. Other committee members included Nancy Atkinson, Eileen Kostopoulos, Dave Mroch and Tom McCormack.

Festival founder Melissa Sherman served as the artistic director for the event.

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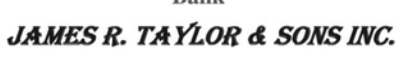
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# Good NEIGHBORS

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Business briefs

**Spaight joins O’Leary team**  
O’Leary Plumbing and Heating has announced Denise Spaight will join the company as its Bidding Department Coordinator for the Plumbing, Heating, Well/Septic and Service Divisions.  
Spaight joins O’Leary with many years of experience in the construction industry. The company currently employs 24 people. For more information, call (262) 642-7747.

**Renew your licenses at East Troy Shell**  
East Troy Shell, located at 2526 Main St. in East Troy, is a one-stop shop for Department of Transportation license plate renewals and Wisconsin Department of Natural Resources licenses.  
The gas station and convenience store is open 24 hours a day, every day of the year. For more information, call (262) 642-4624.

**December is the time to assess retirement goals**  
Financial advisor Jim Jakscht of Edward Jones Investments, located at 2098 Church St., East Troy, said now is the time to check your progress toward your retirement goals.  
“Now that another year is ending, it’s a good time to evaluate where you are on your journey towards a comfortable retirement,” said Jakscht.  
“Ask yourself these questions: ‘How close am I to my retirement goals?’ ‘If I haven’t made much progress this past year, should I change my strategy?’ Finally, ask yourself if any changes you’ve experienced in the past year- such as marriage, a new child, a new job and so on- will affect your long-term retirement strategy.”

Girls Scouts launch Stockings of Love

An East Troy Girl Scout troop has taken over the Baskets of Love program and is giving it a new look.  
Cadette Troop 4283 leader Jenny Gulig said her girls were very upset after hearing of the closing of East Troy Basketry, which started the annual project in 2000.  
Each year, with the help of volunteers, weavers made baskets to fill with goodies and donate to the elderly and shut-ins that receive Meals-on-Wheels in East Troy and the surrounding area. Gulig said her troop has participated in the program for the past six years.  
“Every year, the instructors at East Troy Basketry, would tell them stories and show them letters from the people that received the Baskets of Love,” said Gulig. “The basket recipients were so grateful that someone remembered them for the holidays. For many of them, this was the only gift that they would receive.”  
Rather than accept the fact that this year those people might go without a gift, the troop decided to do something about it.  
“Since they do not have the means to make baskets, they decided to make stockings instead,” Gulig said. “Frank’s Piggly Wiggly graciously donated the stocking materials.”  
“It feels good to give back to a community that gives so much to me,” said troop member Megan Mast, 12.  
Gulig said Jim and Eileen Mirsberger, owners of East Troy Basketry, which is now based out of their home in Burlington, have helped guide the girls as they took over the project and made it their own.  
The troop will collect donations the month of



East Troy Girl Scout Troop 4283 is taking over where the Baskets of Love program, sponsored by East Troy Basketry left off. They are working to make, fill, and distribute stockings to the elderly and shut-ins that receive Meals-on-Wheels in East Troy and the surrounding area for Christmas. Lynch Chrysler Dodge Jeep in East Troy made a generous donation to the project last week. Pictured are (front, from left) Megan Mast, Ella Rondeau, Allison Slusar, Kylie Moker, Morgan Bartlett, (back) Lynch’s general manager Mark Greene, Sami Biesterveld, Kaylee McFarland, Krystal Loeb sack, Jenna Gulig, Sierra Wojciechowski, Sophia Heimos, Lizi Malicki, and Allyson Gebauer. Troop Leaders are Jenny Gulig, Casey Heimos and Carol Mast.

SUBMITTED PHOTO Good Neighbors

November and stockings will be filled in early December. Walworth County Health and Human Services will coordinate delivery by Christmas.  
The following items are needed to fill the stockings: pocket sized tissue packets, lip balm, lotions, playing cards, razors, deodorants, hot cocoa packets, tea bags, individually wrapped cookies and candy, pens and pencils, note cards, postage stamps, and crafts/ornaments.  
Donations can be placed in the barrel located at Frank’s Piggly Wiggly.  
For more information, call (262) 642-4122.

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# Wisconsin Oven team wins golf outing

The East Troy Area Chamber of Commerce's traveling golf outing championship trophy can currently be spotted at Wisconsin Oven Corporation.

The Wisconsin Oven Corporation team, including President and CEO Dave Strand, Jeff Kent, Mark Schahczinski and KC Spaight took top honors at the Chamber's 16th annual golf outing held Sept. 20 at Alpine Valley Resort.

The putting contest winner was Joe Dotzauer.

The longest drive went to Eric Gulla (men's) and Kathy Zwirgzdas (women's).

There were two closest-to-the pin winners: Dave Scurek (men's) and Francine Pease (women's).

Heather Carroll won the closest-to-the-wheelbarrow contest and Ann Zess won the photo contest.

Members of the Chamber's 2013 golf outing committee are very grateful to the event participants, sponsors and volunteers who made this important fundraiser possible.

The funds raised by the outing will benefit the Chamber's work on behalf of the East Troy area community, including networking opportunities, advocacy efforts and other programs to support local businesses and organizations of all sizes.

The East Troy Chamber also assists visitors to our town and neighboring communities and promotes East Troy as an exceptional place to live, work and play.

Members of the golf outing committee included chairman Dave Scurek of American Family Insurance, Shannon Manske of Associated Bank and Bill Burki of Realty Executives and the East Troy Area Chamber of Commerce.

Thanks to JoAnn McCormack and Larry Mitten who served as event volunteers.

Citizens Bank of Mukwonago sponsored the lunch and Wisconsin Oven Corporation sponsored the beer and drink tickets.

Additional event donors included Dave Scurek Agency - American Family Insurance, East Troy Shell and Wisconsin Oven Corporation.



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*We hope to see everyone again next year!*



Clockwise from above: Golf ranger Jim Bucci of Alpine Valley Resort drives a golf cart Sept. 20 to lead 72 golfers on the course at the East Troy Area Chamber of Commerce's 16th annual golf outing. The Wisconsin Oven Corporation team of (from left) Jeff Kent, Mark Schahczinski, President and CEO Dave Strand and KC Spaight took top honors at the Sept. 20 event at Alpine Valley Resort. Golfers (from left) Tony LaShay of Excel Engineering, Francine Pease, and Jeff Standafer, vice president of Citizens Bank of Mukwonago, spent the day connecting with other business leaders at the Chamber's annual golf outing.

PHOTOS BY VANESSA LENZ Good Neighbors

## • Wisconsin Oven Continued from page 1

some of the biggest names in the business like Boeing, Ford and Caterpillar.

The addition will increase the capacity of the industrial oven manufacturer's existing four facilities in East Troy.

"Ovens need to be larger than ever. The increased need for larger ovens in the industry has created the need for larger facilities," Strand said.

Wisconsin Oven Corporation has experienced continued growth following the sale of the company to PLC Group of France last year.

The East Troy-based company joined the French-based holding company, which is comprised of Elmetherm, Elinor, Wistra and Mecarom Dotcom LTD, in April of 2012.

"At the time of the sale there was a bit of apprehension in the company and the community. Will they move? What changes will happen? Will jobs be taken away?" said Strand.

At that time, Strand said he assured the community the sale was basic business and was a necessity for survival and growth.

He said the sale has given Wisconsin Oven the opportunity to free up some of the debt the

company inherited and reinvest in the business.

Strand was selective in choosing a buyer. In the end, a friend and business associate of his that served on the board of directors of the corporation made the purchase.

"My goal was to find a buyer that believed in us and our skills, and would not come in and attempt to change us," Strand said.

Since the sale, nothing has changed internally, with the employees and management team still intact, according to Strand.

"The only change Wisconsin Oven has experienced is more growth," he said.

## 'Good to Great'

Strand explained the rocky road the company experienced after the death of founder Henry Kubicki was a tough one.

"The company was in the middle of transitioning its core business from one that was heavily reliant on the Printing Industry and OEM customers to a Wisconsin Oven nameplate more absorbed in direct sales and new applications," he said. "This combined with

some shareholder and management turnover created a bit of a soap opera for a while."

Strand said he used the book "Good To Great" by Jim Collins as a roadmap during the transition.

"We had to make many tough decisions. You played like a champion every day and focused on our goals or you had to leave. We had to find the right seat on the bus for some people in this new business model, or they had to find another bus," Strand said.

Strand said the company supplies a couple of niche markets that have continued to grow, including the composite industry (with materials heavily used in the aerospace and automotive industry) and the energy industry.

"Today Wisconsin Oven is enjoying incredible success in the composite industry which uses ovens to cure composite material that can be as strong as steel but very light in weight," he said. "The energy industry has been another growth driver for Wisconsin Oven. Ovens that assist in the finish product of tubes and pipes for oil drilling and fracking have been popular."

Wisconsin Oven Corporation is a staple in East Troy, operating since 1973.

Currently, the company employs about 120 people.

The company's standard or custom industrial ovens are used for a multitude of applications, such as heat treating, finishing, drying or curing.

The business is known for its homegrown talent. Many employees have tenure of between 15 and 30 years with the company.

Strand started in 1986 as an oven washer, painter, shop employee and moved his way up through nearly every position in the company.

There are many other success stories within the company with employees who have taken similar paths, he said.

"Every champion on this team is a significant part of our body. Nobody here has a 'minor' position," said Strand. "We all rely on each other. If we don't serve our internal customer, our external customer will suffer."

For more information, visit [www.wisoven.com](http://www.wisoven.com).

# Happy Holidays

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● **2894 On Main** Continued from page 1

building. “Our whole goal is back-to-the-basics and in doing that, we did modern meets old world and we want to maintain that with everything. We did it with the look of the building. We are going to do it with how we bring products together,” Kayleen said. James and Kayleen’s three young and dedicated children, Jamie, 27, Justin, 26, and Ellie, 24, and their respective spouses Rebecca (Manke), Mary (Trinh) and Zak Griffa all contribute to the business. “Everybody pretty much wears all hats,” said Jamie. “We did plan on everybody being involved and everybody is involved from Bec-

ca getting bakery in the morning to Justin filling in when we need a cashier and Zak closing for us,” Kayleen said. Since the Rohrsers purchased the building in 2011, locals have kept a close eye on the way the family has transformed it. During the remodel, which took nearly two years, the Rohrsers essentially gutted all three floors of the building while restoring its historic integrity. The Rohrsers remained involved during the entire transformation process, doing much of the remodeling with their own hands and providing oversight for others. Local companies – such as Hackbarth Builders, O’Leary Plumbing and Heating, Giraffe Electric and Lakeside Painting – were used almost exclusively.

“We tried to take all of the old elements of the building and capture them and keep them here,” said Jamie. “We used a lot of the original lumber. We reclaimed (the wood) and put it back up on the walls.” The original tin ceiling was placed above the coffee bar and all the beams are in the same locations as back when the structure was built in the 1800s.

Justin said they uncovered things as the construction continued, including notes made on the wall of East Troy’s first elevator that dates back to the 1800s and a hidden door to the adjacent building. The Rohrsers got the opportunity to purchase the original cash register from Marshall’s, which now greets customers as they make their purchases. “I think the history plays a big part. You can have an interesting building, but the history definitely adds depth to that. It gives it a story,” Jamie said. 2894 On Main is quickly building a strong reputation as people in the neighborhood, drawn by its beauty, continue to check the place out. Opening with items served from its espresso and coffee bar menu, as well as



VANESSA LENZ *Good Neighbors*

**Barista Joe Morton makes a latte at the espresso bar at 2894 On Main.**

smoothies, specialty drinks, freshly baked goods or coffee blends, 2894 On Main will soon introduce its food menu. Coffee is sourced from Stone Creek Coffee, a Milwaukee-based coffee roaster founded in 1993, and drinks utilize local organic milk (although almond milk is also available). The place is not just somewhere to get a hot cup of coffee; the Rohrsers have designed the space to be an easily accessible community hub. With a focus on the “community experience,” the Rohrsers have put out a chess board, chalk message boards and have established their location as a place that welcomes meet ups for local groups like the Computer Club.

“ I ’ d like to see people talk to each other and break that ice,” said Jamie. J a m i e and Justin will utilize the office space upstairs for their company Corvia Technologies, which does custom software, networking and technology consulting.

**The lowdown:**

2894 On Main is open Monday through Friday from 6 a.m. to 7 p.m., Saturday, from 7 a.m. to 7 p.m. and Sunday from 8 a.m. to 6 p.m. Check it out during the East Troy Area Chamber of Commerce’s Rise & Shine, Meet & Greet event on Thursday, Dec. 12 from 7:30 to 9 a.m. For more information, email [Cafe@2894OnMain.com](mailto:Cafe@2894OnMain.com)



PHOTO COURTESY OF ETAHS *Good Neighbors*

The East Troy Area Historical Society shared this photo, which gives a glimpse of the north side of the East Troy Village Square circa 1914. The Rohrer family recently completed an ambitious renovation of the building on the corner, which used to be Marshall’s General Store.

**East Troy Lions Public Library**

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## New Member Profiles



VANESSA LENZ *Good Neighbors*

### Troy BP

1880 Highway ES  
East Troy, WI 53120  
(262) 642-5744

BP convenience store offers quality BP fuels, Rycosoft cloth car wash, beer, soda, chips, candy, snacks, home of LD's BBQ. Hours of operation are from 5 a.m. to 9 p.m.

Lisa Linneman of Troy BP received a warm welcome to the Chamber by Bill Burki Real Estate Agent at Realty Executives Integrity and the East Troy Area Chamber of Commerce Marketing and Events intern.



VANESSA LENZ *Good Neighbors*

Chamber ambassador Jerry Schneider (right) of Sleeping Dogs Communications presents a new membership plaque to Mike Kehl, who just opened Fitness Mission.

### Fitness Mission

2111 Lenck Ave.  
East Troy, WI 53120  
(262) 642-9640

[www.fitnessmission.org](http://www.fitnessmission.org)

Fitness Mission at fitnessmission.org is a home-based community that addresses the primary reason most people give for not exercising: that they have no time.

Owner Mike Kehl said the business will "help to prevent the leading cause of death and what is responsible for 75 percent of every health care dollar: chronic illnesses born largely of lifestyle choices."



VANESSA LENZ *Good Neighbors*

East Troy Area Chamber of Commerce secretary Linda Kaplan, owner of East Troy Shell, welcomes new member Stacy Redel of Snap Fitness- East Troy.

### Snap Fitness East Troy

2541 E Main St.  
East Troy, WI 53120  
262-642-1645

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BILL BURKI *Good Neighbors*

Leon Davis, owner of LD's BBQ, was welcomed to the East Troy Area Chamber of Commerce by Executive Director Vanessa Lenz.

### LD's BBQ

1880 Highway ES  
East Troy, WI 53120  
(414) 610-7675  
[www.ldsbbq.com](http://www.ldsbbq.com)

LD's BBQ restaurant, located inside Troy BP, offers carry-out, dine-in options and catering.

The new eatery, which opened last spring, is modeled after the roadside barbecue stands and mobile trailers popular in states like South Carolina and New Mexico.

Open 11 a.m. to 7 p.m. Wednesday through Sunday.





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# East Troy Area Chamber of Commerce Membership Directory 2013

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**East Troy Tax Service LLC**  
(262) 642-3058  
2068 Division St.  
East Troy, WI 53120

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

**KJ Tax & Accounting LLC**  
(262) 363-2930  
501 Main St.  
Mukwonago, WI 53149

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

## ATTORNEYS

**Dave Hudec Law Office, LLC**  
(262) 642-7515  
2847B Buell Drive  
East Troy, WI 53120  
**Hudec Law Offices, SC**  
(262) 642-3000  
2100 Church Street  
PO Box 167  
East Troy, WI 53120  
**Mills & Boehm, LLP**  
(262) 363-7311  
123 Wolf Run  
Mukwonago, WI 53149

## ATTRACTIONS

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

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

**Old World Wisconsin**  
(262) 594-6300  
W372 S9727 Highway 67  
Eagle, WI 53119

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

## AUTO SALES & SERVICE

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

**\*John Amato Ford, Inc.**  
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1015 S. Main Street  
Mukwonago, WI 53149

**Lynch Motor Vehicle Group**  
(262) 642-4700  
2606 Main Street  
East Troy, WI 53120  
**Main Street Motors**  
(262) 642-4444  
2919 Main St.  
East Troy, WI 53120

## BANKS

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

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

**\*First Citizens State Bank - East Troy**  
(262) 642-2530  
2546 E. Main Street  
East Troy, WI 53120  
**\*FirstMerit Bank**  
(262) 642-7391  
2905 Main Street  
East Troy, WI 53120

**Providence Home Lending**  
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917 Main St.  
Mukwonago, WI 53149

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

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

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

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

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

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

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

**Valley View Community Church**  
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2951 Union Street  
East Troy, WI 53120

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**Bielinski Homes**  
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1830 Meadow Lane  
Suite A  
Pewaukee, WI 53072

**Envirocon Snow & Landscape**  
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East Troy, WI 53120

**Excel Engineering Inc.**  
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**F.C. Price Corp**  
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**Fox Plumbing & Water Care, LLC**  
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Burlington, WI 53105

**Hackbarth Builders, Inc.**  
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East Troy, WI 53120

**\*James R. Taylor & Sons Inc.**  
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**Knutson Bros. II LLC**  
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W792 Potters Circle  
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**Lakeside Painting, Inc.**  
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**McPherson Concrete Construction, Inc.**  
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2010 Church Street  
East Troy, WI 53120

**Mike Zei Painting and Drywall**  
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East Troy, WI 53120

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

**Ruehl Builders**  
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N9654 Sunset Drive  
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**GAS STATIONS**  
**\*East Troy Shell**  
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2526 E. Main Street  
East Troy, WI 53120  
**Troy BP**  
(262) 642-5744  
1880 Hwy ES  
East Troy, WI 53120

## GOVERNMENT AGENCIES

**East Troy Emergency Services**  
(262) 642-4495  
N8406 Highway ES  
East Troy, WI 53120  
**Village of East Troy**  
(262) 642-6255  
2015 Energy Drive  
East Troy, WI 53120

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East Troy, WI 53120

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**Koskinen Eye Clinic**  
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**\*ProHealth Care D.N. Greenwald Center in Mukwonago**  
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**Sullivan Chiropractic**  
(262) 642-7404  
3161 Main Street  
East Troy, WI 53120

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

**Wisconsin Spinal Rehabilitation Center, S.C.**  
(262) 642-4100  
3224 W. Main Street, Suite E  
East Troy, WI 53120

## HOUSING & APARTMENTS

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(262) 642-4040  
2859 Honey Creek Court  
East Troy, WI 53120

**Skylark, Inc.**  
(262) 642-2651  
W2493 County Road ES  
East Troy, WI 53120

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

## INDIVIDUALS

**Daniel Heidelmeier**  
(262) 206-1993  
W720 Honey Creek Rd.  
Burlington, WI 53105

**Francine Pease - I**  
(262) 473-4445  
N7431 Burr Oak Road  
Whitewater, WI 53190

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**Leibinger**  
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2702-B Buell Drive  
East Troy, WI 53120

**Plymouth Tube - East Troy**  
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2061 Young Street  
East Troy, WI 53120

**Plymouth Tube Company - Trent**  
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East Troy, WI 53120

**Universal Electronics II, Inc.**  
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2815 Buell Drive  
East Troy, WI 53120

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

**Wisconsin Oven Distributors, LLC**  
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W355 S9075 Godfrey Lane  
Eagle, WI 53119

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East Troy, WI 53120

**Benefit Concepts, Inc.**  
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W5689 Tamarack Trail  
Whitewater, WI 53190

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40 W. Hidden Trail  
Elkhorn, WI 53121

**Pickwick Inn Bed & Breakfast**  
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## ORGANIZATIONS & CLUBS

**American Legion Loomis-Martin Post 188**  
(262) 642-3818  
2870 School Street  
East Troy, WI 53120

**Big Brothers Big Sisters of Rock, Walworth & Jefferson Counties**  
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1545 Hobbs Drive  
Delavan, WI 53115

**Delavan-Delavan Lake Area Chamber of Commerce**  
(262) 728-5095  
52 E. Walworth Ave.  
Delavan, WI 53115

**East Troy All Sports Booster Club**  
(262) 470-5237  
3128 Graydon Ave  
East Troy, WI 53120

**East Troy Area Chamber of Commerce**  
2096 Church St., Suite A  
East Troy, WI 53120

**East Troy Area Community Foundation, Inc.**  
(262) 642-2530  
P.O. Box 866  
East Troy, WI 53120

**East Troy Area Historical Society**  
(262) 642-2642  
2106 Church St.  
East Troy, WI 53120

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

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

**East Troy Family & Comm. Resource Ctr.**  
(262) 642-4900  
3066 Main Street, Suite 108  
East Troy, WI 53120

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

**East Troy Football Moms**  
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2955 Union St.  
East Troy, WI 53120

**East Troy Gridiron Club**  
(414) 750-5891  
P.O. Box 617  
East Troy, WI 53120

**East Troy Lioness Club**  
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P.O. Box 563  
East Troy, WI 53120

**East Troy Lions Club**  
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P.O. Box 53  
East Troy, WI 53120

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

**East Troy Youth Soccer Club**  
(262) 642-4122  
East Troy, WI 53120

**Elkhorn Area Chamber of Commerce & Tourism Center, Inc.**  
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203 E. Walworth St.  
Elkhorn, WI 53121

**Friends of LaFayette Church**  
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Elkhorn, WI 53121

**Friends of the East Troy Airport, Inc.**  
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W317 S6698 Schnitzler Road  
Mukwonago, WI 53149

**Friends of the ET Lions Public Library**  
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3094 Graydon Avenue  
East Troy, WI 53120

**GFWC-Woman's Club of East Troy**  
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P.O. Box 474  
East Troy, WI 53120

**Kiwanis Club of Greater East Troy, Wisconsin**  
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3223 North St., Suite A  
East Troy, WI 53120

**Knights of Columbus 4579**  
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East Troy, WI 53120

**Oak Ridge Cemetary Association**  
(262) 806-2985  
2580 North St.  
East Troy, WI 53120

**The Village Players**  
(262) 470-7529  
P.O. Box 175  
Mukwonago, WI 53149

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

**VFW Post #7501**  
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Legion Hall - 2870 School St.  
East Troy, WI 53120

**Walworth County Visitors Bureau**  
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Travel Information Center  
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Delavan, WI 53115

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W325 County Road L  
East Troy, WI 53120

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890 Main Street  
Mukwonago, WI 53149

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Suite A  
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20350 Watertower Blvd.  
Brookfield, WI 53045

**NAI MLG Commercial**  
(262) 938-4430  
757 N. Broadway Suite 700  
Milwaukee, WI 53202

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

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

## RECREATION

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

**East Troy Lake Association**  
(262) 642-3373  
2959 N. Shore Dr.  
East Troy, WI 53120

**Elkhorn Martial Arts Center**  
(262) 743-2111  
799 E. Geneva Street  
Elkhorn, WI 53121

**Evergreen Golf Club**  
(262) 723-5722  
N6246 W. Highway 12  
Elkhorn, WI 53121

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

**MF Helicopters, LLC**  
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2085 Highway L, Hangar A17  
East Troy, WI 53120

**Skydive Milwaukee/Sky Knights Sport Parachute Club**  
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W1341 Highway L  
East Troy, WI 53120

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East Troy, WI 53120

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

**Cousins Subs - East Troy**  
(262) 642-5013  
2541 E. Main Street  
Unit I  
East Troy, WI 53120

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

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

**Ivan's Unique Dining on the Square**  
(262) 642-7107  
2087 Division Street  
East Troy, WI 53120

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

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

**LD's BBQ**  
(414) 610-



## December Continued from page 1

a.m. to 1 p.m. on Saturday, Dec. 7 at the camp, N8725 Army Lake Road in East Troy.

The full brunch buffet will feature ham, bacon, sausage, fried chicken, corned beef hash, scrambled eggs, biscuits and gravy, fresh fruit salad and more items.

Children will have an opportunity to meet Santa, decorate their own Christmas cookie and enter to win door prizes.

The cost is \$8 for 13 and older and \$6 for children ages 5-12. Admission is free for children younger than 4. For more information, call (262) 642-6400.

### 3 Enjoy holiday dinner theater

Old World Wisconsin will present "Little Women," adapted by Jacqueline Goldfinger, from the novel by Louisa May Alcott on weekends Nov. 29-Dec. 22.

Rediscover this moving tale, filled with music, humor, tragedy and the enduring power of family and love, set during the darkest days of the Civil War.

Reservations are required. Call (262) 594-6301 or visit [www.oldworldwisconsin.org](http://www.oldworldwisconsin.org). Old World Wisconsin is located at W372 S9727 Highway 67, Eagle.

### 4 See the Spirit of Christmas Past

Old World Wisconsin will be hosting its Spirit of Christmas Past event, a festive Christmas event from noon to 4 p.m. on Dec. 7 and 8 and 14 and 15.

Visitors are welcome to warm up by crackling wood-fired stoves, and stroll through the 19th-century Wisconsin village, decked out for the holidays.

On Dec. 7, from 1 to 3 p.m., sportscaster Jessie Garcia, author of "My Life With the Green and Gold: Tales from 20 Years of Sportscasting," will be on hand in the museum store to sign copies of the book.

### 5 Ride the Christmas Express

The East Troy Electric Railroad's Christmas Express merrily rides the rails the weekends of Nov. 30, Dec. 1, 7, 8, 14 and 15.

Guests will board meticulously restored Chicago South Shore and South Bend Railroad cars, originally built in the 1940s, for the 10-mile roundtrip jaunt from East Troy to Mukwonago.

The heated Pullman cars will be decorated for the event, which features caroling, story reading and a special visit by Santa and Mrs. Claus.

Children will also receive a gift from the railroad. Guests can receive a \$2 discount with a donation of a non-perishable food item earmarked for the East Troy Food Pantry.

Tickets are \$12.50 for

adults, \$10.30 for seniors, \$8 for children 3-11 and free for children younger than three.

The East Troy depot is located at 2002 Church St. For more information, call (262) 642-3263 or visit [www.easttroyrr.org](http://www.easttroyrr.org).

### 6 Spend Christmas with the kids

St. Paul's Lutheran Church, 2665 North St., will present Christmas for Kids from 9 to 11:30 a.m. on Saturday, Dec. 14 for 4 year olds, pre-k and kindergarten students and 9 a.m. to 2 p.m. for children in grades 1-4 (includes lunch).

Attendees will enjoy "The Christmas Story," crafts, decorate cookies, games, movies, music and free hot lunch (grades 1-4). Register prior to Dec. 12 by calling (262) 642-3200.

### 7 Attend a holiday bash

The East Troy Middle School Builders Club will host a Holiday Bash from 9 a.m. to noon on Saturday, Dec. 14 in the East Troy High School commons, 3128 Graydon Ave.

The students will offer crafts and games to children of all ages and middle school band students will perform Christmas music. The cost is \$3 per child.

The Builders Club is partnering with the East Troy Family and Community Resource Center, which will host its Home Party and Craft Fair from 9 a.m. to 2 p.m. in the school's Bret Miller Gym.

For more information, contact Janel Francis at (262) 642-6740.

### 8 Stock up on cookies

St. Peter's School, 3001 Elm St., East Troy, will hold its annual cookie sale from 3 to 7 p.m. on Saturday, Dec. 7 and 8 a.m. to noon on Sunday, Dec. 8. The school's Christmas program and band concert is set for 6:30 p.m. on Thursday, Dec. 12.

### 9 Hit the slopes

Winter hasn't officially arrived in East Troy until Alpine Valley Resort starts making snow.

Alpine features 20 slopes that range from beginner to expert mogul runs with 388 feet of vertical skiing. The hill also includes the Mohawk Terrain Park, which offers snowboarders and freestyle skiers a variety of rails, boxes and snow features.

Alpine will be holding its first Rail Jam and Rally along with a Burton Demo Day at the park on Saturday, Dec. 21.

Alpine Valley is located at W2501 County Road D and can be reached at (262) 642-7374 and (800) 227-9395. For more information, visit [www.alpinevalleyresort.com](http://www.alpinevalleyresort.com).



Skiers and snowboarders won't have to wait for the real white stuff at Alpine Valley Resort, which works hard each season to make its own winter wonderland.

### 10 Eat breakfast with Father Christmas

Old World Wisconsin will host Breakfast with Father Christmas on Dec. 21-22. Seating is at 9 a.m., 9:30 a.m., 10:15 a.m. and 11 a.m. both days.

Meet Father Christmas and share a delicious breakfast buffet.

Reservations are required. Call (262) 594-6301 or visit [www.oldworldwisconsin.org](http://www.oldworldwisconsin.org).

### 11 Shop 'til you drop

St. James United Methodist Church, 2945 Main St., will host its annual Holiday Sale on Saturday, Dec. 7 from 9 a.m. - 2 p.m.

The sale will feature baked goods (homemade Christmas cookies, bread, etc.), Babe's Boutique (greeting cards, kitchen knives and crafts), handcrafted greeting cards, hand-knit items and miscellaneous Christmas items. For more information, call (262) 642-7642.

### 12 Get crafty

The East Troy Family and Community Resource Center, 3066 W. Main St., suite 108 in the Windfield Plaza, hosts arts activities every Monday night from 6-6:45 p.m.

On Dec. 2, participants will decorate sugar cookies. The activity is appropriate for children ages 2 through middle school.

On Dec. 9, the resource center will have a variety of ornaments on hand for kids to

create. This event is appropriate for children age 4 through middle school.

The resource center will host a Christmas party from 5:30 to 7 p.m. on Dec. 16, featuring a potluck dinner and activities. Each child that attends

will receive a small gift bag.

Participants must pre-register for all events at 642-4900 or [easttroyfamily@centurytel.net](mailto:easttroyfamily@centurytel.net).

The resource center will be closed from Monday, Dec. 23-Monday, Jan. 6.

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village square to watch Santa light the community Christmas tree. The return trip will depart from the East Troy depot at 7:30 p.m.

Tickets for the special ride, which must be purchased in advance, are available at the East Troy Chamber Office, 2096 Church St. (on the Village Square) and the Mukwonago Chamber Office, 801 Main St., Suite 1, for \$10 each. For more information, call (262) 642-3770.

In anticipation of Santa's arrival, festivities will begin on the East Troy Village Square at 6 p.m. with concessions and a

Christmas carol sing-along led by the East Troy Community Band. The East Troy Lioness Club will offer walking tacos and hot beverages inside the Lions Lodge.

Photos of children with Santa and Mrs. Claus will be available following the tree lighting inside Ivan's Backstage, 2093 Division St., at a cost of \$5 each, with proceeds to benefit the East Troy Food Pantry.

The photographs will be taken during the East Troy Holiday Marketplace from 5-8 p.m., featuring more than 20 vendors offering a variety of

holiday gift items and entertainment by Cork N Cleavage.

Midnight Magic, sponsored by the Mukwonago Area Chamber of Commerce also takes place that day from 10 a.m. until midnight at sites throughout the community. Under the theme, "It's a Wonderful Night in Mukwonago" the event offers pictures with Santa, The Enchanted Gingerbread Forest, Alaskan Malamute Dog Sled Pull, marketplace/craft fair, carriage rides, Christmas Parade, Festival of Trees, live nativity scene, holiday entertainment and fireworks.

