

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

WWW.EASTTROYWI.ORG

MARCH 2014

VOLUME 25, EDITION 1

POSTED STD
U.S. POSTAGE
Southern Lakes
Newspapers
POSTAL CUSTOMER

30 DAYS



of living locally

By Vanessa Lenz
CHAMBER EXECUTIVE DIRECTOR

As the weather starts to warm in East Troy (even the slightest amount), those in the know head for their go-to local outdoor spots or reconnect with their favorite spring chill-out activities.

If you haven't found the perfect way to spend the day in East Troy, here are 30 options to explore. Challenge yourself to spend as much time as possible in your own community by considering the following things to do (most of which are free).

1. People watch on the East Troy Village Square

You can't get much better than the East Troy Village Square as a location for people watching.

Between the people buzzing in and out of the surrounding businesses, restaurants and bars and cars making their way around the heart of East

Troy, there's rarely a dull moment. And if there isn't a crowd, you can always sit back and relax near the picturesque bandstand that is an integral part the village.

2. Get the flavor of the day

Every day, Gus's Drive-In, 3131 Main St., features a different flavor of frozen custard. The rotation for the destination restaurant ranges from Death By Chocolate to Trail Mix to Cookie Dough.

Find the flavor of the day at www.gussdrivein.com or live dangerously and surprise yourself.

3. Delve into East Troy history

For history buffs, the East Troy Area Historical Society's Kubicki Museum and Heritage Center, located at 2106 Church St. on the village square, provides a showcase of local history including changing exhibits, artifacts,

See 30 Days, Page 3



VANESSA LENZ *East Troy Times*

Owner Denise Price puts together an outfit in the new Square Side Boutique. The consignment and resale shop recently expanded to the site formerly occupied by East Troy Basketry (below) on the East Troy Village Square. From statement necklaces to scarves, Square Side also offers East Troy fashionistas the latest accessories.

New look for Square Side

Clothing store expands to bigger location

By Vanessa Lenz
CHAMBER EXECUTIVE DIRECTOR

Consider the boutique-shopping void in East Troy filled.

Denise Price recently moved her popular resale and consignment shop to the space vacated by East Troy Basketry, located at 2874 Main St.

Square Side Boutique officially opened on Jan. 17 with a new look in a space twice its former size.

Price has been planning for an expansion since shortly after she opened in 2009.

"It was always my goal to expand and have more of a boutique," Price said.



East Troy Expo set for March 29

Event to feature Home & Garden showcase

East Troy Expo 2014 will return from 10 a.m. to 2 p.m. on Saturday, March 29 at East Troy Middle School, 3143 Graydon Ave.

Organized by the East Troy Area Chamber of Commerce, the event will feature a Home & Garden showcase and related demonstrations and presentations, kids' activity area, entertainment all day, raffles and giveaways and free admission.

Contributions of non-perishable food items for the East Troy Food Pantry will be welcomed at the door.

All attendees 21 or older will be eligible to enter a free raffle.

This year's highlights include:

- Cupcake Wars, with the theme "East Troy - Home Sweet Home," and silent auction for cupcake entries. The Cupcake Wars Champion will chosen by a panel of local celebrity judges at 2 p.m.

- BloodCenter of Wisconsin Blood Drive, hosted by St. Peter's Catholic Church & School, in the gym from 9 a.m. to 2 p.m.

- Performances by Kay's Academy of Dance at 10:30 a.m. and East Troy High School Varsity and JV Poms at 11:30 a.m.

- Square Side Boutique Fashion Show at 11 a.m.

- Food court featuring

2014 exhibitors

- Animal 911 Southeast WI
- ADRC of Walworth County
- Alpine Valley Resort
- American Family Insurance- Dave Scurek Agency
- Barsamian Chiropractic
- Citizens Bank of Mukwonago
- East Troy Chamber of Commerce
- East Troy Area Historical Society
- East Troy Community Schools
- East Troy Hometown Pharmacy
- East Troy Public Library
- East Troy Manor
- East Troy Shell
- Edwards YMCA Camp
- GB Restoration & Repair
- Good Shepherd Lutheran
- The Heritage
- James R. Taylor and Sons
- Knutson Bros. II
- K&R Manufacturing
- Lakes Area Rental
- Lia Sophia
- Modern Woodmen
- Providence Home Lending
- Quality Custom Framing
- Realty Executives
- Republican Party of Walworth County
- Shorewest Realtors
- Snap Fitness East Troy
- Society's Assets
- Square Side Resale Boutique
- St. Paul's Lutheran Church & School
- Timber-lee Christian Center
- Wisconsin Spinal Rehabilitation Center
- Witte Supply Company

See Expo, Page 6

See Square Side, back page

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce



EAST TROY AREA CHAMBER OF COMMERCE

Vanessa LenzExecutive Director

2096 Church St., P.O. Box 312
East Troy, WI 53120
(262) 642-3770 - phone
(262) 642-8769 - fax
info@easttroywi.org

EAST TROY NEWS

Jack Cruger Publisher

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

2014 EAST TROY AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

President

De Anne Conrad, Citizens Bank of Mukwonago, East Brook Office

Vice President

Sarah Alexander, Realty Executives Integrity

Secretary

Linda Kaplan, East Troy Shell

Treasurer

Ann Zess, Allan Integrated Control Systems

WHO TO CONTACT?

To advertise.....contact Michelle Kramer at (262) 723-2250 or email
hwy43ads@southernlakesnewspapers.com

To submit news briefs about your company or organization or for information about membership.....contact the Chamber office at (262) 642-3770 or email vanessa@easttroywi.org

Follow us on Twitter @ETChamber



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 December.

Farmers Market seeks growers, artisans for 2014 season



Now in its sixth year, the East Troy Farmers Market continues to grow and is seeking vendors to grow with it. The East Troy Farmers Market Committee is looking for vendors, specializing in produce, horticulture, art, handmade and craft items.

The East Troy Farmers Market will continue on Fridays, May 23 through October 3, right next door to Wild Flour Bakery adjacent to the beautiful grounds of Michael Fields Agricultural Institute, W2463 County Road ES. Hours of operation are 3 to 7 p.m. For a vendor application form, visit www.easttroywi.org.

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

The Chamber is extending a discount to those who wish to secure their spots for the season in advance. A 15 percent discount can be applied to the season cost of \$200 with pre-payment by April 1. The regular rental rate is \$15 per week or \$60 per quarter for a 12-foot by 12-foot space.

For more information, call (262) 642-3770 or email vanessa@easttroywi.org.

East Troy Area Chamber of Commerce CORPORATE PARTNERS

Chairman level (\$2,500)



WISCONSIN OVEN CORPORATION

Executive level (\$1,500)



CITIZENS BANK OF MUKWONAGO
Your community bank since 1892.

Leader level (\$750)



JAMES R. TAYLOR & SONS INC.



Sign up to be a Corporate Partner today! Contact Vanessa Lenz at (262) 642-3770.

East Troy Lions Public Library

3094 Graydon Ave., East Troy, WI 53120



*Books, Magazines, Newspapers,
Audio & Video Materials, Internet
Access, Reference, Book Clubs,
Adult & Children's Programs*

(262) 642-6262

E-mail: etel@easttroylib.wi.us

Web site: www.easttroylib.wi.us

Library hours: Monday-Thursday 10-7 • Friday 10-5 • Saturday 10-1



The 2013 housing market was the best it's been since 2006! Inventory is LOW. Let me help you decide if it's the perfect time for you to buy or sell!

Sarah Alexander, Realtor
(262) 745-7093
sarahalexandersells.com
2880 Main St., East Troy, WI
Your local connection.



BETTER SERVICE. BETTER SAVINGS. BETTER VALUE.

Come to American Family Insurance and take advantage of our new lineup of discounts. Contact us today for a competitive insurance quote.

Your dream is out there. So get it. We'll protect it.



David Scurek Agency
3238 Main Street Unit C
(At Piggly Wiggly Shopping Center)
East Troy, WI 53120
(262) 642-DAVE (3283)
www.davescurek.com



All your protection under one roof®

American Family Mutual Insurance Company, American Family Insurance Company, American Standard Insurance Company of Wisconsin, American Standard Insurance Company of Wisconsin, 6010 American Parkway, Madison, WI 53719-0001 (608) 261-4111

RED DOOR CAFE

2887 E. Main St., East Troy, Wis.
(ON THE SQUARE)

262.642.2262

Monday-Friday 6:30 a.m. to 4 p.m.

Saturday 8 a.m. to noon

LUNCH: Monday-Friday 11 a.m. to 2 p.m.

TAPAS & WINE PAIRING Friday, April 4th at 6:30 p.m.

Reservations Required • \$30 each

*Food Prepared by Hometown Sausage
and Wine Patred by Purple Feet*

LIVE MUSIC • PLEASE JOIN US!



VANESSA LENZ *Good Neighbors*

The East Troy Cycling Classic will be part of the 2014 edition of the Tour of America's Dairyland presented by the Wisconsin Milk Marketing Board. East Troy Area Chamber of Commerce president DeAnne Conrad (fourth, from right), members of the Chamber's Board of Directors and Bill Koch (right) the Midwest Cycling Series, LLC join Dennis Klumb Sr. (second from right) to celebrate the Chamber's partnership with the Dennis and Janice Klumb Family Foundation to host the event in East Troy on Friday, June 20. Pictured on the village square with the ToAD pace car (from left) are Ann Zess of Allan Integrated Control Systems, Linda Kaplan of East Troy Shell, Ellie Griffo of 2894 On Main, Dennis Ackeret of the East Troy Electric Railroad, Sarah Alexander of Realty Executives, Shannon Manske of Associated Bank, Conrad of Citizens Bank of Mukwonago, Bill Vint of Sleeping Dogs Communications, Klumb and Koch.

East Troy Cycling Classic will bring in pros June 20

The East Troy Cycling Classic will be part of the Tour of America's Dairyland for the third year in a row, turning the community into a professional cycling venue on Friday, June 20.

The East Troy Area Chamber of Commerce signed agreements in December with title sponsor, the Dennis and Janice Klumb Family Foundation, Inc. and race promoter Midwest Cycling Series, LLC.

East Troy is among 11 Wisconsin communities to host the Tour of Ameri-

ca's Dairyland, set for June 19-29. 2013 was a record-breaking fifth year for the Tour of America's Dairyland, sponsored by Wisconsin Milk Marketing Board, featuring 6,200 starting cyclists from 13 countries and 43 of the United States competing for more than \$150,000 in cash and prizes before 150,000 spectators.

East Troy returns to its spot on the second day of the tour, which kicks off in Shorewood and concludes in East Troy.

The East Troy racecourse will take riders around the village square onto neighborhood streets, providing constant action for spectators throughout the eight hours of continuous, high energy professional cycling.

The Chamber's organizing committee will begin seeking sponsors and developing coordinating activities during the coming months.

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

• 30 Days Continued from page 1

books, maps, documents, photographs and other material in the historical society collection.

Regular hours and days of operation are Wednesdays from 9 a.m. to noon and Saturdays from 10 a.m. to 4 p.m. For more information, call 642-2642.

4. Hike at Beulah Bog
The Beulah Bog, located on Stringers Bridge Road, has been a designated State Natural Area since

1975. Visitors can travel along its hiking trail east to catch sight of its shallow bog lake, floating mud flats, tamarack forest and wet open moat.

5. Watch skydivers at East Troy Airport
Skydive Milwaukee, home of the historic Sky Knights Sport Parachute Club, has been training first jump students in East Troy for 50 years. The East Troy Airport, County Road L,

is the perfect spot to watch the action.

6. Ride your bike
Ride your bike to Mill Pond Park, 2265 Highway G, a small pond and walking path located south of the Village Square.
Or choose to bike to get where you are going instead of driving your car.

See 30 days, Page 5

Allan ICS named 2013's Business of the Year

Allan Integrated Control Systems, Inc. was named the 2013 Small Business of the Year by the Walworth County Economic Development Alliance.

The award, given out at WCEDA's annual meeting last November, recognizes businesses that demonstrate a commitment to the local community and a desire to grow in the region.

Allan ICS, owned by Ann and Ted Zess, designs and builds automated control systems for industrial as well as water and wastewater treatment applications throughout Illinois and Wisconsin.

Ted founded the engineering firm in 2004 after spinning off from a larger company. Ann became president of the company in 2004.

When the business first started, Allan ICS was based in New Berlin. Three years later, in 2007, the Zesses moved the company headquarters to their hometown East Troy.

"They make their customers' time in East Troy a memorable experience, and they recognize that spending locally helps contribute to the local economy," said Francine Pease, a former speech pathologist with the East Troy Community School District, when nominating Allan ICS for the award.

With a number of projects standing out in its portfolio, Allan ICS was also recognized for innovation and creativity. In 2011, Allan ICS updated the control system for Buckingham Fountain, the 84-year-old Chicago landmark.

"There are no two projects alike and their projects vary from designing and programming street lighting automation to temperature controls for the products at Miller Coors," said Pease.

The Zesses believe in giving back to the community they live and work in.

"Ann and Ted put a lot of emphasis on community involvement and volunteerism," said Pease. "In fact, I am awed by the hundreds of hours of physical and mental effort these two young people quietly spend in service to the community."

Ann has been a part of the East Troy Chamber of Commerce since 1997. She has been a Village Trustee since 2010, and is currently on the Citizens Bank of Mukwonago Board.

Ted, who serves on the East Troy School Board, has been the East Troy All Sports Booster Club President since 2011 and has been a member of the East Troy Economic Development Committee since 2010.

The Zesses' spirit of service is carried on through their company. Allan ICS is sponsoring the PatronumBots, East Troy's first robotics team, for the second year. Allan ICS has been an Executive Level Corporate Partner of the East Troy Chamber since the program's inception in 2009. The company also gives a \$1,000 technology scholarship to a graduating East Troy senior.

For more information, visit www.allan-ics.com.



VANESSA LENZ *Good Neighbors*

Owners Ted and Ann Zess (from left) accept 2013's Small Business of the Year Award for Allan Integrated Control Systems from DeWayne Egly, Walworth County Economic Development Alliance President.



We are the East Troy Education Foundation

**We help support a
partnership between our schools, parents,
businesses and the general community.**

The East Troy Education Foundation is beginning another successful year of service to East Troy area schools. Since it was formed in 1980, the East Troy Education Foundation (ETEF) has raised over \$100,000 in funds to provide innovative and enriching programs for students. The ETEF is a 501(c)(3) organization and is financially independent from the East Troy Community Schools, members of the foundation are Ruth Ann Wempe, president; Barbara Jeffries, vice president; Zoe Pilsch, treasurer; Tricia Harris, secretary and board members: Francine Pease, Chris Hinner, Jim Jackelch, Tracy Reynolds and Kim Zambie.

In the past, most grants were awarded to teachers to fund creative and innovative ideas which would positively affect the education of their students. However, the board is expanding its focus to support the efforts of students through the Francine L. Pease \$250 individual enrichment grants.

The foundation raises money through ongoing fundraisers such as Brides for Education and Love Lights and also welcomes gifts from corporations and individuals. This year a new fundraiser, East Troy Trojan license plate frames has been added.

For more information regarding the East Troy Education Foundation or to download a grant application, please visit the East Troy Community Schools web site at www.easttroykt2ad.net and click on the organization tab.

Recipients of the Francine L. Pease Student Grant: Michael Espal, Emma Harris, Nolan Dallas, Troy Antkowiak, DeAnne Pogreba, Brianna Fridley, Tyler Fridley

2013-2014 Individual School Grants: East Troy High School Choir, East Troy High School Art Mobile, East Troy High School Challenge Day, Doubek Elementary PBS Initiative, Prairie View Elementary PBS Initiative, St. Peter's School Pade, Prairie View Music Technology, PatronumBot Robotics, Doubek Elementary Choir's Chorus Project, East Troy High HUNCH Program



FIRST CITIZENS STATE BANK

EAST TROY OFFICE

- Genuine Customer Service
- Sound Ratings
- Stability You Can Rely On

2546 E. Main Street • P.O. Box 866
East Troy, WI 53120-0866

Phone: (262) 642-2530 • (800) 236-8766
Fax: (262) 642-7727

www.firstcitizenswi.com

New Member Profiles



PHOTO SUBMITTED Good Neighbors

All-age and all-skill level tinkerers interested in playing with technology are invited to join East Troy Computer Club members during monthly meetings at 2894 On Main.

East Troy Computer Club

The East Troy Computer Club is a community-driven group of all-age, all-skill level tinkerers interested in playing with technology. The group meets on a monthly basis over a variety of topics at 2894 On Main on the East Troy Village Square.

The club is young and still small enough that meetups tend to take on a roundtable discussion format. Attendees are encouraged to jump in on the conversation and show & tell their latest project or

challenge.

Each meetup will have a theme and loose agenda to guide the group. Some will be geared toward kids, or helping grandparents out with getting their email to work. Others, and likely most consistently, the group will consist of adults talking mostly about Internet and hardware technologies.

Find out more about the next meetup at etcc.io.



VANESSA LENZ Good Neighbors

Chamber board members Shannon Manske of Associated Bank (right) and Dennis Ackeret of East Troy Electric Railroad welcome Maggie Rogosienski, owner of East Troy Body Shop DBA Crossfit East Troy. East Troy Body Shop specializes in class-only fitness and is the only fitness center in Walworth County to offer CrossFit.

East Troy Body Shop DBA CrossFit East Troy

2920 Main St. • East Troy, WI 53120 • (262) 642-4244 • www.etbodyshop.com

Providing an unparalleled member experience, East Troy Body Shop aims to raise the bar in fitness classes, including CrossFit, yoga, Zumba, boxing and more. East Troy Body Shop also offers personal

training and revitalizing massage therapy. CrossFit East Troy offers CrossFit classes for both beginners and seasoned vets. Tour the new facility and experience fitness beyond the machines.

♦ Roofing ♦ Siding ♦ Windows ♦



♦ Remodeling ♦ Barns ♦ Single-Ply Roofs ♦

James R. Taylor
And Sons
3 Generations of Quality Work!
(262) 642-7970 ♦ Fully Insured ♦ Free Estimates

Michael Fields Agricultural Institute (MFAI) in East Troy 2014 Whole Farm Workshops

MFAI has been training beginning farmers and gardeners since 1984. We are revitalizing the culture of agriculture; we cultivate community feeding both the soul and the imagination. Celebrate 30 years with us in a place for lively discussion and learning by taking our workshops: Bee Keeping, Bee Habitat, Basks of Orchard Management, Grafting and Pruning Fruit Trees, Grant Writing, Seed Savings, Tractor Safety, Permaculture, Small Grains Production.

For a full list of workshops with dates and times and to register go to www.michaelfields.org, call 262 642 3303 ext 100, or contact Sandy sandrews@michaelfields.org

Michael Fields
Agricultural Institute,
W2493 County Road E5,
East Troy, WI, 53120

MICHAEL FIELDS
AGRICULTURAL INSTITUTE



To those we serve, thank you for your trust.

Dana Ryglewicz,
owner/director

Legacy
Funeral Services

642-5057

Pre-arrangement and
cremation services
also available.

2974 Main St., East Troy WI
legacyfuneralservices@gmail.com
www.legacyfuneralservices.com

**If you need eyewear right & fast,
we are Wisconsin's LARGEST
independent eyeglass store.**



- The largest selection of higher fashion & higher quality frames.
 - We make all lenses here as quickly as you need them.
 - 10 minutes east of Mukwonago, NE corner of Hwy. 36 & Main St., Waterford.
- Most insurance plans accepted.

"A little out of the way - quite a bit out of the ordinary"

THE RESPECTED NAME IN QUALITY SINCE 1948
Corner of Hwy. 36 & Main St., Waterford, WI

534-6090

www.flueggeoptical.com
HOURS: Mon.-Fri. 9-6, Sat. 9-1

Fluegge
OPTICAL



● **30 Days Continued from page 3**

7. Patronize a local restaurant
From the recently expanded The Grist Mill, 2645 Main St., to favorites like Ivan’s Unique Dining on the Square, 2087 Division St.; Roma’s Ristorante and Lounge, N8416 County Road ES; Wild Flour Bakery and Café, W2463 County Road ES; and Cousins Subs, 2541 E. Main St., to East Troy staples like J. Lauber’s Ice Cream Parlor, 2010 Church St., there are plenty of places to grab dinner or dessert nearby.

8. Take a garden tour
Stop in and tour the beautiful 2-plus acre organic and biodynamic Stella Gardens at Michael Fields Agricultural Institute, W2493 County Road ES.
Since 1997, the gardens have served as an outdoor classroom dedicated to training the next generation of young farmers, as well as those interested in learning about sustainable agriculture. For more information, visit www.michaelfields.org.

9. Picnic in the park.
The Price Park Conservancy consists of two miles of self-guided hiking trails located on Hodunk Road in the Town of LaFayette.
The trails run through the park and include panoramic views of Sugar Creek and wildflower areas in the uplands of the park, as well as other outstanding features of natural diversity. The park also has a parking lot, picnic shelter and public bathrooms.

10. Learn something new
The East Troy Parks and Recreation Department offers a wide range of programming this spring with kids’ classes like Tumble Time and T-ball. Adult offerings range from You & Your Digital Camera to Slow Cooker Creations to Basic Spanish for Adults.
Program brochures are available at the East Troy Municipal Building, 2015 Energy Drive, or at www.easttroy-wi.com.

11. Get moving
Work on your tennis game free of charge at the East Troy High School tennis courts, 3128 Graydon Ave.
The outdoor athletic amenities of the East Troy Community School District are open to the public when not in use for school purposes. In addition, there are baseball, softball, basketball, soccer, track and Frisbee golf outdoor facilities available.

12. Watch the sunset at Booth Lake Memorial Park
Watch the blaze of amazing color over Booth Lake Memorial Park, which is an ideal venue for watching the sun slowly sink into the west.
The 110-acre lake is home to a full beach/park facility and public boat launch, located at N8465 Townline Road. The season kicks off on Memorial Day weekend.

13. Play chess with a stranger

Break the ice with someone sitting at a nearby table at 2894 On Main by challenging them to a chess game. The café, owned by the Rohrer family, is currently serving items from its espresso and coffee bar menu and will soon introduce its café menu.
If you get turned down, it’s OK. Once you take a seat in the beautifully renovated historic site, you many never want to leave. For more information, visit www.2894onmain.com.

14. Try hot yoga
Crank up the heat on your yoga routine with a hot yoga class at East Troy Body Shop DBA CrossFit East Troy. The room is heated, allowing participants to warm up their muscles, enhance flexibility and help remove toxins from the body.
Visit www.etbodysshop.com for a complete class schedule.
The newly opened facility, located at 2920 Main St., offers a range of fitness classes, including CrossFit and ballet barre fitness.

15. Fill up on roadside BBQ
Take your pick of pulled pork, sliced brisket, pulled chicken or smoked sausages at LD’s BBQ, located inside BP in East Troy, 1880 County Road ES. Try the smoked meatloaf sandwich on Wednesdays.
The eatery is modeled after the roadside stands and mobile trailers popular in states like South Carolina and New Mexico.

16. Visit Wisconsin’s oldest operating inn and tavern
Refresh at East Troy House Historic Inn and Tavern, 2093 Division St. The oldest running inn and tavern in Wisconsin, owned by David and Reenie Allen, has been operating on the East Troy Village Square since 1842.

17. Read aloud
Bring the kiddos to the East Troy Lions Public Library, 3094 Graydon Ave., from 3 to 4 p.m. on the first and third Thursday of each month to read a poem, picture book or a book chapter to a Therapy Dog.
For more information or a complete list of library programs, call (262) 642-6262 or visit www.easttroy.lib.wi.us/easttroy.

18. Get involved
Share your time and talents. Consider delivering Meals on Wheels, volunteering as a youth coach or adviser or joining one of East Troy’s numerous service clubs and organizations.

19. Get outside
Spend the day at the Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., which features a grandstand, athletic field for baseball and other activities and skate park on the corner of West Street and Graydon Avenue.

20. Plan to ride the East Troy Electric Railroad
The East Troy Electric Railroad, 2002



SUBMITTED PHOTO *Good Neighbors*
East Troy’s newest café 2894 On Main was designed to be an easily accessible community hub, featuring a chess board, chalk message boards and a spot that welcomes meet ups for local groups like the East Troy Computer Club.

Church St., Wisconsin’s last original electric railroad line, is in its 107th year of operation.
Pick a day to experience a 10-mile trip through the Wisconsin countryside from East Troy to Mukwonago with regular weekend service May 3 through Nov. 2.
For a complete schedule and special events, visit www.easttroyrr.org.

21. Pick up the paper
Buy a local newspaper at East Troy Shell, 2526 Main St., and sit and read it the front window. Pair it with a snack or beverage from the convenience store’s huge selection.

22. Rise & Shine with the Lions
The East Troy Lions Club holds a pancake breakfast from 8-11 a.m. every third Sunday of the month at the Lions Lodge and Community Center, 2077 Division St.
Tickets are \$7 for adults, \$6 for seniors, \$5 for children 6-12 and free for children 5 and younger.

23. Join the Business Breakfast Club
The East Troy/Mukwonago area Business Breakfast Club meets regularly at JT Interiors and Red Door Café, 2887 E. Main St. For more information about the club, call Cindy at (262) 642-5211.
While you’re at Red Door, enjoy a coffee drink, hot soup or sandwich and fresh bakery.

24. Play BK Bingo
Play free senior BK Bingo at East Troy Burger King, 2511 Main St. on Mondays from 10 to 11 a.m. Small prizes will be awarded. For more information, call (262) 642-6255.

Sing your heart out
There are two local spots to live out your rock star dreams karaoke style.
Roma’s Ristorante and Lounge, N8414 County Road ES, features Friday night karaoke with KJ Stahl.
East Troy House, 2093 Division St., hosts karaoke every Saturday night from 9 p.m. until close.

26. Reorganize
Go through your closets and garage and weed out anything you haven’t used in the last two years.
Have a yard sale during the East Troy Chamber’s annual Corn and Brat Roast and Community-wide Rummage Sale during Memorial Day weekend, May 23-26.

27. Shop locally
Pick up a unique gift at one of East Troy’s local stores.

28. Spend time with the family
The East Troy Family and Community Resource Center, 3066 W. Main St., suite 108 in the Windfield Plaza, hosts family craft night every Monday night from 6-6:45 p.m.
Participants must pre-register for all events at 642-4900 or easttroyfamily@centurytel.net.

Also, don’t miss the Resource Center’s annual Community Easter Egg Hunt on Saturday, April 12 at 9 a.m. at Prairie View Elementary School.

29. Take a trip to Lulu Lake
Check out Lulu Lake, a state natural area located within two miles of the Village of East Troy.
Many of the natural communities protected at the site have been virtually eliminated from southeastern Wisconsin.
Lulu Lake can be accessed at the intersection of County Roads J and N in Troy Center, go east on J 1.1 miles to a parking area north of the road. Lulu Lake and the wetlands are best seen by canoe via the Mukwonago River or through the channel from Eagle Spring Lake.

30. Give back
Donations of all kinds are always needed at the East Troy Food Pantry, 2861 Austin St. Helping Hands of St. Peter’s Clothing Center, 1970 Beulah Ave., accepts donations of surplus clothing. For more information, call (262) 642-4357 or (262) 642-3389.

Crafts Fishing Library Sports/GymTime Brain Busters Swimming Crazy Olympics

Kids Camp Child Care
Because summer should be fun!
(262) 642-3202
St. Paul's

2665 North St, East Troy
Ages 3-12 • Sibling Discounts

Crafts Fishing Library Sports/GymTime Brain Busters Swimming Crazy Olympics

PAUL J. NYFFELER
CPA S.C.

Since 1987
TAX RETURN PREPARATION

- Complete Accounting Services
- Quickbooks Conversions & Training
- Bookkeeping & Payroll Services
- Personal, Business, & Trust Tax Preparation

The Bottom Line is Accuracy!

(262) 642-8700
paul@nyffelercpa.com
2481 Executive Drive • East Troy
Corner of Honey Creek Rd. & Executive Dr.

New owners reviving Snap Fitness East Troy

Snap Fitness East Troy, located at 2541 E. Main St., has changed owners, the first of many changes to come for the all-inclusive health facility.

Stacy and Chris Redel, residents of East Troy, bought the business late last fall with the goal of improving the health and wellness of their community.

"I recognized the shortcomings of the status quo and committed to making a difference for our community," said Stacy Redel, who was a former employee of Snap Fitness East Troy.

Stacy said she wants Snap Fitness to be the obvious choice for East Troy residents with a focus on cleanliness and user-friendliness.

"Improving the health of our community is in everyone's best interest," said Stacy. "We've done our best to blend our beliefs with the desires of our clients."

She said one of the most common requests had been, "Why doesn't Snap have a shower?"

"To this, and other questions, we want you to know, we are listening," the Redels said.

"For you, we've expanded the East Troy facility. The added space includes a beautiful bathroom with a large custom tile shower, allowing clients the flexibility to shower before starting or continuing their day."

Additionally, two areas of the expansion have been dedicated to clients interested in interactive fitness and specialty classes.

The Redels installed bamboo flooring in an 800-square-foot space dedicated for Zumba (a 60-minute Latin-inspired dance class), WERQ (a 60-minute hip-hop version of Zumba), yoga, Pilates and Piloxing (a 30-to-60-minute non-stop cardiovascular

fusion of Pilates and boxing).

An additional 600-square-foot space features impact-absorbing flooring and is dedicated for the mixed use of kickboxing, self-defense, TRX (which uses gravity and body weight to perform hundreds of various exercises), as well as Karate and Tae Kwon Do.

Snap also offers Kid Camp on Monday, Friday and Saturday night giving parents a chance to go shopping, a date night or special discount night out with participating local proprietors. The two-hour session is available with 24-hour notice and includes structured physical activities varying by week and by age. Limited space is available.

Join the Snap Fitness text club by texting J814 to 36000 and replying "yes."

For more information, call (262) 642-1645.



SUBMITTED PHOTO Good Neighbors

Snap Fitness East Troy recently expanded the health facility, located at 2541 E. Main St., adding a shower and two areas dedicated to interactive fitness and specialty classes, including this 800-square foot space used for Zumba, Pilates and Piloxing.

•Expo Continued from page 1

pulled pork, hot dogs, walking tacos, Elegant Farmer 4-inch pies, soda and water

- Pet Therapy Demonstration
- Cub Scouts Pack 92 Pinewood Derby (bring your car to race)

Registration forms are available at www.easttroywi.org.

For more information, call (262) 642-3770 or email vanessa@easttroywi.org.



If you go ...

What: East Troy Expo 2014

When: Saturday, March 29

Where: East Troy Middle School, 3143 Graydon Ave.

Info: (262) 642-3770 or www.easttroywi.org

Demo/presentations schedule

10:20 a.m.: Martin's Hardware-Rental & Pet- "DIY Home Improvement Projects"

10:40 a.m.: Christine Welcher, Michael Fields Agricultural Institute's Garden Manager - "Growing and Using Herbs"

11 a.m.: Belinda Abendschein of GardenMart in Mukwonago - "Enchanted Fairy Gardens"

11:20 a.m.: Cindy Knutson-Lycholat CGR, CAPS, CGP of Knutson Bros. II, LLC- "Improve a Home's Energy Efficiency"

11:40 a.m.: Andrea Clemens of Lovelight Flowers- "From Seed to Centerpiece - Learn how to create signature bouquets with all locally grown, seasonal flowers"

Noon: Ryan O'Leary of O'Leary Home Inspections- "Home Inspections Checklist"

SINCE 1967

Bartle

JEWELERS LLC

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

525 S. Rochester St.
Mukwonago, WI 53149
(262) 363-7617

WE BUY GOLD
On-Site Jewelry Repairs
Gold • Diamonds

The Heritage

Located at 3223 North St.
East Troy, WI 53129

**Immediate Opening
1 & 2 Bedrooms**

heritageeasttroy@oakbrookcorp.com

**East Troy's
Most Active
Luxury Senior
Independent
Living.**

Call Mary Ann Glowinski at
642-4800 for an appointment
or more information.

OVER 30 YEARS SERVING EAST TROY

The Law Offices of MILLS & BOEHM, LLP

James R. Mills - Gabrielle Boehm

Conveniently located off I-43 & Hwy. 83 in Mukwonago.

Probate & Real Estate

- Personal Injury • Criminal & Traffic •
- Real Estate • Divorce •

(262) 363-7311 • www.millsboehm.com

WISCONSIN OVEN CORPORATION

**America's
Broadest Range of
Industrial Ovens**

2675 Main Street, P.O. Box 873
East Troy, WI 53121
Phone: (262) 642-3938
Fax: (262) 363-4018
www.wisoven.com

— An Equal Opportunity Employer —

Roma's Ristorante & Lounge

EARLY BIRD SPECIAL

Everyday from 3-5:30pm
Half-price entrees
or
Any large 2-topping pizza for \$10

(Other restrictions
served or check
entrees and
daily specials)

East Troy

H O M E T O W N

P H A R M A C Y

EVERY DAY VITAMIN SALE
Premier Value Line — Buy One Get One FREE
(of equal or lesser value)

3284 MAIN ST. • EAST TROY, WI • 262-642-3510
Hours: Mon.-Thurs. 9 a.m. to 7 p.m. • Fri. 9 a.m. to 8 p.m. • Sat. 9 a.m. to 1 p.m. • Sun. Closed

<div>ACCOUNTANTS/FINANCIAL MANAGERS</div> <div><div>East Troy Tax Service LLC</div><div>(262) 362-3058</div><div>2068 Division St.</div><div>East Troy, WI 53120</div></div> <div><div>Edward Jones Investments</div><div>(262) 642-5717</div><div>2098 Church Street</div><div>East Troy, WI 53120</div></div> <div><div>KJ Tax & Accounting LLC</div><div>(262) 362-2930</div><div>501 Main St.</div><div>Mukwonago, WI 53149</div></div> <div><div>Paul J. Nyffeler, CPA, SC</div><div>(262) 642-8700</div><div>2481 Executive Drive</div><div>East Troy, WI 53120</div></div>	<div>2660 North Street</div> <div>East Troy, WI 53120</div> <div><div>Good Shepherd Lutheran Church and School</div><div>(262) 642-3310</div><div>1936 Emery Street</div><div>East Troy, WI 53120</div></div> <div><div>St. James United Methodist Church</div><div>(262) 642-7642</div><div>2945 Main St.</div><div>East Troy, WI 53120</div></div> <div><div>St. Paul’s Lutheran Church</div><div>(262) 642-3200</div><div>2665 North Street</div><div>East Troy, WI 53120</div></div> <div><div>Valley View Community Church</div><div>(262) 642-5392</div><div>2951 Union Street</div><div>East Troy, WI 53120</div></div>	<div><div>Aurora Health Center</div><div>(262) 642-2000</div><div>2483 Corporate Circle</div><div>East Troy, WI 53120</div></div> <div><div>Credence Counseling & Therapy Associates</div><div>262-723-3424</div><div>3066 W. Main Street</div><div>Suite 106</div><div>East Troy, WI 53120</div></div> <div><div>East Troy Acupuncture</div><div>(262) 642-4325</div><div>3278 W. Main Street, Suite D</div><div>East Troy, WI 53120</div></div> <div><div>East Troy Body Shop DBA CrossFit EastTroy</div><div>(262) 642-4244</div><div>2920 Main St.</div><div>East Troy, WI 53120</div></div> <div><div>East Troy Family Dental Center</div><div>(262) 642-5695</div><div>2481 Executive Drive</div><div>East Troy, WI 53120</div></div> <div><div>East Troy Hometown Pharmacy</div><div>(262) 642-3510</div><div>3284 Main St.</div><div>East Troy, WI 53120</div></div> <div><div>East Troy Manor</div><div>(262) 642-3995</div><div>3271 North Street</div><div>East Troy, WI 53120</div></div> <div><div>Fitness Mission</div><div>262-642-9640</div><div>2111 Lenck Ave</div><div>East Troy, WI 53120</div></div> <div><div>Home Care Network</div><div>(262) 248-0457</div><div>612 Wells Street, Suite H</div><div>Lake Geneva, WI 53147</div></div> <div><div>Koskinen Eye Clinic</div><div>(262) 642-9719</div><div>3278B Main Street</div><div>East Troy, WI 53120</div></div> <div><div>ProHealth Care D.N. Greenwald Center in Mukwonago*</div><div>(262) 928-1900</div><div>240 Maple Avenue</div><div>Mukwonago, WI 53149</div></div> <div><div>Snap Fitness East Troy</div><div>262-642-1645</div><div>2541 E Main St</div><div>East Troy, WI 53120</div></div> <div><div>Sullivan Chiropractic</div><div>(262) 642-7404</div><div>3161 Main Street</div><div>East Troy, WI 53120</div></div> <div><div>Wanezek Family Dentistry S.C.</div><div>(262) 642-5881</div><div>3278A W. Main Street</div><div>East Troy, WI 53120</div></div> <div><div>Wisconsin Spinal Rehabilitation Center, S.C.</div><div>(262) 642-4100</div><div>3224 W. Main Street, Suite E</div><div>East Troy, WI 53120</div></div>	<div><div>Wisconsin Oven Corporation*</div><div>(262) 642-3938</div><div>2675 E. Main Street</div><div>East Troy, WI 53120</div></div> <div><div>Wisconsin Oven Distributors, LLC</div><div>(262) 594-3941</div><div>W355 S9075 Godfrey Lane</div><div>Eagle, WI 53119</div></div>
---	--	--	--

INSURANCE AGENCIES

American Family Insurance - David Scurek Agency

(262) 642-3911

3238 Main St., Unit C

East Troy, WI 53120

Benefit Concepts, Inc.

(262) 495-8283

W5689 Tamarack Trail

Whitewater, WI 53190

Joan I. Palmer Insurance Agency, Inc.

(262) 642-2038

2104 Church St.

East Troy, WI 53120

Johannesen-Farrar, Inc.

(262) 728-2631

512 E. Walworth Avenue

Delavan, WI 53115

INTERIOR DESIGN

JT Interiors & Red Door Cafe

(262) 642-2262

2887 E. Main Street

East Troy, WI 53120

LODGING & CAMPGROUNDS

Alpine Valley Resort Inc.

(262) 642-7374

W2501 Highway D

Elkhorn, WI 53121

Camp Dewan

(262) 642-9797

N6360 Church Road

Burlington, WI 53105

Country Inn & Suites*

(262) 642-2100

2921 O’Leary Lane

East Troy, WI 53120

Hampton Inn

(262) 743-2360

40 W. Hidden Trail

Elkhorn, WI 53121

Pickwick Inn Bed & Breakfast

(262) 642-5529

2966 Union Street

East Troy, WI 53120

Snug Harbor Inn

(608) 883-6999

W7772-2C Wisconsin Parkway

Delavan, WI 53115

MEDIA

CSI Media, LLC

(262) 728-3424

120 Wright Street

Delavan, WI 53115

Mukwonago Publications

(262) 363-4045

111 N. Rochester St., Unit 3

Mukwonago, WI 53149

Southern Lakes Newspapers-East Troy

(262) 728-3411

1102 Ann St.

Delavan, WI 531115

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

(262) 728-8865

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 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 Gridiron Club

(414) 750-5891

P.O. Box 617

East Troy, WI 53120

East Troy Lioness Club

(262) 642-5245

P.O. Box 563

East Troy, WI 53120

East Troy Lions Club

(262) 642-5245

2077 Division Street

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.

(262) 723-5788

203 E. Walworth St.

Elkhorn, WI 53121

Friends of LaFayette Church

(262) 554-5499

W3465 Church Rd./Highway ES

Elkhorn, WI 53121

Friends of the East Troy Airport, Inc.

(262) 391-5177

W317 S6698 Schnitzler Road

Mukwonago, WI 53149

Friends of the ET Lions Public Library

(262) 642-6262

3094 Graydon Avenue

East Troy, WI 53120

GFWC-Woman’s Club of East Troy

(262) 642-2326

P.O. Box 474

East Troy, WI 53120

Kiwanis Club of Greater East Troy, Wisconsin

(262) 642-3380

3223 North St., Suite A

East Troy, WI 53120

Knights of Columbus 4579

(262) 642-9762

East Troy, WI 53120

Oak Ridge Cemetery 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

(262) 642-3484

Legion Hall - 2870 School St.

East Troy, WI 53120

Walworth County Visitors Bureau

(262) 728-6000

Travel Information Center

2375 East Geneva Street

Delavan, WI 53115

Square Side Continued from page 1

Price has a day job in marketing, but has had a love for fashion for as long as she can remember.

"Something I've always wanted to do is have a boutique. I feel with the economy the way it was that a resale and consignment shop was a good fit for the

community," Price said.

She opened her store in 2009 at 2096 Church St. in the Grand Theater and Professional Building and has since turned it into an East Troy destination.

The store specializes in trendy, gently used name-brand apparel, handbags and

shoes, along with a complete line of new accessories.

Price recently began offering the line Square Side Boutique Accessories to Go, allowing people to purchase her jewelry, scarves and sunglasses at parties and events.

With Square Side's growing popularity, Price knew it meant the resale shop had to find a new space in order to allow for expansion.

When the building on the northeast corner of the East Troy Village Square became available, Price said it was perfect.

"It was important to remain on the square," she said.

Her family also has ties to the space. Her father-in-law Bernie Price once ran a bulk oil plant at the same location.

"I felt like we were part of it," Price said.

Shortly after renting out the front of the building, Price and her family members, including husband Bill, got to work transforming the interior into something she had



VANESSA LENZ Good Neighbors

Above: Diane Roellich of Milwaukee searches for the perfect outfit at Square Side Resale and Consignment Boutique located on the East Troy Village Square. Far right: The popular resale shop recently expanded to the northeast corner of the square, offering customers the chance to buy and sell name-brand gently worn clothing in a boutique-inspired store.

People helping people... That's what we do.

East Troy Locations

Inside Frank's Piggly Wiggly
3238 W. Main Street
262.642.6700

East Brook Plaza
2541 E. Main Street
262.642.8456

Additional offices located in Big Bend, Eagle, Geneseo, Mukwonago, Mukwonago, New Berlin, Verona and Waukegan

CITIZENS BANK
OF MUKWONAGO



WWW.CITIZENBANK.COM



dreamed about for years.

They created more displays to show off the latest fashions, a fitting room and a larger back room to prepare items for consignment.

The redesigned space, laid out like a boutique, gives Square Side exactly what it needed, according to Price.

Price based the bright color scheme on a pair of chairs she fell in love with that now sit outside the fitting room.

She said the move to the 800-square foot space was made possible thanks to a strong customer base that spans all over southeastern Wisconsin and northern Illinois.

A treasure trove

The shop primarily sells women's clothing, but also has a children's section.

Price said her customers love that they can put together an outfit for a fraction of the cost they would pay if buying it new.

"Some are true consignment shoppers and some are just loyal to our shop," said Price. "It's a treasure hunt for some."

In addition to the customers who enjoy the experience of hunting for the perfect piece, Price also sees locals who like that they don't have to go out of town to shop.

Price said her staff works to make people feel good about their buys with a bit of retail therapy involved.

She said one of the biggest draws to Square Side is that she offers quality clothing, giving shoppers new fashions at low prices.

In order to do so, Price remains very selective in the items she chooses to consign, focusing on brand name clothing lines and styles that are no more than two years old.

Many of Square Side's consignors, bringing things in from places ranging from Milwaukee to Chicago to

Middleton to Whitewater, are also shoppers.

"I get clothes from people from all over," Price said.

Square Side is currently accepting spring and summer items from the last two years.

"I want to stay really current with fashion trends to offer people what they want," Price said.

Price said she has been well received since opening the new store.

"My customers have said nothing but good things," she said.

New hours are Tuesday, 10 a.m. to 5 p.m.; Wednesday, 10 a.m. to 7 p.m.; Thursday 10 a.m. to 7 p.m.; Friday 10 a.m. to 5 p.m.; Saturday 10 a.m. to 4 p.m. and Sunday 11 a.m. to 3 p.m.

Price will be posting new items as they come in on Square Side Boutique's Facebook page.

For more information, call the store's new number (262) 215-3736.

Mealy Funeral Home

Family Owned & Operated Since 1923

Serving Waterford and Surrounding Communities with Care and Compassion



John E. Kojis

**Third Generation Owner
Licensed Funeral Director**

**Traditional Services *Cremation Services*

**Pre-Need Specialists *Serving All Faiths*

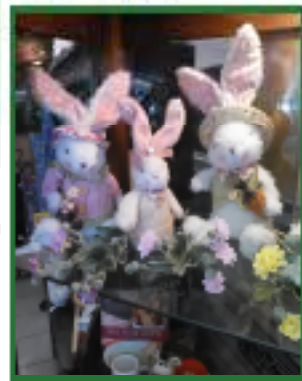
225 West Main St. Waterford, WI 53185

(262) 534-2233 www.mealyfuneralhome.com

OPEN 24 HOURS - 365 DAYS A YEAR



- Beautiful Home Decor
- Unique Gift Ideas
- Over 200 Wine Labels
- Sports Stuff & Kids Toys



- Ice Cold Beer, Wine & Liquor
- Plate Renewals, Live Bait
- DNR Licensing, DOT License

East Troy Shell

Gifts & More!



Off Hwy. 43 & 20 - 2526 E. Main St., East Troy

(262) 642-4624



\$5 OFF

Any Purchase in Our
Gift Shop of \$30 or More
Coupon not valid on gasoline, cigarettes,
alcohol, lottery or any c-store merchandise

East Troy Shell Expires 5/31/14

\$10 OFF

Any Purchase in Our
Gift Shop of \$50 or More
Coupon not valid on gasoline, cigarettes,
alcohol, lottery or any c-store merchandise

East Troy Shell Expires 5/31/14