

# Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

WWW.EASTTROYWI.ORG

MAY 2014

VOLUME 25, EDITION 2



Farm-fresh goodness

Check out this season's vendors at the East Troy Farmers Market. -p.3



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## Spend **SUMMER** in East Troy

By Vanessa Lenz ~ EAST TROY CHAMBER EXECUTIVE DIRECTOR

**P**lotting a season of fun in East Troy has just gotten easier. From the best places to swim to the events to remember to the most relaxing space to picnic, the following are summer's best diversions to help make every moment count until Labor Day.

### RIDE THE RAILS

The East Troy Electric Railroad, Wisconsin's last original electric railroad line, is celebrating its 107th year of operation. The railroad runs from East Troy to Mukwonago with regular weekend service through Nov. 2. Friday trains will run June 13 through Aug. 29.

A variety of antique trolleys and interurban coaches that once whisked passengers from major cities to surrounding towns and nearby summer retreats will be featured during the season. Fares are \$12.50 for adults, \$10.50 for seniors and \$8 for youth 3-11.

Children younger than 3 ride for free.

The railroad returns its award-winning dinner train aboard the only interurban electric railroad car in North America. The two-hour excursion offers a gourmet four-course meal and a full cash bar overlooking Phantom Lake on June 14, Sept. 13, Sept. 27, Oct. 11, Oct. 18 and Oct. 25.

This year, the railroad will expand its pizza train schedule allowing more rail fans the opportunity to dine aboard former coaches of the Chicago South Shore & South Bend Railroad. The family-friendly pizza train will ride the rails June 21, July 12, Aug. 9, Aug. 23 and Oct. 4.

For a complete summer schedule, visit [www.easttroyrr.org](http://www.easttroyrr.org).

### SEE AN OUTDOOR SHOW

Alpine Valley Music Theatre, one of the largest outdoor amphitheatres in the country, gives fans the chance to see star-studded bands while surrounded by its signature hills. The concert venue has announced three shows for its 2014 summer schedule.

• see *summer* page 4

Soren Koskinen eats the first sweet corn of the season, hot and buttered, at last year's Chamber Corn & Brat Roast. The event will return Memorial Day Weekend, May 24-26.

## 2894 on Main named Business of the Year

2894 on Main has been named the 2014 Business of the Year by the East Troy Area Chamber of Commerce.

The Business of the Year Award recognizes business growth, community involvement and innovative efforts in the East Troy area.

"2894 on Main, owned by the Rohrer family, exemplifies entrepreneurship and dedication to the community," said Vanessa Lenz, East Troy Chamber Executive Director.

Members of the Rohrer family accepted the award at the Chamber's annual meeting and awards dinner on March 12 at Alpine Valley Resort.

Following an impressive nearly two-year renovation of the historic building on the northwest corner of the village square, the family-run business has continued to move East Troy forward.

The Rohrer family began inspiring locals shortly after purchasing the three-story building in 2011, breathing new life into a vacant part of East Troy's downtown. The family got involved right away as Corporate Partners of the East Troy Area Chamber of Commerce with a representative on the Chamber Board of Directors.

The Rohrers opened the doors to their beautiful café on Labor Day of

• see *2894 on Main* page 5

## New CrossFit gym celebrates fitness, community

By Vanessa Lenz  
EAST TROY CHAMBER  
EXECUTIVE DIRECTOR

Maggie Rogosienski, owner of East Troy Body Shop dba CrossFit East Troy, has something to share: barbell-and-burpee heavy WODs (Workout of the Day) are not out of your fitness range.

Contrary to popular belief, she said the majority of the people who walk through her gym doors are not insanely fit. In fact, a lot of members had never really worked out before.

Although CrossFit is known for its high intensity and pushing the limit, Rogosienski encourages anyone to give the fitness program a try.

"CrossFit is for everyone. Whether you are an Olympic athlete or someone who has never exercised in your life, this is for you," she said. "Please don't feel like you have to 'get into shape' in order to do this. Leave that to CrossFit."

She said the demanding workouts can be scaled for anyone regardless of age or physical ability.

"With CrossFit, you have the elite athlete and Joe Schmo couch potato in the same room, doing the exact same workout, but the only difference is the intensity they are doing those exercises at," she said. "They are going to complete it together and cheer each other on."

Rogosienski opened her gym at

2920 Main St. last fall aiming to help her clients meet their fitness goals no matter what their age or fitness level.

East Troy Body Shop was the first of its kind to pop up in Walworth County.

CrossFit, a fairly new workout, has grown steadily since former gymnastics coach Greg Glassman started it in 2000 with currently about 9,000 gyms worldwide.

Rogosienski said if you search for information on the fitness regimen online, most of the stories and videos you find will be about competitive CrossFitters.

The certified personal trainer and CrossFit trainer, has taken a different route with her gym and has focused on making the exercise program a part of her clients' every day life. She said CrossFit workouts are designed to make you stronger everywhere you go, not just in the gym.

Rogosienski became a personal trainer seven years ago while living in North Carolina. After falling in love with the line of work, she ditched her plans to go to medical school and returned to her home state of Wisconsin to pursue a new fitness dream.

"One of the things I wanted to do as a doctor was change people's lives for the better and this was showing me almost immediate results," she said.

• see *CrossFit* page 5

### The CrossFit lingo lowdown

CrossFit has captured the attention of the fitness world. Here's some of the most popular lingo so you have a heads up when you walk into the gym.

**Box:** A CrossFit gym with only the equipment necessary for the fitness regimen

**Box Jump:** An exercise where you jump onto and down from an elevated platform

**Burpees:** Starting from standing, athletes bend down and plant their hands, kick back into a plank position, and perform a push-up. The legs are then brought back in, and the movement culminates with a slight jump up

**WODs:** Workout of the Day – can be as short as eight minutes or as long as 45 minutes



PHOTO SUBMITTED Good Neighbors

Two members of East Troy Body Shop dba CrossFit East Troy focus on technique as they complete the seated medicine ball throw during a Workout of the Day.

## Cycling Classic returns

The largest competitive cycling event in the United States, the Tour of America's Dairyland, will make a stop in East Troy as a part of the 11-day series on Friday, June 20.

The East Troy Cycling Classic begins at 11 a.m. with eight hours of high-energy professional cycling around the Historic Village Square and nearby streets.

The Brewers Famous Racing Sausages will make an appearance at this year's event from 3:30 to 4:30 p.m.

East Troy returns to its spot on the second day of the tour, which kicks off in Shorewood on June 19 and concludes in East Tosa on June 29.

The East Troy race start and finish will be outside the East Troy Area Chamber of Commerce office, 2096 Church St. The cyclists will ride laps around the half-mile course between 11 a.m. and 7:30 p.m.

• see *cycling classic* page 2



# Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce



## EAST TROY AREA CHAMBER OF COMMERCE

Vanessa Lenz .....Executive Director

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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

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## • cycling classic from front page

The race will shut down streets on the course, but local businesses will remain open. Admission is free and spectators may watch the races anywhere on the racecourse, including on the square where vendors will offer a variety of food items and beer, soda and water. A raffle will be held to win a Trek bike from Won-A-Go Biking in Mukwonago. Tickets will be sold at the Chamber office and local businesses prior to and the day of the race for \$5 each. The title sponsor for the East Troy Cycling Classic is the Dennis and Janice Klumb Family Foundation. The East Troy Area Chamber

of Commerce serves as the local host, with funding for the balance of the fees donated by other local and regional sponsors. **Kids Fun Races** The Tour de Square Kids Fun Races will give children (ages 11 and younger) the chance to compete like the pros as they pedal their two, three or four wheel bikes fast and furiously toward the finish line. The first race starts at 5:30 p.m. All racers must meet at the East Troy Village Municipal Parking Lot, on the corner of Church and Austin streets, by 5:15 p.m. For registration and details, visit [www.easttroywi.org](http://www.easttroywi.org).

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# East Troy Farmers Market returns on Fridays

Now in its sixth year, the East Troy Farmers Market will open up shop on May 23. The market will continue on Fridays through Oct. 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. The market will feature about 15 vendors

selling homegrown and local produce, specialty items, meats, baked goods and crafts. The event will also include live music and activities each week. For a complete lineup, visit [www.easttroywi.org](http://www.easttroywi.org).

Vendors are still being accepted. 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](mailto:vanessa@easttroywi.org).

## Get to know... Our 2014 featured vendors

### HEALEY'S WHOLESOME HAVEN

W1838 St. Peter's Road,  
East Troy, WI  
(262) 642-3677  
The Healey family started their business 25 years ago, determined not to use chemicals or pesticides on their 42-acre property. The farm features 25 acres of pastureland, which the Healeys have used to raise beef cattle for the past eight years. "Our motto is to raise things the way God intended, simply and wholesomely," owner Sue Healey said.

**Don't miss market items:** Grassfed beef (beef sticks, misc. steaks); chemical free seasonal produce and baked goods using items from the farm

### MICHAEL FIELDS AGRICULTURAL INSTITUTE

W2493 County Road ES  
East Troy, WI 53120  
(262) 642-3303  
[www.michaelfields.org](http://www.michaelfields.org)

The Gardens at Michael Fields is a 4-plus acre certified organic and biodynamic farm located at Michael Fields Agricultural Institute. The beautiful gardens were established in 1984 as a place where communities could come together to lead discussions on preserving and improving the quality of farms and soils.

**Don't miss market items:** fresh, seasonal, organic veggies, fruits, herbs and possible canned items

### NINA'S DAIRY GOATS

13502 E. Rye Road  
Avalon, WI 53505  
(608) 225-5095  
Nina's Dairy Goats is known for its natural goat milk soap, lotion butter and beeswax lip balm. Nina's hand milled soaps come in 30-plus varieties and many shapes and are good moisturizers.

"After an allergic reaction a friend gave me some goat milk soap. It was the only thing that I found to help with itching, cracking, and redness," said owner Dixie Johnson.

**Don't miss market items:** Natural goat milk soap, lotion butter, beeswax lip balm, 100 percent soy candles, maple syrup, Farmer John cheese, crocheted dishcloths, scrubbies, purses and towels

### PHEASANT RUN

East Troy, WI  
[jteffer@wi.rr.com](mailto:jteffer@wi.rr.com)  
Partners in life and in business, Julie Darrough and Jennifer Teffer opened Pheasant Run six years ago to sell their art. It didn't take long for the brains of the operation (Julie) to realize that food sells better than art. That's when the subsidiary, Finger-Licker Foods was born. Unfortunately, Julie passed away in 2012 due to complications of breast cancer, however, her spirit and creative energy live on as Jennifer continues operating their business.

Product offerings have changed over the years, but Pheasant Run continues to sell high quality foods, environmentally friendly soaps and fun.

**Don't miss market items:** Wild Rice, planted by Mother Nature and harvested by hand; 100 percent pure maple syrup; 100 percent pure honey and natural meats from East Troy neighbors; greeting cards, whimsical garden art, and toys like Dig Kits created using "B grade" fossils

### SOOTHING ESSENTIALS

Genoa City, WI 53128  
262-758-0016  
[soothingessentials0@gmail.com](mailto:soothingessentials0@gmail.com)

Soothing Essentials only uses ingredients found in nature.

"We respect Mother Earth and you, our customer, and that is why we do not put any additives or fillers in our products," said owner Liz Hall.

**Don't miss market items:** Homemade Body Balm and Sugar Scrubs

### V&K HONEY

W254 S10720 Hunters Run  
Mukwonago, WI  
(262) 993-2483  
[pradosevich@gmail.com](mailto:pradosevich@gmail.com)

V&K Honey offers fresh, local, raw honey with no processing and no additives. The honey is harvested from local beehives.

Owner Paul Radosevich began beekeeping out of a desire for better pollination in his home vegetable garden.

"I spent a summer working with an experienced beekeeper, which led to the desire to pursue beekeeping," he said. The



Healey's Wholesome Haven



Michael Fields Agricultural Institute



Nina's Dairy Goats

name V&K came from the first initials of his children and helpers, Viktor and Katerina.

**Don't miss market items:** raw local honey, candles, beeswax, cut comb squares

### WILD FLOUR BAKERY

W2463 County Road ES, East Troy, WI 53120  
(262) 642-1816, [www.wildflour.net](http://www.wildflour.net)

Since 1996 Wild Flour has been baking breads from traditionally European recipes. Its breads do not contain any fats/oils, sugar, eggs, dairy, or preservatives.

The bakery and café is open Monday through Friday from 6:30 a.m. to 6 p.m., Saturday from 7:30 a.m. to 4 p.m. and Sunday from 8 a.m. to 2 p.m.

**Don't miss market items:** bread, rolls, muffins, pastries, cookies, toast and brittle



Pheasant Run



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• **summer** from front page

Wiz Khalifa will headline the Under the Influence of Music Tour at Alpine on Saturday, Aug. 9. The tour, now in its third year, will feature Tyga, Ty Dolla \$ign, Mack Wilds, Rich Homie Quan, Jamsu!, Sage the Gemini and DJ Drama.

Legendary rockers KISS and Def Leppard stop at Alpine Valley Friday, Aug. 15 at 7 p.m. as part of their 42-city tour.

Jimmy Buffett and the Coral Reefer Band will return to Alpine Valley on Saturday, Aug. 23 at 8 p.m. The East Troy stop is part of Buffett's 2014 tour, promoting his album "Songs from St. Somewhere." Tickets for Alpine shows can be purchased at livenation.com.

**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.

**GO FISHING**

There are several popular fishing spots in the area. With limited exceptions, a Wisconsin fishing license is required for Wisconsin residents and non-residents ages 16 and older. Suggested fishing locations include:

- East Troy Lake, located on Church Street, features a well-known fishing hole on an accessible pier.
- Lake Beulah, the largest lake in East Troy, is a favorite for local anglers. The public boat access site to Lake Beulah is located on Wilmer's Landing in the Town of East Troy.

**HIT THE BEACH**

Ring in summer the old-fashioned way with a trip to your local beach. Booth Lake Memorial Park will kick off its 91st season on Memorial Day weekend. The 110-acre Booth Lake is home to a full beach/park facility and public boat launch, located at N8465 Townline Road. A season pass for residents/property owners

in the Village of East Troy, Town of East Troy and Town of Troy is \$25 per household. Daily wristbands can be purchased for \$2. Memorial Park will remain open seven days a week from 9 a.m. to 9 p.m. until Labor Day weekend. For more information, call (262) 642-5046.

**FUEL YOUR LOVE OF CLASSIC CARS**

Every Saturday evening during the summer, Gus's Drive-In, 3131 Main St., transforms into a cruise night hot spot attracting car lovers from all over the region and local customers who can enjoy the vehicles, music and drive-in menu. The destination restaurant serves up the classics like burgers, shakes, Chicago dogs, frozen custard and more. For more information, call (262) 642-2929 or visit [www.gussdrivein.com](http://www.gussdrivein.com).

**SPEND THURSDAY NIGHTS ON THE SQUARE**

The East Troy Community Band presents free concerts on the historic Village Square on Thursday nights in the summer. 2014 performances by the East Troy Community Band are set for June 19, July 3, July 17 and July 31. Guest groups will perform on June 26, July 10 and July 24. All concerts start at 7:30 p.m. Attendees should bring their own lawn chairs. For more information, visit [www.etband.com](http://www.etband.com)

**ATTEND THE MEMORIAL DAY CORN ROAST/RUMMAGE**

The East Troy Area Chamber of Commerce's 38th annual Corn & Brat Roast will return on Memorial Day weekend, May 24-26. Roasted sweet corn, brats, hot dogs, burgers, soda and beer, as well as live entertainment will lure people to the Village Square on Saturday and Sunday, from 11 a.m. to 6 p.m. and Monday, from 11 a.m. to 5 p.m.

The weekend events also include the Chamber's 23rd annual Community-Wide Rummage Sale on Saturday and Sunday from 9 a.m. to 4 p.m. Goodwill will provide a truck to collect leftover rummage sale items and other contributions from the community on Sunday, May 25 from 10 a.m. to 4 p.m. in front of

Martin's Hardware-Rental & Pet, located at 3288 Main St. For a listing of the 50-plus rummage sales, visit [www.easttroywi.org](http://www.easttroywi.org).

**GET CRAFTY**

The GFWC Woman's Club of East Troy will host its annual Arts & Crafts Fair from 8 a.m. to 4 p.m. on Saturday, June 14, on the East Troy Village Square. The event will feature fresh homemade bakery, famous barbecue and hot dog plates, along with many new and talented art and craft vendors. For more information, call (262) 642-2326.

**WELCOME THE MADISON SCOUTS**

The Madison Scouts Drum and Bugle Corps, a Drum Corps International World Class performance ensemble, will present a community concert at 8 p.m. on Wednesday, June 18 at the East Troy High School football field, 3128 Graydon Ave. The corps will perform their show featuring the music of Stan Kenton and Don Ellis. Admission is free. Concessions will be available. For more information, visit [www.madisonscouts.org](http://www.madisonscouts.org).

**SHARE YOUR LOVE OF CHEESE**

The Elegant Farmer, on the corner of highways ES and J, will host its Wisconsin Blue Ribbon Cheese Fest, featuring award-winning cheeses from 11 a.m. to 3 p.m. Saturday and Sunday, June 28-29. Straight from the state fair, come taste the best of Wisconsin's finely crafted Grand Champion and Blue Ribbon award-winning artisan and specialty cheeses, Aug. 30, 31 and Sept. 1 at The Elegant Farmer. Unique varieties, sampling and special pricing will be offered 11 a.m. to 3 p.m. each day. For more information, visit [www.elegantfarmer.com](http://www.elegantfarmer.com).

**ATTEND AN OLD FASHIONED FARM FAIR**

The Elegant Farmer, on the corner of highways ES and J, will host an Old Fashioned Farm Fair from 11 a.m. to 3 p.m. on Saturday and Sunday, July 19-20. Kids can play games like clothespin in a bottle, needle in a haystack or participate in the ever-popular pie-eating contest. Enjoy the

fair's farm-fresh roasted corn, grilled brats and hot dogs, ice cream in hand rolled waffle cones, caramel corn and much more. For more information, visit [www.elegantfarmer.com](http://www.elegantfarmer.com).

**CELEBRATE THE FOURTH EAST TROY-STYLE**

The East Troy Lions Club will hold its annual Fourth of July Celebration Thursday, July 3 through Sunday, July 6 at the Amusement Park, 3090 Graydon Ave., with a carnival on the midway, beer tent featuring live music daily and multiple food stands all four days. The Lions and Kettle Moraine Classic Car Club will host a car show on Saturday, July 5 from 9 a.m. to 2 p.m. at East Troy Middle School, 3143 Graydon Ave. For details, call (920) 563-4003. Fireworks are scheduled for Saturday, July 5 at dark. The Kiddie Parade, truck and tractor pulls, and softball tournament are also set for Saturday. The parade will start at 1 p.m. on Sunday, July 6. For more information, call (262) 366-1765.

**DISCOVER FUN IN FLIGHT**

The Friends of the East Troy Airport will host its annual Open House on Sunday, July 20 from 7 a.m. to 3 p.m. at East Troy Municipal Airport, County Road L. Open house activities include airplane and helicopter rides, vintage, home-built and Warbird aircraft, plus antique and classic cars. A pancake breakfast will be served from 7 a.m. to 1 p.m. Admission is free. Tickets to the pancake breakfast are \$7 for adults and \$4 for children 8 and younger. For more information, call (262) 391-5177.

**ENJOY THE KNIGHTS CORN & BRAT ROAST**

The Knights of Columbus will host a Corn & Brat Roast, July 25-27, Friday from 4 to 8 p.m., Saturday and Saturday and Sunday from 10 a.m. to 6 p.m. on the East Troy Village Square. The event will feature brats, hamburgers, roasted sweet corn and live music. For more information, call (262) 642-5198.



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262.642.8456

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• **2894 on Main** from front page 2013 and are now beginning to offer local and organic foods and unique back-to-the-basic items.

#### Volunteer of the Year

Ann Zess was recognized as the Chamber's 2014 Volunteer of the Year for her valuable and selfless commitment to the Chamber.

Zess has given her time and talents to the chamber since the 90s. She's been on the Chamber Board for a number of years serving as secretary and treasurer, and numerous other committees, as well as chairing the Corn and Brat Roast event for a decade. Right now, she officially serves on the East Troy Cycling Classic Committee, but there wasn't a Chamber event that she didn't help with last year.

Zess is no stranger to giving back to other causes. She's been on the Village of East Troy Board since 2010, and is currently the President of the East Troy Public Library Board. She is also on the Citizens Bank of Mukwonago Board.

#### Good Neighbor Award

The East Troy Family and Community Resource Center was recognized with the Chamber's first Good Neighbor Award. The Resource Center stood out for its dedication to the entire community, enhancing the lives of the children and families who live in East Troy.

The non-profit organization was founded in 2002 and partners with schools, businesses and the community to provide outstanding programming, including weekly family activity nights, play groups and preschool classes.

The Resource Center hosts community staples like its annual Easter Egg Hunt. The organization also runs a homework club program for students and offers Education Nights.



**Above: 2894 on Main, represented by (from left) Zak and Ellie Griffa and Kayleen Rohrer, was named the Chamber's 2014 Business of the Year. Right: Ann Zess of Allan Integrated Control Systems received the Volunteer of the Year title. Below: East Troy Chamber president DeAnne Conrad of Citizens Bank of Mukwonago (left) presents the East Troy Family and Community Resource Center, represented by Director Marolyn Komperud, with the 2014 Good Neighbor Award.**



JAMIE ROHRER PHOTOS  
Good Neighbors



VANESSA LENZ Good Neighbors

**Maggie Rogosienski, owner of East Troy Body Shop DBA CrossFit East Troy, and her crew celebrate after completing a WOD (Workout of the Day).**

#### • CrossFit from front page

Rogosienski was introduced to CrossFit in 2012 and instantly fell in love with it.

"You can get in and out of the gym in an hour. The workouts are right there for you and you leave feeling like you don't need to do anymore. Plus I was seeing amazing changes," she said.

Rogosienski had just had her son and said CrossFit rapidly changed her body back to where it was.

Rogosienski, who has played sports since she could walk and has competed in marathons, said the workout allowed her to combine her cardio with strength training in ways she never thought possible. Her hobby quickly became her business and she now leads CrossFit training workouts seven days a week.

Rogosienski said the timing and location were right to open a CrossFit gym in East Troy. Her husband Jeremy's father owned the former 6,000-square-foot machine shop, which had been vacant for two years.

The first thing you notice about the gym is that it's unlike most others.

There are no mirrors, no machines and a minimal amount of equipment. What you will find is Olympic barbells, platforms plyo boxes, kettle bells and other items coaches say are necessary to make CrossFit workouts fun.

Members complete workouts that change daily ranging from high-intensity interval training to gymnastics-driven exercises to Olympic weightlifting to other exercises.

East Troy Body Shop keeps small coach to

client ratios so coaches can ensure proper form and technique.

#### A fitness family

CrossFit isn't just a workout, but a program that nurtures close-knit communities.

"You don't walk in, stick earbuds in your ear, head to your machine, stare at that for an hour, turn around and leave and never have a conversation with anybody," Rogosienski said. "There are friendships that are born from the second you join."

This is because CrossFitters always work out in groups.

At any given time, applause can be heard throughout the facility as members chip away at a multitude of reps. Rogosienski also keeps a big white board that is filled with names and the latest successes of her members.

Following a recent class, one of Rogosienski's clients told his new CrossFit friends that he has swapped out his fast food lunches for daily workouts. He began training three weeks ago and has already dropped 15 pounds.

It is easy to feed off that energy.

East Troy Body Shop runs free intro classes on Sundays at 11 a.m. Anyone who signs up for CrossFit classes must take a fundamentals class to learn how to do the moves correctly.

East Troy Body Shop also offers fitness classes, like Zumba, yoga, Pilates, etc., personal training and massage therapy.

For more information, call (262) 642-4244 or visit [www.etbodyshop.com](http://www.etbodyshop.com).



**OPEN HOUSE**

## Community Invitation

**to observe Francine Pease's 75th Birthday and celebration of her many years as an East Troy teacher and community friend. No gifts please!**

**Sunday,  
June 15  
4:00 to 7:00pm**

**Program from  
6:30-7:00 p.m.**

**The Grist Mill  
2645 Main Street  
East Troy, WI**

*Join Francine,*

*Friends and Family for  
Refreshments and Memories*

**Hosted By Francine's children and grandchildren,  
Kurt, Kristi, Dana, Lauren, Samantha and Sydney**

**Please RSVP to [fpease@idcnet.com](mailto:fpease@idcnet.com) by FRIDAY, MAY 30, 2014**



**This winter's combination of extreme cold, heavy snow and wind has had devastating effects on many landscape plants, particularly evergreens. Don't be in a rush to declare them dead. Wait for new growth to appear. Many evergreens will recover with a little time and care. Once new growth has occurred, remaining brown tips or branches can be pruned off to improve appearance.**

**Benchmark is here to help with your pruning or replanting needs!**

**We also offer a wide variety of design, construction, and landscape maintenance services, including lakeshore restorations.**

**Please call (262) 642-7861 for a consultation.**



BENCHMARK LANDSCAPE MANAGEMENT

W612 Beech Dr., East Troy, WI 53120  
(262) 642-7861 • [www.benchmarkwisconsin.com](http://www.benchmarkwisconsin.com)

Benchmark Landscape has been in business for over 25 years and offers complete landscaping services, retaining walls and stonework services.

Services include construction, design and consultation, renovations, sodding, seeding, weed control, finish grading, tree & shrub installation, retaining walls, paver brick, patios and walkways, underground sprinklers, outdoor lighting, spring, clean-up and water features.



VANESSA LENZ Good Neighbors

The Benchmark Landscape crew includes (from left) David Hahlbeck, Sarah Russel, Paul Hahlbeck (president), Daniel Hahlbeck and Lisa Brockman.

BROOKLIFE CHURCH

857 S. Rochester St., Suite 300, Mukwonago, WI 53149  
(262) 378-4470 • [www.brooklife.org](http://www.brooklife.org)

Brooklife Church is a non-denominational church on the corner of I-43 and Highway 83 in Mukwonago (the former location of Walmart).

Brooklife, opened in January of 2008, as a new church plant of Elmbrook in Brookfield.

The 41,000-square-foot space, which was extensively renovated, includes a 700-seat auditorium, dynamic children's wing, great student space, and community areas and classrooms for adults.

Sunday service times are at 9 a.m. & 10:30 a.m. Services last roughly 65 minutes and feature vibrant music led by the church's worship band.



VANESSA LENZ Good Neighbors

East Troy Area Chamber of Commerce president DeAnne Conrad of Citizens Bank of Mukwonago (left) and Chamber treasurer Ann Zess of Allan ICS (right) welcome new member Brooklife Church, represented by Heather Webb, Pastor of Outreach.

CEDARPOINT INVESTMENT ADVISORS

524 Milwaukee St., Suite 300, Delafield, WI 53018  
(262) 303-4503 • [www.cedarpointinvestments.com](http://www.cedarpointinvestments.com)

Founded in 2009, CedarPoint Investment Advisors, Inc. is an independent, SEC registered investment advisory firm that serves a variety of clients, with a core group of business owners, physicians, executives and professional individuals throughout the United States.

As your personal CFO, CedarPoint Investment Advisors handle matters affecting your family such as, but not limited to, debt management, retirement planning, cash flow analysis, college planning, estate planning, tax planning and insurance planning.

"Your objectives are our objectives," said partner Bob Dignan. "As a Registered Investment Advisor (RIA), it is our fiduciary duty to act in your best interests – we are legally bound to put our clients' interests first."



VANESSA LENZ Good Neighbors

Bob Dignan, partner at CedarPoint Investment Advisors, was welcomed to the East Troy Chamber by Linda Kaplan of East Troy Shell.

TYDE FOURCE INC DBA MAAS & SONS

2807 Beck Dr., Waterford, WI 5185  
(262) 534-2170 • [www.maaswaterworks.com](http://www.maaswaterworks.com)

Maas & Sons Water Works is a longtime well pump and water quality service provider. Their staff will find the source of your water quality problem and address it accordingly.

Services include: water systems serviced and installed; well and septic inspections; water testing; water softeners and water treatment service and installation; salt delivery; water heaters; Septic system service and installation; sewer laterals; water laterals; outdoor wood burner; pool chemicals and complete pool/ spa water analysis available.

A tradition since 1919, the family owned business, offers high quality materials and workmanship along with comprehensive 24-hour service.



PHOTO SUBMITTED Good Neighbors

Maas Water Works, owned by the Bruesewitz and Maas families, is the East Troy Area Chamber of Commerce's newest member.

Roma's Ristorante & Lounge

EARLY BIRD SPECIAL



(offer excludes seafood or steak entrees and daily specials)

Everyday from 3-5:30pm  
Half-price entrees  
or

Any large 2-topping pizza for \$10

150474

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: [eteasttroilb@wi.us](mailto:eteasttroilb@wi.us)  
Web site: [www.easttroilb.wi.us](http://www.easttroilb.wi.us)

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

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Sat. 9 a.m. to 1 p.m.

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- Square Dancing
- Ballroom Dancing

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• Monthly  
• Quarterly  
• Yearly

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Newly  
Remodeled

150525

# East Troy Area Chamber of Commerce Membership Directory 2014

ACCOUNTANTS/FINANCIAL MANAGERS	N8705 Sout Road East Troy, WI 53120	2483 Corporate Circle East Troy, WI 53120	Wisonken Oven Distributors, LLC (262) 594-3941 W355 S9075 Godfrey Lane Eagle, WI 53119	East Troy Gridiron Club (414) 750-5891 P.O. Box 617 East Troy, WI 53120	East Troy Lake Association (262) 642-3373 2959 N. Shore Dr. East Troy, WI 53120	W4812 Hwy 20 East Troy, WI 53120
CedarPoint Investment Advisors, Inc. (262) 303-4503 524 Milwaukee St. Suite 300 Delafield, WI 53018	CHURCHES	Credence Counseling & Therapy Associates 262-723-3424 3066 W. Main Street Suite 106 East Troy, WI 53120	INSURANCE AGENCIES	East Troy Lioness Club (262) 642-5245 P.O. Box 563 East Troy, WI 53120	Evergreen Golf Club (262) 723-5722 N6246 W. Highway 12 Elkhorn, WI 53121	SCHOOLS & DAY CARES
East Troy Tax Service LLC (262) 642-3058 2068 Division St. East Troy, WI 53120	Brooklife Church 262-378-4470 857 S. Rochester St. STE 300 Mukwonago, WI 53149	East Troy Acupuncture (262) 642-4325 3278 W. Main Street, Suite D East Troy, WI 53120	American Family Insurance - David Scurek Agency (262) 642-3911 3238 Main St., Unit C East Troy, WI 53120	East Troy Lions Club (262) 642-5245 2077 Division Street P.O. Box 53 East Troy, WI 53120	MF Helicopters, LLC (262) 391-5177 2085 County Road L, Hangar A17 East Troy, WI 53120	Bright Beginnings Day Care, LLC (262) 642-3904 2541 Main Street East Troy, WI 53120
Edward Jones Investments (262) 642-5717 2098 Church Street East Troy, WI 53120	East Troy Bible Church (262) 642-7604 2660 North Street East Troy, WI 53120	East Troy Body Shop DBA CrossFit EastTroy (262) 642-4244 2920 Main St. East Troy, WI 53120	Benefit Concepts, Inc. (262) 495-8283 W5689 Tamarack Trail Whitewater, WI 53190	East Troy Senior Citizens Club (262) 642-5574 1934 Edwards Street, Unit 11 East Troy, WI 53120	Skydive Milwaukee/Sky Knights Sport Parachute Club (262) 642-9494 W1341 Highway L East Troy, WI 53120	East Troy Community School District (262) 642-6710 2043 Division Street East Troy, WI 53120
KJ Tax & Accounting LLC (262) 363-2930 501 Main St. Mukwonago, WI 53149	Good Shepherd Lutheran Church and School (262) 642-3310 1936 Emery Street East Troy, WI 53120	East Troy Family Dental Center (262) 642-5695 2481 Executive Drive East Troy, WI 53120	Joan I. Palmer Insurance Agency, Inc. (262) 642-2038 2104 Church St. East Troy, WI 53120	East Troy Youth Soccer Club (262) 642-4122 East Troy, WI 53120		Little Angels Learning Center (262) 642-7002 2141 Mill Street East Troy, WI 53120
Paul J. Nyffeler, CPA, SC (262) 642-8700 2481 Executive Drive East Troy, WI 53120	St. James United Methodist Church (262) 642-7642 2945 Main St. East Troy, WI 53120	East Troy Hometown Pharmacy (262) 642-3510 3284 Main St. East Troy, WI 53120	Johannesen-Farrar, Inc. (262) 728-2631 512 E. Walworth Avenue Delavan, WI 53115	Elkhorn Area Chamber of Commerce & Tourism Center, Inc. (262) 723-5788 203 E. Walworth St. Elkhorn, WI 53121	RESTAURANTS, BARS & COFFEE	Michael Fields Agricultural Institute (262) 642-3303 W2493 County Road ES East Troy, WI 53120
ATTORNEYS	St. Paul's Lutheran Church (262) 642-3200 2665 North Street East Troy, WI 53120	Fitness Mission 262-642-9640 2111 Lenck Ave East Troy, WI 53120	INTERIOR DESIGN	Friends of LaFayette Church (262) 554-5499 W3465 Church Rd./Highway ES Elkhorn, WI 53121	*2984 On Main (262) 642-9541 2894 Main St. East Troy, WI 53120	Nature's Classroom Montessori School (262) 363-6820 W1802 County Road J Mukwonago, WI 53149
Dave Hudec Law Office, LLC (262) 642-7515 2847B Buell Drive East Troy, WI 53120	Valley View Community Church (262) 642-5392 2951 Union Street East Troy, WI 53120	Home Care Network (262) 642-3995 3271 North Street East Troy, WI 53120	JT Interiors & Red Door Cafe (262) 642-2262 2887 E. Main Street East Troy, WI 53120	Friends of the East Troy Airport, Inc. (262) 391-5177 W317 S6698 Schnitzler Road Mukwonago, WI 53149	Al Smith's Saloon (262) 642-4446 2878 Main Street East Troy, WI 53120	St. Peter's Catholic School (262) 642-5533 3001 Elm Street East Troy, WI 53120
Hudec Law Offices, SC (262) 642-3000 2100 Church Street PO Box 167 East Troy, WI 53120	Envirocon Snow & Landscape (262) 363-5579 East Troy, WI 53120 N8492 Division Street East Troy, WI 53120	Koskinen Eye Clinic (262) 642-9719 3278B Main Street East Troy, WI 53120	LODGING & CAMPGROUNDS	Elkhorn Area Chamber of Commerce & Tourism Center, Inc. (262) 723-5788 203 E. Walworth St. Elkhorn, WI 53121	Burger King (262) 642-2951 2951 E. Main Street East Troy, WI 53120	The Climbing Tree Child Care & Family Education (262) 642-5001 3147 W. Main Street East Troy, WI 53120
Mills & Boehm, LLP (262) 363-7311 123 Wolf Run Suite 1 Mukwonago, WI 53149	Excel Engineering Inc. (920) 322-1696 100 Camelot Dr. Fond du Lac, WI 54935	ProHealth Care D.N. Greenwald Center in Mukwonago (262) 928-1900 240 Maple Avenue Mukwonago, WI 53149	Alpine Valley Resort Inc. (262) 642-7374 W2501 Highway D Elkhorn, WI 53121	Friends of the East Troy Airport, Inc. (262) 391-5177 W317 S6698 Schnitzler Road Mukwonago, WI 53149	Cousins Subs - East Troy (262) 642-5013 2541 E. Main Street Unit I East Troy, WI 53120	SERVICES
ATTRACTIONS	Fox Plumbing & Water Care, LLC (866) 939-3792 N7208 Colbo Road Burlington, WI 53105	Snap Fitness East Troy 262-642-1645 2541 E Main St East Troy, WI 53120	Camp Dewan (262) 642-9797 N6360 Church Road Burlington, WI 53105	Friends of the ET Lions Public Library (262) 642-6262 3094 Graydon Avenue East Troy, WI 53120	East Troy House Historic Inn & Tavern (262) 642-7100 2093 Division Street East Troy, WI 53120	5 O'Clock Somewhere Travel & Cruise (262) 642-2553 N8766 Hillburn Mill Road East Troy, WI 53120
*Alpine Valley Music Theatre (262) 642-4400 W2699 Highway D Elkhorn, WI 53121	Hackbarth Builders, Inc. (262) 642-9601 2096 Church Street, Suite F East Troy, WI 53120	Sullivan Chiropractic (262) 642-7404 3161 Main Street East Troy, WI 53120	Country Inn & Suites (262) 642-2100 2921 O'Leary Lane East Troy, WI 53120	GFWC-Woman's Club of East Troy (262) 642-2326 P.O. Box 474 East Troy, WI 53120	Ivan's Unique Dining on the Square (262) 642-7107 2087 Division Street East Troy, WI 53120	Bon Voyage Cruise & Vacations, Inc. (262) 514-2022 116 North Milwaukee St. Waterford, WI 53185
East Troy Electric Railroad (262) 642-3263 2002 Church Street East Troy, WI 53120	*James R. Taylor & Sons Inc. (262) 642-7970 2115 Division Street East Troy, WI 53120	Wanezek Family Dentistry S.C. (262) 642-5881 3278A W. Main Street East Troy, WI 53120	Pickwick Inn Bed & Breakfast (262) 642-5529 2966 Union Street East Troy, WI 53120	Knights of Columbus 4579 (262) 642-9762 East Troy, WI 53120	J. Lauber's Ice Cream Parlor (262) 642-3679 2010 Church Street East Troy, WI 53120	Lakes Area Rental (262) 723-6450 801 E. Centralia Street Elkhorn, WI 53121





# 23rd Annual Community-wide **RUMMAGE SALE** *in East Troy*

**SAT., MAY 24 &  
SUN., MAY 25 • 9-4**

**Sign up today!**

- Place your ad in the Walworth County Shopper Advertiser by calling (262) 728-3424 or emailing [classifieds@communityshoppers.com](mailto:classifieds@communityshoppers.com)
- 25 lines are just \$15, \$2.05 for additional lines, including your address in **BOLD**
- Your ad will reach over 120,000 homes!
- Plus, you'll get 3 orange fluorescent signs and your ad listed on the East Troy Chamber website [www.easttroywi.org](http://www.easttroywi.org)
- Ad deadline is Monday, May 19 at 11 a.m.
- Free signs will be available at the East Troy Chamber office, 2096 Church St., Ste. A, after noon on Wed., May 21

**Antique Appraisal Event**

Featuring Eric Grossmeyer of [AntiqueWisconsin.com](http://AntiqueWisconsin.com)  
Saturday, May 24, 10:30-11:30 a.m.  
on the East Troy Village Square  
Bring up to 3 items for appraisal!

*East Troy Area Chamber of Commerce's*  
**38th ANNUAL**  
**CORN & BRAT ROAST**  
*on East Troy's Historic Village Square*

**SAT., MAY 24 & SUN., MAY 25 • 11-6**  
**MON, MAY 26 • 11-5**

Roasted sweet corn, grilled brats, hot dogs, hamburgers, soda, beer & hard lemonade.

**LIVE ENTERTAINMENT ALL 3 DAYS!**

<b>SAT., MAY 24</b>	<b>SUN., MAY 25</b>	<b>MON., MAY 26</b>
Noon-1:30pm <b>Chris Boyden</b>	Noon-1:30pm <b>Paulie &amp; The Poor Boys</b>	1:00-5:00pm <b>Smooth Blues</b>
2:00-6:00pm <b>4 Lane Hwy.</b>	2:00-6:00pm <b>Liam Ford Band</b>	



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