

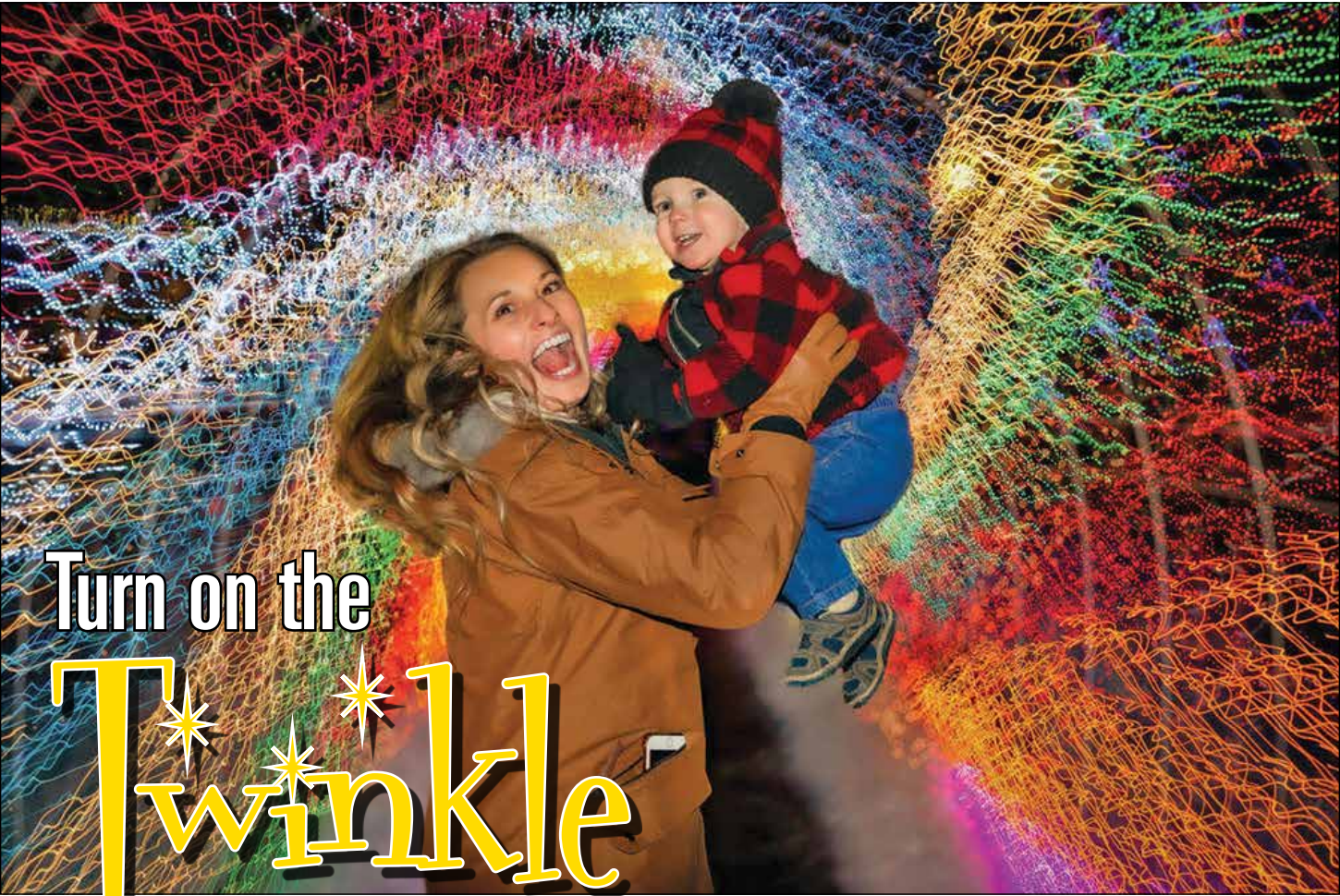
# Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

DECEMBER 2021

VOLUME 32, EDITION 4



## Turn on the Twinkle

### East Troy Lights returns to square for holiday season

Take a trip to downtown East Troy this December to see East Troy Lights – a spectacular holiday light show.

The interactive and imaginative light display experience will kick off Saturday, Dec. 4, when Santa comes to East Troy via the 113-year-old East Troy Electric Railroad Santa Parade Train to light the annual Bob Barutha Memorial Christmas Tree.

Lights will continue with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. through Dec. 31. Walk through the lights or see the show from your car by tuning into 90.9 FM.

“Watch as the entire downtown East Troy Square sparkles in the night in sync with your favorite holiday songs. Or, take control of the lights yourself and create your own holiday magic,” said Vanessa Lenz, Executive Director, East Troy Area Chamber of Commerce.

“We also have a Light Show Simulator

• CONTINUED ON PAGE 6

Your holidays aren't complete without a visit to East Troy Lights – an interactive holiday light display on the East Troy Village Square. Above: The stunning photo of Lauren Kmiec and her son Emory won third place in last year's East Troy Lights photo contest for perfectly capturing the magic of the popular East Troy Lights Tunnel. Below: East Troy's storefronts like Sauced Pizzeria deck the halls for the dazzling display of lights which you can walk through or view from your car by tuning into 90.9 FM. East Troy Lights will feature timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. from Dec. 4-31.

LAUREN & ANDY PHOTOGRAPHY Good Neighbors



The East Troy Area Chamber of Commerce is partnering with Allan Integrated Control Systems to ring in 2022 with a big celebration on the East Troy Village Square complete with a New Year's Eve Ball Drop, coordinated downtown events and the final East Troy Lights presentation of the season. Get updates at [easttroy.org](http://easttroy.org).

PHOTO SUBMITTED Good Neighbors



## Ready to shred? Hit the slopes at Alpine Valley Resort

Ski season is fast approaching and Alpine Valley Resort is ready for you to have an incredible experience on its slopes.

Alpine Valley Resort, voted number one for family resort and number one for snow making, offers an ideal chance to get outdoors with plenty of open space for guests to spread out.

“We offer services that you would see out west but for half the price and locally,” said Elizabeth Firestone, Ski and Snowboard Director.

“In specific to the ski hill aspect, we have three high-speed quads, snow carousal, four triple chair lifts, two rope tow and five beginner magic carpets, which provide our customers less time in line and more time on the snow,” said Jamison Satchel, General Manager for Alpine.

• CONTINUED ON PAGE 6



## SANTA CLAUS IS COMING TO TOWN DEC. 4

The East Troy Electric Railroad's Santa Parade Train will make its annual journey into downtown East Troy on Saturday, Dec. 4.

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 a 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

• CONTINUED ON PAGE 5

Santa, Mrs. Claus and their entourage will make their annual journey to East Troy aboard the East Troy Electric Railroad's Santa Parade Train on Saturday, Dec. 4. The lighting of the Bob Barutha Community Christmas Tree and debut of year 2 of East Troy Lights will take place at 6:30 p.m. at East Troy Village Square Park.

REESE BILLINGS Good Neighbors







# The **MAGIC** is Back!

## December 4 - 31

**Get ready for year two** of East Troy Lights – a spectacular & interactive holiday light show! For the entire month of December, watch as the entire downtown East Troy Square sparkles in the night in sync with your favorite holiday songs with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. Or, take control of the lights yourself and create your own holiday magic!

**Control the lights.**  
**Watch the show.**  
**Make the magic!**

## View the **Lights**

### *East Troy Village Square Park*

**Bandstand**  
 Sponsored by the Village of East Troy  
**Bob Barutha Memorial Christmas Tree**  
 Sponsored by Wisconsin Oven Corporation  
**East Troy Lights Tunnel**,  
 Sponsored by Smashing Keyboards

### *East Troy Schools*

**Little Prairie Primary School** - 2109  
 Townline Road  
**Prairie View Elementary School** - 2131  
 Townline Road  
**East Troy High School** - 3128 Graydon Ave.  
**East Troy Middle School** - 3143 Graydon Ave.

### *East Troy Attractions*

**Alpine Valley Resort** - W2501 County  
 Road D, East Troy  
**East Troy Electric Railroad Museum** -  
 2002 Church St., East Troy

### *East Troy Village Square*

**2100 Church Street** - 2100 Church St.  
**2894 on Main** - 2894 Main St.  
**2919 Main St. LLC** - 2919 Main St.  
**Al Smith's Saloon** - 2878 Main St.  
**James R. Taylor & Sons** - 2115 Division St.  
**East Troy Brewery** - 2905 Main St.  
**East Troy Area Historical Society** - 2106  
 Church St.

**East Troy House** - 2093 Division St.  
**East Troy Lions Lodge** - 2077 Division St.  
**ECP** - 2096 Church St.  
**Edward Jones-Jim Jakscht** - 2098 Church St.  
**Global Glass** - 2884 Main St.  
**Home on the Square** - 2888 Main St.  
**InkLink Books** - 2890 Main St.  
**Lakeside Painting** - 2892 Austin St.  
**Magic Touch** - 2882 Main St.  
**Realty Executives Integrity** - 2887 Main St.  
**Sammy's Place** - 2079 Division St.  
**Sauced Pizzeria** - 2886 Main St.  
**State Farm Insurance-Tim Werwie** - 2104  
 Church St.  
**Squareside Boutique** - 2874 Main St.  
**Urban Cloud Factory** - 2880 Main St.  
**Zinn's Mercantile** - 2087 Division St.



# Hitting the links for East Troy

## Resler & Associates return as Golf Outing Champs

Local businesses and community members hit the links to support the East Troy Area Chamber of Commerce during its 24th Annual Golf Outing.

American Family Insurance– Resler & Associates rolled into the tourney repeating history from 2019 to take top honors at the outing held Sept. 17 at Alpine Valley Resort.

Winning team members, including captain and event chair Kyle Resler, Tyler Kinnick, Hans Becker and Sam Mantych went home with the coveted East Troy Chamber traveling golf outing 2021 championship trophy.

Wisconsin Oven Corporation, including captain Mark Schahczinski, Ryan Heberlein, Sam Griffoul and Kevin Madden took second place.

“Everybody has been thrown for a loop by the pandemic and economic uncertainty. We are very grateful to the event participants, sponsors and volunteers who made this important fundraiser possible,” said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director.

The funds raised by this event will benefit the Chamber’s work on behalf of the East Troy area community, including community development, marketing, networking opportunities, special events, advocacy efforts and other programs to support local businesses and organizations of all sizes. As a 501 (c)(6) non-profit organization, the East Troy Area Chamber of Commerce also assists visitors to our town and neighboring communities and promotes East Troy as an exceptional place to live, work and play.

### HOLE SPONSORS

2894 on Main  
Accurate Housing Systems  
Allan Integrated Control Systems  
American Family Insurance – Resler & Associates  
Citizens Bank  
Dither Studio

East Troy Brewery  
East Troy Community School District  
East Troy Pharmacy  
The Global Glass  
Modern Woodmen of America  
James R. Taylor & Sons  
Koskinen Eye Clinic  
Paul J. Nyffeler, CPA  
ProVisor- Carrie Wales  
Rhode’s Towing – Repair – Sales  
Sauced Pizzeria  
Tim Werwie- State Farm Insurance  
Teronomy Builders  
Wisconsin Fairways  
Wisconsin Oven Corporation

### DRINK SPONSOR

Wisconsin Oven Corporation

### LUNCH SPONSOR

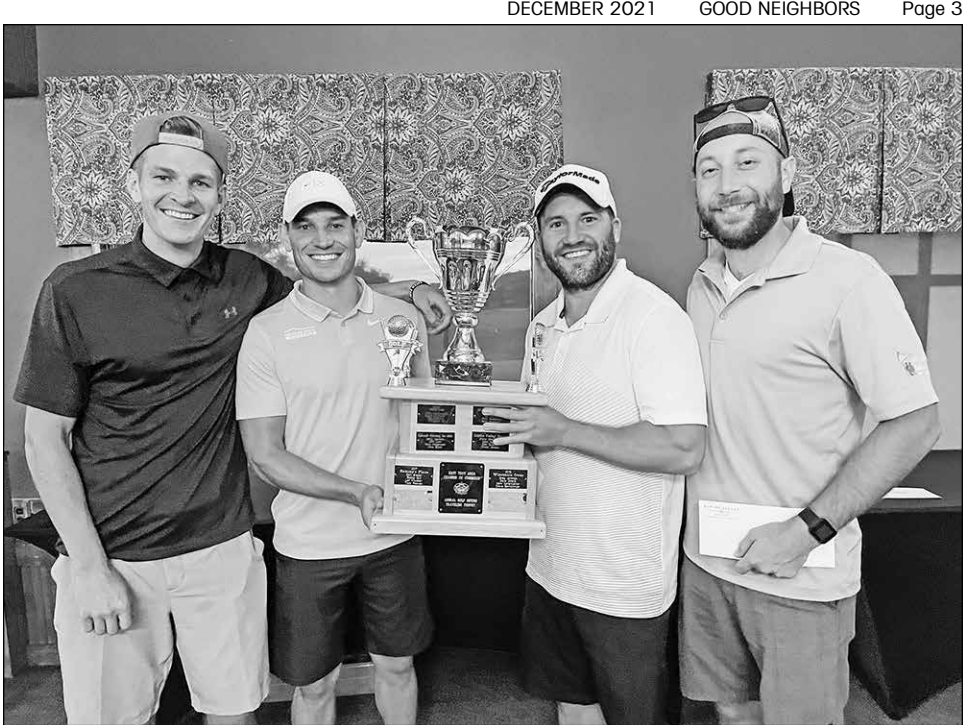
Citizens Bank

### BALL SPONSOR

American Family Insurance- Resler & Associates

### PRIZE DONORS

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Allan Integrated Control Systems  
Alpine Valley Resort  
American Family Insurance – Resler & Associates  
Dither Studio  
East Troy Brewery  
East Troy Electric Railroad  
East Troy Community School District  
Home on the Square  
The Global Glass  
Milwaukee Brewers  
ProVisor- Carrie Wales  
Sauced Pizzeria  
Sammy’s Place  
Spotlight Real Estate  
Wisconsin Fairways



Above: American Family Insurance-Kyle Resler Agency’s team, including (from left) Hans Becker, captain Kyle Resler, Tyler Kinnick and Sam Mantych took first place during the East Troy Area Chamber of Commerce’s 24th annual golf outing Sept. 17 at Alpine Valley Resort. Left: Wisconsin Oven Corporation’s team, including (from left) Ryan Heberlein, captain Mark Schahczinski, Sam Griffoul and Kevin Madden took second place. Below: Alpine Valley Resort’s team, including (from left) Jamison Stachel, Shyanne Thompson, Susie Schuyler and Jim Bucci were among golfers to hit the links in support of East Troy community development.



VANESSA LENZ Good Neighbors



## Best return: East Troy Brewery Flights

East Troy Brewery has brought back its popular flight boards, which are now available as flights of four or flights of six. The boards were designed using safety deposit boxes and the brewery collaborated with students of the East Troy High School Fab Lab and Chip Seib, Electro-Mechanical Engineer at Allan Integrated Control Systems, to complete the project. For the full tap list, visit etbrew.com.

NINA ZEISS Good Neighbors



# WISCONSIN OVEN



## Celebrating Over 45 Years

Wisconsin Oven Corporation has been an active member of the East Troy Community for over 45 years. Throughout our history we have been involved in the community through volunteer work, charitable contributions, and community renovations.

[www.wisoven.com](http://www.wisoven.com)



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# Where to Find the Best Christmas Tree

Going to the tree farm is a great family experience, as you search for the perfect tree, sip on hot chocolate, and take holiday pictures.

Evergreen Acres, located at N9171 Nelson Road in East Troy, lets you choose and cut the perfect Christmas fir.

“Our trees are planted in sod and the fields are mowed to make your walk to find your tree easier,” said owners Ann and Bob Feucht. “We offer help in the parking lot for shaking, baling and loading your tree, as well as help in our heated barn for choosing your special freshly made wreaths and other fine greenery.”

The Feuchts feature a selection of fresh wreaths, garland and a few center pieces – all made fresh at the farm.

Staff will custom decorate a wreath for you if you prefer a special color combination for your home.

The farm also features a small sledding hill, weather permitting. The family operated farm has been in business since 1975. The farm opens the day after Thanksgiving and is open every day until Christmas from 9 a.m. to 4:30 p.m.

For more information, visit [evergreenacresllc.com](http://evergreenacresllc.com) or call (262) 495-4502.



Continue or start a new family tradition by cutting down your own Christmas tree at Evergreen Acres.

PHOTO SUBMITTED Good Neighbors

# Best Way to Give Back

## Support Holiday Help program amid COVID-19 demand

The Holiday Help of East Troy program will continue this year featuring a collaborative approach to assisting local families in need.

Local charities are getting a kick start on holiday donations, to make sure they have enough resources to help this holiday season.

“It is through the generous support of local businesses, churches, organizations and community members that this program is able to continue,” said East Troy Family and Community Resource Center coordinator Marolyn Komperud, who leads the eight-year-old initiative. “Due to the ongoing COVID-19 pandemic, monetary donations and family adoptions will be of utmost importance this year.”

Komperud said the community partnership program model makes it easier than ever to provide families in need with gifts, winter clothing and a holiday meal during the holiday season.

In 2020, Holiday Help of East Troy served 82 families with a combined 204 children from the East Troy Community School District boundaries.

Here are ways to give this year. (All drives run Nov. 22-Dec. 10 unless otherwise noted.)

### 1. Monetary donations

Monetary donations for the Holiday Help Program can be sent to the East Troy Family Community Resource Center, PO Box 962, East Troy, WI 53120.

### 2. Toy drive

The East Troy Lions Club is collecting gifts for children birth to 16 years of age for its new toy drive.

Donations can be dropped off at toy collection barrels at the following locations: Citizens Bank- East Brook, 2541 Main St. Unit A; Dollar General, 2579 North Church St.; First Citizens State Bank, 2546 E. Main St. and Frank’s Piggly Wiggly East Troy, 3238 Main St. through Dec. 10.

### 3. Gift giving trees

Giving trees to purchase gifts for local children will be located at East Troy Brewery, 2905 Main St.; Realty Executives Integrity, 2887 Main St.; St. James United Methodist Church, 2945 Main St.; and St. Peter’s Catholic Church, 1981 Beulah Ave., beginning Nov. 22. Wrapped donations are due no later than Dec. 10.



The Holiday Help of East Troy program will continue this year featuring a collaborative approach to assisting local families in need.

PHOTO SUBMITTED Good Neighbors

### 4. Winter Coat Drive

The East Troy Lions Club is partnering with Alpine Valley Resort, W2501 County Road D, to collect new and gently used coats for adults and children in the Alpine Valley Resort hotel lobby through Dec. 10.

### 5. Secret Santa for the Manor

State Farm Insurance -Tim Werwie, 2106 Church St. on the square, is seeking East Troy community members/groups to serve as secret Santas by purchasing gifts for residents of East Troy Manor. Tags will be available Nov. 22. Wrapped donations are due no later than Dec. 17.

### 6. Winter clothing drive

The East Troy Lions Club is collecting hats, scarves, gloves, mittens, socks and slippers at First Citizens State Bank, 2546 E. Main St. Donations due Dec. 10.

### 7. Gifts for children & teens

Citizens Bank Piggly Wiggly, 3238 Main St., and East Brook Branch, 2541 E. Main St., Unit A, will be collecting donations of new children through young adult socks, underwear, pajamas and gift cards as well as monetary donations for teens.

### 8. Covering the necessities

The Hive Taproom, W2463 County Rd ES, will be collecting hygiene items, including soaps, lotions, shaving supplies, feminine hygiene products, deodorant, toothpaste/ toothbrushes, etc.

Martins Hardware- Rental & Pet, 3288 Main St., will be collecting four packs of toilet paper, single or double rolls of paper towel, cleaning supplies, laundry soap and dish soap. These collections will take place through Dec. 10.

Wanezek Family Dentistry, 2564 Main St, East Troy, will collect any of the items listed above on behalf of the Holiday Help program.

# Best December events

## DECEMBER

### 4 – Pancakes with Santa

The Salvation Army - Army Lake Camp, N8725 Army Lake Rd., will host Pancakes with Santa from 8 to 11:30 a.m. on Saturday, Dec. 4.

Kids will have the opportunity to meet Santa and take photos, decorate a cookie, and receive a small gift.

Adults (13+) are \$9 at the door and \$8 online, children (5-12) are \$7 at the door and \$6 online, and children 4 and younger are free. To register in advance, visit [bit.ly/ALCSanta2021](http://bit.ly/ALCSanta2021).

### 4 – Pet Pictures with Santa

Martin’s Hardware-Rental & Pet, 3288 Main St., (now under new ownership) will continue its community tradition of Pet Pictures with Santa from 11 a.m. to 4 p.m. on Saturday, Dec. 4. Attendees are invited to bring in their pets (on leash or crate) and get a picture with Santa, a bag full of goodies and special store coupons for participants.

A \$10 donation to Lakeland Animal Shelter is requested. There will be multiple in-store specials and raffles for the entire weekend. For more information, call (262) 642-3344.

### 4 – Mountain Top Beer Fest

Alpine Valley Resort, in collaboration with the East Troy Family and Community Resource Center, will host its 5th Annual Mountain Top Beer Fest from 2 to 5 p.m. on Saturday, Dec. 4 at Alpine Valley Resort, W2501 County Road D.

The event will benefit the Holiday Help of East Troy Program, which supports local families in need during the holiday season.

Enjoy a variety of beers from an array of breweries, hors d’oeuvres, live music, a complimentary raffle ticket for bucket raffles and more. Attendees will get a tasting glass to take home.

Tickets are \$42 per person in advance, \$50 at the door or \$30 with a regularly priced lift ticket. You may purchase tickets online, [alpinevalleyresort.com](http://alpinevalleyresort.com), or by phone (800) 227-9395.



After a one year hiatus due to COVID-19, Martin’s Hardware-Rental & Pet, 3288 Main St., will bring back its annual Pet Pictures with Santa from 11 a.m. to 4 p.m. on Saturday, Dec. 4.

PHOTO SUBMITTED Good Neighbors

### 4 – Jingle Bell Rock

The Venue, 2645 Main St., East Troy will host the 9th Annual Jingle Bell Rock on Saturday, Dec. 4 featuring live music and Dine with a Swine’s and BBQ Shack’s famous BBQ buffet. Doors open at 5 p.m.

A grand prize will be awarded for the best Christmas movie costume. Tickets are \$10 at the door.

For more information, call (262) 202-0393, email [thevenueeasttroy@gmail.com](mailto:thevenueeasttroy@gmail.com) or visit [www.thevenueeasttroy.com](http://www.thevenueeasttroy.com)

### 11 – Home Party and Craft Fair & Silent Auction

The East Troy Family Resource Center will host its 11th Annual Home Party and Craft Fair & Silent Auction from 9 a.m. to 2 p.m. on Saturday, Dec. 11 at East Troy High School, 3128 Graydon Ave.

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# East Troy Things We Love

*Tickets still available for East Troy Railroad's Christmas Trains*

It's not too late to get tickets for the 2021 run of Christmas Trains from East Troy to Santa's Workshop at the Elegant Farmer, but tickets are selling fast, according to East Troy Railroad President Ryan Jonas.

"We've already sold more than 40 percent of our tickets and we've only just started our publicity campaign," said Jonas. "If families want to come, they should make their plans and make their reservations soon."

Christmas Trains at the East Troy Railroad Museum begin running again on Saturdays and Sundays starting Nov. 27 and run through Sunday, Dec. 19. These fun, family-friendly rides take passengers from the East Troy Depot, 2002 Church St. in East Troy, to Santa's Workshop at the Elegant Farmer and back.

The rides are just under two hours per round-trip and they include a visit with Santa, where families and children can have their photos taken.

For more information, visit [www.easttroyrr.org](http://www.easttroyrr.org) or call (262) 642-3263.



Christmas Trains at the East Troy Railroad Museum begin running again on Saturdays and Sundays starting Nov. 27 and run through Sunday, Dec. 19. Reservations are needed for the popular trains to Santa's Workshop.

PHOTO SUBMITTED *Good Neighbors*

## Going out vs. staying in

### Warm up at The Hive Taproom

This winter, stop in to The Hive Taproom, W2463 County Road ES, to enjoy its delicious session meads in a welcoming atmosphere.

The Hive features a variety of cold, dry, carbonated beverages on tap and in cans-to-go, all made with raw, local honey and other local and seasonal ingredients.

The Hive is currently highlighting its Brandy Mead Fashioned - a twist on the classic Old Fashioned. The Hive will also be offering craft cocktail making kits this winter, so you can share in a hand-crafted beverage experience at holiday parties, or at home on a cold night.

The Hive features Trivia on Thursdays, Brewery Tours Saturday afternoons, and live music every Saturday evening.

They will also be adding several new weekly events to get you out of the house during the chilly Wisconsin winter, like a Cribbage league and an indoor cycling leaderboard.

The Hive Taproom is open Wednesdays through Sundays. For more information, call (262) 684-5400 or visit [thehivetaproom.com](http://thehivetaproom.com).

### Beat the cold weather blues with comfort food

Nothing says comfort food like award-winning BBQ.

Take your pick of pulled pork, sliced brisket, pulled chicken, ribs or smoked sau-sages at LD's BBQ, located in a 2,900-square-foot East Troy restaurant, 2511 Main St. The award-winning eatery is inspired by roadside stands and mobile trailers popular in states like South Carolina and New Mexico. For more information, visit [ldsbq.com](http://ldsbq.com).

### Get your dinner delivered

Genoa Pizza, 2678 East Main St., has its delivery game down.

Order pizzas, pasta, salad, appetizers, sandwiches and more delivered right to your door.

Hours are Monday through Saturday 11 a.m. to 10 p.m. and Sunday 3 p.m. to 10 p.m. For more information, call (262) 642-9775.

### Craft the ultimate charcuterie board

A homemade charcuterie board is the perfect appetizer and often it's all you need on the menu for special occasions.

Take your board to the next level with Hill Valley Dairy's 100 percent locally made fun, flavorful cheese from its family farm. The popular cheese can be found locally at 2894 on Main on the square, 2894 Main St. and Frank's Piggly Wiggly, 3238 Main St. To order online visit [hillvalleydairy.com](http://hillvalleydairy.com).

### Make a meal at home

Impress your loved ones by making them dinner at home. If you're looking for the best meats to anchor your show stopping main dish, take a trip to Hometown Sausage Kitchen, W1184 County Road L. Hometown specializes in award-winning handcrafted sausages and artisan smoked meat products for wholesale and retail. Hours are Tuesday-Friday from 9 a.m. to 4 p.m. and Saturdays from 9 a.m. to 3 p.m.

Head to Frank's Piggly Wiggly, 3238 W. Main St., East Troy, for all of the fresh items to complete your meal. For more information, visit [frankspigglywiggly.com](http://frankspigglywiggly.com) or call (262) 642-5524.

## SANTA CLAUS • CONTINUED FROM FRONT PAGE

interurban and streetcar system.

Spectators can catch a glimpse of Santa along County Road ES. The train will stop briefly at the following crossings:

- 5:06 p.m., train departs at The Elegant Farmer
- 5:25 p.m., N. Army Lake Road – Army Lake Camp
- 5:25 p.m., Army Lake Camp
- 5:56 p.m., St. Peter's Road
- 6:13 p.m., Byrnes Street
- 6:25 p.m., Division Street
- 6:30 p.m., Santa arrives at East Troy Village Square Park via East Troy Fire Department truck to light the Bob Barutha Memorial Christmas Tree & debut of year two of East Troy Lights. Get details at [EastTroyLights.com](http://EastTroyLights.com).

### SANTA ON THE SQUARE

In anticipation of Santa's arrival, festivities will begin at East Troy Village Square Park at 5:30 p.m., including:

- Cub Scouts Pack 92 will sell To Go chili, chili dogs and baked goods.
- Movie and refreshments at East Troy Historical Society.
- Winter activities, including s'mores station and DIY Photo Station
- Performances by East Troy High School Cheer & Dance Team along with Titan Cheer and Infinity Dance at 6 p.m.
- Performances by East Troy High School Choir beginning at

5:30 p.m.

- Santa arrives at East Troy Village Square Park via East Troy Fire Department truck to light the Bob Barutha Memorial Christmas Tree at about 6:30 p.m. followed by debut of East Troy Lights
- Santa's Workshop & Victorian carolers inside Ivan's Backstage, 2093 Division St.

### EAST TROY LIGHTS

East Troy Lights is an interactive holiday light show taking place throughout the month of December.

Lights will continue with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. from Dec. 4- Dec. 31. Not only can you watch the shows - on the hour, every hour - but, with the help of a mobile phone, you'll be able to try your hand at making your own light show.

For updates, visit [easttroy.org](http://easttroy.org).

### COVID-19 PRECAUTIONS

The health and safety of our attendees, business owners and residents are clearly the most important and we are planning accordingly. By spreading out activities and viewing spaces out across the outdoor park, guests can safely enjoy all of the festivities while maintaining proper physical distancing and enjoying the outdoors.



## A Salute to 20 Years

First Citizens State Bank's East Troy office, located at 2546 E. Main St., celebrated its 20th anniversary on Oct. 22. Mary Nicoson, Vice President & East Troy Branch Manager (from right), honored Amy Wichert, representing her dad Roger Stuckmann (former Community Bank Advisor), and CEO James Caldwell for their visionary guidance and invaluable contributions to the branch's expansion to East Troy in 2001. "It has been our pleasure and privilege to serve the East Troy area for the past 20 years. We acknowledge and thank our customers for their patronage and loyalty," said Nicoson.

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**DORENE SALVATI** **HALEY TAYLOR**

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Alpine features over 100 skiable acres with 20 runs that range from beginner to expert with a vertical drop of 388 feet. The longest run is 3,000 feet. The hill also includes three terrain parks, which offer a variety of trails, boxes and snow features. Updates on features are posted online.

**LEARN TO SKI**

Alpine offers classes for beginners to well-seasoned skiers and riders. “If you are looking to get back on the slopes or brush up on your skills, classes with one of Alpine’s qualified and enthusiastic instructors are a great way to start the season,” Satchel said. “Instructors will help you learn a new sport and improve skills for all ages and levels to enjoy skiing and

snowboarding. Signing up is easy with online booking.” Students can get discounted rates by joining their school’s ski club. Alpine’s rental room offers rentals for children or adult boots, skis, snowboards, and helmets to start your new adventure. (Alpine does not rent goggles, snow pants or gloves) Visit Alpine’s ski shop to check out the latest industry fashion.

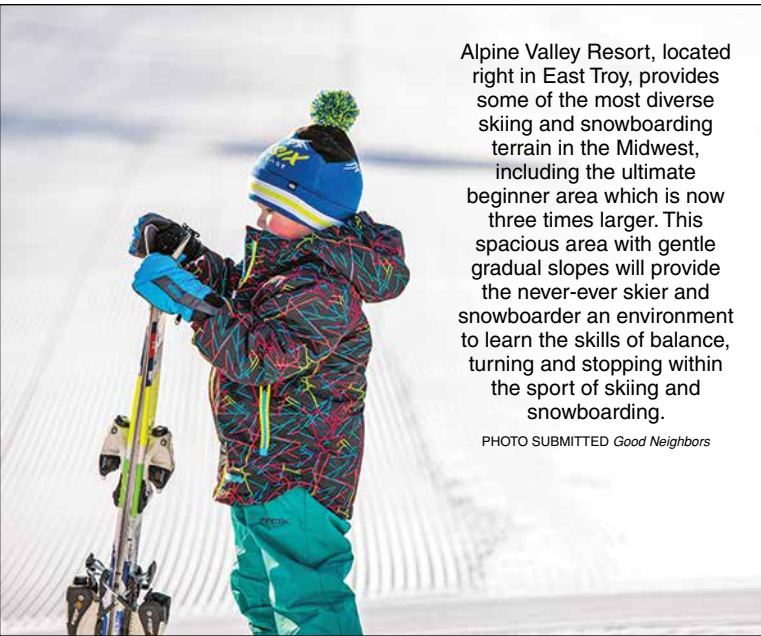
**COME TO SKI, STAY TO EAT**

After hitting the slopes, visit Alpine’s indoor café for a slice of pizza, chicken tenders, fries and more. Warm up with a cup of coffee or hot chocolate at its new coffee shop.

Visit its outside bar or grill on the weekends. If you are looking for a more elegant dining experience, visit Alpine’s fireside or dining room. Valley View Lounge will feature musicians while you enjoy food and drinks throughout the season.

**THE LOWDOWN**

Alpine has options for all your skiing adventures half day or full day. Hours are Weekdays from 10 a.m. to 10 p.m. and Weekends and holidays from 9 a.m. to 10 p.m. For more information, visit [alpinevalleyresort.com](http://alpinevalleyresort.com). Alpine Valley is located at W2501 County Road D and can be reached at (262) 642-7374 and (800) 227-9395.



Alpine Valley Resort, located right in East Troy, provides some of the most diverse skiing and snowboarding terrain in the Midwest, including the ultimate beginner area which is now three times larger. This spacious area with gentle gradual slopes will provide the never-ever skier and snowboarder an environment to learn the skills of balance, turning and stopping within the sport of skiing and snowboarding.

PHOTO SUBMITTED *Good Neighbors*

**EAST TROY LIGHTS** • CONTINUED FROM FRONT PAGE

for kids (or adults) to try making their own light show scripts for the East Troy Square.” The foundation of the project is collaboration with the East Troy Community School District (from 4K to 12), East Troy’s businesses, attractions and residents coming together to make it happen. “From East Troy Middle School students coding light shows to all of our downtown store fronts decking the halls to local businesses working with East Troy High School and Gateway students to build the interactive light show boxes, their efforts have been remarkable,” Lenz said. Several area businesses and organizations, along with volunteers and donors, are working together to create this unique event to draw visitors to the area, including presenting partners Smashing Keyboards, Allan Integrated Control Systems, East Troy Community School District and East Troy Brewery. While the show takes place primarily outdoors, there will be options to get inside the historic spaces and attractions on the square. “We’re thrilled to bring back this magical attraction for people of all ages to enjoy the most wonderful time of the year in East Troy,” Lenz said. “We’re planning for more lights, more interactivity, more activities and more

**What to know before you go...**

East Troy Lights will transport you through a dazzling display of lights, set against the backdrop of the historic East Troy Village Square. Lights will continue with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. Dec. 4 through Dec. 31. Walk through the lights or see the show from your car by tuning into 90.9 FM. Admission is free. Each weekend will feature special events. For a complete schedule, visit [easttroylights.com](http://easttroylights.com).

holiday magic in 2021.” East Troy Lights will follow COVID-19 health and safety measures such as spaced out activities to maintain a safe capacity. For more information, visit [www.easttroylights.com](http://www.easttroylights.com).



David Spiegelberg, Regional Tourism Specialist with Travel Wisconsin (right), presents the East Troy Area Chamber of Commerce with a Year 2 \$11,649 Joint Effort Marketing Grant from the Wisconsin Department of Tourism to help with marketing campaigns for East Troy Lights – a holiday light attraction, which will light up downtown East Troy Dec. 4-31. Representatives from the East Troy Chamber at the presentation, included Board of Directors (from left) Kent Kleinowski and Stacey Kuehn, Principals at East Troy High School, Bailey Kaiser of Citizens Bank, Ann Zess of East Troy Brewery and East Troy Chamber Executive Director Vanessa Lenz (front).

PHOTO SUBMITTED *Good Neighbors*

**Great Square Eats**

2894 ON MAIN

East Troy’s café 2894 On Main, located on the northwest corner of the East Troy Village Square, has become much more than just a place to get your daily coffee or a delicious meal. The historic site, located at 2894 Main St., was redesigned to be an easily accessible community hub. The food menu focuses on local and organic options, packing in the flavor with rotating soups, hearty sandwiches and vibrant bowls, colorful breakfast dishes (both savory and sweet) as well as seasonally changing salads (loaded with veggies and protein) and specialty items that will keep you coming back for more. Fans rave about the drink options, with coffee sourced from Stone Creek Coffee (a popular Milwaukee-based roaster) and drinks made with organic milk (with non-dairy options available).



**2894 on Main's Chicken Caesar Salad**

**Hours**

Regular Kitchen Hours: Mon.-Sun. from 8 a.m. to 3 p.m.  
Cafe Hours: Sat. & Sun from 7 a.m. to 3 p.m., Mon-Fri from 6 a.m. to 3 p.m.  
For more information, visit [2894onmain.com](http://2894onmain.com).

**EAST TROY BREWERY**

A must-stop for foodies and beer lovers alike, East Troy Brewery has created a unique, seasonally-evolving menu with tasty options for the whole family where every dish is paired with its house-brewed beers. From its small batch, locally made cheese curds to its Friday Fish Fry to its 13-hour slow-smoked Texas-style brisket sandwich, East Troy Brewery uses fresh ingredients to make everything from scratch, each day. The locally owned brewery, which opened in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor beer garden and patio, fireplace lounge, open kitchen, indoor seating



**East Troy Brewery's Hill Valley Dairy Cheese Curds**

• CONTINUED ON PAGE 7

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GREAT SQUARE EATS • CONTINUED FROM PAGE 6

and Taproom on the southwest corner of the East Troy Village Square, 2905 Main St.

**Hours**  
Open Wed. & Thurs. from 4 to 9 p.m., Fri: Bar open from noon to 10 p.m., Food service from 4 to 9 p.m., Sat.: Bar open from noon to 10 p.m., Food service from noon to 9 p.m., Sun. from noon to 6 p.m.  
For more information, visit [etbrew.com](http://etbrew.com)

**EAST TROY HOUSE**  
East Troy House, Wisconsin’s oldest operating inn & tavern, 2093 Division St., on the East Troy Village Square, has been a fixture on the East Troy Village Square since 1842. Its menu features its famous Friday Fish Fry, soups, specialty salads, sandwiches, seafood, pasta, steaks and more.

**Hours**  
Kitchen open Tues., Wed., Thurs., from 11 a.m. to 8:30 p.m., Fri. & Sat. from 11 a.m. to 9 p.m., Sun. from 11 a.m. to 4 p.m.)  
For more information, call (262) 642-7100 or visit [easttroyhouse.com](http://easttroyhouse.com).



East Troy House's Beer CheeseBurger

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Sauced’s locally sourced, seasonally inspired pizzas are cooked in a 100-percent wood fired oven, creating perfectly flavored crusts that pizza dreams are made of.  
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The Neapolitan style pizzeria serves up mouth-watering combinations like a Margherita with fresh mozzarella & basil, the crowd-pleasing Prosciutto Verde with arugula, as well as Carne featuring Prosciutto di Parma, House Fennel Sausage and Soppressa (salami), and don’t forget to top it off with a variety of house-made, organic gelato.  
The restaurant, located at 2886 Main St., features indoor seating and carry out.



Sauced Pizzeria's Carne Wood Fired Pizza

**Hours**  
Open Wed. & Thurs. from 3 to 8 p.m., Fri., Sat. & Sun. from noon to 8 p.m.  
Visit [getsauced.pizza](http://getsauced.pizza) for more information.

DECEMBER EVENTS • CONTINUED FROM PAGE 4

The event will feature a variety of craft and direct sale vendors with food and drink available.  
Show your support to the 501(c)3 non-profit organization by supporting its silent auction. All proceeds will benefit the Family Resource Center.  
Admission is free.  
For more information, contact Marolyn Komperud at (262) 642-4900 or [easttroyfamily@gmail.com](mailto:easttroyfamily@gmail.com).

**10-12 – Live Nativity at Timber-lee**  
This Christmas season, Camp Timber-lee, N8705 Scout Road, will host a live nativity from 5 to 8 p.m. on Friday, Dec. 10, Saturday, Dec. 11 and Sunday, Dec. 12. Drive through Timber-lee’s beautiful camp grounds while actors and animals bring the display to life.  
Tickets cost \$5 per person or \$20 a car load. Volunteers will gain free entry for a day. For more information, visit [timber-lee.com](http://timber-lee.com).

**12 – Pictures with Santa on the Ski Hill**  
Alpine Valley Resort, W2501 County Road D, is hosting Pictures with Santa from noon to 4 p.m. on Sunday, Dec. 12. Get your picture taken with Santa and enjoy a hot chocolate bar. Event will be in outdoor pavilion so dress accordingly. Visit [alpinevalleyresort.com](http://alpinevalleyresort.com) for details.

**12 – St. Peter’s Breakfast with Santa**  
Join St. Peter’s School, 301 Elm St., for a Breakfast and Pictures with Santa from 9 a.m. to noon on Sunday, Dec. 12. All proceeds will benefit St. Peter’s School. For tickets, visit

[stpeterset.org](http://stpeterset.org).  
**31 – New Year’s Eve at The Hive Taproom**  
The Hive Taproom, W2463 County Rd ES, will celebrate the last day of 2021 with live music & mead. Bee at The Hive for a live performance by Indigo Canyon from 6 to 9 p.m. on Friday, Dec. 31.

ONGOING

**Live music at East Troy Schools**  
The East Troy Community Schools Music Department will bring back its holiday music concerts in December:  
• Saturday, Dec. 4: East Troy High School choir students will perform at Santa on the Square at 5:30 p.m. at East Troy Village Square Park, 2888 Main St.  
• Wednesday, Dec. 8: Seventh and eighth grade bands will perform at 7 p.m. in the East Troy Middle School gym, 3143 Graydon Ave.  
• Thursday, Dec. 9: Fifth grade band and general music class will perform at 6:30 p.m. in the Prairie View School Gym, 2131 Townline Road.  
• Saturday, Dec. 11: Seventh and eighth grade ensembles will perform at 9 a.m. in the East Troy Middle School gym, 3143 Graydon Ave.  
• Sunday, Dec. 19: Middle school and East Troy High School choirs will perform at 3 p.m. in the high school Brett Miller Gym, 3128 Graydon Ave.  
• Monday, Dec. 20: High school bands will perform at 7 p.m. in the high school Gym 3.



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# Best spots to shop early, shop local for the holidays

The holidays are just around the corner and East Troy makes it easy to expand your go-to shops with a solid list of local favorites. “This year more than ever, small shops are relying on your business,” said Vanessa Lenz, East Troy Area Chamber of Commerce Director. “Whether you shop online, in person, buy gift cards or pick up curbside, let’s show East Troy some love this holiday season.”

**Home on the Square**  
homeonthesquare.shop | 2888 Main St.  
East Troy, WI 53120 | (262) 642-5400

Family owned and operated, Home on the Square aims to deliver a unique blend of high quality domestic and international products specifically geared towards a Midwestern client. Open Wed., Thurs., Fri. from 10 a.m. to 6 p.m., Sat. from 9 a.m. to 4 p.m.

**InkLink Books**  
inklinkbooks.com | 2890 Main St.  
East Troy, WI 53120 | (262) 642-9607

InkLink Books, known for hosting bestselling authors at its Read & Feed book dinners and virtual events, captures the nostalgia of the best independent bookstores by filling its shelves with books from hyper-curated lists. Open Tues.-Sat. from 10 a.m. to 1 p.m.

**The Global Glass**  
theglobalglass.com | 2884 Main St.  
East Troy, WI 53120 | (262) 684-5420

A full-service shop featuring beer, wine, spirits and expert picks on a great bottle of wine, the latest craft beer or something new for your bar. Open Mon.-Sat. from 9 a.m. to 9 p.m., Sun. from 10 a.m. to 6 p.m.

**Square Roots/ 2894 on Main**  
2894onmain.com | 2894 Main St.  
East Troy, WI 53120 | (262) 642-9600

Located inside the café, 2894 on Main, Square Roots has created a local hub for community-produced goods, featuring a unique selection of groceries and gifts. Open Sat. & Sun from 7 a.m. to 3 p.m., Mon-Fri from 6 a.m. to 3 p.m.

**Square Side Resale & Consignment Boutique**  
2874 Main St., East Troy, WI 53120  
(262) 215-3736

Locally owned and operated consignment boutique specializing in women and children’s fashion. Open Tues-Fri from 10 a.m. to 3 p.m. & Sat. from 10 a.m. to 4 p.m.



The Global Glass



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**Zinn’s Mercantile**  
2087 Division St., East Troy, WI 53120

Zinn’s offers an eclectic mix of unique items for the home, featuring artisan goods and antiques. Open Thurs. from 11 a.m. to 4 p.m., Fri. & Sat. from 11 a.m. to 5 p.m. & Sun. 11 a.m. to 4 p.m.

**East Troy Pharmacy**  
3284 Main St., East Troy | (262) 642-3510

In addition to offering services in traditional medicine, as well as alternative medications and therapies, East Troy Pharmacy features a selection of puzzles, novelty and seasonal gifts.

**The Elegant Farmer**  
elegantfarmer.com | 1545 Main St. Mukwonago  
(262) 363-6770

The Elegant Farmer serves up homemade, fresh-picked and delicious offerings in its

Farm Kitchen Bakery, Deli & Market. The business is noted by “Gourmet Magazine,” “The Wall Street Journal,” “Food Network” and “Milwaukee Magazine” as having “the best pie in America.” Open every day from 9 a.m. to 6 p.m.

**End of the Leash**  
Endoftheleash.com | 325 Bayview Road, Mukwonago | (262) 363-3338

End of the Leash carries over 35 varieties of all natural, organic and holistic food and a large selection of toys and gifts for dogs, cats and small animals. Check out its best sales of the season for Black Friday, Nov. 26, Small Business Saturday, Nov. 27 and Midnight Magic, Dec. 4.

**Goods Antiques**  
facebook.com/goodsantiques  
3066 Main St., Suite 102, East Troy, WI 53120  
(262) 385-5518

This family owned shop, features antiques, reclaimed pieces and custom orders. Open Thurs., Fri. and Sat. from 11 a.m. to 4 p.m.

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**West 20 Ranch & Saddle Co.**  
shop.west20.com | W4812 Highway 20  
East Troy | (262) 642-4272

**FOOD**

**Frank’s Piggly Wiggly**  
3238 W. Main St., East Troy | (262) 642-5524

**Grassway Organics**  
grasswayorganics.com | W2716 Friemoth Road, East Troy | (920) 894-4201

**Hometown Sausage Kitchen**  
Hometownsausagekitchen.com  
W1184 County Road L, East Troy | (262) 642-3264

**Kwik Trip**  
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# Best Ways to Love East Troy outdoors

Something special happens to East Troy in winter with many of our favorite activities and events taking place in between the icy temperatures and snowflakes.

## Sled down East Troy's biggest hill

Sledding is a popular winter pastime for young and old alike.

Mitchell Park, located directly north of the Rossmiller Sports Complex along Highway 20, is the largest sledding hill in East Troy, offering plenty of fun to delight sledding fans.

## Build a snowman on the Square

Relive your childhood and create your own Frosty the Snowman at East Troy Village Square Park, 2881 Main St., East Troy. The park includes green space and a bandstand promoting the nostalgia of the rural community. It's also a great space 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.

## Take long wintry walks

East Troy is home to some of the most beautiful areas for hiking and they become even better when you experience them during every season. Here are our top winter walk spots:

**Price Park Conservancy:** Two miles of self-guided hiking trails run through the park, located at N6421 Hodunk Road in the Town of LaFayette, and include panoramic views of Sugar Creek, as well as other outstanding features of natural diversity.

**Beulah Bluff Preserve:** This Kettle Moraine Land Trust nature preserve, located at N9026 Bakavi Way, East Troy, overlooks the northwest shoreline of Lake Beulah.

The Preserve gate is closed during the winter months, however there is space for two cars to park at the gate, and visitors are encouraged to walk or snowshoe into the preserve.



Javier McCormack zips down the hill at Mitchell Park on a snowy winter day.

VANESSA LENZ Good Neighbors

## Go Ice Fishing

Embrace the chilly season to the fullest with ice fishing or skating on one of these local lakes:

**Lake Beulah:** At 812 acres, the largest lake in East Troy is a favorite for catching fish like Panfish, Largemouth Bass and Northern Pike. The public boat access site is located on Wilmer's Landing in the Town of East Troy.

**Potter's Lake:** A 155-acre lake located in the Town of East Troy, features Panfish, Large-mouth Bass and Northern Pike. Visitors have access to the lake from a public boat landing with access off County Road L.

**Army Lake:** Take a winter walk to the

public access point on the west side of the lake – a half-mile driveway connects the property to St. Peter's Road in the Town of East Troy.

The 15.7-acre property at W1698 St. Peter's Road features a 78-acre lake and 989 feet of shoreline frontage on Army Lake.

## Grab your skates

The Village of East Troy has created an outdoor ice skating rink, located immediately north of the East Troy Lions Public Library, 3094 Graydon Ave. Slip on some skates and glide across the rink, made with love. For details, visit [www.easttroy-wi.com](http://www.easttroy-wi.com).

# Best way to Enjoy East Troy

## A Winter Wine Walk

The East Troy Area Chamber of Commerce's Winter Wine Walk is coming to town from 5 to 8 p.m. on Friday, Dec. 10.

Enjoy downtown East Troy while you sample unique wine selections curated by Certified Wine Educator Melanie Denhart of The Global Glass and cheese pairings by Hill Valley Dairy. Experience the beauty of East Troy Lights – a spectacular holiday light show, and winter's beauty while shopping for unique gifts in the boutique shops, restaurants and other distinct venues located in the warmth of the East Troy Village Square.

Wine Walk tickets are \$35 until Nov. 30 and \$40 until Dec. 10 and will include: sip tickets to sample 20+ wines at 11 locations throughout the evening, cheese pairings by Hill Valley Dairy, commemorative tasting glass and raffle tickets to win a prize.

The evening will have a maximum capacity and is expected to sell out.

Wine Walk Check-In is at East Troy Village Square Park, 2881 Main St. On event day, attendees need to register at East Troy Village Square Park, 2881 Main St. Registration opens at 4:30 p.m.

Must be 21 years of age or older with valid ID to participate. Wristband required. Must show ID on night of event to receive wristband.

All proceeds will help support the reboot of East Troy's First Fridays event series in 2022.

## Tickets

Get your tickets today at [easttroy.org](http://easttroy.org).

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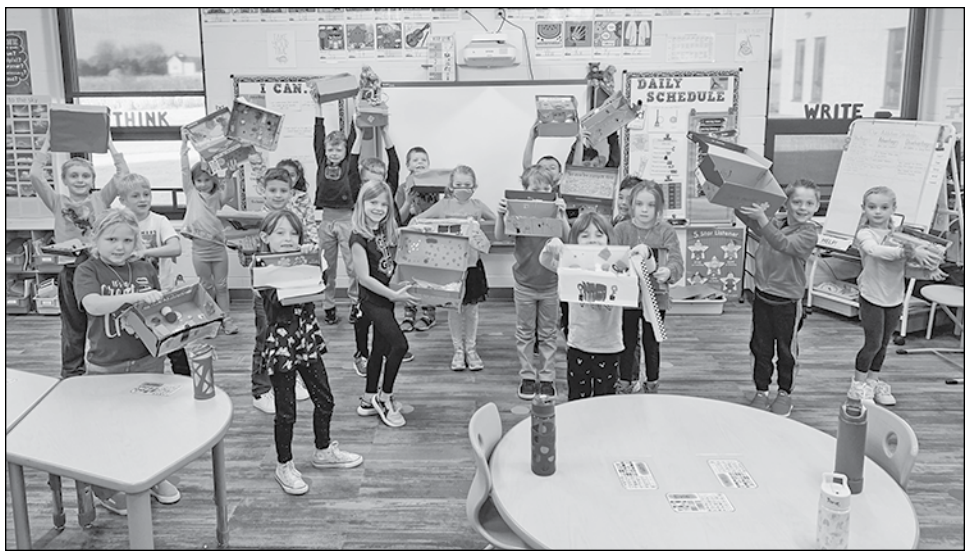
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## Who to Watch - East Troy first graders

Students at Little Prairie Primary School are getting hands-on experience as part of an annual Project Based Learning assignment in which students create a business plan, manufacture a model of that business and present the final project to East Troy Area Chamber of Commerce Executive Director Vanessa Lenz. Clockwise from above: Students in Tiffany Bottoni's, Sarah Schmitz's, Katie Fetzer's and Laurie Fitch's (not pictured) classes get a chance to show off their businesses. Lenz visits the school to ask the students to create a business to fill an empty storefront on the East Troy Village Square. Logan Tess made a two level animal supply store called Pet Pal. Rayla Henningfeld introduces her colorful pet shop called Love Pets. Everett Janusz created a skateboard shop for fans of the East Troy Skatepark.

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**Skydive Milwaukee:** Everyone loves a good selfie especially during an experience of a lifetime with @SkydiveMilwaukee.

PHOTOS SUBMITTED Good Neighbors



**East Troy Lights:** The Chapman Family experiences the magic of the interactive downtown light show in the popular @EastTroy Lights Tunnel.

# Best spots for a selfie



**2894 on Main:** Beautifully bright with a modern meets old world design, @2894onMain creates a vibrant backdrop for any photo shoot.



**East Troy Brewery:** The vault at @EastTroyBrewery is hands down one of the most popular places to snap a pic in East Troy.



**Sauced Pizzeria:** Pizzaiolos Jon Lenz, Ana Haraldsen and Rachel Standafer prove that any spot inside @SaucedPizzeria (with a penchant for pink and gold statement pieces) is picture-perfect.



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