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MARCH 2019

VOLUME 30, EDITION 1

# Infinity Dance in East Troy

## Studio focuses on community

By Vanessa Lenz  
EAST TROY CHAMBER EXECUTIVE DIRECTOR

With the goal of sharing its deep love of dance with more people, Infinity Dance expanded to East Troy at the start of 2019.

Owners Gina and Carissa Chanos, a mother-daughter duo, said they want nothing more than for their boutique-style studio to be a fixture within the East Troy community.

“East Troy has a ton to offer and we want to be part of it,” said Carissa, who also serves as artistic director and head coordinator of Infinity Dance. “There is such a strong sense of community here and it really reflects Infinity’s values.”

See INFINITY DANCE, Page 4



SARAH MANKE Good Neighbors

Loralei Wehmeier takes her first ballet class with Infinity Dance in the studio above InkLink Books, 2888 Main St., Suite C, in downtown East Troy.

# Spring things to do March

## 3 Art Show & Band-O-Rama

The annual East Troy Community School District 5-12th grade music concert, Band-O-Rama, will be held from 2 - 5 p.m. on Sunday, March 3 at East Troy High School, Gym #3, 3128 Graydon Ave.

The annual art show, featuring student work will be on display at the high school from 1-4 p.m. For more information, call (262) 642-6760.

## 16 Kiwanis Club Family Breakfast

The Kiwanis Club of Greater East Troy will hold its annual family breakfast from 8 to 11 a.m. on Saturday, March 16 at East Troy High School, 3128 Graydon Ave.

See THINGS TO DO, Page 8



# cheers!

## East Troy Brewery calls the square home

By Vanessa Lenz  
EAST TROY CHAMBER DIRECTOR

The teaser came early last spring. Three words...

“Unlocking brews 2018.”

This message was accompanied by East Troy Brewery’s logo, a reverent nod to its hometown’s trademark bandstand and its new location on the southwest corner of the East Troy Village Square. The highly anticipated new brewery promised to be the first

See EAST TROY BREWERY, Page 3

Heather Luke serves drinks at East Troy Brewery, 2905 Main St., the new kid on the block that has become a fast favorite. The brewery and restaurant recently unveiled its completely renovated space in the former State Bank of East Troy building, which is more than 120 years old and has been vacant since 2017.

SARAH MANKE Good Neighbors

# Meet the Brew Crew



Brent Fiedor



Ryan Hammerel



Amber Schultz



SARAH MANKE Good Neighbors

Head Brewer Ryan Hammerel shows off one of the unique attractions of East Troy Brewery – an automated brewing system that will eventually enable customers to view an interactive control system to understand how the brewing process takes place, bringing a modern twist on both a historical process and historical building.

## Brent Fiedor

General Manager  
& Executive Chef

Brent Fiedor, the man behind the delicious cuisine at East Troy Brewery, has been making a splash in the Chicago area restaurant scene for the past decade.

Fiedor grew up in Lapeer, Michigan where cooking and hunting ran in his family.

The rising chef started in the industry at 13 years old as a dishwasher and worked his way up in kitchens in Michigan while initially pursuing a career as a history teacher.

He eventually realized his desire to be in the kitchen creating and made the move to Illinois to attend Robert Morris University Institute of Culinary Arts where he studied under his mentor Chef François Sanchez.

In the past 10 years, Fiedor has opened four restaurants and was a founder and owner of B.B.G.B Brewery and Hop Farm.

He said he’s found the perfect match at East Troy Brewery.

See BREW CREW, Page 3





JAMIE ROHRER Good Neighbors

# Santa came to town



VANESSA LENZ Good Neighbors



VANESSA LENZ Good Neighbors

Above: East Troy gave Santa Claus a warm welcome on Dec. 1 despite the chilly, rainy weather. Photos were taken inside Ivan's Backstage following the arrival of the East Troy Electric Railroad's Santa Parade Train, raising \$400 for the East Troy Food Pantry. Photo crew members, with Santa and Mrs. Claus, included (front) Liam Rohrer, (back) Sarah Smith, East Troy Chamber of Commerce Marketing & Graphic Design Coordinator Sarah Manke, Ryan Osmann of Osmann Lawn & Landscape Management, Jamie Rohrer of 2894 on Main, East Troy Area Chamber of Commerce Executive Director Vanessa Lenz, Rachel Zweck and Linda Kaplan of East Troy Shell. The photo portion of the event has raised over \$3,200 in the last seven years for the East Troy Food Pantry. Left: Jeff Standafer of Citizens Bank was among volunteers who braved the cold to help nearly 700 local school and daycare children decorate the trees on the square with handmade ornaments on Nov. 30 (above, right) in preparation of Santa's arrival. For a complete list of Santa's special helpers, visit [easttroy.org](http://easttroy.org).

## Alpine announces exciting summer lineup

Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, has announced an exciting lineup for summer of 2019.

After returning in 2018 with just a handful of shows following a one-year hiatus during its 40th anniversary season in 2017, Live Nation has detailed a string of shows, bringing the venue back to life.

Dave Matthews Band will be back in East Troy on Friday, July 5 and Saturday, July 6 for the first time since 2016.

Phish will return to Alpine Valley for three shows July 12-14 as part of its 26-date summer tour.

Jimmy Buffett and the Coral Reefer Band will make its annual appearance at Alpine Valley on Saturday, July 20.

Iconic pop-rockers Hootie & The Blowfish have announced a stop in East Troy on Friday, Aug. 23 as part of its first tour in more than a decade, dubbed "Group Therapy Tour."

Hall-of-fame rock band The Who will include an East Troy show on Sunday, Sept. 8 as part of an extensive 2019 North American "Moving On!" concert tour.

Tickets for Alpine shows can be purchased at [livenation.com](http://livenation.com).



PHOTO SUBMITTED Good Neighbors

The Who will launch an extensive 2019 North American concert tour, dubbed Moving On! that will see the legendary English rock band in East Troy on Sunday, Sept. 8.

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# •East Troy Brewery

(Continued from front page)

of its kind in Walworth County. And East Troy was ready for it. After 12 months and much anticipation, the brewery and restaurant opened its doors on Dec. 26, unveiling an incredible renovation in a re-purposed bank building dating back to 1892. Every day since, an influx of people has trekked to the downtown location eager to explore the fun and lively new space and accompanying food and brews. And if its opening month is any indicator of its future, East Troy Brewery’s combined love of community, food and beer could just be the perfect recipe for success. The East Troy Brewery team, including longtime East Troy residents and majority owners Ann & Ted Zess, Head Chef and General Manager Brent Fiedor, head brewer Ryan Hammerel and Assistant General Manager Amber Schultz, said they want the brewery to both create a space that matches the energy and vibe of the square while putting a big marker on the East Troy map. “We are looking to make East Troy the foodie destination of Southeast Wisconsin. We want everyone in the surrounding area to come here- between us, 2894 on Main, LD’s BBQ, Ivan’s, Gus’s and more...” said Ted. “East Troy has a great range of food products that people want to come here for.” Ann said they were excited to give the downtown building, which has been empty for the last two years, new life. “We want it to be a destination for people,” said Ann. “The State Bank of East Troy was the cornerstone of the community for over 100 years, and we are excited to help create another cornerstone in this same building & assist in the redevelopment of our square.” Fiedor said they are working to deliver a quality experience to both locals and visitors looking for a nice day or night on the town. “I love bringing people into East Troy,” said Fiedor. “Every time people come here they say, ‘This town is so great. The square is so beautiful.’” Following the Zesses example (both have a long history of giving back in East Troy), Fiedor said his team plans to get involved in the community and will continue the brewery’s presence at events like the East Troy Area Chamber of Commerce’s Brewfest and First Fridays event series. “We’re particularly excited to strengthen our relationships here,” Fiedor said.

## Eat, drink, love ET

East Troy’s first brewery is giving craft drinkers a chance to explore its full array of beer and unique cocktail options while



SARAH MANKE *Good Neighbors*

**East Troy Brewery celebrates its opening month with a grand opening and East Troy Area Chamber of Commerce and Mukwonago Area Chamber of Commerce Ribbon Cutting & Business After 5 event. East Troy Brewery team members carry out the ribbon cutting honors, including (from left) majority owners and operators Ted and Ann Zess, Head Brewer Ryan Hammerel, General Manager/Executive Chef Brent Fiedor and assistant GM Amber Schultz.**

ushering in a whole new audience with its foodie-friendly menu. The new brewery & restaurant features exclusive taps, an open kitchen and indoor seating for 200. The southern half includes the Taproom 50-seat event space and garage doors that will open this summer to an outdoor patio and seating area. Location in this case is everything as visitors can get a spot near large windows in the space overlooking East Troy Village Square Park, a downtown attraction known for regularly hosting festivals and band concerts. The brewery’s fresh made-from-scratch menu features tasty options for the whole family. “I want everyone in this town to love the food here and I want the surrounding areas to

be like ‘I love that place,’” said Fiedor. Fiedor said their philosophy is to give a new (and better) take on typical pub food. “We’ve crafted a unique and creative menu while keeping it affordable and approachable,” he said. “Our menu can feature short ribs and sushi-grade salmon, but also a burger and tacos with a twist.” The local-inspired menu revamps classic recipes with items like Hill Valley Dairy cheese curds (battered and deep fried with ETB Russian Imperial Stout Mustard), pork belly BLT (featuring Hometown Sausage Kitchen bacon) and crispy duck wings (cured and sous vide for 12 hours & served with ETB IPA BBQ). Fiedor said they will continue to add items to the menu, but it will stay small enough to keep things as fresh and local as it can get.

## What’s on Tap

East Troy Brewery has become a fast favorite on the local beer scene, instantly creating a hub for craft beer fans. From clean and crisp basics like Pale Ale to a classic IPA to a stout garnished with cocoa powder and espresso ground coffee bean, Hammerel is serving up an impressive selection of craft brews to thirsty patrons.

**See EAST TROY BREWERY, Page 11**

# •Brew crew

(Continued from front page)

Fiedor, who has also worked as a head brewer at breweries throughout the years, initially applied for the brewer position. He was canvassed for the head chef role from his former culinary school instructor and East Troy Brewery investor John Hudoc, owner of Hometown Sausage Kitchen. Fiedor said an immediate connection with majority owners and operators Ann and Ted Zess and seeing the potential of the space convinced him to take the leap. “When I walked into the building (which was completely gutted at the time), I saw exactly what we see here now. I went back to Chicago and told my people that I was done,” he said. If his background is any indication, diners can expect a focus on sustainability and local products. Fiedor said he’s spent a lot of time developing relationships with area farmers and suppliers. “I love it here. I like sitting in the corner of the bar and looking out at the square and feeling like I’ve been transported,” Fiedor said.

## Ryan Hammerel

Master Brewer

Ryan Hammerel has been sharing his love of beer with the world since he made his first batch of beer from a kit nearly 15 years ago. Hammerel joined the East Troy Brewery team in spring, bringing years of experience and innovative enthusiasm to the new brewery. Hammerel most recently worked at Delafield Brewhaus, where he studied under brewmaster John Harrison. Hammerel is known for his true-to-style, creative beers. He began brewing while working as an ASE certified Master Technician, developing unique recipes that impressed his friends and family. For over 10 years Ryan honed his art: utilizing his background in mechanics to enhance the systems and methods for beer production with extensive experience in creating innovative flavors.

“I am super excited to be in East Troy. In addition to rolling out some amazing beers, I am looking forward to collaborating with some other incredible breweries in the Milwaukee area and beyond,” said Hammerel. “Beer is not only a career it is my passion.”

## Amber Schultz

Assistant General Manager

Amber Schultz has always had a passion for food service. She started out at a young age cooking and taking orders in short service restaurants and developed a desire to go the extra mile. Schultz has opened four restaurants across the country as a server, bartender and corporate trainer, while developing a strong enthusiasm for the wine world. With a move to California, she was able to work at one of the most prestigious restaurants in Napa Valley. Now returning to back to the Midwest, Schultz is eager to share her knowledge of wine and cocktails with the East Troy community.



DITHER STUDIO *Good Neighbors*

Patrons can get an up close look at the vault at East Troy Brewery, which was originally State Bank of East Troy. East Troy Brewery Brew Club members get their pick of available safety deposit boxes inside, along with a special key.

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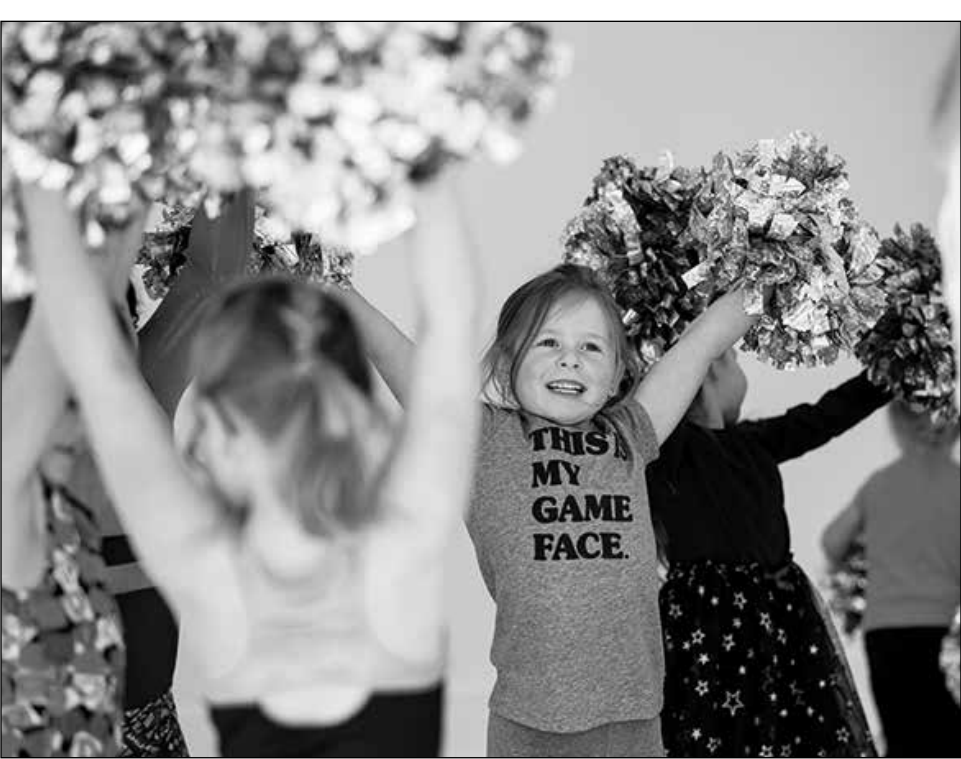




# studio c

Studio C is a big deal for those with a fitness focus or artistic bent, but the impact stretches far beyond. The 900-square-foot upstairs studio, which opened last fall, is host to a range of uses – including yoga, dance and meditation. But the space also brings an extra element of vibrancy to a developing downtown East Troy. The studio is the next phase of an ambitious renovation of most of the north side of the East Troy Village Square by the Rohrer family. The first phase, completed in 2013, included the three-story sweeping remodel of the historic building now known as the café, 2894 on Main. The building, which anchors the northwest corner of the square, was built in 1856 by the founder of East Troy’s first store, Sewell Smith and

his sons. (It was run by various owners through the years as Marshall’s General Store until the opening of Kate’s Needful things from the early 1900s until 2008.) Kayleen Rohrer opened East Troy’s first bookstore, InkLink Books, in the adjacent building at 2890 Main St., to serve East Troy’s underserved market of local bibliophiles, literary lovers and to nourish developing bookworms. The Rohrers transformed the InkLink Books location, which dates back to 1862, into a chic yet comfortable space featuring Old World Parisian high ceilings and catwalk, midcentury modern fireplace, rolling ladder and books of every genre. Such signature design elements are featured in the new studio and upstairs apartments, located above the bookstore. The studio features a theatrical curved ceiling, a skylight and a central hanging chandelier with large windows overlooking East Troy Village Square Park.



PHOTOS BY SARAH MANKE *Good Neighbors*  
Above: Abigail Parent performs during Infinity Dance’s Pixie Poms class in the new 900-square-foot studio located above InkLink Books. Below: The space, which opened last fall, is host to a range of uses including dance, yoga and meditation and adds much-needed merit to the performing arts.

## •Infinity Dance (Continued from front page)

Infinity Dance has had a brick and mortar studio in Mukwonago since 2013, but wanted a space to host classes in East Troy. They said they felt inspired immediately in the new studio above InkLink Books and knew they found the perfect spot for their foray into a second community. “We love the space. It’s beautiful,” said Gina, a lifelong award-winning dancer who trained since she was a young girl. While they’ve specialized and excelled in the pom and dance competitive all-star and scholastic dance team arena, Carissa said Infinity also offers dance classes that broaden the spectrum – ballet, jazz, hip hop, tumbling and more for every level. Infinity Dance kicked things off in East Troy with Pixie Poms, Pixie Princess Ballet, Pixie Pop for ages 3-6 and Youth Pom/Jazz Combo and Youth Pop Funk for ages 7-12. “Infinity is different from other dance studios because of that one-on-one attention. It’s about heart and love and the experience,” said instructor Ashley Doblar, a former Infinity Dance student. “At Infinity, Carissa is the top dog (instructor), but she still knows and works with every dancer.” “We care strongly about the whole dancer and the entire experience,” said Gina. Gina started Infinity Dance in 2008 in a Mukwonago church basement after seeing a need in the community. “Our kids wanted more options,” said Gina, who sees that same need in East Troy. For Infinity’s instructors, the benefits of dance go far beyond the importance of movement – it’s about building a community for its members. “We love the saying ‘Dance friends make the best friends.’ It’s so true,” said Gina. “Our dancers spend countless hours together and build lifelong relationships.” “Our littles stay with us through every step of the program and find some of their closest friends through dance,” added Doblar. Gina said Infinity’s instructors, led by Carissa, bring a unique perspective as dance educators with a blend of choreography and instruction on dance technique that combines artistry and athleticism. “Carissa has a genuine love and passion for teaching children, which has fueled a personal commitment to instructing today’s complete performer,” said Gina. Infinity plans to expand its offerings in East Troy in the future based on local needs. The boutique studio will welcome first-time dancers looking for fun, as well as advanced students in every age group. Gina said Infinity will also remain a community-based studio and its dancers plan to perform at special events, as well as volunteer and complete service projects in East Troy.

## Meet The owner

Carissa Chanos started working with Infinity Dance when it first opened nearly 10 years ago. At the time, Carissa was 14 years old and serving as an assistant coach. Carissa has since put her education and firsthand experience to work as the owner, artistic director and head coordinator of Infinity Dance. Carissa has over 15 years of dance experience including studio dance studies in ballet, tap, jazz, lyrical, hip hop, modern, interpretive and pointe. In addition to being a competitive company dancer for several years, she was also a four-year member and senior captain of a highly



PHOTOS BY SARAH MANKE *Good Neighbors*  
Right: Infinity Dance owner Carissa Chanos and instructor Ashley Doblar lead Princess Ballet in the new studio above InkLink Books on the square. The main floor of the new studio features large windows and a high ceiling. Above: Emmie Judd effortlessly twirls during her first ballet class.

competitive varsity dance team. She has a background in Somatics Practice, which correlates anatomical studies and injury prevention, and said she cares as much about training young dancers as she does about educating responsible and dynamic leaders.

In 2015, Carissa was awarded the highly regarded DX National Coach of the Year award. In 2016, Carissa returned home to her alma mater to become the head coach for the prestigious, award-winning Mukwonago Varsity Dance Team.



## The lowdown

Infinity Dance will be offering an abundance of classes in downtown East Troy in the studio above InkLink Books, 2888 Main St., Suite C, East Troy. Registration is available at [www.infinitydance.team.com](http://www.infinitydance.team.com). For more information, email [carissa@infinitydance.team.com](mailto:carissa@infinitydance.team.com) or call (262) 506-8789.



# 10 questions: with Cheryl Siemers, owner of 5 O'Clock Somewhere Travel

**1. Looking back on the years since you founded your business, how has the travel environment changed?**

**A:** The travel industry has seen many changes from OTA (On line Agency) and Travel Agents to airlines constantly changing as well as hotel properties. Agents are constantly keeping up to date with these changes and laws in other countries.

**2. What are some new destinations you're going to and spots that pique travelers' interests right now?**

**A:** I just returned from Australia, Ireland, Italy, Monaco and Spain. Ireland, Scotland, Norway and Iceland are very hot destinations as they offer more history, scenery and adventure. Fiji and Tahiti are some of my favorites as well and many of my honeymooners love these islands.

**3. Can you talk about how you differentiate yourself from DIY, self-service online solutions?**

**A:** Travel agents used to be the only way to really book any type of travel in the past, then came along online sites that promise you everything and guarantee the lowest deal until something happens and you cannot get ahold of anyone. With that many became frustrated and Travel Agents/Consultants are now back in high demand. I start with new clients by getting a feel

for them, who they are, what they like to do, where have they been and what are they looking for in this vacation. You can only give them a memorable vacation if you get to know them. I have therefore become very close friends with a lot of my clients. Some agents work only certain hours and others like myself work 24/7 and always on call. My clients trust me to be there for them and I am. No matter the day or time. I stay on top of these changes, from flights to resorts. I always contact the resort to make sure everything is in place for the clients arrival and send them information along the way about excursions, packing tips, Apps that they should download to make the process smoother.

**4. What is the biggest travel trend we need to know about for 2019?**

**A:** Destination Weddings are a huge trend still and will only continue to grow. The best part of a destination wedding is being with your loved ones for longer than a few hours. The wedding coordinators on site handle all the wedding preparations and I handle all the travel and organize everything so the couple only has to worry about the clothes and what to pack. Europe is also very big right now, many want to see the historical sites and beautiful cities and find where they have come from. And lastly, the U.S. is gaining in popularity and I encourage it. I love taking road trips and seeing new places. This summer I will be doing a tour of the U.S. and seeing some more National Parks that I have yet to see.



For more information, contact Cheryl Siemers, owner of 5 O'Clock Somewhere Travel at (262) 642-2553, fiveoclocksomewheretravel@gmail.com or visit www.5oclocktravelandcruise.com.

PHOTO SUBMITTED Good Neighbors East Troy travel agent Cheryl Siemers has actually been to many of the places she recommends, like Australia, providing firsthand knowledge to her clients.

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PHOTO SUBMITTED Good Neighbors While there are many places in the world she would considering living, Cheryl Siemers, owner of 5 O'Clock Travel, ranked Croatia among her favorites.

**5. What did you learn from your worst travel experience?**

**A:** Travel Insurance is a must! I have made some mistakes in my travels, arriving at the wrong airport once. Broke an ankle in Jamaica, fell off a swing while doing a tequila shot. Yes, I can laugh at myself but if it wasn't for travel insurance all of that would have been costly. You never know what can happen so be prepared.

**6. What are a few must-have items that you can't leave without packing?**

**A:** Tennis shoes for any type of long distance walking or hiking; passport; copy of itinerary; money in small denominations; copy of passport in your luggage and copy of credit card in case of loss to report; light sweater; extra charging cords. Never pack your passports in your carry-on luggage though, it must stay on your person or in a purse.

**7. What are some of the best travel locations you can go to on a budget?**

**A:** Mexico is still the best bang for your buck especially if booked as a package deal with flights and resorts; Ireland is as well a nice and affordable destination right now; Belize in Central America is another great option but not offering an all-inclusive option.

**8. We're on a budget. Is it possible to save money using a travel agent?**

**A:** Yes. When using a travel agent, we are able to price match packages against certain other tour operators, we also have a consortium that we are affiliated with that offers certain amenities at select resorts and hotels. As an agent we keep on top of your flights, if booked with us, and make sure they are the best for you and can make changes if not. We have visited most of the resorts and can recommend what would be the best fit for you and your budget.

**9. I'm not good with flying, do you have any tips to keep calm and relax?**

**A:** Noise reduction headphones; a good movie or a nice book to read. Always keep water with you for hydration and it will prevent stress headaches.

**10. OK. I'm in! Where should I go now?**

**A:** I love to sit with my clients and get a feel for their interests, what they like and do not like. Are you adventurous, sit by the pool or the beach? Ziplining or rappelling or biking? Each country offers such a diversity and I want to make sure this is what my clients want for them.

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# Read & Feed

Author Marcia Bjornerud spent an evening in East Troy during InkLink Books & 2894 on Main's latest Read & Feed book dinner inspired by her book, "Timefulness: How Thinking Like a Geologist Can Help Save the World." Bjornerud, a professor of geology and environmental studies at Lawrence University, led the discussion, along with bestselling author Jane Hamilton. The cafe, 2894 on Main, which serves breakfast, lunch and evening entrées using local, organic ingredients that change with the seasons, created a one-of-a-kind food and wine pairing for the occasion. For more information, visit [inklinkbooks.com](http://inklinkbooks.com) or 2894onmain.com.

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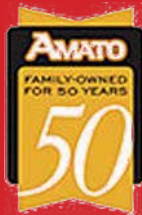
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# East Troy's First Fridays will return May-November

Mark your calendars for an assortment of special events to take place at East Troy Village Square Park with the return of East Troy's First Fridays series, May-November.

"First Fridays are a way to celebrate everything our town has to offer and reconnect locals with the businesses we have here," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. Annual favorites like Food Truck Fest and the East Troy Art Walk will return in 2019, along with a host of new events.

Each First Friday, May-November, will feature a showcase event at East Troy Village Square Park, 2881 Main St., with surrounding local businesses collaborating to bring an afternoon and evening of fun.

For more information, email [vanessa@easttroy.org](mailto:vanessa@easttroy.org).

## 2019 FIRST FRIDAYS

### Friday, May 3

#### FAMILY FUN NIGHT

Join us for a family-friendly night out, featuring food, music, bounce house, classic games, kids crafts and more.

### Friday, June 7

#### FOOD TRUCK FEST

Tempt your taste buds with this mix of the area's best food trucks and local restaurant vendors.

### If you go...

5 to 8 p.m., May-November, East Troy Village Square Park, 2881 Main St., [easttroy.org](http://easttroy.org)

### Friday, July 5

#### SPLASH INTO SUMMER

Dive right into summer with a party featuring inflatables, a DJ, yard games and kids water fun zone.

### Friday, Aug. 2

#### SQUARE FEST

A local music festival where businesses become stages and venues for area bands. The event will feature food trucks and other activities at East Troy Village Square Park.

### Friday, Sept. 6

#### EAST TROY'S GOT TALENT

A stage awaits anyone who can work up the courage! Be brave. Get out there and show us your talent. Sign-up beforehand by calling (262) 642-3770 or email: [vanessa@easttroy.org](mailto:vanessa@easttroy.org).

### Friday, Oct. 4

#### OcTROYber FEST

This family-friendly party will include Polka music, a dance floor, beer tasting and competitions, including stein-holding and a costume contest. There will also be German-style fare for sale.

### Friday, Nov. 1

#### EAST TROY ART & WINE WALK

Enjoy downtown East Troy, while you sample unique wine selections and cheese pairings by Hill Valley Dairy & enjoy local artist showcases.

## 2019 Line-Up

### May 3

Family Fun Night ☺

### June 7

Food Truck Fest 🚚

### July 5

Splash into Summer 🌊

### August 2

Square Fest 🎵

### September 6

ET's Got Talent 🎤

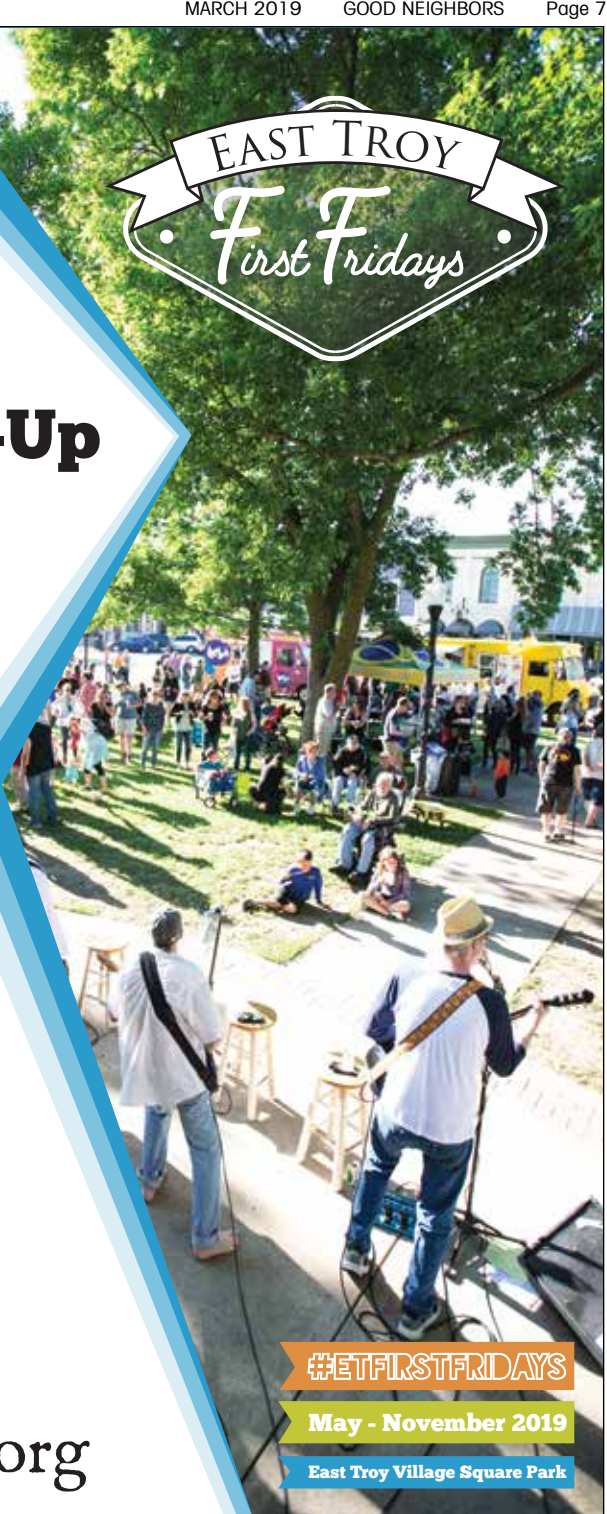
### October 4

OcTROYber Fest ❤️

### November 1

Art & Wine Walk 🍷

 [easttroy.org](http://easttroy.org)



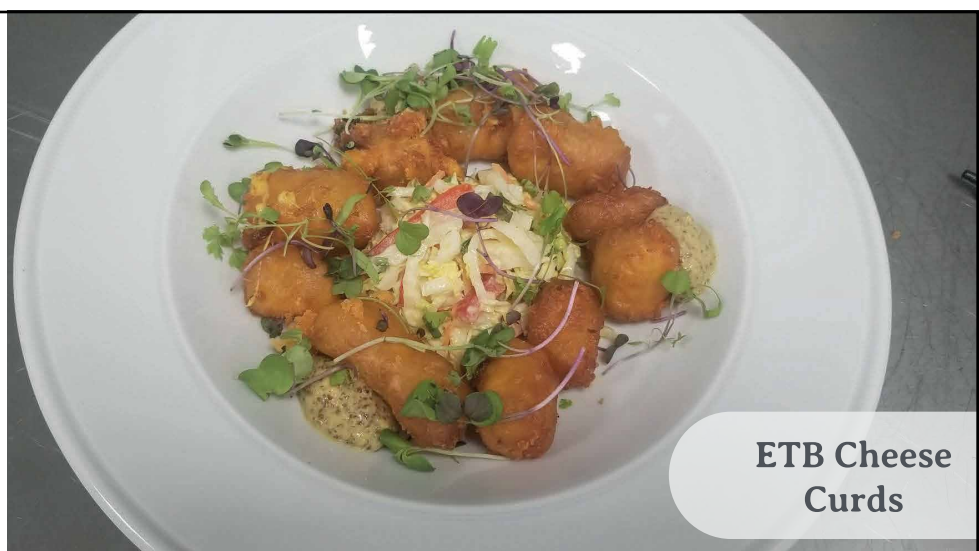
#ETFIRSTFRIDAYS

May - November 2019

East Troy Village Square Park



2905 Main Street  
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The East Troy Farmers Market will return this summer on the first and third Fridays of the month, giving locals the chance to stock up on produce, specialty items, meats, honey, cheese, flowers and crafts.

VANESSA LENZ GOOD NEIGHBORS

# Farmers Market will have new format for 11th season

The East Troy Farmers Market will return for its 11th season this summer with a new format.

“We decided to make the shift to two Fridays a month based on local shopper preferences,” said Vanessa Lenz, Executive Director of the East Troy Area Chamber of Commerce, which sponsors the market.

“This will allow us to feature an expanded selection of vendors and exciting activity schedule.”

The market will be held on the first and third Friday of the month, May 24 through Oct. 4, at East Troy Village Square Park, 2888 Main St. Hours of operation are 2 to 6 p.m.

The first market of the month will run during the East Troy Chamber’s popular First Fridays event series.

The second market of the month is

designed to support various industries- local artisans, makers, etc. and let locals and visitors alike enjoy the downtown experience.

## vendors wanted

Vendors can secure their spot for the season in advance for just \$15 per market. For more information, call (262) 642-3770 or email [vanessa@easttroy.org](mailto:vanessa@easttroy.org).

## If you go...

East Troy Farmers Market: 2 to 6 p.m. on the first and third Fridays of every month. East Troy Village Square Park, 2888 Main St., [easttroy.org](http://easttroy.org)

## • Things to do (Continued from front page)

The breakfast will feature pancakes with all of the fixings and raffle prizes. Breakfast is \$5 for ages 12 and older, \$3 for ages 5-11 and free for children younger than 4. All proceeds directly benefit the three college scholarships the Kiwanis Club presents to graduating seniors.

### 14 National Pi Day

The Elegant Farmer, 1545 Main St., Mukwonago, is celebrating Pi/Pie Day on 3.14, or Thursday, March 14.

Come to the market and receive the store’s famous 5-inch Apple Pie Baked in a Paper Bag on sale for \$3.14 (reg. \$6.99). For more information, visit [elegantfarmer.com](http://elegantfarmer.com).

### 16 Beginners Beekeeping Workshop

Join Instructor Dan O’Leary for a Beekeeper Workshop from 9 a.m. - noon on Saturday, March 16 at Michael Fields Agricutural Institute, W2493 County Road ES.

O’Leary has cared for bees for over 20 years, and will share his knowledge on buying bees and equipment, caring for bees, collecting honey and winterizing your hive. This is the perfect beginner class for the hobby beekeeper. The workshop cost is \$40. Register online at [michaelfields.org](http://michaelfields.org).

### 22-24 ETHS Spring Play

East Troy High School Drama will hold performances of its spring play, “Dear Phoebe,” at 7 p.m. on Friday, March 22 and Saturday, March 23 and 2 p.m. on Sunday, March 24.

“Dear Phoebe,” a comedy mystery based on a 1950’s TV show, tells the tale of a variety of characters who surround a murder – from reporters fighting for a story, to

gangsters, to an eccentric old lady and a rude managing editor. For more information, call (262) 642-6760.

### 30 Maple Syrup Family Fun Day

Camp Edwards YMCA Camp and Retreat Center, N8901 Army Lake Road, will host its annual Maple Syrup Family Fun Day, featuring a pancake breakfast from 8 a.m. to noon and activities from 8 a.m. to 2 p.m., on Saturday, March 30.

The Family Fun Day is open to the community with free activities for the whole family, including maple syrup demonstrations, archery range, climbing wall, marsh tours, tube slides, live music and animals.

Tickets for breakfast are \$6 for adults, \$4 for children ages 4-12 and free for children 3 and younger. For more information, call (262) 642-7466 or visit [www.campedwards.org](http://www.campedwards.org).

## April

### 20 FFA Consignment Auction

The East Troy FFA Alumni will host its annual consignment auction at 10 a.m. on Saturday, April 20 at East Troy High School, 3128 Graydon Ave. For more information, call (262) 642-7892.

### 7 Bloom 360 Bowling

Join Bloom 360 for an afternoon of bowling and friendship from 1 to 4 p.m. on Sunday, April 7 at Classic Lanes Greenfield, 5404 West Layton Ave. Registration will include up to a five-person team with two games (nine-pin, no tap), pizza and soda. A basket raffle and 50-50 raffle will be held.

To register, visit [bloom360.org/events](http://bloom360.org/events)



PHOTO SUBMITTED Good Neighbors

Celebrate Easter in East Troy with Skydive Milwaukee’s one-of-a-kind Annual Easter Bunny Jump on Sunday, April 21, from 9 a.m. to 2 p.m. at W1341 County Road L (adjacent to East Troy Airport).

Donations for the basket raffle are welcome. For more information, email [info@bloom360.org](mailto:info@bloom360.org) or call (414) 935-6360.

### 13, 14, 20 Bunny Train

The East Troy Electric Railroad will host its Bunny Train on April 13, 14 and 20. Departures from the East Troy Depot, 2002 Church St., are at 9 and 10:30 a.m., noon, 1:30 and 3 p.m.

The event will feature photos with the Easter Bunny, Easter activities, as well as live bunny and chick displays by local 4-H students at The Elegant Farmer.

Tickets are \$17 for adults, \$14 for children ages 3-14 and \$8 for children ages 0-2. For more information, visit [easttroyrr.org](http://easttroyrr.org).

### 13, 14, 20 Cheep, Cheep Easter celebration

The Elegant Farmer, 1545 Main St., Mukwonago, will host its Cheep, Cheep Easter Celebration from 10 a.m. to 4 p.m. on April 13, 14 and 20. The free family-fun event features the Easter Bunny and a 4-H menagerie of bunnies in costume, baby chicks and guinea pigs for petting. Visiting The Elegant Farmer each year at Easter, area 4-H members educate and introduce children of all ages to the animals they have raised and cared for as part of their annual project.

Ride the East Troy Electric Railroad’s

See **THINGS TO DO**, Page 9

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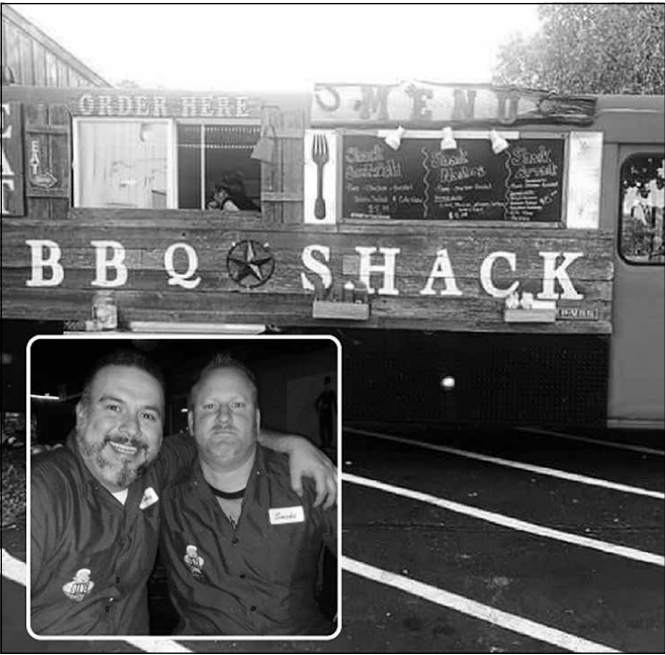
# WELCOME NEW MEMBERS



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## Dine with a Swine

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<https://dine-with-a-swine53120.business.site>

Dine with a Swine is a full service BBQ catering company with food truck (The BBQ Shack) to boot. Owners Jason Neider and Jeremy Tess & crew bring the party to you, there's nothing Dine with a Swine can't slow smoke and roast. For more information, email dinewithaswine53120@gmail.com.



## Town of Troy

(262) 642-5292 • N8870 Briggs St.  
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Troy Township is in the northern part of Walworth County. Early settlers named it after Troy, England, and also the city of Troy, New York. The Town of Troy, which is primarily agriculturally based, has a population of 2,352. The small and quaint town has three areas classified as Troy, Troy Center and Little Prairie and is home to Camp Timber-lee, a large Christian camp. The town has many different land terrains, including the northeastern Kettle Moraine, as well as numerous lakes such as Booth, LuLu, Swift, Peters, Pickerel and more. For more information, email clerktreas@townoftroy.com.



## Finding You

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(inside East Troy Acupuncture) jodypogo.com

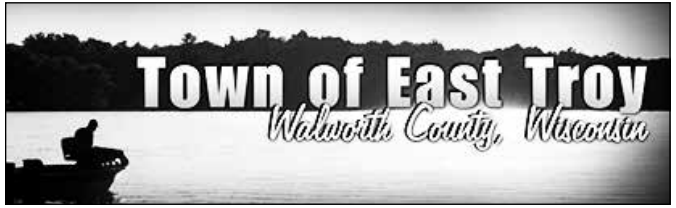
Jody Pogorzelski, aka "Jody Pogo-Passion Coach" of Finding You offers one-on-one life coaching, workshops and classes related to self-empowerment, living passionately, life balance and creating more joy in your life. For more information, email Jody@JodyPogo.com.



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## Town of East Troy

(262) 642-5386 • N9330 Stewart School Road  
PO Box 872 • East Troy, WI 53120  
Townofeasttroy.com

Founded on April 10, 1843 in Walworth County just 36 miles Southwest of Milwaukee, the Town of East Troy has a current population of 4,048. Three lakes, Army, Beulah and Potter, are surrounded by abundant agricultural and natural lands that provide an attractive country setting for tourism and family life. For more information, email tetclerk@townofeasttroy.com.



VANESSA LENZ *Good Neighbors*  
Elizabeth LaGreca gets up close and personal with a baby chick during the Elegant Farmer's Cheep, Cheep Easter Celebration. The family-friendly event returns from 10 a.m. to 4 p.m. on April 13, 14 & 20.

## • Things to do

(Continued from page 8)

Bunny Train and make a grand entrance to meet the Easter Bunny at the Elegant Farmer. Easter specialty foods will be for sale, including CiderBaked ham, fresh breads, Easter basket candies and more. For more information, visit elegantfarmer.com.

## 13 Family Resource Center Egg Hunt

The East Troy Family Community & Resource Center will host its 14th Annual Easter Egg Hunt at 9 a.m. on Saturday, April 13 at Little Prairie Primary School, 2109 Townline Road.

The event will feature coloring pages, face painting, temporary tattoos, crafts and photos with the Easter Bunny. RSVP with the number of children attending on the resource center's Facebook page or by calling (262) 642-4900 or easttroyfamily@gmail.com.

## 21 Bunny Jump

Celebrate with Skydive Milwaukee's one-of-a-kind Annual Easter Bunny Jump on Sunday, April 21, from 9 a.m. to 2 p.m. at W1341 County Road L (adjacent to East Troy Airport.) The event includes an Easter egg hunt complete with a separate toddler hunt, refreshments, free pictures with the Easter Bunny starting at noon and the Easter Bunny landing at 1 p.m. (weather permitting). For more information, call (800) ET-CHUTE or visit skydivemilwaukee.com.

## May

## 3 Family Fun Night

Kick off the 2019 First Fridays season from 5 to 8 p.m. on Friday, May 3 at East Troy Village Square Park, 2881 Main St. Celebrate with fun for the whole family, including food, music, bounce house, classic games, kids crafts and more. For more information, visit easttroy.org.

## 4 St. Peter's Casino Night

St. Peter's Catholic Church & School, 3001 Elm St., will host a Dinner, Silent Auction and Casino Night from 6-11 pm. on Saturday, May 4 in the school gym. For more information, call (262) 642-5533.

## Ongoing events

### Trivia Night

The Hive Taproom, W2463 County Road ES, will host Tim's Taproom Trivia from 7 to 9 p.m. on Thursdays. The Hive Taproom is Wisconsin's newest mead taproom producing small batch mead, honey kombucha and soda elixirs. Ranging from dry to semi-sweet, its naturally gluten-free beverages feature local everything: honey, hops and produce. For more information, visit thehivetaproom.com.

### East Troy's First Fridays

Mark your calendars for an assortment of special events to take place at East Troy Village Square Park with the return of East Troy's First Fridays series, May-November. Annual favorites like Food Truck Fest and the East Troy Art Walk will return in 2019, along with a host of new events. Each First Friday, May-November, will feature a showcase event at East Troy Village Square Park, 2881 Main St., with surrounding local businesses collaborating to bring an afternoon and evening of fun. For more information, email vanessa@easttroy.org.



# 2019 CALENDAR OF EVENTS

## May

**03** **FRIDAY**  
ET First Fridays  
Family Fun Night  
5 - 8 p.m.

**24** **FRIDAY**  
Farmers Market  
2 - 6 p.m. 1st & 3rd Fridays

**24 / 27** **FRIDAY - MONDAY**  
Corn & Brat Roast  
10 a.m. - 4 p.m.  
**Community - Wide  
Rummage**  
10 a.m. - 4 p.m.

**26** **SUNDAY**  
Brewfest  
3 - 6 p.m.

## Jun

**07** **FRIDAY**  
ET First Fridays  
Food Truck Fest  
5 - 8 p.m.

**21** **FRIDAY**  
ET Cycling Classic  
noon - 8 p.m.

## July

**05** **FRIDAY**  
ET First Fridays  
Splash into Summer  
5 - 8 p.m.

## Aug

**02** **FRIDAY**  
ET First Fridays  
Square Fest  
5 - 8 p.m.

**10** **SATURDAY**  
Planes, Trains &  
Automobiles  
7 a.m. - 8 p.m.

## Sep

**06** **FRIDAY**  
ET First Fridays  
ET's Got Talent  
5 - 8 p.m.

**07 / 08** **SATURDAY - SUNDAY**  
Bluegrass Festival  
10 a.m. - 6 p.m.

**27** **FRIDAY**  
Golf Outing  
11:30 a.m. - 5 p.m.

## Oct

**04** **FRIDAY**  
ET First Fridays  
OctTROYber Fest  
5 - 8 p.m.

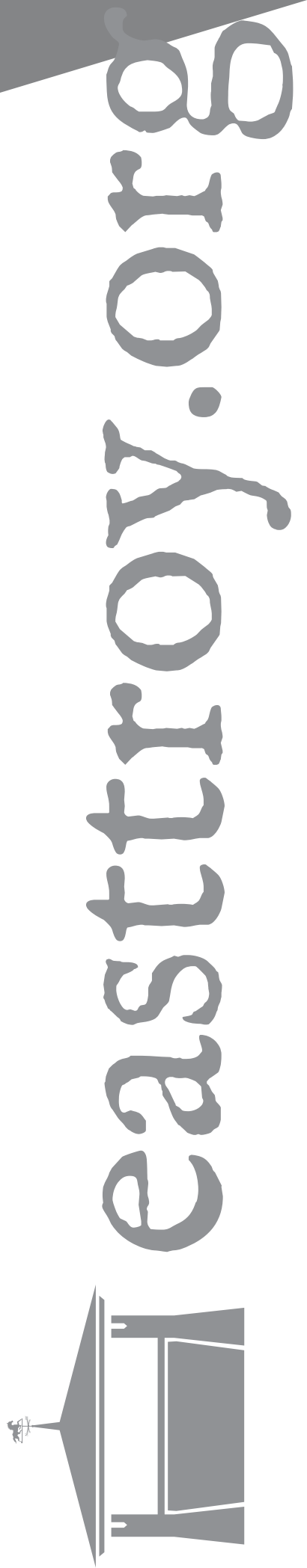
**31** **THURSDAY**  
Halloween, Pumpkin  
Walk & Walk of Terror  
5 - 8 p.m.

## Nov

**01** **FRIDAY**  
ET First Fridays  
Art & Wine Walk  
5 - 8 p.m.

## Dec

**07** **SATURDAY**  
Santa Parade Train  
5:30 - 8 p.m.



## East Troy Area Chamber of Commerce Corporate Partners

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# •East Troy Brewery

(Continued from page 3)

“I’m always searching for ways to add twists to classic recipes,” Hammerel said. Hammerel creates beers using a barrel system visible from the restaurant and said one of his favorite parts is naming the brews upon completion. “The names are the fun part. That’s what every brewer loves to do,” Hammerel said. Favorites like MIA 420 IPA and Triple Six Heist were named after two safety deposit boxes that were mysteriously stolen from the brewery’s vault.

“We’re really tying East Troy and the community into the names too with Electric Amber for the Trolley and PA McCracken (an homage to one of the founders of the East Troy Square Austin McCracken),” Hammerel said.

He said he also wants to incorporate the community as he experiments and comes up with different styles and recipes. “I feel if I can get out and talk with some of the people in East Troy, I can develop my recipes and beers based on what they like,” Hammerel said. “Fresh ideas and new experiments will always rotate our taps.”

From handpicking the best Wisconsin-grown malts and hops to fermentation, Hammerel said he’s working hard to put the best beer in the brewery patrons’ glasses.

“I’m sourcing everything locally. A big goal is to make a beer with all East Troy sourced ingredients,” Hammerel said.

Whether it’s collaborating with other breweries on a new recipe or fostering a local group of homebrewers, Hammerel said the goal remains “to share what we love doing with our community.”

## The lowdown:

**Where:** East Troy Brewery, 2905 Main St.

**Hours:** Monday, Wednesday, Thursday: 11 a.m. to 10 p.m. (kitchen closes at 9 p.m.), Friday & Saturday: 11 a.m. to 11 p.m. (kitchen closes at 10 p.m.) and Sunday: 11 a.m. to 9 p.m. (kitchen closes at 8 p.m.) Lunch Menu is served from 11 a.m. to 4 p.m. every day.

**Info:** etbrew.com or (262) 642-2670

# East Troy Brewery: The transformation

East Troy Brewery is the latest tenant in East Troy’s growing downtown.

Majority owners and operators Ann and Ted Zess purchased the 6,000-square-foot former bank building in November of 2017 and quickly began converting it into a brewery and restaurant.

The building had been vacant and had most recently been home to FirstMerit Bank, which closed in 2017.

The goal for the building, located on the southwest corner of the square, was to restore it closer to its original look of State Bank of East Troy in 1892 and provide a space to complement the rest of the historic buildings on the square, Ann said.

“We wanted to capture that historical feel of the bank but also tie in a more modern feel with that steampunk-inspired atmosphere,” said Ted.

“It’s something we saw in this building,” said Ann. “We wouldn’t have done it anywhere else.”

The dramatic renovation of the landmark building, included gutting the entire space, installation of an automated brewing system, indoor seating for 200, event space, and adding top floor apartments – all while ensuring the historic aspects of the site were preserved.

James R. Taylor & Sons, which is located adjacent to the brewery, led the build of the space, with the rest of the work being done by local contractors.

“Everyone we used was from East Troy or had an East Troy connection, except one company from Elkhorn,” Ted said.

While the design and build took a little over a year, the dream for the brew pub was over five years in the making for the Zesses.

After playing a key role in founding East Troy Brewfest in 2016 and discussing their vision of a brew pub with members of the community, the Zesses said their idea continued to flourish

“It kept developing because we saw so many people interested in and loving craft beer,” Ann said.

The Zesses said they couldn’t have opened up shop without the support they’ve received – from local government officials to investors to contractors going the extra mile to get their business open.



DITHER STUDIO Good Neighbors

The newly opened East Troy Brewery is an integral addition to East Troy’s historic Village Square, the centerpiece of downtown that regularly hosts festivals and band concerts. The building, located on the southwest corner of the square, was completely restored to match its original look of 1892. While converting the former State Bank of East Troy building into East Troy Brewery, majority owners and longtime East Troy residents Ann and Ted Zess wanted to honor the history of the bank as a cornerstone of the community for over 100 years.

“We’ve had a great support system,” Ann said. The renovation work and business startup cost about \$2.5 million and is being funded by a mix of public and private investments, including a \$250,000 Community Development Investment Grant from the Wisconsin Economic Development Corporation, the Community Development Block Grant revolving loan fund

from the Village of East Troy, bank financing from Park Bank and local investors. East Troy Brewery will employ up to 12 full-time workers and between 10 to 20 part-time staff members. Ann said the final design gives their team the perfect place to test new and inventive offerings.



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