Local talks one-on-one with Erik Buell following cross country bike trip

By Jason Kehl

CONTRIBUTOR

- At 12 members, the current EBR Motorcycles, LLC team is small but determined.
- At 15,691 radically innovative miles to home.
- Service industry, “he said.
- To Erik, achievement is about much more than designing and building motorcycles.
- “I didn’t start this [company] just to go racing,” he said. “I really, really, wanted to create an environment for people to be radically innovative.”
- Love at first bike

By Jason Kehl, rides his EBR 1190SX on his hometown roads on the edge of East Troy.

The author, Jason Kehl, was born and raised in East Troy. After graduating from East Troy High School he earned a degree in Mechanical Engineering from UW-Madison and eventually a MBA from the University of Arizona in Tucson.

His career as a Rocket Scientist ended when he left Raytheon Missile Systems, but his passion for innovative engineering remains.

Back home he now works as an Engineering Manager bringing life-sustaining medical devices to market.

He resides in East Troy.

The East Troy Electric Railroad’s Santa Parade Train will make its annual journey into downtown East Troy on Saturday, Dec. 3. There will be plenty of additional holiday activity at East Troy Village Square Park, 2881 Main St., from 5:30 to 8 p.m., including a tree lighting, winter activities, Holiday Marketplace, photos with Santa and more.

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

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

See SANTA TRAIN, Page 2

There will be plenty of ways to spend the most wonderful time of the year in East Troy. Planning will be vital to ensure that you cover all of the season’s upcoming events.

November & December

East Troy Electric Railroad’s Christmas Train

The East Troy Electric Railroad’s Christmas Train merrily rides the rails the weekends of Nov. 26-27, Dec. 3-4, 10-11 and 17-18.

Guests will board heated railroad cars, for the 10-mile roundtrip, half hour jaunt from the East Troy Depot, 2002 Church St., to Santa’s Workshop, located at The Elegant Farmer in Mukwonago.

At the workshop, children can visit with Santa, get a photo taken with the jolly old elf, work on a craft project, eat cookies and drink hot chocolate.

Departures are at 9, 10 and 11 a.m. and noon, 1 and 2 p.m. Tickets are $15 for adults and $17.50 for children (ages 0-11). Tickets can be purchased at easttroyrr.org or at the East Troy Tourism Center, the beautifully lit four-car train will travel down the century-old interurban trolley line between Mukwonago and East Troy. The original East Troy Christmas Parade train, started by the East Troy Jaycees and the railroad in 1972, was an historic reproduction of the Schuster’s Christmas Parade in Milwaukee. The Schuster’s Department store chain sponsored the parade, established in 1928, to kick off the Christmas shopping season.

See FESTIVE FUN, Page 4

At the workshop, children can visit with Santa, get a photo taken with the jolly old elf, work on a craft project, eat cookies and drink hot chocolate.

Voting for the best-decorated storefronts and homes in the spirit of the holidays and will be eligible to win a prize and special recognition for their efforts.

See CONTEST, Page 2

For more information about EBR Motorcycles, visit www.ebr.com

For more information about EBR Motorcycles, LLC team is small but determined.

PHOTO SUBMITTED Good Neighbors

PHOTO SUBMITTED Good Neighbors

PHOTO SUBMITTED Good Neighbors
5 things that made East Troy great this year

Allan ICS- 2016 Business of the Year

23rd annual East Troy Bluegrass Festival

East Troy’s First Fridays

Commitment to Community- James R. Taylor & Sons

East Troy Schools - First SmartLabs in the State

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

Santa on the Square
In anticipation of Santa’s arrival, festivities will begin on the East Troy Village Square at 5:30 p.m. with concessions, winter activities, including cookie decorating and a s’mores station, Holiday Marketplace and a Christmas carol sing-along.

Professional photos of children with Santa and Mrs. Claus will be available following the tree lighting at about 6:40 p.m. at a cost of $8 each, with the proceeds to benefit the East Troy Food Pantry. All participants will get a digital copy of their photo.

For more information, visit easttroy.org.

Midnight Magic
Midnight Magic, sponsored by the Mukwonago Area Chamber of Commerce, also takes place that day from 10 a.m. until midnight at sites throughout the community.

For more information, visit www.mukwonagochamber.org.

No line for photos with Santa
Professional photos with Santa and Mrs. Claus will be available following the tree lighting after 6:30 p.m. The cost is $8 with proceeds to benefit the East Troy Food Pantry.

Avoid the wait in line this year. Here’s how it works: You check in at the photo area. Our volunteers get your name, enter the information into our system and then give you a number with an approximate wait time. Avoid the wait in line this year. Here’s how it works: You check in at the photo area. Our volunteers get your name, enter the information into our system and then give you a number with an approximate wait time. Linger outside, shop inside the holiday marketplace or check out the offerings at one of the establishments on the square until your number appears on one of numerous status boards, indicating it’s your turn for photos.

Pancakes with Santa

Cost:
Adults 13 & up: $9.00
Children 5 -12: $7.00
Children 4 & under: Free

 Included In Cost: All you can eat pancakes!
Children will also have an opportunity to meet Santa and get a picture with him, decorate a Christmas cookie and receive a small gift!

Date & Hours of Operation:
Saturday, Dec. 3, 2016
Doors open at 8 a.m.
Doors close at 12 p.m.

Support The Salvation Army and send “Kids to Camp”

Prizes include free advertising and special recognition for businesses and $200 in Chamber bucks for residents. Register at easttroy.org or email vanessa@easttroy.org. The fee for businesses is $15, and $5 for residents.

See the Santa Parade Train
Spectators can catch a glimpse of Santa along County Road ES. The train will stop briefly at the following crossings:
• 5:30 p.m., train departs at The Elegant Farmer
• 5:45 p.m., Army Lake Road – Army Lake Camp
• 6 p.m., St. Peter’s Road
• 6:15 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

Contest
This year’s windows will be evaluated by judges and the public.

The judging begins Dec. 3 and will run through Dec. 10. Winners will be announced on Monday, Dec. 12 on easttroy.org.

Your Local Connection for all your HOME BUYING AND SELLING Needs!

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

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Sarah Alexander, Realtor
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2880 Main St., East Troy, WI
Your local connection.
Motorcycle Company (Buell) product catalog.

I couldn’t wait for the day I would be able to ride one of our own.

I watched as Mukwonago resident, Erik Buell, ex-racer, ex-Harley engineer, grew his passion into East Troy in 1995.

Believing function precedes form, Erik went about designing motorcycles with the help of Harley-Davidson (HD) Sportster® motorcycles.

By 2000 I was in college, and Erik’s idea of an American made sport bike – superior quickness and handling – had grown to over $60 million in sales and surpassed 10,000 annual units.

H-D took notice and made Buell a wholly-owned division shortly thereafter.

Between 2001 and 2008, roughly 9,480 Buell Ulysses were shipped from Buell Drive; a motorcycle renowned for its adventure touring capabilities.

Its performance specifications still overshadow even the most recent models produced by Honda.

An $18,655 BMW R 1200 GS might give the Ulysses a run, but not for the money.

Originally sold for $11,495 the Ulysses is just one example of the performance Sportster® engineering that came out of East Troy before it came out of Milwaukee.

As Erik put it, “We built like 140,000 of the fastest Sportsters® ever.”

In 2009, one international publication voted Buell as “the best handling bike” in the world.

I give this special attention to the road I think as I am blown slightly offline by the strong wind flowing down the Mississippi River valley.

An hour and two on the road before I meet Mike the Anti-trike on his new (to him) 2009 Buell XB12X Ulysses motorcycle.

A week and over 2,500 miles since leaving Oregon I look forward to riding home with this East Troy product.

Birth of EBR

Yet another under 15 successful years for Buell as part of H-D, the recession hit hard.

From a peak of $74.39 in November of 2000, H-D’s stock plummeted to $8.33 per share by March of 2009.

H-D said it felt forced to focus solely on the motorcycle manufacturer in the world, Hero Moto Corporation, was announced in 2013.

With Hero came investments in production technology for the high volume versions of the 1190RX; the fully-faired 1190RX, and the naked 1190SX.

Both production bikes weigh less than 420 pounds and attempt to restrain the same internally developed ET-V2 (East Troy V-Twin 72°, liquid cooled engine producing an almost impossible 185hp and 102lbs of torque.

Erik now had a bike platform that fully leveraged his decades of design innovations.

The United States now had a world class American motorcycle, a fiercely IndependentTM realization of previously constrained potential.

EBR was back. While just up the road in Milwaukee H-D was outsourcing design of its newest entry level Street® motorcycles to international companies, EBR’s new 160 employees were right here in East Troy.

But even as EBR received design awards for an electric–serial–hybrid motorcycle, along with many others, Hero struggled to respond to increased domestic competition back in India.

According to various sources, in 2015 with little to no notice Hero pulled “$10s of millions of dollars’ worth of consulting engineering contracts” for EBR.

The partnership was over.

Sparks fly as the asphalt objects to my lean angle. I struggle to keep up with the athleticism of the Buell as we dip, dive, twist and turn outside of Potosi, Wis.

Just soak it all in, I tell myself. It’s not every day I feel the beauty of our state, in contact with it all, sharing the experience with Mike the Anti-trike, my dad.

Buell today

Knocked down but not out, Liquid Asset Management, LLC (LAP) purchased the remains of Erik Buell Racing, LLC from receivesshipper early in 2016.

Today, EBR, Motorcycle LLC, operates with a skeleton crew of 12 people.

EBR represents a vast business investment potential where simply reclaiming the 1.42 percent peak US heavyweight market share Buell held in 1999 would approximate 5,700 units or $65 million in 2017.

Export markets could double those sales.

Near-term visions of EBR as a $200 million international company are not unrealistic.

Production of 2016 EBR models was modest but new owner Bill Melvin of LAP has teased that a “Quick, Dark, and Low” bike and a “sub-$10k” platform could be coming soon.

Melvin’s LAP website still makes clear they are “open to additional outside investments or partnerships.”

“...I would love to do something like that,” Buell said when pressed about upcoming models, an acknowledgement of untapped potential limited only by a willing capital investment.

A small company, in a small town, struggling to again show the world what it can be – a not so subtle personalization of America.

It’s getting dark fast, I notice as we pull off I-43 and arrive back where it all began.

After 15,691 miles this Ulysses has returned home.

We stop outside the EBR factory, smile, take a picture or seven, and without having to mutter a word again; that was fun!

Where do we go next? Where does EBR go next?

As I wrapped up my conversation with Erik, he beamed with pride not at the bike and a “sub-$10k” platform could be coming soon.

Where do we go next? Where does EBR go next?

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Saturday, Dec. 3-

• Festive fun

Festive fun will be held from noon and Saturdays from 10 a.m. to 2 p.m. of charge Wednesdays from 9 a.m. to 2 p.m.

The museum is open to the public free of charge Wednesdays from 9 a.m. to 2 p.m. The current exhibit will remain open in 2016 at the Kubicki Museum and Heritage Center, 2106 Church St., on the village square. The museum is open to the public free of charge Wednesdays from 9 a.m. to noon and Saturdays from 10 a.m. to 2 p.m. or by appointment by calling (262) 642-2642. Donations are gratefully accepted.

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• Smooth transition from your present bank
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OPEN: M-Th 9 a.m.-5 p.m. • Fri. 9 a.m.-6 p.m.

Sat. 9 a.m.-noon • Drive-up open 8 a.m. Mon.-Sat.

*Some restrictions may apply

For more information, visit etahs.org.

Friday, Dec. 9-

Sample some sweets

First Citizens State Bank, 2546 Main St., East Troy, will hold its eighth annual Bake Sale and Chili Lunch from 9 a.m. to 6 p.m. on Friday, Dec. 9.

Items offered for sale will include a wide assortment of cookies, candy, breads and bars, as well as individual servings of hot, homemade chili. All proceeds will be donated to the East Troy Food Pantry.

Saturday, Dec. 10-

Home Party and Craft Fair

The East Troy Family and Community Resource Center will host its annual Home Party and Craft Fair from 9 a.m. to 2 p.m. on Saturday, Dec. 10, in the Brest Miller Gymnasium at East Troy High School, 2128 Graydon Ave.

The event will feature more than 70 different direct sale vendors and 12 concessions with both breakfast and lunch items. Bake sale items will also be offered to benefit the Family Resource Center. For more information, contact Marilyn Komperud at (262) 492-4890 or easttroyfamily@gmail.com.

December-

Listen to live music

The East Troy Community Schools Music Department will host several holiday music concerts in December. The concerts will be held at the East Troy High School, 2128 Graydon Ave.

Thursday, Dec. 15: Fifth grade band and eighth grade band will perform at 7 p.m. in the East Troy Middle School gym, 3143 Graydon Ave.

Christmas events in East Troy

Greg and Sandy Nyffeler with Paul and Carol Nyffeler opened Executive Storage Suites at 2481 Executive Drive in October. Pictured are (from left) Mary Nicoson of First Citizens State Bank, Dr. Greg Nyffeler, Carol, Sandy, Paul, Rita and Armin Nyffler. The Nyffeler family has strong ties to the area. The brothers built the Nyffeler Business Center in East Troy for over 30 years. The Nyffeler family opened Executive Storage Suites at 2481 Executive Drive, which also houses Paul J. Nyffeler CPA, and Nyffeler Dental Center.

The Nyffeler family has strong ties to the area and is involved in various clubs and organizations. As a second-generation dentist, Dr. Greg Nyffeler serves the community the same way his father Dr. Armin Nyffeler did when he started the practice in 1961. He has been practicing in East Troy for over 30 years.

Executive Storage Suites

Executive Storage Suites (greeting cards, kitchen knives and bars, as well as individual servings of hot, homemade chili. All proceeds will be donated to the East Troy Food Pantry.

Looking for a bank that offers full-service banking, offers full-service banking offering full lines of Depository and Lending Products, and offers full-service 24-hour ATM, Mobile Banking and Internet Account Accessibility? Contact First Citizens State Bank today.

East Troy Winter Classics

Go sledding

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. Two additional East Troy sledding hills are located at 1824 Thomas Drive in the Pullman Natural Area and 1830 Thomas Drive in the West Kettle Nature Area.

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For more information, visit etahs.org.

Winter Extreme at Timber-lee

Camp Timber-lee, N8705 Scout Road, East Troy, which features 600 acres of rolling land and waterfront, currently offers nine winter/summer camps. Get outdoors in the winter time and have a blast on the slopes at Timber-lee. Winter recreation time includes the tube hill, tube run, toboggan run, broomball and the game room. For details visit timber-lee.com.

Looking for a bank that offers the following services: sound ratings, stability you can count on, full-service banking offering full lines of Depository and Lending Products, and full-service 24-hour ATM, Mobile Banking and Internet Account Accessibility? Contact First Citizens State Bank today.

Indoor storage units open in business park

A new indoor climate-controlled storage facility is open for business.

The Nyffeler family holds its ribbon cutting for Executive Storage Suites at 2481 Executive Drive in October. Pictured are (from left) Mary Nicoson of First Citizens State Bank, Dr. Greg Nyffeler, Carol, Sandy, Paul, Rita and Armin Nyffler.

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For more information, visit etahs.org.

Looking for a bank that offers you and your family an array of services? Contact First Citizens State Bank today.

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Looking for a bank that offers you and your family an array of services? Contact First Citizens State Bank today.
SUPPORT EAST TROY'S FIRST FRIDAYS • Become a Friend of First Fridays at easttroy.org

Thank you To all who supported East Troy's First Fridays Art Walk Friday, Nov. 4

COMMUNITY | DEVELOPMENT | OUTREACH | PARTNERSHIP

East Troy First Fridays Committee:
Sarah Marie - Little Light Shop
Jessica Fuchs
Johnn McCormack - Spotlight Real Estate
M-Jai Harrel - ECP 123
Rachel Zweck, ECP 123
Lisa Dominiski - East Troy Area
Chamber of Commerce
DJI C. Hanna

Volunteers:
Jami Rohr
Chuck Dimick - Ivan's on the Square
Nicole Tentoni - East Troy Middle School
Lori Puts - East Troy High School Art Teacher
Kathy Fyrmak - State Farm Insurance - Tim Wenzel Agency
Tom McCormack
Karl Rutzen
Tom McCormack III
David Allen - East Troy House
Steve Taylor - James R. Taylor & Sons

Host sites:
Rogowskiski Building
Ivan's Backstage
2894 on Main
East Troy Lions Lodge
Urban Cloud Factory
Al Smith's Salon
ECP 123 (window display)
State Farm Insurance - Tim Wenzel Agency
East Troy Area

Historical Society
Real Estate Executives (window display)
James R. Taylor & Sons
East Troy Village Square Park

Artists/Vendors:
Pop-up Yoga by Shelley Deitkowski
V Confections - Edible Printing
Gemina Raehls Cheesecake Café
Cranky Lady ET Culture and Communication
Little Light Shop
Kb Originals
Jessica Fuchs
Mike Garber
Amy Hafermann Pottery
Heartfelt Creations
East Troy Middle School
Nicole Pott
Silver Silver Artworks
Emily Stahl
Megan Kehl
Gloria Kehl
Isabella Ganz
John Finney Photos
Susan Orgas
Kerry Daniel
Lukie Gads
Debi's Details
Roddio Fuentez
John Jacoby
Tom Wilcox
Lovegith Flowers
East Troy Family and Community Resource Center
Isabel Halbesma
East Troy High School
Olanis Emparadas

Clockwise from above: DJ JC Hanna performs live at East Troy Village Square Park during East Troy's First Fridays Art Walk Nov. 4. Olivia Osmany, an East Troy High School senior, displays her work during the first time event. One highlight of the night were these postcards on display that were created by members of the community.

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Acknowledging our community partners.

The Holiday Help of East Troy program continues this year, featuring the collaboration of various community organizations.

East Troy Family and Community Resource Center coordinator Marilyn Kummer, who has taken the reins of the 3-year-old initiative, said a new organization started in 2014 makes it easier than ever to help families in need during the holidays. In 2015, Holiday Help of East Troy was able to serve 83 families with a combined 194 children between the ages of birth and 18 years of age. This is truly a community venture and a way for East Troy to come together to help struggling families to have a blessed holiday season, Kummer said.

Donations are due by Dec. 12 unless otherwise noted.

Here are ways to give this year:

1. Toy drive

The East Troy Lions Club is collecting gifts for children birth to 16 years of age for its annual toy drive. Donations can be dropped off at the following locations:

- Citizens Bank, Dollar General, First Citizens State Bank, East Troy Lions Public Library and Frank’s Piggly Wiggly East Troy.

2. Gift giving trees

Giving trees to purchase gifts for local children will be located at East Troy Bible Church, Good Shepherd Church, Realty Executives Integrity, and St. Peter’s Catholic Church and School through Dec. 12.

Wanekov Family Dentistry will be a donation site for new, unwrapped gifts of children’s pajamas, socks, underwear, hygiene products and non-perishable food donations.

3. Secret Santa

Associated Bank, 3292 Main St., is seeking East Troy community members/groups to serve as secret Santas by purchasing gifts for residents of East Troy Manor through Dec. 20.

4. Winter clothing drive

First Citizens State Bank, 2546 E. Main St., in association with the East Troy Lions Club, is collecting hats, scarves, gloves, mittens, socks and slipper socks for children (infant to 18 years old). Donations should be taken to the bank by Friday, Dec. 6. First Citizens State Bank is also a collection site for the Lions Club Toy Drive.

5. Share the warmth

East Troy Boy Scouts Troop 92 will be collecting winter coats and gear at Frank’s Piggly Wiggly East Troy, the East Troy Lions Public Library, All coats will be cleansed and donated locally. Monetary donations for the Holiday Help Program can be sent at the East Troy Family Community Resource Center, PO Box 962, East Troy, WI 53120.

To learn more or to confidentially request help for a family in need, contact Kummer at (262) 642-4900 or easttroyfamily@gmail.com

234117
Rhode’s Towing, Repair & Sales
2606 E. Main St., East Troy, WI 53120
(262) 642-4TOW (4869) • rhodestowingeasttroy.com

Rhode’s Towing, Repair & Sales is the area’s leading towing and repair service, serving East Troy, Elkhorn, Lake Geneva, Waterford and surrounding areas since 1972. Rhode’s recently expanded to a new location, 2606 Main St. (formerly Lynch) to better showcase its full line of used cars and trucks and full automotive and truck repair business.

Rhode’s offers towing, repair, U-Haul rental, auto sales, brakes, transmissions, oil changes, alignments and more. Hours are Monday through Friday, 7:30 a.m. to 5:30 p.m. and Saturday, 8 a.m. to noon.

WFAQ-LP FM
Mukwonago, WI 53149 • (414) 426-0051 • www.WFAQ.com

WFAQ– the nation’s music source– is a non-profit community radio station broadcasting 24-7 from 101.3 FM and WFAQ.com. The Low-Power FM (LPFM) radio station is anchored in Mukwonago. It was first licensed at 92.9 FM in December of 2005, but has recently (2015) moved to 101.3 MHz. WFAQ accepts underwriting. For more information, email radio@WFAQ.com.

Laflin-St. James Lodge #247
206 Main St., Mukwonago, WI 53149
(262) 642-8717 • www.laflinstjameslodge.org

Laflin-St. James Lodge #247 is a fraternal organization that focuses on charitable projects in Mukwonago and East Troy. St. James Lodge #41, East Troy, first met in July 1853. In February of 1891 the members resolved that some of them should establish a new Lodge at Mukwonago, Laflin Lodge # 247. In November 2001, these two Lodges again became one, Laflin/St. James # 247. The group meets on the second and fourth Tuesdays of the month (except July and August). For more information, email sledge459@gmail.com.

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Andy’s Acres Chamber Golf Outing Champs

A new team has gotten its chance at the East Troy Area Chamber of Commerce’s traveling golf outing championship trophy. Andy’s Acres, including captain Andy Szymanskyj of John Redel Real Estate Brokerage Co., Jerry Kroupa, Dennis Carnes and Tanya Phillips took top honors at the Chamber’s 19th annual golf outing held Sept. 16 at Evergreen Country Club.

Wisconsin Oven Corporation and American Family Insurance-Kyle Resler Agency tied for second place.

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

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


Frank’s Piggly Wiggly sponsored the lunch and Wisconsin Oven Corporation sponsored the refreshments.

Additional event donors included Kyle Resler Agency-American Family Insurance, Associated Bank and East Troy Shell.

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Golfers (from top left) Justin Rohrer and Jamie Rohrer of the East Troy Computer Club and Joe Morton of 2894 on Main hitch a ride from volunteer Dennis Ackert of the East Troy Electric Railroad at the Chamber’s annual golf outing.

See photos from this year’s event at easttroy.org

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SARAH MANKE-GOOD NEIGHBORS

Golfers (from top left) Justin Rohrer and Jamie Rohrer of the East Troy Computer Club and Joe Morton of 2894 on Main hitch a ride from volunteer Dennis Ackert of the East Troy Electric Railroad at the Chamber’s annual golf outing.

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