

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

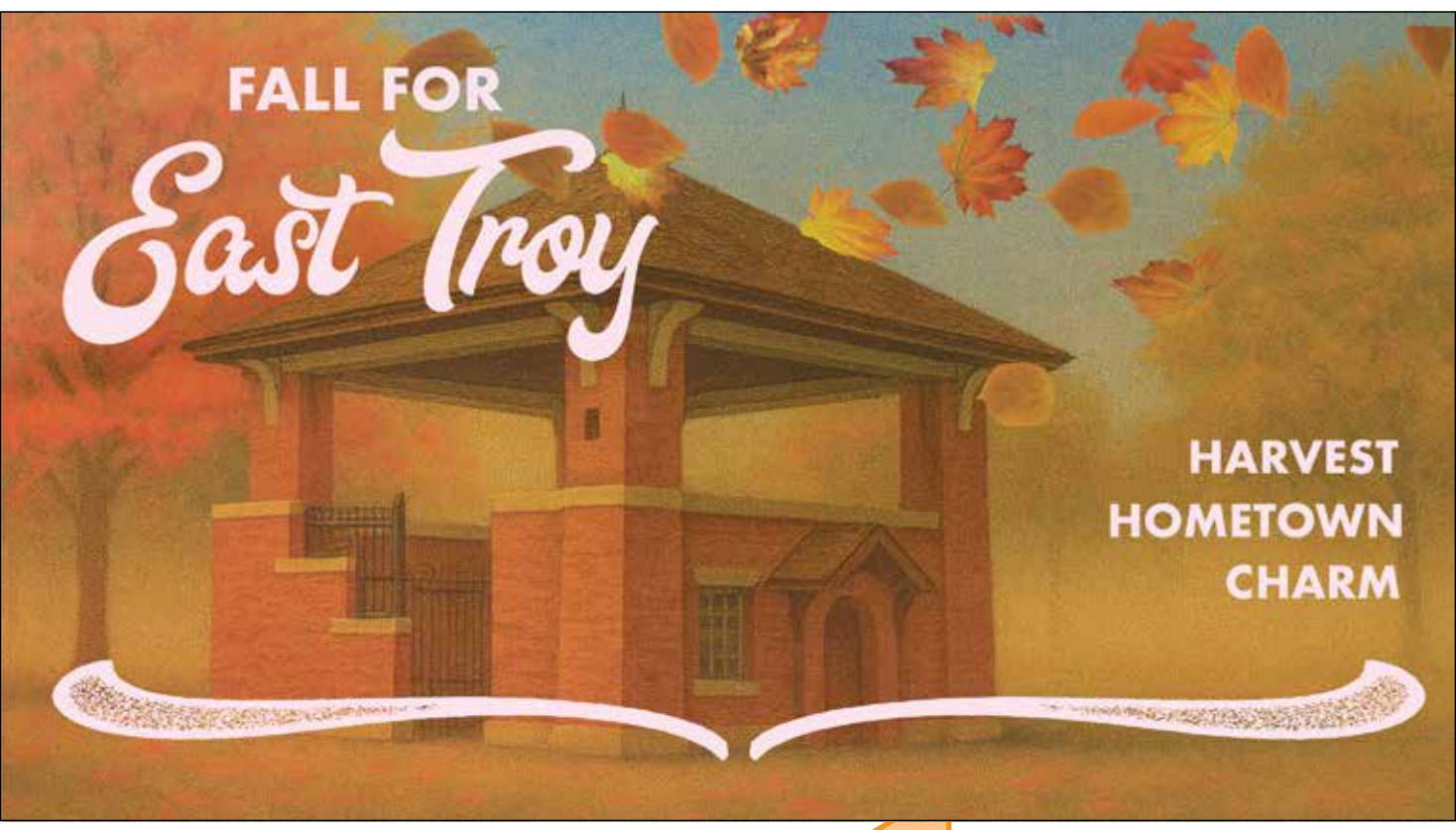
EAST TROY

— AREA CHAMBER of COMMERCE —

EASTTROY.ORG

AUGUST 2025

VOLUME 36, EDITION 3



New owners take helm at East Troy Brewery, eye expanded community role

By Vanessa Lenz
EAST TROY CHAMBER EXECUTIVE DIRECTOR

East Troy Brewery, a staple on the East Troy Square since December of 2018, has new owners who say they're committed to honoring its roots while adding fresh ideas to keep patrons coming back for more.

Business partners Lance Rosenmayer and Sasha Sekulich officially took over the brewery in May of 2025, bringing with them decades of business experience and a shared vision for creating a destination that blends seamlessly with the square's energy.

"We want this place to be an experience," Rosenmayer said. "People should leave saying, 'Wow, that was fun. We want to go back.'"

Rosenmayer, who spent 30 years in his family's construction business before retiring to East Troy seven years ago, said the opportunity to purchase the brewery reignited his entrepreneurial spirit.

"After years of being retired, I was excited to take something this special and bring it to the next level," he said.

Sekulich, who spent 15 years in business development after running his own company, agreed.

"When Lance suggested buying this beautiful building in this great location, I was all in," he said. "It's such an exciting new venture."

Both men were regular customers from the brewery's opening in December 2018 and watched it navigate challenges, including COVID-era restrictions and three rounds of East Troy road construction/closures. They credit former majority owners Ann and Ted Zess with creating a vibrant space despite those hurdles.

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New East Troy Brewery owners Lance Rosenmayer (left) and Sasha Sekulich welcome patrons to the historic State Bank building on the Village Square, where they plan to honor the brewery's roots while introducing fresh ideas, expanded events and community-focused improvements.

PHOTO SUBMITTED Good Neighbors

10 Ways to Fall for East Troy this season

As cooler days roll in and the leaves turn brilliant shades of amber and gold, the countdown begins for the love of all things fall.

Whether you're chasing the crunch of fallen leaves, sipping something warm or spicy, or diving into spooky season, 2025 is packed with ways to get the most out of this season.

1. TAKE A TROLLEY TRIP

Take in the changing leaves aboard the East Troy Electric Railroad, Wisconsin's last original electric line.

The East Troy Electric Railroad continues its 2025 season with trains running every Friday, Saturday and Sunday through Aug. 31.

Saturday trains depart on the hour from the East Troy Depot, 2002 Church St. between 10 a.m. and 3 p.m., Friday trains depart at 10 a.m., noon and 2 p.m. Sunday Train depart at 1 and 3 p.m.

Harvest Fest Trains run Saturdays and Sundays, Sept. 6-Oct. 26.

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2. CELEBRATE THE SEASON AT HARVEST FEST

Whether you're continuing a family tradition or starting a new one this fall, The Elegant Farmer will offer a family fun farm experience with the return of its annual Autumn Harvest Festival Saturdays and Sundays only Sept. 6 through Oct. 26 from 10 a.m.-5 p.m.

Twelve varieties of apples can be picked right from the tree on the farm's orchard and pumpkins of all shapes and sizes selected from the patch.

Enjoy beautiful fall colors aboard a tractor-pulled hayride, pony rides or vintage trolley ride. The East Troy Electric Railroad's turn-of-the-century train makes a stop at The Elegant Farmer Depot.

The Elegant Farmer will also offer a 5-acre family-friendly farm scene corn maze with easy in and out access for all ages.

• CONTINUED ON PAGE 7

For updates on the East Troy Area Chamber of Commerce event line up, visit easttroy.org.



3. JOIN THE SPOOK-TAGULAR SCAV GAMES

Don't miss the Spook-tacular edition of the 2025 Scavenger Games.

The Ultimate City-wide Adventure will return on Saturday, Oct. 18 in downtown East Troy featuring an accompanying Spooktacular Bash with live music by Big Al Wetzel Band, beer tent, food trucks and fall fun for spectators.

The unprecedented & community built city-wide scavenger hunt, blends modern electronic elements with engaging physical and logical challenges.

Face off against hundreds of other players in a game of wits, strategy, diplomacy, physical feats, and cleverness for the ultimate prize of \$1,000 dollars.

Teams consist of up to six people, but you'll need at least three to accomplish certain tasks.

Choose your team wisely. Every member will matter. From puzzle solving, to data gathering, to physical abilities, you'll want a little of everything as you face off in the ultimate scavenger hunt.

Sign up at scavengergames.com.

4. SPEND FIRST FRIDAY ON THE SQUARE

East Troy's First Fridays event series will close out the season with two special celebrations on the East Troy Village Square.

East Troy's First Fridays will Celebrate the Seasons on Friday, Sept. 5 from 5 to 8 p.m. at East Troy Village Square Park and will feature a mix of fall festivities, holiday previews and glowing evening fun.

Guests can get an early look at East Troy Lights with a teaser of the dazzling displays planned for the holiday season, and preview the 2025 Spooktacular Scavenger Games with interactive challenges. The night will also include live music, food trucks, seasonal treats, cider and festive drinks from local vendors, plus a VIP Glow Party Tent.

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Happy Birthday East Troy!



The Village of East Troy is turning 125 this year, and the East Troy Area Chamber of Commerce celebrated with the ultimate First Friday Birthday Bash on June 6 filled with festive fun, hometown pride, birthday surprises and live music by Big Style Brass Band, sponsored by Spotlight Real Estate. (See additional photos at easttroy.org)

JAMIE ROHRER Good Neighbors



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On May 26, 1900, 158 residents cast their votes at Jude’s Opera House—105 said “yes” to incorporation, officially making East Troy a village. By June 22, August Wilmer was elected Village President, joined by six trustees to lead the way. From that bold vote to today, East Troy has been built by community spirit. Here’s to 125 years of hometown pride! This photo, courtesy of the East Troy Historical Society, shows what the current 2894 on Main building looked like at the turn of the century. Note the bubbler on the corner.

PHOTO COURTESY OF
EAST TROY AREA HISTORICAL SOCIETY
Good Neighbors



Best fall events

SEPTEMBER

Aug. 27 – Sept. 1 Walworth County Fair

The 175th Walworth County Fair will be held from Aug. 27-Sept. 1 at the Walworth County Fairgrounds, 411 E. Court St., Elkhorn. The “Stars, Stripes & Fair Delights” event will feature entertainment, food animal exhibits, carnival rides and more. For more information, visit walworthcountyfair.com.

5 – First Friday East Troy Celebrate The Seasons

East Troy’s First Friday’s event series finale will feature Celebrate The Seasons on Friday, Sept. 5, from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St. We’re ringing in fall, giving a sneak peek at winter magic, and lighting up the night. Get a taste of the excitement and competition heading your way for the 2025 Scavenger Games. For more information, visit easttroy.org.

13-14 – East Troy Bluegrass Festival

The 31st annual East Troy Bluegrass Festival is set for Saturday and Sunday, Sept. 13-14 at East Troy Village Square Park, 2881 Main St. A full line-up of Bluegrass bands and contests, plus lots of great food, will take place from 11 a.m. to 5:30 p.m. each day. Admission is \$20 per day or \$35 for the weekend. For more information, visit easttroybluegrass.com.

19 – The Outlaw Music Festival

The Outlaw Music Festival tour celebrates its 10th anniversary at Alpine Valley Music Theatre, 2699 County Road D, in East Troy on Friday, Sept. 19, featuring an incredible lineup with iconic artists Bob Dylan, Willie Nelson, and Sheryl Crow, alongside rising Americana stars Waxahatchee and Madeline Edwards. Details and tickets for Alpine shows can be purchased at livenation.com.

27 – Resource Center Annual Fundraiser

The East Troy Family and Community Resource Center will be hosting its Annual Silent Auction Fundraiser in at Ivan’s Backstage. Doors will open at 5 p.m. Tickets are \$35 and must be purchased in advance. The night will feature food catered by Stowell’s and a cash bar. There will be a large silent auction, some fun 50/50 raffle action and a wine pull. The resource center will use proceeds to continue its 21 years of free family programming.

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Say ‘I do’ at Alpine Valley Resort

Considering a wedding at Alpine Valley Resort? Here’s everything you need to know.

Setting the Scene

Nestled in the scenic Kettle Moraine of southeastern Wisconsin at W2501 Highway D, Alpine Valley Resort is a favorite for brides and grooms who want to say “I do” on the property’s romantic and rustic grounds, which are set against rolling hills and the flowing Sugar Creek. There are a variety of spaces that can accommodate large or small celebrations from outdoor ceremonies to elegant receptions. The resort offers customizable event spaces for gatherings ranging from 20 to more than 300 guests.

The Team

Couples will find a dedicated team ready to help plan every detail, from tailored menu selections to flexible packages that suit any budget.

The Perks

Out-of-town guests can enjoy comfortable lodging with access to year-round amenities including an indoor pool and hot tub, plus discounted rates for group bookings of 15 rooms or more. The resort also features 27 holes of golf, outdoor bar and live music in the pavilion. To schedule a tour or begin planning your special day, contact Alpine Valley Resort events at (262) 684-2538 or Events@alpinevalleyresort.com.

Fall To Do List

Spooky Scramble Golf Outing & 80s themed Murder Mystery

Alpine Valley Resort is serving up a full day of gnarly fall fun on Saturday, Oct. 25, starting with the fourth annual Spooky Scramble Golf Outing and ending with a bodacious 1980s-themed murder mystery dinner. Golfers can take on 18 themed holes

during the Spooky Scramble, complete with a costume contest, lunch, drink tastings, on-course activities and plenty of prizes. Costumes are encouraged. In the evening, guests will step into the world of “I Love the 80s... To Death,” an interactive murder mystery dinner featuring a full-course meal, lively entertainment and nonstop nostalgia. Those who register for both the golf outing and dinner will be treated to an exclusive cocktail hour between events.

Disc Golf

Alpine Valley’s Disc Golf course is praised for its elevation which brings you through

wooded trails up and down the ski hill that creates tricky baskets for a fun and enjoyable time. Cost is \$5 per person or \$50 for a season pass.

Mountain Biking

Alpine Valley Resort’s mountain bike trail offers 8.1 miles of singletrack with a 1,034-foot ascent and descent. Trail access costs \$5 per day or \$45 per year. Enter via the resort driveway and follow the blue “Mountain Bike Trail” sign leading to a gravel lot with a self-pay station. For more information, visit alpinevalleyresort.com.

• FALL HAPPENINGS

Reach Church to Open in East Troy Sept. 21

Reach Church will open its doors in East Troy with a Grand Opening on Sunday, Sept. 21, with two family-friendly services at 8 a.m. and 9:30 a.m. at 2931 Union St. For more information, email hello@reachwisco.church or visit reachwisco.church

East Troy Library announces fall lineup

The East Troy Lions Public Library, 3094 Graydon Ave., has packed its fall calendar with programs for all ages. Highlights include:
• **Sept. 24 (6 p.m.)** — “Electromagnetic Fields & Their Impact on Our Health” with Brandon LaGreca
• **Sept. 26, Nov. 26, Dec. 22** (1:30 p.m.) — Family Movie Afternoons
• **Oct. 8, Oct. 15, Nov. 12** — Medicare Resource Center
• **Oct. 30 (1–2:30 p.m.)** — BOO! at the Library
• **Nov. 11 (6:30 p.m.)** — Town Hall with library architects HGA
The library will also team up with Off the Square Players and Friends of the Library for two shows this season, “Black and Blue

Friday” by Karen Jones on Nov. 7-9 and “Uh-Oh, Here Comes Christmas” by Robert Fulghum on Nov. 14-16 at Honey Creek Collective, N8030 Townline Road. Tickets are \$20 at the library. For details visit easttroy.lib.wi.us.

New Wellness Business Coming to the Square

Glow in Grace will open in October at 2893 Main St., replacing The Carpenter’s Daughter. The new business will offer red light therapy, high-quality supplements and other premium health and wellness services designed to help clients look and feel their best. For more information on services and opening details, visit the business on Facebook.

Trivia continues on Thursdays

Test your Trivia skills every Thursday at the Hive Taproom, W2463 County Road ES, beginning at 7 p.m. Bee there with your team (up to 6 people) for a fun night of friendly competition. The Taproom is open Thursday 4–9 p.m. For more information, visit drinkswaggle.com.

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The Hive Taproom Introduces Swaggle

The Hive Taproom, known for its clean, crisp session meads, has reintroduced its drink lineup under a new name: Swaggle.

The new brand keeps the same honey-based beverages made with 100% raw honey, while offering a fresh look and a clear mission: “To swaggle means to move with intent, focus and a whole lot of joy — and that’s exactly how this brand was born,” owners said.

The Hive serves 13 gluten-free session meads on tap, along with honey kombucha, zero-proof cocktails, tea-based soda elixirs and cocktails.

The taproom, located at W2463 County Road ES, hosts weekly trivia, live music and seasonal events, and is both family- and dog-friendly.

In warmer months, visitors can enjoy patios, a grassy meadow, a pollinator habitat and outdoor movies and concerts.

Sustainability is central to the Swaggle brand, with The Hive supporting sustainable beekeeping, maintaining more than three acres of pollinator-friendly land, and using a low-water brewing process.

Taproom hours are Thursday from 4 to 9 p.m., Friday from 4 to 10 p.m., Saturday noon to 10 p.m. and Sunday noon to 6 p.m.

For more information, visit drinkswaggle.com.



The Hive Taproom in East Troy has reintroduced its session meads under a bold new name, Swaggle. Among the offerings is Lucid Cran, made with Wisconsin cranberries, hibiscus and orange blossom tea from Rishi Tea, and raw honey – with no added sugar and no hidden ingredients.

MYBRANDPHOTOGRAPHER Good Neighbors



PHOTO SUBMITTED Good Neighbors

James R. Taylor & Sons launches interior design division

James R. Taylor & Sons, a longtime family-owned construction company, has announced the launch of Taylor Design & Co., a new division dedicated to providing natural, timeless and elegant home design services.

Led by Head of Interior Design Lucianna Taylor, the new branch aims to offer a personalized experience for homeowners at any stage of the design process.

“Whether you’re ready to jump right into the full design and build process, or just want to dabble in design, we’re here to help,” Taylor said.

Taylor Design & Co. is available to both existing construction clients and those simply seeking design guidance.

Services include everything from early-stage planning to full-scale interior design for individual rooms.

The team specializes in helping homeowners create warm, inviting spaces that are both functional and reflective of personal style.

By offering tailored selections and expert design insight, Taylor Design & Co. hopes to make the process of crafting a beautiful home more approachable and enjoyable.

For more information, visit taylordesigntco.com.

From finish selections to complete room designs, the newest branch of James R. Taylor & Sons, Taylor Design & Co., takes the guesswork out of creating beautiful, functional spaces. The design team includes (from left) Layne Stoner, Associate Designer, Lucianna Taylor, Principal Designer and Brooke Denman, Interior Design Technician offers a more elevated and tailored design experience for clients who value natural, timeless and elegant design.

What’s New

• WILLIE NELSON TO BRING OUTLAW MUSIC FESTIVAL BACK TO ALPINE VALLEY

Willie Nelson will hit the road again this summer for the 10th anniversary of his traveling Outlaw Music Festival, with a stop at Alpine Valley Music Theatre on Sept. 19.

The country music legend, who turned 92 in April, has led the tour to 34 cities from May through September.

Alpine Valley is a familiar stage for Nelson, who headlined an Outlaw Music Festival stop there in 2023 and performed at Farm Aid at the venue in 2019.

The Outlaw Music Festival tour will feature an iconic lineup with artists Bob Dylan, Nelson, and Sheryl Crow, alongside rising Americana stars Waxahatchee and Madeline Edwards.

Details and tickets for Alpine shows can be purchased at livenation.com.

• PUMPKINS TO POP-UP ON SQUARE

East Troy Elementary PTO and the East Troy Area Chamber of Commerce are teaming up to present East Troy’s Pumpkin Pop-Up Experience.

Stroll the streets of the East Troy Village Square and enjoy pumpkins created by Little Prairie Primary School students and epic Spook-tacular Photo Ops, Oct. 24-31.

Trick-or-treat hours will be held in the

Village of East Troy on Friday, Oct. 31 from 5 to 7:30 p.m.

• ORIONIDS, LEONIDS TO LIGHT UP FALL SKIES

The Orionid meteor shower, the second in October, will be active from Oct. 2 to Nov. 7, peaking around Oct. 21-22. This year’s peak coincides with a new moon, creating dark skies for optimal viewing in East Troy.

The Leonids will be visible from Nov. 6-30, with peak activity expected around Nov. 17 at up to 15 meteors per hour. The peak comes just days before the Nov. 20 new moon, promising another excellent viewing opportunity.

• EAST TROY COMMUNITY CENTER OFFERS PROGRAMS, RENTAL SPACE

The East Troy Intergenerational Community Center, 2043 Division St., Door 7, is open this fall for a variety of programs and community needs.

The center offers senior, family and music programs, as well as amenities, including an arcade room, a movie room with a 100-inch HDTV, a large common room, an arts and crafts room, pickleball courts and a community garden.

Non-alcoholic spaces accommodating up to 120 guests are available for meetings or parties.

For more information on programs or space reservations, call (262) 642-2266 or visit the center’s Facebook page.

• HOT CARTS PLANS GOLF CART SALES, SERVICE CENTER IN EAST TROY

Hot Carts of Wisconsin LLC is planning to soon open a 5,000-square-foot commercial building on West Main Street dedicated to golf cart sales and service.

The business offers a selection of new and used golf carts, catering to a variety of customer needs and preferences. Hot Carts of Wisconsin also holds exclusive

dealership rights for ActivEV, an electric golf cart brand.

Company officials say their commitment to quality and expertise ensures each purchase is backed by exceptional service.

For more information, visit hotcartsofwi.com.

• ART IN THE SQUARE OPENS ON EAST TROY SQUARE

Art in the Square is the latest business to open on the East Troy Village Square, offering a space for artists, makers and community members to create and connect.

Owners describe the venue as more than a studio, calling it a place “to create without judgment, explore without limits, and connect through art.”

The space is designed for all skill levels, from first-time painters to experienced artists looking to push the boundaries of their craft.

Unlike a traditional white-wall gallery or structured class, Art in the Square encourages experimentation and hands-on expression, where “creativity gets messy — and magic happens.”

For more information and a list of classes and events, visit artinthesquare.art.



Art in the Square, East Troy’s newest business, offers a full slate of classes as well as art kits for customers to create in the studio or at home.

PHOTO SUBMITTED Good Neighbors

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The Ultimate Fall Comfort Foods List

East Troy Foods You Need to Try This Season

This season, trade your pumpkin spice for something even more exciting – the ultimate fall comfort foods list.

From cozy comfort foods to local fall favorites, East Troy is serving up iconic bites you won't want to miss.

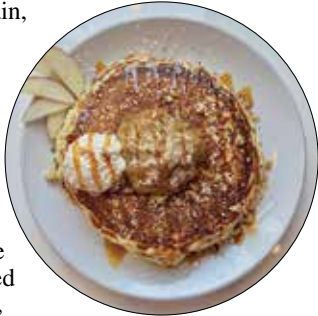
CARAMEL APPLE PANCAKES

Where to Eat:
2894 on Main
2894 on Main, located on the northwest corner of the East Troy Village Square, is currently serving up Caramel Apple Pancakes, loved for being light, fluffy and absolutely delicious.

These homemade buttermilk pancakes are topped with cinnamon apples, a rich and gooey caramel topping, house made streusel and mascarpone whip cream.

The café, located in a renovated historic site from 1856, features a farm-to-fork menu and uses locally roasted beans with local, organic milk.

For more information, visit 2894onMain.com.



BEST APPLE PIE IN AMERICA

Where to Eat:
The Elegant Farmer
Nothing beats a slice of apple pie and The Elegant Farmer, 1545 Main St. Mukwonago, boasts the best in America.

The Elegant Farmer has been known for its signature Apple Pie Baked in a Paper Bag for decades, baking over a quarter of a million pies each year.

The trademarked treat has been called “the best pie in America” by top publications “Gourmet Magazine,” “The Wall Street Journal,” “Food Network” and “Milwaukee Magazine.”

The Elegant Farmer also serves up homemade, fresh-picked and delicious offerings in its Farm Kitchen Bakery, Deli & Market. For more information, visit elegantfarmer.com.



POT PIE

Where to Eat:
Kelly's Pot Pies & More
Kelly's Pot Pies & More offers a variety of pot pies, quiche, appetizers, desserts and more primarily for take home.

It sets the bar high as far as pot pie experiences go with products hand made in small batches using the finest ingredients, primarily from old family recipes.

Starting with Kelly's secret crust, each pie is individually handmade (not processed in a large processing plant). The crisp, flakey crust crumbles when you cut it revealing an array of chicken, peas, carrots, celery, onions, potatoes in a savory sauce.

When you purchase one of Kelly's Pot Pies “Heat-N-Serve” pies, you just pop them in the oven and they're ready to serve in 45 minutes or less.

Hours are Tuesday, Wednesday, Thursday and Friday from 11 a.m. to 5:30 p.m. and Saturday from 10 a.m. to 2 p.m.

Order for pickup at 3268 Main St. For more information, visit kellyspotpies.com.



SUPPER CLUB MENU

Where to Eat:
East Troy Brewery
East Troy Brewery is bringing back a Wisconsin tradition with the launch of its new supper club menu, available Mondays from 4 to 8 p.m.

The rotating menu features classic supper club favorites with a modern twist, including hearty entrées, signature sides and seasonal desserts.

Guests can enjoy the cozy vibes of a nostalgic supper club experience right in the heart of downtown East Troy. Reservations are recommended.

East Troy Brewery is located on the west side of the East Troy Village Square, 2905 Main St.

For more information, visit etbrew.com.



NEAPOLITAN PIZZA

Where to Eat:
Sauced Pizzeria
With locally sourced, seasonally inspired pizzas, Sauced is a definite must-try when visiting the East Troy Village Square.

The pizzeria has gained praise for its mastery of the authentic Neapolitan pizza.

Sauced's pizzaiolos give great attention to the pizza making process, following precise processes for ingredients and preparation.

At the 100 percent wood-fired Neapolitan style pizzeria, you'll find favorites like a Margherita with fresh mozzarella, the crowd-pleasing Prosciutto Verde and Carne, as well as a variety of house-made, organic gelato.

The fan favorite restaurant is located at 2886 Main St. and features outdoor seating. Visit getsauced.pizza for more information.

SIZZLING SKILLET

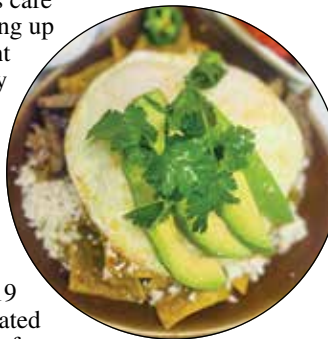
Where to Eat:
Eggxcellent Cafe
East Troy's café scene is heating up as Eggxcellent Cafe officially opened its doors this summer.

The breakfast and lunch restaurant is located at 2919 Main St., situated directly west of East Troy Brewery on the Village Square.

The food menu brings a variety of light and hearty options.

“We wanted to offer a menu full of variety –something light and healthy for some, something hearty and satisfying for others,” according to Eggxcellent staff. “That's why you'll find everything from fresh fruit and granola to savory skilletts and flavorful Mexican inspired dishes.”

For more information, visit eggxcellentcafe.com.



BREWERY • CONTINUED FROM FRONT PAGE

“The square is what drew us here,” Rosenmayer said. “The building's details are amazing, and now we are here full-time to focus on taking it even further.”

Community First

Rosenmayer and Sekulich said they have spent their first months listening to customers, previous investors and community members.

Feedback has guided a 21-item action plan that focuses on service quality, food and beverage consistency, and community engagement.

“We always say culture first, service second, experience third,” Rosenmayer said. “Our culture is about community and environment. If we get that right, everything else will follow.”

Following the Zesses' example (both have a long history of giving back in East Troy), Rosenmayer and Sekulich said their team plans to stay involved in the community and will continue the brewery's presence at events like the East Troy Area Chamber of Commerce's Brewfest, as well as additional business collaborations.

What's New

While popular menu items such as Hill Valley Dairy cheese curds and Crispy Brussel Sprouts will remain, the owners are working with Executive Chef Nathan Dettinger on seasonal specials, beer pairings and a new Monday Night Supper Club menu. They also plan to bring back fan favorites like cauliflower wings to the brewery's menu, which features tasty options for the whole family.

“We are working with our chef to create new things and are just letting him be creative,” said Sekulich.

Rosenmayer and Sekulich said customers will not be disappointed with the kitchen's rotating lineup of stellar menu items.

“We're focusing on quality – of the service, the food and the beer,” said Sekulich.

Head Brewer Patrick Miller will continue leading the brewery's beer program, with plans to introduce more light lagers, including the popular Midwest Currency, a crispy clean

The lowdown:

Where: East Troy Brewery, 2905 Main St.

Hours: Monday, Wednesday and Thursday: 4 to 9 p.m. (kitchen closes at 8 p.m.), Friday: 4 to 10 p.m. (kitchen closes at 9 p.m.), Saturday: noon to 10 p.m. (kitchen closes at 9 p.m.) and Sunday: 11 a.m. to 4 p.m.

Info: etbrew.com

Reservations: info@etbrew.com or leave a voicemail at (262) 642-2670

American Lager.

Rosenmayer and Sekulich plan to work with Pat to keep East Troy Brewery a first-class beer venue, creating a hub for craft beer fans.

Whether it's collaborating with other breweries on a new recipe or churning out ales, sours and stouts that attract beer snobs from near and far, Pat said the goal remains “to share what we love doing with our community.”

Distribution is also expanding in a big way, with the brewery's products now in 13 locations, up

from three, and more coming soon in Lake Geneva, Delavan and additional area venues to increase brand exposure.

Facility improvements are in the way, including noise reduction features, frame TVs that transform from art displays to big screens for the big game, expanded hours and a new private dining experience. Cosmetic updates to the building's exterior and outdoor enhancements are also on the horizon.

A Community Hub

The brewery will continue hosting live music every Friday and Saturday night, themed events such as bicycle nights, trivia, karaoke, as well as private gatherings and special occasions.

“To us, bringing more people to the square benefits all of us,” Sekulich said. “We want this to be a place locals are proud of – a hub for the community.”

The Beginning

East Troy Brewery opened in 2018 after Ann and Ted Zess purchased and renovated the historic 1892 State Bank of East Troy building on the Village Square. The transformed 6,000-square-foot space was the first of its kind in Walworth County, featuring a 10-barrel brewhouse, a full restaurant serving from-scratch Wisconsin pub fare and an expansive patio.

Since opening its doors, it has remained a popular stop for both residents and visitors, helping fuel the momentum of East Troy's growing downtown.

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5. WELCOME FALL ON THE FARM

Whether you are soaking up the last moments of summer or eager to for all things fall, it's the best time of year to be on the farm.

We've rounded up our favorites so you can get your fall fix of apple picking, pumpkins and of course Pizza on the Farm.

GRASSWAY ORGANICS
Friemoth Road

Get to learn more about the farm you love at Grassway Organics, W2716 Friemoth Road, East Troy.

Grassway will feature farm tours at 1 p.m. (for about an hour) every Saturday through Sept. 30.

Meet and chat with Grassway owner and farmer Chaz Self.

Tours are free. Listen, learn and wear walking boots. Meet in front of the Farm Store at Grassway Organics.

The store is open Tuesday, Thursday, Friday and Saturday from 10 a.m. to 6 p.m.

Grassway Organics hosts Pizza on the Farm events on Friday and Saturday nights through the end of September, baking pizzas using only organic ingredients on the farm's onsite wood fired pizza oven.

The series invites people to visit the farm for live music and fresh, drool-worthy wood-fired pies. Pizza is served rain or shine from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on Saturdays. Live music starts at 4 p.m.

Music Lineup:

Aug. 22: Noah Hittner
Aug. 23: Chad Hell
Aug. 29: John Gay
Aug. 30: Jonny T-Bird
Sept. 5: Ludy Tunes
Sept. 6: Tim Holdmann
Sept. 12: Chad Hell
Sept. 13: John Gay
Sept. 19: Steve Weber
Sept. 20: Lindsay Shanks
Sept. 26: John Gay
Sept. 27: Sawdust Symphony

For more information, visit grasswayorganics.com.

BOWER'S PRODUCE
Highway 20

If you're looking to keep it local for your fall produce and pumpkins, visit East Troy staple Bowers Produce, W490 State Road 20, East Troy, Wisconsin. Open daily from 9 a.m. to 6 p.m. While you're there, don't forget to snap a pic – this spot makes the best fall photo backdrop.

GREEN MEADOWS
PETTING FARM
Highway 20

Green Meadows Petting Farm, 33603 High Dr. (Highway 20), East Troy, offers a chance to encounter animals including goats, cows, ducks, horses, and pigs as well as pick a pumpkin to take home.

Green Meadows is open 10 a.m. to 4 p.m. Tuesdays through Sunday. For more information, call (262) 534-2891 or visit greenmeadows-farmwi.com.



8. TOAST TO OKTOBERFEST

East Troy Brewery, 2905 Main St., will celebrate its seventh annual Oktoberfest this fall. The event will feature German food specials, boot glasses of ETB's Oktoberfest, performances from D'Oberlander dancers, stein holding competitions, hammer-schlagen, and more. The locally owned brewery, which

opened in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating for 200 and Taproom on the southwest corner of the East Troy Village Square.

For event date and additional details, visit etbrew.com.



FALL LOVES

• CONTINUED FROM FRONT PAGE

6. SEE THE BEST
IN BLUEGRASS

The East Troy Bluegrass Festival is celebrating its 31st year with a weekend lineup that once again includes two of the industry's biggest names.

The two-day East Troy Bluegrass Festival, presented by the East Troy Bluegrass Festival Committee, will take place Saturday, Sept. 13 and Sunday, Sept. 14 at East Troy Village Square Park, 2881 Main St.

The festival runs from 11 a.m. to 5:30 p.m. on Saturday and 10 a.m. to 5:30 p.m. on Sunday.

The Day 1 lineup will feature The Tennessee Bluegrass Band.

Bluegrass supergroup Southern Legacy will take the main stage Day 2.

Taking true to the festival's roots, local, emerging and popular regional bands will pepper each day's lineup.

SATURDAY

11 a.m.: Barred Owl Stringband
Noon: The Spare Ribs
1 p.m.: Grass Attack
2 p.m.: Band Scramble
3 p.m.: Steam Machine
4 p.m.: The Tennessee Bluegrass Band

SUNDAY

10 a.m.: Bluegrass Express(Gospel Service)
11 a.m.: Aidan Muse & The Dairyland Sound
Noon: The Bott Family Band
1 p.m.: Andy Miller & The 145's
2 p.m.: The Sparetime Bluegrass Band
3 p.m.: Bluegrass Express
4 p.m.: Southern Legacy

Admission is \$20 per day or \$35 for the weekend. Children 16 and younger are free. Attendees should bring their own lawn chairs.

For more information, visit easttroybluegrass.com.

7. SIP, SAVOR & STROLL

Celebrate the season at East Troy's Fall Beer & Walk on Saturday, Oct. 11 from 4 to 7 p.m.

Enjoy seasonal wines, craft beers and bites as you explore downtown shops, restaurants and festive stops like the Harvest Sips Garden featuring live music, hay bale lounge and Fall Market Pop-up at East Troy Village Square Park.

Participants will receive a wristband (to identify them as over 21 and a wine walk participant), raffle tickets & map of participating businesses, including food stops.

Purchase tickets for \$50 in advance online & \$60 day of. Designated Driver tickets are \$10 each. Tickets are limited.

For more information, visit easttroy.org



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9. MAKE YOUR SATURDAY NIGHTS BUZZ

Stop into The Hive Taproom, W2463 County Road ES, all fall long for an experience as unique as its rotating batches of session meads. Enjoy live music events from a variety of genres most Saturday nights from 7 to 10 p.m. in the Hive’s outdoor space – complete with an outdoor bar and large stage.

Music Lineup:
Aug. 23: Paddygrass
Aug. 24: Rock Central
Sept. 6: Honey Fingers
Oct. 4: Red Moon
Oct. 12: Scott Huffman & Blue Rhythm

Oct. 18: Grey & Grayer
Oct. 25: Pete Henry
Nov. 1: Grey and Greyer
Nov. 8: Lost in a Name
Nov. 15: Spare Animals
Nov. 22: The Acoustix
Nov. 29: Ivy Ford
Check out The Hive’s website, drinkswaggle.com/pages/the-taproom and The Hive’s social media pages for info on additional events, like Trivia every Thursday night at 7 p.m. and Movies in the Meadow all summer long on the first Friday of the month.



10. DISCOVER FRESH FINDS AT THE FARMERS MARKET

Add a fall festive touch to your home with an autumn themed bouquet of flowers, get your fill of the season’s best veggies, as well as local treats and artisan goods from the East Troy Farmer’s Market.
The East Troy Farmers Market is located at Honey Creek Collective, N8030 Townline Road, from 3 to 6 p.m. on Fridays through Oct. 4.
This vibrant market is a hub of activity for the East Troy community, featuring a diverse array of locally grown produce, handcrafted goods, and other products from

small-scale, independent vendors.
“We are committed to promoting sustainable agriculture and supporting local businesses, and our vendors take pride in offering fresh, high-quality goods that are grown or produced right here in the surrounding area,” organizers said.
“Whether you’re looking for the freshest produce, a unique gift, or just a fun Friday afternoon outing, we invite you to join us at the East Troy Farmers Market.”
For more information, visit honeycreekcollective.com.

HARVEST FEST • CONTINUED FROM FRONT PAGE

Adding to the fun, the event features delicious specialty foods, including caramel apples, warm cider donuts, chicken pot pie, BBQ pulled pork sandwiches, beef chili with scoop corn chips, chili dogs and more in the Smilin’ Barn Café.

The Elegant Farmer, 1545 Main St. (County Roads ES and J), is open from 9 a.m. to 6 p.m. year-round. Harvest Fest hours are 10 a.m. to 5 p.m. For more information, call (262) 363-6771 or visit elegantfarmer.com.

TROLLEY TRIP • CONTINUED FROM FRONT PAGE

Harvest Fest tickets are day passes good for all trains all day.
Start either at the East Troy Depot or The Elegant Farmer and return when you are ready.
“To give you the most flexibility during Harvest Fest, we will run shuttle trains between the East Troy Depot and The Elegant Farmer. When you are ready to depart or return, simply board the next train,” said event organizers. “Time of the next train is posted on the message board (monitor) at the Elegant Farmer Depot and East Troy Depot.”
The first train leaves the East Troy Depot at 10 a.m. The first train leaves The Elegant Farmer about 11 a.m.
The last train leaves the East Troy Depot at about 3 p.m. The last train leaves The Elegant Farmer about 4 p.m. (Note the 4 p.m. does not return)
Passengers who plan to start at the East Troy Depot, should board by midafternoon so they can return on the last train departing the Elegant Farmer at 4 p.m.
“We recommend starting your trip much earlier, so you have plenty of time to enjoy the Autumn Harvest Festival at The Elegant Farmer before returning to East Troy – any time up to the last train at 4 p.m.,” said the railroad. “You are welcome to bring your Elegant Farmer purchases on the train for your return trip.”
Passengers who plan to start from The Elegant Farmer, should board by early afternoon so that you can return on the last train departing the East Troy Depot at about 3 p.m.
Tickets are \$18 for adults (15-64), \$12 for children (3-14), \$15.50 for seniors (65 and

older) and free for children 0-2.
Dinner Trains return
The Dinner Train season starts rolling this spring with 20 Dinner Train departures this season:
Aug. 30: Beer Tasting
Sept. 13: Fall Harvest
Sept. 20: Autumn Glow
Sept. 28: Sunday Brunch
Oct. 4: Oktoberfest
Oct. 11: Epicurean Express
Oct. 15: Harvest Colors Lunch
Oct. 18: Sweetest Day
Oct. 25: Adult Halloween
Special Events
Railfan Day – Aug. 23
Beer Tasting* – Aug. 30
Grandparent’s Day – Sept. 7 (Grandparents Ride for Free!)
Sept. 6- Oct. 26 – Harvest Fest Trains (round-trip rides to the Elegant Farmer to enjoy apple picking, a corn maze, and hayrides)
Trick or Treat Trains* – Oct. 3, 10, 17, 24. (Tickets go on sale Sept. 15.)
Christmas Trains* – Nov. 29 & 30; December 6 & 7; 13 & 14, 20 & 21 (Tickets go on sale Oct. 13 at noon.)
Santa’s Special Evening Trains* – Fridays, Nov. 28, Dec. 5, 12, 19; Saturdays, Nov. 29, Dec. 13 & 20 (Tickets go on sale Oct. 13 at noon.)
**Purchase tickets well in advance for these trains and events to assure availability.*

About the Railroad
The East Troy Railroad Museum operates 14-mile round trip train rides from its historic East Troy depot and museum to Indianhead Park in Mukwonago, with a stop at the popular Elegant Farmer store and deli.
The not-for-profit museum is operated, maintained and managed by over 130 volunteers dedicated to engaging visitors in the heritage of electric interurban railways and trolley systems through restoration, preservation and operation of historic Equipment.
For full schedule information and tickets, call (262) 642-3263 or visit easttroyrr.org.

FIRST FRIDAY

• CONTINUED FROM FRONT PAGE

Just announced, the season will officially conclude with the new East Troy Homecoming First Friday from 4 to 7 p.m. Friday, Oct. 3.
The event will feature live music, food trucks, marketplace vendors and school spirit activities to kick off East Troy High School’s homecoming weekend.
For details, visit easttroy.org.



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Photos by
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Good Neighbors



Clockwise from top left:

Willa Watkins (from left), Hailey Sironi and Matilda Moody strike a pose during East Troy's First Friday Happy Birthday celebration June 6. East Troy's First Fridays event series features a family friendly atmosphere, including live music, food and free fun on the First Friday of the month, May-Oct. at East Troy Village Square Park. For details visit, easttroy.org.
Mattie and Scott Greuel were among the craft beer lovers celebrating 10 years of East Troy Brewfest May 25.

The Infinity Dance Performing Pixies dance with Tink herself at East Troy's First Fridays Beach Bash.

Village of East Troy Police Deputy Chief Joshua DeMeio celebrates East Troy's Birthday with community members during East Troy's First Fridays Beach Bash.

In addition to the ultimate tasting experience, East Troy Brewfest attendees enjoyed games, music by DJ JJJ & a full afternoon of fun.

The beauty, wellness & bodywork crew from Divine Hair Studio, PuraVida Massage Therapy and Ruelle 2 Renew, located at 2931 Union St., offer chair massages and feather and tinsel hair extensions during East Troy's First Fridays Beach Bash, including (from left) Jessica Thompson, owner of PuraVida Massage Therapy, Camryn Tracy, Gabby Price and Sara Atkinson of Divine Hair Studio and Mary Lynn Ruelle, owner of Ruelle 2 Renew.

Char Brehm and Lydia Dobberstein say cheers during the East Troy Area Chamber of Commerce's 10th annual Brewfest, which brought the ultimate craft beer tasting experience and community spirit to East Troy.



CALENDAR • CONTINUED FROM PAGE 3

For more information, contact Marolyn at (262) 642-4900 or easttroyfamily@gmail.com.

OCTOBER

3 – ETHS Homecoming

A week-long series of East Troy High School Homecoming events will culminate with the Homecoming Parade and game on Friday, Oct. 3.

The Homecoming Parade will start at 1:30 p.m. The route begins at the high school, heading east on Main Street, around the East Troy Village Square and back to the high school.

The Homecoming Dance will be held on Saturday, Oct. 4.

4 – Lions Club Car Show

The East Troy Lions Club will host its Annual Car Show from 9 a.m. to 3 p.m. on Saturday, Oct. 4 at Rossmiller Sports

Complex, 3072 Graydon Ave.

Dash plaques & goody bags will be awarded to the first 200 cars. Club participation and all makes, models and years welcome. Grass parking. The event will feature music, food, raffles and \$10 registration.

4 – Kiwanis Duck Race

The Kiwanis Club of Greater East Troy will host its Harley Kurtz Memorial Duck Race at 11 a.m. on Saturday, Oct. 4 at W2799 County Road ES. Tickets are three for \$10 or eight for \$20.

First Prize is \$200, Second Prize is \$100 and Third Prize is \$50. Corporate Ducks can also be purchased for donations of \$50 or more for the opportunity to win \$100 and a custom made engraved plaque. Tickets are available two weeks prior to the event at Hansen's IGA Market.
Everyone is welcome to come and watch

the race. An attendance prize of \$50 will be given out.

5 – St. Peter's Fall Festival & Chicken Dinner

St. Peter's Catholic School, 3001 Elm St., East Troy, will host its Fall Festival and Chicken Dinner from 11 a.m.-4 p.m. on Sunday, Oct. 5.

The event will feature its world-famous chicken dinner, rummage, games, farmers market and fellowship. Beer and wine will be available compliments of the Knights of Columbus. For more information, call (262) 642-5533.

11 – East Troy Fall Beer & Wine Walk

Celebrate all things fall at East Troy's restaurants, shops, taprooms & more while you sample unique beers & wines, meads and ciders from 4 to 7 p.m. on Saturday, Oct. 11.

Walk around beautiful downtown East Troy while sipping and shopping in the boutique shops, enjoying samples from local restaurants, and exploring other distinct venues as they Toast the Fall Season.
Get tickets at easttroy.org.

11 – Cemetery Walk

The East Troy Area Historical Society will host its popular Cemetery Walk on Saturday, Oct. 11. The event will feature a unique tour around one of East Troy's cemeteries. For details and ticket information, visit easttroyareahistoricalsociety.org.

18 – 2025 Spooktacular Scavenger Games

Sign up for the Oct. 18 Scavenger Games and experience a Halloween-themed, ultimate city-wide, escape room-style scavenger hunt.

The hunt will feature East Troy's must-sees

• CONTINUED ON PAGE 9

WHO ARE YOUR NEW MEMBERS?



GFWC Woman’s Club of East Troy

PO Box 474 • East Troy, WI 53120
easttroywomansclub.com

The GFWC Woman’s Club of East Troy, is a local women’s service organization raising funds to support schools and a variety of community programs.

The group organizes events and initiatives throughout the year to provide financial assistance and resources to local organizations.

The club receives additional support and guidance from the General Federation of Women’s Clubs, one of the world’s largest and oldest nonpartisan, nondenominational women’s volunteer service organizations.

“Our motto emphasizes our ability to use the diversity of our backgrounds to work toward a unified vision and purpose of enhancing our lives and the lives of those around us,” the club states. “Our members hold a wealth of resources in terms of interest, knowledge and experience. Our programs provide projects, ideas and opportunities spanning a wide range of issues. Our impact is local, and our reach is global.”

Founded in 1868, the federation has members in all 50 states and in more than 20 countries, promoting civic engagement through volunteerism, advocacy and philanthropy.

For more information, email gfwcofeasttroy5@gmail.com.



Fox Lane Lawns

PO Box 915 • East Troy, WI 53120 • (262) 210-5271 • foxlanelawns.com

Family-owned and operated, Fox Lane Lawns delivers quality weed control, fertilization, aeration and overseeding services.

Founded in 2015, Fox Lane Lawns is led by owner Ian Schrank, who has more than 20 years of experience in the turf and landscape industries.

A graduate of Penn State University with a degree in turfgrass management, Schrank applies his expertise to residential, commercial, golf course and collegiate properties.

From improving lawn health to achieving specific landscaping goals, Fox Lane Lawns works with clients to create and maintain high-quality turf.

The business provides a personal touch driven by integrity, dedication and a strong commitment to surrounding communities.

For more information, email info@foxlanelawns.com.



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North Prairie, WI 53153 (262) 392-4251 • thelenfuneral.com

Thelen Funeral Services and Synergy Crematory provides support and guidance for families during times of loss.

With locations in North Prairie and Mukwonago, the caring, experienced staff offer a range of personalized services to meet each family’s wishes and needs.

From planning a lasting tribute to navigating important decisions, the team works to make the process as smooth as possible.

Staff members are available by phone 24 hours a day, seven days a week, or in person at either location. Thelen also offers online resources for those who prefer to learn more from home.

Services are available throughout Wisconsin, with a focus on communities including Genesee, North Prairie, Wales, Dousman, Delafield, Mukwonago, Waukesha, Eagle, Palmyra, Ottawa, Sullivan, Summit, Oconomowoc, Hartland, East Troy, Big Bend/Vernon, New Berlin, Muskego and Waterford.

For more information, email thelenfh@gmail.com.

CALENDAR • CONTINUED FROM PAGE 8

and hidden treasures across our downtown, highlighting historical sites, landmarks, attractions, and food, drink, and dining experiences.

Face off against hundreds of other players in a game of wits, strategy, diplomacy, physical feats, and cleverness for the ultimate prize of \$1,000 dollars.

Get tickets at thescavengerames.com.

24-31 – Pumpkin Pop Up

East Troy Elementary PTO and the East Troy Area Chamber of Commerce are teaming up to present East Troy’s Pumpkin Pop-Up Experience.

Stroll the streets of the East Troy Village Square and enjoy pumpkins created by Little Prairie Primary School students, Oct. 24-31.

29 – Halloween Bash

East Troy High School, 3128 Graydon Ave., will host its annual Halloween Bash from 5 to 7 p.m. on Wednesday, Oct. 29.

Children 10 and younger, along with their parents, are invited to trick-or-treat through the school. The event will also feature face painting, a costume contest, pumpkin bowling and more. For more information, call (262) 642-6760.

30 – Howl-o-ween

Camp Edwards YMCA, N8901 Army Lake Road, will host its annual Howl-O-Ween event from 4 to 8 p.m. on Thursday, Oct. 30, featuring a free evening of spooky fun for the whole family. The event will feature: trick-or-treating, costume contest, fall crafts, tours of the camp’s haunted cabins and hayrides.

Concessions will be available for a nominal charge, including hot dogs, chili, and caramel apples. For more information, call (262) 642-7466 or visit campedwards.org.

31- East Troy Trick-or-Treat

Trick-or-treat hours will be held in the Village of East Troy, Town of East Troy and Town of Troy on Friday, Oct. 31 from 5 to 7:30 p.m.

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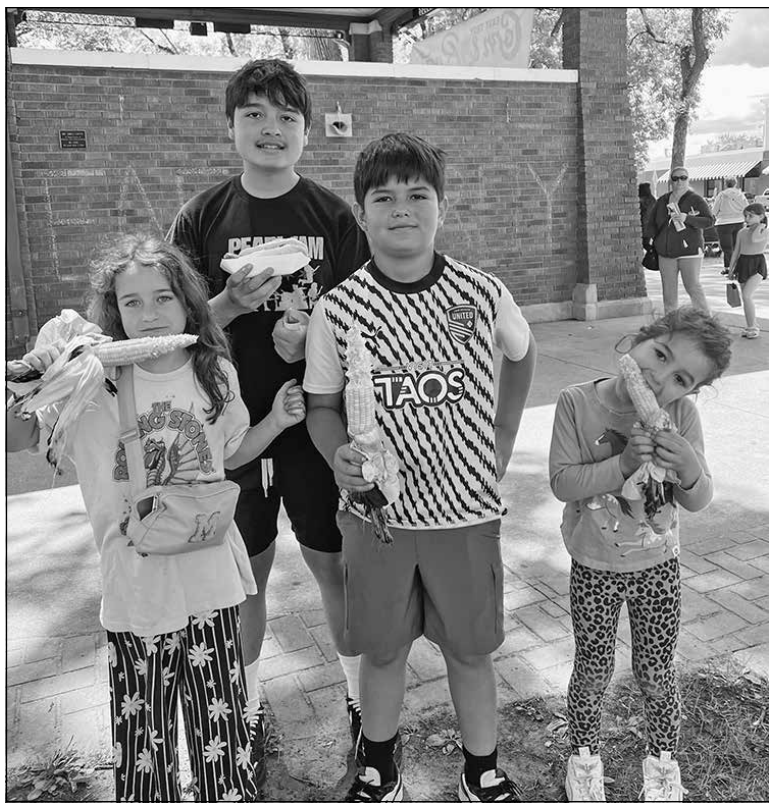
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above: The East Troy Community School District brought a crew of volunteers to man the East Troy Area Chamber of Commerce's 48th annual Corn & Brat Roast, including (from left) Jenny Lehman, Heather Glass, Mark Weerts, Mary Harding, Karen Ivey, Taylor Baumeister, Cari McBurney, Jessie Smith, Jane Wolfe, Kelly Wojcik, Brian O'Leary and Aaron Judd. **at right:** Cousins Matilda Moody, Tommy McCormack, Javi McCormack and Maxine Moody get a front row seat for live music during the East Troy Area Chamber of Commerce's 48th annual Corn & Brat Roast and Community-wide rummage, featuring live music, food, Brewfest & more.

VANESSA LENZ *Good Neighbors*



Thanks for supporting East Troy!

To all the incredible volunteers, attendees and sponsors who helped make the 48th annual East Troy Area Chamber of Commerce Corn and Brat Roast, 33rd annual Community-wide Rummage Sale and East Troy's 10th Annual Brewfest a success.

It felt so good to spend Memorial Day Weekend on the square with you and we are already making plans for next year!

East Troy Corn & Brat & Brewfest Committee

Vanessa Lenz, East Troy Area Chamber of Commerce Director
Jamie Rohrer, Sauced Pizzeria
Charlotte Reitz, East Troy Area Chamber of Commerce
Sarah Manke, East Troy Area Chamber of Commerce
Jon Lenz, Sauced Pizzeria
Vivian Reitz, Reitz Media

VOLUNTEERS

Aaron Judd, East Troy Community School District
Adam Duda, Duda on Division
Addison Guild, The Hive Taproom
Alex Schulz, Accurate Housing

Systems
Alice Rohrer, Sauced Pizzeria
Amanda Jones, East Troy Community School District
American Legion Loomis-Martin Post 188
Andrea Belka Van Buren, East Troy Community School District
Annette Rhode, Rhode's Towing - Repair - Sales
Bailey Kaiser, Citizens Bank
Becky Frankenfeld
Bill Lee
Bobbie Collamore
Brad Langreck
Brandy Plautz
Brecken Wampner, Edward Jones
Brett Foster, Prankits
Brian O'Leary, East Troy Community School District
Caleb Naber
Cari McBurney, East Troy Community Schools
Carla Galler, Vote for East Troy
Carly Brahm
Carrie Wales, ProVisor
Chad Wales, ProVisor
Char Brehm, 2894 on Main
Chelsey Nagl, Village of East Troy
Cheryl Friemoth
Cheryl Siemers, 5 O'Clock Somewhere Travel
Chris Barr
Christy Redlin, Accurate Housing

Systems
Cindy Griffa, 2894 on Main
CJW
Dana Lazich
Dani Foster, Vote for East Troy
Deb Peterson, Aspect Foundation Student Exchange
Don Roberts, American Legion Loomis-Martin Post 188
Dr. Max Behrend, East Troy Family Dental
East Troy Boy Scouts Troop 92
East Troy FFA:
Evaleigh Keating, Julie Friemoth, Mia Klamm, Alyssa Henningfeld, Lily Atkinson, Addy Hudson, Caydance Dixon, Makenna Zess
Adalina Adsit, Rose Nelson, Rebecca Rash, Dayton
East Troy Lions Club
Ed Peterson, Aspect Foundation Student Exchange
Elena Bisabarras, Hometown Sausage Kitchen
Ellie Griffa, 2894 on Main
Emma Obershaw
Eric Forestahl
Eric McKibben
Fred Price, James R. Taylor & Sons
Fred Price, The Carpenter's Daughter
George Grubis, American Legion Loomis-Martin Post 188
Glenn Lazich
Grace Wales, ProVisor
Hannah Bohl
Hansen's IGA Market
Heather Glass - East Troy Community Schools
Hometown Sausage Kitchen
James R. Taylor & Sons
Jane Rohrer, Sauced Pizzeria
Jane Wegener
Jane Wolfe, East Troy Community School District
Javier McCormack
Jayne Bjorge, ProVisor
Jeannine Thielen, Edward Jones
Jebb Rohrer, Sauced Pizzeria
Jennifer Burkhardt
Jennifer Noard, East Troy Pharmacy
Jenny Lehman, East Troy Community Schools
Jessie Smith, East Troy Community School District
Jim Jakscht, Edward Jones
Jim Taylor, James R. Taylor & Sons
Jimmy Taylor, James R. Taylor & Sons
JoAnn McCormack, Spotlight Real Estate
Joe Redlin, Accurate Housing
Systems
John Biersack, East Troy Lions
East Troy High School
John Hudoc, Hometown Sausage
John Jacoby
John Vilanj, East Troy Area Historical Society
John's Disposal
Jonathan Lloyd, Citizens Bank
Justin Nagl, Accurate Housing
Systems
Justin Rohrer
Karen Ivey, East Troy Community Schools
Keith Witt, East Troy Pharmacy
Kelly Fitch, East Troy Community School District
Kelly Geisert, East Troy Community School District
Kelly Wojcik, East Troy Community Schools
Keri Jacoby
Kim Postulka, James R. Taylor & Sons
Kim Atkinson



Lily Atkinson and Mia Klamm, of East Troy FFA, serve up buttery sweet corn during the Memorial Day Weekend event, which also featured East Troy's 33rd annual Community-wide Rummage and Brewfest.

VANESSA LENZ *Good Neighbors*



Marty Zacher of TLC Landscaping, Brett Foster and Adi Guild of the Hive Taproom serve customers at the event, which spanned Memorial Day Weekend, May 23-26.

VANESSA LENZ *Good Neighbors*



Dani Foster of Vote for East Troy, Rachel Tanis of Spotlight Real Estate, Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director and Carla Galler of Vote for East Troy keep festival attendees fed at the food tent during the East Troy Area Chamber of Commerce's 48th annual Corn & Brat Roast, which saw record attendance over the course of the four day event.

VANESSA LENZ *Good Neighbors*



James R. Taylors & Sons volunteers dish up corn and brats at East Troy's annual Corn and Brat Roast, a community tradition on the village square. Pictured (from left) are Mark and Annette Rhode of Rhode's Towing-Repair-Sales, Jimmy and Luci Taylor, Fred Price, Jim and Stevie Taylor, Tony & Kim Postulka, Kim Price and Michele & Mario Reyes.

VANESSA LENZ *Good Neighbors*

Kim Price, The Carpenter's Daughter
Krystyna Duda, Duda on Division
Lisa Dragotta, East Troy Community School District
Luci Taylor, James R. Taylor & Sons

Mario Reyes, James R. Taylor & Sons
Mark Rhode, Rhode's Towing - Repair - Sales
Mark Weerts, East Troy Community School District
Marty Zacher, TLC Landscaping
Mary Harding, East Troy Community Schools
Mary Rohrer, 2894 on Main
Megan VanHorn
Michael Atkinson
Michele Reyes, James R. Taylor & Sons
Mick Mitten, Knights of Columbus
Mike Bottum
Mike Garber
Mike Gadowski, East Troy Lions
Molly Mitten
Olivia Osmann
Pat Miller, East Troy Brewery
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Paul Nyffeler, Knights of Columbus
Peter Mitten
Rachel Neubauer, East Troy Community Schools
Rachel Tanis, Spotlight Real Estate
Ray Scolavino
Ruth Wampner, Edward Jones

Ryan Holle, East Troy Community School District
Ryan Paugh, The Hive Taproom
Sauced Pizzeria
Sabine Bottum
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Stacey Langreck
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Steve Wegener
Stevie Taylor, James R. Taylor & Sons
Tami Bartoli, East Troy Library
Taylor Baumeister, East Troy Community Schools
Ted Kilpin
Tent Events
Thomas Cicero, Hometown Sausage Kitchen
Tim Barr
Tim Gorman, Knights of Columbus
Tim Guild, The Hive Taproom
Todd
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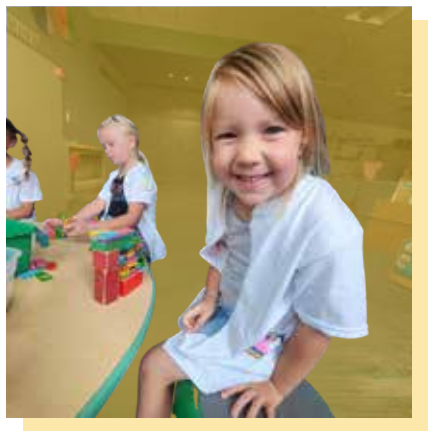
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