

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

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Santa Claus is coming to East Troy



Santa, Mrs. Claus and their entourage will make their annual journey to East Troy aboard the East Troy Electric Railroad's Santa Parade Train on Saturday, Dec. 2. The lighting of the Bob Barutha Community Christmas Tree will take place at 6:30 p.m. followed by photos with Santa (with no line!)

EMILY FRAME PHOTOGRAPHY Good Neighbors

The East Troy Electric Railroad's Santa Parade Train will make its annual journey into downtown East Troy on Saturday, Dec. 2. 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.

"We are so excited for the return of this family-friendly event. This has been a local holiday tradition for decades and is something people look forward to year after year," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. "This year, we are happy to expand on this East Troy tradition and offer new holiday activities outdoors at East Troy Village Square Park."

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

The original East Troy Christmas Parade train, started by the East Troy Jaycees and the railroad in 1972, was a historic reproduction of the Schuster's Christmas Parade in Milwaukee. The Schuster's Department store chain sponsored the parade, established in 1928, to kick off the Christmas shopping season. It disappeared in 1955 with the demise of the Milwaukee Electric Lines interurban and streetcar system.

Santa on the Square

In anticipation of Santa's arrival, festivities will begin on the square and downtown East Troy at 6 p.m.

At East Troy Village Square Park

- Winter activities
- Christmas carol sing-along led by East Troy High School Choir members.
- Professional photos 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. Photos are sponsored by 2894 on Main and all participants will get a digital copy of their photo.

See **SANTA CLAUS**, Page 6

Wisconsin Oven celebrates expansion with ribbon cutting

Plant dedicated to Champion

By Vanessa Lenz
EAST TROY CHAMBER
EXECUTIVE DIRECTOR

Wisconsin Oven Corporation held a ribbon cutting ceremony recently at its new 130,000-square-foot facility on Young Street, dedicating the building to a prominent local businessman who had a big influence on the company and current leadership team.

During the ceremony, Dave Strand, President and CEO of Wisconsin Oven Corporation and parent company Thermal Product Solutions, named the facility at 2056 Young St. the Champion Plant, after Bruce Champion.

Strand said Champion was respected and admired by many. "We are dedicating this building to Bruce and his efforts and his pioneership of Wisconsin Oven," said Strand.

Champion was the former vice president of operations at Wisconsin Oven and was responsible for hiring Strand as a wide eyed 20-year-old.

When Champion started at Wisconsin Oven Corporation, he was 31 years old. He was a public accountant and was pulled into Wisconsin Oven to learn manufacturing by founder Hank Kubicki.

"I came to Wisconsin Oven in 1985 and it was a pretty tough time quite frankly," said Champion. "I didn't really realize it at the time, but I was brought in by Hank to change the culture."

See **WISCONSIN OVEN**, Page 4

What's cooking on the square

Seasoned chef joins café 2894 on Main

By Vanessa Lenz
EAST TROY CHAMBER
EXECUTIVE DIRECTOR

The new executive chef at the café, 2894 on Main, has nearly 20 years of culinary arts experience and a growing collection of accolades, but she's bringing more than just a good resume to the table.

Jonna Froelich, who most recently was head chef at I.d. in Delafield and has spent the better part of her career at the helm of critically acclaimed restaurants, is now bringing her love to the place she calls home.

When the East Troy resident talks about her work, it's immediately obvious her culinary prowess is matched by her passion for local, seasonal food.

"I didn't do the traditional path," said Froelich of her journey to the head chef spot. She instead honed her skills working alongside

some of the best in the business.

While she enjoyed working as a server in various restaurants as a teen and was an avid home cook, Froelich never thought she would pursue a career in the kitchen.

Growing up in a family that nudged her toward a career in academia, Froelich had ambitions to attend medical school. She eventually received a master's degree in English Literature from Marquette University and taught for several years.

The trajectory of her life changed after she got her first taste of cooking following a job conducting corporate training in Chicago.

Froelich worked at the non-profit Inspiration Café in Chicago where she partnered with many of the city's top chefs to create a workplace program for homeless adults.

See **MEET THE CHEF**, Page 9



JAMIE ROHRER Good Neighbors

East Troy resident Jonna Froelich joined the café, 2894 on Main, as Executive Chef in mid-May and is working to expand its offerings.

East Troy Chamber hosts decorating contest

The East Troy Area Chamber of Commerce will host its second annual holiday decorating contest for local businesses and residents.

The business contest is open to all local businesses with a storefront and is not limited to Chamber members. The resident contest is open to all homes in the East Troy Community School District.

Businesses and residents are encouraged to decorate their storefronts and homes in the spirit of the holidays and will be eligible to win a prize and special recognition for their efforts.

This year's entries will be evaluated by judges and the public.

The judging begins Dec. 10 and will run through Dec. 22. Winners will be announced on Monday, Dec. 25 on easttroy.org.

Prizes include free advertising and special recognition for businesses and \$200 for residents.

Register at easttroy.org or email vanessa@easttroy.org.



Above: Rhode's Towing-Repair-Sales, 2489 Main St., took first place in the business category of the East Troy Area of Chamber of Commerce's first annual decorating contest with its festive display featuring Santa and his motorcycle reindeer. Below: The Weber house went all out with its first place display (resident category) on Mallard Way. Vote for the 2018 winners at easttroy.org from Dec. 10-22.



VANESSA LENZ
Good Neighbors

Bower new loan officer at First Citizens

Nate Parrish, president of First Citizens State Bank recently announced the promotion of Jennifer Bower to a Loan Officer at the East Troy office location.

Bower joined the bank staff 16 years ago and has been a lender since 2005.

In making the announcement, Parrish said, "Jennifer has not only grown parishioner in her position, but personally as well. Her growth in helping customers and community involvement is what we are all about."

First Citizens State Bank has full service offices in Whitewater, East Troy and Palmyra. For more information, call (262) 642-2530.



Jennifer Bower

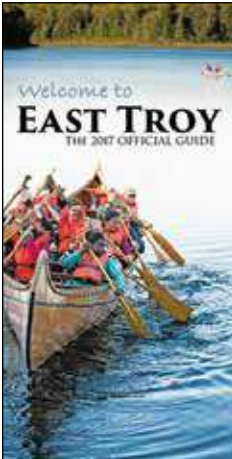
Get your official East Troy Guide

The East Troy Area Chamber of Commerce published East Troy's official Map & Brochure in 2017.

This popular visitor's guide is packed with everything you need to explore East Troy: including information on downtown, attractions, scenic highlights, restaurants, hotels and services.

Copies are currently on newsstands. To get a copy mailed to you, email vanessa@easttroy.org indicating your address.

An electronic version is available at easttroy.org.



2017 East Troy Map & Brochure

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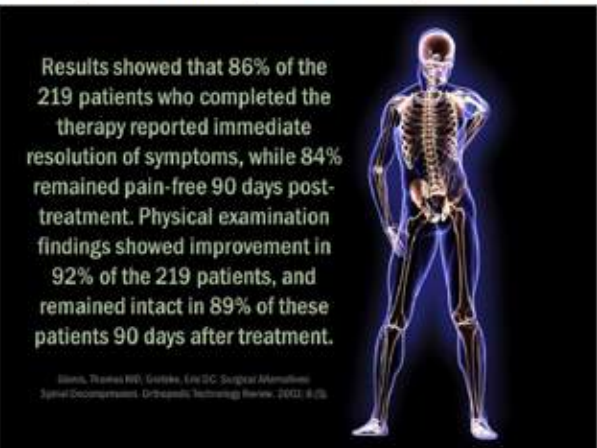




PHOTO SUBMITTED Good Neighbors

Sammy's Place, including captain Sam Bresler (right), Todd Reeves and (not pictured) Bobby Gull and Leif Knudsen, took top honors at the East Troy Area Chamber of Commerce's 20th annual golf outing Sept. 22 at Alpine Valley Resort.

Sammy's Place 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.

Sammy's Place, including captain Sam Bresler, Bobby Gull, Todd Reeves and Leif Knudsen, took top honors at the Chamber's 20th annual golf outing held Sept. 22 at Alpine Valley Resort.

American Family Insurance-Kyle Resler Agency took 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 this event will benefit the Chamber's work on behalf of the East Troy area community, including marketing, community development, networking opportunities, special events, advocacy efforts and other programs to support local

businesses and organizations of all sizes. As a 501 (c)(6) non-profit organization, the East Troy Chamber also assists visitors to our town and neighboring communities and promotes East Troy as an exceptional place to live work and play.

Members of the golf outing committee, included chairman Kyle Resler of American Family Insurance-Kyle Resler Agency, Shannon Manske of Associated Bank and Sarah Manke of the East Troy Area Chamber of Commerce.

Thanks to JoAnn McCormack of Spotlight Real Estate and Dennis Ackeret of the East Troy Electric Railroad who served as event volunteers.

Citizens Bank 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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Sammy's Place
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Toothpicks Catering
Wild Flour Bakery



Left: This team of East Troy locals, including (from left) Tom McCormack of Aurora Health Care, Murry Mitten, Keith Witt of East Troy Hometown Pharmacy and Greg Hunt, were among golfers to brave 90-degree plus temperatures in September to hit the links for the East Troy Area Chamber of Commerce. Below: Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director (right), and Sarah Manke, Executive Assistant & Marketing & Graphic Design Coordinator, check in with golfers at Alpine Valley Resort during the Chamber's 20th annual outing Sept. 22.

SARAH MANKE
Good Neighbors



See more photos from this year's event at easttroy.org



VANESSA LENZ Good Neighbors

Above: Rhode's Towing-Repair-Sales team, (from left) Shannon Wasielewski, Colleen Lorde, Annette Rhode and Tina Dudek, enjoy the day at Alpine Valley Resort in support of East Troy community development. Below: Golfers (from left) Jeff Standafer, vice president of Citizens Bank, Timmy Standafer of Citizens Bank and Dana Rygiewicz and Stacey Spurlock of Legacy Funeral Services connect with other business leaders at the Chamber's annual golf outing.



SARAH MANKE Good Neighbors

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• **Wisconsin Oven** (Continued from front page)

Champion said he can remember vividly the day he hired Strand.

“What’s really significant is over time, I realized that Dave, quite frankly, he was the gold standard in what we wanted for employees,” Champion said. “He came to me looking to hire a different caliber of person... that really is what changed the culture of Wisconsin Oven.”

Champion said he was grateful to work with the team of employees they put in place, many who are still with Wisconsin Oven Corporation today.

“These guys were young guys and they just were so hungry for knowledge and experience and it was fabulous to work with them,” said Champion. “It wasn’t me. It was them. They were such good students, such hardworking young men.”

Mike Grande, vice president of sales and engineering at Wisconsin Oven, told the story of how Champion allowed him to bring a computer home to do work remotely – a first for the company and progressive move at the time.

“Often wrong, but never in doubt. You guys remember that. He said it all the time and that reflected his philosophy,” said Grande of Champion.

“The most important lesson I learned from Bruce was to always form positive relationships with people and always look for an opportunity to help others and be very loyal to those who help you,” Grande said.

Jeff Kent, executive vice president at Wisconsin Oven Corporation and Director of Sales for TPS, said Champion pushed him to think about the future and the importance of the power of positive thought.

“[He asked,] What are you passionate about? What do you love doing? Where do you see yourself with Wisconsin Oven Corporation? Good questions. Heavy, deep questions for a 21-year-old going to college and working part time,” Kent said. “But those questions really resonated with me. It really makes you think about the future and what



Wisconsin Oven Corporation held a ribbon-cutting ceremony and community celebration Nov. 3 to celebrate its 130,000-square-foot expansion at Young Street in East Troy. The new facility will accommodate the company’s Blue M laboratory oven product line and provide space for expanding operations.

VANESSA LENZ *Good Neighbors*

you can do.”

Strand said he was happy to recognize Champion, his accomplishments and his influence on the success of Wisconsin Oven while he was still around to enjoy it.

New facility to accommodate expanding operations

Wisconsin Oven Corporation’s new facility creates much needed manufacturing space to allow for the production of composite materials in the automotive and aerospace

industries, according to Strand.

The company announced the expansion to the former Plymouth Tube facility in May of 2017, along with plans to add about 80 to 90 jobs between 2017-19.

Wisconsin Oven purchased the vacant building for \$1.7 million, unveiling an extensive plan for \$1.5 million in renovation and equipment costs.

Wisconsin Oven can earn up to \$500,000 in job creation tax credits from the Wisconsin Economic Development Corporation through 2020.

Wisconsin Oven Corporation currently has about 175 employees in East Troy.

Thermal Product Solutions, a leading American manufacturer of custom industrial ovens used for heat treating, finishing, drying, curing, manufacturing automation and processing, has manufacturing plants in Pennsylvania, Michigan, California and Wisconsin.

Wisconsin Oven has been manufacturing the highest quality industrial heat treating equipment for over 40 years.

In the past 10 years, Wisconsin Oven has made critical moves to become a leader in the industry, developing new technology, partnering with the nation’s top brands and spreading its team around the country.

Strand said supporting the East Troy area community through giving has been a cornerstone of Wisconsin Oven’s business since the company was founded by Kubicki in 1973.

Each year, the company gives over \$30,000 back to the community.

For more information, visit wisoven.com.



Left: Dave Strand, president and CEO of Wisconsin Oven and parent company TPS (left), officially named the company’s new building after Bruce Champion, a former vice president of operations for Wisconsin Oven. Far left: Champion (left) played a key role in Wisconsin Oven’s success, offering guidance and advice to employees who would become key leaders during his time at the company. He and Strand remain friends and swap stories from their many years in business.

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Santa Parade TRAIN

December 2

EAST TROY

Santa Photos * Winter Activities * Live Music
* Christmas Tree Lighting *

Santa on the SQUARE

 easttroy.org

Santa Claus

(Continued from front page)

- Mulled wine, refreshments & raffle to support East Troy's First Fridays
- Cub Scouts Pack 92 will sell chili, chili dogs and baked goods.

Lions Lodge

- East Troy Lioness Club will offer walking tacos, hot dogs and hot cocoa in the warmth of the Lions Lodge beginning at 5 p.m.

Ivan's Backstage

- The East Troy Holiday Marketplace will feature vendors offering holiday gift items.
- Entertainment by Cork N Christmas Carols
- Kids Crafts

East Troy Area Historical Society

- The East Troy Area Historical Society will offer refreshments and tours from 5-8 p.m.
- For more information, visit easttroy.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.

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.

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

December events calendar

1 TASTE OF THE HOLIDAYS
2894 on Main, 2894 Main St., will host Taste of the Holidays on Friday, Dec. 1 featuring the season's best specialty foods and drinks. Wine bar from 4 to 8 p.m. Small plate menu from 5:30 to 8 p.m. For more information, visit facebook.com/2894onmain.

1 UNITED METHODIST CHURCH BAKE SALE
Troy Center United Methodist Church is holding a bake sale beginning at 9 a.m. on Friday, Dec. 1 at First Citizens State Bank, 2546 Main St.

2 ST. JAMES CHRISTMAS BAZAAR
St. James United Methodist Church, 2945 Main St., will host its Christmas Bazaar from 9 a.m. to 2 p.m. on Saturday, Dec. 2.
The event will feature a Christmas Bake Sale (homemade cookies, rolls, bread, candy, etc.), hot chocolate, cider, coffee, handcrafted greeting cards, hand-stitched items, Christmas baskets, and many more beautiful Christmas items.

2 PET PICTURES WITH SANTA
Martin's Hardware-Rental & Pet, 3288 Main St., will host its eighth annual Pet Pictures with Santa from 11 a.m. to 4 p.m. on Saturday, Dec. 2. Attendees are invited to bring in their pets (on leash or crate) and get a picture with Santa. For more information, call (262) 642-3344.

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

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

Enjoy a variety of beers from an array of breweries, hors d'oeuvres, raffles and take home a tasting glass.

Tickets are \$35 per person in advance, \$40 at the door and \$25 with a ski lift ticket. Tickets may be purchased at alpinevalleyresort.com, at the East Troy Family and Community Resource Center, 3066 Main Street, Suite 108, or by calling (800) 227-9395.



VANESSA LENZ, Good Neighbors

Santa Claus is coming to East Troy by train on Saturday, Dec. 2. There will be plenty of additional holiday activity at East Troy Village Square Park, 2881 Main St., from 6 to 8 p.m., including a tree lighting, winter activities, Holiday Marketplace, photos with Santa and more. Surrounding businesses will offer specials and activities. Find details at easttroy.org.

Happy Holidays To All

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Joy and prosperity to all this Holiday Season and New Year!

2 LIONESS HOLIDAY SALE
The East Troy Lioness will be selling walking tacos and hot dogs from 5 to 8 p.m. on Saturday, Dec. 2 in the East Troy Lion's Lodge, 2077 Division St. during East Troy's Santa on the Square festivities.

3 LIONS GUN RAFFLE
The East Troy Lions Club will host a Gun and Bow Raffle on Sunday, Dec. 3 from 11 a.m. to 4 p.m. at the Lions Lodge, 2077 Division St. The event will feature 21 grand prizes including a gun, bow, gun safe and meat raffles.

8 BAKE SALE AT FIRST CITIZENS
First Citizens State Bank, 2546 Main St., East Troy, will hold its ninth annual Bake Sale and Chili Lunch on from 9 a.m. to 6 p.m. on Friday, Dec. 8.
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.

8 NAUGHTY OR NICE COMEDY DINNER
Kick off the holidays with comedian Jay Harris and enjoy cocktails, appetizers, and a dinner buffet from 6 to 9 p.m. on Friday, Dec. 8 at Alpine Valley Resort, W2501 County Road D.
Tickets are \$55 and can be purchased by calling (800) 227-9395 or at alpinevalleyresort.com.

9 PANCAKES WITH SANTA
The Salvation Army—Army Lake Camp will host Pancakes with Santa from 8 a.m. to noon on Saturday, Dec. 9 at the camp, N8725 Army Lake Road in East Troy.
Menu items include pancakes, sausage and more.
Children will have an opportunity to meet Santa, decorate their own Christmas cookie and get a gift.
The cost is \$9 for ages 13 and older and \$7 for children ages 5-12. Admission is free for children younger than 4. Tickets are available at salar.my/Santa2017. For more information, call (262) 642-6400.

9 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. 9, in the Bret Miller Gymnasium at East Troy High School, 3128 Graydon Ave.
The event will feature more than 80 different direct sale vendors and concessions with both breakfast and lunch items. Bake sale items will also be offered to benefit the Family Resource Center.
For more information, contact Marolyn Komperud at (262) 642-4900 or easttroymfamily@gmail.com.

16 JINGLE BELL ROCK
East Troy House, 2093 Division St., will host the 5th Annual Jingle Bell Rock on Saturday, Dec. 16. Doors open at 6 p.m.
Featured musicians include Hwy D Destroyers, JR & Friends, Rock Freeway, Kyle Sweeney & The FHP, Spare Change, Hoi Polloi and JB Experience. Dine with a Swine will provide a BBQ buffet. Tickets are \$6 at the door. For more information, call (262) 642-7100.



VANESSA LENZ *Good Neighbors*

Embrace the most wonderful time of the year at East Troy Village Square Park, which always looks perfect for the season. The East Troy Area Chamber of Commerce, with help from the Village of East Troy Department of Public Works, Wisconsin Oven Corporation, East Troy High School students, East Troy elementary school children and other volunteers, decorates downtown East Troy in preparation for Santa's arrival on Dec. 2.

The best things to do in East Troy in December

There are so many things to do in East Troy in December, you'll need to mark your calendars ASAP.
Check out our top reasons to make the most of season right in your own backyard.

Build a snowman on the Square

Relive your childhood and create your own Frosty the Snowman at East Troy Village Square Park, 2881 Main St., East Troy. The park includes green space and a bandstand promoting the nostalgia of the rural community. It's also a great space for people watching.
Between the people buzzing in and out of the surrounding businesses, restaurants and bars and cars making their way around the heart of East Troy, there's rarely a dull moment.

Hit the slopes at Alpine Valley Resort

Winter hasn't officially arrived in East Troy until you take a trip to Alpine Valley Resort.
Alpine features 20 slopes that range from beginner to expert mogul runs with 388 feet of vertical skiing. The hill also includes three Terrain Parks, which offer snowboarders and freestyle skiers a variety of rails, boxes and snow features.
This year, get back on the slopes by brushing up on your skills with a qualified and enthusiastic instructor. Alpine offers classes for beginners to well-seasoned skiers and riders.
To make the most of this year's Alpine season check out its Weekday Specials (starting Jan. 9), including Tremendous Tuesday (\$31 a.m. session lift tickets), Men's Day Wednesday (\$34 a.m. session lift tickets for men) and Women's Day Thursday (\$34 a.m. session lift tickets for women).
Weekday rates are \$41 (all area) and \$29 (beginner) from 10 a.m. to 5:30 p.m. and 2 to 10 p.m. and \$56 (all area) and \$45 (beginner) for a full day. Weekend and Holiday rates are \$51 (all area) and \$37 (beginner) from 9 a.m. to 5:30 p.m. and 2 to 10 p.m. and \$65 (all area) and \$52 (beginner) for a full day.
Alpine Valley is located at W2501 County Road D and can be reached at (262) 642-7374 and (800) 227-9395. For more information, visit alpinevalleyresort.com.

and (800) 227-9395. For more information, visit alpinevalleyresort.com.

Sled down East Troy's biggest hill

Sledding is a popular winter pastime for young and old alike.
Mitchell Park, located directly north of the Rossmiller Sports Complex along Highway 20, is the largest sledding hill in East Troy, offering plenty of fun to delight sledding fans.

See BEST THINGS, Page 10



PHOTO SUBMITTED *Good Neighbors*

Alpine Valley Resort, located right in East Troy, provides some of the most diverse skiing and snowboarding terrain in the Midwest.

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VANESSA LENZ Good Neighbors



Clockwise from above: DJ JC Hanna performs live from the bandstand at East Troy Village Square Park during the East Troy Art Walk Nov. 3, which concluded the 2017 First Fridays series. Andrea Clemens of Lovelight Flowers and the East Troy Farmers Market was a regular First Fridays vendor. JB Jefferson performs during Food Truck Fest. Each First Friday event, like the May 5 Cinco de Mayo celebration, featured a showcase event at East Troy Village Square Park with surrounding businesses collaborating to bring an evening of fun. The series, hosted by the East Troy Area Chamber of Commerce, will return in May through November of 2018. To support future programming, visit easttroy.org.

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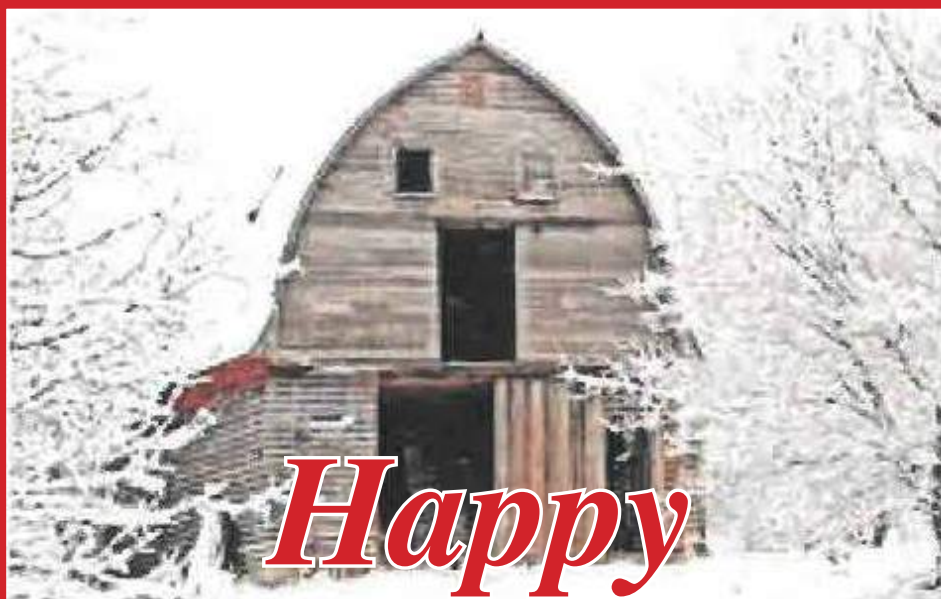
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A guide to holiday giving and help in East Troy

The Holiday Help of East Troy program will continue this year featuring a collaborative approach to assisting local families in need. “It is through the generous support of local businesses, churches, organizations and community members that this program is able to continue,” said East Troy Family and Community Resource Center coordinator Marolyn Komperud, who leads the four-year-old initiative.

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

In 2016, Holiday Help of East Troy served 87 families with a combined 183 children.

“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,” Komperud said.

Donations are due by Dec. 11 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 new

toy drive.

Donations can be dropped off at toy collection barrels at the following locations: Citizens Bank, Dollar General, First Citizens State Bank and Frank’s Piggly Wiggly East Troy through Dec. 11.

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. Wrapped donations are due no later than Sunday, Dec. 10.

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. Wrapped donations are due no later than Friday, Dec. 22.

4. WINTER CLOTHING DRIVE

The East Troy Lioness Club is collecting hats, scarves, gloves, mittens, socks and slipper socks for children (infant to 18 years old) at

First Citizens State Bank, 2546 E. Main St. Donations should be taken to the bank by Friday, Dec. 8.

5. GIFTS FOR CHILDREN & TEENS

Rhodes Towing-Repair-Sales, 2606 E. Main St., (through Dec. 11), Snap Fitness, 2541 E. Main St. (through Dec. 10), Wanezek Family Dentistry, 2564 Main St. (through Dec. 13) will be a general donation site for new unwrapped gifts of: children’s pajamas, children’s socks and underwear (in sizes toddler through young adult), children’s hygiene products (soaps, scrubbies, hair ties, shampoo/conditioner, toothpaste/toothbrushes), new books and gift cards for teens in \$10 increments (2849 on Main, Cousins, Gus’s, McDonald’s, movie theatres, skating, Subway, Walmart, etc.).

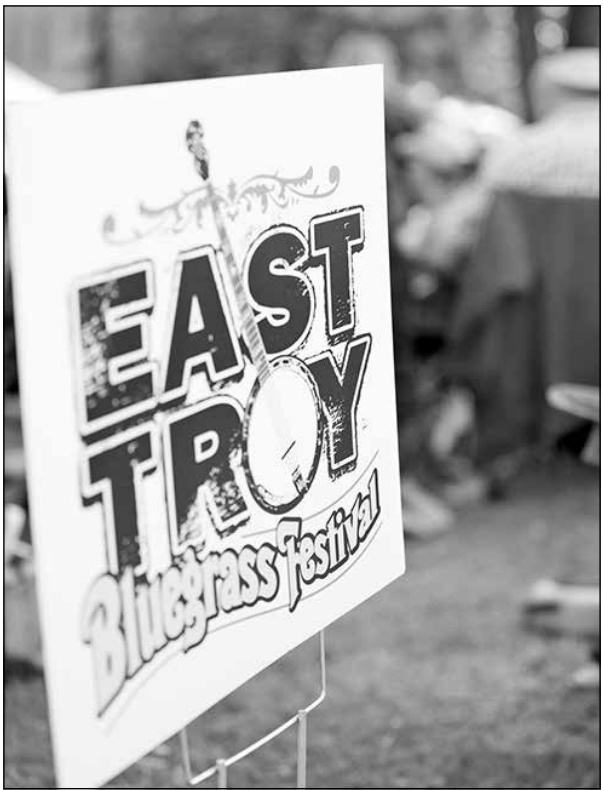
6. MONETARY DONATIONS

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

Help for Families in Need

Prospective families in need of the Holiday Help program will be referred by the East Troy Community School District, East Troy Food Pantry, Helping Hands of St. Peter’s and other venues.

To apply for this program, families or individuals can contact the East Troy Food Pantry at (262) 642-4357 or 2847 Austin St. on Tuesdays from 7:30-11:30 a.m. or Thursdays from 2:30-4:30 p.m., East Troy School District social worker Anne Jungwirth (262) 642-6760 (x5242), Diane Hamilton with Helping Hands of St. Peters (262) 642-7225 or Marolyn Komperud, East Troy Family and Community Resource Center (262) 642-4900.



JAMIE ROHRER *Good Neighbors*

Left: Noah John warms up with bluegrass jammers prior to his band’s performance during the 24th annual East Troy Bluegrass Festival at East Troy Village Square Park. Middle: The East Troy Bluegrass Festival celebrated its 24th year with a weekend lineup that included two of the industry’s biggest names. Right: Staying true to the festival’s roots, local, emerging and popular regional bands pepper each day’s lineup. Check out more photos from the event at easttroy.org.

Passionate Pickin’

•Meet the chef (Continued from front page)

“It was really fun. I got to meet a ton of people in the industry...It really got me to the point where I’m like, ‘This is what I want to do with my life,’” she said.

Froelich and her now-husband then made the decision to throw caution into the wind and move to a small town in the southwest corner of Colorado to open their own restaurant.

“It was insane. I had never cooked professionally before and he had never worked in a professional restaurant before,” she said.

Her husband never fell in love with the business like Froelich did so they decided to call it quits after two years. Froelich then moved on to Hotel Telluride where she cut her culinary teeth in the boutique hotel industry.

Froelich moved back to Chicago a few years later and took a top job gaining hands-on experience at Trio in Evanston.

“It was, at the time, one of the top 20 restaurants in the country. So that was really pivotal for me,” said Froelich.

Froelich and her husband then escaped the city, where she broadened her horizons at various southeastern Wisconsin restaurants on her path to the Delafield Hotel in 2012.

While at the hotel’s restaurant, originally Andrew’s Bar and Restaurant, Froelich earned a reputation as a top culinary talent, landing on the Milwaukee Journal Sentinel’s Top 30 list for the first time in

the fine-dining establishment’s history and moving to the top 10 the next year. After Andrew’s transitioned to I.d., Froelich continued to lead the restaurant to the Top 10 list for the next four years.

Her past success, however, is not what she wants to spend her time talking about.

Instead, Froelich remains focused on her future in East Troy.

Living & Working in East Troy

Froelich, who moved to East Troy six years ago, tells the tale of how she was long-enamored by the café on the northwest corner of the East Troy Village Square.

The local coffee bar, dining destination and retail space caught her eye immediately and she dreamed of being able to live and work in the same community.

“I’d always have these fantasies of walking to work at the cute little café,” she said.

Froelich lauded 2894 on Main’s organic farm-to-table concept and locavore mindset.

Dishes are created with ingredients sourced from East Troy and surrounding farms, including Rohrganics. The organic farm’s produce and meat are also among the items featured in the café’s retail space, Square Roots.

When the executive chef position opened up, Froelich approached the café.

“It seemed like a really cool opportunity to work in the community that I lived in,”

she said.

Froelich was brought on, along with new general manager Rocky Kitzman, to help craft restaurant concepts for the café as well as future businesses on the square.

Froelich said she feels fortunate to have the opportunity to work in, live in and help expand a place with such a strong sense of community.

“So far everyone has been so receptive and supportive. It’s great,” she said.

2894 on Main opened in September of 2013 with much anticipation and has since situated itself as an easily accessible community hub. (The building had just undergone a sweeping three-story renovation by the Rohrer family.)

Since she started in mid-May, Froelich has spent her time getting to know her staff and the market.

The main flavors that flow out of her kitchen highlight seasonal and local ingredients.

“The menu changes based on what we can get on the farm and what’s in season,” said Froelich. She said good dishes are a result of good ingredients, which is why she makes everything from scratch.

“We look to be a 100 percent from scratch kitchen,” she said. “We are almost all organic.”

On the immediate horizon for Froelich is continuing the café’s First Friday Inside dinner series featuring specialty food and drinks. The dinners kicked off this summer



JAMIE ROHRER *Good Neighbors*

New chef Jonna Froelich came to East Troy from I.d. in Delafield, which she helped make the Journal Sentinel’s Top 30 restaurant list for the first time in 2013 and kept it in the top 10 every year afterward.

during East Troy’s popular event series on the first Friday of every month.

2894 on Main is also partnering with InkLink Books to host a series of book dinners. Froelich will create each menu based on the book. Upcoming dinners will be in January and March of 2018. For more information, visit 2894onMain.com.

SARAH MANKE *Good Neighbors*

Laura Rauman, Founder/President of Bloom 360 Learning Community, her daughter Morgan (and inspiration behind starting the school), and husband Jeff cut the ribbon at a ceremony and community celebration for the non-profit school located at the former Stone School site in East Troy.

Bloom360 celebrated at ribbon cutting

In 1858, Stone School first opened to serve children in East Troy. Nearly 160 years later, Bloom360 Learning Community opened for the 2017-18 school year as a unique, project and strength-based private school for children with neuro-diverse needs from all over southeastern Wisconsin.

Bloom360 is the only historic school site in the area still operating as a school.

Bloom360 welcomed more than 150 guests to its Ribbon Cutting & Community Celebration Sept. 14 at its renovated 10,000-square-foot facility.

"Our daughter, Morgan, is the inspiration behind starting this school. Over the past six years as we developed our program, I've met many families just like mine who were searching for options," said Laura Rauman, Founder & President of Bloom360 Learning Community.

After the ceremony, guests enjoyed refreshments and guided tours of the school's unique learning spaces including: The

Create-it Studio, Sensory Gym, Learning Pods, The Lounge, Project Lab, Multi-Purpose Room and the Vista360 offices.

"Being here last week as our learners bravely started their new school year was a testament that this is just the beginning in many ways. New relationships are developing, strengths are shining through and interests are being identified," Rauman said.

"Bloom360 is so needed in Wisconsin. We know families need options for their children to have an opportunity to bloom," she added.

The presentation included remarks from: Rauman, Mary Stone, CEO of Stepping Stones Educational Services and the Ribbon Cutting with Vanessa Lenz, Executive Director of the East Troy Chamber of Commerce.

Live entertainment was provided by The Bill Stone Duo. For more information about the school, visit bloom360.org.

• Best things (Continued from page 7)

Two additional East Troy sledding hills are located at 1824 Thomas Drive in the Pulliam Nature Area and 1825 Thomas Drive in the West Kettle Nature Area.

Ride the rails with Santa

The East Troy Electric Railroad's Christmas Train merrily rides the rails the weekends of Nov. 25-26, Dec. 2-3, 9-10 and 16-17.

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 and 10:30 a.m., noon, 1:30 and 3 p.m.

Tickets are \$17.50 for adults, \$15 for children (ages 3-14) and \$5 for toddlers (ages 0-2). Tickets can be purchased at easttroyrr.org or at the East Troy Depot on Saturdays and Sundays. For more information, call (262) 642-3263.

Get Extreme at Timber-lee

Camp Timber-lee, N8705 Scout Road, East Troy, which features 600 acres of rolling land and lakefront, currently offers nine winterXtreme 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.

Learn about local history

The East Troy Area Historical Society will showcase local history during East Troy's Santa on the Square event from 5 to 8 p.m. on Saturday, Dec. 2. The event will also feature refreshments and tours.

The current exhibit will remain open in 2018 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. For more information, visit etahs.org.

Go ice fishing

Bundle up, break out your portable seat and spend a relaxing day fishing for your dinner.

Lindey's on Beulah, W1340 Beach Road,

will host the Triangle Sportsmen's Club 45th Ice Fishing Jamboree at 7 a.m. on Saturday, Feb. 3. Enjoy food and drink, raffles, contests, games, meat raffles, cash drawing, silent auction and more. For more information, call (262) 642-2600.

In the meantime, embrace the chilly season to the fullest with ice fishing or skating on one of these local lakes:

Lake Beulah: At 812 acres, the largest lake in East Troy is a favorite for boating and fishing. It has a maximum depth of 58 feet. Fish include Panfish, Largemouth Bass and Northern Pike. The public boat access site is located on Wilmer's Landing in the Town of East Troy.

Potter's Lake: A 155-acre lake located in the Town of East Troy, has a maximum depth of 26 feet. Visitors have access to the lake from a public boat landing with access off County Road L. Fish include Panfish, Large-mouth Bass and Northern Pike.

Make your own presents

Amor Décor will host a winter class from 3 to 6 p.m. on Sunday, Dec. 17 at Lindey's on Beulah, W1340 Beach Road, East Troy.

Attendees will get a chance to make an Amor Décor piece of their choice – wooden decor, signs, boxes, wine racks and more. Prices vary depending on project. For more information, call (262) 684-9699.

Listen to live music

The East Troy Community Schools Music Department will host several holiday concerts:

- Wednesday, Dec. 6: Seventh and eighth grade bands will perform at 7 p.m. in the East Troy Middle School gym, 3143 Graydon Ave.

- Thursday, Dec. 14: Fifth grade band and general music class will perform at 6:30 p.m. in the Prairie View Gym, 2131 Townline Road.

- Sunday, Dec. 17: ETMS and ETHS choirs will perform at 3 p.m. in the high school's Bret Miller Gym, 3128 Graydon Ave.

- Monday, Dec. 18: High school bands will perform at 7 p.m. in the high school Gym 3.

Rise & Shine with the Lions

East Troy Lions Club holds a pancake breakfast from 8-11 a.m. every third Sunday of the month at the Lions Lodge and Community Center, 2077 Division St. Tickets are \$7 for adults, \$6 for seniors, \$5 for children 6-12 and free for children 5 and younger.



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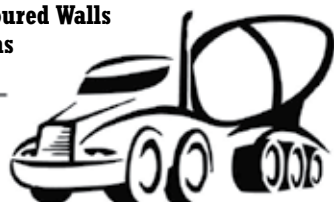
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nostalgia of the best independent bookstores by filling its shelves with books from hyper-curated lists. Hours are from 10 a.m. to 4 p.m. Tuesday through Saturday. Now open Sundays Thanksgiving-Christmas.
For more information, visit facebook.com/pg/inklinkbooks



Fred Loomis, owner of **Loomis Photographers**, will bring his experience in teaching Digital Photography classes to East Troy.

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Loomis Photographers is a full service digital studio with a new location in the Windfield Plaza. Fred Loomis, owner of Loomis Photographers, has been teaching Digital Photography classes in the Racine/

Kenosha area for many years. His classes have been extremely popular and several of his students have moved on to professional photography careers. For more information, email floomis@wi.rr.com.



Remedy Massage owners **Gina Peter** (right) and **McKenzie Maloney** have been Licensed Massage Therapists for a combined 16 years.

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Owners **Gina Peter** and **McKenzie Maloney** have been Licensed Massage Therapists for a combined 16 years. Both specialize in therapeutic, Swedish and deep tissue massage. Hours are from 9

a.m. to 6 p.m. on Monday, Wednesday and Thursday, 9 a.m. to noon on Friday and 10 a.m. to noon on Saturday. For more information, visit facebook.com/pg/RemedyMassageEastTroy.



The inaugural class and Bloom 360 team held a ribbon cutting and community celebration Sept. 14 to unveil the the modern renovations that have transformed the historic school into a sensory-friendly, project-based learning hub designed for learners ages 5-21 with special needs.

VANESSA LENZ *Good Neighbors*

Bloom 360 Learning Community

N8921 Stone School Road • East Troy, WI 53120
(414) 935-6360 • bloom360.org

Bloom360 Learning Community, located in the former Stone School site in East Troy, is a private, non-profit school for learners ages 5 through 21 with special needs such as ADD/ADHD, autism and dyslexia.
The one-of-a-kind educational model

focuses on each student’s strengths and interests with a developmental and project-based curriculum.
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Community partnerships are needed. For more information, visit bloom360.org.



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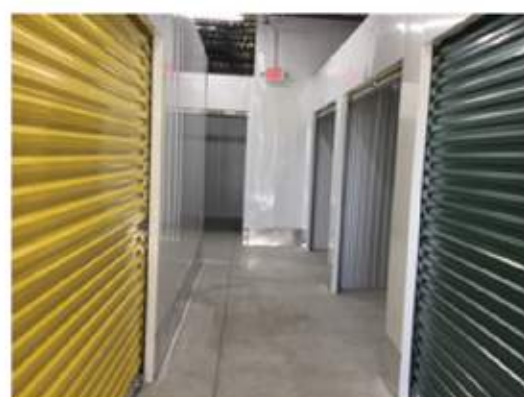
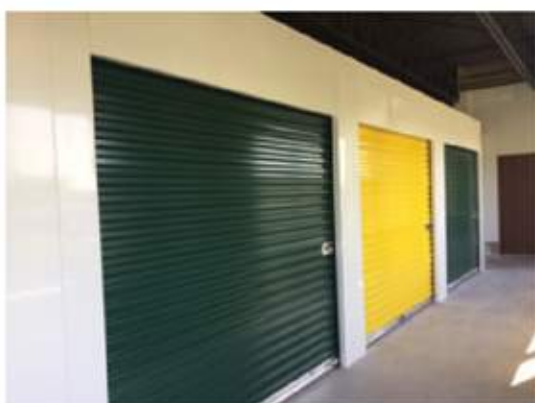
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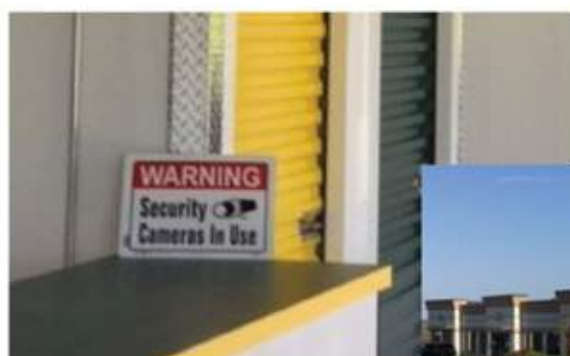
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