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MARCH 2018

VOLUME 29, EDITION 1

Read & Feed



Above: Author Chloe Benjamin visited East Troy during her latest book tour for her bestselling novel, “The Immortalists.” Benjamin joined locals for an intimate dinner as part of InkLink Books’ Read & Feed event series featuring food and drink pairings inspired by a novel. Below: Chef Jonna Froelich of 2894 on Main prepared a four-course meal inspired by the book’s characters, including a Thanksgiving dinner with Indian spices served with a Malbec to represent Daniel Gold.

Bestselling author visits East Troy as part of national book tour

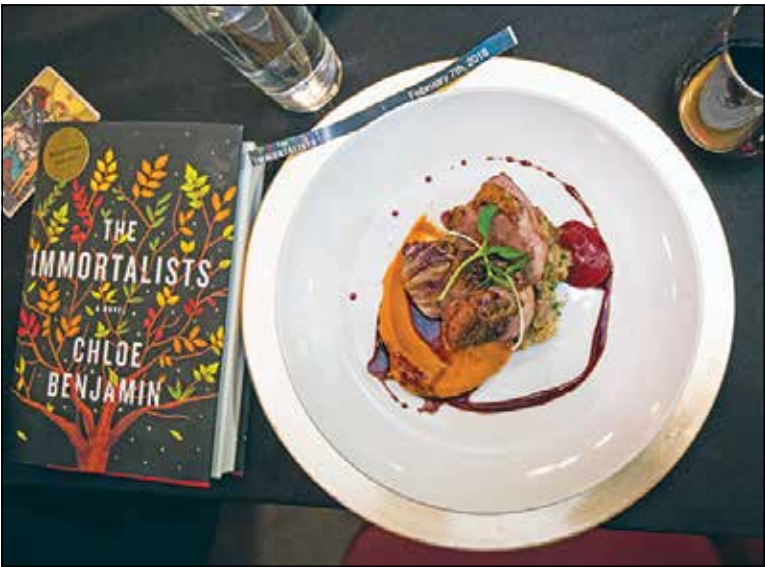
By Vanessa Lenz  
EAST TROY CHAMBER  
EXECUTIVE DIRECTOR

When bestselling author Chloe Benjamin sat down to write her latest book, “The Immortalists,” she pulled inspiration from her personal anxieties, and the questions surrounding them.

“I’ve always struggled with uncertainty, and with not knowing, and there’s no greater unknown than death,” Benjamin said as she joined attendees for dinner at InkLink Books’ latest Read & Feed event at 2894 on Main. “Writing the book was, in part, a way to process and wade around in those questions.”

Those preoccupations came

See READ & FEED, Page 7



Spring ahead:  
Mark your calendar

MARCH

**Seed Swap**

Swap your seeds from 9 a.m. to noon on March 3 at Michael Fields Agricultural Institute, W2493 County Rd. ES. Bring your extra seeds and your friends to exchange native flowers, spinach, lettuce, sunflower, calendula, chive, basil, pea, dill and tomato seeds. This is a free family friendly event.

For more information, contact Allison at (262) 642-3303.

**Art Show & Band-O-Rama**

The annual fifth-12th grade music concert, Band-O-Rama, will be held from 2 - 5 p.m. on Sunday, March 4 at the East Troy High School, Gym #3, 3128 Graydon Ave. The annual art show, featuring student work will be on display at the High School from 1 - 4 p.m. For more information, call (262) 642-6760.

**Kiwanis Club Annual Family Breakfast**

The Kiwanis Club of Greater East Troy

See SPRING AHEAD, Page 7

‘The Better Buzz’  
Meadery grows local craft drink sector

By Vanessa Lenz  
EAST TROY CHAMBER  
EXECUTIVE DIRECTOR

East Troy’s newest business is looking to show local honey producers some love while further expanding Wisconsin’s flourishing craft beverage industry.

The Hive Taproom will open late this spring on the west side of East Troy at W2463 County Road ES.

The meadery, owned by husband and wife team Tim and Ayla Guild, will be the second licensed mead-making business of its kind in Wisconsin.

“When people hear mead, they either think I’m saying meat or recall something they weren’t particularly fond of from a Renaissance Faire,” Tim said.

That idea changes once people get a taste of the Hive Taproom’s small batch meads that range in alcohol and sweetness levels, he said. So far, they’ve received rave reviews.

The Guilds said the timing was right for the business with the popularity of craft beer in the area and the resurgence of interest in mead.

Tim, a California native, said the drink offered at meaderies on the West Coast can be described as a wine and champagne mix.

“We’re doing a nano brewery and winery intersection,” Tim said of their take on the beverage, created by fermenting honey and water and adding all local ingredients.

“With the wide range of flavors and ingredients, mead connects with people that only like beer or only like wine or only like cider or people that don’t usually drink. Right in the middle of those four points, is where we sit,” said Ayla.

“We have some meads that are hopped and are very dry that appeal to the beer drinkers and IPA lovers. Then we have the semi-sweet and more flavored meads infused with local, organic ingredients and those seem to appeal more to the wine drinkers,” she added. “We also make honey kombucha, which has probiotic health benefits and non-alcoholic soda elixirs sweetened with honey.”

The idea to start a meadery brings together each of the Guild’s unique backgrounds.

For meadmaker Tim, a mechanical engineer with experience in heat transfer, fluid flow and product development, entrepreneurship has always been in his blood. He was previously running his own startup, Bldg

See MEADERY, Page 5



Mead is...

- believed to be the oldest alcoholic drink in the world
  - gluten-free
- produced by fermenting honey with water and adding other ingredients (like fruits & herbs)
- one of the fastest-growing alcoholic beverages in the country

SARAH MANKE Good Neighbors

The Hive Taproom, Wisconsin’s newest mead taproom producing small batch mead, jun kombucha and soda elixirs, will open in spring of 2018.

# Pictures with a purpose

The East Troy Area Chamber of Commerce's Photos with Santa recently raised \$600 for the East Troy Food Pantry. Photos were taken inside the bandstand at East Troy Village Square Park Dec. 2 following the arrival of the East Troy Electric Railroad's Santa Parade Train. Photo crew members, with Santa and Mrs. Claus, included (front) Olivia Osmann, (middle) East Troy Area Chamber of Commerce Executive Director Vanessa Lenz, East Troy Chamber Executive Assistant & Marketing & Graphic Design Coordinator Sarah Manke and (back) Ryan Osmann of Osmann Lawn & Landscape Management, Jamie Rohrer of 2894 on Main and Tyler Osmann. The photo portion of the event has raised over \$2,800 in the last six years for the East Troy Food Pantry. For a complete list of Santa's Special helpers, visit [easttroy.org](http://easttroy.org).

JAMIE ROHRER  
Good Neighbors



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# Tour of America’s Dairyland returns to East Troy June 22

The East Troy Cycling Classic will transform the East Troy Village Square and neighboring streets into a professional cycling venue for the seventh consecutive year on Friday, June 22 to kick off the Tour of America’s Dairyland. The East Troy Area Chamber of Commerce signed agreements in February with title sponsor, the Dennis and Janice Klumb Family Foundation, Inc. and race promoter Midwest Cycling Series, LLC, to bring back the world class cycling event. The route will remain the same as it was in 2017 and will start and end on the east side of the village square. (See sidebar for important information on Village Construction.) Cyclists will ride laps around the half-mile course between 11:15 a.m. and 8 p.m., providing constant action for spectators throughout the nearly nine hours of continuous, high energy professional cycling. The event features live music, beer tent, kids race and more.

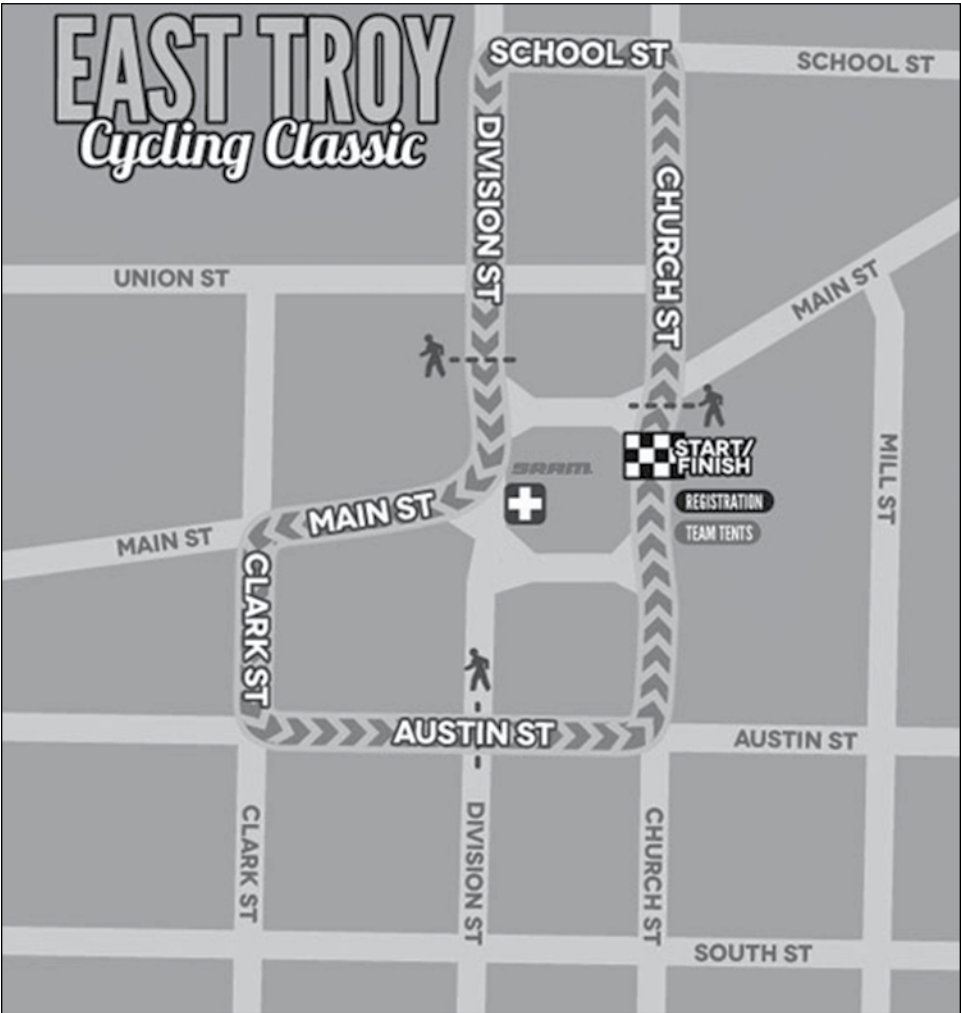
The Chamber’s organizing committee will begin seeking sponsors and develop coordinating activities during the coming months. ToAD 2018, which marks its 10th anniversary, runs Thursday, June 21 through Sunday, July 1 and features criterium-style races daily in different Wisconsin communities. With the exception of Schlitz Park in Milwaukee, ToAD 2018 races will return to the same communities as last year. ToAD has become one of the most popular bike race series in the sport earning an outstanding reputation for delivering a world-class race experience for both participants and spectators. In 2017, nearly 1,000 racers from more than 40 states and 15 countries participated in ToAD with an average of 450 racing daily. Overall an estimated 100,000 spectators attended races and other special race-day events in host communities.

## ToAD & Kwik Trip announce 3-year partnership

Tour of America’s Dairyland, the United States’ largest multi-day bike racing series, announced recently Kwik Trip, Inc. is the series’ new Presenting Sponsor. The series will now be branded as ‘Tour of America’s Dairyland presented by Kwik Trip.’

# Vendors wanted for Farmers Market Season 10

The East Troy Area Chamber of Commerce is currently looking for vendors to participate in the East Troy Farmers Market’s exciting 10th season. The market will return on Fridays, May 25 through Oct. 5, at East Troy Village Square Park. Hours of operation are 2 to 6 p.m. with set up at 1 p.m. and take down at 6 p.m. Vendors can secure their spot for the season in advance and capture the discounted Early Bird registration rate of just \$100 for the entire season or \$5 per market. Pre-payment is required by March 31. The East Troy Area Chamber of Commerce is currently working to offer an expanded selection of vendors and activity schedule. Full-season vendors will have a profile



Additionally, as part of the three-year sponsorship commitment, ToAD has also designated Kwik Trip as the series’ “Official Fuel Stop.” Kwik Trip, Inc., one of the largest independently-held convenience store chains in the U.S., owns and operates more than 600 stores in Wisconsin, Minnesota and Iowa. ToAD promoters also announced the addition of Janesville as the newest venue for the series. ToAD was started in 2009 by several local cycling enthusiasts, including former professional and elite racers Tom Schuler and Bill Ochowicz, and extends the legacy of multi-day bike racing that first started in Wisconsin in 1969. Many of the sport’s top professionals have raced on the streets of Wisconsin,

including Greg Lemond, Eric Heiden, Davis Phinney, Alex Stieda and Cadel Evans. Online race registration for ToAD 2018 begins March 1. See the full list of ToAD 2018 dates and cities, click [tourofamericasdairyland.com](http://tourofamericasdairyland.com). For more information on the East Troy Cycling Classic, visit [easttroy.org](http://easttroy.org).

# Construction planned for Village Square utilities

Reconstruction of water and sewer utilities in and around the East Troy Village Square will begin on April 2. According to the village’s engineering firm, Lynch and Associates, the reconstruction will replace aging water mains, laterals and hydrants, replace sewer laterals, bring water mains into compliance, and serve as preparation for square roadway work. Construction will take place in three phases. The first phase, April 2 through April 20, takes place on the north and northwest side of the square. The second phase, April 23 through May 25, will reconstruct the south, southeast and southwest sides of the square. And the third phase, May 29 through June 29, starts at the northeast side of the square and continues northeastward along County Road ES to School Street. While construction will maintain two sides of the square open for parking at all times, a detour route will also be provided along State Highway 20. Local events, such as the East Troy Cycling Classic, Memorial Day Weekend Corn and Brat Roast, and Brewfest, will still take place on the East Troy Village Square as planned.

## • Get the lowdown

For more information, the project manager for Lynch and Associates, Sarah Nunn, can be reached via email at [snunn@lynch-engineering.com](mailto:snunn@lynch-engineering.com) or contact Jason Equitz, DPW Director, at (262) 684-5475.



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**June 1****Food Truck Fest 🚚**

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

**July 6****Family Fun Night Square Takeover 🌟**

Join us for a family-friendly night out.

**August 3****Square Fest 🎵**

Check out this local music festival where businesses become stages and venues for area bands.

**September 7****🎵 Pickin' on the Square**

Musicians of all types are welcome to take the stage.

**October 5****🌙 Scare on the Square**

Enjoy a family-friendly party to welcome fall.

**November 2****🍷 Art & Wine Walk avec Fromage**

Enjoy downtown East Troy, while you sample unique wine selections and cheese samples, and take in all forms of art the community has to offer.

**East Troy Village Square Park****May - November**

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**Among the district's offerings and recent successes...**

• **Family & Community Connections:** The District offers a free program for children from infant to age 4 that is designed to promote play and social development, as well as offer safe and meaningful interactions. The ETCSD also offers several educational parent nights throughout the year that cover topics such as Parenting Strategies, Drug and Alcohol Awareness, Bullying, Internet Safety, and Mental, Emotional, and Social Health. District staff have developed over 100 community partnerships for two consecutive years that assist with supporting meaningful learning experiences.

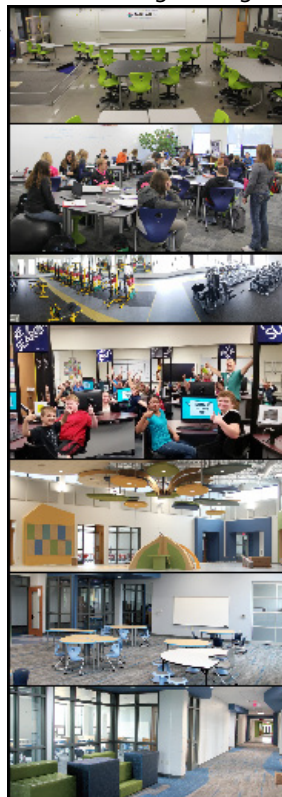
• **New/Renovated Spaces:** A successful referendum in April 2015 has addressed several urgent facility needs across the District and provided a great learning environment for our children for years to come. The projects include light renovation at Doubek Elementary, renovation at the Middle School, renovation and additions to the High School, and construction of Little Prairie Primary School.

• **World Recognized Fab Lab:** East Troy is among the very few Fab Labs in Wisconsin that are recognized worldwide as part of MIT's Fab Foundation.

• **First in Nation:** Prairie View Elementary and the East Troy Middle School were the first certified SmartLabs™ in Wisconsin. Little Prairie Primary's SmartLab™ is the first in the nation completely dedicated to primary-aged children. SmartLabs™ are an engaging program where students explore STEAM through project base learning and applied technology.

• **Little Prairie Primary School Opened Fall 2017:** Little Prairie Primary serves students in the district's early childhood program through second grade. The building reflects ecological and architectural aspects of the East Troy community as well as provides flexible learning spaces within multi-grade academic wings.

Visit [www.easttroy.k12.wi.us](http://www.easttroy.k12.wi.us) for more information.





NEW MEMBER PROFILES



East Troy Brewery

2905 Main St. • East Troy, WI 53120 • Etbrew.com

An emerging beacon for foodies and beer lovers alike, East Troy’s first brewery will tout beers brewed on site, along with a variety of locally sourced food cooked to complement its brews. The locally-owned brewery, which plans to open in summer

of 2018 in a remodeled historic bank building dating back to 1892, will include an outdoor patio, tasting room and kitchen on the southwest corner of the East Troy Village Square. Visit etbrew.com for beer club details and a calendar of events.

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SARAH MANKE Good Neighbors

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## •Read & Feed

(Continued from front page)

together in the novel, Benjamin said, as each character's story unfolds.

Benjamin's "The Immortalists," which was an instant New York Times bestseller, is described as "a tale of family love, prophesy, destiny and magic."

Among other questions, it asks, "If you knew the date of your death, how would you live your life?"

When Benjamin spoke to an intimate crowd at the dinner, she began by briefly reading from her second novel, before joining attendees on a 2-hour journey inspired by her book, complete with exclusive Q&A sessions with the author, a visit from a fortune teller, group discussion and sampling from a menu designed to let guests delve deeper into the story with every bite.

Beginning the novel in New York's lower east side in 1969, four siblings — Varya, Daniel, Klara and Simon Gold — visit a psychic and each is told the date they will die.

The rest of the book follows each of the children as they approach their given date.

Mirroring the Gold family's stories, each course and drink pairing took foodies on a vivid journey that spanned 50 years and several states, probing "the line between destiny and choice, reality and illusion, this world and the next."

Award-winning chef Jonna Froelich and beverage expert Rocky Kitzman, both of 2894 on Main, took guests along each sibling's path with their four-course menu, which was hidden inside a fortune cookie.

One of the more memorable plates of the night was a seared foie gras paired with peanut butter and jelly style roasted peanuts and grapes. This was topped with Pop Rocks to represent the indulgence and youth of a 19-year-old man

### The next chapter

InkLink Books' next Read & Feed book dinner, featuring "Paris by the Book" by Liam Callanan, will be held on Wednesday, May 2 at the café, 2894 on Main, which is located on the northwest corner of the East Troy Village Square. The author will be attending the event.

Tickets will be available the day of the book's release April 3 at InkLink Books, 2890 Main St. For more information, call (262) 642-9607.

finding himself in 1980's San Francisco.

Other menu items gave guests a glimpse of life as a magician with a signature "Jaws of Life" trick in Las Vegas; the security of life as a military doctor; and of life as a scientist who does longevity research on primates.

"InkLink Books' Read & Feed event was undoubtedly one of the most special experiences of this book launch... I was overwhelmed by their ingenuity, thoughtfulness and attention to detail," Benjamin said in a social media post discussing her visit to the "small but mighty town of East Troy."

Originally from San Francisco, Benjamin made the trek to East Troy from her home in Madison where she received her MFA in fiction from the University of Wisconsin. Her first novel "The Anatomy of Dreams," received the Edna Ferber Fiction Book Award.

Find out more about the author at



JAMIE ROHRER Good Neighbors

**InkLink Books' latest Read and Feed event featured bestselling author Chloe Benjamin. The night of entertainment was perfectly orchestrated by (second from left) Brian Felletti, drink specialist Rocky Kitzman of 2894 on Main, Benjamin, Beloit College Professor of English Christi Clancy, InkLink Books owner Kayleen Rohrer, chef Jonna Froelich of 2894 on Main and additional staff.**

chloebenjaminbooks.com.

### Pairing food with words

How do you use food to enhance the literary world?

That's the mission of InkLink Books' new series, which features multi-course dinners created by Froelich and beverages carefully picked by Kitzman.

"We wanted to utilize the talent of our top notch staff at 2894 on Main," InkLink Books owner Kayleen Rohrer said.

Rohrer said the night is about

entertainment and her team works to tie in features of the novel at each opportunity.

"You really have to get into the heads of the characters to provide this experience," Rohrer said.

The dinners, which kicked off last fall, have also created a bonding experience, helping to shape the local literary climate.

"It's been popular among foodies and book enthusiasts looking for a unique experience," Rohrer said.

"This series is important because it highlights everything we love."

## •Spring ahead

(Continued from front page)

will hold its annual family breakfast from 8 to 11:30 a.m. on Saturday, March 10 at East Troy High School, 3128 Graydon Ave.

The breakfast will feature pancakes with all of the fixings and raffle prizes. Breakfast is \$4 for ages 12 and older, \$2 for ages 5-11 and free for children younger than 4. All proceeds directly benefit the three college scholarships the Kiwanis Club presents to graduating seniors.

### Beginners Beekeeping Workshop

Local beekeeper, Dan O'Leary, of Honey Valley Beekeeping, will lead a workshop from 9 a.m. to noon on Saturday, March 10 at Michael Fields Agricultural Institute, W2493 County Rd ES. Register online at [www.michaelfields.org](http://www.michaelfields.org).

### Decorating Sugar Cookies 101

The East Troy Family Community Resource Center, 3066 Main St., Suite 108, will host Nana's Yummy Cookies Workshop on Thursday, March 22. Registration is \$25 per person. Attendees will go home with six to nine cookies. Register by March 18 by emailing [easttroyfamily@gmail.com](mailto:easttroyfamily@gmail.com) or calling (262) 642-4900.

### Family Resource Center Egg Hunt

The East Troy Family and Community Resource Center will host its annual Easter Egg Hunt from 9 to 10 a.m. on Saturday, March 24 at Little Primary School, 2109 Townline Road.

The event will feature coloring pages, face painting, temporary tattoos, crafts and photos with the Easter Bunny. Pre-register by March 20 with the number of children attending on the resource center's Facebook page or by at (262) 642-4900 or [easttroyfamily@gmail.com](mailto:easttroyfamily@gmail.com).

### Bunny Train

The East Troy Electric Railroad will host its Bunny Train on March 24, 25, and 31. Departures from the East Troy Depot, 2002 Church St., are at 9 and 10:30 a.m., noon, 1:30 and 3 p.m.

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

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

### Cheep, Cheep Easter Celebration

The Elegant Farmer, 1545 Main

St., Mukwonago, will host its Cheep, Cheep Easter Celebration from 10 a.m. to 4 p.m. on March 24, 25 and 31. The free family-fun event features the Easter Bunny and a 4-H menagerie of bunnies in costume, baby chicks and guinea pigs for petting.

Ride the East Troy Electric Railroad's Bunny Train and make a grand entrance to meet the Easter Bunny at the Elegant Farmer. Easter specialty foods will be for sale. For more information, visit [elegantfarmer.com](http://elegantfarmer.com).

### APRIL

### Maple Syrup Family Fun Day

Camp Edwards YMCA Camp and Retreat Center, N8901 Army Lake Road, will host its annual Maple Syrup Family Fun Day, featuring a pancake breakfast from 8 a.m. to noon and activities from 8 a.m. to 2 p.m., on Saturday, April 7.

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

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

### St. Peter's Casino Night

St. Peter's Catholic Church & School, 3001 Elm St. will host a Dinner, Silent Auction and Casino Night at 6 - 11 pm. on Saturday, April 14 in the school gym. For more information, call (262) 642-5533.

### Walworth County Business EXPO & Job Fair

The East Troy Area Chamber of Commerce is partnering with the other chambers in Walworth County and the Walworth County Economic Development Alliance to host the Walworth County Business Expo & Job Fair on April 24 at Grand Geneva Resort, 7036 Grand Geneva Way, Lake Geneva. For more information, visit [easttroy.org](http://easttroy.org).

### Shred-it Day

First Citizens State Bank-East Troy Office, 2546 E. Main St., will hold an on-site disposal of confidential documents from 8 a.m. to noon on Saturday, April 28. The complimentary service is open to the East Troy community and will take place rain or shine. All materials should be free of plastic or metal objects. For more information, call 642-2530.

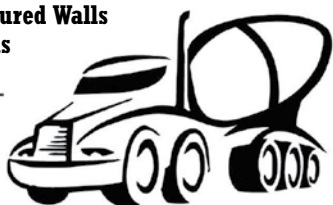
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