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A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG | MARCH 2022 | VOLUME 33, EDITION 1

All Your Burning Questions About East Troy Answered



Our second annual Q&A issue combines two vital things: the real-life concerns of our readers and the knowledge and expertise of our community members.

Q. What is being built east of the Honey Creek Apartments off of Honey Creek Road?

The Village of East Troy welcomed MP Systems, Inc. during a groundbreaking ceremony Nov. 18.

The electrical utility construction company will be constructing the first building in East Troy Business Park South. They are one of four companies within PPC Partners, Inc. family of companies.

Other subsidiaries include Carolina Power, MetroPower and Pieper Electric.

East Troy will be home to MP Systems, Inc. corporate offices, equipment yard and repair facility. For more information, visit mp-systemsinc.com.

Q. Will there be shows at Alpine this year?

Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, has already announced several shows for summer of 2022.

After a two-year hiatus due to Covid-19, Live Nation will bring the venue back to life.

Dave Matthews Band will return to Alpine Valley Music Theatre for a pair of shows July 2 and 3.

Rage Against the Machine is now starting their 2022 touring on July 9 in East Troy, with support from Run the Jewels.

The Knotfest Roadshow tour headlined by Slipknot will be stopping in East Troy, Wisconsin for a show this June 4. The amphitheater's newly announced shows also include jam band greats Phish, Aug. 12 to 14.

Tickets for Alpine shows can be purchased at livenation.com.

Q. When is the East Troy Lions Fourth of July Festival?

The East Troy Lions Club will hold its annual Fourth of July Celebration Friday, July 1 through Sunday, July 3 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3090 Graydon Ave., East Troy. The festival features the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food and live entertainment.

Fireworks are scheduled for Saturday, July 2 at dark. The parade will start at noon on

• CONTINUED ON PAGE 4

Bringing Back the Magic

Interactive holiday light display brightens season in East Troy

This winter, downtown East Troy transformed into a holiday wonderland with the much-anticipated return of East Troy Lights.

The interactive and imaginative light display experience treated visitors to a dazzling display of lights utilizing the backdrop of the historic East Troy Village Square.

For the entire month of December, people flocked to the square to walk through the lights or see the show from their vehicles and got a chance to take control of the lights to create their own holiday magic.

Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director (which presents East Troy Lights) and Jamie Rohrer, East Troy Lights Show Creator, give us an inside look at East Troy Lights 2021 and why they are coming back for more.

• CONTINUED ON PAGE 6

Inside Chinuk Sushi & Grill, & el Pedro Taco

Sushi Bar opens in new space on square

East Troy's dining scene is heating up as Chinuk Sushi & Grill, & el Pedro Taco officially opened its doors in early February.

The much-buzzed-about restaurant is located at the former East Troy Motors site at 2919 Main St., situated directly west of East Troy Brewery on the Village Square.

The long-awaited development is the latest in East Troy's flourishing downtown landscape.

Locals Jeff & Vicki McKone, who own the business in partnership with head chef "Jino" Chinuk Kim, catch us up on their new restaurant concept and new build on the square.

Q. Why did you choose to open your restaurant in downtown East Troy?

We love East Troy! East Troy is our hometown and a great place to live.

We've watched East Troy's downtown evolve over the last eight years and love how the square is alive and full of vibrant energy throughout the year. Each season brings its own fun.

We want others to enjoy and appreciate what this little town has to offer. Therefore, when the opportunity arose to make an investment in our community's future, we decided to take the jump and invest in the East Troy downtown district by bringing Chinuk Sushi & Grill, & el Pedro's Taco to East Troy.

Q. How did the concept for the restaurant come about?

After some discussion and contemplation, we set out to build a commercial structure at 2919 Main St.

(The lot was purchased in summer of 2020 by the Village of East Troy Community Development Authority, which then put out a Request for Proposals to accelerate the development of the site.)

With the help of the Wisconsin Economic Development Corporation, Community Development Authority of the Village of East Troy and cooperation of the Village of East Troy Board and Planning Commission, we were able to put ideas into reality.

We reached out to Chinuk Kim,

• CONTINUED ON PAGE 2



Head Chef and partner Chinuk 'Jino' Kim sends a nigiri platter over the bar at Chinuk Sushi & Grill, & el Pedro Taco, which is in its first weeks of operation, just west of the East Troy Village Square.

LINDEY NEUDORFF PHOTOGRAPHY *Good Neighbors*

CHINUK SUSHI • CONTINUED FROM FRONT PAGE

who was excited to try a new location to showcase his talents.

Chinuk (Jino), head chef and partner, came to the United States from Korea in 1988. He attended Le Cordon Bleu culinary school in Paris, France and has been a stagiaire (intern) and worked at many restaurants including: Alinea (Chicago), Morimoto (New York), Marea (New York), Zuma (New York) and Dirty French (New York).

An entrepreneur, he opened his first of four restaurants in 1993 (in Illinois).

He is an amazing chef and an exciting addition to the East Troy community.

Q. Along with sushi, what will be some of Chinuk's signature dishes? What menu items do you recommend?

Besides sushi, we have pork, fish, shrimp, steak, and chicken street tacos for those who prefer a lighter fare.

If that doesn't make your mouth water, what about some of our signature dishes, including ribeye steak, teriyaki Cornish hen, and shrimp, scallops and lobster in a lemongrass coconut sauce?

On the other hand, if sushi truly is your passion, you can't go wrong with Jino's special Sashimi Carpaccio.

Trust me, you will come back again and again for any of his dishes. You really can't go wrong with Jino's creations.

Q. What was your goal with the restaurant's atmosphere?

Since our menu has two distinct styles, we decided to carry that concept into the design of the restaurant.

It doesn't matter where you sit once inside, whether you want a more formal or informal experience, you can order whatever food suits your fancy.

It is fun to be in a restaurant with a "split personality."

Q. What is in store for the future?

We are hoping to eventually offer carryout later this spring, during lunch hours only.

And then perhaps extend our open hours for in-house lunch dining. Evening carryout may be an option later in the summer or fall.

Speaking of summer… this summer, our rooftop bar and lounge will be serving food and beverages. Patio seating will be available also.

Chinuk Sushi & Grill, & el Pedro Taco is a great location to meet up with friends after work, listen to the music playing from the square, or just relax and enjoy some amazing cuisine.

Q. Ok. We are ravenous for sushi and tacos now. When can we visit?

At this time, we are taking reservations for dining, but if space allows, walk-ins are welcome during the week. Check availability, especially if you are traveling from afar. We look forward to seeing you soon!

The restaurant is currently open from 5 to 9 p.m. Tuesday through Thursday, 5-10 p.m. on Friday and Saturday, and 4-8:30 p.m. on Sundays.

For more information, visit chinuksushi.com.









Clockwise from above: Chinuk Sushi & Grill, & el Pedro Taco debuted in February at 2919 Main St. following a year-long construction process. At the sushi bar, patrons get an unobstructed view of each step of the chefs' process. The food menu also brings big taste with its tacos, offering two completely unique dining options in one location. Those who want to further elevate their dining experience, can dive into Chinuk's bar, featuring a robust selection of sakes and wines as well as specialty cocktails.

LINDEY NEUDORFF PHOTOGRAPHY *Good Neighbors*

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Q&A: 'A Mind For Money'

New podcast answers real life money questions

Timmy Standafer, Mortgage Loan Officer for Citizens Bank, has launched a new podcast to add to your list of favorites, "A Mind for Money" – presented by Citizens Bank.

Standafer examines, with his podcast guests, what it takes to reach your money goals.

Standafer answers all of questions about the podcast's debut.



"A Mind For Money," the new podcast by Timmy Standafer, Mortgage Loan Officer for Citizens Bank, helps you wrap your mind around your financial situation.

PHOTO SUBMITTED *Good Neighbors*

Q. How did the concept for your podcast start?

It stemmed from our desire to find a way to teach financial literacy to the members of our community, and possibly even beyond.

A podcast gives us a way to condense different topics of personal finance into digestible episodes that people can pick out based on their specific areas of interest.

Our goal was to have an "audience surrogate" who asks financial experts common questions that we run into and then deliver that information in a viewer friendly way.

Say someone was hoping to buy their first home and they really don't know where to start, our episode on home buying interviews Kelley Jensen, the head of our mortgage department. She breaks down the homebuying process from start to finish in a concise way with terms and definitions that can be understood by anyone.

Q. What topics do you cover?

As of now, we have episodes that discuss buying a home, understanding insurance, breaking down credit history, starting a business, and planning your savings.

We have many other topics we want to discuss as we go forward since the world of personal finance is a massive place.

Q. What is the biggest money mistake people make?

Not making personal finance a priority. A lot of people don't start thinking about areas like their credit score, personal savings, investments, etc., until it is too late.

One of the major ideas we try to convey in every topic is making each area of your personal finance a priority so that when the time comes where you want to make a major financial decision (like buy a house), you aren't caught off guard by something like a poor credit history.

Q. Do you have any pragmatic tips for creating and sticking to a budget?

This is a topic we plan to discuss in the near future! A basic tip would be to look at what you spend in a week and track where your money is going.

This helps you figure out areas that you may be overspending, especially areas that aren't necessary for you to live your life.

Q. When & how can I see new episodes?

Our release schedule will be the second and fourth Monday every month. That means you will be able to see two new episodes throughout each month.

You can find the video podcasts on our website, amindformoney.com, and on our Facebook page. Or, if you prefer just the audio versions of the podcast, you can find them on all major streaming services such as Spotify and Apple Podcasts.

Q. What is there to do this spring?

FEBRUARY

27 Art Show & Band-O-Rama

The annual East Troy Community School District 5-12th grade music concert, Band-O-Rama, will be held from 2 to 5 p.m. on Sunday, Feb. 27 at East Troy High School, Gym #3, 3128 Graydon Ave.

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

MARCH

9 East Troy Brewery Comedy Show

Join East Troy Brewery, 2905 Main St., for a night of laughs from 7 to 9 p.m. on Wednesday, March 9 with a Comedy Show. Free to attend. For more information, visit etbrew.com.

12-14 National PI Day

Join the Elegant Farmer, 1545 Main St., March 12-14 for National PI Day with a three-day pie sale. Visit the market to get $3.14 off any of its simply the best 8-inch Pies Baked in a Paper Bag. Piled high with 1 ½ pounds of its signature Ida Red apples nestled in a flaky traditional crust then covered with a sugar cookie-like top. For more information, visit elegantfarmer.com.

20 Slow Flow Yoga

Join the Hive Taproom, W2463 County Rd ES, on Sunday, March 20 from 11 a.m. to noon for some beginner friendly yoga. All levels of yogi welcome, even if this is your first class. Tickets include your first beverage, so you can stick around and chat with fellow yogis over a glass of mead, house-made soda, or kombucha

Tickets are $25 for a single session or $49 for a month unlimited intro special (purchase in Mindbody) and includes: Yoga + 1 beverage.

For details, visit thehivetaproom.com.

23 East Troy Brewery Trivia

Cue the laugh track with 80s & 90s sitcom trivia from 6:30 to 8:30 p.m. on Wednesday,

• CONTINUED ON PAGE 10

Bunny Trains Return

The East Troy Electric Railroad will host its Bunny Trains on Saturdays, April 9 and 16 and Sunday, April 10. 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 at The Elegant Farmer. All child ticket holders will receive a stuffed bunny on the return trip as well as jelly beans.

Tickets are $19 for adults, $15 for children ages 3-14 and $9 for children ages 0-2. Masks are required per federal regulations. For more information, visit easttroyrr.org.



Enjoy some family fun aboard the East Troy Electric Railroad's Bunny Train. Get tickets at easttroyrr.org.

PHOTO SUBMITTED *Good Neighbors*



Take scenic 14-mile train rides on historic trolleys or interurban cars on the last remaining segment of the Milwaukee Electric Railway & Light Company track. Round trips from our East Troy depot and museum to Indianhead Park in Mukwonago. We stop at the popular Elegant Farmer store and deli. Regular trains Friday-Saturday-Sunday, June through October. Saturday-Sunday only in April and May. Dinner Trains are available throughout the season. Charters available anytime for groups from 25 to 100.

Visit www.easttroyrr.org or
call 262.642.3263 for more information

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Got golf?

Wisconsin Fairways opens in East Troy

When winter hits, East Troy area golfers are usually forced to store away their clubs until the next season arrives but Wisconsin Fairways, East Troy's first ever indoor golf course simulator located at 2541 Main St., Unit B & C, has changed that.

Owners Brian and Jinnesa Pluess tell us everything we need to know about playing on a simulator and how they are working to engage the community.

Q. How did the concept for the business come about?

We both have a love of golf. In fact, we met at Rainbow Springs back in 2008.

Brian is a born entrepreneur with a million different business ideas. This is the first one I could jump on board with.

Q. What can golfers expect? Is it realistic?

Novice golfers and almost-pros will equally enjoy our simulators!

You swing your real clubs and hit real balls from the tee box to the pin.

The 10x12-foot screens and high-quality cameras provide a very realistic experience.

You can play over 100 of the top courses from around the world, including Pebble Beach, Cog Hill and other amazing courses that most of us would never have the opportunity to play. The software also offers fun games that are great for anya experience level including kids.

Q. What are your favorite features about the golf simulator?

That's simple: a great sports bar atmosphere mixed with golf. The beer cart is always less than 10 steps away and you never lose a golf ball.

It's always perfect weather at Wisconsin Fairways.

Q. How has the community response been to your opening?

The public in East Troy has been very supportive of this new business.

We have our regulars that show a ton of support (special thanks to Ty for always keeping the lights on).

Brian comes from a long line of East Troy business owners and we are proud to contribute to East Troy's success.

I am a teacher at East Troy High School and Brian is a volunteer firefighter and football coach. Shameless plug for everyone to not only stop at the The Fairways and try out our simulators, but also support your East Troy Trojans on Friday nights.

Q. Any plans for the future to share?

Brian always has more ideas!

He is hoping to add an all-sports camera that can simulate batting cages, soccer goals and hockey goals.

As for the current set up, the e6 software is constantly updating. We heard they are releasing a whole batch of new games soon.

We are really happy with how things are going now, but expansion is always a possibility.

Wisconsin Fairways is open seven days a week from 9 a.m. to 9 p.m. Always book your tee times online at www.wisconsinfairways.com. We hate turning people away when we are fully booked.





Top: The Pluess Family, including Brian, Jinnesa, Nolan and Brentyn, welcome you to their new golf simulator, Wisconsin Fairways, located at 2541 Main St., Unit B & C, in East Troy. Right: Brian Pluess winds up a tee shot in the new golf simulator.

PHOTOS SUBMITTED *Good Neighbors*

BURNING QUESTIONS

• CONTINUED FROM FRONT PAGE

Sunday, July 3. For more information, visit easttroylions.org.

Q. Is the American Legion Post 188 still raising funds for its building updates?

Members of Loomis-Martin Post 188 American Legion are raising funds for the Legion hall, which dates back to the early 1900s and is in need of numerous repairs, including exterior work, bathrooms, kitchen, downstairs, stairwell, foyer and upstairs.

Loomis-Martin Post 188 American Legion is seeking the public's help to raise the estimated $13,000 in funds to upgrade its facility.

Checks can be mailed to: American Legion Post #188, P.O. Box 775, East Troy, WI 53120.

Q. What is going on at County Road G by East Troy Lake?

Officials are currently removing the dam that holds back Honey Creek on the east side of the 29-acre East Troy Lake.

The project consists of the removal of the existing dam, grading the river channel, eradication of existing vegetation and establishment of native plantings, according to the Village of East Troy.

The East Troy Village Board Officials decided to remove the dam rather than repair the dam, in August of 2018.

The board's decision came after a year of debate over what to do with the dam at Highway 120 and Buell Drive after it was damaged during the flooding in July 2017.



The work to remove the dam on the east side of East Troy Lake is now taking shape.

VANESSA LENZ *Good Neighbors*

WHO ARE YOUR NEW MEMBERS?



Christine March

Christine March of Kanizzle is the latest member to join the East Troy Area Chamber of Commerce.

Kanizzle Midwest is your complete source for all your promotional products, custom embroidery and design as well as screen printing, for your business, or any events.

"Quality products with quality care or a new idea, let us help you create it," said March. "Your passion, your art, your favorite saying or company logo can be displayed on a wide variety of products."

For more information, contact March at (815) 307-2743 or christine@kanizzle.com or visit Kanizzle.com.

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jlaubers.com

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Ask the Expert

Q&A with Beekeeper Ayla Guild

For Ayla Guild, being co-owner at the Hive Taproom provides an opportunity to use her expertise as a former equine veterinarian turned beekeeper, to do something good for the bee population and environment.

The meadery, located at W2463 County Road ES, uses only local, raw, unfiltered honey to make its mead and relies heavily on local bees.

Guild weighs in on ways to protect our pollinators.

Q. The land surrounding The Hive Taproom has a legacy of environmental stewardship. How have you been able to build upon that with environmentally sustainable initiatives?

This land was fortunate to have Michael Fields Agricultural Institute (MFAI) as its previous steward. From research on sustainable planting practices to using organic & biodynamic planting processes, MFAI has cared for this land in a regenerative way, keeping harmful chemicals out of the soil and water.

Tim and I, owners of The Hive Taproom, have maintained these organic practices in addition to planting pollinator-friendly gardens with the help of MFAI.

Last year, we planted over 200 native perennials beneficial not only to honey bees, but also to native bees who are highly specific in the plants they visit. This year we are excited to expand this pollinator habitat.

Many people are aware that pollinators are struggling, and exposure to a combination of chemicals is part of the reason why. Not just pesticides, but herbicides and fungicides have all been shown to be detrimental to bees.

Managing the soil without chemicals is not the fastest nor easiest way to do things, but we see value in committing to the health of the bees and the land.

We also compost our mead brewing leftovers and spread the compost onto nutrient deficient soils. This reduces what we have to put into the garbage bin and supports regeneration of topsoil.

This helps our mead-making be more sustainable while supporting the land around us. So when you enjoy a glass of mead at the Hive, know that you are helping the environment and the bees!

Q. How does your role as a beekeeper tie in?

Bees are amazing herbalists – they know exactly what plants to visit when they have a cold.

A study out of England showed that bees infected with a certain virus visited the laurel plant, which had the exact nutrients needed to fight off that particular virus.

As their keeper, I feel it is my duty to provide them access to a wide-variety of plants, untreated with chemicals, so their medicine cabinets are full of exactly the nutrients that can heal them.

Obviously we love our honey bees and we also want to support Wisconsin's 400+ species of native bees that do not have a beekeeper to look after them.

So how do we support all bees? Since diverse pollinator communities create the healthiest ecosystems, planting a native perennial garden was a natural answer.

We also have a good deal of lawn we wanted to keep short while offering more food sources for the bees.

Last spring we broadcasted untreated white clover seed into the snow before it melted. When this clover grew, it added more nitrogen to the soil, supporting the other plants while providing low-growing blooms for the bees.

Q. How can I learn more or do more to help?

1. We're offering our popular (and free!) Re-Wilding for People & Pollinators talk with herbalist Caitlin McCabe and myself, beekeeper Ayla Guild on Sunday, March 13 at 2 p.m.

We will be talking about why and how to re-wild your lawn to benefit people and pollinators. Also save the date April 3 for another Bee talk. Details TBA.

2. Know that when you enjoy a glass of mead at the Hive or a can at home, you're supporting a sustainable and environmentally friendly beverage that helps the bees.

Did you know that we source most of our ingredients from within Wisconsin? Several of our ingredients were grown right here on property!

Check out our website (thehivetaproom.com), and sign up for a bee tour with us this summer to get a sneak peek into a working beehive. Bee tours start in May.

3. Plant a garden or herbs in a pot and let them flower. If you don't have the space, reach out to the East Troy Intergenerational Community Center to learn more about the community garden. Do you know kids interested in learning more about agriculture? Get involved in the East Troy FFA with programs at the middle and high school levels.

4. Buy food grown locally, support local beekeepers and growers who avoid chemical sprays. Quinta MKE, Grassway Organics, LOTFTL, and Turtle Creek Gardens are a few examples of local, organic growers.

5. Love books? Read "Braiding Sweetgrass" by Robin Kimmerer for more information about why being a steward of the land matters for a sustainable future. Get a copy from InkLink Books, our favorite local bookstore (located on the East Troy Village Square).

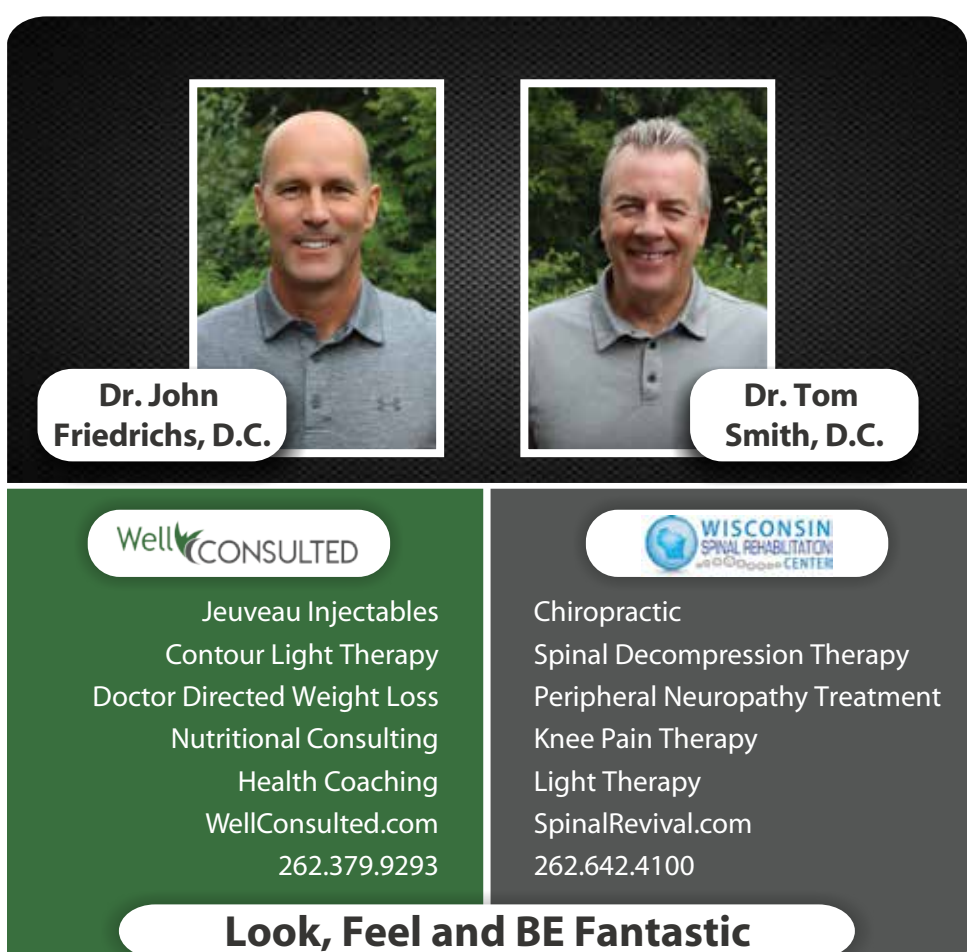


Beekeeper Ayla Guild will join herbalist Caitlin McCabe during a talk "Re-Wilding for People & Pollinators" on Sunday, March 13 at 2 p.m. According to Guild, creating pollinator habitat on all scales from small spaces in your yard to larger open meadows can have a positive impact on pollinators as well as local agriculture and economies.

PHOTO SUBMITTED *Good Neighbors*







HOLIDAY LIGHTS • CONTINUED FROM FRONT PAGE









Ted Zess, Ben Zess and Chip Seib of Allan Integrated Control Systems prepare to raise East Troy's New Year's Eve Ball. Special thanks to the Allan ICS team for bringing the ball to life!

VANESSA LENZ *Good Neighbors*







Clockwise from below: The crew at Sauced Pizzeria, including Dawn Froelich and Sarah Gilpatrick, serve up snacks to attendees at East Troy's Winter Wine Walk. Volunteers put the lights up on the Bob Barutha Memorial Christmas tree, including Mike Barutha and Gary Neumann of the East Troy Fire Department and Lemburg Electric. Alex Alger of Twilight Tree Service helps save the day by making sure lights got put up on downtown businesses with use of his lift truck. Students from East Troy High School help install the two light tunnels at East Troy Village Square Park. Volunteer John Vilanj put in countless hours to make East Troy Lights happen. The East Troy Area Chamber of Commerce is grateful for the many, many volunteers who gave their time and talents to make the magical return of East Troy Lights happen!

VANESSA LENZ *Good Neighbors*

Q: How did East Troy Lights work through the obstacles of 2020 (i.e. return to in-person events, downtown construction, etc.) and make plans for 2021?

Jamie Rohrer:

2021 was hard. I thought the second year would be easier, but this year proved considerably more difficult.

Square construction, limited time frames, new features, and new events put a lot of pressure on execution.

Additionally, although the new square now looks amazing, the square construction seemed to leave square business owners tired and defeated.

We had a very short time span to revive the motivation, get lights in place, and convince everyone that showcasing the brand new amazing square would really help get the downtown back on track.

Additionally, the new sidewalks/concrete couldn't be driven on, so we needed a new way to put lights up on the top of the buildings.

I remember, for awhile, we entertained the idea of trying to find a fire truck and seeing if the volunteer fire department could help us out. Thankfully Alex Alger (of Twilight Tree Service) had a lift that could reach the top of buildings from the road and he was willing to help us (on multiple occasions). This worked great and really helped save the day.

Vanessa Lenz:

It was quite the climb to get to the finish line.

I've ran all different types of events since 2013 and it's always hard work (and for the past two years, it's been exponentially harder) but this was by far the most difficult one we've pulled off.

We had so many outside factors that delayed our progress, including the East Troy Village Square construction project running into late November (just shy of our Dec. 4 launch date).

But East Troy really stepped it up!

I'm in awe at all the work our community has accomplished and sacrificed for this endeavor.

I had volunteers coming from all directions, working endless hours to make sure the lights got up and the show went on as planned.

Q. There appeared to be a true excitement for the show's return. What was the response to East Troy Lights 2021?

Vanessa Lenz:

We love how much people love East Troy Lights!

Attendance climbed this year and it warms my heart to hear and see messages from people who enjoyed the show and traveled to our town to see it.

Jamie Rohrer:

The response to the show - similar to last year - was phenomenal.

Not surprisingly, turnout was also much higher. And if business sales are any indicator, the businesses downtown seemed to see a significant boost.

Although I can't give any details, we did do a few interviews this year that will hopefully have East Troy making a showcase in some high profile publications for 2022. We will see!

Q. What was new this year and how are those changes important to the East Troy Village Square's future?

Vanessa Lenz:

We worked hard to bring more lights, more interactivity, more activities and more holiday magic in 2021.

This year Jamie and the team at Allan Integrated Control Systems pushed out the interactive portion of the lights, making it much easier for people to interact with the lights.

We also wanted to create new and reimagined events that maximize the economic impact of travel to East Troy. This year, along with our beloved East Troy Electric Railroad Santa Parade Train and Santa on the Square, we debuted East Troy's Winter Wine Walk, Santa Tours and East Troy's first ever New Year's Eve Ball Drop.

Our goal is to give people a reason to visit East Troy so it all continues to blossom.

With East Troy Lights running every day Dec. 4-31, it drove people to hangout downtown and take time to shop, eat, drink,

• CONTINUED ON PAGE 7

HOLIDAY LIGHTS • CONTINUED FROM PAGE 6

visit our attractions, maybe stay overnight and hopefully come back.

Jamie Rohrer:

We put in place two important changes this year: interactive Candy Canes and the New Year's Ball Drop.

If you didn't see the Candy Canes, they are interactive little people that control the lights and talk to you.

The Candy Canes are actually capable of way more than I had them doing this year, but due to time constraints we had to limit their full interactivity. But even at 25 percent of their potential, I know a lot of kids really had a lot of fun with them. I'm pretty excited to see how far I can push them for 2022.

The second big addition was the New Year's Ball Drop. We weren't really sure what to expect, we just knew we wanted to do a ball drop.

We met with Allan Integrated Control Systems (a local East Troy company) about it and they were excited also.

They did an amazing job bringing the ball to life. They designed it, sized it, and installed it. The ball drop would not have been possible without them. And now that the ball has been proof-of-concepted with a live event, I think 2022 New Year's Eve will hopefully be a next level event.

Q. Did you bring the magic?

Jamie Rohrer:

Did we bring the magic? Well, we brought something!

Overall the event went fabulous. We pushed hard to add additional interactivity and engagement.

We had controllable Candy Canes, more lights, a second tunnel, and more ways to activate and interact with everything.

I also think we brought a lot of laughter. My office is located near one of the Candy Canes and I constantly heard kids and adults laughing when interacting with them. So, between that, and the lights themselves, I think we definitely brought the magic.

Vanessa Lenz:

We brought the magic!

I think the making of East Troy Lights is as magical as the light show itself.

East Troy Lights is 100 percent community built with the East Troy Community School District (from 4K to 12), East Troy's businesses, attractions and residents coming together to make it a success.

From East Troy Middle School students coding light shows to all of our downtown store fronts decking the halls to local businesses working with East Troy High School students to build the interactive light show boxes, their efforts have been remarkable.

And while our square is always beautiful in my eyes, there was truly something magical about wandering through downtown when there was extra sparkle.

I'm feeling so much gratitude for everyone who helped make it happen – all the volunteers, downtown businesses, partners, sponsors, naysayers and all of the people who made East Troy Lights a part of their holiday season.

We are already thinking bigger for next year and can't wait for East Troy Lights 2022!



Vanessa Lenz
Executive Director, East Troy Area Chamber of Commerce



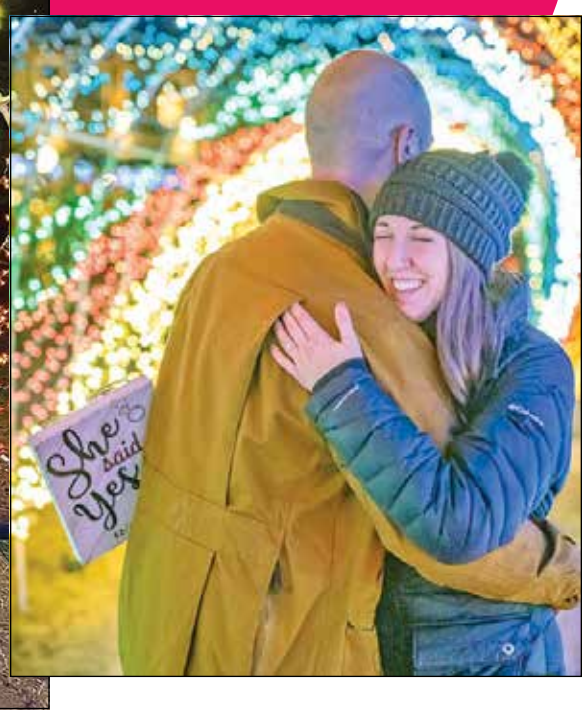
Jamie Rohrer
Light Show Creator, Smashing Keyboards

See more Behind the Scenes footage at
EastTroyLights.com!









Show Some Love to East Troy Lights

If you like what you saw, please donate to help us continue to build East Troy Lights for next year's show –$1, $5, $20, $100 – any amount will help us continue to build East Troy Lights and make next year's show even better. Visit EastTroyLights.com to donate or mail donations to East Troy Area Chamber of Commerce, PO Box 312, East Troy, WI 53120.

#EastTroyLights

We loved seeing you share the love with our #EastTroyLights photo contest. Winners are (clockwise from above): First Place (wins $200 from the East Troy Area Chamber of Commerce): There is a first time for everything and we are pretty confident the LeMarr family's series of photos at East Troy Lights with Bette White and Chickaletta was the first time we've had chickens visit East Troy Village Square Park. Third Place (wins $50 gift card to Sauced Pizzeria): Shanra Kehl's photo of her twin tabby boys visiting East Troy Lights strikes a perfect balance between absolutely adorable and comedic gold. Honorable Mention 1 ($15 gift card to 2894 On Main): Katie Beaird shows love for her hometown with her photo in the beloved East Troy Lights Tunnel. Second Place (wins $100 gift card to East Troy Brewery): We were thrilled that this newly engaged couple in this photo, submitted by Ryan Radaj Media, chose to share their special moment with us.

PHOTOS SUBMITTED *Good Neighbors*

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East Troy lights

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East Troy Village Square Park

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East Troy Lights North Tunnel
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East Troy Schools

Little Prairie Primary School - 2109 Townline Road
Prairie View Elementary School - 2131 Townline Road
East Troy High School - 3128 Graydon Ave.
East Troy Middle School - 3143 Graydon Ave.





East Troy Attractions

2894 on Main
Alpine Valley Resort
Al Smith's Saloon
Chinuk Sushi & Grill, & el Pedro Taco
East Troy Brewery
East Troy Electric Railroad Museum
East Troy Area Historical Society
East Troy House
East Troy Lions Lodge
ECP
Edward Jones-Jim Jakscht
Global Glass
Home on the Square
InkLink Books
James R. Taylor & Sons
Lakeside Painting
Magic Touch
ProVisor- Carrie Wales, Times Square & New Image Laser Skin Solutions
Realty Executives Integrity
Sammy's Place
Sauced Pizzeria
State Farm Insurance- Tim Werwie
Squareside Boutique
Urban Cloud Factory
Zinn's Mercantile

Volunteers:

Jamie Rohrer - Sarah Manke - John Vilanj
Ann Zess - Ted Zess - Nina Zess - Adam Duda
Tim Stockton of Allan ICS
Chip Seib of Allan ICS
Alex Alger, Twilight Tree Service
Askin Morgan, Twilight Tree Service
JoAnn McCormack, Spotlight Real Estate
Jon Lenz -Becca Rohrer
Jimmy Bennett of Allan ICS
East Troy High School - East Troy Middle School
Little Prairie Primary School
Prairie View Elementary School
Stacey Kuehn, East Troy High School
Rachel, Brooke Kuehn
Aaron Judd, East Troy Middle School
Mike Hoff, East Troy High School
Mike Mass, East Troy High School
Stephanie Iodence, East Troy Middle School
Michelle Larson, East Troy Middle School
Jennifer Ledin, Little Prairie Primary School
Jarrett Church, Prairie View Elementary School
East Troy High School Tech Ed Students
Austin Ledin, Makenna Zess, Jaylen Hoffman
Raegen Feucht, Madison Newman
Rebecca Rash, Trapper Stoychoff
Dylan Rankin, Autumn Koch
Archer Stoychoff, Ayeveon Shaw
Rae Equitz, Gerry GeRue, Scott Owens
Ken Zess, Carrie Maass Luedtke
East Troy High School Cheer
East Troy Titan Cheer
Factory Stars Cheer, Infinity Dance
John Jacoby, Jeff McKone
Melanie Denhart, Ron Henningfeld
Autumn Kniseley - Pete Kesselhon
David Allen, East Troy House
Bailey Kaiser, Citizens Bank
Village of East Troy Department of Public Works
Doug Gauger, Derek Gauger, Jason Equitz
Alycia, MaryAnn & Angelina Faz
Colleen Henningfeld - Stacee Busateri - Liz Lauretic
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Mike Barutha of Lemberg Electric
Rick Strieter, Todd Kiersztian
Gary Neumann of the East Troy Fire Department
Jim Feyerherm, East Troy Electric Railroad
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New owners keep auto store thriving

Many in East Troy will recognize the new owners of MAAT Auto Parts as the family has been heavily involved in the community for years.

The Rhode family, owners of storied business Rhode's Towing Repair & Sales, recently expanded its offerings with the purchase of the auto parts store.

The new store is located at 2533 Main St. in the building formerly occupied by C&M Auto Parts.

Mark and Annette Rhode discuss the new business and her family's work in East Troy.



Many in East Troy will recognize the new owners of MAAT Auto Parts as the Rhode family, including (from left) Tristen, Annette, Autumn and Mark, has been heavily involved in the community for years.

VANESSA LENZ *Good Neighbors*

Q. Why did you decide to expand your business?

We conducted business with the previous owner for many years and once he decided to retire he approached us with the opportunity to purchase the business.

We felt it was a good fit for us and complimentary to our current businesses. Also, the previous owner valued the business being retained and operated by someone local and we agreed.

Q. What are your goals for the in-store shopper experience? How do you ensure customers get the right part at the right time for their vehicles?

Our main goal for our in-store customer experience is for our customers to find a welcoming environment and for the DIY customers to feel free to ask questions of our staff to ensure they obtain the correct parts to remedy their issue.

In addition, we want our commercial cliental to utilize our experienced staff to obtain their parts quickly and accurately.

We are focused on not only having the correct part you need, but also being able to offer some repair advice as well if needed.

We pride ourselves on making sure the customers have a more personalized hometown experience than shopping at a big box or big franchise store.

John and Bob at the store both have many years in the automotive supply industry and pride themselves on locating what other stores can't find.

As with the previous ownership, we are focused on providing outstanding customer service and to achieve this goal we have been very blessed that the staff has remained the same.

You will see all the same familiar faces with a few new ones as well.

Our team is made up of individuals with many years in the parts and auto repair industries and they have the knowledge to get what customers need for any situation.

Our daughter, Autumn graduated from Carroll College last May and has joined the team at MAAT to help with daily operations as well as outside sales.

She brings the values she has learned while earning her business degree plus her experience while growing up in the automotive business and implements her education and experience into the operation of the store.

Q. Can you share a bit about your other community/ business involvements in East Troy?

Since being lifelong residents of our town we have many years of work and volunteer work in the community.

We pride ourselves on being helpful in all ways that we can and enjoy being a part of many organizations within the community.

Mark is a life member of the East Troy Lions Club and has served in some capacity in the club for almost 30 years.

While our children were younger Annette volunteered for the Rec baseball program and eventually moved on to the East Troy Knights where she served on the board of directors.

Annette was also very involved in the Girl Scouts until her oldest graduated High School in 2017.

We are also current members of the East Troy Area Chamber of Commerce.

In addition, to the new parts store, we own and operate:

• Rhode's Towing, Repair, and Sales which features:

• 10 bay full service auto, light truck, and heavy truck repair shop

• 24 hour light, medium, and heavy duty towing services

U-haul truck and trailer rentals

• Full selection of used cars and trucks for any budget

Platinum level Hankook tire dealer

• As well as Caremore Transport which features: Local, Regional, and OTR trucking operations; Freight brokerage operations; Transporting all types of freight. The fleet features – dry van, refrigerated van, flatbed, step deck, and RGN trailers to serve all transportation needs

All of which keep us and our adult children Autumn and Tristen very busy.

Q. Any plans for the future to share?

Our goals for the future are to continue providing exceptional service to our community from all of our businesses, as well as continuing our long tradition of supporting the non-profit groups and schools in our community and contributing to our community through volunteer opportunities.

Together with our children we plan to continue to own and operate our businesses in to the future and as of now that is plenty for us.

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Breaking Ground: East Troy welcomes MP Systems

MP Systems joined the Village of East Troy to celebrate the commencement of construction (the first in East Troy Business Park South) in late November. Pictured (from left) are: Ray Gooden, Senior VP, Anderson Commercial Group; Eileen Suhm, Village of East Troy Administrator; Mike Tillman, VP of MP Systems; Scott Seager, Village of East Troy President; Tim Lynch, President of Lynch & Associates Engineering Consultants; Ken Phelps, President of MP Systems; Joe Jursenas, Business Development at Briohn Building Corp; Kyle Roadt, Project Manager, at Briohn Building Corp.

VANESS LENZ *Good Neighbors*

SPRING CALENDAR • CONTINUED FROM PAGE 3

March 23 at East Troy Brewery, 2905 Main St. The event will feature trivia questions on your favorite shows – Friends, Seinfeld, Golden Girls, Fresh Prince of Bel-Air, Frasier and more.

The event coincides with the Brewery's Wing Wednesday, and the menu will feature some fun beer and drink specials as well. For more information, visit etbrew.com.

APRIL

2 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 2.

The Family Fun Day is open to the community with free activities for the whole family.

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.

2 Family Resource Center Egg Hunt

The East Troy Family Community & Resource Center will host its 16th Annual Easter Egg Hunt on Saturday, April 2 at Little Prairie Primary School, 2109 Townline Road. Registration begins at 10 a.m. and the hunt begins at 10:15 a.m. Any children birth through fifth grade are welcome to participate

The event, sponsored by the East Troy Lions Club, will a bag of candy and prize per participant and photos with the Easter Bunny. RSVP with the number of children attending on the resource center's Facebook page or by calling (262) 642-4900 or easttroyfamily@gmail.com. Registration closes on March 30.

In the event of inclement weather, the event will be moved indoors to the Little Prairie Primary School gym.

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What's East Troy Eating?

The #1 Most Popular Local Food Orders

East Troy's restaurants and shops share their most popular menu items.



NINA ZESS *Good Neighbors*

East Troy Brewery White Truffle Pear Pizza

You can't go wrong with East Troy Brewery's top-selling items – White Truffle Pear Pizza, featuring garlic parmesan white sauce, fresh mozzarella, anjou pears, arugula, white truffle oil & balsamic syrup, as well as Helles of Troy lager and Strawberry Wine. Visit etbrew.com for details.



NINA ZESS *Good Neighbors*

East Troy House Seafood Nachos

East Troy House's diners are hooked on its Seafood Nachos featuring tortilla chips, shrimp, scallops, cheddar jack cream sauce, pico de gallo and sour cream. Visit easttroyhouse.com for details.



PHOTO SUBMITTED *Good Neighbors*

LD's BBQ Mac & Cheese

LD's Mac and Cheese dinner is like none other. Trottole Pasta holds the cheese sauce like an LD's Portion should. For more information, visit ldsbbq.com.



PHOTO SUBMITTED *Good Neighbors*



PHOTO SUBMITTED *Good Neighbors*

2894 on Main Bacon Cheeseburger

You can't mess with a classic and that rings true for this Bacon Cheeseburger – a top menu item featuring Rohrganics grass-fed beef, Hometown Sausage Kitchen bacon, from scratch tomato mayo, fresh house baked sweet potato roll, organic cheddar, served with a side salad with homemade balsamic vinaigrette. Visit 2894onMain.com for details.



SARAH MANKE *Good Neighbors*

Sauced Pizzeria Margherita

Fans go crazy for Sauced Pizzeria's Margherita pizza featuring the mouth-watering combination of fresh mozzarella & basil cooked to perfection in a 100% wood fired oven. Visit getsauced.pizza for details.



PHOTO SUBMITTED *Good Neighbors*

Grassway Organics beef

As a nourishing, protein filled and nutrition dense option, Grassway Organics 100 percent grass-fed and finished ground beef is a must try. With a much lower saturated fat content, its beef is jam packed with Vitamins A, E and B and makes for delicious meatballs, chilis and stews. For more information, visit grasswayorganics.com.

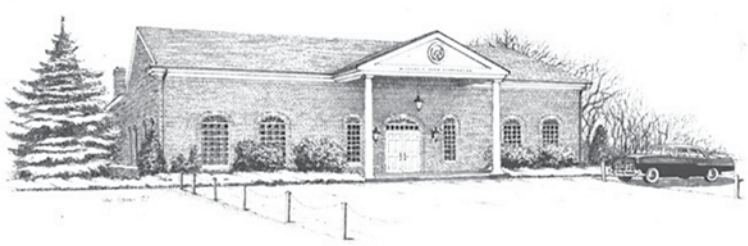


PHOTO SUBMITTED *Good Neighbors*

Hometown Sausage Packer brat

The "Packer" bratwurst is one of Hometown Sausage Kitchen's favorites. It's all about the green and gold with a blend of sharp cheddar cheese, Hometown's bacon and fresh ground spinach mixed into its traditional spiced pork sausage. For more information, visit hometownsausagekitchen.com.

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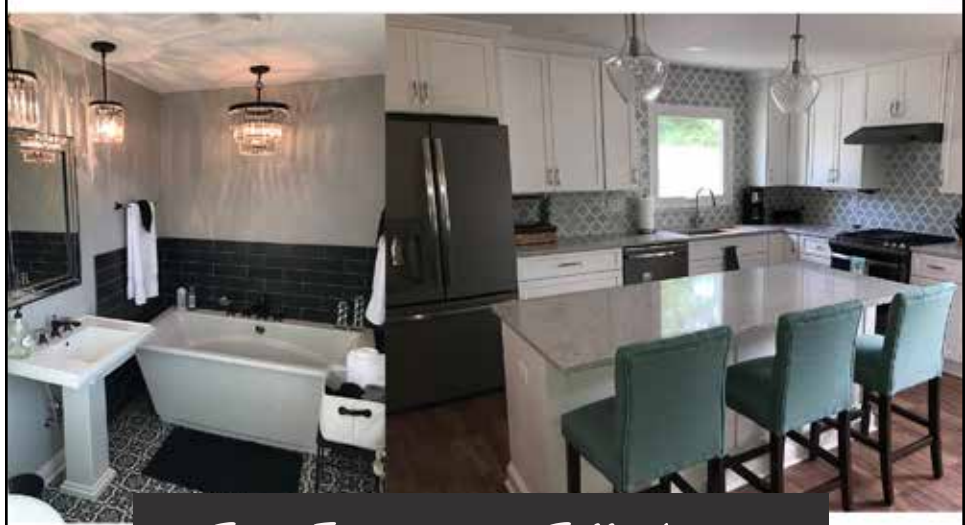
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