

Good NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EAST TROY

— AREA CHAMBER of COMMERCE —

EASTTROY.ORG

NOVEMBER 2022

VOLUME 33, EDITION 4



IT'S EAST TROY'S

Hap-Happiest

SEASON OF ALL!

above: Your holidays aren't complete without a visit to East Troy Lights – an interactive holiday light display on the East Troy Village Square. East Troy Lights will feature timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. from Dec. 3-31 with special events each weekend.

PHOTOS BY LAUREN & ANDY PHOTOGRAPHY AND RYAN RADAJ MEDIA *Good Neighbors*

East Troy Lights returns to square for entire month

Take a trip to downtown East Troy this December to see East Troy Lights – a spectacular holiday light show.

The interactive and imaginative light display experience will kick off Saturday, Dec. 3, when Santa comes to East Troy via the 114-year-old East Troy Electric Railroad Santa Parade Train to light the annual Bob Barutha Memorial Christmas Tree.

Lights will continue with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. through Dec. 31. Walk through the lights or see the show from your car by tuning into 90.9 FM.

“Watch as the entire downtown East Troy Square sparkles in the night in sync with your favorite holiday songs. Or, take control of the lights yourself and create your own holiday magic,” said Vanessa Lenz, Executive Director, East Troy Area Chamber of Commerce.

The foundation of the project is collaboration with the East Troy Community School District (from 4K to 12), East Troy’s businesses, attractions and residents coming together to make it happen.

“From East Troy Middle School students coding light shows to all of our downtown store fronts decking the halls to local businesses

What to know before you go...

East Troy Lights will transport you through a dazzling display of lights, set against the backdrop of the historic East Troy Village Square.

Lights will continue with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. Dec. 3 through Dec. 31. Walk through the lights or see the show from your car by tuning into 90.9 FM.

Admission is free. Each weekend will feature special events. For a complete schedule, visit easttroylights.com.

working with students to build the interactive light show boxes, their efforts have been remarkable,” Lenz said.

Several area businesses and organizations, along with volunteers and donors, are working together to create this unique event to draw visitors to the area, including presenting partners Sauced Pizzeria, Allan Integrated Control Systems, East Troy Brewery and East Troy Community School District.

While the show takes place primarily outdoors, there will be options to get inside the historic spaces and attractions on the square.

“We’re thrilled to bring back this magical attraction for people of all ages to enjoy the most wonderful time of the year in East Troy,” Lenz said. “We’re planning for more lights, more interactivity, more activities and more holiday magic in 2022.”

For more information, visit www.easttroylights.com.

Save the Dates

- **Saturday, Dec. 3:** Santa Parade Train & Santa on the Square
- **Friday, Dec. 9:** East Troy Winter Wine Walk
- **Saturday, Dec. 17:** East Troy Lights Community Day
- **Saturday, Dec. 31:** New Year’s Eve Ball Drop

Santa Claus is coming to town Dec. 3

Santa Claus, Mrs. Claus and their entourage will kick off the holiday season in East Troy on Saturday, Dec. 3 via the East Troy Electric Railroad’s Santa Train.

The beautifully lit four-car train will travel down the century-old interurban trolley line between Mukwonago and East Troy, leaving the Elegant Farmer at 5:06 p.m. and arriving at Division Street in East Troy at 6:25 p.m., with brief stops at crossings along the way. (Get details on the train on page 3.)

In anticipation of Santa’s arrival, festivities will begin at East Troy Village Square Park at 5:30 p.m., including:

- East Troy Area Chamber of Commerce beverage tent featuring East Troy Brewery beer & more
- Winter activities, including s’mores station and DIY Photo Station
- Performances by East Troy High School Cheer & Dance Team along with Titan Cheer and Factory Stars Cheer and Infinity Dance at 6 p.m.
- Christmas carol sing-along led by East Troy High School Choir members
- Santa arrives at East Troy Village Square Park via East Troy Fire Department truck to light the Bob Barutha Memorial Christmas Tree at about 6:30 p.m. followed by debut of East Troy Lights
- Santa’s Workshop inside Ivan’s Backstage, 2093 Division St. featuring Dicken’s Christmas Carolers
- Movie & Refreshments at East Troy Historical Society, 2106 Church St.
- 2894 on Main, 2894 Main St., will be celebrating Santa’s arrival with a menu of cocoa, coffee, tea, mulled wine, hot apple cider and more from 5 to 8 p.m.
- Enjoy live Christmas music at East Troy Brewery, 2905 Main St. from 4 to 7 p.m.
- Bake Sale and Hot Cocoa from 4 to 8 p.m. at Realty Executives, 2887 Main St.
- Following the tree lighting, see Santa from the bandstand at East Troy Village Square Park

For updates, visit easttroylights.org.

We need your help to fix the light show! Visit one of our candy cane friends from the North Pole and help make the magic during East Troy Lights, Dec. 3-31.

JAMIE ROHRER *Good Neighbors*





The **MAGIC** is Back!

December 3 - 31

Get ready for year three!

East Troy Lights – a spectacular & interactive holiday light show - is back for the entire month of December. Watch as the entire downtown East Troy Square sparkles in the night in sync with your favorite holiday songs with timed shows on the hour at 5 p.m., 6 p.m., 7 p.m. and 8 p.m. Or, take control of the lights yourself and create your own holiday magic!

Control the lights.
Watch the show.
Make the magic!

Major Events:

- Santa Parade Train & Santa on the Square - Saturday, Dec. 3**
- East Troy Winter Wine Walk - Friday, Dec. 9, 5 to 8 p.m.**
- East Troy Lights Community Day Saturday - Dec. 17**
- New Year’s Eve Ball Drop - Saturday, Dec. 31**

View the Lights!

East Troy Village Square Park

- Bandstand**
Sponsored by Village of East Troy
- Bob Barutha Memorial Christmas Tree**
Sponsored by Lemberg Electric
- East Troy Lights North Tunnels 1 & 2**

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

- Alpine Valley Resort** - W2501 County Road D, East Troy
- East Troy Electric Railroad Museum** - 2002 Church St., East Troy
- East Troy Village*
- 2100 Church Street** - 2100 Church St.
- 2894 on Main** - 2894 Main St.
- Chinuk Sushi & Grill, & el Pedro Taco** - 2919 Main St.
- Al Smith’s Saloon** - 2878 Main St.
- James R. Taylor & Sons** - 2115 Division St.
- East Troy Brewery** - 2905 Main St.
- East Troy Area Historical Society** - 2106 Church St.
- East Troy House** - 2093 Division St.
- East Troy Lions Lodge** - 2077 Division St.
- ECP** - 2096 Church St.

- Edward Jones-Jim Jakscht** - 2098 Church St.
- Global Glass** - 2884 Main St.
- Home on the Square** - 2888 Main St.
- InkLink Books** - 2890 Main St.
- James R. Taylor & Sons** - 2892 Austin St.
- Magic Touch** - 2882 Main St.
- Realty Executives Integrity** - 2887 Main St.
- Sammy’s Place** - 2079 Division St.
- Sauced Pizzeria** - 2886 Main
- State Farm Insurance-Tim Werwie** - 2104 Church St.
- Strumpet and Tart** - 2874 Main St.
- Squareside Boutique** - 2874 Main St.
- Urban Cloud Factory** - 2880 Main St.
- Zinn’s on the Square** - 2087 Division St.

EAST TROY WINTER

The Must-Do List

1. Hit the slopes at Alpine Valley Resort

Ski season is fast approaching and Alpine Valley Resort is ready for you to have an incredible experience on its slopes. Alpine Valley Resort, voted number one for family resort and number one for snow making, offers an ideal chance to get outdoors with plenty of open space for guests to spread out. “We offer services that you would see out west but for half the price and locally,” said Elizabeth Firestone, Ski and Snowboard Director. New this year, Alpine is featuring a new beginner area, new magic carpet, new groomer, five new snow guns, new LED lights on the hill and a completed new outdoor pavilion. Alpine features over 100 skiable acres with 20 runs that range from beginner to expert with a vertical drop of 388 feet. The longest run is 3,000 feet. The hill also includes three terrain parks, which offer a variety of rails, boxes and snow features. Updates on features are posted online.

LEARN TO SKI

Alpine offers classes for beginners to well-seasoned skiers and riders. “If you are looking to get back on the slopes or brush up on your skills, classes with one of Alpine’s qualified and enthusiastic instructors are a great way to start the season,” Firestone said. “Instructors will help you learn a new sport

and improve skills for all ages and levels to enjoy skiing and snowboarding. Signing up is easy with online booking.” Students can get discounted rates by joining their school’s ski club. Alpine’s rental room offers rentals for children or adult boots, skis, snowboards, and helmets to start your new adventure. (Alpine does not rent goggles, snow pants or gloves) Visit Alpine’s ski shop to check out the latest industry fashion.

STAY TO EAT

After hitting the slopes, visit Alpine’s indoor café for a slice of pizza, chicken tenders, fries and more. Warm up with a cup of coffee or hot chocolate at its new coffee shop. Visit its outside bar or grill on the weekends. If you are looking for a more elegant dining experience, visit Alpine’s fireside or dining room. Valley View Lounge will feature musicians while you enjoy food and drinks throughout the season. Alpine has options for all your skiing adventures half day or full day. Hours are Weekdays from 10 a.m. to 10 p.m. and Weekends and holidays from 9 a.m. to 10 p.m. For more information, visit alpinevalleyresort.com. Alpine Valley is located at W2501 County Road D and can be reached at (262) 642-7374 and (800) 227-9395.



Alpine Valley Resort, located right in East Troy, provides some of the most diverse skiing and snowboarding terrain in the Midwest, including the ultimate beginner area which is now three times larger. PHOTO SUBMITTED *Good Neighbors*

2. See the Santa Parade Train

The East Troy Electric Railroad’s Santa Parade Train will make its annual journey into downtown East Troy on Saturday, Dec. 3. 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. Spectators can catch a glimpse of Santa along County Road ES. The train will slow briefly at the following crossings*:
• 5:06 p.m., train departs at The Elegant Farmer
• 5:25 p.m., N. Army Lake Road – Army Lake Camp
• 5:42 p.m., Army Lake Camp
• 5:56 p.m., St. Peter’s Road
• 6:13 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 & debut of East Troy Lights.

• CONTINUED ON PAGE 5



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. 3. The lighting of the Bob Barutha Community Christmas Tree and debut of year 3 of East Troy Lights will take place at 6:30 p.m. at East Troy Village Square Park.

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



East Troy Railroad Museum Inc.
2002 CHURCH STREET, EAST TROY, WI 53120
(262) 642-3263 www.easttroyrr.org



2888 MAIN STREET • (262) 642-5400
WWW.HOMEONTHE SQUARE.SHOP
TUES - FRI 10-6, SAT 9-4



Best Way to Give Back

SUPPORT HOLIDAY HELP PROGRAM THIS WINTER

The Holiday Help of East Troy program will continue this year featuring a collaborative approach to assisting local families in need. Local charities are getting a kick start on holiday donations, to make sure they have enough resources to help this holiday season. “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 nine-year-old initiative. Komperud said the community partnership 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 2021, Holiday Help of East Troy served 78 families with a combined 184 children from the East Troy Community School District boundaries. Here are ways to give this year. (All drives run Nov. 21-Dec. 9 unless otherwise noted.)

1. 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.

2. 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- East Brook, 2541 Main St. Unit A; Dollar General, 2579 Church St.; First Citizens State Bank, 2546 E. Main St. and Frank’s Piggly Wiggly East Troy, 3238 Main St. through Dec. 10. Koskinen Eye Clinic, 3278 Main St., will be collecting toys for children birth to 16 years of age.

3. Gift giving trees

Giving trees to purchase gifts for local children will be located at Realty Executives Integrity, 2887 Main St.; St. James United Methodist Church, 2945 Main St.; and St. Peter’s Catholic Church, 1981 Beulah Ave., beginning Nov. 20. Wrapped donations are due no later than Dec. 9.

4. Secret Santa for the Manor

State Farm Insurance -Tim Werwie, 2106 Church St. on the square, is seeking East Troy community members/groups to serve as secret Santas by purchasing gifts for residents of East Troy Manor. Tags will be available Nov. 21. Wrapped donations are due no later than Dec. 16.

5. Pajama Drives

Citizens Bank Piggly Wiggly, 3238 Main St., and East Brook Branch, 2541 E. Main St., Unit A, will be collecting donations of new children through young adult socks, underwear, pajamas and gift cards as well as monetary donations for teens. The Hive Taproom, W2463 County Rd ES, will be collecting infant through adult/teen pajamas.

6. Covering the necessities

East Troy Brewery, 2905 Main St., will be collecting socks and underwear toddler through adult and all sizes of infant toddler diapers and wipes and essentials. Martins Hardware- Rental & Pet, 3288 Main St., will be collecting four packs of toilet paper, single or double rolls of paper towel, cleaning supplies, laundry soap and dish soap. First Citizens State Bank-East Troy Office, 2546 Main St., and Honey Creek Collective businesses, N8030 Townline Road, will be collecting hygiene items (deodorant, shaving cream, feminine hygiene products, soaps, shampoo, conditioner, body wash, toilet paper, Kleenex, diapers and wipes). Wanezek Family Dentistry, 2564 Main St, East Troy, will collect any of the items listed above on behalf of the Holiday Help program.

Best December events

DECEMBER

3 Breakfast with Santa

The Salvation Army - Army Lake Camp, N8725 Army Lake Rd., will host Breakfast with Santa from 8 to 11:30 a.m. on Saturday, Dec. 3. Kids will have the opportunity to meet Santa and take photos, decorate a cookie, and receive a small gift. Adults (13+) are \$9 at the door and \$8 online, children (5-12) are \$7 at the door and \$6 online, and children 4 and younger are free. To register in advance, visit bit.ly/ALCsanta2022.

3 Mountain Top Beer Fest

Alpine Valley Resort, in collaboration with the East Troy Family and Community Resource Center, will host its 6th Annual Mountain Top Beer Fest from 2 to 5 p.m. on Saturday, Dec. 3 at Alpine Valley Resort, 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, live music, a complimentary raffle ticket for bucket raffles and more. Attendees will get a tasting glass to take home. Tickets are \$45 per person in advance, \$50 at the door. You may purchase tickets online, alpinevalleyresort.com, or by phone (800) 227-9395.

3 Jingle Bell Rock

The Venue, 2645 Main St., East Troy will host the 10th Annual Jingle Bell Rock on Saturday, Dec. 3 featuring live music and Dine with a Swine & BBQ Shack’s famous BBQ buffet. Doors open at 5 p.m. Music starts at 6 p.m. Tickets are \$10 at the door. Raffle donations will go to Veterans Outreach of Wisconsin.

10 Pet Pictures with Santa

Martin’s Hardware-Rental & Pet, 3288 Main St., will continue its community tradition of Pet Pictures with Santa from 11 a.m. to 3 p.m. on Saturday, Dec. 10. Attendees are invited to bring in their pets (of all varieties) and get a picture with Santa, a bag full

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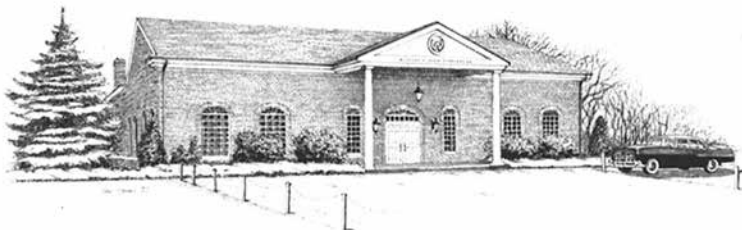


Martin’s Hardware-Rental & Pet, 3288 Main St., will bring back its annual Pet Pictures with Santa from 11 a.m. to 4 p.m. on Saturday, Dec. 10.

PHOTO SUBMITTED Good Neighbors



WISCONSIN OVEN



Celebrating Over 45 Years

Wisconsin Oven Corporation has been an active member of the East Troy Community for over 45 years. Throughout our history we have been involved in the community through volunteer work, charitable contributions, and community renovations.

www.wisoven.com



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www.reslerandassociates.com

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see you in 2023



New Year's Eve BALL DROP

East Troy's New Year's Eve 2023
Friday, Dec. 31
Watch the ball drop live at 8 pm (family-friendly) and - of course -
at MIDNIGHT at East Troy Village Square Park

**Control the lights.
Watch the show.
Make the magic!**

 easttroy.org

 ALLAN

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Best way to Enjoy East Troy

A Winter Wine Walk

The East Troy Area Chamber of Commerce's Winter Wine Walk is coming to town from 5 to 8 p.m. on Friday, Dec. 9.

Enjoy downtown East Troy while you sample unique wine selections curated by Certified Wine Educator Melanie Denhart of The Global Glass and cheese pairings by Hill Valley Dairy.

Experience the beauty of East Troy Lights – a spectacular holiday light show, and winter's beauty while shopping for unique gifts in the boutique shops, restaurants and other distinct venues located in the warmth of the East Troy Village Square.

Advance Wine Walk tickets are \$40 and will include: sip tickets to sample 20+ wines and 2 meads from The Hive Taproom at 13 locations throughout the evening, cheese pairings by Hill Valley Dairy, commemorative tasting glass and raffle tickets to win a prize.

The evening will have a maximum capacity and is expected to sell out.

Wine Walk Check- In is at East Troy Village Square Park, 2881 Main St.

All proceeds will help keep East Troy Lights twinkling.

WINE WALK STOPS

Headquarters: East Troy Village Square Park, 2881 Main St., East Troy (Check in here)

1. James R. Taylor & Sons, 2115 Division St., East Troy
2. East Troy Brewery, 2905 Main St., East Troy
3. The Social Affair, 2919 Main St., East Troy
4. Strumpet and Tart, 2920 Main St., East Troy
5. Zinn's on the Square, 2087 Division St., East Troy
6. Sammy's Place, 2079 Division St., East Troy
7. 2894 on Main, 2894 Main St., East Troy
8. Home on the Square featuring The Hive Taproom, 2888 Main St.
9. Sauced Pizzeria, 2886 Main St., East Troy
10. The Global Glass, 2884 Main St., East Troy
11. Al Smith's Saloon, 2878 Main St., East Troy
12. Square Side Resale Boutique, 2874 Main St., East Troy
13. ProVisor and Realty Executives, 2100 Church St., 101., East Troy
14. State Farm Insurance - Tim Werwie Agency, 2104 Church St., East Troy

Get your tickets today at easttroy.org

MUST-DO LIST • CONTINUED FROM PAGE 3

3. Warm up at The Hive Taproom

This winter, eat, drink and bee cozy at The Hive Taproom, W2463 Country Road ES. Enjoy their delicious session meads in a warm & friendly atmosphere.

Sit back and enjoy live music events from a variety of talented musicians most Saturday nights.

Different from traditional mead, The Hive's session meads are brewed like a beer, are naturally gluten-free and finish like a beer/cider, ranging in sweetness from dry to semi-sweet.

With a focus on locally-sourced ingredients and starting with raw, local honey, The Hive brews their session mead with produce from across Wisconsin. A range of flavor notes greet with you with 14 taps of distinct session meads brewed with hops, Door County cherries, Valentine coffee, aged in bourbon barrels, and more.

For more information, visit thehivetaproom.com.



The Hive Taproom's mission to save the bees is front and center in this cozy Taproom, where a beekeeper and engineer have created a most delicious libation that gives you "The Better Buzz."

PHOTO SUBMITTED Good Neighbors

4. Play Golf Indoors

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, has changed that.

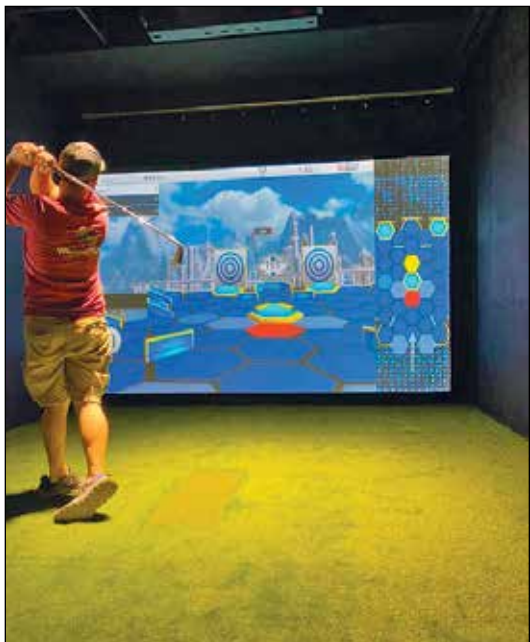
At Wisconsin Fairways, you swing your real clubs and hit real balls from the tee box to the pin.

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

Play over 100 of the top courses from around the world, including Pebble Beach, Cog Hill and more. The software also offers fun games that are great for any experience level including kids.

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.

• CONTINUED ON PAGE 9



Escape the winter chill at East Troy's new golf simulator, Wisconsin Fairways, located at 2541 Main St., Unit B & C, in East Troy.

PHOTO SUBMITTED Good Neighbors



Shop early.

Shop local.



The holidays are just around the corner and East Troy makes it easy to expand your go-to shops with a solid list of local favorites.

"This year more than ever, small shops are relying on your business," said Vanessa Lenz, East Troy Area Chamber of Commerce Director. "Whether you shop online, in person, buy gift cards or pick up curbside, let's show East Troy some love this holiday season."

Home on the Square

homeonthesquare.shop
2888 Main St., East Troy | (262) 642-5400

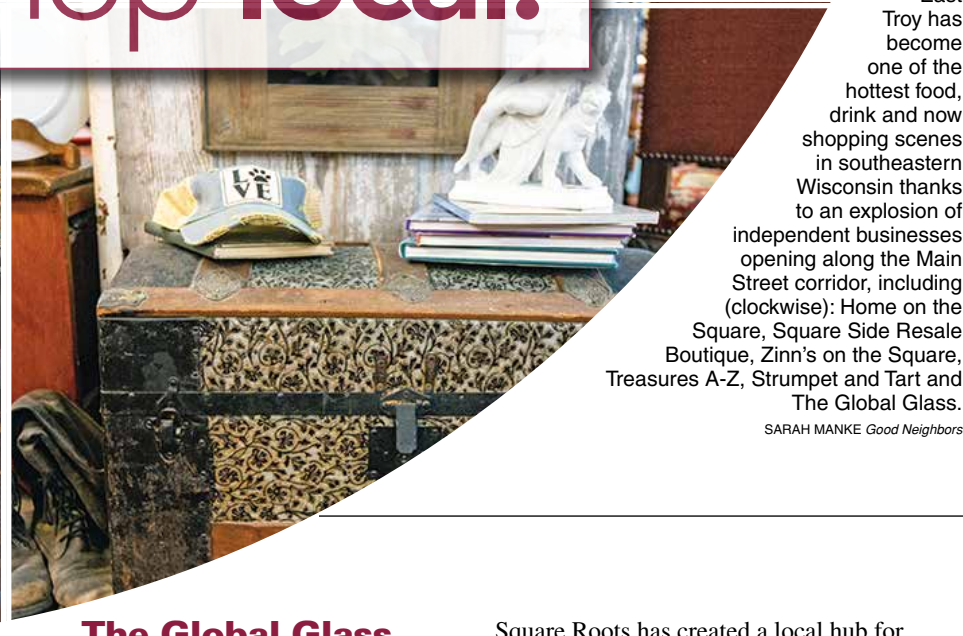
Family owned and operated, Home on the Square aims to deliver a unique blend of high quality domestic and international products specifically geared towards a Midwestern client. Open Tues. through Fri. from 10 a.m.

to 6 p.m. and Sat. from 9 a.m. to 4 p.m.

InkLink Books

inklinkbooks.com | 2890 Main St.
East Troy | (262) 642-9607

InkLink Books, known for hosting bestselling authors at its Read & Feed book dinners and virtual events, captures the nostalgia of the best independent bookstores by filling its shelves with books from hyper-curated lists. Open Tues.-Sat. from 10 a.m. to 1 p.m.



East Troy has become one of the hottest food, drink and now shopping scenes in southeastern Wisconsin thanks to an explosion of independent businesses opening along the Main Street corridor, including (clockwise): Home on the Square, Square Side Resale Boutique, Zinn's on the Square, Treasures A-Z, Strumpet and Tart and The Global Glass.

SARAH MANKE Good Neighbors

The Global Glass

theglobalglass.com | 2884 Main St.
East Troy (262) 684-5420

A full-service shop featuring beer, wine, spirits and expert picks on a great bottle of wine, the latest craft beer or something new for your bar. Open Mon.-Sat. from 9 a.m. to 9 p.m., Sun. from 10 a.m. to 6 p.m.

Square Roots/ 2894 on Main

2894onmain.com | 2894 Main St.
East Troy | (262) 642-9600

Located inside the café, 2894 on Main,

Square Roots has created a local hub for community-produced goods, featuring a unique selection of groceries and gifts. Open Sat. & Sun from 7 a.m. to 3 p.m., Mon-Fri from 6 a.m. to 3 p.m.

Square Side Boutique

2874 Main St., East Troy | (262) 215-3736

Square Side Boutique specializes in women and children's fashion and proves that you don't have to sacrifice style for sustainable and low-cost alternatives to shopping new.

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LIKE A GOOD NEIGHBOR,
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Tim Werwie, Agent
STATE FARM AGENT

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From the bottom-up, milk-to-market, Hill Valley Dairy owners Ron and Josie Henningfeld (who both grew up in East Troy) are focused on connecting local people to local products.

VANESSA LENZ *Good Neighbors*

The shop recently unveiled a complete renovation with a new contemporary look and layout with open sightlines and lounge areas. Open Tues., Fri. from 10 a.m. to 5 p.m., Wed., Thurs. from 10 a.m. to 7 p.m. and Sat. 10 a.m. to 4 p.m.

Strumpet and Tart

2920 Main St., East Troy
(262) 745-2904

Strumpet and Tart offers a curated selection of goods that will give you design inspiration for any room of your home, including items sourced directly from Turkey and artisans from around the country. Whether you're in the market for a statement-making sofa or hoping to splurge on a regal mirror or warm up the most minimalist of rooms with an authentic Turkish rug, Strumpet and Tart has you covered. Open 11 a.m. to 6 p.m., Wed.-Sun.

Treasure A-Z Antiques and Appraisals

3066 Main St., Suite 102
East Troy | (262) 893-8222

This new shop features eclectic antique finds to enhance your life. Owner Cheri Riehle, a Certified Appraisers Guild of America antique appraiser, collects, buys and sells antiques, specializing in unique and hard to find items with a flair for architectural, industrial and repurposed pieces. You can spend all day shopping AZ's



If you have a bookworm on your list, be sure to check out InkLink Books on the square, which has captured the nostalgia of the best independent shops by filling its shelves with books from hyper-curated lists.

JAMIE ROHRER *Good Neighbors*

overflowing selection. Open Thurs., Fri. and Sat. from 11 a.m. to 4 p.m.

Zinn's on the Square

2087 Division St., East Troy
(262) 441-0280

Zinn's features a distinctive and unconventional home and lifestyle marketplace. The shop puts the focus on area makers and local small handmade businesses with products from around 30 local artisans. Open Tues.-Wed. from 11 a.m. to 5 p.m., Thurs.-Fri. from 11 a.m. to 4 p.m. and Sat.-Sun.

• SPECIALTY •

Hill Valley Dairy Cheese Shop & Cheese Bar

Hillvalleydairy.com | 512 Broad St.
Lake Geneva

Hill Valley Dairy opened the doors to its new Cheese Bar & Artisan Shop this fall. Starting with its foundation of fresh cheese curds made with its family dairy's milk with other high-quality milk from other local farms, Hill Valley Dairy has developed a line of artisan cheese curds, cheddar and gouda that will tempt you back to the cutting board, again and again. Open Thurs., Fri., Sat from 10 a.m. to 7 p.m., Sun.-Mon. 10 a.m. to 2 p.m.

East Troy Pharmacy

3284 Main St., East Troy
(262) 642-3510

In addition to offering services in traditional medicine, as well as alternative medications and therapies, East Troy Pharmacy features a selection of puzzles, novelty and seasonal gifts.

The Elegant Farmer

elegantfarmer.com | 1545 Main St.
Mukwonago | (262) 363-6770

The Elegant Farmer serves up homemade, fresh-picked and delicious offerings in its Farm Kitchen Bakery, Deli & Market. The business is noted by "Gourmet Magazine," "The Wall Street Journal," "Food Network" and "Milwaukee Magazine" as having "the best pie in America." Open every day from 9 a.m. to 6 p.m.

• FOOD & ESSENTIALS •

Frank's Piggly Wiggly

3238 W. Main St., East Troy
(262) 642-5524

Grassway Organics

grasswayorganics.com
W2716 Friemoth Road, East Troy
(920) 894-4201

Hometown Sausage Kitchen

Hometownsausagekitchen.com
W1184 County Road L, East Troy
(262) 642-3264

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For cooks prepping for their biggest meal of the year or anyone looking to simplify the holiday prep, East Troy has several options to minimize effort and maximize flavor.

Thanksgiving Done Easy

Let East Troy Brewery, 2905 Main St., cook for you this Thanksgiving while you enjoy your favorite meals made from scratch, complete with your favorite craft brews.

To place your order, visit etbrew.com/thanksgiving. Then call (262) 642-2670 or stop in at the brewery during operating hours to finalize any details & payment. For more information, visit etbrew.com.

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2894 on Main, 2894 Main St., has a bounty of seasonal produce, fresh, organic, and sustainably sourced cured meats, cheeses, pickles, crackers, wine and more. Find the perfect items for your

recipes that will be gobbled up by all. Embrace the season while you shop with a Pumpkin Spice Latte. For more information, visit 2894onMain.com.

Turkey Talk

If you haven't ordered your Thanksgiving Turkey yet, don't panic.

From pastured raised turkeys, grass-fed beef, chickens, and pork to bulk goods, maple syrup, and honey, the shelves at Grassway Organics, W2716 Friemoth Road, East Troy, are stocked. For more information, visit grasswayorganics.com.

A Local Affair

Hometown Sausage Kitchen, W1184 County Road L, East Troy has announced a great line up of Thanksgiving 2022 specials featuring local partners. Call (262) 642-3264 and reserve your holiday turkey and fixings.

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of goodies and special store promotions and for participants. There will be multiple in-store specials and raffles for the entire weekend. For more information, call (262) 642-3344.

10 Home Party and Craft Fair & Silent Auction

The East Troy Family Resource Center will host its 12th Annual Home Party and Craft Fair & Silent Auction from 9 a.m. to 2 p.m. on Saturday, Dec. 10 at East Troy High School, 3128 Graydon Ave. The event will feature more than 70 craft and direct sale vendors with food and drink available. Admission is free. For more information, contact Marolyn Komperud at (262) 642-4900 or easttroyfamily@gmail.com.

10 Pictures & Brunch with Santa on the Ski Hill

Alpine Valley Resort, W2501 County Road D, is hosting Brunch (10 a.m. to 2 p.m.) and Pictures (2 to 4 p.m.) with Santa from noon to 4 p.m. on Saturday, Dec. 10. Enjoy brunch and get your picture taken with Santa. Visit alpinevalleyresort.com for details.

17 St. Peter's Breakfast with Santa

Join St. Peter's School, 301 Elm St., for a Breakfast and Pictures with Santa from 7 a.m. to noon on Sunday, Dec. 17. All proceeds with benefit St. Peter's School.

21 Christmas Trivia

East Troy Brewery, 2905 Main St., will host Christmas Trivia at 6 p.m. on Wednesday, Dec. 21. 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.

31 New Year's Eve Dinner

Spend New Year's Eve at East Troy Brewery, 2905 Main St. with a Chef's Special Dinner served from 4 to 10 p.m., a late-night pizza menu from 10 to 11:30 p.m., live music, midnight champagne toast & East Troy's New Year's Eve Ball Drop on the East Troy Square. Call/ email for reservations at (262) 642-2670 or info@etbrew.com.

31 New Year's Eve at The Hive Taproom

Start your New Year's Eve on the right foot at The Hive Taproom, W2463 County Road ES, which will be open until midnight.

31 Alpine's New Year's Eve Party

Alpine Valley Resort, W2501 County Road D, will ring in 2023 with a New Year's Eve Party on Saturday, Dec. 31. The event will feature live music by Petty Thieves beginning at 9 p.m., drink specials and more. For more information, call (262) 642-7374 or visit alpinevalleyresort.com.

Ongoing

Live music at East Troy Schools

The East Troy Community Schools Music Department will bring back its holiday music concerts in December:

- Saturday, Dec. 3: East Troy High School choir students will perform at Santa on the Square beginning at 5:30 p.m. at East Troy Village Square Park, 2888 Main St.
- Wednesday, Dec. 7: Seventh and eighth grade bands will perform at 7 p.m. in the East Troy Middle School gym, 3143 Graydon Ave.
- Monday, Dec. 19: High school bands will perform at 7 p.m. in the high school Gym 3.
- Wednesday, Dec. 21: Middle school and East Troy High School choirs will perform at 7 p.m. in the high school Brett Miller Gym, 3128 Graydon Ave.

For additional details, visit easttroy.k12.wi.us.

Tim's Taproom Trivia and Fizzy Logic at The Hive

Test your Trivia skills every Thursday at the Hive Taproom, W2463 County Road ES, beginning at 7 p.m. Bee there with your team (up to 6 people) for a fun night of friendly competition. Starting Friday, Nov. 25, bee at the Hive on Fridays for a game you need no knowledge to win and rules that are quick & easy to learn. Play with as many friends as you want in Fizzy Logic: a game where the best clues are the ones that aren't that great. For more information, visit www.thehivetaproom.com.

DECISIONS, DECISIONS

East Troy eateries launch new menu items

It's the most wonderful time of the year for East Troy foodies — the holiday season. And once you choose where to dine out, it will also be decision-time for you and crew on what to eat. If you're in the mood to try something totally new, check out these just released menu items.

Shroomie Sandwich

Where to Eat: East Troy Brewery

East Troy Brewery is introducing its Shroomie Sandwich this month. The sandwich features a deep-fried blue oyster mushroom from Matt's Wild Foods, avocado, tomato, buttermilk aioli and dill dressing on a toasted ciabatta roll with a side of fries. Don't forget to wash it down with one of East Troy Brewery's house-made beers, along with a locally sourced menu with tasty options for the whole family. East Troy Brewery is located on the west side of the East Troy Village Square, 2905 Main St. The locally owned brewery, which opened in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating and Taproom on the southwest corner of the East Troy Village Square. For more information, visit etbrew.com.



Shroomie Sandwich – East Troy Brewery

Yukon Do It Pizza

Where to Eat: Sauced Pizzeria

Sauced Pizzeria is launching a few limited-edition menu items this month, including the much-anticipated Yukon Do It pizza. The pie features a heavy cream base, thinly sliced Yukon potatoes, Parmigiano Reggiano, fresh mozzarella, caramelized onions, and is sprinkled with rosemary. With locally sourced, seasonally inspired pizzas, Sauced is a definite must-try when visiting the East Troy Village Square. At the 100 percent wood-fired Neapolitan style pizzeria, you'll find favorites like a Margherita with fresh mozzarella, the crowd-pleasing Prosciutto Verde and Carne, as well as a variety of house-made, organic gelato. The fan favorite restaurant is located at 2886 Main St. and features outdoor seating. Visit getsauced.pizza for more information.



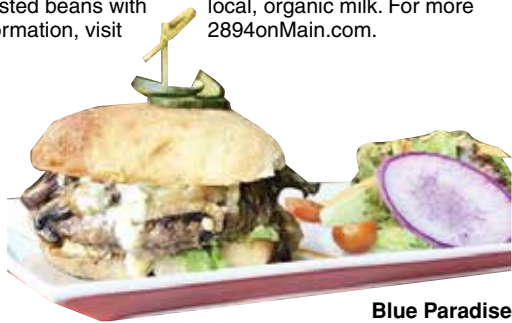
Yukon Do It Pizza – Sauced Pizzeria

Blue Paradise Burger

Where to Eat: 2894 on Main

2894 on Main, located on the northwest corner of the East Troy Village Square, is embracing the cozy winter

season with its Blue Paradise Burger. The menu item includes Rohrganics beef patty, Hook's Blue Paradise cheese, caramelized onion, mushrooms, and garlic aioli served on its house ciabatta with a side salad. The café, located in a renovated historic site from 1856, features a farm-to-fork menu and uses locally roasted beans with local, organic milk. For more information, visit 2894onMain.com.



Blue Paradise Burger – 2894 on Main

Tacos

Where to Eat: Chinuk Sushi & Grill, & el Pedro Taco

Taco Tuesdays are heating up in East Troy now that Chinuk Sushi & Grill, & el Pedro Taco will be open on Tuesdays. Take your pick from pork, fish, shrimp, steak and chicken street tacos. The much-buzzed-about restaurant features a full sushi bar and is located at 2919 Main St., situated directly west of East Troy Brewery on the Village Square. The food menu brings big taste, offering two completely unique dining options in one location. For more information, visit chinuksushi.com.



Tacos – Chinuk Sushi & Grill, & el Pedro Taco

Mashed With Meatloaf

Where to Eat: 2894 on Main

East Troy House, Wisconsin's oldest operating inn & tavern, 2093 Division St., on the East Troy Village Square, is serving up new menu items each week. Try items like the ultimate warm-the-heart comfort food of Mashed with Meatloaf. In addition to weekly specials, East Troy House's menu features its famous Friday Fish Fry, soups, specialty salads, sandwiches, seafood, pasta, steaks and more. To make dining reservations or order carry-out call (262) 642-7100. For full menu, visit easttroyhouse.com.



Mashed with Meatloaf – East Troy House

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Alex Alger of Twilight Tree Service helps save the day by making sure lights got put up on downtown buildings with use of his lift truck for the return of East Troy Lights last year. From helping to hang lights, to voice-acting, to donations, the East Troy Area Chamber of Commerce is in need of support to make East Troy Lights 2022 bigger and better. The spectacular interactive holiday light show will return with shows on the hour from 5 to 8 p.m. Dec. 3-31. We want to bring the community together like never before! This is your opportunity to get involved. For more information visit easttroylights.com or email vanessa@easttroy.org.

VANESSA LENZ Good Neighbors



MUST-DO LIST • CONTINUED FROM PAGE 5

5. 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.

6. Build a snowman

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.

7. Take long wintry walks

East Troy is home to some of the most beautiful areas for hiking and they become even better when you experience them during every season. Here are our top winter walk spots:

Price Park Conservancy: Two miles of self-guided hiking trails run through the park, located at N6421 Hodunk Road in the Town of LaFayette, and include panoramic views of Sugar Creek, as well as other outstanding features of natural diversity.

Beulah Bluff Preserve: This Kettle Moraine Land Trust nature preserve, located at N9026 Bakavi Way, East Troy, overlooks the northwest shoreline of Lake Beulah. The Preserve gate is closed during the winter months, however there is space for two cars to park at the gate, and visitors are encouraged to walk or snowshoe into the preserve.

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Hitting the Links for ET

Clockwise from top left: Onsite massages by Gina Peter of Remedy Massage help loosen tight muscles and give players like Jeff Standafer of Citizens Bank the energy to finish their round of golf during the East Troy Area Chamber of Commerce's 25th annual golf outing Sept. 16 at Evergreen Golf Club. East Troy Area Chamber of Commerce Executive Director Vanessa Lenz and Marketing Coordinator Sarah Manke greet golfers on the course. Treasures A-Z owner Cheri Riehle, antique dealer, antique collector and antique lover walks away with a raffle basket. American Family Insurance- Resler & Associate's team, including (from left) Tyler Kinnick, captain Kyle Resler, Hans Becker and (not pictured) Sam Mantych took first place. Keith Witt of East Troy Pharmacy digs into a sandwich, courtesy of Frank's Piggly Wiggly. Pizzaiolos Jon Lenz and Rachel Standafer of Sauced Pizzeria were among golfers to hit the links in support of East Troy community development. For a full list of golf outing supporters, visit easttroy.org.



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