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NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

NOVEMBER 2023

VOLUME 34, EDITION 4



Your holidays aren't complete without a visit to East Troy Lights – an interactive holiday light display on the East Troy Village Square, which kicks off when Santa comes to town on Saturday, Dec. 2. East Troy Lights will feature timed shows on the hour at 5 p.m., 6 p.m. and 7 p.m. Dec. 2-31. Watch the Lights come to life with a special immersive East Troy Lights Live show on Fridays & Saturdays in December at 6 and 7 p.m.

LAUREN & ANDY PHOTOGRAPHY Good Neighbors

EAST TROY

Lights

East Troy Lights
brings back
the magic!

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. 2, when Santa comes to East Troy via

the 115-year-old East Troy Electric Railroad Santa Parade Train to light the Bob Barutha Memorial Christmas Tree.

Lights will continue daily with timed shows on the hour at 5 p.m., 6 p.m. and 7 p.m. through Dec. 31.

The East Troy Area Chamber of Commerce is boosting the magic factor in 2023 with the addition of East Troy Lights Live. Watch East Troy Lights come to life with this special immersive show at 6 and 7 p.m. on Fridays & Saturdays in December.

Inspired by the timeless musicals and winter wonderlands, this immersive experience will capture the spirit of the season.

“Join us this December for a one-of-a-kind experience and a heaping dose of holiday magic. Think dazzling interactive light tunnels, hot chocolate, cookie decorating, live performances and more,” said Vanessa Lenz, Executive Director, East Troy Area Chamber of Commerce.

“Watch as the entire downtown East Troy Square sparkles in the night in sync with your favorite holiday songs. Or, take

• CONTINUED ON PAGE 7

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. and 7 p.m. Dec. 2 through Dec. 31.

New this year is East Troy Lights Live: Watch the Lights come to life with a special immersive East Troy Lights show at 6 and 7 p.m. on Fridays & Saturdays in December. Admission is free.

For a complete schedule, visit easttroylights.com.

Santa Claus is coming
to town by rail Dec. 2

Santa Claus, Mrs. Claus and their entourage will kick off the holiday season in East Troy on Saturday, Dec. 2 via the East Troy Electric Railroad's Santa Train.

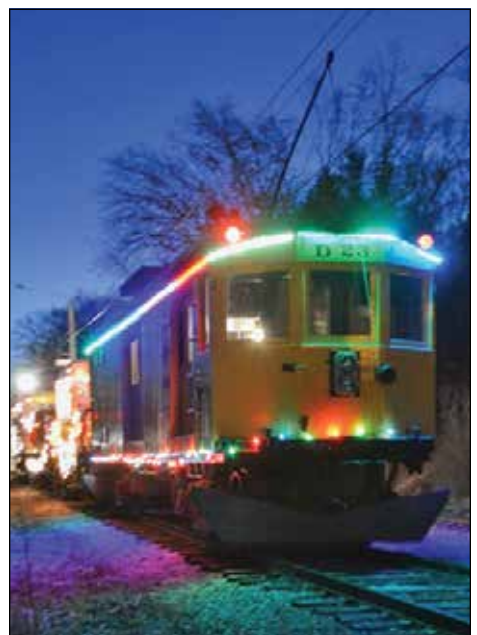
The beautifully lit four-car train will travel down the century-old interurban trolley line between Mukwonago and East Troy, which leaves the Elegant Farmer at 5:05 p.m. and arrives at Division Street in East Troy at 6:25 p.m., with brief stops at crossings along the way.

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.

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 Make the Magic Concession & Merch Stand
- Winter activities, including s'mores station and DIY Photo Station

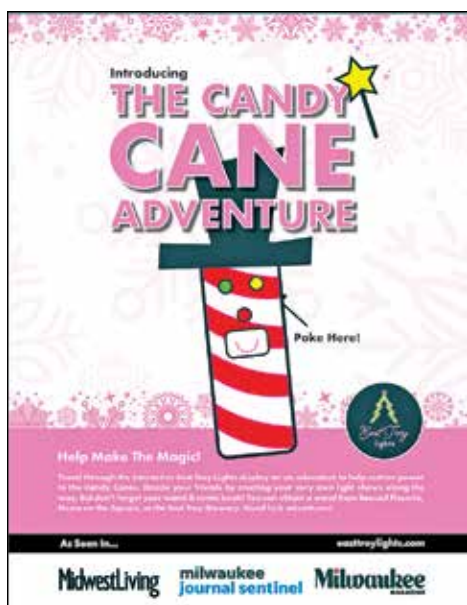
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Santa, Mrs. Claus and their entourage will make their annual journey to East Troy aboard the East Troy Electric Railroad's Santa Parade Train on Saturday, Dec. 2. The lighting of the Bob Barutha Community Christmas Tree and debut of year 4 of East Troy Lights will take place at 6:30 p.m. at East Troy Village Square Park.

PHOTO SUBMITTED Good Neighbors

Turn on the Twinkle with Candy Cane Adventure!



We need your help to fix the light show! Grab a wand and visit one of the Candy Cane Adventure friends from the North Pole and help make the magic during East Troy Lights, Dec. 2-31.

JAMIE ROHRER Good Neighbors

You can help turn on the twinkle at East Troy Lights with the newly expanded Candy Cane Adventure, Dec. 2-31.

Grab a Candy Cane Adventure wand and new East Troy Lights Comic Book and find the interactive Candy Cane friends on the East Troy Village Square to enter a world of holiday magic during the immersive month-long event. Unlock the power of the Candy Canes to control the lights!

Wands are available for purchase at the East Troy Lights Make the Magic Concession Stand at East Troy Village Square Park (on Fridays & Saturdays), East Troy Brewery, Sauced Pizzeria or Home on the Square. All students in the East Troy Community School Districts will make wands at school as part of a special project thanks to the East Troy Elementary PTO.

“We are so thankful to the East Troy Elementary PTO and East Troy Community School District for partnering with the East Troy Area Chamber of Commerce on this STEAM project, based on real life applications, in order to provide a meaningful opportunity for students to be involved in the community outside of the school campus,” said Vanessa Lenz, Executive Director of the East Troy Area Chamber of Commerce.



December 2nd - 31st

The **MAGIC** is Back!

Dazzling Light Tunnels, Hot Chocolate, Cookie Decorating & Holiday Performances!

Daily Shows

Daily Shows @ 6 p.m. & 7 p.m.

The Candy Cane Adventure
December 2 - 31

East Troy Lights Live!

Watch the Lights come to life with a special immersive show on Fridays & Saturdays in December | Shows @ 6 p.m. & 7 p.m.

Major Events:

- Santa Parade Train & Santa on the Square** - Saturday, Dec. 2
- East Troy Winter Wine Walk** - Friday, Dec. 8, 5 to 8 p.m.
- East Troy Lights Community Showcase** - Saturday - Dec. 16
- New Year's Eve Ball Drop** - Sunday, Dec. 31, 8 p.m. & midnight

View the **Lights!**

East Troy Village Square Park

Bandstand
Sponsored by Village of East Troy
Bob Barutha Memorial Christmas Tree
Sponsored by Village of East Troy
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.

Learn More at  easttroy.org

As Seen In...

easttroylights.com

When Thank You Isn't Enough

East Troy Chamber 2023 Corporate Partners Spotlight

Success is rarely achieved alone, which is why the East Troy Area Chamber of Commerce wants to put the spotlight on its 2023 Corporate Partners who have helped support our work over the last decade in making East Troy one of the coolest places in Southeastern Wisconsin.

“The East Troy Area Chamber of Commerce’s Corporate Sponsors are the most visible and active companies in East Troy,” said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. “Show some love to these companies for their continued support and dedication of East Troy’s mission.”

Chairman Level (\$2,500)

Wisconsin Oven Corporation

Young St. aka Wisconsin Oven Way
East Troy, WI • Wisoven.com

Wisconsin Oven Corporation, which serves a wide range of industries, has been manufacturing the highest quality industrial heat treating equipment since 1973.

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

Wisconsin Oven’s massive facilities have gained them a competitive edge, allowing it to build some of the largest ovens in the industry.

Supporting the East Troy area community through giving has been a cornerstone of Wisconsin Oven’s business since the company was founded by Hank Kubicki.

Wisconsin Oven Corporation, the East Troy Area Chamber of Commerce’s longest standing member of 50 years, has been a Chairman Level Corporate sponsor at \$2,500 a year since the program’s inception 12 years ago.

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

The company also partners with United Way of Walworth County, which allows its employees to contribute directly to the United Way through payroll, and ensures that these donations get disbursed within the county.

Through the years, Wisconsin Oven continues a commitment to its customers, employees and the community.

Executive Level (\$1,500)

Allan ICS

2021 Beulah Ave., East Troy, WI
allan-ics.com

Allan Integrated Control Systems, proud sponsor of East Troy Lights, has invested in a big way in East Troy, incorporating giving back into its core business strategy and operations.

The engineering firm specializes in the design and build of custom project integration solutions.



above: A Wisconsin Oven Corporation crew celebrates its East Troy Area Chamber of Commerce Chairman Level Corporate Partnership at the East Troy Chamber's 2023 Annual Dinner & Awards Night, including (from left) General Manager Jeff Kent, April Gilchrist, Shyanne Siefkas, Linda Marsh and Zak Griffa. Wisconsin Oven invited the community to celebrate its 50th Anniversary with an Open House on Sept. 16. The event featured facility tours, food and refreshments.

JAMES BAUMEISTER *Good Neighbors*

The company’s primary focus is water/wastewater, but they also work with the manufacturing industry and provide maintenance and training services.

The company, owned by Ted and Ann Zess of East Troy, has been headquartered in East Troy since 2007 and recently expanded operation, creating over 4,500 square feet of office space with 17 total professional employees.

Allan ICS works on projects throughout Illinois and Wisconsin with clients including the City of Chicago Department of Water Management, Chicago O’Hare International Airport, Veolia Water Milwaukee and Harley-Davidson.

Alpine Valley Resort

W2501 County Road D, East Troy, WI
Alpinevalleyresort.com

Alpine Valley Resort, voted number one for family resort and number one for snow making, offers an ideal chance to get outdoors.

The largest ski locale in southeast Wisconsin features over 100 skiable acres with 20 runs that range from beginner to expert with a vertical drop of 388 feet. The hill also includes three terrain parks, which offer a variety of rails, boxes and snow features.

The year-round resort, situated in the scenic Kettle Moraine area, also features



Allan ICS is based in East Troy but known for big time projects like designing the control system for Chicago Landmark Buckingham Fountain.

PHOTO SUBMITTED *Good Neighbors*



Alpine Valley Resort, located right in East Troy, is a unique year-round resort, offering on-slope lodging during the winter downhill ski season and recreational activities for all seasons.

PHOTO SUBMITTED *Good Neighbors*

everything you need for your next event, meeting or banquet space. Have fun in the sun with 27 holes of golf, lodging (where you can hang poolside), outdoor bar and live music in the newly renovated pavilion.

The award winning Mountain Bike Trail at Alpine Valley Resort features 8.1 miles of single track with a 1,043 feet ascent and 1,035 descent.

Citizens Bank

East Brook Office: 2541A Main St., East Troy • **East Troy Office:** 3238 Main St., East Troy • Citizensbank.bank

Citizens Bank is a full service community bank with 12 convenient offices located throughout Waukesha and Walworth counties in Wisconsin.

Citizens Bank in East Troy has worked collaboratively with the East Troy Chamber and community from the beginning.

Citizens brings large groups of volunteers to help man East Troy’s events and its employees have taken on key volunteer positions for the East Troy Area Chamber of Commerce.

From the senior managers who roll up their sleeves for community service projects, to directors who donate medical or professional services, to employees who plan and host

fundraising events, this company’s team is filled with individuals who have a passion for helping others & connecting with the community.

While Citizens Bank enjoys giving its time, it also contributes over \$100,000 annually in the form of corporate donations, community sponsorships, and special events. Its employees also band together for charity dress down days and fundraising food days, which raise thousands of dollars each year.

James R. Taylor & Sons

2115 Division St., East Troy
Jrtaylorandsons.com

James R. Taylor and Sons, located on the southwest corner of the East Troy Village Square, offers roofing, siding, windows, gutters, remodeling and insulation solutions for residential and commercial clients. Founded in 1949, this business has

• CONTINUED ON PAGE 4



James R. Taylor & Sons, a family owned and operated business, has been serving Southeastern Wisconsin for over three generations. The company offers a free roof to one lucky local military veteran through its annual Putting Our Military on Top program. This year’s roof winner was Dick Maass. Pictured at the installation are (from left) Jimmy and Luci Taylor, Jim Taylor, Dick and Cindy Maass, Stevie Taylor, Andy, Haley and Lowen Newhouse.

PHOTO SUBMITTED *Good Neighbors*



Citizens Bank employees from East Troy, including (from left) Lea Sperle, DeAnne Conrad, Bailey Kaiser and Jake Starck brave the cold to help nearly 700 local school and daycare children decorate the trees on the East Troy Village Square with ornaments in preparation of Santa’s annual arrival.

VANESSA LENZ *Good Neighbors*

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412012

developed a reputation over the years for lending a helping hand in East Troy wherever needed.

While known and praised often for its three generations of quality work, this business has also made helping others a natural extension of what it does. Throughout the years, James R. Taylor & Sons has dedicated its support to various causes, including funding local non-profits and charitable events, the East Troy Community School District initiatives, the East Troy Area Chamber of Commerce (as Corporate Partners and beyond), East Troy athletics, East Troy Girl Scouts, youth sports, and an extensive list of local clubs and organizations. The company also gives a free roof each year to one lucky local military veteran through its Putting Our Military on Top program.



2894 on Main, located on the northwest corner of the East Troy Village Square, serves breakfast, lunch and evening entrées using local, organic ingredients that change with the seasons.

MOLLY MOODY *Good Neighbors*

Leader Level (\$750)

2894 on Main

2894 Main St., East Troy, WI
2894onmain.com

East Troy's café 2894 On Main, located on the north-west corner of the East Troy Village Square, was designed to be an easily accessible community hub, featuring Tesla charging stations, community chalk message boards and outdoor patio. The beautifully renovated historic site from 1856, features a farm-to-fork menu and uses locally roasted beans with local, organic milk.



Accurate Housing Systems

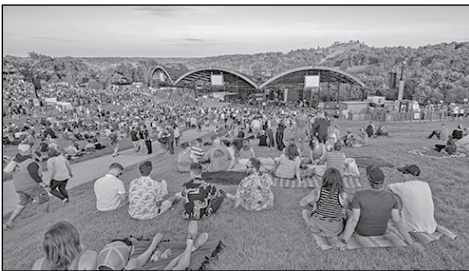
2624 Corporate Circle
East Troy, WI • accuratehousing.com

Accurate Housing Systems specializes in the design, fabrication, and delivery of roof trusses, floor trusses, and wall panels. The company is situated on 70 acres on Corporate Circle, providing panels and components for carpenter contractors, developers, general contractors and lumber yards. Accurate Housing uses computerized systems, tables and automated saws to fabricate its components from its 65,000-square-foot facility in East Troy.

East Troy Brewery

2905 Main St., East Troy
Etbrew.com

An emerging beacon for foodies and beer lovers alike, East Troy's locally owned brewery touts house-brewed craft beers made to have a depth and personality of their own, along with a variety of locally sourced food such as beer-infused dishes and brick oven pizzas cooked to complement its brews. East Troy Brewery is located in a remodeled historic bank building dating back to 1892. The brewery features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating and Taproom.



Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, will give fans the chance to see star-studded bands while surrounded by its signature hills in summer of 2024.

PHOTO SUBMITTED *Good Neighbors*

Alpine Valley Music Theatre

W2699 County Road D East Troy, WI
Livenation.com

Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, gives fans the chance to see star-studded bands while surrounded by its signature hills. During its 44 years in East Troy, Alpine has hosted some of the biggest names in music from Stevie Ray Vaughan to the Grateful Dead to Madonna to Pearl Jam to Post Malone.



Kyler Resler of American Family Insurance - Resler and Associates, runs an award winning insurance agency with 50+ years experience specializing in auto, home and life insurance.

JAMES BAUMEISTER *Good Neighbors*

American Family Insurance- Resler & Associates

3238 Main St., East Troy
Amfam.com

Kyle Resler believes there's more to insurance than just a policy. "It's about protecting the people and things that matter most to you. So no matter how life changes, I'm ready to provide the caring support and dependable service you deserve - from your home, to your car, and everything in between," Resler said. His team serves its customers with unique backgrounds, training and experience. "Additionally, as residents of your community, we understand how important it is to be there for you - our trusted friends and neighbors," Resler said.



East Troy Brewery, 2905 Main St., is keeping beer lovers happy this winter with several brand new brews on the horizon.

PHOTO SUBMITTED *Good Neighbors*



Built in 1970 and with 202,534 square feet, the Plymouth Tube Trent Mill in East Troy specializes in welded, welded & drawn, and seamless stainless steel tubing.

PHOTO SUBMITTED *Good Neighbors*

Plymouth Tube

2056 Young St. • East Troy, WI
Plymouth.com

Plymouth Tube Company is a family-owned and operated steel tubing manufacturer with fourth generation leadership in East Troy. The company is a global specialty manufacturer of carbon alloy, nickel alloy and stainless precision steel tubing serving customers from 1.1 million locations. Built in 1970 and with 202,534 square feet, Plymouth Tube's Trent Mill in East Troy specializes in welded and welded and drawn stainless steel tubing.

East Troy Community School District

East Troy, WI • easttroy.k12.wi.us

The East Troy Community School District received the 2023 Good Neighbor Award for its significant positive impact in the community and its collaborative efforts with the East Troy Area Chamber of Commerce. Whether it's with youth apprenticeships,



The East Troy Community School District received the 2023 Good Neighbor Award for its significant positive impact in the community. East Troy High School teacher Jinnesa Pluess (from left), East Troy School Board President Ted Zess, Director of Teaching & Continuous Improvement of Student Learning Amy Foszpanczyk, East Troy District Administrator Dr. Christopher Hibner and ETHS Principal Stacey Kuehn represented East Troy Schools at the Chamber's Annual Dinner & Awards Night.

JAMES BAUMEISTER *Good Neighbors*

bringing its state-of-the-art Fab Lab technology to families and local businesses, collaborating with local businesses & families for events like a pumpkin pop up experience, or educators making student learning relevant with collaborative personalized learning projects, it's clear that giving back to the community is at the heart of all the members of the East Troy School District do. The district has been long-standing community partners in East Troy and have continued to make community service and giving back a priority and in doing so have managed to keep a number of local traditions alive, including Santa on the Square, East Troy Lights, Candy Cane Adventure, East Troy Homecoming and East Troy's Pumpkin Pop-Up Experience.



Spotlight Real Estate

East Troy, WI
Spotlight.properties

Spotlight Real Estate is a women-owned and operated boutique real estate brokerage. Spotlight's professional agents bring expertise and intimate knowledge of Southeast Wisconsin to each client relationship. In nearly a decade of business, Spotlight is proud to have successfully represented buyers and sellers in transactions across a variety of price points and property types. Spotlight's mission is to guide its clients through their unique real estate journey every step of the way with top-notch personalized client service. JoAnn McCormack, owner and managing broker, has been an active volunteer with the East Troy Area Chamber of Commerce for decades. She was a founding member of East Troy's First Fridays Committee and was a past Volunteer of the Year Winner.



Jen Bower, Vice President/Branch Manager, of First Citizens State Bank of East Troy, presents a donation to Marolyn Komperud of the East Troy Family and Community Resource Center for its Holiday Help Program.

PHOTO SUBMITTED *Good Neighbors*

First Citizens State Bank - East Troy Office

2546 E. Main St., East Troy, WI
firstcitizensww.com

First Citizens State Bank has full service offices in Whitewater, East Troy and Palmyra. First Citizens State Bank's East Troy office is celebrating 22 years of supporting the community. The bank has a very long and rich history dating back 160 years to 1863 with a branch expansion to East Troy in 2001. Over First Citizen's history, it has served as a catalyst to promote economic development, as well as having its staff personally involved as volunteers in the respective communities that it serves. "It has been our pleasure and privilege to serve the East Troy. We acknowledge and thank our customers for their patronage and loyalty," said bank staff.



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What's on your winter wish list?

HERE'S WHERE TO SHOP LOCAL

There's something for everyone this holiday season when you shop local. East Troy makes it easy to find that perfect gift for someone on your list with a solid lineup of local favorites.



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.-Thurs. from 11 a.m. to 5 p.m., Fri. from 11 a.m. to 7 p.m. and Sat. from 11 a.m. to 4 p.m.



The Carpenter's Daughter

2893 Main St., Unit A, East Troy
(262) 745-6788

This faith-based brick and mortar features home, gifts, apparel and seasonal items. Everything is faith based and inventory is updated frequently. Open 10 a.m. to 5 p.m. Wed. and Fri., noon to 7 p.m. Thurs. and 10 a.m. to 3 p.m. Sat.

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.



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. 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., Thurs.-Sun.



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-Fri from 10 a.m. to 6 p.m. and Saturday from 9 a.m. to 4 p.m.

Square Side Boutique

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

Square Side Boutique specializes in women and children's fashion. 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. & Sat. from 10 a.m. to 4 p.m.



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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.



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.

FOOD & ESSENTIALS

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

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

Matt's Wild Foods LLC
2681 Main St., Suite A
East Troy | (920) 296-0774

Hansen's IGA
3238 W. Main St., East Troy | (262) 642-5524

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Equal Housing Opportunity

6 Things We Love about an East Troy Winter

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.

“We offer services that you would see out west but for half the price and locally,” said Elizabeth Firestone.

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 on Facebook.

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.

Events

All season long, Alpine Valley Resort hosts a variety of events for both skiers and non-skiers, from character parties for children to beer-tasting events. For the latest updates, visit alpinevalleyresort.com.

2. Skate at Booth Lake

This winter, Booth Lake Memorial Park will open two ice rinks adjacent to the new VFW pavilion in the upper park, N8465 Townline Road. One rink is available for family skating and the other for hockey.

Check ice conditions before hitting the ice in order to protect the rinks, which opened in winter of 2022.

Weather permitting, the rinks will be open Tuesday- Fridays from 3



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

PHOTO SUBMITTED Good Neighbors

to 7 p.m. and Saturdays and Sundays from noon to 7 p.m.

The park will have a donation container for those who wish to support the rinks.

3. 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. Book your tee times online at wisconsinfairways.com.

4. Warm Up at East Troy Brewery

Warm up by the fire with a winter brew in hand at East Troy Brewery, 2905 Main St.

In addition to its fireplace lounge, the brewery will also be extending its patio season to keep beer lovers warm and cozy

during the fall and winter months.

The brewery’s Winter Beer Garden will feature heated outdoor patio seating through the fall and winter months.

Multiple heaters and fire pits equip East Troy Brewery’s al fresco space for folks looking to enjoy their from-scratch kitchen options, like their famous cheese curds and Friday Fish Fry.

East Troy Brewery is also hosting trivia every Wednesday at 7 p.m. and will bring back its Winter Concert series in December. For more information, visit etbrew.com.

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. Spend the Holiday Season at The Hive

This winter, stop in to The Hive Taproom, W2463 County Road ES, to enjoy its delicious session meads in a welcoming atmosphere.

Winter Event Line-Up

Enjoy live music events from a variety of genres every Saturday night from 7 to 10 p.m.

Test your Trivia skills every Thursday beginning at 7 p.m. Bee there with your team (up to 6 people) for a fun night of friendly competition. The Hive will two special trivia nights on the last Thursday of the month, including Pixar and James Bond themes in

• CONTINUED ON PAGE 7



Booth Lake Memorial Park will open two ice rinks for the 2023 winter season. For updates, visit boothlakememorialpark.com.

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InkLink Books hosts myth-busting, groundbreaking historian Cat Bohannon, author of "Eve: How the Female Body Drove 200 Million Years of Evolution," for a night of conversation, drinks, small plates and more at 2894 on Main on Oct. 21.

JAMIE ROHRER *Good Neighbors*

Your Personal Gardener & Arborist owners James and Natalie Chesebro (center) join family and staff to celebrate the opening of their new East Troy location (in the former site of Roma's Ristorante) with a ribbon "chainsaw" cutting. The full-service tree, landscaping, lawn and snow removal company that specializes in year-round management of your home, business, and/or estate will feature a pop up Christmas Tree Farm this holiday season.

VANESSA LENZ *Good Neighbors*



People, Places, Things What's New

Social Security Advocates now on Square

Social Security Advocates of Wisconsin, 2100 Church St., Unit 103, has relocated to the Times Square Building on the east side of the East Troy Village Square.

Social Security Advocates of Wisconsin has been assisting individuals interested in obtaining Social Security Disability benefits throughout Wisconsin since 1999.

Its East Troy office was established in 2004 on Buell Drive with a second location at 521 E. Wall St., Eagle River, opening in 2020.

The Social Security Advocates team celebrated the move with an Open House on Oct. 10 with the East Troy Area Chamber of Commerce and Mukwonago Area Chamber of Commerce and Tourism.

Featured businesses included: Social Security Advocates of WI, Provisor Inc., Northern Sky Massage, Lash Artise, Compassionate Counseling, Prodigy Power, 2100 Church LLC- Chesten Kesselhon, Vantage Pointe Financial Group, Irene Corzo and Associates LLC, Webriot and Merhring Transport LLC.

Your Personal Gardener opens Christmas Tree Farm

Your Personal Gardener & Arborist, which got its start in Mukwonago, recently opened its much anticipated new East Troy location at N8416 County Road ES, formerly Roma's Ristorante.

Owners James and Natalie

Chesebro recently announced the addition of a pop up Christmas Tree Farm for the holiday season.

YPGA is local, veteran owned and operated, and a family business.

The custom full service property management company performs full service tree, landscaping, lawn and snow services.

YPGA is a National Award winner – SBA Veteran Champion of the Year for the state of Wisconsin in 2023.

Hours of operation are 7 a.m. to 7 p.m. Monday through Friday.

For more information, visit YourPersonalGardenerLLC.com or call (262) 470-3829.

Pumpkins Pop-Up on Square

The East Troy Elementary PTO and the East Troy Area Chamber of Commerce teamed up to present East Troy's Pumpkin Pop-Up Experience, transforming the East Troy Village Square this spooky season.

Residents and visitors alike spent Oct. 27-31, strolling the streets of the East Troy Village Square to enjoy pumpkins created by Little Prairie Primary School students.

Thanks to event partners and sponsors, including Bower's Produce, TLC Landscaping, Beulah Meadows Designs, Little Prairie Primary School teachers and staff, East Troy High School Ag students and East Troy Elementary PTO and East Troy Chamber of Commerce volunteers.





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Pictured (from left) are Jerimiah Humphrey, Briana Raab, Todd Eddy, Pat O'Brien, Marty Zacher, Joe Sanford, all of TLC Landscaping, Javier McCormack, Vanessa Lenz, East Troy Chamber of Commerce Executive Director, Tommy McCormack, Matilda Moody, Nola, Avi, Brett and Dani Foster, ETE PTO President, Julie Friemoth, Erin Friemoth, Jamie Rohrer, Renee Weiss-Manser, Adam Duda and Ian Costigan.

MOLLY MOODY *Good Neighbors*



at left : The Social Security Advocates team celebrates its new location in the Times Square Building on the east side of East Troy Village Square Park with an Open House on Oct. 10. The event featured building tours and networking with members of the East Troy Area Chamber of Commerce and Mukwonago Area Chamber of Commerce and Tourism. Pictured (from left) Teresa Romdenne, Joe Romdenne, Dave Hudec, Emily Aleckson, Kim Bell, Alisa Aleckson and Carissa Burgmeier.

VANESSA LENZ *Good Neighbors*



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'Tis the Season 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 10-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.

On average the program serves over 75 families, which impacts anywhere from 150-200 children from the East Troy Community School District boundaries.

Here are ways to give this year. (All drives run Nov. 20-Dec. 8 unless otherwise noted.)

- 1. Monetary donations**
- Monetary donations for the Holiday Help Program can be sent to the East Troy Family Community Resource Center,

Help for Families in Need

Prospective families in need of the Holiday Help program can apply through the East Troy Community School District, East Troy Family and Community Resource Center and East Troy Food Pantry.

Families in need of assistance must apply no later than Tuesday, Nov. 15 to receive assistance this year. Eligible families should reside in the East Troy Community School District, have children ages birth to 18 (high school senior) and be experiencing financial hardship.

To apply for this program, families or individuals can contact the East Troy Food Pantry at (262) 642-4357 or 2847 Austin St. on Tuesdays from 7:30-11:30 a.m. or Thursdays from 2:30-4:30 p.m., East Troy School District social worker Kim Pluess (262) 642-6760 (x5242) or Marolyn Komperud, East Troy Family and Community Resource Center at (262) 642-4900 or easttroyfamily@gmail.com.

SANTA TRAIN • CONTINUED FROM FRONT PAGE

- 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 & entertainment provided by local clubs and organizations
- Movie & Refreshments at East Troy

- 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 Hansen’s IGA East Troy, 3238 Main St. through Dec. 9.

- 3. 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. 20. Wrapped donations are due no later than Dec. 15.

- 4. Donation Drives**
- Local businesses will be hosting donation drives to collecting the following items:
- Infant items
 - Paper Goods/ Cleaning Supplies
 - Hygiene Items
 - Pajamas in sizes infant through adult
 - Socks/ Underwear/ Leggings/ Sweat Pants in sizes toddler through adult
 - Gift Card Drive for Teens (the program’s most difficult population): \$15 gift cards for places teens may enjoy – Cousins, 2849 Main, InkLink Books, Gus’s Drive-In, Kwik Trip, stores, movie theatres, gas stations, etc.
- Donations can be dropped off at any of the following sites: Realty Executives Integrity, 2887 Main St.; St. James United Methodist Church, 2945 Main St.; St. Peter’s Catholic Church, 1981 Beulah Ave.; Koskinen Eye Clinic, 3278 Main St.; Citizens Bank inside Hansen’s IGA, 3238 Main St., and East Brook Branch, 2541 E. Main St., Unit A; The Hive Taproom, W2463 County Rd ES; East Troy Brewery, 2905 Main St.; Martins Hardware-Rental & Pet, 3288 Main St.; First Citizens State Bank-East Troy Office, 2546 Main St.; Honey Creek Collective businesses, N8030 Townline Road; and Wanezek Family Dentistry, 2564 Main St, 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.
 - Cub Scouts Pack 92 will sell To Go chili, chili dogs and baked goods
 - 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
 - East Troy Women’s Club will be selling cookies and bakery under the East Troy House awning beginning at 4:40 p.m.

DECEMBER EVENTS • CONTINUED FROM PAGE 7

4 p.m. on Saturday, Dec. 2. Enjoy brunch and get your picture taken with Santa. Visit alpinevalleyresort.com for details.

- 9 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. 9. Attendees are invited to bring in their pets (of all varieties) and get a picture with Santa, a bag full of goodies and special store promotions and for participants.
- There will be multiple in-store specials and raffles for the entire weekend. There is no cost to attend, but donations will be collected for Lakeland Animal Shelter. For more information, call (262) 642-3344.

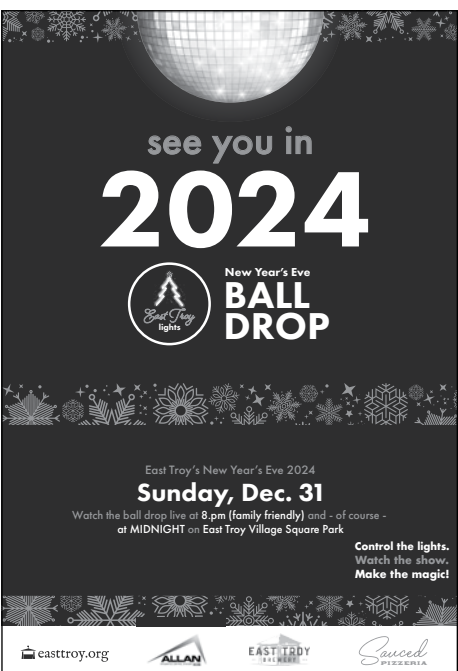
- 9 Home Party and Craft Fair & Silent Auction**
- The East Troy Family Resource Center will host its 13th Annual Home Party and Craft Fair & Silent Auction from 9 a.m. to 2 p.m. on Saturday, Dec. 9 at East Troy High School, 3128 Graydon Ave.
- The event will feature more than 70 craft and direct sale vendors. There will be breakfast and lunch for sale by the Kiwanis Club of Greater East Troy and a Bake Sale by the Family Resource Center. Admission is free. For more information, contact Marolyn Komperud at (262) 642-4900 or easttroyfamily@gmail.com.

- 9 Arts, Crafts & Farm Goods Sale**
- Humble Oak Folk School will host an Arts, Crafts & Farm Goods Sale from 10 a.m. to 3 p.m. on Saturday, Dec. 9 at Honey Creek Collective, N8030 Townline Road. The event will feature work from local artists, craftspeople and goods from local farms as well as kids activities, festive food and community merriment. Visit humbleoak.org/ folk-school for more information.

- 15 Ugly Sweater Party at The Hive**
- The Hive will be hosting its 5th Annual Ugly Sweater Party on Friday, Dec. 15. Wear your loudest, flashiest, most obnoxious holiday sweater and get a raffle ticket for a new Hive Hat. Visit [thehivetaproom](http://thehivetaproom.com) for details.

- 31 New Year’s Eve Dinner**
- Spend New Year’s Eve at East Troy Brewery, 2905 Main St. with 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**
- The Hive Taproom, W2463 County Rd ES, will celebrate the last day of 2023 with a NYE Masquerade Murder Mystery. Can you solve the murder at the Masquerade Ball? Intrigue, amazing acting and of course laughter are sure to ensue. The event will feature a three course dinner with the option to pair libations like the Kiss of Death cocktail. For details, visit thehivetaproom.com.



- 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 Sunday, Dec. 31. The event will feature live music by Boo the Band beginning at 9 p.m., drink specials and more. For more information, 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. 2: 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. 6: Seventh and eighth grade bands will perform at 7 p.m. in the East Troy Middle School gym, 3143 Graydon Ave.
 - Wednesday, Dec. 13: Middle school and East Troy High School choirs will perform at 7 p.m. in the high school Brett Miller Gym, 3128 Graydon Ave
 - Monday, Dec. 18: High school bands will perform at 7 p.m. in the high school Gym 3.
- For additional details, visit easttroy.k12.wi.us.

- Tim’s Taproom Trivia**
- Test your Trivia skills every Thursday at the Hive Taproom, W2463 County Road ES, beginning at 7 p.m. Bee there with your team (up to 6 people) for a fun night of friendly competition. The Hive will feature two special trivia nights on the last Thursday of the month, including Pixar and James Bond themes in November and December, respectively.
- For more information, visit www.thehivetaproom.com.

- East Troy Brewery Trivia**
- East Troy Brewery, 2905 Main St., will host trivia on Wednesdays at 7 p.m. The event will feature some fun beer and drink specials as well. For more information, visit etbrew.com.



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Honey Creek Collective

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Honey Creek Collective is an East Troy based community of like-minded organizations, businesses, entrepreneurs, wellness practitioners, community leaders and all around awesome people. Located on the banks of Honey Creek, this historic property is alive with energy and positivity. The former Michael Fields site (which is now a tenant in the building) hosts office and event space, plus various food, health and wellness businesses. Owners Jason and Jodi Neu have been active in the community since purchasing the property, hosting the East Troy Farmers Market as well as other pop-up events. For more information, email honeycreekcollective@gmail.com.

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Archer Digital Media, owned by Scott Archer, produces videos and photos for clients of all sizes whether it's a multi-billion dollar firm, small organization or one person shop. Archer's clients projects have involved a wide range of subjects and products, involving many different environments and locations across the United States and Canada. Areas of expertise, include portraits, agriculture, construction, medical, educational, corporate applications, non-

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88 West Pilates

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Clockwise from above: The East Troy Area Chamber of Commerce celebrates all things fall at East Troy's Autumnal Soirée featuring 18 locations across East Troy. Dawn Froelich and Rachel Standafer serve up bubbly, snacks and fun at Sauced Pizzeria, known for its 100 percent wood-fired Neapolitan style pizzas. Attendees could walk around beautiful downtown East Troy – or hop on and off the shuttle and head to the west/east side locations like The Hive Taproom to sample one of two fall meads. The Venue, 2645 Main St., showcases its full service event space with an intricate s'mores station. Vivian Reitz pairs wine samples with charcuterie skewers from 2894 on Main. The crew at Honey Creek Collective, including (from left) Bill and Sarah Coulman of Prairie Junction Farms, Honey Creek Collective owners Jodi and Jason Neu, Amanda Neu and Jeremey Berglund, gives a warm welcome to wine walk attendees who got to enjoy adult trick or treating and samples at the venue.

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