

Good

EAST TROY
— AREA CHAMBER OF COMMERCE —

NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

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It's East Troy's most magical season of all



Month-long interactive Light Show is back & better than ever

Imagine a snow-kissed town square shimmering beneath bright lights, shop windows aglow and the sounds of classic holiday music filling the crisp winter air. It's the kind of picture-perfect holiday moment you'd expect to see on the Hallmark Channel – only right here at home, the magic is real thanks to East Troy Lights.

"Each December, downtown East Troy becomes the stage for made-for-the-movies moments," said Vanessa Lenz, East Troy Chamber of Commerce Executive Director.

The interactive and imaginative light display experience will kick off Saturday, Dec. 6, when Santa comes to East Troy via the 117-year-old East Troy Electric Railroad Santa Parade Train to light the annual Bob Barutha Memorial Christmas Tree.

Lights will continue daily with shows at 7 p.m. through Dec. 31.

The East Troy Area Chamber of Commerce is boosting the magic factor in 2025 with the expansion of the East Troy Lights Candy Cane Adventure, as well as the fan favorite East Troy Lights Live shows. Watch East Troy Lights come to life with this special immersive show at 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.

"We plan to put on quite a show"

• CONTINUED ON PAGE 7

Your holidays aren't complete without a visit to East Troy Lights – an interactive holiday light display, which kicks off when Santa comes to town on Saturday, Dec. 6. Left: Lowen Newhouse watches the lights come to life at East Troy Village Square Park. East Troy Lights will feature timed shows on the hour at 7 p.m. Dec. 6-31 with the option to play songs on demand.

DOGS AND DREAMS Good Neighbors



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

EMILY FRAME PHOTOGRAPHY Good Neighbors

Santa Claus is coming to town by rail Dec. 6

Santa Claus, Mrs. Claus and their entourage will kick off the holiday season in East Troy on Saturday, Dec. 6 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

• CONTINUED ON PAGE 9

A Heart as Big as Her Smile

Pease encourages kindness with donations to local groups

For generations of East Troy students, the name Mrs. Pease brings to mind a smile that can light up a room, a voice as gentle as her heart, and sometimes the cheerful sparkle of a little red clown nose.

By Vanessa Lenz
EAST TROY CHAMBER
EXECUTIVE DIRECTOR

Francine Pease, a former speech pathologist in the East Troy Community School District and beloved local character known as "Ditsy the Clown," has once again brought joy to her adopted hometown – this time with a \$100,000 donation to seven local charities and community projects.

The gift will be divided among local non-profits, including the East Troy All Sports Booster Club in memory of Brad Mysliwski, East Troy Music Boosters in memory of Cathy Trader, East Troy Family and Community Resource Center in memory of Carolyn Joas and in honor of Marolyn Komperud, East Troy Education Foundation in honor of

Barbara Jeffries, St. Peter's Catholic Church Helping Hands in memory of Gary Hamilton and honor of Diane Hamilton, East Troy Area Intergenerational Community Center in honor of Martha Bresler and Theresa Barrett and the Village of East Troy Skate Park in honor of Sue and Gary Budzien.



Francine Pease

Pease sought to honor and preserve the memory of those who inspired her by naming an honoree for each nonprofit she supported.

"I wanted to give the money away while I'm alive so I can see the benefits of it," Pease, 85, said. "It's very gratifying to me to see that. East Troy was so good to me. It was payback time."

Setting East Troy Roots

Pease came to East Troy in 1972, returning two years later to spend more than two decades in the district. As a speech and language teacher, she helped countless children find their voices. Pease said she was often inspired by her own experience overcoming a speech impediment.

"I went into the field because of my own speech problem," she said. "I

didn't want my students to go through what I went through. Being a speech teacher, I wanted to teach them how to communicate and to help them better their lives."

She quickly became a fixture in classrooms and community events alike.

Her alter ego, "Ditsy the Clown," was a crowd favorite at school events and parades, reminding kids and adults not to take themselves too seriously.

"Ditsy's favorite phrase was, 'We all make mistakes, and that's okay,'" Pease said with a laugh. "I had the best time as Ditsy."

A Lifetime of Giving

Over the years, Pease has quietly built a remarkable record of generosity.

At the University of Wisconsin-Whitewater, she established two scholarships: one in memory of her late husband and UW-Whitewater professor, Joseph J. Pease, and another for juniors and seniors in the College of Arts and Communication.

Pease has donated tens of thousands of dollars in scholarships to students with financial need, saying she takes joy in helping them achieve their dreams.

She also helped establish the Francine L. Pease East Troy Skatepark, was a major contributor to East Troy's baseball concession stand, and through the years has provided funds to both public and private schools for library books,

“We all need to be kind to one another, look out for one another and share our generosity in whatever forms we are able with the time that we have.”

Francine Pease

• CONTINUED ON PAGE 9



The East Troy Area Chamber of Commerce team celebrated outstanding local businesses in true Wisconsin style – with a supper club-themed Annual Dinner and Awards Night at East Troy Brewery. Pictured are: (front, from left) Vivian Reitz of Reitz Meida, Caleb Nader of East Troy First Fridays, Charlotte Reitz of East Troy Chamber, Liam Rohrer of Sauced Pizzeria, Dan Moody of Home on the Square & Village of East Troy, Jon Lenz of Sauced Pizzeria, East Troy Chamber President Ayla Guild of the Hive Taproom, East Troy Chamber Executive Director Vanessa Lenz, East Troy Chamber Vice President Jamie Rohrer of Dither Studio, Josie Henningfeld of Hill Valley Dairy, Dani Foster of East Troy PTO, Brett Foster of East Troy Lights and East Troy Chamber Marketing Coordinator Sarah Manke.



2025 Business of the Year: The team from Alpine Valley Music Theatre accept the East Troy Area Chamber of Commerce's 2025 Business of the Year Award during the Chamber's Annual Dinner and Awards Night at East Troy Brewery Sept. 30, including (from left) Dianne Roth, Dan Moody, Adam Borosch, General Manager, and Sheri Thoreson. The award recognizes business growth and success, community involvement and innovative efforts in the East Troy area.

Best in Biz

Alpine Valley Music Theatre is 2025 Business of the Year

Alpine Valley Music Theatre has been named the 2025 Business of the Year by the East Troy Area Chamber of Commerce. The Business of the Year Award recognizes business growth, community involvement and innovative efforts in the East Troy area. General Manager Adam Borosch and his team members accepted the award at the Chamber's Annual Dinner and Awards Night

on Sept. 30 at East Troy Brewery featuring a Supper Club-themed menu. "This year, the East Troy Area Chamber of Commerce is proud to recognize a business whose impact goes far beyond its own walls – one that drives economic growth, strengthens community partnerships, and elevates East Troy's reputation across Wisconsin and beyond," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. For more than 40 years, Alpine Valley Music Theatre has welcomed legendary artists like Stevie Ray Vaughan, Madonna, the Grateful Dead, Pearl Jam, Dave Matthews Band and more. Its storied history has earned



2025 Volunteer of the Year: Represented by (from left) East Troy High School Principal Aaron Judd, Gracie Fox, 2024 ETHS graduate and former FFA president, and ETHS FFA adviser Katy Vacula, East Troy FFA was recognized for reminding the community that true leadership begins with service – and that the next generation is already shaping the future of East Troy. Not pictured is longtime ETHS adviser Ryan Holle.

• CONTINUED ON PAGE 10



2025 Good Neighbor: There wasn't a dry eye in sight when Martha Bresler and Lloyd Sineni received the 2025 Good Neighbor of the Year Award on behalf of the East Troy Intergenerational Community Center – a standing ovation moment celebrating their selfless spirit and love for East Troy.



East Troy's business community joined forces to toast Corporate Partners and celebrate the best in business at the Chamber's Annual Dinner and Awards Night, including Corporate Partners Citizens Bank, represented by Bailey Kaiser; 2894 on Main represented by (from left) Lydia Dobberstein, Manager Char Brehm and Vivian Reitz and MP Systems, represented by Erin McKeen and Jerry Brooks.

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Ways to make Winter your new favorite season

1 HIT THE SLOPES AT ALPINE VALLEY RESORT

Ski season is officially here, and Alpine Valley Resort is ready to welcome winter enthusiasts back for another unforgettable season on the slopes.

The locally owned resort marks 61 years in East Troy, honoring six decades of outdoor adventure, family memories, and Midwest mountain charm.

“We thank everyone for helping us be the fastest way to fun,” said Emma Acker of Alpine Valley Resort. “By supporting small businesses, not larger ski corporations, you allow us to continue to grow and make updates that create a great experience for all who come.”



from far left: Alpine Valley Resort, located right in East Troy, provides some of the most diverse skiing and snowboarding terrain in the Midwest; East Troy features several locations to glide across the ice this winter, including three lakes and three ice skating rinks.

VANESSA LENZ
Good Neighbors

A Resort with Midwest Mountain Charm

Nestled among the rolling hills of East Troy, Alpine Valley, located at W2501 County Road D, East Troy, offers guests a mountain-like experience without ever leaving Wisconsin. The resort boasts one of the most advanced snowmaking systems in the region, helping it open early and maintain ideal conditions all season long.

Named No. 1 Family Resort and No. 1 for Snowmaking, Alpine Valley spans more than 100 skiable acres with 20 runs ranging from beginner to expert, a 388-foot vertical drop, and three terrain parks filled with rails, boxes, and freestyle features.

“We offer services you’d see out west but for half the price — and close to home,” said Jamison Satchel, Alpine’s general manager. “With three high-speed quads, four triple chairs, two rope tows, and five beginner magic carpets, our guests spend less time in line and more time on the snow.”

Learn to Ski, Ride, and Explore

For those new to skiing or looking to refresh their skills, Alpine’s Ski and Snowboard School offers lessons for all ages and experience levels.

Students can join their school ski clubs for discounted rates, and Alpine’s full-service rental room offers skis, snowboards, boots, and helmets to get beginners ready for their adventure.

Après-Ski and Stay Awhile

When it’s time to warm up, guests can head to Alpine’s indoor café for pizza, chicken tenders, fries, and other hearty favorites, or grab a cozy cup of hot chocolate at the coffee shop. On weekends, the outdoor bar and grill offer fresh air and fun, while the Fireside Dining Room and Valley View Lounge provide an elegant dining experience complete with live music throughout the season.

Alpine Valley Resort is open 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 or call (262) 642-7374.

2 GET ON THE ICE

Ice Skating

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 and hours before hitting the ice.

The Village of East Troy plans to create an outdoor ice skating rink, located immediately north of the East Troy Lions Public Library, 3094 Graydon Ave. Slip on some skates and glide across the rink, made with love. For details, visit easttroy-wi.com.

Ice Fishing

Embrace the chilly season to the fullest with ice fishing or skating on one of these local lakes:

Lake Beulah: At 812 acres, the largest lake in East Troy is a favorite for catching fish like Panfish, Largemouth Bass and Northern Pike.

Potter’s Lake: A 155-acre lake located in the Town of East Troy, features Panfish, Large-mouth Bass and Northern Pike.

Army Lake: Take a winter walk to the public access point on the west side of the lake — a half-mile driveway connects the property to St. Peter’s Road in the Town of East Troy.

The 15.7-acre property at W1698 St. Peter’s Road features a 78-acre lake and 989 feet of shoreline frontage on Army Lake.

3 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 live music on weekends in December. For more information, visit etbrew.com.

4 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.

5 SPEND THE HOLIDAY SEASON AT THE HIVE

Cozy up at The Hive Taproom, W2463 County Road ES, all winter long for an experience as unique as its rotating batches of session meads.

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.

Perfectly refreshing, the Hive’s 13 distinct session meads are available on tap, along with a honey kombucha, a zero proof cocktail and a tea-based soda elixir, as well as select cans-to-go. For more information, visit drinkswaggle.com.

6 RING IN 2026 IN EAST TROY

East Troy’s New Year’s Eve Ball Drop

Celebrate the last night of the year under the glow of East Troy Lights at East Troy Village Square Park. Presented by Allan Integrated Control Systems, this community celebration features two ball drops — at 8 p.m. (family-friendly) and midnight — plus DJ JJJ spinning tunes, a dazzling light show, and plenty of festive cheer. More details at easttroy.org.

New Year’s Eve at East Troy Brewery

Ring in 2026 with style at East Troy

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November

21 Community Thanksgiving Dinner

The Intergenerational East Troy Community Center will host a free community Thanksgiving dinner at East Troy Manor, 3271 North St. Enjoy a traditional turkey meal prepared by local cooks. RSVP at (262) 642-3995 ext. 112 or email iget.comm@gmail.com.

25 Holiday Gift Wrap Party

The Citizens Bank Good Life Club will hold a free gift wrap party its next meeting (call for address). Volunteers will provide wrapping supplies; clothing must be boxed. RSVP at (262) 642-2266 or email iget.comm@gmail.com.

December

6 Santa on the Square & Santa Parade Train

Santa’s coming to town—by train! Watch the East Troy Electric Railroad’s Santa Parade Train roll into East Troy at 6:25 p.m., followed by the tree lighting, debut of East Troy Lights, winter activities for all ages & Can’t Wait for Santa Grand Entrance show featuring carols, and performances from East Troy’s talented students and dancers. For details, visit easttroy.org.

6 Mountain Top Beer Fest

Alpine Valley Resort will host its Annual Mountain Top Beer Fest from 2 to 5 p.m., benefiting the East Troy Elementary PTO. Tickets are \$55 in advance or \$65 at the door. Purchase at alpinevalleyresort.com.

12 East Troy Winter Wine Walk

Sip, shop and stroll through downtown East Troy from 5 to 8 p.m. while enjoying wine tastings, Hill Valley Dairy cheese pairings and the magic of East Troy

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Chairman Level (\$2,500)



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

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 Music Theatre
W2699 County Road D East Troy, WI
Livenation.com

Alpine Valley Music Theatre, one of the largest outdoor amphitheatres in the country, gives fans the chance to see star-studded bands while surrounded by its signature hills.

During its 45 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.

Beyond the music, Alpine Valley has built deep community ties. The venue partners with local nonprofits by offering volunteer opportunities at concession stands, providing groups with a steady fundraising source. It also serves as a Corporate Level Partner of the East Troy Area Chamber of Commerce, reinforcing its commitment to local business and civic growth.

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

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.

James R. Taylor & Sons

2115 Division St.
and 2893 Main St., East Troy
Jrtaylorandsons.com

James R. Taylor and Sons, recently expanded its footprint in East Troy with a new showroom on the southwest corner of the East Troy Village Square. The space, featuring a fresh new look, showcases a unique combination of finishes, materials and design elements, carefully curated to offer a distinct experience.

Founded in 1949, the business, known for roofing, siding, windows, gutters, remodeling and insulation solutions for residential and commercial clients, has developed a reputation 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.

MP Systems

2611 S Executive Dr.
East Troy, WI 53120
(262) 246-0280 • mp-systemsinc.com

MP Systems is a full-service electrical utility construction leader,

committed to delivering exceptional service across Wisconsin, Minnesota, and beyond.

With operations in multiple states and a workforce of 450+ employees, MP Systems brings experience, resources, and a values-driven approach to every project.

MP Systems was the first company to establish operations in the East Troy Business Park South, constructing a 25,000-square-foot facility that serves as its corporate headquarters, equipment yard, and full-service mechanic shop. In the spring of 2025, MP Systems—together with its sister company, Pieper Electric—broke ground on a second facility within the business park. Spanning 130,000 square feet, this new building will provide the space needed to support complex power infrastructure projects and house advanced prefabrication operations for electrical systems.

"We seek opportunities that foster long-term partnerships - ones that support a stable, dedicated workforce, uplift our communities that we live and work in, and allow us to preserve our culture as we grow," said Mike Tillman, President & COO, MP Systems.

The company originated as a division of Pieper Electric in 1962 and became an independent operating entity in 1998. Today, it is one of four companies under PPC Partners, an employee-owned holding company. PPC Partners is a leading specialty contracting organization comprising four subsidiaries: PieperPower (est. 1947), MetroPower (1980), MP Systems (1998), and CarolinaPower (2020).

Together, these companies serve clients across the Upper Midwest and Southeastern United States, delivering high-quality, innovative solutions in the electrical, mechanical, utility, and automation contracting and construction industries. With more than 3,000 employees, PPC Partners is dedicated to maintaining the highest standards of safety, quality, and customer satisfaction.



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 13 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.

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



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Leader Level (\$750)

2894 on Main

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

East Troy's café 2894 On Main, located on the northwest 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.

5 O'Clock Somewhere Travel & Cruise

East Troy, WI
5oclocktravelandcruise.com

5 O'Clock Somewhere Travel & Cruise is dedicated to make your travel experience the best it can be. Whether you're looking for a cruise, plane tickets, accommodations, or the whole package, owner Cheryl Siemers can help you find the perfect fit.

"After many years of traveling the world over and exploring every nook and cranny of the United States, Mexico and the Caribbean as well as Dubai, Europe, South Pacific, Australia and many more countries, I decided to put my love for travel, learning about new cultures and new places to work," Siemers said.

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.

American Family Insurance- Resler & Associates

3238 Main St. • East Troy, WI
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., 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 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.

East Troy Community School District

East Troy, WI • easttroy.k12.wi.us

Whether it's with youth apprenticeships, 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 several 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.

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.

Hill Valley Dairy

hillvalleydairy.com

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.

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

Cheesemaker Ron always looks to develop cheese that makes people happy. He develops his cheese to be flavorful and fun; from the 'squeaky' cheese curd to the whiskey gouda, Ron's hope is that you find enjoyment from the first bite to the last.

Last year, Hill Valley Dairy made its biggest move yet, taking over production in the former Walker's Point space of Clock Shadow Creamery. In 2024, they re-opened the front end with space for retail and experiences with the opening of the Milwaukee Cheese Bar at 138 Bruce St., Milwaukee.

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.

LaserWorx

1988 Energy Drive
East Troy, WI 53120
laserworx-wi.com

LaserWorx is your source for custom laser cutting services.

Its state-of-the-art laser provides precision cutting with fast turnaround times and no minimum orders. Perfect for low-volume and

prototyping.

While the company started in 2024, LaserWorx's unwavering vision has been alive for nearly six years. LaserWorx invests in cutting-edge technology and recently acquired a second laser and additional automation to create the highest quality products.

Sauced Pizzeria

2886 Main St. • East Troy, WI
Getsauced.pizza

Sauced, a 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 boasts an impressive beer selection, and its 11-inch pizzas - perfect for one or two people - create a truly personal and magical dining 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.



December 6th - 31st

The MAGIC is Back!

Dazzling Light Tunnels, Hot Chocolate, & Holiday Magic on the Historic East Troy Square!

East Troy Lights

Every night in December, take a festive evening stroll around the square, grab a cozy dinner, and watch as the lights twinkle every night at 7 p.m.

Gift a light show!

Introducing the East Troy Lights Jukebox. Gift a light show or play a light show for yourself!

Visit www.EastTroyLights.com for more details and on-demand light shows between 5 and 8 p.m.

East Troy Lights Live!

Watch East Troy Lights come to life every Friday and Saturday! Step into a world of dazzling light tunnels, enjoy hot chocolate, try cookie decorating, and watch as holiday performances bring the historic East Troy Square to life.

The Candy Cane Adventure

Travel through the interactive East Troy Lights display on an adventure to help restore power to the Candy Canes. Dazzle your friends by creating your very own light shows along the way. But don't forget your wand & comic book! You can obtain a wand from Sauced Pizzeria, Home on the Square, or the East Troy Brewery.

Good luck adventurer!

Events:

Santa Parade Train & Santa on the Square - Saturday, Dec. 6

East Troy Winter Wine Walk - Friday, Dec. 12, 5 to 8 p.m.

East Troy Lights Community Showcase - Saturday - Dec. 20

New Year's Eve Ball Drop - Wednesday, Dec. 31, 8 p.m. & midnight

As Seen In...

www.EastTroyLights.com

MidwestLiving

milwaukee
journal sentinel

Milwaukee
MAGAZINE

WINTER • CONTINUED FROM PAGE 3

Brewery, 2905 Main St. Enjoy a special menu, live music, plus a front-row seat for the East Troy Ball Drop just outside the door. Watch for event details at etbrew.com.

New Year's Eve Murder Mystery

Head to The Hive Taproom, W2463 County Road ES, for a Masquerade Murder Mystery to remember. Enjoy a night of intrigue, laughter, and a three-course dinner with optional beverage pairings. Details and

tickets at drinkswaggle.com

Alpine Valley Resort New Year's Eve Party

Celebrate New Year's Eve slopeside at Alpine Valley Resort, W2501 County Road D. The resort's annual New Year's Eve bash features live music, drink specials, and more as guests ring in 2026 in true Alpine style. Learn more at alpinevalleyresort.com.

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Dr. Allyson Doerflinger • Dr. Rachel Ziesmann

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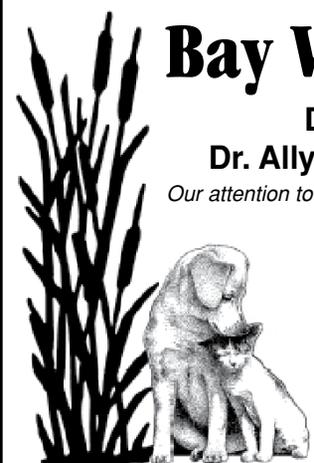
Monday-Friday 8 a.m.-6 p.m.

Saturday 8 a.m.-noon

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www.Bayviewvet.com



SHOP EAST TROY FOR THE HOLIDAYS



Home on the Square

Experience seasonal magic at these East Troy shops, which make it easy to support local and check off everyone on your list.

Home on the Square
homeonthesquare.shop
2888 Main St., East Troy

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.



InkLink Books

InkLink Books
Inklinkbooks.com
2890 Main St., East Troy

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.

Square Roots/2894 on Main
2894onmain.com
2894 Main St., East Troy

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.



2894 on Main

Square Side Boutique
2874 Main St., East Troy

Get ready for the holidays and shop a selection of fun festive outfits, coats, sweaters and other winter accessories

Zinn's on the Square
2087 Division St., East Troy

Zinn's features a distinctive and unconventional home and lifestyle marketplace.

FOOD & ESSENTIALS

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



Square Side Boutique

The Elegant Farmer
theelegantfarmer.com
1545 Main St., Mukwonago | (262) 363-6770

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

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

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

Kelly's Pot Pies & More
Kelyspotpies.com
3268 Main St., East Troy | (262) 592-1900



Zinn's on the Square

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

Martin's Hardware-Rental & Pet
martinshardwarepet.com
3288 Main St., East Troy | (262) 642-3344

Sunny's Beer, Liquor & Wine
2884 Main St., East Troy

West 20 Ranch & Saddle Co.
shop.west20.com
W4812 Highway 20, East Troy
(262) 642-4272

CALENDAR • CONTINUED FROM PAGE 3

Lights. Tickets and info at easttroy.org.

13 Pictures & Brunch with Santa
Alpine Valley Resort, W2501 County Road D, will host brunch and photos with Santa from 8 a.m. to noon. Buffet prices range from \$13-\$42; photo-only visits are \$5. For details, visit alpinevalleyresort.com.

13 A Night in Bethlehem
East Troy Bible Church, 2660 North St., will host "A Night in Bethlehem" from 10 a.m. to noon with live animals, crafts and family activities. Warm up with hot cocoa and cookies. Email lynn@etbc.church for more information.

13 Pet Pictures with Santa
Martin's Hardware-Rental & Pet, 3288 Main

St., will host Pet Pictures with Santa from 10 a.m. to 2 p.m. Bring your pets for photos, treats and raffles. Donations benefit Lakeland Animal Shelter. For more information, call (262) 642-3344.

13 Holiday Craft Fair
The East Troy Family Resource Center's 14th Annual Holiday Craft Fair runs 9 a.m. to 2 p.m. at East Troy High School, 3128 Graydon Ave. The event features 70+ vendors and a Kiwanis Club food sale and a bake sale. Free admission. For more information, email easttroyfamily@gmail.com

19 Ugly Sweater Party at The Hive
The Hive Taproom will host its 6th Annual Ugly Sweater Party. Wear your most outrageous sweater for a chance to win a Hive hat. Details at drinkswaggle.com.

'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 12-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.

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.

Donations are preferred by Dec. 13 but will be accepted through Dec. 31.

A donation of \$100 covers a family meal and a donation of \$50 covers a gas gift card for holiday or travel. No donation is too

big or small and all donations will ensure that Holiday Help can serve the East Troy community for years to come.

Giving Trees and additional online giving options are available through East Troy Family & Community Resource Center Facebook Page or website at easttroyfamily.org.

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 Friday, Nov. 14 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.

GIVE THE GIFT OF EAST TROY LIGHTS

Seasons Bright

This season, give the gift of East Troy Lights - choose between a dazzling disco ball or ornament - customized with your recipient's name to be displayed in the East Troy Lights Tunnel all season long.

Your gift will help us fill the East Troy Lights Tunnel with sparkle and shine by New Year's Eve!

Each purchase supports our magical light display and will help keep East Troy Lights twinkling for decades to come.

Let's light up East Troy together!

GIFT NOW!

ALPINE VALLEY RESORT

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ALPINE VALLEY RESORT

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Hitting the links for East Troy

clockwise from left: Local businesses and community members hit the links to support the East Troy Area Chamber of Commerce during its 27th Annual Golf Outing. The team from Sammy's Place rolled into the tourney repeating history from 2017 to take top honors at the outing at Alpine Valley Resort Oct. 9; Winning team members, including captain Sam Bresler and (not pictured) Sam Osborne, Kevin DeLap and Mike VanHinklem, went home with the coveted East Troy Chamber traveling golf outing 2025 championship trophy; East Troy Area Chamber of Commerce Executive Assistant Charlotte Reitz congratulates Larry Dopke of the East Troy Community School District on his lucky 50/50 raffle win — proving a great day on the greens can get even better; Nate Crandall (from left) and Rich Gallegos of Century Elms Bed & Breakfast, and Jason Murray and Justin Nagl of Accurate Housing Systems and Mike Bottum, Sasha Sekulich of East Troy Brewery, Donnie Gray and Tom McCormack, teamed up to raise funds for East Troy Community Development, bringing big heart (and big swings) to the cause; Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director, joins Team Sauced Pizzeria on the green, including (from left) Justin Rohrer, Brett Foster, John Jacoby, Jamie Rohrer and Adam Duda — serving up smiles right alongside their signature slices.

PHOTOS BY VANESSA LENZ AND REITZ MEDIA
Good Neighbors



Save the Dates

- **Saturday, Dec. 6:** Santa Parade Train & Santa on the Square
- **Dec. 12, 13, 19, 20, 26 & 27:** East Troy Lights Live at 7p.m.
 - **Friday, Dec. 12:** East Troy Winter Wine Walk
 - **Saturday, Dec. 20:** East Troy Lights Community Showcase & Santa Tours
 - **Wednesday, Dec. 31:** New Year's Eve Ball Drop, presented by Allan ICS, 8 p.m. and midnight

LIGHT SHOW • CONTINUED FROM FRONT PAGE

for you this holiday season with sparkling light displays, visits from Santa Claus, cookie decorating, interactive performances and more, you will feel the holiday magic the second you step onto the square” said Lenz.

A Community Production

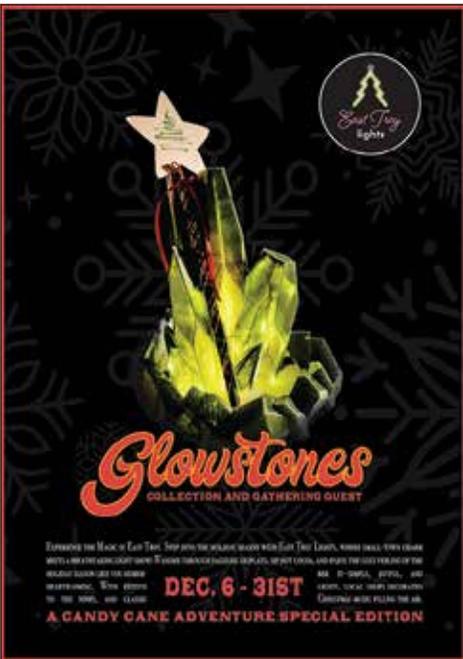
Just like the heartwarming stories that inspire it, East Troy Lights is powered by community spirit.

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 storefronts decking the halls to local businesses working with students and volunteers to build the interactive

light show displays, their efforts have been remarkable,” Lenz said.

Several area businesses and organizations, along with hundreds of volunteers and donors, are working together to create this unique event to draw visitors to the area, including premier sponsor James R. Taylor & Sons and partners Sauced Pizzeria, Allan Integrated Control Systems and East Troy Community School District.



We need your help!

From helping to hang lights, to concession stand volunteers, to donations, the East Troy Area Chamber of Commerce is in need of support to make East Troy Lights 2025 bigger and better. 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.

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Each hunt features East Troy's must-sees and hidden treasures across its downtown, highlighting historical sites, landmarks, attractions and food, drink and shopping experiences.

SWITCHBACK CINEMA *Good Neighbors*



Second place and full of flair—She's Hystery's team was impossible to miss, including (from left) Brittany Mayotte, Janice Watkins, Karina Staffeldt and Melissa Mendelke.



The 6-7s bring big color and even bigger team spirit as they decorate their flag for the games, including (from left) Silas Kehl, Josh Timmerman, Lincoln Langreck, Wilder Murphy, Javier McCormack and Brecken Watkins.




**THE 2025
 SCAVENGER
 GAMES**

The East Troy Area Chamber of Commerce celebrates the grand finale of East Troy's Scavenger Games with a Spook-tacular Bash on Oct. 18 at East Troy Village Square Park, utilizing larger than life art installations like the Trojan Horse recently rebuilt in partnership with Complete Piers and Lifts and East Troy High School Soccer.



The Clue Crew celebrates their first place finish during the Spook-tacular Scavenger Game competition.

VANESSA LENZ PHOTOS *Good Neighbors*

Year 2 of Scav Games goes **SPOOK-TACULAR**

The East Troy Area Chamber of Commerce brought back its unprecedented technology driven, city-wide scavenger hunt this fall, offering a spooky twist for its final run.

Year 2 of East Troy's Scavenger Games embraced a Spook-tacular theme, transforming downtown into a playground of eerie clues, costumed contestants and delightfully fun challenges.

By weaving in Halloween décor, themed puzzles, and interactive technology, the East Troy Area Chamber of Commerce brought a new level of energy to its innovative event. Contestants competed for a \$1,000 grand prize on Oct. 18, unlocking discoveries and interacting with the world around them in ways they never imagined.

"Building on the East Troy Area Chamber

of Commerce's East Troy Lights (an interactive and imaginative holiday light attraction that gained nation-wide media attention), we utilized the same technology to make East Troy come to life in the most unique way," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director.

"It was amazing to see so much community collaboration to create this experience."

The hunt featured East Troy's must-sees and hidden treasures, highlighting historical sites, landmarks, attractions and food, drink and shopping experiences.

"The games were 100 percent community built," Lenz said. "We're so proud of what East Troy pulled off and can't wait to see

where the adventure goes next."

Supported by a \$5,115.13 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism, the 2025 Scavenger Games not only boosted the local business but also spotlighted East Troy as an innovative,

interactive tourism destination.

"We loved seeing the results of our increased marketing and sales efforts and have high hopes for an economic boost for our local businesses as we head into East Troy's winter season," Lenz said.

THANK YOU SCAVENGER GAMES PARTNERS!

- | | | | | |
|-----------------|-------------------|----------------------|--------------------|-------------------|
| Jamie Rohrer | Avi Foster | Community Center | Carla Galler | Duda on Division |
| Vanessa Lenz | Vivian Reitz | East Troy Electric | Art in the Square | Hill Valley Dairy |
| Dither Studio | Bailey Kaiser | Railroad | John Watry | Ron & Josie |
| Sauced Pizzeria | Janet Kmiecik | East Troy Lions Club | Izze Halbesma | Henningfeld |
| Brett Foster | Aria Kmiecik | East Troy Brewery | Martha Bresler | Complete Piers & |
| Sarah Manke | Tommy McCormack | Sam Valentine | Big Al Wetzel Band | Lifts |
| Jon Lenz | JoAnn McCormack | Chuck Dimick | John Jacoby | East Troy High |
| Charlotte Reitz | Megan Kehl | Lloyd Sineni | Travel Wisconsin | School Soccer |
| Caleb Nader | East Troy Area | Adalina Adsit | Switchback Cinema | InkLink Books |
| Dani Foster | Intergenerational | Fitz Adsit | Adam Duda | |

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MEET THE ORGANIZATIONS

Meet Pease Donation Recipients

East Troy Family & Community Resource Center

Since 2004, the East Troy Family & Community Resource Center has provided free educational and family programs, including Alphabet Adventures, Lego Club, and Play Group. Its Holiday Help of East Troy program supports up to 100 families each year with food, gas, and gifts, while its Battle Bag Program combats food insecurity in partnership with the school district and the Grayson Zess Foundation.

Info: easttrofamily@gmail.com | easttrofamily.org

East Troy Intergenerational Community Center

Founded in 2019, East Troy Intergenerational Community Center connects all ages through free and low-cost programs that encourage engagement and wellness. Its community center features meeting spaces, a theater, arcade, art studio, and outdoor courts, offering activities from fitness and art classes to concerts and senior programs.

Info: iget.com@gmail.com | intergenerationaleasttroy.com

Francine Pease Skate Park

A dream realized through community effort, the Francine Pease Skate Park was built in 2005 thanks to local volunteers and a major gift from longtime educator Francine Pease. Her generosity made it possible to complete the \$164,000 project, creating a lasting space for youth recreation and community connection.

Info: voet@easttroywi.gov | easttroywi.gov

East Troy Education Foundation

Established in 1990, the East Troy Education Foundation funds innovative programs across the school district, awarding more than \$102,000 in grants and scholarships. The foundation supports academics, the arts, STEM, and more. Community members can contribute or purchase Bricks for Education in front of East Troy High School.

Info: hartri@easttroy.k12.wi.us

East Troy All Sports Booster Club

This volunteer-run nonprofit strengthens East Troy athletics by funding equipment, uniforms, and facility improvements for all school sports. Every dollar raised directly benefits student-athletes. Meetings are held the first Monday of each month during the school year at East Troy High School.

Info: sadie_zarnoth@yahoo.com

East Troy Music Boosters

Supporting quality music education since 2009, the Music Boosters fund instruments, student trips, and performance needs for East Troy schools. The group has donated over \$70,000 toward district music programs and meets monthly in the high school band room.

Info: tracey.gross8@gmail.com

Helping Hands of St. Peter's

Serving East Troy for more than 30 years, Helping Hands provides financial aid and connects residents to essential resources with compassion. The group also operates St. Peter's Clothing Center, offering free or low-cost clothing to local families, open Tuesdays and Saturdays.

Info: hamdiaj@yahoo.com

SANTA CLAUS • CONTINUED FROM FRONT PAGE

Farmer at 5 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

• "Can't Wait for Santa" Grand Entrance Show featuring performances by East Troy High School Cheer & Dance Team along with Grafton Cheer & Dance as well as Infinity Dance beginning 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 6:40 p.m. followed by debut of East Troy Lights.

Santa and crew will be escorted into town via a mini welcoming parade, (which will march from Division Street and circle the East Troy Village Square), including the Village of East Troy Police Department, followed by the East Troy High School Band Drumline, East Troy Cheer & Poms and Troy Center Fire Truck featuring Green Meanie and Lake Beulah 4H's costumed characters.

• 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

See the Santa Parade Train

Spectators can catch a glimpse of Santa along County Road ES. The train will slow briefly at the following crossings:

- 5:00 p.m., train departs at The Elegant Farmer
- 5:25 p.m., N. Army Lake Road – Army Lake Camp
- 5:42 p.m., S. Army Lake Road – Army Lake Camp
- 5:56 p.m., St. Peter's Road
- 6:13 p.m., Byrnes Street
- 6:25 p.m., Division Street
- 6:40 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

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.

• East Troy Lions Lodge, 2077 Division St., will feature walking tacos, hot dogs and hot chocolate from 4 to 8 p.m.

• Following the tree lighting, see Santa from the bandstand at East Troy Village Square Park

For updates, visit easttroy.org.

PEASE • CONTINUED FROM FRONT PAGE

playground equipment, computers and more.

But her story, she insists, is not one of riches.

"I'm not a rich woman. I've lived modestly on a teacher's salary," Pease said. "I'm able to donate as much as I can, but I also devote my time and energy."

A devoted volunteer and community leader, Pease has supported both East Troy and Whitewater through decades of service.

She has held leadership roles with the Kiwanis Club of Greater East Troy, the East Troy Education Foundation, and the Young Auditorium Advisory Board, earning multiple awards for a lifetime dedicated to helping others.

Although Pease lived in Whitewater, her heart always remained in East Troy. She stayed connected with friends,

students, and families who had shaped her life and when the time came to reflect on her legacy, she knew exactly where she wanted her gift to go.

"I had several special groups in mind," she said. "My friends Eric Kramer and Marolyn Komperud were my boots on the ground helping me contact everyone. I've been blessed in this lifetime, and now is the time for me to take those blessings and make an impactful change in the lives of others."

Komperud, Program Director of the East Troy Family and Community Resource Center, said Pease's generosity continues the legacy she built in classrooms and on parade routes.

"Francine has always given back in big and small ways," Komperud said. "Her legacy will always live on in our little

community. I hope each of us can take away something from her generosity and love."

The Power of Kindness

Pease's message to the recipients of her gift reflects the values she's lived by, including humility, compassion, and the belief that giving is not about wealth but heart.

"I have been blessed in this lifetime, and now is the time for me to take those blessings and make an impactful change in the lives of others in the East Troy Community," said Pease.

She credits her large family, one of eight children, for instilling in her a deep sense of empathy and community.

"In a big family, you learn how to help each other," she said.

Above all, Pease hopes her example encourages others to rediscover the power of kindness.

"I believe in the golden rule," she said. "I wouldn't be where I am today if people hadn't been kind to me."

Through her donation and the joy she spread as both teacher and clown, Pease has ensured her message will echo in East Troy for generations to come.

As she put it best in her letter to award recipients:

"During my time in East Troy, I was shown such kindness and grace. My life was impacted in big and small ways by so many. With this gift I hope to convey the message that we all need to be kind to one another, look out for one another, and share our generosity in whatever forms we can, with the time we have."

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MEET NEW MEMBERS OF THE EAST TROY AREA CHAMBER OF COMMERCE

PuraVida Massage

2931 Union St., Suite 102
East Troy, WI • (262) 441-0194 • puravida-massage.com

PuraVida Massage, a space of healing where intuitive touch meets therapeutic care, is now open in the heart of East Troy. Owner Jessica Thompson is bringing more than two decades of wellness experience to the community.



Jessica Thompson

With over 22 years as a certified massage therapist and 17 years as a registered nurse, Thompson combines a deep knowledge of anatomy with a compassionate, intuitive approach to care.

She is certified in Neuromuscular Therapy and specializes in helping clients reduce pain, relieve tension, and restore balance.

Each massage session is uniquely tailored to meet individual needs – focusing on how the body feels in that moment – to promote both physical and emotional well-being.

For more information, email puravidamassage2003@gmail.com.

Wisconsin Fairways

2541 Main St Unit B & C
East Troy • (262) 684-5094 • wisconsinfairways.com

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 – home to four state-of-the-art indoor golf bays and a full-service bar – you can play the best courses in the world without ever leaving Wisconsin.

Whether you're looking for competitive leagues, fun tournaments, professional lessons, or just to unwind with friends, Wisconsin Fairways offer a welcoming, year-round golf experience like no other.

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.

Owner Scott Walecki, PGA, said he feels honored and humbled to share his passion



for the game through Wisconsin Fairways, where his 15 years of teaching experience have helped golfers of all ages and skill levels improve their game and confidence on the course.

Wisconsin Fairways is open seven days a week from 9 a.m. to 9:30 p.m. Book your tee times online.

BEST IN BIZ • CONTINUED FROM PAGE 2

national acclaim – including recognition by “Rolling Stone” as the sixth-best amphitheater in America.

“Its presence ensures that East Troy continues to be a destination for world-class live entertainment,” Lenz said.

Each summer, with a capacity of 37,000, Alpine Valley Music Theatre brings tens of thousands of concertgoers to East Troy, creating an enormous economic ripple effect.

“Hotels fill. Restaurants bustle. Retail thrives. Gas stations and convenience stores stay busy,” said Lenz. “Visitors spend hundreds of thousands of dollars on food, lodging, transportation, and entertainment before and after shows – dollars that support jobs, generate tax revenue, and introduce thousands of new people to our local businesses and attractions. The benefits flow through our community long after the final encore.”

Beyond the music, Alpine Valley has built deep community ties.

The venue partners with local nonprofits by offering volunteer opportunities at concession stands, providing groups with a steady fundraising source. It also serves as a Corporate Level Partner of the East Troy Area Chamber of Commerce, reinforcing its commitment to supporting local business initiatives and community growth.

This past season showcased Alpine Valley's wide-ranging appeal, with standout performances from Creed and Nickelback's “Summer of '99 and Beyond Festival,” Thomas Rhett's high-energy country show, and the Outlaw Music Festival's 10th anniversary featuring Bob Dylan, Willie Nelson and Sheryl Crow. Continuous investments in upgraded sound, lighting and amenities ensure that every guest enjoys what Lenz called “an unforgettable night under the stars.”

“Alpine Valley Music Theatre is more than a concert venue,” Lenz said. “It's a cultural landmark, an economic engine and a generous community partner.

“By combining world-class entertainment with sustained investment in East Troy's nonprofits and local economy, they have become a vital part of our identity.”

Good Neighbor Award: East Troy Intergenerational Community Center

The East Troy Area Chamber of Commerce named the East Troy Intergenerational Community Center as its 2025 Good Neighbor of the Year, recognizing the organization for making East Troy a stronger, more connected, and more vibrant place to live.

“Their work has touched nearly every corner of our community – bringing joy and resources to seniors, children of all ages, teens, individuals with special needs, music lovers, pickleball players, crafters, artists and green space lovers. Their reach is as broad as it is meaningful,” said East Troy Chamber of Commerce President Ayla Guild of the The Hive Taproom, when presenting the award.

“What makes this place so remarkable is that it runs entirely on volunteer energy and private donations. Programs are created and led by community members, proving that

when East Troy comes together, incredible things happen.”

Outdoors, visitors find pickleball courts, flower gardens, and concerts that draw crowds from across southeastern Wisconsin. Inside, the center offers resources on Medicare, financial planning, and aging, along with arts and crafts spaces, theater and game rooms, after-school programs, and gathering areas for meetings and celebrations.

From Bingo and Donuts to Memory Cafés, senior fitness, community theater classes, and youth programs, the East Troy Intergenerational Community Center provides opportunities for residents of all ages to learn, connect, and thrive.

In 2024, the center also joined forces with the Chamber as a partner for the East Troy Scavenger Games—an innovative initiative designed to boost local tourism, highlight area landmarks, and drive economic activity.

“At its heart, this group is about people. Volunteers who welcome and support. Teachers and students who contribute their time and energy. Families who gather and connect. And community members who dream and create opportunities together,” said Guild.

“It is a place built on service, strengthened by generosity, and sustained by the belief that East Troy is at its best when we stand side by side.”

Volunteer of the Year: East Troy FFA

The East Troy Area Chamber of Commerce named the East Troy FFA as its 2025 Volunteer of the Year, honoring the group for its outstanding service, leadership, and community spirit.

Known for their tireless dedication, FFA members are deeply involved in two of East Troy's cornerstone events—the Memorial Day Weekend Corn & Brat Roast and East Troy Lights—volunteering countless hours to make each a success. The chapter also supports East Troy's Pumpkin Walk, organizes petting zoos and beekeeping demonstrations and more throughout the year to help keep local traditions thriving.

Beyond East Troy, the organization's impact extends statewide and nationally, with members earning top honors, serving as state officers, and even representing Wisconsin on the National Officer team – an achievement reached by only nine individuals in the state's history.

“At the heart of this program are East Troy High School's agricultural education instructors and advisers – Ryan Holle and Katy Vacula,” said Dr. Chris Hibner, East Troy Community School District Administrator when presenting the award. “Their vision and dedication have built a foundation that consistently engages around 110 members each year. By creating meaningful programs and fostering strong connections among students, educators, and community partners, they have shaped a program that not only builds leadership skills but also provides life-changing experiences for generations of East Troy students.”

For more information on Award Night, visit easttroy.org.

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