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— AREA CHAMBER OF COMMERCE —

NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

DECEMBER 2024

VOLUME 35, EDITION 4



LAVENDER AND OAK STUDIOS Good Neighbors



EAST TROY Lights

Experience Magic Just Like the Movies

Take a trip to downtown East Troy this December to see East Troy Lights – a spectacular holiday light show. “With festive lights, local shops decorated to the nines, and classic Christmas music filling the air, the East Troy Square transforms into a winter wonderland that will make you feel like you’re in a Hallmark movie,” said Vanessa Lenz, East Troy Chamber of Commerce Executive Director. The interactive and imaginative light display experience will kick off Saturday, Dec. 7, when Santa comes to East Troy via the 116-year-old East Troy Electric Railroad Santa Parade Train to light the annual Bob Barutha Memorial Christmas Tree. Lights will continue daily between 5 and 8 p.m. through Dec. 31.

• CONTINUED ON PAGE 11

Help Power East Troy Lights!

You can help turn on the twinkle at East Troy Lights with the newly expanded Candy Cane Adventure, Dec. 7-31.

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 and collect the magic Glowstones on the square to control the lights!

Wands are available for purchase at the East Troy Lights 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. For details, visit easttroylights.com.



JAMIE ROHRER Good Neighbors

Santa Claus is coming to town by rail Dec. 7

Santa Claus, Mrs. Claus and their entourage will kick off the holiday season in East Troy on Saturday, Dec. 7 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 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

• CONTINUED ON PAGE 6

Alpine Valley Resort Celebrates 60 Years of Winter Fun

By Vanessa Lenz
EAST TROY CHAMBER EXECUTIVE DIRECTOR
Alpine Valley Resort will celebrate its 60th anniversary this ski season and is ready for you to have an incredible experience on its slopes. “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.”

without leaving the Midwest. The resort boasts one of the most advanced snow-making systems in the region, enabling it to open early and maintain a robust snow base throughout the season.

In addition to its winter sports, Alpine Valley offers 27 holes of golf, seasonal disc golf courses, and an award-winning mountain bike trail.

“In recent years, disc golf has really taken off,” said Acker, noting the resort’s diverse appeal beyond skiing and snowboarding.

A Resort with Unique Charm

Alpine Valley has preserved its natural charm, keeping runs nestled among the trees to offer guests a mountain-like experience

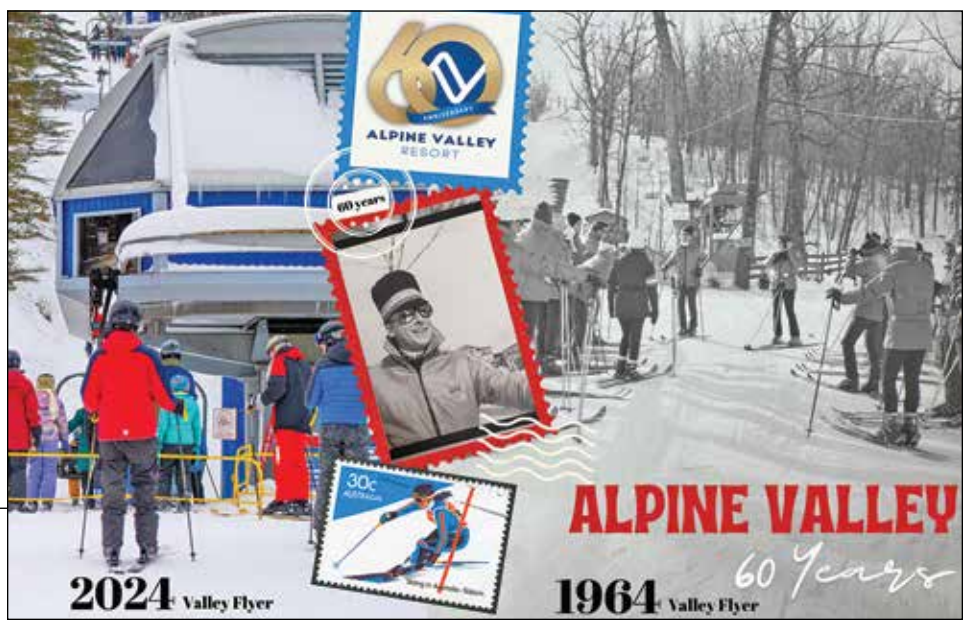
Milestones of Growth and Innovation

Alpine Valley Resort, voted number one

• CONTINUED ON PAGE 4

Alpine Valley Resort will celebrate its 60th anniversary with a two day celebration Dec. 20 (featuring live music, fireworks & more) and Dec. 21 (featuring fireworks, human bowling, live music, AV hosted Rail Jam, Santa skiing down the hill to light the tree & more).

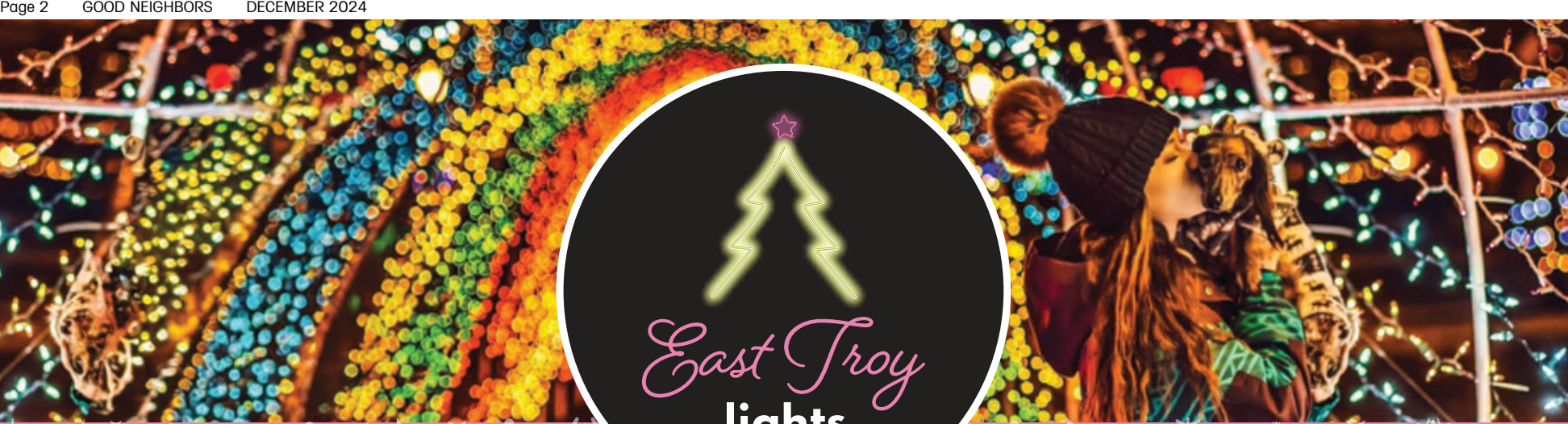
VANESSA LENZ Good Neighbors



2024 Valley Flyer

ALPINE VALLEY

60 Years 1964 Valley Flyer



December 7th - 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. 7
- East Troy Winter Wine Walk** - Friday, Dec. 13, 5 to 8 p.m.
- East Troy Lights Community Showcase** - Saturday - Dec. 21
- New Year's Eve Ball Drop** - Tuesday, 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 Square

- 2100 Church Street** - 2100 Church St.
- 2894 on Main** - 2894 Main St.
- Social Affair** - 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** - 2893 Main 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

Meet Our 2024 Corporate Partners

Partners Champion Community & Collaboration

Success is rarely achieved alone, which is why the East Troy Area Chamber of Commerce wants to put the spotlight on its 2024 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."

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.

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 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



Wisconsin Oven Corporation celebrated its 50th anniversary with a community-wide open house in August of 2023.

PHOTO SUBMITTED Good Neighbors



MP Systems built the first building in East Troy Business Park South, which houses its corporate offices, equipment yard and repair facility. They are one of four companies within PPC Partners, Inc. family of companies, originally branching off of Pieper Electric.

PHOTO SUBMITTED Good Neighbors

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.

MP Systems

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

MP Systems provides industry-leading services in infrastructure and electrical utility construction with a total focus on providing exceptional service to its customers.

MP Systems built the first building in East Troy Business Park South, which houses its corporate offices, equipment yard, and repair facility. The company originally started as a division of Pieper Electric in 1962 and became a separate operating company in 1998.

Today, they are one of four companies within the parent holding company PPC Partners. Other subsidiaries include Carolina Power (2020), MetroPower (1980) and Pieper Electric (1947).

"We are 100 percent employee owned. When we send crews out to perform work, we are not just sending a crew, we are sending company owners," said Mike Tillman, President & COO, MP Systems.

PPC Partners is committed to supporting the communities where they actively work through the PPC Foundation.

"Since 1968, the PPC Foundation has been generously donating to qualified non-profit organizations in an effort to positively affect the lives of individuals within the communities we serve and the neighborhoods we support."

The donations are passed back to the community through prosperity received through each of its operation companies.

counties in Wisconsin.

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



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. & 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.

• MORE ON PAGE 9

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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*

ALPINE VALLEY • CONTINUED FROM FRONT PAGE

for family resort and number one for snow making, has stood out as a trailblazer among Midwest resorts.

It was one of the first in the region to introduce a high-speed quad chair lift, revolutionizing the skiing experience for visitors. Over the years, Alpine Valley continued this trend, adding two more high-speed quad lifts—a distinction that's made it the only resort in Wisconsin with three of these lifts.

Beyond enhancing lift capacity, Alpine Valley expanded its terrain twice, increasing both the vertical drop and skiable acreage, which now spans over 100 acres.

"With three high-speed quads, four triple chairs, two rope tows, and five beginner magic carpets, guests spend less time waiting and more time on the slopes," said Acker.

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.

According to Acker, Alpine Valley's future includes the addition of a new hotel, lodge, and bar, which will elevate the guest experience even further. There are also plans to upgrade the remaining lifts, ensuring that Alpine Valley remains a leader in lift technology and guest convenience.

Celebrating 60 Years

To commemorate six decades of winter fun, Alpine Valley is hosting a two-day



As Alpine Valley Resort gears up for its 60th anniversary, the resort looks back on decades of growth, innovation, and community spirit. PHOTO SUBMITTED *Good Neighbors*

extravaganza on December 20 and 21. Festivities will include a fireworks display each evening at 5:30 p.m., alongside various entertainment options that promise something for everyone.

Ski enthusiasts and newcomers alike can look forward to games like human bowling with inflatable pins, a dunk tank, large-scale Hungry Hungry Hippo, human dog sled racing, and a torch parade.

Adding to the excitement are food and drink stations, including a margarita bar, a Jägermeister shot ski bar, and s'mores kits, allowing guests to savor the season in unique ways. The celebrations will culminate in a Santa

ski parade and live DJ sessions on the snow. **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," Acker said.

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)

Stay for Awhile

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.

BEST DECEMBER EVENTS

5 & 19 - SOUP POP-UP

The Social Affair, East Troy's newest event venue, 2919 Main St., located in the heart of East Troy, is featuring Thursday Lunch Soup Special on Dec. 5 and Dec. 19 at 11 a.m. Drop in for a cozy lunch option to enjoy with friends or family. Pre-order by texting/calling (262) 370-2994.

7 - PANCAKES WITH SANTA

The Salvation Army - Army Lake Camp, N8725 Army Lake Rd., will host Pancakes with Santa from 8 to 11:30 a.m. on Saturday, Dec. 7. For more information, visit armylakecamp.com.

7 - 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. 7 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.

7 - MOUNTAIN TOP BEER FEST

Alpine Valley Resort, in collaboration with the East Troy Family and Community Resource Center, will host its 8th Annual

• CONTINUED ON PAGE 10



Rachel Tanis of Spotlight Real Estate will serve wine & Hill Valley Dairy cheese in Home on the Square during East Troy's sold out Winter Wine Walk from 5 to 8 p.m. on Friday, Dec. 13.

VANESSA LENZ *Good Neighbors*

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James R. Taylor & Sons Unveils New Showroom

Family-owned construction and remodeling company James R. Taylor & Sons unveiled its new design showroom in downtown East Troy Nov. 1, offering more choices than ever for people who want to upgrade their spaces.

The inviting showroom, located at 2893 Main St. (across the street from James R. Taylor & Sons' headquarters) reimagines the customer experience, allowing homeowners to immerse themselves in a unique blend of warmth, style and inspiration.

"Influenced by the warmth and character of a well-lived home, we've incorporated natural textures, inviting colors, and thoughtfully placed details that reflect both comfort and sophistication," explained Haley Taylor, Head of Marketing & Operations Manager for James R. Taylor.

The showroom was largely influenced by designer Lucianna Taylor's vision, which focuses on creating a home that evolves with you.

"The layout encourages exploration, with each room telling its own story of authenticity, ease, and a seamless connection between design and daily life," explained Luci.

The showroom was designed to inspire the idea that while every room can have its own personality, the right choices can flawlessly tie them together, according to Luci.

"Each space in the showroom presents a unique combination of finishes, materials, and design elements, carefully curated to offer a distinct experience," Luci said. "On a larger scale, the goal is to provide a range of options that appeal to different tastes and preferences, while also showcasing how each area of your home can reflect individuality without sacrificing a cohesive, harmonious flow."

Bringing this vision to life was a

collaborative effort and the James R. Taylor & Sons team worked closely with its network of reliable local subcontractors and suppliers.

These partnerships were essential to the latest initiative with trusted subcontractors adapting to scheduling changes, overcoming challenges, and bringing valuable expertise and commitment, according to Haley.

A Family Affair

For James R. Taylor & Sons, which has served Southeastern Wisconsin for over three generations, the community and family values lie at the heart of their work.

"As a family-owned business, we deeply value the trust and loyalty that come from our longstanding relationships with both our family members and the local community," Haley said.

"These connections foster a strong sense of commitment and shared values, allowing us to maintain a high standard of quality and service."

Active involvement in community events and support for local initiatives further strengthens these ties, she said.

Bringing Your Vision to Life

The new showroom represents more than just an expansion; it's a shift in how James R. Taylor & Sons approaches home renovation and design.

"It's not just a space to explore materials and finishes, but a place where homeowners can collaborate with design experts to bring their vision to life," Haley said.

Offering tailored design services, the showroom makes the renovation process more interactive, accessible, and inspiring."

For more information, visit jrtaylorandsons.com.



James R. Taylor & Sons new showroom on the southwest side of the East Troy Village Square officially opened on Friday, Nov. 1, with a ribbon cutting ceremony by the East Troy Area Chamber of Commerce, followed by an open house event. The James R. Taylor & Sons family, includes (from left) Jim Taylor, Stevie Taylor (holding Lowen Newhouse), Jimmy Taylor, Luci Taylor, Haley Taylor Newhouse and Andy Newhouse.

PHOTOS SUBMITTED Good Neighbors



Happy Holidays

from everyone at

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Saturday, 9 a.m. - Noon

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Friday, 8 a.m. - 5:30 p.m.
Saturday, 8 a.m. - Noon



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1065 N. Rochester St.
Mukwonago, WI 53149

450549

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.

Around the Square:

• **Santa's Workshop:** Visit Santa's Workshop at Ivan's Backstage (2093 Division St.), featuring Dickens Christmas Carolers and entertainment from local clubs and organizations. East Troy Woman's Club will be selling bakery under the



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. 7. The lighting of the Bob Barutha Community Christmas Tree and debut of year 5 of East Troy Lights will take place at 6:30 p.m. at East Troy Village Square Park. The beloved East Troy tradition dates back to the 1970s.

LAVENDER AND OAK STUDIOS *Good Neighbors*

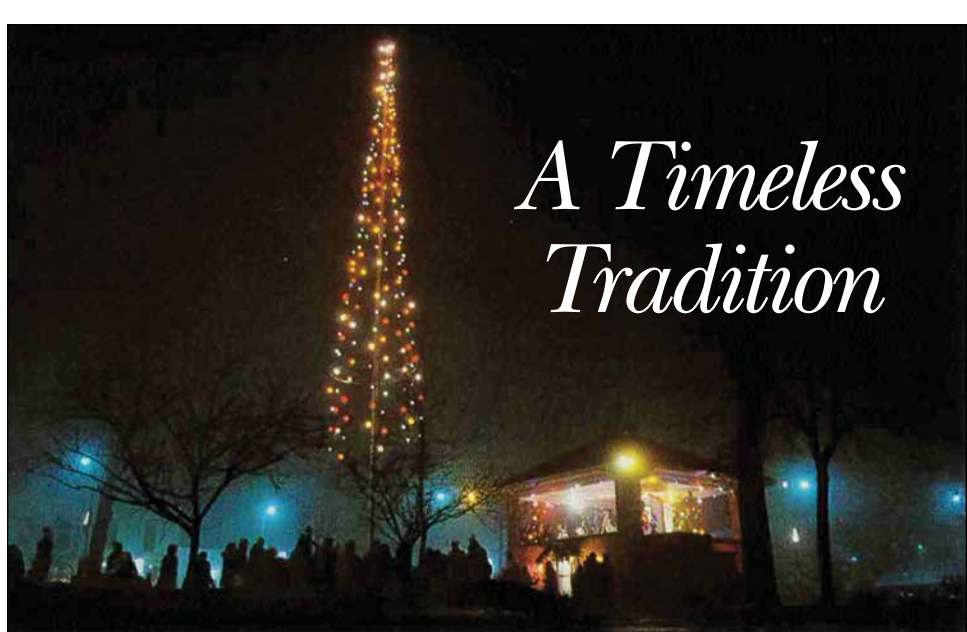
Santa Parade Train Schedule:

Spectators along County Road ES can see the Santa Parade Train as it makes brief stops at the following locations:

- 5:00 p.m. - Departure from 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, East Troy
- 6:30 p.m. - Bob Barutha Memorial Christmas Tree Lighting & debut of East Troy Lights

East Troy House awning

- **Holiday Movie & Refreshments:** Stop by the East Troy Historical Society (2106 Church St.) for a holiday movie screening and seasonal refreshments.
- **2894 on Main:** Enjoy cocoa, coffee, tea, mulled wine, hot cider, and more from 5 to 8 p.m. at 2894 Main St.
- **Cub Scouts Pack 92:** Grab to-go chili, chili dogs, and baked goods.
- **Live Music:** East Troy Brewery (2905 Main St.) will host live Christmas music.
- **East Troy Lions Lodge:** Indulge in walking tacos, hot dogs, and hot chocolate at 2077 Division St., open from 4 to 8 p.m. For updates, visit easttroy.org.



A Timeless Tradition

Many local residents remember the days when Santa Claus lit the "tree" of lights on the flag pole on the East Troy Village Square on the first Saturday in December. The Bob Barutha Memorial Christmas Tree continues the tradition.

EAST TROY AREA HISTORICAL SOCIETY *Good Neighbors*

East Troy Santa Parade Train dates back to 70s

Each year, as December approaches, excitement builds around one magical East Troy night that has brought local families together for generations.

On the evening of Dec. 7, the East Troy community and visitors from near and far will gather in anticipation of Santa's arrival via the East Troy Electric Railroad's Santa Parade 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 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.

As dusk falls, families will bundle up and make their way to the East Troy Village Square, their breath clouding in the cold air, with children's eyes shining brighter than

the holiday lights. There, they will wait eagerly near the Bob Barutha Community Christmas Tree for Santa, Mrs. Claus and their entourage to kick off the holiday season in East Troy.

Many parents remember the days when Santa lit the flagpole "tree" in the square. Today's grand tree (named in honor of Bob Barutha, who served as president of the East Troy Area Chamber of Commerce from 1970 through 1983 and dedicated himself to East Troy's holiday traditions) stands as a beacon of community and holiday cheer.

The Santa Parade Train tradition continued until 1992 when the event was dropped because of insurance reasons. The Santa Parade Train returned in 2006 and once again put East Troy on the map for bringing Santa into town by rail.

This year, when Santa flips the switch and lights the Bob Barutha Memorial Christmas Tree (at about 6:40 p.m.), he will also kickstart the fifth season of East Troy's newest holiday tradition, East Troy Lights. Families will gather close to admire the dazzling interactive display – a cherished reminder of the magic of community.

For more information, visit easttroy.org.

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2541 East Main Street <i>with drive-thru banking</i> 262-642-8456	3238 West Main Street <i>inside Frank's Piggly Wiggly</i> 262-642-6700
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www.CitizenBank.bank | *Citizens Bank – WI Mobile App*

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The Greater East Troy Chamber of Commerce and the East Troy Trolley Christmas Parade featured Santa, Mrs. Claus, The Nativity, Billie the Brownie, Snow White and the Seven Dwarfs and Christmas Charisma. EAST TROY AREA HISTORICAL SOCIETY *Good Neighbors*

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7 WAYS TO LOVE WINTER

A LITTLE MORE

1. Hit the slopes at Alpine Valley Resort

Ski season is fast approaching and Alpine Valley Resort, W2501 County Road D, is ready for you to have an incredible experience on its slopes. Alpine Valley Resort, voted number one for family resort and number one for snow making, offers an ideal chance to get outdoors with plenty of open space for guests. 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. 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.



Continue or start a new family tradition by cutting down your own Christmas tree at Evergreen Acres. VANESSA LENZ *Good Neighbors*

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 www.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. Pick the Perfect Tree

Going to the tree farm is a great family experience, as you search for the perfect tree, sip on hot chocolate, and take holiday pictures.

EVERGREEN ACRES
Evergreen Acres, located at N9171 Nelson Road in East Troy, lets you choose and cut the perfect Christmas fir. "Our trees are planted in sod and the fields are mowed to make your walk to find your tree easier," said owners Ann and Bob Feucht. "We offer help in the parking lot for shaking, baling and loading your tree, as well as help in our heated barn for choosing your special freshly made wreaths and other fine greenery." The Feuchts offer complimentary cocoa and cider to sip as you browse its selection of fresh wreaths, garland and a few center pieces – all made fresh at the farm. The family operated farm has been in business since 1975. The farm opens the day after Thanksgiving and is open every day until Christmas



Jane Tanis glides across the ice with her grandchildren Porter and Thea Atkinson, enjoying a crisp winter day on Lake Beulah. VANESSA LENZ *Good Neighbors*

from 9 a.m. to 4:30 p.m. For more information, visit evergreenacresllc.com or call (262) 495-4502.

YOUR PERSONAL GARDENER & ARBORIST

Your Personal Gardener & Arborist, which got its start in Mukwonago, opened its much anticipated new East Troy location at N8416 County Road ES, formerly Roma's Ristorante, last year. Owners James and Natalie Chesebro announced the return of its 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. 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.

4. Build a Snowman on the Square

Relive your childhood and create your own Frosty the Snowman at East Troy Village Square Park, 2881 Main St., East Troy. The park includes green space and a bandstand promoting the nostalgia of the rural community. Between the people buzzing in and out of the surrounding businesses, restaurants and bars and cars making their way around the heart of East Troy, there's rarely a dull moment.

5. 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 select nights in December. For more information, visit etbrew.com.

6. 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.

7. 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. The Hive will be hosting its 6th Annual Ugly Sweater Party on Friday, Dec. 20. Using the cleanest ingredients possible, The Hive Taproom serves its own surprisingly dry session meads, made from 100 percent raw Wisconsin honey, leaving you clear-headed and naturally energized, ready for anything. Perfectly refreshing, their 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 thehivetaproom.com.



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The East Troy Area Chamber of Commerce celebrates the grand finale of East Troy's Scavenger Games with a Spook-tacular Bash on Oct. 19 at East Troy Village Square Park.
CHARLOTTE REITZ *Good Neighbors*



Village of East Troy Police Officer Aaron Hackett congratulates Team Money and the Chipmunks for their second place finish, including (from left) Aubrey Accomando, Vivian Reitz and Caleb Naber.
CHARLOTTE REITZ *Good Neighbors*



The Sigma Scavengers, including (from left) Adalina Adsit, Matthew Markham, Isabel Banks and Maya Bong took home the top \$1,000 prize at the Spooktacular edition of the 2024 Scavenger Games Oct. 19.
CHARLOTTE REITZ *Good Neighbors*



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, including challenges at Wilted Rose and Strumpet and Tart.
SWITCHBACK CINEMA *Good Neighbors*



The 2024 Scavenger Games, the ultimate city-wide, escape room style, scavenger hunt, were brought to you by the Scav Corp crew, including (front, from left) Charlotte Reitz, Brett Foster, Vivian Reitz, Dani Foster, Vanessa Lenz, East Troy Chamber of Commerce Executive Director, Jamie Rohrer, Scav Games Creator, Rachel Tanis, Bailey Kaiser, East Troy Chamber Secretary and (not pictured) Jon Lenz and Sarah Manke and more!
SUBMITTED PHOTO *Good Neighbors*



Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director and Jamie Rohrer, East Troy Lights creator, chat about the Oct. 19 Spook-tacular edition of the East Troy Scavenger Games with Tiffany Ogle of TMJ4's The Morning Blend.
PHOTO SUBMITTED *Good Neighbors*

2024 Scavenger Games put spotlight on East Troy

This year, the East Troy Area Chamber of Commerce launched an unprecedented technology driven, city-wide scavenger hunt, blending modern electronic elements like movie-esque Laser Mazes with engaging physical and logical challenges.

After going all in to bring this new event to town, the East Troy Chamber is celebrating the ways it helped activate East Troy.

"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.

"I loved seeing so much community-wide collaboration to ensure our contestants and visitors had an amazing experience."

Contestants competed for a \$1,000 grand prize on three separate dates – June 15, Aug. 17 and Oct. 19, unlocking discoveries while accruing points.

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% community built and I'm so proud of our team for pulling it off!" Lenz said. "We couldn't have done it without our business partners and volunteers."

Lenz deemed the 2024 Scavenger Games marketing campaign a success, driving record engagement and attracting a diverse audience through dynamic digital outreach.

The 2024 Scavenger Games marketing campaign has helped creatively display East Troy as an innovative tourism destination while highlighting its diverse experiences and attractions, along with its rich history, explained Lenz.

The Ultimate Citywide Adventure was backed by a \$28,296.75 Joint Effort Marketing (JEM) Grant from the Wisconsin Department of Tourism.

"Much like the massively popular East Troy Lights Candy Cane Adventure (and unlike the unreal and oversaturated VR experiences), the 2024 Scavenger Games brings participants into a world that already exists while offering a one-of-a-kind adventure," said Lenz. "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 into East Troy's winter season."

Thank you 2024 Scavenger Games Partners!

- Jamie Rohrer
- Vanessa Lenz
- Dither Studio
- Sauced Pizzeria
- Brett Foster
- Sarah Manke
- Jon Lenz
- Charlotte Reitz
- Vivian Reitz
- Rachel Tanis
- Bailey Kaiser
- John Lightfield
- JoAnn McCormack
- East Troy Area Intergenerational Community Center
- East Troy Community School District
- East Troy Electric Railroad
- East Troy Library
- East Troy Lions Club
- East Troy Historical Society
- East Troy Brewery
- Strumpet and Tart
- Wilted Rose
- Carly Brahm
- Chuck Dimick
- Lloyd Sineni
- John Vilanj
- Doris Kranitz
- Kim Frank

- Wendy Carla Galler
- Parker Hearne of Lake Geneva Tennis
- Tami Bartoli
- Maria Cadence
- Lis Friemonth
- Tonia Manka
- Brogan Emily
- Izze Halbesma
- Martha Bresler
- Jennifer Burkhart
- Bill Lee
- Logan Coulman
- Mallory
- Mary and Bryan Harding
- Big Al Wetzel Band
- Sonya & Geoff
- John Jacoby
- Keri Jacoby
- Lavender and Oak Studios
- Travel Wisconsin
- Lauren Kmiec
- Switchback Cinema
- Val Kehl
- Adam Duda
- Duda on Division
- Jeri Davis
- Alice Wilson
- Hill Valley Dairy
- Ron & Josie Henningfeld
- Caleb Naber



The Fancy Fraudulent Foragers celebrate their first place finish during round 2 of the 2024 Scavenger Game competition.
VANESSA LENZ *Good Neighbors*

EAST TROY CHAMBER 2024 Corporate Partners Spotlight

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.



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. "I've been traveling to my favorite destinations - Mexico and the Caribbean - since 1982."



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.



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 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.

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.



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 drawn stainless steel tubing.



East Troy Community School District

East Troy, WI • eastroy.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, 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.

"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.



Hill Valley Dairy

hillvalleydairy.com

Starting with its foundation of fresh cheese curds made with its family dairy's milk, 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.

Due to increasing popularity and demand for their products, Hill Valley Dairy opened a retail store and cheese & wine bar in Lake Geneva, in fall of 2022.

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 have reopened the front end with space for retail and experiences with the opening of the



Milwaukee Cheese Bar at 138 Bruce St., Milwaukee, this month.

LaserWorx

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laserworx-wi.com

LaserWorx is your source for custom laser cutting services.

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While the company started in 2024, LaserWorx's unwavering vision has been alive for nearly five 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, Neapolitan style pizzeria, brings Italian-inspired pizza to the East Troy Square.

Sauced's pizzas are cooked in a 100-percent wood fired oven, creating perfectly flavored crusts that pizza dreams are made of.

Sauced's pizzaiolos give great attention to the pizza making process, following precise processes for ingredients and preparation.

The dough is essential to the perfect pie and consists of only four simple ingredients: flour, water, salt & fresh yeast.

The other ingredients are also simple with mouth-watering combinations like a Margherita with fresh mozzarella & basil, the crowd-pleasing Prosciutto Verde with arugula, as well as Carne featuring Prosciutto di Parma, House Fennel Sausage and Soppressa (salami). The pizzas measure 11 inches and feed one-two people for a personal and magical 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 Fri-days Committee and was a past Volunteer of the Year Winner.



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East Troy, WI

411891

MEET NEW MEMBERS OF THE East Troy Area Chamber of Commerce

Wilted Rose Resale & Gifts

2931 Union St., East Troy, WI
(262) 441-4112 • Wiltedrosecustoms.com

Wilted Rose, a resale and gift shop that aims to provide goods for everyone on your shopping list, features 52 vendors on two levels in the new beautifully renovated former church space at 2931 Union St.

"We are so excited to be a part of the East Troy community and look forward to serving you. We have an array of resale and gift items that you will be sure to love!" said owner Tonia Manka.

Store hours are Wednesday & Thursday from 10 a.m. to 4 p.m., Friday from 10 a.m. to 5 p.m. and Saturday from 9 a.m. to 4 p.m. For a list of in-store vendors and upcoming



events, visit Wiltedrosecustoms.com. Wilted Rose is looking for new vendors, makers & artists. Contact tonia@wiltedrosecustoms.com for more information.

Divine Hair Studio

2931 Union St., Suite 101, East Troy, WI • (414) 797-3456

East Troy's newest salon, Divine Hair Studio, will open Dec. 2 in the heart of East Troy.

Owner Sara Wehmeier, formerly of Allure Salon & Spa, expressed her excitement to return to having her own dedicated salon space.

Joining her in this new venture are familiar faces to Allure clients, Camryn Tracy, Jodie Kryzysik and Gabby Price, who will offer hair and body waxing services.

Additionally, Jessica Thompson, the owner of PuraVida Massage Therapy, will be providing massage therapy services right across the hall. Call (262) 441-0194 to book a massage.

"We are so excited to see many familiar faces and to be a part of the East Troy Community!" said the Divine Hair Studio team.



Divine Hair Studio, which offers all hair services and waxing services will open Dec. 2. Studio members include (from left) stylists Camryn Tracy, Jodie Kryzysik, Sara Wehmeier, Gabby Price and massage therapist Jessica Thompson of PuraVida Massage Therapy.

VANESSA LENZ *Good Neighbors*

Dementia Friendly Community Initiative - Walworth County

Sponsor of Cycling without Age program
P.O. Box 172 • Elkhorn, WI. 53121 • (262) 320-7325 • dfcwalworth.org

The Dementia Friendly Community Initiative is a volunteer organization providing free programs to local businesses, organizations and individuals on how to communicate with people with Alzheimer's, providing programs reducing stigma like Cycling Without Age.

DFCI's Cycling Without Age program provides seniors and memory care patients with piloted, electric assist bicycle rides to help eliminate isolation and loneliness.

The program currently has 50+ trained volunteer "pilots" that help peddle the residents around the community.

FCI's all-volunteer staff was able to deliver a record-setting 1,730 piloted bike rides in 2023. DFCI expects to exceed that



record in 2024 by delivering 2,700 rides to area senior citizens and memory care patients.

For additional information For additional information, email dfcwalworth@gmail.com.



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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.

Here are ways to give this year.

1. MONETARY DONATIONS

Monetary donations for the Holiday Help Program can be sent to the East Troy Family Community Resource Center, PO Box 962, East Troy, WI 53120.

2. TOY DRIVE

The East Troy Lions Club is collecting gifts for children birth to 16 years of age for its new toy drive.

Their drive will start on Nov. 18. 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. 14.

3. GIFT GIVING TREES

Giving trees to purchase gifts for local children will be located at Realty Executives Integrity, 2887 Main St.; St. James United Methodist Church, 2945 Main St.; and St. Peter's Catholic Church, 1981 Beulah Ave., beginning Nov. 19. Wrapped donations are due no later than Dec. 7.

4. SECRET SANTA FOR THE MANOR

State Farm Insurance -Tim Werwie,

2106 Church St. on the square, is seeking East Troy community members/groups to serve as secret Santa's by purchasing gifts for residents of East Troy Manor.

5. DON'T FORGET THE TEENS

Provide gift cards for teens at the following:

Citizens Bank at Hansen's IGA and East Brook branch will be collecting \$15 gift cards for teens. Gift cards to 2894 on Main, Cousins, Culver's, Dollar General, Gus's, InkLink Books, Kohls, Kwik Trip, Starbucks, Subway, Taco Bell, Target & Walmart.

Gift cards can also be donated at any ETCSD school, Attn: Holiday Help/ Kim Pluess or at the East Troy Family & Community Resource Center.

6. COVERING THE NECESSITIES

The following businesses will be collecting socks, underwear & pajamas, diapers, wipes and essentials; toilet paper, paper towel and Kleenex; cleaning supplies, laundry soap and dish soap and hygiene items.

- Citizens Bank – Hansen's IGA, 3238 Main St., and East Brook Branch, 2541 E. Main St., Unit A
- First Citizens State Bank – East Troy Office, 2546 Main St.
- Martins Hardware, Rental & Pet, 3288 Main St.
- The Hive Taproom, W2463 County Rd ES
- Wanezek Family Dentistry, 2564 Main St, East Troy

DECEMBER EVENTS • CONTINUED FROM PAGE 4

Mountain Top Beer Fest from 2 to 7 p.m. on Saturday, Dec. 7 at Alpine Valley Resort, W2501 County Road D.

The event will benefit the Holiday Help of East Troy Program, which supports local families in need during the holiday season.

Enjoy a variety of beers from an array of breweries, hors d'oeuvres, live music, a complimentary raffle ticket for bucket raffles and more.

Tickets are \$45 per person in advance and \$55 at the door. You may purchase tickets online at alpinevalleyresort.com.

8 - PICTURES & BRUNCH WITH SANTA ON THE SKI HILL

Alpine Valley Resort, W2501 County Road D, is hosting Brunch (10 a.m. to 2 p.m.) and Pictures (11 a.m. to 3 p.m.) with on Sunday, Dec. 8. Enjoy brunch and get your picture taken with Santa. Visit alpinevalleyresort.com for details.

12 - EUCHRE TOURNNEY

The Social Affair, East Troy's newest event venue, 2919 Main St., located in the heart of East Troy, is featuring a Euchre Tournament at 6 p.m. on Thursday, Dec. 12. Test your card-playing skills. Entry is free, and prizes will be awarded to top players.

14 - PET PICTURES WITH SANTA

Martin's Hardware-Rental & Pet, 3288 Main St., will continue its community tradition of Pet Pictures with Santa from 10 a.m. to 2 p.m. on Saturday, Dec. 14. 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.

14- HOLIDAY CRAFT FAIR

The East Troy Family Resource Center will host its 14th Annual Holiday Craft Fair from 9 a.m. to 1 p.m. on Saturday, Dec. 14 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, email eastroyfamily@gmail.com.

14 - FOUR-COURSE PRIX FIXE DINNER

The Social Affair, East Troy's newest event venue, 2919 Main St., located in the heart of East Troy, is featuring a Four-Course Prix Fixe Dinner at 4 and 7:30 p.m. on Saturday, Dec. 14. Indulge in a four-course prix fixe dinner crafted by our chef. Two seating options are available. Reservations required by texting/calling (262) 370-2994.

14- 'THE MOST WONDERFUL CRIME OF THE YEAR'

Get ready to laugh and solve a mystery at Alpine Valley Resort, W2501 County Road D. The resort will feature a "The Most Wonderful Crime of the Year," a murderously festive holiday comedy at 5:30 p.m. on Saturday, Dec. 14. This event will include a show and dinner buffet for \$65 per person. Visit alpinevalleyresort.com for details.

20 - UGLY SWEATER PARTY AT THE HIVE

The Hive will be hosting its 6th Annual Ugly Sweater Party on Friday, Dec. 20. Wear your loudest, flashiest, most obnoxious holiday sweater and get a raffle ticket for a new Hive Hat. Visit thehivetaproom.com for details.

To those we serve, thank you for your trust



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2894 on Main



The Wilted Rose



Zinn's on the Square



The Global Glass



InkLink Books

Winter Wish List • Here's where to shop local

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

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.

The Global Glass

theglobalglass.com | 2884 Main St., East Troy

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.

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.

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

Strumpet and Tart

2920 Main St., East Troy

Strumpet and Tart offers a curated selection of goods that will give you design inspiration for any room of your home.

The Carpenter's Daughter

2893 Main St., Unit A, East Troy

This faith-based brick and mortar features home, gifts, apparel and seasonal items.

Wilted Rose Resale & Gifts

Wiltedrosecustoms.com

2931 Union St., East Troy

Wilted Rose, a resale and gift shop that aims to provide goods for everyone on your shopping list, features 52 vendors on two levels.

Zinn's on the Square

2087 Division St., East Troy

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



Square Side Boutique



The Carpenter's Daughter



Home on the Square



Strumpet & Tart

EAST TROY LIGHTS • CONTINUED FROM FRONT PAGE

The East Troy Area Chamber of Commerce is boosting the magic factor in 2024 with the addition of East Troy Lights Live. 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 for you this holiday season with sparkling light displays, visits from Santa Claus, cookie decorating, live performances and more, you will feel the holiday magic the second you step onto the square" said Lenz.

"Watch as the entire downtown East Troy

Square sparkles in the night in sync with your favorite holiday songs. Or, take control of the lights yourself and create your own holiday magic with the return of East Troy's Candy Cane Adventure."

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

"From East Troy Middle School students coding light shows to all of our downtown store fronts decking the halls to local businesses 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 volunteers and donors, are working together to create this unique event to draw visitors to the area, including presenting partners Sauced Pizzeria, Allan Integrated Control Systems, East Troy Brewery and East Troy Community School District.

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

"We're thrilled to bring back this magical attraction for people of all ages to enjoy the most wonderful time of the year in East Troy," Lenz said.

For more information, visit www.easttroylights.com.

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, Dec. 7-31.

DAILY SHOWS:

Grab dinner, take a stroll around the square, & watch the lights twinkle to music every night in December at 7 p.m.

SHOWS ON DEMAND:

Gift a Light Show! Visit easttroylights.com to play a custom light show on demand between 5 and 8 p.m.

EAST TROY LIGHTS LIVE:

Watch the Lights come to life with a special immersive East Troy Lights Live show at 7 p.m. on Fridays & Saturdays.

For a complete schedule, visit easttroylights.com.

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