



Wonders

of RACINE
COUNTY



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There's a new shop in the area

Lemon Again offers new, pre-loved Lululemon items and more



By **Jason Arndt**
STAFF WRITER

Residents and visitors, alike have another reason to shop in downtown Burlington following the opening of a new retail store dubbed Lemon Again LLC inspired by the popular clothing brand Lululemon.

Lemon Again, 108 W. Chestnut St., Burlington offers a mixture of brand-new clothing and accessories along with pre-loved clothing.

Owner Annamarie Kucera, a pharmacist and mother of four children with her husband, Jay, began welcoming customers on April 16 when the business held a grand opening event.

"In Burlington, there is a real draw to the downtown. We always see activity with people walking around," Kucera said. "There are some other very nice shops in this area and it would be great to bring more people to downtown."

In addition to Lululemon, Lemon Again offers other namesbrands, including Nike, Under Armour, Athleta, Gymshark, Carhartt, Adidas, among others.

Plentiful inventory

Annamarie, originally from Racine before moving to Burlington, began collecting items as her family continued to grow.

In addition to a 16-year-old son, she has

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three daughters who are 21, 19 and 14. According to Experience Burlington, which held a ribbon cutting ceremony during the grand opening event, Kucera’s daughters began asking their parents for high-end clothing. Like most families, finding high-end clothing can become an expensive endeavor, which compelled Annamarie to seek better deals on items. “We have looked for ways to get better prices and deals on clothes,” she explained. “It is not easy with a big family.” However, as the children continued to grow, she discovered her home had become overwhelmed with clothing and decided to share inventory with the community.

“My husband was just looking for more space in our house because things got a bit overwhelming,” Annamarie explained. “Now that the kids are growing – and realizing that we have way more than what we need – that is what we are doing.” While Lemon Again offers pre-loved clothing, particularly active wear, Annamarie uses her personal experience in finding deals to also purchase brand-new items. “Many of these name brands are high-quality items that last – and Annamarie is looking to pass on her deals, while creating a sustainable shopping experience,” Experience Burlington wrote on its Facebook page.

Isabelle Kucera, the 19-year-old daughter, emphasized Lemon Again has plenty of offerings and talked about the quality of the items available. “A lot of these items are very good quality, and we have all of the brands you know,” Isabelle said. Isabelle and Annamarie both said Lemon Again has enough products to rotate inventory on a routine basis. “We have got a lot of stuff here. A lot of times we will rotate our inventory in and out. We are trying to do that twice a week, so everything is coming and going,” Isabelle said. “We have plenty at home just to rotate.”

Additional offerings

Rustic Hollow: Artisanal Gifts,



commonly found at local community markets, will also have a spot at Lemon Again. Owned by Sam Salemi, Rustic Hollow offers soy wax candles, dough bowls, melts and more. Annamarie said Rustic Hollow’s offerings add another incentive to stopping by Lemon Again. “Sam brought in her candles and all of her unique gifts,” said Annamarie. Lemon Again will be open from 10 a.m. until 6 p.m. Tuesdays through Sundays. Annamarie decided to stay open later to lure after-school traffic as well as people leaving work. When Annamarie works at the local pharmacy, she said her husband, as well as some assistance from her daughters, will be at Lemon Again. “My kids are going to very, very active,” said Annamarie. Experience Burlington called Lemon Again a true family affair. “The whole family has played a part in this store. It has been a great learning experience for the kids, (Annamarie’s mother) helps out at home with washing the clothing and Jay was even left alone during the first weekend open,” Experience Burlington said. “They are very excited to get to know other Burlington businesses and be involved in the Burlington community.” For more information, visit Lemon Again LLC on Facebook or follow @shoplemonagain on Instagram.

from top: Lemon Again offers new and pre-loved active wear from popular brands, such as Athleta, Nike, and Adidas, as well as Lululemon; Customers can find items available for sale at a cost of as low as \$10 at Lemon Again. **opposite page:** Shown in front of Lemon Again during the grand opening are, from the left: Isabelle Kucera, her mother and owner Annamarie Kucera, and Sam Salemi. Rustic Hollow, which is owned by Salemi, also occupies an area in the store featuring soy wax candles, dough bowls, melts and more.

JASON ARNDT PHOTOS Wonders of Racine County

Farmers markets: ‘A relaxed and friendly atmosphere’

Vendors tout exposure, customer experiences at market in Burlington

By **Jason Arndt**
STAFF WRITER

Regardless of the community, people can seemingly find a farmers market within the immediate area, including one in the City of Burlington.

The Burlington Farmers Market, like others in the area, allows businesses an opportunity to garner needed exposure and meet directly with customers in a relaxed atmosphere.

Bevin Dawson, one of four owners of Burlington Coffee Co., always enjoys making appearances at the Burlington Farmers Market.

“For us, the farmers market is just a great way to be seen. The vibe of farmers markets is just a relaxed and friendly atmosphere,” Dawson said. “We can meet each other and talk about the products we are behind. It is so nice to see the faces of people who buy your products.”

The Burlington Coffee Co. also has a prominent place in the Loop Commons located in the Chestnut Street loop.

While some businesses receive a needed boost through customer traffic, others rely on farmers markets to make ends meet, including the Hemken Honey Co. based in Big Bend.

Andy Hemken, owner of Hemken Honey Company, serves as president of the Market Board and makes appearances at five other markets in southeastern Wisconsin.

“I am a local businessperson and this is how I make my living. This is how we make our money,” he said.

Hemken also noted farmers markets oftentimes offer better quality products compared to national retailers.

“Instead of a national distribution network, where you are getting a lot of generic product, you are getting a local product, which most of the time is better for you,” Hemken said.

“It also supports a lot of local businesses,” he added.

Aside from Burlington, Hemken travels to markets in New Berlin, Brookfield, Greenfield, and Mukwonago as well as one hosted by Milaeger’s in Racine.

He said he keeps returning to Burlington because it offers him a chance to reinforce relationships with existing customers.

“This market is laid back and gets a lot of regular customers from the City of Burlington and other surrounding areas,” said Hemken, who credits Market Manager Carol Reed with its success.

For more information on Hemken Honey Co., visit hemkenhoney.com.

In addition to returning vendors, including Hemken Honey Company and Burlington Coffee Co., others arriving to the Burlington Farmers Market may be looking to jumpstart their business enterprise.

A market debut

Paige Wightman made her first appearance on May 22 at the Burlington Farmers Market operating a vendor booth called so da-lightful soda stand.

A registered nurse at a local hospital, she never would have envisioned having a vendor booth but wanted to pursue the opportunity.

“Even a year ago, I never would have imagined it,” Wightman said. “My job is pretty stressful. I thought it would be a fun thing to do outside of work to stay busy.”

According to its Facebook page, the establishment aims to be a go-to stop for dirty sodas, sweet sips, and flavor-packed fun.

A dirty soda is described as a drink consisting of soda spiked with cream, flavored syrups, or fruit juices, according to multiple sources.

Wightman said dirty sodas have become a popular trend in the United States, particularly on the west coast, and wanted to bring the idea to her hometown.

“It has been great so far. It has been super busy and I have been so overwhelmed with people asking about our soda,” she said.

Previously, Wightman has made appearances in Genoa City and plans to participate in the Maker’s Market presented by Flippin’ Fabulous in Burlington.

Most importantly, she said, in addition to continuing to pursue her side hustle, a farmers market serves as a critical tool for many other vendors.

“You get to see all of these vendors that you wouldn’t normally know about,” Wightman said.

Her business is accessible on Facebook and Instagram.

The Burlington Farmers Market is held 3 until 7 p.m. on Thursdays from May through September at Wehmhoff Square Park in downtown Burlington next to the Burlington Public Library. Keep an eye on the Facebook page for updates.

Wonders of Racine County

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On the cover: Bevin Dawson, co-owner of Burlington Coffee Co., holds a light-hearted discussion with patrons during the May 22 farmers market in Burlington.

JASON ARNDT Wonders of Racine County



Beading with a passion

Burlington store offers wide variety of colors and styles

By Jason Arndt
STAFF WRITER

Kelly Rausch turned a beading hobby into a small business enterprise in downtown Burlington.

Originally from West Allis, Rausch first became drawn to beading as a youngster, often visiting a nearby shop.

"It started when I was 14. There was a little bead shop where I grew up in West Allis," she said. "I would walk there after school every day just to look at the beads and just fell in love."

Four years later, Rausch began envisioning owning a beading store and decided to obtain a business management degree.

However, Rausch didn't immediately open the store, spending about eight years working as a rental coordinator in the forklift industry before opening Forever Beading, which is at 224 E. Chestnut St. in Burlington.

"I had a business management degree, so I wanted to do what I wanted to do," Rausch said. "I actually dreamed of this when I was 18 years old."

Launched a decade ago in May, Forever Beading offers beading supplies, including kits containing the necessary components to complete a project, a small assortment of candies, and stickers, along with gemstones and other crafting items.

Considered a rarity in the industry, since many similar businesses have gone online, Rausch attributes the long-standing success of a brick-and-mortar location to word-of-mouth from the beading community, foot traffic stemming from special events held in Burlington and having a secondary store online.

Forever Beading also offers free pattern Saturdays.

"Bead stores used to be huge and now everybody seems to have gone online and a lot of stores closed," Rausch said. "I have lots of people come from other states — Illinois especially, and also Milwaukee."

Additionally, unlike online stores, Forever Beading customers have the benefit of seeing dozens of color and size



from top: Forever Beading owner Kelly Rausch offers a plentiful selection of beading supplies featuring multiple color varieties and styles; Celebrating 10 years in business in the downtown area of Burlington is Forever Beading.

JASON ARNDT PHOTOS Wonders of Racine County

varieties and touching the items first-hand.

"The big thing I hear from people who drive here is my color selection. A lot of other stores would have one or two colors of a certain bead. I will have 30," she said. "I think that is a huge draw because I have a huge color selection."

While customers can peruse specific items at the store, they can also purchase already assembled kits home, making it the preferred route for some to complete a project.

Customers looking for further assistance in finishing a project are welcome to stop back in and seek help from Rausch.

"A kit contains everything you need for that project," she said. "If you need help, you can always come back and I can help you."

Rausch said she often sees adults come in the store to buy beading supplies

and other crafts. However, she hopes to get more people interested, particularly children and teens by offering a revival of classes for youngsters. She also has a do-it-yourself station designed for children as well as adults to make their own creations.

"My hope is to have more young ones come in," said Rausch. "I want people to know that they can come in here and play. I have this huge station here."

For several years she offered classes but the sessions diminished during the COVID-19 pandemic and she hopes to bring back both novice and experienced beading hobbyists for courses.

Forever Beading makes sure to keep customers informed, sending weekly newsletters offering the latest updates on inventory.

Local teen to join Ag Youth Council

Ashley Schaal set to begin her term during her senior year at BHS

By Jason Arndt
STAFF WRITER

Ashley Schaal has seemingly been involved in agriculture since the day she was born.

A Burlington High School student who will be a senior in the fall, Schaal grew up on a multi-generational dairy farm in the Town of Dover and later became part of several area 4-H activities and other agricultural groups.

Now she can add another activity to the mix as one of 15 members of the Wisconsin Agriculture Youth Council, which is through the Wisconsin Department of Agriculture, Trade, and Consumer Protection.

Members serve during their senior year of high school, participating in a virtual session each month of the school year to listen to presentations, engage in discussions, and connect with professionals across the agriculture industry, according to a news release.

"I am looking forward to meeting people around Wisconsin that work in the industry every day and learning about different areas of agriculture," Schaal said. "I am also excited to hear from guest speakers."

Schaal, the daughter of Brian and Renee, and sister to Michael, said she had an interest in the Agriculture Youth Council because it offers an opportunity to engage with state officials while increasing her awareness of the state agency's interactions with Wisconsin's agriculture industry.

She and other members took part in an application process, including a brief essay and a short video. They were selected through a competitive process.

Ashley joins Lucy Ehlen, of Elkhorn, as the two members from Racine, Walworth and Kenosha counties.

"I am excited to meet Lucy Ehlen," Ashley said. "It will be welcoming to know someone near me that shares the same interest for agriculture."

According to the DATCP, the Agriculture Youth Council carries four distinct objectives, including



Ashley Schaal

SCHAAL

• CONTINUED FROM PAGE 4

highlighting agricultural-related career opportunities available such as those in government, sharing the tools available to support Wisconsin farmers, providing insight on how to effectively engage in state agricultural policy development and increasing network opportunities for participants across the industry.

Schaal said she hopes to bridge the divide between rural and urban communities as a member of the council.

“I hope we can promote fair and sustainable agricultural practices that support farmers and consumers,” Schaal said. “I want to help build trust between rural and urban communities through thoughtful policy making.”

Off the family farm, Schaal is involved in Racine County 4-H, Burlington FFA, FBLA, Wisconsin Junior Poultry Association, and the National Honor Society.

She serves as president of Burlington FFA along with the Racine County 4-H Outstanding Teen.

A vice president of her 4-H club, she holds similar roles in the 4-H Junior Leaders Association and the Wisconsin Junior Poultry Association.

Schaal and others will serve for one year, concluding their term in May 2026, when the state announces the next class of the Agriculture Youth Council.



People of all ages can use their imagination at the do-it-yourself station inside the store.

JASON ARNDT Wonders of Racine County

BEADING

• CONTINUED FROM PAGE 4

Early in May, Forever Beading announced a garden stake kit-restock, a product that’s placed in a planted pot or garden, which Rausch said have become popular and can be “great gifts” for any occasion, including birthdays.

Rausch said she plans to continue honing her passion for beading even as she expands with other crafting items at the store.

“I am always beading, so I will forever bead,” she said.

For more information about Forever Beading, visit www.foreverbeading.com or www.foreverbeading23.etsy.com or call 262-758-6339.

The store is open 10 a.m. until 6 p.m. Tuesdays and Thursdays, 10 a.m. until 4 p.m. Wednesdays and Fridays and 10 a.m. until 3 p.m. on Saturdays.



Low Daily introduces Mellow brand

By Jason Arndt

STAFF WRITER

Low Daily brewery and taproom has served the Burlington community for nearly five years.

Since opening in September 2020 amid the COVID-19 pandemic, the establishment, which is owned by Tim Sullivan, has experienced continued success, including a partnership with a Milwaukee-based distributor General Beverage.

Most recently, Low Daily added another brand called Mellow, a hemp-based THC and CBD seltzer with a debut flavor dubbed Cucumber Lime.

According to Sullivan, the flavor features a balanced blend of 2mg THC derived from hemp, not marijuana, and 8mg of CBD.

“Mellow is for people looking for an easygoing and enjoyable drink to elevate their experience, whether you are at home or out with friends,” Sullivan said. “This is just the beginning – more flavors and dosage options are in the works, giving people even more ways to find their perfect vibe.”

“We’re excited to share Mellow with our community and beyond,” he added.

While many people consider THC an illegal substance, the low dose offering through Mellow carries a distinct difference, according to Sullivan.

THC derived from hemp, unlike when it’s from marijuana, is legal in Wisconsin, having received federal approval about seven years ago.

According to Milwaukee-based news station WISN, the rise in this type of beverage isn’t new in the state, referring to the farm bill passed in 2018 allowing THC products to be sold nationally providing the substance comes from hemp.

In a report by the TV news station earlier this year, retail stores, including some in Milwaukee, sell these types of beverages.

An article from OnMilwaukee.com noted THC drinks are also available in coffee shops.

“It is basically the same molecule as the



from top: Low Daily owner Tim Sullivan showcases a can of the newest addition, Mellow, at his downtown Burlington brewery; Mellow, a seltzer beverage made by Low Daily, became available for sale at the brewery and online earlier this year.

JASON ARNDT PHOTOS Wonders of Racine County

THC from marijuana so it can give you the same effects,” Sullivan explained, adding the Mellow seltzer beverage does not contain any alcohol.

Additionally, he said, Mellow beverages contain no calories, sugar or carbohydrates.

Growing in popularity

Sullivan began exploring the Mellow brand just over a year ago in response to growing popularity in Wisconsin.

“I noticed that type of beverage was picking up in popularity over the last couple of years and I thought having a beverage like that would be a good option for people,” he said. “We always want to have a good variety of things available.”

Unlike brewing a batch of beer, processing seltzer is a more rapid process because it does not need to ferment.

“It is a pretty quick turnaround because there is no alcohol and we are not fermenting anything,” Sullivan said. “We are measuring out the dose and sending a sample to a lab to verify that the dosage is correct.”

Since launching Mellow, Sullivan said Low Daily has seen a steady stream of customers looking to try the new offering.

“It has been moving pretty well in the taproom,” he said. “Consumers are definitely looking for more beverages in that space.”

Cucumber Lime is the first Mellow flavor to hit production, but it won’t be the last.

“We are working on the second one right now. It’s going to be orange and vanilla,” Sullivan said.

Staying true

Though Low Daily has expanded its offerings, Sullivan is staying true to his roots as a master brewer, continuing to offer a variety of beer.

As spring turns to summer, coupled with the continued partnership with General Beverage – which allows distribution to retail outlets – he said he expects to see more growth in beer production this year.

“We are approaching one year of our relationship with our distributors and that is picking up. We are getting a lot more accounts between here and Milwaukee, so we anticipate making a lot more beer than last year,” Sullivan said.

For more information about Low Daily, 700 N. Pine St., Burlington, visit lowdailybeer.com and follow the brewery on Facebook and Instagram.

Hours are 4 to 8 p.m., Monday through Thursday, 4 to 10 p.m., Friday, noon to 10 p.m., Saturday, and noon to 6 p.m., Sunday.

For more information about the Mellow brand, visit mellowbev.com.

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Business influencer delivers marketing results

Kelly Kamlager, owner of K2Strategix, is making a name for herself

By Jason Arndt

STAFF WRITER

Kelly Kamlager, owner of K2Strategix in Burlington, touts the tools needed for a successful marketing campaign for local and national business.

"With a proven track record of success across diverse manufacturing landscapes, we bring a wealth of knowledge to each project, ensuring your business achieves new heights in the ever-evolving industrial marketplace," Kamlager states on her website.

The marketing firm offers services related to strategic planning, brand visibility, marketing initiatives and customer engagement.

Before claiming independence, she worked for a series of companies dating back to 2003, when she joined Hy-Safe Technology in Union Grove as a marketing director.

Since then, she has worked for Wildeck, Inc., Palmer Hamilton, LLC, RIOS Intelligent Machines in California and Kondracki Group based in Hartland.

"I have vast experience in industrial marketing," Kamlager said in a telephone interview. "Marketing is about creating excitement for your product."

She serves clients – both locally and nationally – and attends trade shows across the United States.

Locally, she has worked with Woodwrights, Inc., of Burlington, which delivered a favorable testimonial.

"Working with Kelly was an absolute pleasure. She took our existing website and transformed it into a modern, professional, and clean representation of our company. The updated design not only looks fantastic but also functions seamlessly, providing a much-improved user experience for our clients," President Kim Hennigan, of Woodwrights, Inc. wrote. "What stood out most was her efficiency and respect for our time. She set clear timelines and stuck to them, ensuring that the project moved forward without disrupting our day-to-day business operation. Her ability to balance creativity with practicality made the process smooth and stress-free," she added.

Hennigan also recognized Kamlager's eagerness to obtain knowledge of the millwork industry.

"Despite not coming from the millwork industry, she took the initiative to learn the basics, ensuring that the content was not only visually appealing but also technically accurate," Hennigan said. "The extra effort demonstrated her commitment to delivering a high-quality product that truly reflects our work."

Local ties

Kamlager, who was born and raised in Burlington, graduated from Catholic Central High School before earning a degree in business communication with an English minor at The College of St. Scholastica in Duluth, Minnesota.

She didn't immediately enter the marketing world, initially taking a job as a conversational English teacher in Japan.

However, Kamlager said she wanted to return home and decided to enter the industry because it allowed her an opportunity to attend trade shows throughout the United States.

After spending time with various companies, she began her own business,

"It has allowed me to get more involved in our community...I am just really happy to be independent. I am able to strike a balance between family and work."



– Kelly Kamlager,
Owner, K2Strategix

which afforded more opportunities to serve the Burlington area community.

Married with two children, Kamlager volunteers as a member of the Pool Board at the Burlington Community Aquatic Center, among being involved in other organizations.

"It has allowed me to get more involved in our community...I am just really happy to be independent," Kamlager said. "I am able to strike a balance between family and work."

She maintains involvement with nationally known businesses, including supporting marketing efforts at Commercial Vehicle Group, known as CVG.

Headquartered in Ohio, according to its website, CVG focuses on supply chain



automation systems and brings years of experience in material handling equipment, operations management, sales, industrial engineering, and management.

CVG Senior Program Manager Terry Shaw said Kamlager's assistance paid off for the company.

"Kelly's extensive support and strategic marketing leadership were instrumental in building and running a full new product

launch campaign," Shaw wrote.

"The graphics, animations, and social media content provided were top-notch, enhancing our brand's visibility and engagement at the MODEX MHI Trade Show," Shaw added.

Kamlager is humble about her success.

"Here I am, this small-town local girl and I am a business influencer in my industry," Kamlager said.



from top: Kelly Kamlager, owner of K2Strategix in Burlington, attends the ProMat 2025 manufacturing and supply chain industry trade show in March at McCormick Place in Chicago; At the trade show, Kamlager meets up with representatives from Steel King Industries, Inc. along with the company mascot. From the left: Steel King Digital Marketing Specialist Zach Young and Director of Marketing John Clark and Kamlager.

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