

Good

NEIGHBORS

A Publication of the East Troy Area Chamber of Commerce

EASTTROY.ORG

MAY 2023

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Make 2023 Your Summer

As we get closer to the summer months, East Troy is getting ready for its busy season. With more to do than ever before, it could lead to a historic summer for local businesses. "Summertime is when East Troy comes alive and this season is expected to be bigger and better than ever," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. Many of your favorite events and activities will return this summer, along with several new businesses popping up. Existing businesses have made renovations during winter months, fine-tuned offerings and prepped prime outdoor seating options. "People love to pop in and see what's new and special during the summer months," Lenz said. "We're going to have the best summer ever and I can't wait to see all of the new and familiar faces during our full event line up on the square." The East Troy Area Chamber of Commerce will kick off a full summer of programming at East Troy Village Square

Park Memorial Day weekend with events continuing through Sept. 1. Here's a closer look:

MEMORIAL DAY WEEKEND CORN & BRAT ROAST

The East Troy Area Chamber of Commerce's 46th annual Corn & Brat Roast and 31st annual East Troy Community-wide Rummage will return May 26-29, at East Troy Village Square Park, 2881 Main St. The four-day event, featuring roasted sweet corn, Hometown Sausage Kitchen brats, hot dogs, burgers, soda and beer, as well as live entertainment, will run from 5 to 8 p.m. on Friday, 11:30 a.m. to 8 p.m. on Saturday and 11:30 a.m. to 6:30 p.m. on Sunday and 11 a.m. to 1 p.m. on Monday. The following entertainment lineup will take place rain or shine, with no cover charge:

Friday, May 26

- 9 a.m. to 4 p.m.: East Troy Community-wide Rummage Sales
- 5 to 8 p.m.: Andy Carroll & The People He Owes \$ To

Saturday, May 27

- 9 a.m. to 4 p.m.: East Troy Community-wide Rummage Sales

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Eliza Johnson races fast and furiously to the finish line during the East Troy Cycling Classic, day 2 of the Tour of America's Dairyland, which will return to town Friday, June 16.

MITCHELL VINCENT *Good Neighbors*

'YES!'

East Troy voters show support for schools

By Vanessa Lenz
EAST TROY CHAMBER EXECUTIVE DIRECTOR
This spring, Wisconsin voters said no to school district referendums more than they have in a decade. This included failed school referendums in Elkhorn, Burlington and Walworth. But after the April 4 election, like always, East Troy stands out from the crowd. Residents of the East Troy Community School District backed their schools, approving a \$3 million referendum for the district. The measure passed by 55 percent of the votes. The referendum received 2,955 votes in support (55%) and 2,428 votes against (45%).

The passing of the referendum will increase the district's state-set revenue limits by \$3 million each of the next three years, beginning with the 2023-2024 school year and avoid painful budget cuts. The additional funds will be used to help maintain programming and staffing, along with providing more predictability and stability, according to East Troy Community School District Administrator Dr. Christopher Hibner. "While the District knows that not everyone voted in favor of the district's plan/question, the district is incredibly grateful for our community members taking the time to learn more about the East Troy Community School District and taking part in important conversations about the future of our schools and community," Hibner said. "I cannot thank the residents enough for

• CONTINUED ON PAGE 9

Best in Biz

The Hive Taproom named Business of the Year

The Hive Taproom has been named 2023 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. The Hive's team, including owners Ayla and Tim Guild, accepted the award at the Chamber's Annual Dinner and Awards Night on March 23 at East Troy Brewery. "This year's winner has had a big year, checking all of the right business development boxes - with a focus on expansion, innovation and growth," said Vanessa Lenz, East Troy Area Chamber of Commerce Executive Director. This year, the Hive expanded its footprint, with its popular products now available at 14 different retail locations, including the most recent addition of Sendik's in Brookfield. The Guilds have also been busy toiling away over the last five years to create a signature space for its customers with an extensive remodel of its 4,500-square-foot building and outdoor property, helping to hit the refresh button the west side of town - another step forward in the midst of other exciting growth in East Troy. They have grown their passion that was once a hobby to a now thriving business

• CONTINUED ON PAGE 3

East Troy First Fridays

Mark your calendar

- May 5 TGIF!
- June 2 Let's Play
- July 7 Wet N Wild(ish)
- Aug 4 Art on the Square
- Sept 1 Hometown Harvest Fest

EAST TROY *Corn & Brat* 2023 ROAST

yummy!

**Dig in this
Memorial Day
Weekend**

MAY

26th-29th

*East Troy
Village
Square
Park*

Featuring

**Hoi Polloi,
Spare Change Band,
Andy Carroll & The
People He Owes \$
To, Paulie & The
Poor Boys,
and DJ JJJ**

Featuring

BREW FEST

**MEMORIAL
& COMMUNITY WIDE**

 easttroy.org

**SERVICE
RUMMAGE**

Railroad Ready for Summer Season



The East Troy Electric Railroad is returning this summer with rides departing from the East Troy Depot on the hour on Saturdays through early September, starting at 10 a.m. to 3 p.m. and Sundays at 10 a.m., noon and 2 p.m. Trains will begin running on Fridays, beginning June 2.
PHOTO SUBMITTED Good Neighbors

Residents Ride Free May 26

The depot is open, its historic cars are cleaned and polished, the long offseason has come to an end, and the East Troy Electric Railroad is ready to kick off its 2023 summer season.

Trains run every Saturday and Sunday through the first weekend in September. Trains will run three times a day on Fridays starting June 2.

To celebrate 51 years in operation, the railroad is once again offering free rides for East Troy residents all of May 26.

What's the schedule?

Saturdays from April 15 to Sept. 2
Trains depart East Troy at 10 a.m., 11 a.m., noon, 1 p.m., 2 p.m. and 3 p.m.

Sundays from April 16 to Sept. 3
Trains depart East Troy at 10 a.m., noon and 2 p.m.

Fridays starting June 2 to Sept. 1
Trains depart East Troy at 10 a.m., noon and 2 p.m.

The trains travel along a 7-mile railroad line between East Troy and Mukwonago, with a stop at the Elegant Farmer along the way.

Tickets for the regular trains are available in advance at easttroyrr.org.

Walk-up tickets can be purchased on a space-available basis. Riders should arrive early and pick up their tickets in the depot before boarding.

Dinner Trains return

The Dinner Train season starts rolling on May 6 with a special Kentucky Derby Train, followed by 15 more Dinner Train departures through the fall.

The popular Sunday Brunch Trains are back, with departures starting June 11.

About the Railroad

The East Troy Railroad Museum operates 14-mile round trip train rides from its historic East Troy depot and museum to Indianhead Park in Mukwonago, with a stop at the popular Elegant Farmer store and deli.

The railroad is celebrating 51 years of riding the rails through Southeast Wisconsin's Kettle Moraine countryside. The not-for-profit museum is operated,

Special Events in 2023

May 26 – East Troy Day (All East Troy residents ride free with proof of residence)

June 24 – Railfan Day
(all equipment is on display, with a rail car on each trip of the day)

July 15 – Chicago Day (1920s CTA Cars, South Shore Interurbans, NPS Rangers)

Aug. 5 – Milwaukee Day (Milwaukee Streetcar, North Shore Car, TMER&L Equipment)

Sept. 16 – Beer Tasting Train
(an entertaining beer-tasting with Black Point Estate)

Sept. 9- Oct. 22– Harvest Fest Trains
(round-trip rides to the Elegant Farmer, where you can enjoy apple picking, a corn maze, and hay rides)

maintained and managed by over 130 volunteers dedicated to engaging visitors in the heritage of electric interurban railways and trolley systems through restoration, preservation and operation of historic Equipment.

For more information, visit easttroyrr.org or call (262) 642-3263.

BEST IN BIZ • CONTINUED FROM FRONT PAGE

dedicated to building authentic connections with creative events and family-friendly and community-oriented activities.

“But none of these business achievements were the standout of the business’s nomination. Instead, the owners were recognized for building a beautiful community gathering place filled with connection, laughter and love,” Lenz said.

The business owners’ community contributions are plentiful, serving on the East Troy Chamber of Commerce Board of Directors, East Troy’s First Fridays Committee, and working with the East Troy Community School District, among other endeavors.

The Hive Taproom was applauded not only for its business growth and community contributions but also for its commitment to the long-term health of the community and the environment. Their property supports the bee population, helping to pollinate gardens, roadsides, and landscaping, making the community more beautiful and sustainable.

Volunteer of the Year: East Troy Lights Magic Makers

The East Troy Lights Magic Makers were

honored with the 2023 Volunteer of the Year Award for their role in launching year three of East Troy’s interactive and spectacular downtown holiday light show.

This group assembled three years ago looking for ways to offer everyone – old and young alike – the ability to make magic.

“With their passion, talent and endless hours of work, East Troy’s 100 percent community build light show has evolved into something bigger than any of us could have imagined (under the most limited of resources),” said Lenz.

This dedicated group of volunteers came from various backgrounds, contributing their design, technology, development, voice acting, and construction expertise to create memorable events for the East Troy community.

“We launched this project in the middle of the pandemic and in order for it to be successful, we needed everyone involved – our local businesses, volunteers to help with installation and building things like (our now over 60) control boxes, and donors to help fund the endeavor,” said Lenz.

Their efforts have resulted in new events such as the Candy Cane Adventure, East Troy’s New Year’s Eve Ball Drop, Winter



The Hive Taproom, represented by owners Tim and Ayla Guild (center) Reilly Lagerhausen (left) and Ryan Stofferahn accepted the East Troy Area Chamber of Commerce’s 2023 Business of the Year Award during the Chamber’s Annual Dinner and Awards Night at East Troy Brewery March 23. The award recognizes business growth and success, community involvement and innovative efforts in the East Troy area.
JAMES BAUMEISTER Good Neighbors

Wine Walk, and various community events.

“I’m in awe at all the work this group and the community has accomplished and sacrificed for this endeavor, which has yielded big results for everyone in East Troy,” Lenz said.

Good Neighbor Award: East Troy Community School District

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,

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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’s Year 3 of East Troy Lights. East Troy High School teacher Jinnesa Pluess (from left), East Troy School Board President Ted Zess, Director of Teaching & Continuous Improvement of Student Learning Amy Foszpanczyk, East Troy District Administrator Dr. Christopher Hibner and ETHS Principal Stacey Kuehn represented East Troy Schools at the Chamber’s Annual Dinner & Awards Night.
JAMES BAUMEISTER Good Neighbors

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What's New

Willie Nelson's Outlaw Music Fest coming to Alpine Valley

Willie Nelson's iconic Outlaw Music Festival Tour is back on the road again in 2023 and will make a stop at East Troy's Alpine Valley Music Theatre on June 24. The lineup for the show, includes Willie Nelson & Family, Robert Plant & Alison Krauss, Trampled By Turtles, Molly Tuttle & Golden Highway and Nelson's son J. Micah Nelson aka Particle Kid.

Alpine Valley Music Theatre, one of the largest outdoor amphitheaters in the country, hasn't announced any additional shows for this summer.

Tickets for Alpine shows can be purchased at livenation.com.



Willie Nelson's Outlaw Music Festival is stopping at East Troy's Alpine Valley Music Theatre June 24, about two months after the country music legend turns 90.

PHOTO SUBMITTED *Good Neighbors*

East Troy Farmers Market Now at Honey Creek Collective

The East Troy Farmers Market will now be at Honey Creek Collective, N8030 Townline Road, from 3 to 6 p.m. on Fridays, June 2-Oct. 27.

This vibrant market is a hub of activity for the East Troy community, featuring a diverse array of locally grown produce, handcrafted goods, and other products from small-scale, independent vendors.

"We are committed to promoting sustainable agriculture and supporting local businesses, and our vendors take pride in offering fresh, high-quality goods that are grown or produced right here in the surrounding area," organizers said. "Whether you're looking for the freshest produce, a unique gift, or just a fun Friday afternoon outing, we invite you to join us at the East Troy Farmers Market." For more information, visit honeycreekcollective.com.



Whether you're looking for the freshest produce, a unique gift, or just a fun Friday afternoon outing, visit the East Troy Farmers Market at Honey Creek Collective every Friday from 3 to 6 p.m., June 2 to Oct. 27.

PHOTO SUBMITTED *Good Neighbors*

Purchase a bail for \$10 and provide your choice of plants and tender loving care. The Community Center provides water, advice and a great garden setting.

The plantings begin near Memorial Day. As part of this project, The Green Thumb Garden Club for children, will have space in the garden. For more information, call (262) 441-0280.

Pickleball: Phase 2 of the Community Center's Pickleball Court Project will be completed before the end of May and three courts will be available during the summer. The Center is currently accepting donations for playing time.

No reservations are required. Play on a first come first served basis. Bring your own paddles, balls and lawn chairs. Scheduled tournaments will be held monthly.

Cycling Without Age: Motorized Tri-Shaw rides will be offered free of charge from 4 to 6 p.m. on Thursday, June 15 and Monday, June 19, leaving from the Community Center. Advance registration is required (for limited seating) by calling (262) 441-0280.

Music 'N Me: The Community Center will host two themed Music 'N Me free public concerts, including The Caribbean Eclipse

• CONTINUED ON PAGE 5

Community Center is Back in Action

The IGET Community Center, 2040 Beulah Ave., is back with an exciting list of summer activities.

Community Straw Bale Garden: Join the Community Center's Community Garden.



The IGET Community Center's Something To Do Kickball Game has become an annual event and is a special night of community activity for children in grades 6 through 8.

PHOTO SUBMITTED *Good Neighbors*

The Best Hikes, Bikes & Outdoor Adventures

If you're a nature lover, East Troy will capture your heart with its striking waterfronts and flourishing green space. Here are our top recommendations for getting outdoors and moving your body.

BEST BIKING

ALPINE VALLEY RESORT

The Mountain Bike Trail at Alpine Valley Resort, W2501 County Road D, features 8.1 miles of single track with a 1,043 feet ascent and 1,035 descent.

From the start, the trail is an ascending, leg-burning climb in the trees up the side of the ski hill. After you go around the excavation pit, miles of twists, turns, punchy climbs, and fast descents await.

Enter via Alpine's driveway toward the resort. At the bottom of the hill, you'll see a blue sign that says Mountain Bike Trail. For more information, visit alpinevalleyresort.com.

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Nearly 500 cyclists will race through downtown East Troy during the East Troy Cycling Classic on Friday, June 16. The event is day 2 of the Tour of America's Dairyland, the United States' largest multi-day bike racing series. Dennis Klumb (pictured) and his family, title sponsor the Dennis and Janice Klumb Family Foundation, is helping to bring the race to East Troy for year 10!

MITCHELL VINCENT, TOUR OF AMERICA'S DAIRYLAND *Good Neighbors*

BEST SUMMER • CONTINUED FROM FRONT PAGE

- 1 to 4 p.m.: Spare Change and Friends
- 4:30 to 8 p.m.: Hoi Polloi

Sunday, May 28

- 9 a.m. to 4 p.m.: East Troy Community-wide Rummage Sales
- 11:30 a.m. to 2:30 p.m.: Paulie & The Poor Boys
- 3 to 6 p.m.: DJ JJJ
- 3-6 p.m.: East Troy's Eighth Annual Brewfest

Monday, May 29

- 11 a.m.: American Legion Loomis-Martin Post 188 Memorial Day Observance & East Troy VFW Post 75011

GET READY TO RUMMAGE

The East Troy Area Chamber of Commerce will host its 31st annual East Troy Community-wide Rummage Sale on Friday, May 26, Saturday, May 27 and Sunday, May 28 from 9 a.m. to 4 p.m.

All rummage listings will be featured in the 2023 East Troy Community-wide Rummage Map and will be highlighted on easttroy.org. To feature your rummage, email vanessa@easttroy.org.

EAST TROY BREWFEST

East Troy's eighth annual Brewfest will be held from 3 to 6 p.m. on Sunday, May 28 at East Troy Village Square Park, 2881 Main St., featuring unlimited samples of over 55 craft beers from area breweries, including favorites East Troy Brewery, The Hive Taproom, Low Daily, Lakefront Brewery and more.

General admission tickets are \$45 in advance and \$50 at the door and will include: wristband for one entry to restricted access

tasting area, 3 oz. tasting samples and one souvenir tasting glass.

Must be 21 years of age or older with valid ID to participate. For tickets, visit easttroy.org.

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McKenzie Maloney of Remedy Massage hit the links in support of East Troy community development during the East Troy Area Chamber of Commerce's 25th annual golf outing. To sign up for this year's outing on Thursday, Aug. 10 at Alpine Valley Resort, visit easttroy.org or email vanessa@easttroy.org. Visit alpinevalleyresort.com to book your summer tee time.

JAMES BAUMEISTER *Good Neighbors*

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East Troy Brewery



2894 on Main

Top Places to Dine al Fresco

East Troy's downtown square has seen a surge in enthusiasm for al fresco experiences, transforming its streets into a lively and connected community hub.

Local favorites such as the East Troy Brewery, East Troy House and 2894 on Main have led the charge in creating welcoming outdoor spaces.

Whether you're looking for a casual family dinner or a romantic evening under the stars, check out these outdoor dining spots.

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.

For more information, visit 2894onMain.com.

VISIT THE STATE'S OLDEST OPERATING INN & TAVERN

Refresh at East Troy House Historic Inn and Tavern, 2093 Division St. The oldest running inn and tavern in Wisconsin has been operating on the East Troy Village Square since 1842 and features one of the nicest outdoor dining spots around.

Its menu features its famous Friday Fish Fry, soups, specialty salads, sandwiches, seafood, pasta, steaks and more. For more information, call (262) 642-7100.

CHINUK SUSHI & GRILL & EL PEDRO TACO

Chinuk Sushi & Grill, & el Pedro Taco's year-round rooftop offers a full-service bar and kitchen, along with fire pits and an unbeatable view of East Troy Village Square Park.

The much-buzzed-about restaurant features a full sushi bar and is located at 2919 Main St., situated directly west of East Troy Brewery on the Village Square

The food menu brings big taste, offering two completely unique dining options in one location.

For more information, visit chinuksushi.com.



East Troy House



Chinuk Sushi & Grill and El Pedro Taco

EAST TROY BREWERY'S BEER GARDEN

The Beer Garden at East Troy Brewery is a huge part of East Troy's summer scene.

You'll be able to sample great beer all summer in this vibrant space with taps outdoors. Pair your brews with items from the brewery's locally sourced menu with tasty options for the whole family.

The locally owned brewery, which opened in a remodeled historic bank building dating back to 1892, features exclusive taps, an outdoor patio, fireplace lounge, open kitchen, indoor seating and Taproom on the southwest corner of the East Troy Village Square, 2905 Main St.

For more information, visit etbrew.com.

GET YOUR COFFEE FIX AL FRESCO

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

WHAT'S NEW • CONTINUED FROM PAGE 4

on Wednesday, June 28 and Jonathan Lyons, Elvis Impersonator, on Wednesday, July 26. Both events will feature food for purchase around the theme for the night, as well as activities for all ages.

Kickball:

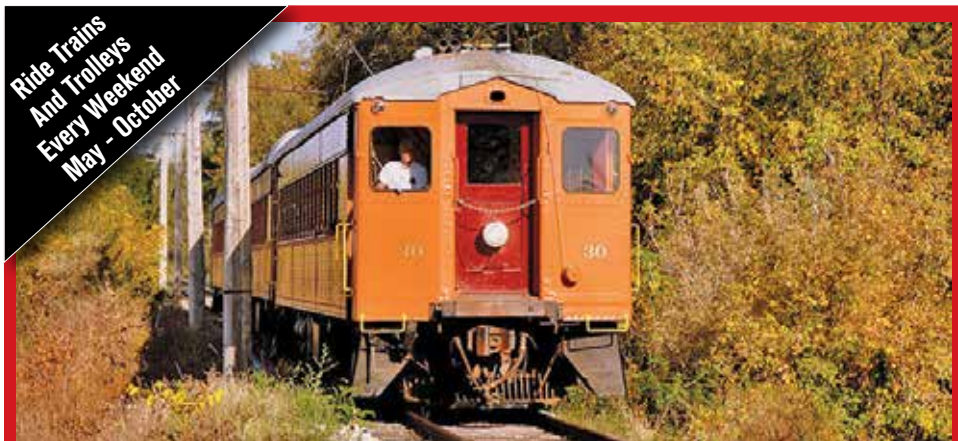
The Community Center's Something To Do Kickball Game for children in grades 6 through 8 will be held on Wednesday, Aug. 2 from 5:30 p.m. to dark at Mitchell Park.

The event will feature coaching and pitching provided by local politicians, school

coaches and law enforcement and a DJ.

Participants will receive raffle prizes, event T-shirts and free hot dogs, ice cream and lemonade.

Find out more about the Community Center's regular programming, including Senior Bingo, Movie and a Meal, Open Game Room, Memory Blocks, Coffee Clutches, public information sessions, rental opportunities and more at IntergenerationalEastTroy.com. For more information, email crdnlj@aol.com or call (262) 642-2266.



Ride Trains And Trolleys Every Weekend May - October

Take scenic 14-mile train rides on historic trolleys or interurban cars on the last remaining segment of the Milwaukee Electric Railway & Light Company track. Round trips from our East Troy depot and museum to Indianhead Park in Mukwonago. We stop at the popular Elegant Farmer store and deli. Regular trains Friday-Saturday-Sunday, June through October. Saturday-Sunday only in April and May. Dinner Trains are available throughout the season. Charters available anytime for groups from 25 to 100.



East Troy Railroad Museum Inc.
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Summer Love List

Summertime is when East Troy comes alive.

Here are seven reasons why we love summer in East Troy—everything from splashing in the waters of Booth Lake to enjoying a pizza with farm-to-fork ingredients.

1. Pizza on the Farm

Grassway Organics, W2716 Friemoth Road, in East Troy, hosts Pizza on the Farm events on Friday and Saturday nights, May 5 through Sept. 29, baking pizzas using only organic ingredients on the farm's on-site wood fired pizza oven.

Pizza is served rain or shine from 4 to 8 p.m. on Fridays and 2 to 8 p.m. on Saturdays. Live music starts at 4 p.m. For more information, visit grasswayorganics.com.



2. Lake Beulah Drinks

Diners can enjoy a lovely Lake Beulah view as they eat and drink on the deck of East Troy's only waterfront restaurant, Lulabell's Dockside, N9228 E Shore Road.

In order to cater to its lake customers, Dockside now features six spots on its pier for customers who want to eat in after a day out on the water.

Dockside is open seven days a week, from 11 a.m. to 9 p.m. Monday through Thursday and 11 a.m. to 10 p.m. on Friday.

For more information, (262) 642-5264 or visit lulabellsdockside.com.

3. East Troy's Fourth of July Parade

East Troy goes big for its Fourth of July Celebration and nothing beats the East Troy Lions Club's Parade, which will step off at noon on Sunday, July 2. Expect to see the largest parade in the area, residents dressing up their yards and themselves in patriotic garb, food and drink specials on the square and lots of red, white and blue.

The East Troy Lions Club's annual Fourth



of July Celebration will run Friday, June 30 through Sunday, July 2 at Rossmiller Sports Complex and Skate Park (fka Amusement Park), 3072 Graydon Ave., East Troy. The festival features the famous East Troy Beer Tent (ETBT), East Troy Music Festival, carnival, games and fair food. Fireworks are scheduled for Sunday, July 2 at dark.

For more information, visit easttroylions.org.

4. Tasty Treats

Heat wave = best excuse to taste seasonal treats.

Visit Sauced Pizzeria, 2886 Main St., on the square to enjoy house-made, organic gelato with traditional flavors like Chocolate, Vanilla, Strawberry, Cookies and Cream and Banana.

Sauced's locally sourced, seasonally inspired pizzas, are also a definite must-try when visiting the East Troy Village Square.

Visit getsauced.pizza for more information.

Step back in time with a summertime trip to J. Lauber's Ice Cream Parlor, 2010 Church St., for a malt, sundae or split. For more information, call (262) 642-3679.

5. Summer's Session Meads

Stop in The Hive Taproom, W2463 County Road ES, for an engaging conversation over a refreshing beverage.

Using the cleanest ingredients possible,

they brew deliciously dry to semi-sweet sparkling honey wine (wait...it's not beer!?) in-house from 100 percent raw Wisconsin honey, leaving you clear-headed and naturally energized, ready for anything. Perfectly refreshing, their 14 hydrating beverages are available on tap and in cans-to-go.

The Hive Taproom is buzzing with outdoor events this summer, including live music events every Saturday night on the patio from 6 to 10 p.m.

The Hive will also host Movies in the Meadow on the First Fridays of June, July and August starting at 8:30 p.m.

Featured movies include: Jurassic Park on June 2, Goonies on July 7 and Indiana Jones: Raiders of the Lost Ark on Aug. 4. Bring your kids (and a camp chair) to enjoy a free outdoor movie experience.

Check out the Hive's website and social media pages for info on additional events, like Trivia every Thursday at 7 p.m.

The Hive Taproom is open Wednesdays through Sundays all summer. For more information, visit thehivetaproom.com.

6. Beach Days

Summer wouldn't be the same in East Troy without Booth Lake Memorial Park. The 118-acre lake, located at N8465 Townline Road, includes a swimming beach, sheltered picnic area and boat ramp for motorized and non-

• CONTINUED ON PAGE 7

EAST TROY COMMUNITY SCHOOL DISTRICT

THANK YOU

...to the community members and businesses who continue to support our small school community that delivers BIG on education!



Learner empowerment is seen across all grade levels as students have the voice to choose **WHERE** they learn in flexible spaces and programming, **HOW** they learn with available tools and technology, and **WHAT** they are learning with numerous electives, career pathways, and opportunities for work experience, apprenticeships, and college credit toward a more personalized learning environment ● Little Prairie earned a **97.4%** satisfaction score from parent respondents ● Almost **50%** of our graduating class of 2022 earned one or more industry certification ● **62.8%** of our ETHS students earned college credits during the 2021-22 school year ● **All four ETCS buildings are recognized by the Wisconsin RTI Center for Behavior** in their successful implementations of PBIS systems ● **ETHS is recognized as an Advanced Placement Pacesetter School** for impressive AP access and excellence in AP exam scores ● **90.8%** of responding families believe our schools are focused on their student(s) social and emotional well-being ● **90%** of responding families agree that ETCS is right to focus on the 6Cs.

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5



MUST-DO

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May 5

EAST TROY'S FIRST FRIDAYS TGIFF!

East Troy's First Fridays event series will kick off with "TGIFF!" on Friday, May 5 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Celebrate the start of summer with a party that will leave you feeling good, featuring live music, food trucks, beer tent, kids activities, artisans, makers and more. For more information, visit easttroy.org.

May 20

END OF YEAR BASH

The East Troy Elementary PTO will host its 2nd annual End of Year Bash from 2 to 5 p.m. on Saturday, May 20 at Little Prairie Primary School, 2109 Townline Road.

Celebrate the end of the school year, get to know local organizations and enjoy music, food and kid-friendly activities. For more information, email ete.pto.pres@gmail.com

MAY 26-29

31ST ANNUAL COMMUNITY-WIDE RUMMAGE SALE

The East Troy Area Chamber of Commerce's 31st annual Community-wide Rummage Sale will return Memorial Day Weekend, May 26-29.

For a listing of the 50-plus rummage sales, visit easttroy.org after May 24. For more information, visit easttroy.org.

MAY 26-29

46TH ANNUAL CORN & BRAT ROAST

The East Troy Area Chamber of Commerce's 46th annual Corn & Brat Roast will return May 26-29, at East Troy Village Square Park, 2881 Main St.

The four-day event, featuring roasted sweet corn, brats, hot dogs, burgers, soda and beer, as well as live entertainment, will run from 5 to 8 p.m. on Friday, 11:30 a.m. to 8 p.m. on Saturday and 11:30 a.m. to 6:30 p.m. on Sunday and 11 a.m. to 1 p.m. on Monday. For details visit easttroy.org.

MAY 28

EAST TROY BREWFEST

East Troy's eighth annual Brewfest will be held from 3 to 6 p.m. on Sunday, May 29 at East Troy Village Square Park, 2881 Main St., featuring unlimited samples of over 55 craft beers and micro brews from area breweries.

General admission tickets are \$45 in advance and \$50 at the door. For more information, visit easttroy.org.

MAY 29

MEMORIAL DAY OBSERVANCE

American Legion Loomis-Martin Post 188 will present a Memorial Day Observance on Monday, May 29. The parade begins at 10:30 a.m., beginning at the intersection of Beulah

Avenue and Union Street and ending at East Troy Village Square Park with a ceremony. The event will also feature the Village of East Troy's initial dedication of its Veteran's Memorial improvements and new Honor Stone installation. For more information, call (262) 470-4694.

JUNE 2

EAST TROY'S FIRST FRIDAYS LET'S PLAY

East Troy's First Fridays event series will continue with East Troy's First Fridays event series will continue with "Let's Play" on Friday, June 2 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Join in a family-friendly night out featuring live music, food trucks, beer tent, fun for all ages, artisans, makers, East Troy's First Youth Business Fair and more. For more information, visit easttroy.org.

JUNE 3

DINNER IN THE WOODS

Nature's Classroom Institute and Montessori School will host Dinner in the Woods from at 5:30 to 11 p.m. on Saturday, June 3 at its Skyview Campus, W336 S8455 Hwy. E, Mukwonago. The event will feature food, fun, entertainment, silent and live auction items, music and dancing, on the school's picturesque grounds, under the stars. For more information, visit discovernci.org.

JUNE 3-4

BLUE RIBBON CHEESE FEST

The Elegant Farmer, 1545 Main St., Mukwonago, will host a Wisconsin Blue Ribbon Cheese Tasting & Sale on June 3-4.

Sample a variety of blue ribbon award-winning cheeses, including cow, sheep, goat and mixed milk all crafted and aged to perfection. Also, enjoy 10 percent off all cheese during the event. For more information visit elegantfarmer.com.

JUNE 16

EAST TROY CYCLING CLASSIC

The Tour of America's Dairyland, the largest competitive cycling event in the U.S., will make a stop in East Troy on Friday, June 16 during day two of the 11-day race series.

Hosted by the East Troy Area Chamber of Commerce, along with The Dennis and Janice Klumb Family Foundation, the event features live music, beer tent, food vendors, kids race and more. For more information, visit easttroy.org.

JUNE 30-JULY 2

LIONS FOURTH OF JULY CELEBRATION

The East Troy Lions Club will hold its annual Fourth of July Celebration Friday, June 30 through Sunday, July 2 at Rossmiller Sports Complex and Skate Park (fka

• CONTINUED ON PAGE 8

6



7



LOVE LIST • CONTINUED FROM PAGE 6

motorized boats, kayaks and paddle boards. The beach is open Memorial Day Weekend through Labor Day Weekend 9 a.m.-9 p.m. and is for use exclusively by residents and property owners of the Village of East Troy, Town of East Troy and Town of Troy. Season wristbands or daily guest passes required. For more information, call (262) 642-5046.

summer, mid-June through the end of July. All concerts start at 7:30 p.m. Attendees should bring their own lawn chairs. For more information, visit et-band.com.

2023 Schedule:

- June 15: East Troy Community Band
- June 22: Take 4 Jazz
- June 29: East Troy Community Band (patriotic concert)
- July 6: Montage and ETHS Jazz Symposium
- July 13: East Troy Community Band
- July 20: Shawn McDonald Piping
- July 27: East Troy Community Band

7. Thursday Nights on the Square

The East Troy Community Band will present free concerts at East Troy Village Square Park on Thursday nights in the



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Here's your breakdown of where to shop for the summer season, including where to find the best new fashion and lifestyle arrivals to bookmark and shop now.



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Family owned and operated, Home on the Square aims to deliver a unique blend of high quality domestic and international products specifically geared towards a Midwestern client. Open Wed., Thurs., Fri. from 10 a.m. to 6 p.m., Sat. from 9 a.m. to 4 p.m.



InkLink Books

inklinkbooks.com | 2890 Main St., East
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InkLink Books, known for hosting bestselling authors at its Read & Feed book dinners and virtual events, captures the nostalgia of the best independent bookstores by filling its shelves with books from hyper-curated lists. Open Tues.-Sat. from 10 a.m. to 1 p.m.



Zinn's on the Square

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

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Square Side Resale & Consignment Boutique

2874 Main St.
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Square Side Resale specializes in women and children's fashion and proves that you don't have to sacrifice style for sustainable and low-cost alternatives to shopping new.

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Treasure A-Z Antiques and Appraisals

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

Owner Cheri Riehle, a Certified Appraisers Guild of America antique appraiser, collects, buys and sells antiques, specializing in unique and hard to find items..

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

The Global Glass

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

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



The Carpenter's Daughter

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

The store features home, gifts, apparel and seasonal items as well as custom crafts and monthly wine and craft night for ladies. Open 10 a.m. to 4 p.m. Mon., Wed. and Fri., 10 a.m. to 7 p.m. Thurs., 10 a.m. to 4 p.m. Fri. and 10 a.m. to 2 p.m. Sat.



MUST-DO • CONTINUED FROM PAGE 7

Amusement Park), 3090 Graydon Ave., East Troy. The festival features the famous East Troy Beer Tent (ETBT), carnival rides, games, fair food and live entertainment.

Fireworks are scheduled for Sunday, July 2 at dark. The parade will start at noon on Sunday, July 2. For more information, visit easttroylions.org.

FRIDAY, JULY 7

EAST TROY'S FIRST FRIDAYS WET N WILD(ISH)

East Troy's First Fridays event series will continue with "Wet N Wild(ish)" Friday, July 7 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Dive right into summer with a party featuring inflatables, a DJ, food trucks, beer tent, yard games, kids water fun zone, artisans, makers and more. For more information, visit easttroy.org.

JULY 28-30

KC CORN & BRAT ROAST

The Knights of Columbus will host a Corn & Brat Roast at East Troy Village Square Park, 2881 Main St., July 28-30, featuring brats, hamburgers, roasted sweet corn and live music. For more information, call (262) 642-5198.

FRIDAY, AUG. 4

EAST TROY'S FIRST FRIDAYS ART ON THE SQUARE

East Troy's First Fridays event series will continue with "Art on the Square" Friday, Aug. 4 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Explore downtown art exhibits and create your own artwork during this art pop up art event featuring live music, food trucks, beer tent, crafters, artisans, makers and more. For more information, visit easttroy.org.

AUG. 26 & 27

SIMPLY THE BEST CHEESE EVENT

Featuring a wide variety of award-winning specialty cheese aged to perfection, The Elegant Farmer, 1545 Main St., Mukwonago, salutes the state's outstanding cheesemakers Aug. 26-27 during its Simply the Best Wisconsin Cheese Event. For more information, visit elegantfarmer.com.

AUG. 30-SEPT. 4

WALWORTH COUNTY FAIR

The 174th Walworth County Fair will be held from Aug. 30-Sept. 4 at the Walworth County Fairgrounds.

ONGOING

LIVE AT THE HIVE, MOVIES IN THE MEADOW & TRIVIA NIGHT

The Hive Taproom, W2463 County Road ES, hosts live music from 7 to 10 p.m. every Saturday, Movies in the Meadow starting at 8:30 p.m. on the first Friday of the month in June, July and August, and Tim's Taproom Trivia starting at 7 p.m. on Thursdays. Enjoy hanging out with friends but don't enjoy the hangover? Stop in to experience the better buzz for a better tomorrow.

Made with 100 percent raw Wisconsin honey, this clean, refreshing beverage is drier than you'd expect for a honey wine (don't tell our buddies it's not beer) and will quickly become your new favorite way to unwind.

For more information, visit thehivetaproom.com.

CRUISE NIGHTS

Every Saturday evening during the summer, Gus's Drive-In, 3131 Main St., transforms into a cruise night hot spot attracting car lovers from all over the region and local customers who can enjoy the vehicles, music and drive-in menu. For more information, visit gussdrivein.com.

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REFERENDUM • CONTINUED FROM FRONT PAGE

approving these additional funds toward supporting the children and investing in our future.”

This is the first time East Troy school district voters have supported an operating referendum since 2006. (East Troy passed a capital referendum in 2015 to build Little Prairie Primary Elementary School.)

This spring, East Troy was among 83 referendums on ballots across the state with Wisconsin voters approving a little over half of the 83 school referendums – a decade low passage rate, according to the Department of Public Instruction.

“Like many districts in Wisconsin, there is a gap in operational funds to run the district’s day-to-day operations as revenues have not kept pace with unprecedented inflation,” according to Hibner.

This state-wide problem has resulted in the East Troy Community School District doing \$10.2 million in budget balancing efforts over the course of the last 16 years and deferring some large-scale maintenance needs.

Vote Yes! And they did

That got the attention of Vote Yes for East Troy Schools, a group that worked to inform and ultimately get people to the polls to place their vote.

This time around, Vote Yes organizers partnered with the referendum’s biggest supporters, including a pro-referendum Board

of Education, local government officials and business leaders. Efforts focused on everyone in the community, not just parents.

“On behalf of the entire Vote Yes committee, thank you! Our work was to help inform and educate voters on the importance of this vote and provide the necessary information for members of the community to make a choice that they felt best represented what they value,” said Vote Yes in a statement.

“We are thrilled to see that you went to the polls and agreed to help protect the values that we have in East Troy. On April 4, you helped confirm:

- We value our rural district.
 - We value rich, diverse educational experiences for our children.
 - We value our teachers and staff.
 - We value our traditions.
 - We value our local businesses.
 - We value our community.
- It’s a good day for East Troy. Onward!”

Administrators have previously said that if the April election had not passed, more cuts would be needed, and quickly, resulting in larger class sizes, loss of quality staff, longer bus routes and cuts to athletics, summer school, art, music and physical education.

To learn more about the East Troy Community School District, visit easttroy.k12.wi.us.



There was an amazing energy on the East Troy Village Square leading up to the April 4 election as the community joined VOTE YES for East Troy Schools volunteers to install the East Troy Pinwheel Garden, a community art project to raise awareness for the East Troy School Referendum. The garden included 1,456 Pinwheels – one Pinwheel to represent each student who would have been negatively impacted if the referendum hadn’t passed.

VANESSA LENZ Good Neighbors

East Troy Community School District is a place where roots run deep and we love hearing how common it is for multi-generational families to continue to be active members of the school and East Troy community. Pictured are 3 generations of the Atkinson Family, (from left) Michael Atkinson (holding Porter Atkinson, 2), Rachel Tanis Atkinson (holding Thea Atkinson, 2 months), Dick Atkinson.



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The East Troy Lights Magic Makers were honored with the 2023 Volunteer of the Year Award for their tireless work in launching East Troy Lights, a spectacular and interactive holiday light show. Pictured (from left) Chip Seib of Allan ICS, John Vilanj of East Troy Area Historical Society, Mike Worzalla of Allan ICS, East Troy Lights co-founder Jamie Rohrer, Brett Foster and East Troy High School Principal Stacey Kuehn.

JAMES BAUMEISTER Good Neighbors

BEST IN BIZ • CONTINUED FROM PAGE 3

For 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.

"From the top down, this organization has been long-standing community partners in East Troy and have continued to make community service and giving back a priority and in doing so have managed to keep a number of local traditions alive. This year, we wanted to specifically highlight their partnership in continuing our newest tradition - East Troy Lights," Lenz said.

This year, the East Troy Community

School District helped with the launch of East Troy Lights Candy Cane Adventure allowing children to use wands at East Troy Village Square Park to experience a world of holiday magic during the immersive event.

"Thanks to our school district and the East Troy Elementary PTO 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," Lenz said.

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

The East Troy Area Chamber of Commerce celebrated the accomplishments of its community members during its 2023 Annual Dinner & Awards Night held at East Troy Brewery on March 23. Clockwise from below: The East Troy Brewery team hosted the event with an amazing spread of food and drinks. East Troy's First Fridays Committee helped to toast the best in business, including (from left) Jessica Fuchs, East Troy Chamber Executive Director Vanessa Lenz, JoAnn McCormack of Spotlight Real Estate, East Troy Chamber Marketing Director Sarah Manke, Bailey Kaiser of Citizens Bank, Ayla Guild of The Hive Taproom and Autumn Kniseley of ECP. Jim Feyerherm, Operations Manager of the East Troy Electric Railroad was among the attendees.

JAMES BAUMEISTER Good Neighbors



Spend summer at Alpine Valley Resort

Situated in the scenic Kettle Moraine area at W2501 Highway D, Alpine Valley Resort features everything you need for fun in the sun, including 27 holes of golf, lodging (where you can hang poolside), outdoor bar and live music in the pavilion.

Come check out Alpine Valley this summer with a full event line up and new golf professional who is available to teach private and group lessons for kids and adults.

New at Alpine Valley this year will be its disc golf course that hikes up and down the ski hill.

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.

Lessons

- May 17:** Women's golf clinic 10 to 10:45 a.m.
- May 20:** Junior golf clinic (ages 5-10) 9:30-10:15 a.m. & (ages 10-16) 10:30-11:15 a.m.

Daily Events

- Monday** - Senior League • **Tuesday** - Men's League • **Wednesday** - Wacky Wednesday (5 percent off all golf) • Women's League (once a month) • **Thursday** - Community Day (2 for 1 & Live music in the pavilion starting at 4 p.m.) • **Friday** - Friday Fish Fry starts June 2 • **Saturday** - Open • **Sunday** - Funday (TBD/ Discount of drinks)

Scrambles

- May** - Spring Scramble (jokes on us): \$35
 - June 3** - Mexican Beer Shoot Out Scramble (Ole!): \$50 per person
 - June 6** - National Women's Day featuring a fashion show, lunch and cocktails.
 - July 1** - 'MERICA (PBR): \$45 per person
 - August** - Glow in the Dark (9 holes meadows only Par 3 course): \$30
 - September 10** - 9/11 Memorial (portion of proceeds go to East Troy Fire Department): \$40 per person presale, \$45 day of
 - October** - Spooky Scramble/Oktoberfest: \$50 per person
- For up to date info on booking tee times, visit alpinevalleyresort.com.

THE BEST • CONTINUED FROM PAGE 4

JOHN MUIR TRAILS

The John Muir Trails, known for its high-quality single-track mountain bike trail system, are among the most popular in the state.

Part of the Kettle Moraine State Forest's Southern Unit, the trail system, about two miles north of La Grange, N9097 County Road H, features five loops ranging from 1.25 to 12 miles.

SPECTACULAR SUMMER HIKES

PICKEREL LAKE FEN PRESERVE

Pickeral Lake Fen Preserve, which includes a portion of Pickeral Lake Fen, a rare wetland type, contains several springs that feed Pickeral Lake and an oak woodland, located at N8740 Pickeral Lake Road.

LULU LAKE

The focal point of the diverse wetland and upland communities located on County Road J is the 95-acre Lulu Lake, a 40-foot deep, hard water drainage kettle lake fed by the Mukwonago River.

KETTLE MORAIN STATE FOREST-MUKWONAGO RIVER UNIT

The 970-acre former Rainbow Springs property is situated in the Mukwonago River watershed and is an area known for its outstanding resource waters, park in lots on Highway LO, County Road J (near Stringers Bridge Road) or County Road E.

KETTLE MORAIN STATE FOREST-SOUTHERN UNIT

Covering more than 22,000 acres of forested glacial hills, kettle lakes and prairies, the Southern Unit of the Kettle Moraine State Forest is interlaced with more than 100 miles of mountain biking, horseback riding and hiking and nature trails. Forest Headquarters is 3 miles west of the Village of Eagle, S91 W39092 Highway 59.

BEULAH BOG

Located on Stringers Bridge Road, visitors can travel along Beulah Bog's hiking trail east to catch sight of its shallow bog lake, floating mud flats, tamarack forest and wet open moat.

TOUR OF AMERICA'S DAIRYLAND RETURNS JUNE 16

The largest competitive cycling event in the United States, the Tour of America's Dairyland, will stop in East Troy on Friday, June 16.

The East Troy Cycling Classic begins at 11:10 a.m. with nearly nine hours of high-energy professional cycling around the East Troy Village Square and nearby streets.

"ToAD has differentiated itself by evolving into a community-wide festival that happens to have cycling throughout the day," said Vanessa Lenz, Executive Director of the East Troy Area Chamber of Commerce, which hosts the event. "East Troy is day 2 on the 11-day race series and our schedule represents everything our local community has to offer."

Spectators may watch the cyclists whiz by once every three minutes from anywhere on the racecourse, which will feature plenty of food, drink and entertainment.

2023 ROUTE INFO

East Troy will use the same route as 2022 with the East Troy race start and finish will on the west side of the square (in between East Troy House and East Troy Brewery) and course heading west on Main, south on Clark and east on Union Street back to the square.

The race will shut down streets on the course, but local businesses will remain open. Parking will be available in the former Chester Byrnes lot, 2031 Division St., and a golf cart shuttle will be available.

The title sponsor for the East Troy Cycling Classic is the Dennis and Janice Klumb Family Foundation, which put up half of the bid fees to host the race.

For more information, visit easttroy.org.

Sign up for East Troy's Tour de Square Kids Race

The Tour de Square Kids Fun Races will give children the chance to compete like the pros as they pedal their two-, three- or four-wheel bikes fast and furiously toward the finish line. Find details at www.easttroy.org.

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BEST SUMMER • CONTINUED FROM PAGE 4

EAST TROY'S FIRST FRIDAYS

Mark your calendars for an assortment of special events to take place at East Troy Village Square Park, 2881 Main St., this summer with the return of East Troy's First Fridays series.

East Troy's First Fridays are an immersive community experience showcasing the best of what East Troy has to offer.

Taking place the first Friday of each month May-September, with a different theme each month, First Fridays features live music, dining and retail specials, artist showcases, kid-friendly activities, and much more. For more information, visit easttroy.org.

EAST TROY CHAMBER GOLF OUTING

The East Troy Area Chamber of Commerce will host its 26th annual golf outing on Thursday, Aug. 10 at Alpine Valley Resort.

Registration/Warm-up begins at 10:30 a.m.

with a shotgun start at 11 a.m. and dinner and prizes at 5 p.m.

Spend the day on the golf course, with 18 holes of golf with cart, lunch (courtesy of Citizens Bank), beer (courtesy of Wisconsin Oven Corporation) and dinner.

Cost is \$120 per person or \$480 for a Biz Package (18 holes of golf, lunch & dinner for four, hole sponsorship & certificate for round of golf for four at Alpine Valley). There's also a dinner only option for non-golfers for \$35.

The outing is one of the main fundraisers for the chamber, serving as a way for golfers to enjoy an afternoon with friends, both old and new, while benefitting the Chamber's efforts to make East Troy a better place to live, work and play.

The winning foursome takes home prizes, the coveted East Troy Chamber Golf Outing traveling trophy for one year and bragging rights.

The outing is open to the public and catered to golfers of all levels.

To register, visit easttroy.org.

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