

Good

NEIGHBORS

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EASTTROY.ORG

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Setting up Shop

Square's revival gives boost to East Troy's retail sector

The East Troy Village Square has become one of the hottest food, drink and now shopping scenes in southeastern Wisconsin thanks to an explosion of independent businesses opening along the Main Street corridor.

Once dominated by a combination of vacant storefronts and offices, East Troy's downtown is once again bustling with retail.

These East Troy shopping hotspots are definitely worth the trip.

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PHOTOS BY SARAH MANKE



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For updates, visit easttroy.org

Your Fall Must-Do List

10 events you won't want to miss

East Troy is one of the best places to experience all that fall has to offer.

Here's our top list of things to do to make the most of the season – from the spookiest Halloween events to some of the best festivals to autumn activities that can't be missed.

1. EAST TROY BLUEGRASS FESTIVAL Sept. 10-11

The East Troy Bluegrass Festival is celebrating its 28th year with a weekend lineup that once again includes two of the industry's biggest names.

The two-day East Troy Bluegrass Festival, presented by the East Troy Area Chamber of Commerce, will take place Saturday, Sept. 10 and Sunday, Sept. 11 at East Troy Village Square Park, 2881 Main St.

The festival runs from 10 a.m. to 5:30 p.m. each day.

The Day 1 lineup will feature Deeper Shade of Blue. Since forming in 2001, the North Carolina bluegrass group has solidified its place as a keystone in the genre, having released six self-produced albums while touring and earning high billing on festivals nationwide.

Six-time International Bluegrass Music Association (IBMA) winners Joe Mullins & The Radio Ramblers will take the main stage Day 2.

Staying true to the festival's roots, local, emerging and popular regional bands will pepper each day's lineup.

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Thanks for the (Musical) Memories

20-Year Community Band Director Says Goodbye

By Vanessa Lenz
EAST TROY CHAMBER EXECUTIVE DIRECTOR

After 20 years, East Troy Community Band Director Jay Huenink is saying goodbye.

Jay led the East Troy Community Band during a farewell Thursday Nights on the Square concert in front of a full house at East Troy Village Square Park July 28.

He addressed the crowd at the end of the show and thanked the members of his band. "The last 20 years have been amazing. It's been my honor and privilege to make music with these musicians," Jay said.

Jay also took it as a chance to thank the



Jay Huenink

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PHOTO SUBMITTED Good Neighbors



above: After 20 years as director of the East Troy Community Band, Jay Huenink led his final Thursday Nights on the Square concert in front of a packed crowd July 28. **left:** Huenink, pictured directing the Muskego High School Commencement services in 1990, has played an active role in the music community since fifth grade.

VANESSA LENZ Good Neighbors

HUENINK • CONTINUED FROM FRONT PAGE

many people whose dedication and generosity has enabled the band to continue for two decades, including his wife Heidi who ran the business side of the band.

After weekly performances helped the Hueninks lead East Troy's music community for the past 20 years, Jay said he knew it was time to retire the director moniker.

"When Heidi and I started the band in 2002, we wouldn't have dreamed the band would become what it is today. Thank you to the East Troy community for supporting us and thank you to the musicians past and present for the honor of making music together," Jay said.

While Jay stands in a class of his own for the lasting impact he's made on countless musicians and music fans, part of his legacy will be his early view of East Troy Village Square Park as a crown jewel and the way he saw the park as part of his central vision for



There was a bittersweet symphony July 28 as beloved band director Jay Huenink conducted the East Troy Community Band in his last concert. Huenink said he's loved directing the band on Thursday Nights on the Square in the summer with early shows being played in the bandstand.

PHOTO SUBMITTED Good Neighbors



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- **Farm Animal Days**, hosted by our FFA students, brings the farm directly to the community.
- **Middle School Library Gardens** were created by ETMS students in partnership with local landscaping companies.
- The **ETHS Greenhouse** provides authentic learning experiences with plant production and sales.
- Partnering with local farmers and seed dealers, agriculture students manage over 17 acres of crops at the **K&S Test Plots and Community Garden**.



To learn more about the ETCSD please scan the QR code!

the band's home.

"There wasn't a lot going on at the park at the time. We picked every Thursday night at 7:30 p.m. so people would get in the habit of knowing there would always be a group there," Jay said.

As the Hueninks close their Thursday Nights chapter, it appears they have built a tradition so strong it will continue.

"The band will play on," Jay said.

He explained his departure isn't the end for the organization as the East Troy Community Band Board of Directors is already working to find a new director with plans to return the Thursday Night concert series in summer of 2023.

"I'm really looking forward to seeing how the band goes in future years and how it will continue to be a part of summers in East Troy," Jay said.

A Class of Their Own

After a run of two decades, the Hueninks discussed how unforgettable playing with the band has been.

"I love doing it. I couldn't wait for Thursday Nights," Jay said.

"The challenge is to choose the best music the musicians can play and that will be loved by our audience," said Jay of the way he organized each show."

He said he often picked a few songs that bands love to play such as marches, classics, overtures and show tunes mixed in with popular music and guest bands for the audience.

Some of the biggest highlights for Jay were taking the entire band on a trip to Mackinac Island in 2008, hearing a band member present The Gettysburg Address, as well as getting the chance to perform under the direction of longtime East Troy High School Band Director Ivan TeLindert.

For about a decade, the band got to perform on stage at Alpine Valley Music Theatre.

But the band had to work for its success.

The Hueninks, who fell in love at the UW-Oshkosh Music Department and later served in an Army Band, planted roots in East Troy in

1996.

Jay, who first started playing his horn in fifth grade and went on to be both a dedicated band member and a college level discus thrower, pursued a career in the IT field. However, Jay held onto fond memories of playing with his community band since he was 15 in Oconomowoc.

"We went all over the country and I played with people of all ages," Jay said of his inspiration for starting an East Troy group.

Huenink founded the community band with just a handful of musicians, building the program from scratch.

"We had four people show up to the first rehearsal and three people hadn't played in 15 years," Jay explained.

Luckily, there was a decent sized audience at the first concert, but the Hueninks still worked hard to grow the series by involving East Troy's music community, including Rodger and the late Cathy Trader and Tim Hummel from the East Troy Community School District's music program with support from village officials such as Linnea Loesch and John Alexander.

"It took a village with involvement from all different kinds of people," Heidi said.

In the early years, Alpine Valley Music Theatre donated money to help the non-profit group buy its first equipment.

By year four, about 40 musicians played in front of a solid crowd on the square

"We were pleasantly surprised at our audience sizes. Kiwanis Manor began bussing in groups, and each year each concert grew more popular," Heidi explained.

The band remained steady through the years with between 30 and 45 members.

Heidi said she loved how the tight-knit band included all walks of life from doctors to nurses to students to grocery store managers to engineers.

"We've met a lot of neat people we never would have met," said Heidi.

Heidi is currently working to have Jay's influence be forever marked at East Troy Village Square Park with a commemorative bench.

For details, visit <https://gofund.me/115f89c5>.

FALL MUST DO • CONTINUED FROM FRONT PAGE

SATURDAY

10 a.m. Open Stage (bands, duos, trios)
 11 a.m. Sawdust Symphony
 12 p.m. KR Bluegrass
 1 p.m. Fox Crossing Stringband
 2 p.m. Band Scramble
 3 p.m. Piper Road String Band
 4 p.m. Deeper Shade of Blue
 After Show at East Troy Brewery, 2905 Main St., 6 to 9 p.m.: Piper Road String Band

SUNDAY

10 a.m. Gospel Service featuring Anderegg Family
 11:30 a.m. Banjo, Guitar, Mandolin and Fiddle Contests
 1 p.m. Strings to Roam
 2 p.m. The Andereggs
 3 p.m. Mark Hembree Band
 4 p.m. Joe Mullins & The Radio Ramblers

In addition to the musical entertainment, other festival highlights include a popular food court featuring local fare and a Marketplace featuring local crafters, artisans and farmers market vendors.

Admission is \$10 per person. Children 15 and younger are admitted free.

Attendees should bring their own lawn chairs.

For more information, visit easttroybluegrass.com.

2. BLUEGRASS AFTER SHOW
Sept. 10

Keep the party going after the 28th annual East Troy Bluegrass Festival on Saturday, Sept. 10 at East Troy Brewery, 2905 Main St. on the East Troy Village Square.

Piper Road String Band will perform immediately after the festival from 6 to 9 p.m. at East Troy Brewery, 2905 Main St. on the East Troy Village Square. The brewery will kick off a weekend of bluegrass on Friday, Sept. 9 with live music from 7000apart.

The Hive Taproom, W2463 County Road ES, will host Fox Crossing Band from 6 to 9 p.m.

For details, visit easttroy.org.

3a. AUTUMN HARVEST FESTIVAL
Saturdays & Sundays
Sept. 10-Oct. 23

Whether you're continuing a family tradition or starting a new one this fall, The Elegant Farmer will offer a family fun farm experience with the return of its annual Autumn Harvest Festival weekends Sept. 10 through Oct. 23 from 10 a.m.-5 p.m.

Twelve varieties of apples can be picked right from the tree on the farm's orchard and pumpkins of all shapes and sizes selected from the patch.

Enjoy beautiful fall colors aboard a tractor-pulled hayride, pony rides or vintage trolley ride. The East Troy Electric Railroad's turn-of-the-century train makes a stop at The Elegant Farmer Depot.

The Elegant Farmer will also offer a 5-acre

family-friendly farm scene corn maze with easy in and out access for all ages.

Adding to the fun, the event features delicious specialty foods, including make-your-own caramel apples, warm cider donuts, pulled pork, homemade chili and more.

The Elegant Farmer, 1545 Main St. (County Roads ES and J), is open from 9 a.m. to 6 p.m. daily. Orchard hours are 10 a.m. to 5 p.m. For more information, call (262) 363-6771 or visit elegantfarmer.com.

3b. TROLLEY TRIPS
Saturdays & Sundays
Sept. 10-Oct. 30

Take in the changing leaves aboard the East Troy Electric Railroad, Wisconsin's last original electric line.

The East Troy Electric Railroad continues its 2022 season with trains running every Friday, Saturday and Sunday through Sept. 2.

Friday trains depart on the hour from the East Troy Depot, 2002 Church St., at 10 a.m., noon and 2 p.m., Saturday trains run on the hour from 10 a.m. until 3 p.m. and Sunday trains are at 10 a.m., noon and 2 p.m.

Fall Harvest Trains run Saturdays and Sundays, Sept. 10-30.

The East Troy Electric Railroad operates the last 7 miles of original track from The Milwaukee Electric Railway & Light Company interurban system, which had 200 miles of track in and around Milwaukee.

Fares are \$15 for adults, \$12.50 for seniors and \$9.50 for youth 3-14. Children younger than 2 ride for free.

For fall schedule information and special events, call (262) 642-3263 or visit easttroyrr.org.

4. FIRST FRIDAYS FAMILY FUN NIGHT
Sept. 2

East Troy's First Fridays event series will continue with Family Fun Night on Friday, Sept. 2 from 5 to 8 p.m. at East Troy Village Square Park, 2881 Main St.

Join us for a family-friendly night out featuring food, beverages & the East Troy's First Fridays Beer Tent, East Troy Farmers Market, live music from DJ JC Hanna and kids' activities, including a Ninja Warrior Course sponsored by The Hive Taproom, Bubbleland, bounce castle and more.

For details, visit easttroy.org.

5. WALK OF TERROR
Weekends in October

East Troy's Walk of Terror will be back weekends this fall for an entire month.

The elaborate haunted house will offer experiences for both adults and children and organizers promise that this year's event will be bigger and better than ever.

The spine-chilling haunted house will run Sept. 30, Oct. 1, 7, 8, 13, 14, 15, 20, 21, 22, 25, 27, 28 and 29 at Rossmiller Park (Amusement Park), 3072 Graydon Ave., East Troy.

Organizers are currently looking for volunteers. To get involved, email

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top: The East Troy Bluegrass Festival's Saturday Headliner, Joe Mullins and The Radio Ramblers, are seen by tens of thousands of bluegrass fans every year and since 2013 have become regular guests on the historic Grand Ole Opry. **above:** Sunday headliner Deeper Shade of Blue, a North Carolina-based powerhouse band, marks its 20th anniversary this year and has just about everything going for it, including four talented lead singers, robust harmonies and a strong in-house supply of original material.

PHOTO SUBMITTED Good Neighbors



East Troy Brewery will be hosting its annual Oktoberfest event on Saturday, Sept. 17 featuring a special Oktoberfest beer release, German Dancing by D'Oberlander and more.

VANESSA LENZ Good Neighbors

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East Troy makes it easy to make the most of the fall season. **top right:** The Elegant Farmer's Harvest Festival features a corn maze, apple picking, hayrides, apple cider donuts and more. **top left:** The East Troy Electric Railroad, one of East Troy's most famous attractions, will offer weekend rides through Oct. 30.

VANESSA LENZ *Good Neighbors*

FALL MUST DO • CONTINUED FROM PAGE 3

walkofterror@yahoo.com. For more information, visit thewalkofterror.com.

6. EAST TROY HOMECOMING
Sept. 23-24

This Sept. 23-24, get ready to celebrate all things East Troy with "We Love ET: Community-wide Homecoming," featuring live music, activities, block party and more, paired with traditional East Troy High School events, including its Homecoming football game and parade.

The Homecoming Parade will start at 1:30 p.m. on Friday, Sept. 23. The route begins at the high school, heading east on Main Street, around the East Troy Village Square and back to the high school.

The ETHS varsity football team will face Whitewater High School at 7 p.m. on Friday, Sept. 23 at Trojan Stadium, 3128 Graydon Ave. Details will be announced at easttroy.org.

7. EAST TROY BREWERY OKTOBERFEST
Sept. 17

East Troy Brewery, 2905 Main St., will be hosting its annual Oktoberfest event on Saturday, Sept. 17 from 5 to 10 p.m. The event will feature a special Oktoberfest beer

release, German Dancing by D'Oberlander, Stein Hoisting, Hammerschlagen, and more. For details, visit etbrew.com.

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 for 200 and Taproom on the southwest corner of the East Troy Village Square.

8. EAST TROY CHAMBER GOLF OUTING
Sept. 16

The East Troy Area Chamber of Commerce will host its 24th annual golf outing on Friday, Sept. 16 at Evergreen Golf Club, Elkhorn.

Registration/Warm-up begins at 11:30 a.m. with a shotgun start at 12:30 p.m. and dinner and prizes at 5:30 p.m.

Spend the day on the golf course, with 18 holes of golf with cart, lunch, beer (courtesy of Wisconsin Oven Corporation) and a chicken and fish fry dinner for \$100 per person.

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.

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The Walk of Terror, East Troy's scariest Halloween attraction will return to the Amusement Park on weekends for the entire month of October. For details, visit thewalkofterror.com.

LINDEY NEUDORFF PHOTOGRAPHY *Good Neighbors*

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The Tour of America's Dairyland, the largest competitive cycling event in the United States, kicked off day 2 of 11 consecutive days of racing June 17 at the East Troy Cycling Classic, hosted by the East Troy Area Chamber of Commerce and title sponsor the Klumb Family Foundation. **Left:** Village of East Troy Police Deputy Chief Josh DeMeio sets the pace for Cassidy Kratochwill and the other local children in the Tour de Square Kid Race.
MITCHELL VINCENT, TOUR OF AMERICA'S DAIRYLAND *Good Neighbors*

Tour of America's Dairyland brings top-notch racers to town

The East Troy Area Chamber of Commerce, along with title sponsor the Klumb Family Foundation, played host to the East Troy Cycling Classic for the ninth straight year on June 17.

The pace was fast and furious during the second leg of the 11-day Tour of America's Dairyland, which is billed as the largest competitive cycling event in the United States.

With more than 500 amateur and professional racers navigating a new .62-

mile course showcasing the East Troy Village Square and neighboring streets, spectators and locals were treated to non-stop action and free entertainment all day.

Lining the course from late morning to the evening with a packed crowd for the pro races, it was a race to remember.

Organizers pulled out all the stops for the event, including the return of East Troy's Slow Ride Bike Race, the popular

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Clockwise from left: Defending champion Eric Seaverson (left) and Dylan Schroder of the Southern Moraine Kettles Mountain Bike Team face off in a heated battle amongst locals for last place during East Troy's 6th annual Slow Ride Bike Race. Schroder beat his coach for first place. Nearly 500 cyclists raced through a fast and somewhat technical course .6-mile course June 17 during the East Troy Cycling Classic. The event was part of the lucky 13th edition of ToAD, the United States' largest multi-day bike racing series, which features criterium-style bike races daily in different Wisconsin communities June 16 through June 26. Dennis Klumb – of title sponsor the Dennis and Janice Klumb Family Foundation – gives the Pro Women racers a warm welcome. A rider competes in the Tour de Square Kid Race. Ellison Guild (second place), Javier McCormack (first place) and Hazel Reyburn (third place) reach the podium after taking first in the 4-8 category.
MITCHELL VINCENT, TOUR OF AMERICA'S DAIRYLAND *Good Neighbors*

1

Strumpet and Tart

2920 Main St., East Troy

By Vanessa Lenz
EXECUTIVE DIRECTOR
EAST TROY CHAMBER

A new stylish shop has opened in East Troy's downtown, featuring a rotating selection of new, vintage and vintage-inspired home décor and furniture.

Strumpet and Tart has become the latest addition to the bustling East Troy Village Square, opening its doors during the Fourth of July Weekend.

The business, which provides a new and personally curated shopping experience, is run by Lis Friemoth and Vicki McKone who said it was important for them to open on the developing square.

"Every time somebody does something cool here on the square, I love that it encourages more creativity," McKone said.

The longtime East Troy locals said they thought of the idea for the business while across the street on the rooftop of Chinuk Sushi & Grill & el Pedro Taco (recently opened by McKone and her husband Jeff).

"We looked down at the building and thought it could be really cool and it just kind of evolved," said McKone, who is also an educator.

"It was always the goal to be complementary to what is already existing in town," said Friemoth. "We wanted to support what is already here. Let's all work together to serve people coming into town and have fun."

Friemoth, best known for her business The Garden Hoe, is a horticulture specialist, popular consultant and well-known plant whisperer, and has played a major role in creating the shop's vibrant atmosphere.

The store vibes are bohemian-chic, global-inspired, edgy and retro all in one, featuring new floor to ceiling windows and an exposed ceiling with original molding.

It also includes one of the most beautiful bathrooms you've ever seen with outstanding light fixtures, artwork and spa inspired hand towels.

"It really truly has been a group effort where family members and friends have been involved in sending us ideas for things that could come into the store and also helping a lot with design and visualizing the space," Friemoth said.

All Things Intriguing & Inspiring

Strumpet and Tart offers a curated selection of goods that will give you design inspiration for any room in your home, including items sourced directly from Turkey thanks to a new friendship Friemoth made



while researching artisans.

Whether you're in the market for a statement-making sofa or hoping to splurge on a regal mirror or warm up the most minimalist of rooms with an authentic Turkish rug, Strumpet and Tart has you covered.

Friemoth and McKone said they created the shop for those looking to find the perfect standout piece to bring new life to a space or the fab new item that you might plan a room around.

Friemoth said they are happy to offer "weird, unique statement pieces that will really pizzazz a room."

"These are pieces that have some history or if they don't have history, they have the potential to have history," Friemoth said.

Such items include the "Strumpet Sofa," which belonged to the family that sold the farm property that now houses Mayfair Mall, carts from Allen-Bradley that are repurposed,

an original untouched Sputnik chandelier and more.

"All of the pieces that we've purchased kind of speak to one of us or all of us that are curating the pieces," Friemoth said.

From Choco coffee and chocolate to original pennant designs to Egyptian glass, it's also worth exploring the store for the perfect gift.

Friemoth and McKone said it's been important for them to support local artisans as well as ethical and sustainable goods.

The store's walls are adorned with art and photography by local artists.

A selection of coffee and chocolate is all produced in Athens, Georgia, from bean to bag and bean to bar.

"What we do when sourcing items, is ask about where things come from because we want to make sure people aren't being taken advantage of," Friemoth said.

Friemoth and McKone said they will continue to work with various artisans to provide the ultimate selection to their customers.

They also aim to offer a relaxing shopping experience, offering spaces to lounge, samples and one-on-one assistance.

"Our biggest compliment is when people come in and ask, 'Can I just stay here?'" Friemoth said.

With a constant change of inventory, McKone reminds shoppers to come back and shop often.

"We have people come in multiple times a week, because things change," Friemoth.

Summer hours are 11 a.m. to 6 p.m., Wed.-Sun.

Shoppers can book private appointments anytime by calling (262) 745-2904.

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above: Strumpet and Tart on the square features a rotating selection of new, vintage and vintage-inspired home décor and furniture. **below:** The shop's carefully sourced collection includes high quality and one of a kind pieces like these authentic Turkish towels featuring a fabric and weave that set it apart from your average bath towel.

SARAH MANKE *Good Neighbors*



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Showcasing a mix of big city and Wisconsin brands, Home on the Square offers a beautiful high-low blend.

SARAH MANKE *Good Neighbors*

3 InkLink Books

Inklinkbooks.com 2890 Main St., East Troy, WI 53120 | (262) 642-9607

InkLink Books, known for hosting bestselling authors at its Read & Feed book dinners and virtual events, captures the nostalgia of the best independent bookstores by filling its shelves with books from hyper-curated lists.

The result is an impressive variety – hard to find titles, literary fiction, political works, cookbooks, titles on science and nature, children’s books and more are all there.

While owner Kayleen Rohrer is an expert on what to read and can guide you through the shelves, she wants the selection process to be more about discovery.

“My preference is for people to do the hunt,” Rohrer explained. “A lot happens when you do that. It’s inevitable that you find something you didn’t know was out there. It’s exciting.”

The building, which dates back to 1862 has been completely transformed into a chic yet comfortable space filled with beloved titles of every genre.

As you enter, you are surrounded by floor to ceiling books, a rolling ladder, fireplace and attractive window displays. Murals of goddesses of wisdom adorn the walls and ceiling.

Open Tues.-Sat. from 10 a.m. to 1 p.m.



InkLink Books, East Troy’s first bookstore, celebrated its fifth anniversary July 5, and has become a destination for shoppers visiting the East Troy Village Square.

SARAH MANKE *Good Neighbors*

2 Home on the Square

homeonthesquare.shop 2888 Main St., East Troy, WI 53120 | (262) 642-5400

Family owned and operated, Home on the Square aims to deliver a unique blend of high quality domestic and international products specifically geared towards a Midwestern client.

It’s a treat to explore the items inside the approximately 1,200-square foot home, garden and gift shop, most of which are sourced from a mixture of the East and West coasts and Wisconsin-based artists and companies.

Home on the Square has a little bit of

everything – a solid inventory of cacti and plants, apothecary items, accessories, jewelry, home items, children’s toys and more.

Helmed by longtime East Troy business owner JoAnn McCormack and Dan Moody, who has worked in the fashion and entertainment industry for over 15 years, the shop is a welcome, approachable addition to the square’s retail scene.

Open Tues., Wed., Thurs., Fri. from 10 a.m. to 6 p.m., Sat. from 9 a.m. to 4 p.m.



Zinn's on the Square puts focus on curating goods made by local artisans.

SARAH MANKE *Good Neighbors*

4 Zinn's on the Square

2087 Division St., East Troy, WI 53120
(414) 861-9466

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

Owners and makers Lori Domzil of Wiki Woolz, Shirley Chisholm of Crafts by Shirley and Sue Kirschnik of Grandma Fishys took over the shop, formerly known as Zinn’s Mercantile, April 15.

“I was a vendor there and they were closing, and I thought, let’s do this,” Domzil said.

Zinn’s puts the focus on area makers and local small handmade businesses with products from around 30 local artisans.

“We support local, small Wisconsin businesses, which the three of us are. We all have our own little business and we’ve come together here to have it for everyone to come and shop local and support local and small,” Domzil said of building a home for small businesses.

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

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367162

5 Treasures A-Z Antiques and Appraisals

3066 Main St., Suite 102, East Troy, WI 53120 | (262) 893-8222

This new shop features eclectic antique finds to enhance your life. Owner Cheri Riehle, a Certified Appraiser Guild of America antique appraiser, collects, buys and sells antiques, specializing in unique and hard to find items with a flair for architectural, industrial and repurposed

pieces. You can spend all day shopping AZ's overflowing selection. "One of the biggest compliments a shop owner can receive is customers spending an extended amount of time exploring their shop," said Riehle.

"So appreciate everyone who walks the shop and then goes back around to see what they might have missed, maybe while stopping to chat or ask a question!"
 Open Thurs., Fri. and Sat. from 11 a.m. to 4 p.m.



Treasures A-Z Antiques And Appraisals East Troy is open Thursday-Saturday, in order to give owner Cheri Riehle the start of the week to find, clean and restore, research and price all of the store's new goodies.

SARAH MANKE Good Neighbors

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 shop.west20.com | W4812 Highway 20
 East Troy | (262) 642-4272

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

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Frank's Piggly Wiggly
 3238 W. Main St., East Troy
 (262) 642-5524

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

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

Kwik Trip
 1180 County Road ES,
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Matt's Wild Foods LLC
 2681 Main St., Suite A
 East Troy | (920) 296-0774

Square Roots/ 2894 on Main
 2894onmain.com 2894 Main St.
 East Troy, WI 53120 | (262) 642-9600

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

The Global Glass

theglobalglass.com 2884 Main St.,
 East Troy, WI 53120 | (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.

Owners Melanie (a Certified Wine Educator) and Richard Denhart feature a full selection of beer, wine and spirits inspired by their travels across the globe.

The Denharts hand select their products, focusing on meeting the desires of their customers while

stocking the best and highest quality products.

The sometimes-hard-to-find craft beer and favorite domestics are available at the store, and if you can't find what you are looking for the staff will special order it for you.

Open Mon.-Sat. from 9 a.m. to 9 p.m., Sun. from 10 a.m. to 6 p.m.

• CONTINUED ON PAGE 11

The Global Glass, located on the north side of the East Troy Village Square, has a mission to constantly seek out high-quality wine, beer and spirits to share with their customers and community.

DANIELJMOODY.COM Good Neighbors



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4/22/22

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East Troy Railroad Museum Inc.
 2002 CHURCH STREET, EAST TROY, WI 53120
 (262) 642-3263
www.eastroyrr.org

4/22/22



The Hive Taproom is buzzing with events this fall, featuring live music every Saturday night, Thursday Night Trivia, Brewery Tours and more.

VANESSA LENZ *Good Neighbors*

FALL MUST DO • CONTINUED FROM PAGE 4

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

The outing is catered to golfers of all levels.

To register, visit easttroy.org.

9. LIVE AT THE HIVE
Every Saturday Night

This fall, The Hive Taproom, W2463 County Road ES, is buzzing with outdoor events, and ready to be your new favorite hangout spot.

Enjoy live music events from a variety of genres every Saturday night in a newly expanded outdoor space – complete with a new outdoor bar, horseshoe pits and a larger stage.

The Hive’s 14 taps of session mead are brewed like a beer and finish like a beer/cider: dry, carbonated and served cold. Brewed on-site, these hydrating and naturally gluten-free beverages are made with raw, local honey and other local and seasonal ingredients.

Bee in the know about events, new releases, and more at thehivetaproom.com, on Facebook or Instagram.

Music Lineup:

- Aug. 27: Doghouse Roses
- Sept. 3: Indigo Canyon
- Sept. 10: Fox Crossing Band
- Sept. 17: Paul Rebek & the Sliders
- Sept. 24: Milwaukee Blues Rock Collective
- Oct. 1: Heath Duo & Wolves with Virginia
- Oct. 8: Red’s Hot Chili Peppers
- Oct. 15: Cesare and the Spicy Croutons
- Oct. 22: Matt Meyer Duo
- Oct. 29: Doghouse Roses
- Nov. 5: Ivy Ford Band
- Nov. 12: The Acoustix

10. WALWORTH COUNTY FAIR
Sept. 1-6

The 173rd Walworth County Fair will be held from Aug. 31-Sept. 5 at the Walworth County Fairgrounds, 411 E. Court St., Elkhorn.

The “Bee Happy” event will feature entertainment, food animal exhibits, carnival rides and more. For more information, visit walworthcountyfair.com.

CYCLING • CONTINUED FROM PAGE 5

Tour de Square Kids Race, East Troy Brewery Beer Tent and more.

The area community and businesses came out in force to support the race with all eyes on East Troy for a great day of elite cycling and fun.

Thank you East Troy!

The East Troy Area Chamber of Commerce is grateful to the sponsors, volunteers and local businesses and residents for the success of the event.

This event would not be possible without the tremendous support of title sponsor, the Dennis and Janice Klumb Family Foundation and Dennis Klumb Jr.

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- Village of East Troy
- Village of East Troy Department of Public Works
- Village of East Troy Police Department

Thanks to all the local business owners, employees and residents for their patience with the detours around the central part of the village.

We appreciate your continued support in helping to put East Troy on the map!

East Troy Area Chamber of Commerce



What better way is there to enjoy the change of seasons than stocking up on pumpkins and produce at Bowers Produce, W490 WI-20.

VANESSA LENZ *Good Neighbors*

FARMS TO GET YOUR FALL FIX

Whether you are soaking up the last moments of summer or eager to for all things fall, it’s the best time of year to be on the farm. We’ve rounded up our favorites so you can get your fall fix of apple picking, pumpkins and of course Pizza on the Farm.

1. GRASSWAY ORGANICS • Friemoth Road

Get to learn more about the farm you love at Grassway Organics, W2716 Friemoth Road, East Troy.

Grassway will feature farm tours at 1 p.m. (for about an hour) every Saturday, August through September.

Meet and chat with Grassway owner and farmer Chaz Self.

Tours are free. Listen, learn and wear walking boots. Meet in front of the Farm Store at Grassway Organics.

The store is open Tuesday through Saturday from 10 a.m. to 2 p.m.

Grassway Organics hosts Pizza on the Farm events on Friday and Saturday nights, May 6 through Oct. 1, baking pizzas using only organic ingredients on the farm’s on-site wood fired pizza oven.

The series invites people to visit the farm for live music and fresh, drool-worthy wood-fired pies. 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. BOWER’S PRODUCE • Highway 20

If you’re looking to keep it local for your fall produce and pumpkins, visit East Troy staple Bowers Produce, W490 State Road 20, East Troy, Wisconsin. Open daily from 9 a.m. to 6 p.m.

3. GREEN MEADOWS PETTING FARM • Highway 20

Green Meadows Petting Farm, 33603 High Dr. (Highway 20), East Troy, offers a chance to encounter animals including goats, cows, ducks, horses, and pigs as well as pick a pumpkin to take home.

Green Meadows is open 10 a.m. to 4 p.m. Tuesdays through Sunday. For more information, call (262) 534-2891 or visit greenmeadowsfarmwi.com.



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📍 **The Global Glass**
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Full-service retail store featuring beer, wine and spirits.



📍 **Square Side Resale & Consignment Boutique**
2874 Main St.
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📍 **Square Roots/ 2894 on Main**
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Square Side Boutique, a popular consignment and resale shop, recently expanded on the East Troy Village Square giving shoppers more space to thrift one-of-a-kind treasures from your favorite women's and children's brands.

SARAH MANKE Good Neighbors

6 Square Side Boutique

2874 Main St., East Troy, WI 53120 | (262) 215-3736

This locally owned and operated boutique isn't your average consignment store.

Square Side Boutique specializes in women and children's fashion (with a mix of new & gently used) and proves that you don't have to sacrifice style for sustainable and low-cost alternatives to shopping new.

Owner Denise Price said her customers love that they can put together an outfit for a fraction of the cost they would pay if buying it new.

Square Side recently unveiled a complete renovation with a new contemporary look and layout with open sightlines and lounge areas and the addition of home decor.

Not only does the shop have a new fashionable look, but also twice the space as its customer base continues to grow with the market for shopping secondhand expected to keep growing. Open Tues.-Wed. from 10 a.m. to 5 p.m., Thurs. 10 a.m. to 7 p.m. and Fri. and Sat. 10 a.m. to 4 p.m.

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