

Women in Business

Inside MEET A FEW OF THE EMPOWERED WOMEN RUNNING LOCAL BUSINESSES

A SOUTHERN LAKES NEWSPAPERS LLC PUBLICATION • 2023 EDITION



GET ARTSY AT Creative Spaces Studio

Creative Spaces Studio, a mother-daughter co-owned business in Waterford, opened in 2019.

Barb Hayes and Donna Fearing started Creative Spaces Studio after years of attending arts and craft fairs all over the state. They started small, in a space on Milwaukee Street in Waterford, with one long-arm stitcher, a small classroom space and a small retail space.

In 2020, Barb drove by the old Napa building on Main Street, saw a rent sign, called the number, and set up a meeting. They moved in and opened in July 2020 into a space five times bigger than where they started. A scary move, but with the support of family and the community they are doing well.

Creative Spaces Studio is a gift shop/art gallery representing more than 20 local artists in various mediums. The shop is a great place to find unique gifts and home décor pieces that you are not going to find anywhere else. Watercolors, acrylic paintings, and collage art are just a few of the paintings you can find at Creative Spaces Studio.

They carry unique jewelry made from wire wrapping, resin, and upcycled jewelry. Hand-crafted teddy bears, gnomes, unique flower sculptures, beautiful purses, bags, wallets, table runners, quilts, and throw blankets are a few of the sewing creations available. Glass suncatchers, alcohol ink tiles, glass sculptures, and pottery are also a highlight for their shoppers.

Creative Spaces Studio and Waterford Bee Company have partnered together this year and you can find all of their products in the shop.



Barb Hayes (from left) with her son, Dane Hayes, and daughter, Donna Fearing. Barb and Donna own Creative Spaces Studio in Waterford.

SUBMITTED PHOTO
Women in Business

Creative Spaces Studio is also a quilt shop. They sell fabric on the bolt, precuts, and kits. They carry notions, patterns and batting. With two long-arm stitchers in the shop, they finish people's quilts for them to a variety of levels from just stitched to fully completed (i.e. binding sewing on and down). Barb, Tom and Dane (all family members) can be found creating, crafting, and building custom quilts for customers as well.

The glass department at Creative Spaces

Studio has a variety of things happening. fused glass, stained glass, and mosaics are the classes that are most frequently hosted in their classroom. Fused glass classes are most frequently scheduled, accomplished in a few hours, and have to be picked up a week later. Stained glass classes are scheduled monthly, kept small in capacity, and are accomplished in one day with you leaving with a completed piece.

Mosaic classes are sporadically available and can be a fun class if you enjoy puzzles,

trying something new, and being creative.

Custom glass orders can be placed with Donna and make exceptionally personal gifts for any occasion. New this year, Donna will be attending a few art shows with the hope of more exposure to art collectors and lovers alike.

Visit in person at 318 E. Main S., Waterford. To find more information about what they carry in the shop, services offered as well as classes online, visit creativespacesstudio.net.

Shop the Women-Owned Businesses of Rochester!

The Kinder Klokset Inc.

CHILDREN'S RESALE Sizes NB-10

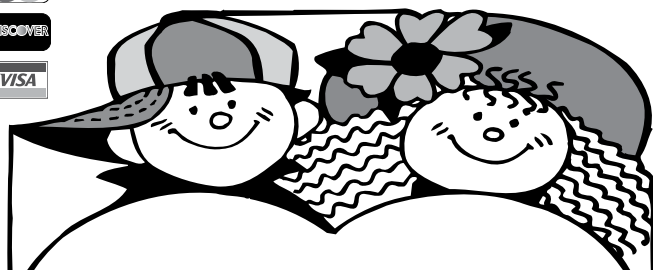
There's always a sale at Kinder Klokset. Children's resale clothing (Sizes NB-10), equipment, bikes, trikes, & toys. Inventory changes daily.

404 S. Front Street
(Hwy W, Rochester)



(262) 534-6232

WED-FRI 10-5,
SAT. 10-3



New To You

WOMENS CONSIGNMENT
BOUTIQUE

Find it! Love it! Buy it!
Shop New To You often for the
best in fashion and price!

200 W. Main Street
Rochester
(262) 534-7553
Newtoyou-wi.com

Tues.-Fri. 10-5;
Sat. 10-3



Mark your calendar for Rochester's Day in the Country, Saturday, Sept. 16!

Bringing back the olden days

NOSTALGIC CANDY SHOP BRINGS GENERATIONS TOGETHER

By Jason Arndt
STAFF WRITER

Necco wafers, pop rocks, candy buttons, wax bottles bring back memories of the corner drug store, where people would often flock with their bicycles after school, or during the summer with quarters.

While times have changed, including the price of candy, a store in Mukwonago looks to reintroduce nostalgic candy to a new generation of children and their families.

E and S Sweets, 211 N. Rochester St., Mukwonago, was launched early in 2019 by a mother and daughter-in-law team.

Co-owner Kris Brill, who partnered with her daughter-in-law, Lisa, said the duo decided to open the business because they discovered an untapped market in the Village of Mukwonago.

“When we were trying to open up a business, we were trying to think of what the Village of Mukwonago needed, and a penny candy, nostalgia shop kind of fit the small town feeling and we want to bring that back,” Kris Brill said.

The store features retro candy, locally made popcorn, chocolates, craft sodas, hand scooped ice cream with rotating flavors, and freeze-dried goodies made in-house.

Additionally, customers can experience some flashbacks, including a quarter gumball machine, Big League Chew featuring multiple flavor varieties, a vast array of Pez dispensers, and other nostalgic items.

“Since we are two-generational owners, we guarantee that you will find candy from the fabulous 40s through the totally awesome 80s and beyond,” the co-owners wrote on the store’s website accessible at eandssweets.com.

Bringing people together

Initially, the ownership group looked to bring generations together, primarily grandparents and grandchildren.

Since opening, Kris said she has seen a positive reception, including grandparents often overheard sharing stories of the old-fashioned candy shop with their grandchildren.

“I know a lot of customers come in saying they used to go the corner drug store for candy with their quarters,” Kris said. “They reminisce a lot about this type of candy.”

Lisa, like her mother-in-law, said she’s witnessed similar customer interactions



above: Lisa and Kris Brill, owners of E and S Sweets in Mukwonago, look to bring back memories of a nostalgic candy shop. **left:** The store features a wide variety of candy items available for sale. **bottom:** E and S Sweets, 211 N. Rochester Ave., Mukwonago, offers nostalgic candy, featuring items grandparents often remember from old-fashioned drug stores they would visit when they were younger.

JASON ARNDT
Women in Business

when people visit the store.

“The most fun thing for me is seeing grandparents with their grandkids,” Lisa said.

What’s in a name?

Both Kris and Lisa opted for the name E and S Sweets based on their children’s names.

Kris is mother to Eric and Scott while Eric, who married Lisa, became parents to Eli and Sam.

Both owners found the name change a natural fit, considering it pays homage to their children.

The mother and daughter-in-law team also discovered they have a natural cohesiveness.

While Kris works in front of the store, greeting customers, Lisa spends time behind-the-scenes using her creativity to increase the store’s social media following as well as its website.

“(Kris) gets to meet all of the customers and I like to be creative,” Lisa said.

As the Mukwonago-based store continues to thrive, the family looks to continue the tradition of bringing people together, Lisa said.

“Candy brings smiles to everybody. So, let’s do something fun,” Lisa said. “We wanted to bring something back that people remember from the early day.”

E and S Sweets is open Tuesday through Saturday from 10 a.m. until 6 p.m. and 11 a.m. until 3 p.m. on Sundays.



Women in Business

A publication of Southern Lakes Newspapers
1102 Ann St., Delavan, WI 53115 • (262) 763-3511

Page Designer: Jen DeGroot • Special Sections Editor: Tracy Ouellette
Creative Director: Heather Ruenz • Advertising Director: Vicki Vanderwerff

For advertising opportunities in our weekly newspapers or other special publications, please call (262) 725-7701, ext. 134.

One-year anniversary marks huge growth for Sara's Dream Resale

By Jennifer Eisenbart
STAFF WRITER

Sara's Dream Resale opened at 1333 Racine St. in Delavan on April Fool's Day in 2022, but the results have been no joke.

When approaching the store's first anniversary in spring, owner Sara Smith couldn't seem to quite believe the growth the store has experienced.

"It's going good," she said while in the final stages of planning a one-year celebration this spring. "It's surprising how fast it's going to take off. We're starting to look for a second place, because this one's so packed."

The anniversary celebration featured Delavan Mayor Ryan Schroeder, free hot dogs, chips and a soda for the first 100 visitors as well as sales, children's activities and prizes.

"It's been a good dream," Smith said. The store bears her name and her dream was opening a resale shop.

She explained that she and her father went into business last spring. A Beloit native, she moved back to Delavan to be with her father. The store was about finding a place where he could help out.

Smith said she and her mother would go thrift shopping when she was a child, and there were times that stores would make the two feel guilty about looking for bargains.

Her stated goal when opening her own store was to create a resale shop people wanted to return to.



Sara's Dream Resale, 1333 Racine St., Delavan, celebrated its one-year anniversary celebration in the spring. Shown here is owner Sara Smith with the inventory of her store.

JENNIFER EISENBART Women in Business

"I want them to feel happy," she said at the time. "I just want to be able to help others."

To say the store has something for everyone might be an understatement. While Smith said her best business is in

knick-knacks – she said she has numerous knowledgeable buyers who purchase and then resell them – her inventory is constantly changing.

"It changes all the time," Smith said. "Every Tuesday, we're putting new things

out. "The knick-knacks," she added, "people just buy them like crazy, and we have a good turnover rate."

The store also features a wide variety of clothing, furniture (including a number of stylish lamps), baby clothes, blankets, toys, puzzles, stuffed animals and wall decorations.

Right now, while Smith will accept donations, she is not accepting additional consigners unless they offer something new because the store is already so full.

Consigners take up about 30% of the store, Smith estimated, while donations fill the rest. Consigners receive 60% of the money earned from a sale, with the store keeping the other 40%.

The way the store is filled is why Smith and her father are working on expansion.

"My dad says Sara's 2 is coming soon," Smith said. "We just need to find the right building."

She is also willing to help out those in need. Smith said she watches the Pay It Forward Walworth County Facebook page for opportunities to help, and has made donations to Valley of the Kings Sanctuary and Retreat of used blankets and animal food.

She has also donated pet leashes and collars to Lakeland Animal Shelter.

Sara's Dream Resale is open 10 a.m. to 6 p.m., Monday through Saturday, and noon to 5 p.m., Sunday. For more information, stop in and follow the store on Facebook.

Lyle's TV & Appliance



The Appliance Store With So Much More!

LYLE'S TV & APPLIANCE, INC.

OFFERS APPLIANCES, ELECTRONICS, MATTRESSES AND RESIDENTIAL SOLUTIONS

17 S. Washington Street, Elkhorn, WI 53121

262-723-3477

www.lylestv.com

440054

Edward Jones

edwardjones.com | Member SIPC



Let's partner for life's moments.

Together, we'll help you prepare for the next one — big or small.



Debra Cross, CFP®, CPWA®

Financial Advisor

1034 C Ann Street
Delavan, WI 53115
262-728-4224

Finding treasures

AREA ANTIQUE SHOP OFFERS MERCHANDISE AND APPRAISALS



left: Childhood toys, like this hobby horse, are available for people looking to relive their memories. **right:** The A-Z East Troy card sits on a counter, surrounded by miniature ducks and chickens. **upper photo:** Antique practical items are more popular these days than collectibles. Cheri and Steve Riehle's business, Treasures A-Z, took a step up in March of 2022, opening A-Z East Troy at 3066 Main St., Suite 102. The store is open Thursday, Friday and Saturday and Cheri Riehle is an antique appraiser dedicated to learning the stories behind items.

JASON ARNDT Women in Business

By Jennifer Eisenbart
STAFF WRITER

For East Troy's Cheri Riehle, antiques aren't always about the value.

The true value is the stories behind them.

"When Grandma Jones brings up a teacup, I know in my heart that teacup doesn't have a lot of value," Riehle said. "But you can see how a person has it wrapped, how they touch it.

"It truly is that emotion that you don't get when you buy it from Ikea," she added.

Riehle runs Treasures A-Z, an antiques business that encompasses her antiques appraisal, places in three antique malls in the area and now A-Z East Troy.

The East Troy store just celebrated its first anniversary in March of this year. The store came out of Riehle and her husband, Steve, inheriting the family home on Lake Beulah and losing the barn and basement storage space the couple had for their antiques.

"We had no place to go," Riehle said, explaining that the Lake Beulah home doesn't even have a basement.

"I kind of took an office space for warehouse space," she explained.

Shortly after, a couple running an antique store in East Troy decided to leave the area and Riehle took over the space.

It has allowed her to live and work in the community and share the talents she learned as an occupational therapist.

That was how she got into the antiques business, actually. Burned out on the stress of an OT job, she began by selling antiques out of one antique mall and on eBay.

Now, she and Steve have space at Lauren's Antique and Art Center in Delavan, the Waukesha Antique Mall and Antiques on Pierce in Milwaukee.

"I find I can still use my people skills," Riehle said with a laugh.

Those skills are what she loves about the job. She gets a chance to hear the stories behind a particular piece, letting a family share how particular items have come to be in their possession.

She also becomes part counselor, as families begin to clear out the items their grandparents and parents once considered valuable.

As she explained, the collectibles market isn't what it used to be.

"The young people are more minimalistic and don't like as much stuff," Riehle explained, pointing to items like glass collectibles, china sets and the like.

"If you put china in the dishwasher, you'll wear off the pattern almost immediately,"

Riehle said. "Young people these days don't want to do dishes, they want to hang out with their friends."

"It's not easy, when a lot of kids downsize their parents' things," she added. "I'm brutally honest, too. There's a lot of things that aren't selling right now, and I tell them that."

Riehle said much of what is popular now are items that have function as well as form. For example, mid-century modern is popular.

"Many people like the vintage bar wear," she said, pointing to ice buckets, cocktail glasses and highball glasses.

But that isn't all. Riehle talked about "farmhouse chic" as old farm furniture, wooden boxes – items that serve clean lines with the comfortable living associated with a farmhouse.

Washtubs and vases now get repurposed as planters. Industrial lighting gets reused and repurposed.

And of course, there are vintage items that people want to use as well. Riehle said industrial signage – metal signs advertising anything from cars to soda to food – has become increasingly popular.

Toys also hold a special fascination for people. Older items like vintage Fischer Price Little People toys, Matchbox cars, Barbie dolls ... all hold memories.

"People want to come in and relive their childhood," Riehle said, adding that tin pails and wind-up toys are also popular as people circle back to "pretend play" items and step back from electronics.

The memories and stories that people share are part of why Riehle handles antiques.

"As an appraiser, I'm trying to get the focus off its potential value and onto the story and history behind it," said Riehle, adding that she might be part of the last generation of people that can appreciate older items and the background associated with them.

"Unless we can get the very young people interested, the antique business could be a dinosaur one day," she said.

Riehle still has hope, though. Recently, a young man asked for a trip to an antiques store for a birthday present.

"It's people like that who will keep the antiques business going," she said. "We're teaching them the stories. All the old stories are going to go away, unless we start teaching them."

Treasures A-Z is at 3066 Main St., Suite 102, in East Troy. The shop is open from 11 a.m. to 4 p.m. Thursday, Friday and Saturday.

For more information, call 262-893-8222, visit treasuresaz.com and find the store on Facebook.

Curating a collection

VINTAGE SHOP OFFERS HAND-PICKED SELECTION

By Christopher Bennett
CORRESPONDENT

Someone with a life in transition might be in a perfect position to help you change the space in which you live.

Crissy Loberg is in the phase of life where it's now or never, and her drive is Burlington and southeast Wisconsin's gain.

Loberg opened The Water Lily in downtown Burlington in September of 2022 at the urging of one of her daughters. Loberg is a married mother of three, and her children are all preparing to fledge and depart the nest.

"My youngest, who is 17 and is an artist, came up with the name – mostly because we live on the lake," said Loberg, who lives on Browns Lake in Burlington with her family. "She paints water colors of the water lilies that are on the lake."

The Water Lily is at 517 Milwaukee Ave. in downtown Burlington, and is one of Loberg's first steps as she transitions through this phase of life.

The store's website describes the store as a "thoughtfully curated home decor shop" which "displays art, small pieces of furniture, pottery, pillows, coffee table books, and much more for affordable prices."

Loberg's worked as an interior decorator for almost 15 years – mostly in Naperville, Illinois. Her family is currently splitting time between Naperville and Burlington, but plans to soon locate permanently in Burlington.

It's a stretch to say her daughter shamed her into opening The Water Lily, but she did issue a call to action.

"My daughter said, 'Mom, it's time,'" Loberg said. "Stop talking about it and just do it."

"My gut was telling me to do it here in Burlington."

Loberg noticed no one in Burlington



Crissy Loberg

offered services similar to hers. She is a self-taught interior decorator and designer who relishes using vintage pieces and items available in one's home to transform a space into something more.

Loberg shops for vintage and other interesting pieces and stages the items in her shop in settings one might find in a typical home.

The items at The Water Lily are all for sale, but Loberg is not running a thrift store.

In addition to selling furniture, lamps and other accoutrements of the home, Loberg sells ideas and images.

"It's a not a resale shop – it's a curated vintage shop," Loberg said. "I've hand-picked all the things that are in my shop because I like them and think someone can use them."

connect with the curator

Crissy Loberg maintains a significant social media presence on Instagram, Facebook and TikTok, where showcases the items at The Water Lily.

Loberg is on Instagram at interiorsbycrissy and thewaterlilyshop, and can be found on Facebook and TikTok by searching for The Water Lily.

The shop is open Wednesday through Saturday from noon to 5 p.m. Loberg can be reached at 262-716-0101 and by email at thewaterlily517@gmail.com.

Loberg said she likes that when someone comes into her shop they are able to see items she hand-picked working in their own home. The items she finds and sells are one-of-a-kind. Loberg does not keep multiple items in stock – those who fall in love with a particular piece need to buy it now or risk losing it forever.

"When you see something you really love, you should get it," Loberg said.

Loberg's role as an advisor first started years ago in Naperville. She coached and counseled her sister in-law, and guided her in setting up the furnishings and decorations in her home. Loberg's business and reputation grew from there.

"My sister in-law always liked what I did at my house, and she started letting me do everything at her house," Loberg said. "It just kind of snowballed from there."

Friends of Loberg's sister in-law took notice, and said they'd pay Loberg to imagine their homes and bring their space alive in ways they couldn't.

"One of my strongest suits, I feel, plus I've been given that feedback, is that I work well with what people already have," Loberg said. "I'm definitely not a big believer in buying everything new – I like vintage."

Loberg prefers pieces and items that are not mass-produced and show an individual flair and display a discernible character. Her talent is elevating space imagined by someone else into something more.

"I can come to your house for two hours," Loberg said. "Give me two hours and we can rearrange your things, hang art in other places, suggest new paint and lighting – reimagine the space you have."

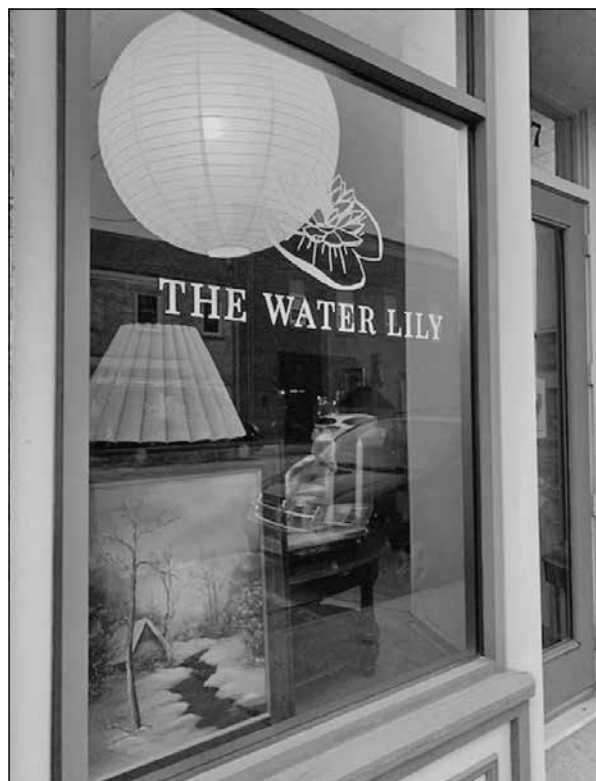
Loberg charges a reasonable hourly rate for in-home consulting, and can be reached through the shop if one wishes to retain her services. The highest professional compliment she might be paid is from the multitude of realtors who use her to stage homes for sale.

"I always wanted to be affordable for people," Loberg said. "I feel like, for me, being at a house for a few hours we can get a lot done."

Loberg leaves each client with a to-do list, so that if she never returns to the space they can still execute her ideas.

In times past Loberg would take her children to some of the sites and homes in which she worked. Loberg's children are evolving and moving forward, and she is ready to do the same and focus on building a shop and business in Burlington.

"Now it's my time," Loberg said. "I can focus on the shop. It's been a really wonderful experience, so far. It's very rewarding to give people tips and hear their stories."



far left: Visitors to The Water Lily will find displays of art, small pieces of furniture, pottery, pillows, coffee tables and more for sale. Owner Crissy Loberg has been an interior decorator for almost 15 years and offers consultations on what will best work in a home. **middle:** The Water Lily can be found at 517 Milwaukee Ave. in downtown Burlington. **far right:** The store features a curated selection of home décor and furniture with each item in the shop being hand-selected by Loberg.

Independent book store celebrates birthday

By Tracy Ouellette
EDITOR IN CHIEF

Independent book stores are not as widespread as they used to be, but for one area book seller, the personal touch and small town feel has been a recipe for success.

Kelly Klein, who owns Reads by the River Books and Gifts in downtown Waterford, said the success she's seen can be attributed to the community support the store enjoys.

"It's exceeded our expectations," Klein said. "The community has just embraced us. The word of mouth advertising has been fantastic. Every day someone comes in and tells us, 'my friend or neighbor told me to come.'"

Reads by the River opened up in late autumn of 2022 and Klein said it's been a whirlwind of activity since.

"We have a lot of regular customers and we're adding new ones each day, they're coming from all over, including Milwaukee and Waukesha," she said. "We're having a great time, we're loving it!"

The bookstore, which sits on the Fox River, stocks books, games, gifts and more.

"It's really interesting to see the variety of what people want," Klein said. "We see a lot of kids and people are interested in all genres. People stop in for the new releases and to see things I've shared on social media all the time."

With the increased traffic over the last year, Klein said they've added some staff.

"I have a really good friend who comes once a week to help me out and we have a part-time employee," she said. "We couldn't do it without them. We're at a level of business that we couldn't do it without them. My husband, Steve, does so much, too. He's here every day with me."

To keep things fresh and interesting, Klein said they host events on a regular basis, often working with other local businesses in partnerships.

"We've had three events, Cocktails and Conversations, with Waterford Stillhouse that have been popular. We have a book club and recently we partnered with a knitting store for a knitting event. We also did, just this month, a stuffed animal sleepover for the kids. We also did a cookbook book club with DW Coffee in Rochester and we'll definitely be doing that again, maybe quarterly," Klein said.

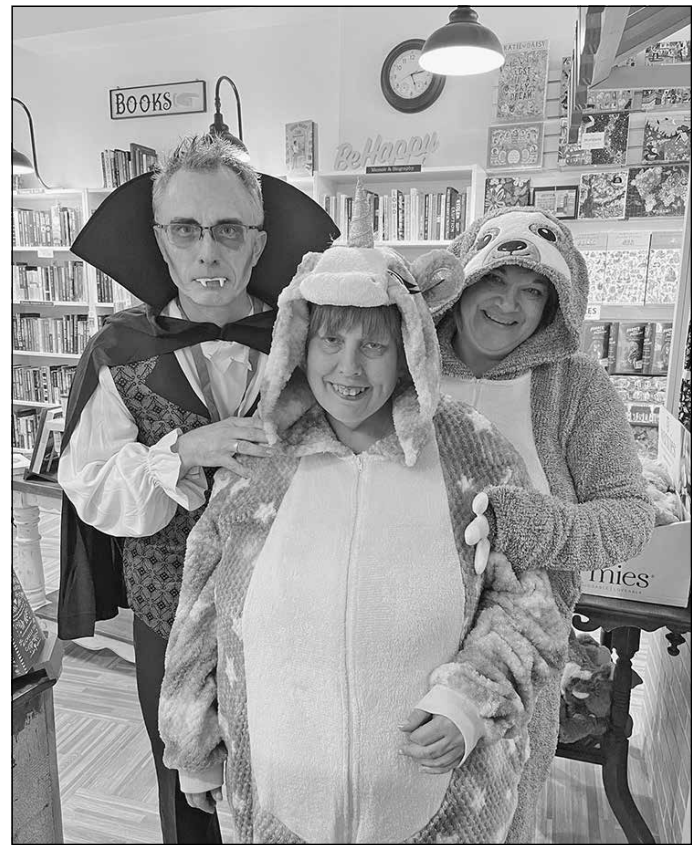
The book store will be celebrated it's one-year anniversary during Waterford's Christmas in the Village last November.

"We opened during that event last year and it was really nice," Klein said. "People were out and got the chance to see what we're all about. We're looking forward to it again this year."

Klein added that the Village of Waterford has been supporting local businesses with all its events in the downtown area.

"The Waterford Graded School District has been working with us too," Klein said. "We got an award from the district for our work with the library and schools."

"Thank you so much to the Waterford Graded School District for selecting us for the 2022 Wisconsin Association of School Boards Business Honor Roll," Klein wrote on the store's Facebook page. "We were so thrilled to receive this honor in our first year in business. Partnering with our schools is so important to me as a business owner who is passionate about



above right: Kelly and Steve Klein (back), owners of Reads by the River Books and Gifts in Waterford, and Kelly's sister, Wendy Harmon, await kids for trick or treating during downtown Waterford's business trick or treat event last year. **below:** Children enjoy a story time during the stuffed animal sleepover event at Reads by the River Books and Gifts in downtown Waterford. **above left:** Reads by the River Books and Gifts hosted a stuffed animal sleepover last fall. Kids stopped by and dropped off their fuzzy friends for a night of fun at the bookstore.

SUBMITTED PHOTOS Women in Business



literacy but also as a parent and former teacher."

The store was also named the best local store by Best of the West (West of 1-94) last year.

But, while the awards are nice, Klein said the reason they created the bookstore

was for the community.

"I think we just strive to be a place where everyone is comfortable and where everyone can visit and find something they want," she said.

Reads by the River is at 102 E. Main St. in downtown Waterford. Hours of

operation are Tuesday, Wednesday, Friday and Saturday from 10 a.m. to 4 p.m.; Thursday from noon to 7 p.m., and 11 a.m. to 2 p.m. on Sunday.

For more information, find the bookstore on Facebook and visit readsbytheriver.com.

KEEPING IT **LOCAL.** *JUST LIKE YOU.*

For more than 140 years, we've worked for the financial success of our neighbors, helping families grow and businesses gain new ground.

*Switching to First National Bank
and Trust is easy.*



Stop By
16 Local Branches



Call Us
800.667.4401



Visit Us Online
bankatfirstnational.com



**First National Bank
and Trust Company[®]**

Member FDIC