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Help stop the spread of **AQUATIC INVASIVE SPECIES**



The Wisconsin Department of Natural Resources reminds boaters to help stop the spread of invasive plants and animals in our waters as part of the Great Lakes Landing Blitz.

Starting this summer, Wisconsin's long-running Clean Boats Clean Waters Landing Blitz is now a part of the Great Lakes Landing Blitz. The effort is a collaboration of all of the Great Lakes states and provinces to educate boaters that simple clean-up steps and draining water from the boat and live wells can help to prevent the spread of aquatic invasive species.

From June 30 to July 9, many boaters in Wisconsin were greeted at landings and access points by volunteers and regional aquatic invasive species prevention partners. Clean Boats Clean Waters boat inspectors gave out a brand-new red, white

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The Department of Natural Resources urges boaters and anglers to drain their livewells and fish buckets before leaving boat launches.

TRAVEL WISCONSIN PHOTO *The Breeze*

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How to celebrate safely while boating this season

Boating season is here, and we couldn't be more excited. In our opinion, having a good time on the water is what summer is all about. However, behaving irresponsibly leads to accidents that could put your life and others' lives at risk.

Boating under the influence is a federal offense subject to a \$1,000 fine. In addition, criminal penalties (as well as possible jail time) are subject to fines as high as \$5,000. Therefore, it's crucial that you refrain from drinking and boating.

Keep reading for some boating best practices and the answers to the most frequently asked questions.

Ready to take your celebration to the water? Make sure to follow these rules when you do:

Have a sober captain. It doesn't matter whether you're in a car or a boat – drinking and driving is always a bad idea. A sober captain guarantees that everyone has fun and stays safe. And as we mentioned, a drunk (or drinking) captain faces large fines and potential jail time.

Remember, the decision to designate a sober captain is not just about adhering to the law but also about prioritizing the well-being and safety of everyone involved. By staying alcohol-free, the captain can focus entirely on their duties and navigate the waters carefully.

Boat days are all about having fun – but it's important that you don't go overboard (pun intended). Therefore, the captain should designate a sober first mate to help keep the crew in check, which minimizes distractions and potential dangers.



The first mate plays a vital role in promoting a safe boating experience. They can assist the captain in monitoring the weather conditions, keeping an eye out for other vessels, and ensuring that all safety protocols are followed. With their sober presence, they can react swiftly and effectively in case of emergencies, keeping everyone on board secure.

Before the party starts, ensure everyone on board has a properly fitting life jacket (including kids and pets). A life jacket that is too large will slip off the wearer, and one that's too small might not offer sufficient buoyancy. Wearing a life jacket ensures everyone on board stays safe, which is always in style.

When it comes to enjoying a day out on the water, the last thing you want is a mishap that puts a damper on the fun. Bringing glassware on board may seem convenient, but the risks outweigh the benefits. If glass shatters while onboard, you risk damaging the boat's upholstery or, worse, causing harm to someone's skin.

Instead, pack cooler cups for your next boating adventure. Not only will these cups keep your drinks cool, but they're also specifically built to withstand the rigors of outdoor adventures.

Whether you're on the water for a weekend or an hour, basking in the sun's rays can become draining. Not to mention,

they significantly amplify the effects of alcohol. Ensure everyone on board stays hydrated and eating plenty of snacks. Additionally, throwing some electrolytes – like coconut water or Liquid IV – into your cooler is not a bad idea.

Typically, the crew outnumber the captain on any boating adventure. Therefore, listening to their directions will make their job at the helm much easier.

Don't pressure them to drink or roughhouse while on board. Instead, follow their rules, and behave responsibly and respectfully.

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above: The boating season is the perfect time to make lasting memories with friends and family on the water. And if you keep a few safety rules in mind, there will be many fun-filled days in the future.

STOCK PHOTO *The Breeze*

and blue boat trailer sticker with a graphic showing all of the places where plants, tiny animals and potentially contaminated water can hide on a boat and trailer.

“It only takes a minute to remove plants, animals, mud or debris from boats, trailers and equipment and to drain all water from bilges, livewells and bait buckets,” said Erin McFarlane, the Statewide Clean Boats Clean Waters Educator with Extension Lakes. “These simple steps help keep invasive species from hitching a ride from one lake or river to another.”

Every boater and angler has a role to play in protecting Wisconsin’s lakes and rivers. Everyone should follow these prevention steps, required by Wisconsin state law, to help prevent the spread of aquatic invasive species in our waters:

- Inspect boats, trailers and equipment;

- Remove all attached aquatic plants and animals;
- Drain all water from boats, vehicles and equipment, including livewells and buckets containing fish;
- Never move plants or live fish away from a waterbody;
- Dispose of unwanted bait in the trash; and
- Buy minnows from a Wisconsin bait dealer.

Additionally, only use leftover minnows when fishing with them on the same body of water. They can be used on other waters only if no lake or river water or other fish have been added to their container.

To learn more about invasive species and their impacts on Wisconsin’s waters and economy, visit the DNR’s invasive species webpage at dnr.wi.gov.

Below are the answers to some of the most frequently asked questions about alcohol and boating:

Can you drink and drive a boat?

Boating under the influence of alcohol or drugs is illegal and can result in severe fines or jail time. In addition, it can put your life and others’ lives at risk.

Can you drink alcohol while on a boat?

As long as you’re not the one operating the boat (aka the captain) and are over the age of 21, it’s okay to responsibly drink alcohol aboard. Again, boat captains should never drink and drive a boat under any circumstances.

Does alcohol affect you differently on a boat?

Technically speaking, being on a boat won’t raise your blood-alcohol

content any higher than it would on land. However, drinking while boating does make you feel more intoxicated— thanks to the sun and the constant rocking motion – which affects your judgment and reaction time.

How much alcohol should be consumed while boating?

It’s recommended that boat passengers limit their alcohol consumption to one drink per hour (or less). Be wary of the effects of alcohol while you’re on the water to keep yourself and others safe.

What is the blood-alcohol limit for boating?

The blood-alcohol limit for boating is the same as that for driving a car: 0.08%.

Want more insider boating tips? Visit discoverboating.com.

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150 years *on the* water

Gage Marine continues tradition on Geneva Lake

by **Sandra Landen Machaj**
CORRESPONDENT

Lake Geneva's clear water has been an attraction for visitors as far back as the early 1870s.

There are few of those visitors that have not taken a ride on a Lake Geneva Cruise Lines boats.

This year, Gage Marine and Lake Geneva Cruise Lines celebrate 150 years of boating on Geneva Lake. Their story goes back to 1873, when the lake became the favorite summer vacation spot for Chicagoans, especially after the Chicago Fire of 1871.

With travel to the area aboard the Chicago and Northwestern Railroad taking less than a day, many wealthy Chicagoans began to build summer homes along Geneva Lake's shores.

Transportation to the actual property was more difficult, as there were no roads around the lake. As a result, small private excursion yachts were hired for transport.

As the community grew, there were not enough boats to provide these services. In 1873, Ed Quigley launched the original Lady of the Lake as the first commercial excursion business on Geneva Lake to transport passengers and supplies as needed.

The Lucius Newberry, an elegant and opulent steamer, was launched in 1875. The Newberry was able to carry 700 passengers, the largest boat launched on Geneva Lake.

"John A. Wilson purchased both large steamers in 1879 and formed the Anchor Line, the predecessor to the Lake Geneva Cruise Line," shared Bill Gage, the third generation of the Gage family to run the company. "Today, the Lake Geneva Cruise Line consists of eight boats which provide a variety of tours on the lake.

The oldest of the boats is the Polaris, built in 1898. The newest is the Duchess, acquired in 2006. Each of the boats in the line have a varied history, as some are still the original boats while others had to be replaced as they succumbed to wear, disrepair, fires, or other catastrophes. The original Polaris and the Steam Yacht Louise are still part of the fleet.

The Steam Yacht Louise was a favorite

of my Dad, Bill Gage, Sr.," Bill said. "The boat had been converted from steam power to gas. But in 1975 to 1978 it underwent a complete restoration."

Bill Gage Sr. made a trip to Europe to purchase a 1926 Plenty and Sons steam engine, which was placed on the Louise. Now it is the lake's only steam yacht.

In the mail

By 1916, George Goodman won the government contract to deliver mail to lakeshore residents by boat. Today, the mail is still delivered by boat to residents who choose the service. The Walworth is the U.S. mailboat and visitors to Geneva Lake can go on a cruise as it delivers the mail.

Mail is delivered by "mail jumpers," who leap from the boat as it passes a pier, place the mail in the mailbox and then sprint back to the boat to leap aboard before it moves away. The boat does not stop so speed and accuracy of the jumper is necessary and they occasionally end up in the water.

Also in 1916, the company purchased the property in Williams Bay where it built a service and winter storage facility for its boats. The property underwent a complete three-year overhaul under the direction of Bill Gage Jr., in 2012. The Pier 290 restaurant was also added.

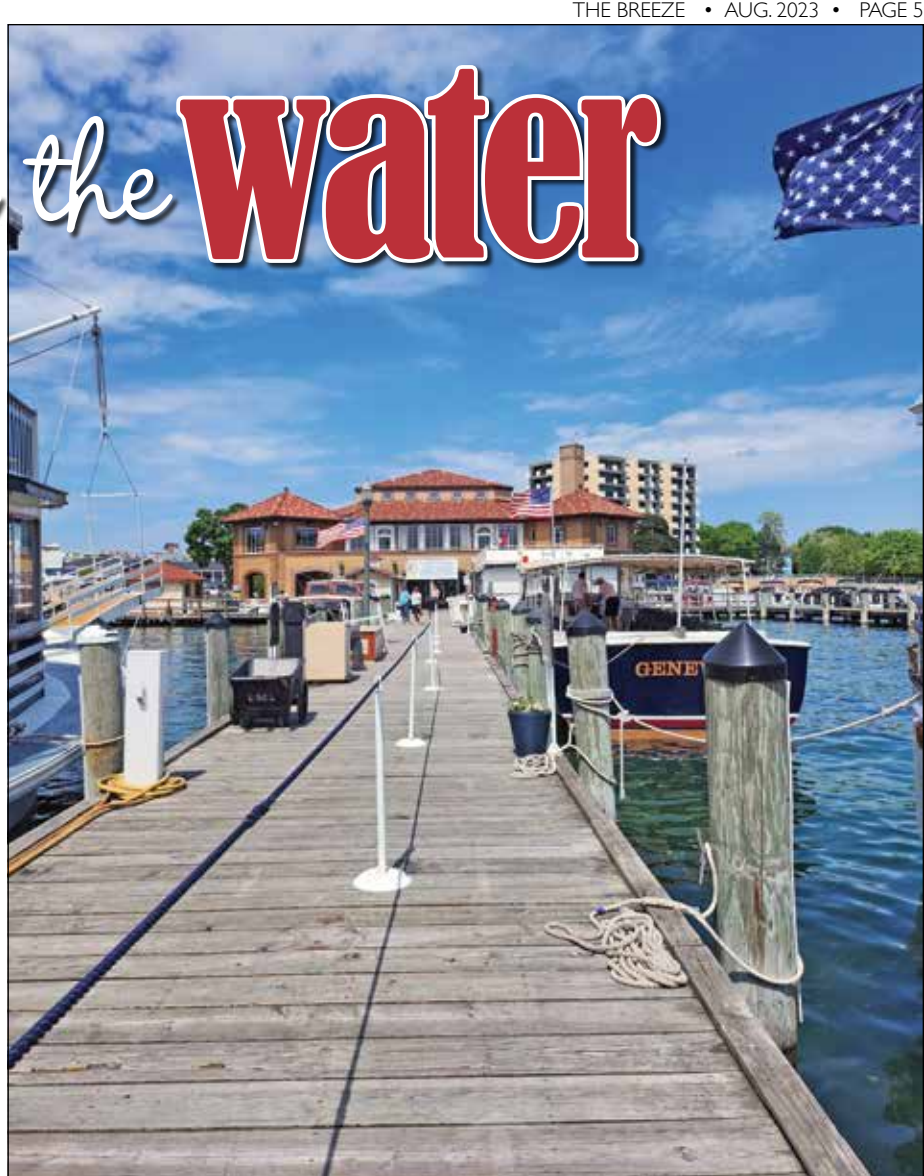
Russell Gage purchased the fleet in 1958 and was known for giving new life to the fleet by painting the boats vibrant colors. He also began rebuilding the large vessels.

By the 1960s, Gage Marine was also involved in selling boats. At that time, many recreational boats changed from wooden to fiberglass. Bill Gage, Sr., was known for producing the Gage-Hacker, a unique wooden boat designed to cut through the choppy waters of Geneva Lake, while still giving a smooth ride. They were produced in the 1960s and are now collectibles.

New on the water

The new Lady of the Lake was introduced to the fleet in 1963. Since then, it has been the flagship of the fleet. She represents the steamboat era, although she actually is powered by twin diesel engines. She is used for both tours of Geneva Lake and for special charters.

There are a variety of cruises available. The one-hour or two-hour cruise around the lake is a relaxing and interesting way to learn more about the history of Geneva Lake, some of the lakefront mansions and surrounding communities.



above: Geneva Cruise Lines' summer offices are on the Riviera piers where most of the tours depart.

SANDRA LANDEN MACHAJ *The Breeze*

on the cover: Gage Marine is one of the most well-known places to service, store and purchase boats near Geneva Lake.

SUBMITTED PHOTO *The Breeze*

A visit to the summer home of Chicago Beer Baron Conrad Seipp is the only home on the lake where visitors can go inside. Visitors arrive just as the Seipp Family did, by boat, and climb the more than 100 steps up to the house. It was donated to the State of Wisconsin by the Seipp family.

Other tours include an ice cream social tour, a cocktail cruise, luncheon cruise, Sunday Brunch Cruise, Supper Club Cruise and the Jazz Dinner Cruise. Boats are also available for private cruises, weddings, wedding transfers and rehearsal dinners. Food is provided by Lake Life Catering, which was added to Gage Marine in 2020.

Each December, the Santa Cruise – founded in 2018 – brings smiles of delight to children as they see lighted displays and hear Santa announce their name – if they are on the "nice" list. In conjunction, the Charities of Christmas Trees Festival

is held and to date has raised more than \$500,000 for local charities.

At the Williams Bay Property, Bill Gage Jr. – who currently manages the company – opened a unique waterfront restaurant, the only one on the shore of Geneva Lake. Pier 290 offers a variety of foods and indoor and deck seating and features lake views throughout.

Serving the community

Gage Marine and its subsidiaries have always been involved in service to the community and in providing for those in need.

"We are donating \$150,000 dollars, \$10,000 to each of 15 local charities, in honor of our 150-year anniversary," said Gage. "The charities have applied for the grants and 15

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Debunk myths and dive into water safety this summer with expert tips

Booked summer plans? Check. New bathing suits for the family? Check. Swim lesson enrollment? Priority check!

Water safety is essential, yet many people get confused by misinformation that puts kids at risk. Step Into Swim provides need-to-know information to ensure swimming activities are safe and fun for all involved. The program is led by Rowdy Gaines, three-time Olympic Gold Medalist and Vice President of Partnerships and Development at the Pool & Hot Tub Alliance.

With a passion for creating more swimmers and expanding access to swim education, Gaines wants to keep everyone safer this summer by debunking some of the most widespread myths about water safety.

Myth – Splashing and screaming are signs of drowning. While 83% of parents who have a child ages 14 or under are confident in their child’s ability to be safe in the water, many parents (60%) incorrectly assume someone who is drowning will draw attention to themselves by splashing and screaming, according to a Step Into Swim survey conducted by The Harris Poll. Drowning is silent, meaning the person won’t scream or splash

because they are struggling to breathe. This underscores the importance of swim safety.

Myth – Drowning takes several minutes to occur. Drowning can happen in seconds, so it’s critical to consistently watch children in the water - even if they know how to swim. Watch kids closely because drowning can happen in the time it takes to send a text message.

Myth – Parents can teach their kids to swim and lessons aren’t needed. While supporting your child and encouraging water safety is important, teaching kids to swim is best left to trained instructors. Learning to swim from a qualified instructor reduces the drowning risk by 88% among children ages 1 to 4, according to the medical journal Archives of Pediatrics & Adolescent Medicine. Caregivers can complement the lessons learned from swim instructors by practicing the skills with their children.

Myth – Floaties and water wings are safe and help kids learn to swim. Parents may think floaties and water wings keep children safe in the water, but they offer a false sense of security. Many children don’t realize that when they remove the water wings, they lose their ability to remain afloat. Two-thirds of parents who have

a child ages 14 or under (66%) believe floaties and water wings keep children safe in the water, according to the survey. However, they are not recognized as safe personal flotation devices. Caregivers must keep a constant eye on children in the water to make sure floaties remain on and secure.

Myth – Dry drowning is a danger. Dry drowning is not a medically accepted term and may be misused to refer to other medical conditions, such as pulmonary edema or laryngospasm. Drowning injury is caused by lack of oxygen and respiratory impairment from submersion in water. It doesn’t refer to the amount of water entering the lungs, according to the American Red Cross. To help avoid drowning, families need to enroll kids in swim lessons and practice supervision.

Water safety steps for everyone

Unfortunately, drowning is the leading cause of unintentional death in children ages 1 to 4, and the second leading cause for children ages 5 to 14, according to the CDC. Before jumping into the water, follow these best practices to help keep children safe.

- Enroll your child in swimming lessons. Parents have a responsibility to keep kids safe in the water;

- Keep toys away from water when not in use. These can be distractions for children, who may overreach and accidentally fall in the water;

- Designate a water watcher to keep a close eye on children and put the cell phones down;

- Only practice safe behaviors, such as entering the pool feet first and walking instead of running;

- Avoid breath-holding activities;
- Learn CPR and keep your skills fresh with ongoing training;

- Keep kids hydrated and take frequent breaks from the sun to limit heat exposure; and

- If you have a pool, use multiple layers of protection, such as pool covers, fencing and locked doors.

For more resources and information, visit StepIntoSwim.org.

(BPT)

Learning to swim is a lifesaving skill that empowers children to be confident in the water.

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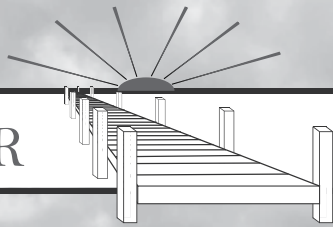
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were chosen to receive them.”

He said they continue to add new services that share the history of the area with both visitors and residents of the area.

“Our goal is to continue to provide activities that allow people to enjoy their free time and to learn more about the history of the community,” Gage said.

There are numerous artifacts that can be viewed at the Liechty Drive location as visitors enter Pier 290.

Gage Marine continues to be a family business. Not only have three generations of Gages – Russell, Bill Sr. and Bill Jr. – led the company since 1958, but many other family members have spent time working there. Among the employees are many other families

that have been employed there for two or three generations.

“We started as a small group but have continued to grow as a large family. In the summer, we have as many as 500 employees to provide all the services that visitors enjoy,” Gage said. “Throughout the years in spite of our growth we continue to focus on exceptional service.”

Lake Geneva Cruise Line is in Lake Geneva and Williams Bay. The summer harbor office is on the Riviera Docks, 812 Wrigley Dr., Lake Geneva. The winter harbor docks, Gage Marina and Pier 290 Restaurant are located at 1 Liechty Dr., Williams Bay. For more information, call 262-248-6206 or visit cruiselakegeneva.com.



at right: Enjoy sitting around the firepit and enjoying a glass of wine outside Gage Marine’s Pier 290. **far right:** The restaurant has beautiful views of the lake and can be enjoyed in any type of weather.

SANDRA LANDEN MACHAJ *The Breeze*

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