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Summer 2024

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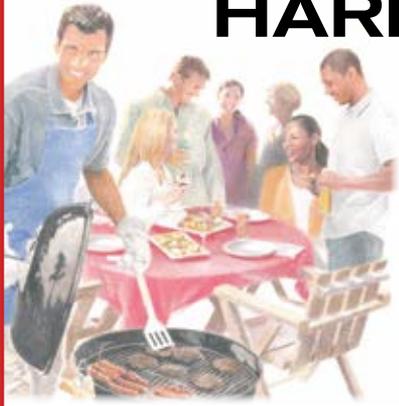
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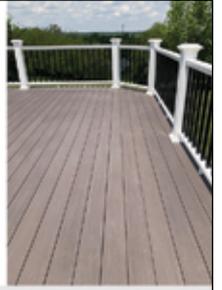
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Reineman's helps hunters prepare for success

Shop has a gunsmith and archery manager, offering sales and services

Archers and crossbow users go hunting for white-tailed deer in September.

But before they head to wild spaces, hunters should have their equipment assessed at an establishment such as Reineman's True Value in Burlington.

Jeffrey Koenen, owner of Reineman's, said he generally sees customers come in seeking services well in advance of the upcoming bow hunting season - which begins Sept. 14 this year - as well as gun deer season in November.

Reineman's True Value, 417 Milwaukee Ave., Burlington, has a gunsmith and archery manager on staff to help hunters prepare for the year.

"We've got a gunsmith who works in the store here, we service just about anything gun-wise. We have an archery manager here three days a week. He will make sure that the bows are safe, and strings are safe," Koenen said last fall.

"If you haven't had your gun or bow checked out in the past year, you probably will want to get it checked. That way, something doesn't happen in the field, where you could hurt yourself or somebody else, or miss that shot on the big buck," he added.

Earlier the better

According to Koenen, hunters should be proactive in seeking services with regards to their equipment because of wait times and demands.

Services include bore sighting scopes, cleaning firearms, checking arrows for archery equipment, and ensuring the equipment isn't damaged before hunters begin their pursuit.

"The closer you get to gun deer season, if you need something done to your rifle, whether it is putting a scope, cleaning them, the longer it takes to get through the guns themselves," he said.

The True Value store in Burlington, like several other sporting goods stores locally as well as nationally, experienced a shortage of ammunition during a good portion of the pandemic.

According to an Associated Press report, the pandemic, coupled with record sales of firearms, caused the ammunition shortage and put a strain on law enforcement agencies, recreational shooters, and hunters, as well as people seeking firearms for protection.

While that shortage lasted longer than many expected, Koenen said last fall that ammunition supplies had returned to pre-pandemic levels.

BY
Jason
Arndt
STAFF
WRITER



Jeff Koenen, owner of Reineman's True Value in Burlington, recommends hunters get a jump start early if they have equipment needing services prior to the archery and gun deer seasons.

JASON ARNDT Readers' Choice 2024

"We are a lot better off than in the last couple of years," Koenen said. "The industry itself was pretty roughed up... they are catching up to where they need to be."

Meeting demands

Reineman's, which also has a store in Salem, offers all of the necessary supplies archers and bowhunters might need.

Koenen said the store offers crossbows, compound bows, recurve bows, and arrows, and even custom makes arrows for customers.

"Archery-wise, you name it, we probably have it," Koenen said.

While Reineman's offers diverse inventory, according to Koenen, the store has seen a higher demand for crossbows in recent years because they have become more user-friendly.

"More and more people are going with the crossbow," he said. "It's a little bit easier to use."

Koenen said the store features Killer Instinct brand bows.

Additionally, for gun deer season, Reineman's offers some accessories such as gun locks, gun cases, and ammunition boxes for hunters looking to keep things dry if the weather brings rain.

"We have gun locks, and if someone needs a gun lock, we do have free gun locks," Koenen said.

"We have gun cases, whether they are hard cases, soft cases, and ammo lock boxes to keep them dry and safe," he added.

Reineman's also has another important accessory, scent eliminators, which eliminates human odors and allows a more efficient hunting experience for people looking to secure a deer.

"We've got the knowledge to be able to answer questions for hunters," Koenen explained.

Hunting reminders

The Wisconsin Department of Natural Resources recently issued a reminder to hunters about online resources available on its website.

The DNR's online resources include a complete list of regulations, a full schedule of hunting season dates, hunting hours and other important pieces of information.

As for licensing, anyone born on or after Jan. 1, 1973, should have hunter certification to purchase a hunting license unless hunting under the Mentored Hunting Law, according to DNR officials.

For more information, visit dnr.wisconsin.gov.

New To You touts high-quality consignment items

New To You Women's Consignment Boutique in charming downtown Rochester has served the community for 26 years.

BY
Jason
Arndt
STAFF
WRITER

The shop, owned by Maggie Hodgson, features casual wear, dresses, athletic wear, outerwear, jewelry, scarves, handbags, purses, shoes, and boots from hundreds of consigners both in Wisconsin and beyond.

According to Hodgson, who has owned the establishment since 1997, New To You offers a personalized touch to customer service compared to big box retailers, with high-end items from brands such as Kate Spade, Anne Taylor, and J. Crew, among others for sale.

Over the years, Hodgson said she's developed relationships with a strong core of customers and consigners, who have both become part of the New To You family.

"You really get to know your customers,



above: Maggie Hodgson, owner of New To You, said she and her staff offer personalized customer service to each person who walks through the door. **top:** New To You Women's Consignment Boutique, 200 W. Main St., Rochester, offers high quality items from hundreds of consigners locally as well as from out-of-state.

JASON ARNDT PHOTOS Readers' Choice 2024

some of them I have had for over 20 years, so they are like friends. It is a close knit-family,” she said. “It’s an interesting job and changes every day with new seasons, new clothes and new things coming out.”

Hodgson estimates New To You has about 800 total consigners who receive compensation for their items.

“They come in and drop off the right clothing for us to sell for them and they receive 40% of the selling price,” she said. “And then the items offer our customers a wide selection of varying degrees of clothing that they don’t have to spend retail prices for. We are anywhere from 30% to 50% off of the original retail price.”

New To You has three part-time employees who work diligently to help customers find the items they need.

Hodgson said her employees are instrumental to the shop and the success of the business.

“They are extremely important. They are the face of my shop. They are the first person a customer sees when they walk into my shop. They are great girls, very friendly and very helpful.”

Initial business launch

Hodgson previously worked in the corporate world, primarily at an area mall, before moving out of Wisconsin and taking some time off.

When she returned, she and a friend teamed up to create New To You, which was initially located next to a children’s consignment shop two blocks from its current brick-and-mortar store.

“I had a really good friend that had this idea of opening up a women’s shop and wanted a little bit of help, so I started helping her,” Hodgson said.

At the time, having New To You next to a children’s shop served as an ideal complement, since customers could often find items in each store in one visit.

“We just thought it was a great compliment to the moms who would be shopping for their kids, and then they would shop for themselves, and it just blossomed from there,” Hodgson said.

While her friend moved in a different direction, Hodgson remained at the store and eventually found a permanent location along Main Street in downtown Rochester.

Strong reputation

For 27 years, Hodgson has built a strong network of consigners and customers, even without a formal online store.

“We are just a brick-and-mortar at this time. I do not have an online store. I do have a Facebook page, which we post many outfits on there,” she said.

During the pandemic, New To You shipped more items, and still offers that service to customers if they request it, Hodgson said.

As for consigners, she said some have come from as far away as Chicago and



New To You, which has been going strong for 27 years, has a wide variety of items on display inside.

JASON ARNDT Readers' Choice 2024

beyond.

“We do have consigners from out-of-state. I have consigners that ship me things. I have a lot coming up from Chicago,” she said. “We have a very, very wide variety of consigners that bring me things.”

Hodgson credits reputation and stellar customer service as key components for New To You’s continued success.

“Word of mouth is a big part of that,” she said.

While New To You presents a variety of inventory options, she said customers are often drawn to a couple particular items.

“Women love handbags and shoes,” she said. “Other than that, I would say tops are probably our best seller.”

Hodgson said she donates items that are not sold to local women’s charities.

‘Hidden gem’

New To You, 200 W. Main St., Rochester, is one of many small-town shops in downtown Rochester.

Hodgson said stores in the village – including DW Coffee, Chances Food and Spirits, Fox and Fork, and Riverside Studio, among others – have made the area an ideal stopping point for customers in the area.

“Downtown Rochester is like a little hidden gem because we have many other

“You really get to know your customers, some of them I have had for over 20 years, so they are like friends. It is a close knit-family.”

Maggie Hodgson,
NEW TO YOU

little shops here besides me,” she said. “There are lots of things to do in Rochester. It can be a whole day of fun.”

Visitors and local residents can stop in at New To You, have lunch at Chance’s, visit Fox and Fork, and other local businesses to make a day of it, she added.

The small-town charm, Hodgson said, has drawn people from around the region.

“We are so close to Racine, and we are close to Milwaukee and Kenosha,” she said. “I have people coming from those areas all of the time.”

New To You is open 10 a.m. until 5 p.m. Tuesdays through Fridays and 10 a.m. until 3 p.m. on Saturdays.

For more information, including some of the store’s inventory available, follow New To You on Facebook and Instagram.

services & shopping



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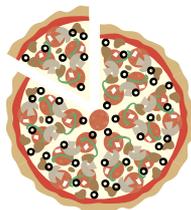
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Longstanding appliance store still going strong

Lyle's TV and Appliances in Elkhorn has been open at its current location since 1956, when Lyle Schinke first bought the property - a private home where he raised his six children while running his business from the front of the building.

As the business continued to grow, Lyle tore down more of the house and enlarged the business showroom area. According to the business' website, he never closed the store, even for a day, while he expanded the business to its 16,000 square foot showroom.

Today the store is owned and run by Lyle's youngest son, Tom, and his wife, Sue, along with some help from their children and grandchildren, making it a business that has had four generations involved. Lyle's is the largest and last independent dealer in Walworth County.

Sue said an update they got a few years ago changed how they display appliances used in the kitchen.

"We were given a showroom update by our buying group," she said. "We chose to have our kitchen display area done where we can now showcase the latest in major kitchen appliances."

It features the newest appliances- some high-end - and also has displays that offer ideas on how to set up a kitchen and

BY
Sandra
Landen
Machaj
CORRESPONDENT

incorporate a variety of items, including large refrigerators, cooktops, built-in ovens, and traditional range ovens.

According to Sue, one of the newest options is the induction cooktop. The electric, smooth glass cooktop is unique in that it doesn't heat up, making it safer, especially in homes with young children.

"The induction cooktops can be installed on your countertop, or they can be part of a traditionally styled range. The induction cooktops require special pots and pans made of stainless steel with magnetic ability for use on the surface," she explained. "The induction cooking surfaces are often used to replace gas stoves because of the instant on and off feature, with no hot surface remaining once it is turned off."

People who are used to cooking with gas but decide to switch to an electric stove may have difficulty dealing with the difference. Those switching from electric to gas might have the opposite challenge. With use, people likely learn to adjust to these changes, but an induction cooktop may be an ideal option for those converting from gas.

The induction cooking surfaces are manufactured by several major appliance makers, including GE, Bosch, Wolff, and Frigidaire, which are featured at Lyle's.

While there was a time when there were not many choices in styles or colors for new appliances, today there are. The

most popular finish is currently stainless steel, which Schinke said comes in several finishes, including polished satin, gun metal, and fingerprint free. A few people still choose to order white, but those are less popular, and the stainless is most common.

"There is one company - Blue Star - that offers a variety of many different colors, and if they don't have a match in their large inventory of colors, they can custom match the shade you'd like," Schinke said.

Refrigerators, microwaves and more

Refrigerators also offer a variety of sizes and choices to fit any kitchen. They are no longer limited to a refrigerator with a freezer on the top, but numerous freezer arrangements and door choices to best suit what the customer desires.

"The top choice today is the refrigerator with French doors," Schinke said. "The freezer is on the bottom. They come, depending on the model, with a variety of high-end options."

Ice makers and water dispensers accessible on the outside of the door are commonly enjoyed by families these days. According to Schinke, some refrigerators have two icemakers so they can produce different types of ice cubes.

"There are the traditional ice cubes and a

Lyle's TV and Appliance has been a fixture in Elkhorn since Lyle Schinke started the business in 1956. It remains in the same location and is now under the direction of Lyle's youngest son, Tom, and his wife, Sue.

SANDRA LANDEN MACHAJ Readers' Choice



craft ice cube. The craft ice cube is usually a large ball of ice – sometimes referred to as a ‘whiskey ball’ because they are used for whiskey – and cocktail drinks are poured over them,” she said.

If ready for an upgrade on a microwave, they have come a long way since the early models, which were all portable and sat on the counter. Today’s microwave ovens are often mounted above the stove or placed out of sight in a drawer to free up counter space.

Some are not just a microwave, but also include a convection oven feature, allowing the ability to roast foods without needing to turn on a large oven.

The simplest way to determine when it’s time for a new dishwasher is when it’s no longer working properly, from not cleaning the dishes well to being so loud that it’s generally only used when no one will be in the home.

Lyle’s carries a variety of dishwashers, including Bosch, GE, Frigidaire, Sub Zero, and Miele. Each offers a variety of models with special features, and Schinke has some tips.

“When choosing a dishwasher, pick the one that meets your family’s needs. Don’t underbuy or overbuy when choosing a brand and model,” Schinke said. “And always use a rinse aid in the machine for

the best results.”

When shopping for new appliances, it’s important to know the dimensions of the space where they’ll be installed. If replacing more than one appliance, many manufacturers offer a special price on a package that allows the replacement of all items at once at a more reasonable cost than purchasing them individually.

Whether updating the kitchen or not, don’t forget the outdoor area. There are a variety of new outdoor appliances available at Lyle’s – from pizza makers to smokers to rotisseries – just waiting to be installed on a deck.

Keeping things clean

The hardest working appliances in a home are the washing machine and dryer, because rarely is there not a full basket of clothes or pile of towels, let alone the chore of changing the bedding. Today, there is a wide variety of machines to suit the needs of every size family and home. The newest player in the laundry game of life is one machine that does it all.

The GE One and Done washer-dryer combination takes less space and less work when doing laundry. Place the load of clothes in the machine, add soap, turn it on, and the machine takes it from there, including drying - it’s that simple!

It doesn’t quite do everything – because the laundry will still need to be removed, folded, and put away – but it does reduce the number of steps in the process.

Lyle’s also carries the Excelsior brand laundry detergent and stain removal products to offer an environmentally friendly way to clean clothes. It’s phosphate-free, bleach-free, safe for septic systems, and works in all water temperatures. No additional brighteners, whiteners, fabric softeners, or anti-static products are needed. The washing machine cleaner and deodorizer – which is recommended to be used monthly – will remove odors and soap residue in the machine while leaving a clean, fresh, lemon scent.

The business also services most brands of appliances, and will provide service for appliances they sell and most others, even if purchased elsewhere, once the warranty has expired.

Lyle’s TV and Appliances is at 17 S. Washington St., Elkhorn. For more information, call 262-723-3477 or visit the website at www.lylestv.com. Hours are Monday through Wednesday, and Friday, from 8 a.m. to 5:30 p.m., Thursday, from 8 a.m. to 6 p.m., and Saturday, from 8 a.m. to 4 p.m. The store is closed on Sunday.

right: An update a few years ago allowed Lyle’s to have a kitchen showroom built that shows customers what a grouping in a kitchen might look like in their home. **left:** Sue Schinke, owner of Lyle’s along with her husband, Tom, is shown in the theater room at Lyle’s, which displays large televisions. The business also sells appliances for every room as well as grills, smokers, and The Big Green Egg and accessories.

Staller Estate Winery increases offerings, space

For Staller Estate Winery, 2023 was a year of change.

“We’ve done a number of different things,” Joe Staller, the jack-of-all-trades who runs much of the behind-the-scenes work, said last fall.

As his wife, Wendy, added, those differences have gone “very, very well.”

The couple, which has the habit of bantering back and forth, puts that to good use in its “In Vino Veritas” – Latin for “In Wine There is Truth” – on the company’s Facebook page. The segment talks about the various details of wine making and changes at Staller Estate.

Which, ironically, has left the couple with a few new topics. Primary among them is the sale of brandy and vodka made onsite.

“We actually started working on that about seven years ago,” explained Joe, saying that the time was needed to secure the licensing at the federal, state, and municipal levels.

After the purchase of a hand-built still from Portugal and the two-year aging of the distilled product, the “Estate Brandy” finally hit the shelves.

Keeping it unique

That is part of the commitment that Staller Estate has to its overall product, which Wendy – the company’s general manager – and Joe say starts with the crafting of unique products.

“Our focus is really on the craft product,” Joe explained. “We have really, really great customers that embrace a craft product. You can go anywhere and get a brandy old-fashioned. But you can’t go anywhere and get one made with all fresh ingredients.”

The old-fashioned is one of the many specialty items that Staller Estate has added to its lineup. Now using the house-made brandy and adding fresh cherry juice and orange, aromatic bitters, and demerara syrup (essentially, a less-refined version of simple syrup, or sugar), the couple has a huge hit on their hands.

“That adds a lot more depth, a lot more

BY
Jennifer
Eisenbart
STAFF
WRITER



character to the old-fashioned,” said Joe.

Also fairly new is the couple’s old-fashioned mix, which Staller Estate got federal approval to sell late in 2023. It takes the brandy and the old-fashioned components and puts them in a barrel to age before it’s sold as an old-fashioned.

Since wine serves as the base from which to distill brandy, that step was the next logical one for the winery, which is in its 16th year after opening in May of 2008.

New offerings

They were also working to produce a style of wine Joe said was inspired by Beaujolais nouveau – the idea of using the year’s grape harvest to produce a fresh wine that has only been fermented a short time (versus years).

“It’s 100%, estate-grown estate nouveau,” Joe explained, adding that while the winery uses many of its own grapes, it does bring in others.

Another newer offering is the Apple Nouveau – a spirit made with apple cider and apple brandy, blended and aged in a bourbon

barrel using apples from Orchard Ridge.

“People are really embracing it,” Joe said.

More space

In addition to the new products, the Stallers expanded their space. While the event space is large enough to host fundraisers the barrel cellar serves as a more intimate space.

A new addition last summer, though, was the pergola, which offered outdoor seating. Eventually, Joe explained, the space will feature grapevines growing over it as well as seating, for a cozy, intimate setting outdoors.

A wide variety of wines and cocktails are available, as are charcuterie boards and flatbreads. Both are made with homegrown, fresh products, including vegetables grown on site and artisan cheeses from around the state. Picnic baskets are available for visitors as well, featuring cheese and homemade breads.

The space at Staller, Joe said, allows people to lose themselves in the country.

“One of the things people always tell us about coming out here is the seclusion,” he explained. “You’re getting away from the hustle and bustle of town. We get a ton of people who come out for wedding pictures or graduation pictures or engagement pictures. It’s one of those places people can kind of lose themselves in.”

Staller Estate Winery is at W8896 County Road A, Delavan. Reach them at 608-883-2100, stallerestate.com, or on Facebook. Summer hours are Monday-Sunday, 11 a.m.-6 p.m.; Friday, 11 a.m.-8 p.m.

above: Wendy (left) and Joe Staller run Staller Estate Winery, located on Highway A on the north side of Delavan. The winery is now boasting brandy and vodka distilled on site.
left: Staller has spaces both inside and out for gatherings of varying sizes.

JENNIFER EISENBART Readers’ Choice



The Shipping Depot opens in Elkhorn

One-stop shop offerings include package drop-off, commercial mailbox service

Elkhorn native Jacob Truesdale said he saw a need in his hometown – and he decided to make a business happen.

With security concerns about the downtown dropbox for UPS packages in Elkhorn, Truesdale used his love for the community to open The Shipping Depot, located at 58 W. Market St., Elkhorn.

The business is a one-stop shop for all package and shipping needs with access to all four major carriers – UPS, FedEx, DHL, and the United States Postal Service.

Truesdale said that the package drop-off site on North Wisconsin Street in Elkhorn often ended up with packages left on top or behind the box for long periods of time, especially if the label was not specific for UPS.

“There seemed to be a big demand for package drop-off, but not a great option for that in our community,” Truesdale explained.

“I also loved the idea that I would be able to interact with people on a very real level with this business. I get to see people from all walks of life, and in all different situations,” he added.

BY
Jennifer
Eisenbart
STAFF
WRITER

“It feels great to be able to help someone solve a shipping problem they might be having,” he said.

The services offered through The Shipping Depot include:

- Shipping, both domestic and international, from start to finish, with multiple options for price, shipping speed, and delivery guarantees.

- Free package drop-off with pre-paid labels. Packages up to 150 pounds can be dropped off on site with a printed label. One caveat: while the store will handle Amazon.com returns, it cannot process a return from a QR code. The store will work with customers, though, to try and save them a trip to Janesville.

- An in-house design service for a wide range of printing projects, including banners and business cards.

- A commercial mailbox service, with mailboxes rentable from month to month, or for longer terms with a discount. The mailboxes allow for UPS and FedEx packages to be accepted along with USPS mail, not normally an option with a regular P.O. Box. With porch pirates in regular

“ There seemed to be a big demand for package drop-off, but not a great option for that in our community.”

– Jacob Truesdale,
THE SHIPPING DEPOT

circulation, this is a safety option for many. “Whatever you receive, we’ll keep it safe,” Truesdale said.

The store also offers a service where they will text you when you receive a delivery.

The Shipping Depot is open Monday through Friday from 9 a.m. to 6 p.m., and Saturday from 10 a.m. to 1 p.m.

Package services are only available during normal business hours, but contact Truesdale at 262-379-1224, theshippingdepot.elkhorn@gmail.com or through the business’s Facebook Messenger with questions during off hours.

For more information, visit the website at www.elkhornshippingdepot.com.

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Fox River Audio announces relocation

Fox River Audio, a leading mobile audio shop specializing in car, boat, motorcycle, and UTV audio, is thrilled to announce its upcoming relocation to a new, expanded facility at 941 Milwaukee Ave. in Burlington.

Established in 2002 by Ryan Kortendick, the company initially began as the successful online business webtron-x, which in 2023 shipped over 100,000 orders to mobile audio enthusiasts worldwide. In 2020, Kortendick strategically rebranded the local audio installation business from webtron-x to Fox River Audio to better align with the company's focus on car, boat, motorcycle, and UTV audio.

The business's new location promises to be a state-of-the-art facility, boasting over 27,000 square feet of warehouse space and a cutting-edge showroom. This significant expansion is designed to elevate customer service capabilities, allowing Fox River Audio to provide an even wider range of products and services. The move is expected to be completed by the end of summer 2024.

"With over 20 years of experience in the industry, Fox River Audio remains committed to delivering exceptional service and top-notch products. The decision to relocate stems from our dedication to continually improve and to meet the evolving needs of our community," said Ryan Kortendick, founder of Fox River Audio.

He added that the company looks forward to continuing its legacy of excellence in the mobile audio industry and invites the community to join in the excitement of this upcoming move.

To stay connected with Fox River Audio and stay updated on the relocation progress, visit the website at www.foxriveraudio.com or contact them by phone at 262-332-7726.

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