Balloons soar into town on July 19

More than 18 hot air balloons will color the sky on July 19 and 20 when the third annual Waterford Balloon Festival returns.

Hosted by the Waterford Area Chamber of Commerce, more than 25,000 residents and visitors are expected to turn out to the one-of-a-kind, family-friendly event.

“This is an event put together not only by the Chamber, but also volunteers, local businesses, school officials and organizations. It’s entirely community driven,” said Alexandrea Dahlstrom, executive director for the Chamber. “Here is a unique attraction that really showcases what a great community we have in Waterford, and encourages people to come back to visit.”

Balloonists come from all over the country and have participated in events around the globe, including the renowned Albuquerque International Balloon Fest in New Mexico, according to Dahlstrom.

Besides a record number of balloons descending on this year’s event, Dahlstrom said there are a number of new attractions for 2013, including water bumper boats for the kids and a flight simulator. The show kicks off Friday at 4 p.m. with a number of activities until 8:15 p.m., when the balloons will light up the sky.

See BALLOONS, page 4
Absolutely Waterford officials recently visited the beautiful City of Viroqua, where they took the “Main Street Challenge,” identifying business opportunities, issues, design features, and other elements that impact a community’s downtown.

AW Executive Director Michelle Bores-Stockton, Marketing Coordinator Maureen Vander Sanden, River Market Manager Ruth Marquez and Past-President Morena Marquez were among the dozens of Main Street officials from across the state in attendance during the June 12-14 Wisconsin Main Street workshop.

“Visiting Viroqua certainly gave us a number of ideas on how we can enhance our own Main Street,” Bores-Stockton said. From identifying the best use of green space, to pointing out ineffective signage, teams took a critical look at what works downtown and what needs immediate attention.

“The Main Street city, with its colorful murals, elegant awnings, plentiful public green space, and impressive flower baskets adorning light poles, has much to celebrate,” Bores-Stockton said. “However, even in a city like Viroqua, which has been in the Main Street program since 1989, there is need for improvement. Together we identified opportunities where Viroqua officials could give special attention — whether it is a fresh coat of paint, or ways to clean up storefront displays to help boost sales.”

“The challenge really forced us to think about our own downtown and how outsiders might perceive it,” she added. The workshop also gave attendees a first-hand look at how social media can enhance organizations such as AW.

Kristi Trevarrow, executive director of the Rochester (Mich.) Downtown Development Authority, presented ways to promote AW’s program, engage businesses, as well as tips to boost social media engagement. Trevarrow is an expert in downtown development and destination marketing with more than 16 years of experience. As the executive director for the Rochester DDA, she has executed a nationally-recognized downtown revitalization program. Her award-winning holiday event, The Big, Bright Light Show, annually attracts more than one million visitors to downtown Rochester.

Every community has an eyesore. In Viroqua, a building (below) has been covered with a hodgepodge of materials ruining its historic integrity. Left: Others just need a new coat of paint to restore the charm.
Two-band extravaganza set for July 4th River Rhythms

What better way to say “Happy Birthday” to our great nation than with some great music. This year’s River Rhythms show at Village Hall Park includes music from two fantastic performers. At 4 p.m. Group Therapy will return to the stage. The three-piece blends the elements of soul, funk, reggae, R&B and guitar-heavy rock with the raw power and emotion of the blues.

Dan Trudell and his team of talented musicians will open their show at 7 p.m. Trudell is a very accomplished jazz keyboardist and especially known for his Hammond B3 skill set. He typically brings special guests to the Waterford stage every year. Quite often they are major artists from the Chicago Jazz scene. This year, some national artists will be added to that list of Chicago greats! Enjoy the music and grab a bite to eat from vendor Café 213.

Tichigan Lake Fireworks display shoots off July 6

Celebrate the nation’s independence Saturday, July 6 on Tichigan Lake where the Muskego Waterbugs Ski Team will perform at 7 p.m. as a prelude to another awesome fireworks display. The Tichigan Lake Fireworks Committee has been working hard all year long to present its 42nd

See HAPPENINGS, page 6

Local group quilts for a good cause

A local group of quilters is using talent and camaraderie to thank area veterans.

Loose Ends is made up of a friendly bunch that spends each Tuesday at the Waterford Public Library sharing patterns, swapping tips and chatting about life.

Although the group has only been established for less than two years, members are already focused on quilting for a cause, as they have been busy snipping and stitching up pieces of functional art for those who served.

“My late uncle Dave was a tail gunner in World War II. He served on both fronts – very highly decorated,” said quilter Pat Wolf as she gently laid out cloth stars during a recent gathering.

The quilters began their project last fall, after they hosted an open house where they solicited free fabric from the community to make quilts for veterans.

“The wounded vets, they give us freedom and gave up their ability and health because of it. This is just a small, small thank you. I don’t think we could ever repay them for what they have done,” said quilter Pat Wolf.

The response for donations was overwhelming, according to Cathy Anderson, who founded the group in January 2012.

With plenty of red, white and blue material on hand, the women quickly got to work while sharing stories of their own loved ones who served.

“My dad drove cars for the generals,” Ferris Boya chimed in.

“My dad drove cars for the generals,” Ferris Boya chimed in.

“See, we have all these ties,” another said.

The ladies will continue to create quilts as long as the donated patriotic fabric lasts.

See QUILTS, page 4
Enjoy a refreshment by the river!

Absolutely Waterford volunteer Kathy Keckhaver serves up a cold beer to a River Rhythms patron at last month’s Torn Soul show. Coordinated by River Market Manager Ruthie Marquez (back), AW is proud to offer a variety of beers and wine during upcoming Waterford River Rhythms concerts in Village Hall Park. Please stop by our booth July 18, Aug. 1, 15, and 29, and enjoy a cold one for a good cause!

Balloon, from 1

at 6 a.m. with the launching of the balloons, and continue until dusk, when they will again provide another awesome nighttime glow.

As with previous years, the festival grounds will be on the Waterford Graded School District and high school properties. Admission is free, but parking in school lots is $5 per car, with proceeds, in part, benefiting local non-profit organizations. There is also ample parking on public streets throughout the village.

Other activities include hot air balloon and helicopter rides, live bands, square dancing, Waterford Lions Club car show, a petting zoo and memorial balloon launch, among others.

“We are anticipating a great turn out. We still have crafter space available and can always use more volunteers,” Dahlstrom said.

For information, call (262) 534.5911 or visit chamber@waterford-wi.org.

Make sure you drop by Absolutely Waterford’s booth during the Balloon Festival for a cold drink, or just to say “Hi.” We look forward to seeing you there!

Calendars are $15. Drawings are held at noon each scheduled day at Hometown Computers, 216 N. Milwaukee St. Calendars are available online, at absolutelywaterford.org; or 201A E. Main St., Hometown Computers, and River City Lanes, 730 Cornerstone Crossing, among other local businesses.

QUILTS, from 3

They intend to present the quilts, as well as their handmade walker totes, to residents at Wisconsin Veterans Home in Union Grove on Veterans Day.

“My dad had just gone on the freedom flight and the whole experience was so touching,” Anderson said. “I can’t wait to give these (the quilts) to them. It gives me goose bumps just thinking about it.”

Loose Ends is still accepting donations of fabric for the veterans’ quilts, and are especially in need of flannel, denim and cotton.

Donations may be brought to the Waterford Library any Tuesday between 10 a.m. and 2 p.m. Anyone is welcome to join the group at any time, Anderson said.
MIKE’S MUSINGS

By Mike Ciezki, Absolutely Waterford President

Patriotism, Pride and Parades

This is one of my favorite times of year in our community.

Independence Day stirs up feelings of patriotism in countless Americans across our great nation and it’s no different right here in Waterford.

Coming into town for the 4th of July parade and celebration reminds me of years past when communities had picnics and celebrations where everyone turned out, relaxed and had a great time together. It seems like life is just a little simpler and our community is just a little stronger for a day.

This year, on July 4th, the Waterford Lions Club will host their 32nd annual Independence Day celebration and parade in downtown Waterford. To me it’s far more than just a parade, a mid-week day off of work and a cookout.

On a grand scale, it’s about celebrating our great nation, remembering and honoring those who fought, who died and who still defend our liberties and our freedoms. On a smaller scale it’s about pride in our community and bringing folks together.

It’s inspiring and gives me a sense of pride to walk the parade route and see the thousands of people who line the streets of our downtown, overflowing down Main and First Streets.

They can choose to go to almost any surrounding community and watch a parade on the fourth. They choose to come here because we have something special here in Waterford; something that we all should take pride in.

We have a great downtown area, fantastic businesses, beautiful parks, waterfront recreation and some of the nicest people you’ll find anywhere. All of those things come together to create a sense of pride in those of us who live, work and play here.

That sense of pride shines through when people visit Waterford and spend some time here. It’s contagious and it draws them in.

When you bring your family to town this year to join with your friends and neighbors to watch the parade, take a moment to look around and appreciate all your community has to offer.

Be proud of the fact that we are strong and growing stronger every day as a community and a destination. Invite someone you know who has never celebrated Independence Day in Waterford to join you and introduce them to our community and all that we have to offer.

Most of all, take a moment to reflect on the independence and freedom you have as an American. Take a moment to remember and thank those who fought, died and continue to defend our freedom.

May we continue to grow and prosper as one nation under God, indivisible with liberty and justice for all.

“That sense of (community) pride shines through when people visit Waterford and spend some time here. It’s contagious and it draws them in.”

INTERESTED IN JOINING THE MAIN STREET MISSION?

We welcome you to join in on our committee meetings to see firsthand how Absolutely Waterford works to achieve its mission in turning downtown into a destination.

Design Committee, is charged with knowing about and improving the "look" of the downtown Historic Heritage District; Meets third Tuesday of the month, 5 p.m.

Economic Restructuring Committee, works on the nuts and bolts of economic development downtown; Meets third Wednesday of each month, 8 a.m. at Lauer Financial.

Promotions Committee, seeks to blend the Main Street program into a coherent marketing, advertising, and public relations program aimed at promoting the village’s core; Meets third Tuesday of each month, noon. Locations vary.

Organization Committee, works on communication, membership, volunteer recruitment, training and recognition; Meets second Wednesday of each month, 8 a.m. at AW office.

* Times and locations may vary. Please email director@absolutelywaterford.org to verify.

Mike Ciezki owns In Home Floor & Window Fashions, 241 N. Milwaukee St. He can be reached by email at mciezki@inhomefloor.com
What’s on display at CARaN?

Mount Pleasant artist Karen Brittain’s works will be on display through the month of July at the Creative Arts Resource and Network gallery, 220 E. Main St.

The acrylic painter who grew up in a rural setting, is inspired by the fields, flowers, trees and animals that surrounded her childhood.

“I am truly fascinated with watching nature change around me,” Brittain aid. “I am continually amazed by the metamorphosis that occurs as my gardens sprout, grow, and change over time. During summer months I spend a lot of time in close observation sketching, taking photos, and committing images and interpretations to memory.”

The artist says her process is “very direct.” “I love the act of mixing color. Light and shadow are very mysterious for me,” she said. “I am amazed at how slight variations can create a space and I get a kick out of arranging things in the space of the canvas.

“Creating is very intuitive and I enjoy being surprised by what happens when I begin a painting. I feel I am most successful when I forget the formalities and just let it happen.”

For more information about the artist, visit karenbrittain.com.

Hometown happenings (continued from Page 3)

annual display at the north end of the lake

Come by boat and experience the amazing sound echo over the lake and the reflection sparkling across every ripple in the water, creating a kaleidoscope affect.

Library hosts Classical Song Sampler July 9

The Waterford Public Library, 101 N. River St., will open its doors for Dr. Brad Liebel and Ingrid Hanson-Popp Tuesday, July 9, who will present a Classic Song Sampler starting at 6:30 p.m.

A baritone, Liebel has performed on various stages throughout South Africa, Germany and the U.S. He teaches classical voice at the University of Cape Town, South Africa.

Play Bingo with the Lions July 9, 23

The Waterford Lions will host Bingo Tuesdays, July 9 and 23 at Whitford Park, starting at 5 p.m. For more information, visit waterford-lionsclub.org.

Fibonacci Sequence takes the Village Hall stage July 18

Fibonacci Sequence, the fifth band in this year’s River Rhythms lineup, is a progressive rock band, similar to Dream Theater and Rush. The show begins at 6:30 p.m. with Cotton Exchange catering in the park and AW selling beer.

Free Movie July 12

The Waterford Public Library will be showing “Lincoln,” Friday, July 12 at 2 p.m. The free movie is Daniel Day-Lewis’s Oscar-winning drama focused on the president’s tumultuous final months in office.

In a nation divided by war and strong winds of change, Lincoln pursues a course of action designed to end the Civil War, unite the country and abolish slavery.

‘Mining the World’ presentation offered July 22

John Hollingsworth, a retired, world-traveled employee of Bucyrus International, will present “Dig into the Earth: Mining,” on Monday, July 22 at Waterford Public Library.

The 6 p.m. presentation will introduce minerals throughout the world and how they are extracted by heavy equipment.

Register at the library no later than Monday, July 15.

Discover Wisconsin’s Indian Mounds July 24

Dig into state history on Wednesday, July 24, when Dr. Bob Sasso presents “Discover Wisconsin’s Indian Mounds” at the library starting at 6:30 p.m.

Sasso, an associate professor of anthropology at UW-Parkside, will tell the history of the mounds, and talk about the history of the Native Americans who occupied the Waterford area.

Register at the library by Wednesday, July 17.

What’s on display at CARaN?

Plans for Absolutely Waterford’s second annual River’s Edge Art Walk are under way. Don’t miss the opportunity to show off your creativity during the Friday, Oct. 11 event. We are especially looking for painters and other 2D artists to participate.

For more information, email Liz Theirbah at ltheirbah@gmail.com or Mary Windler at creatresource@wi.rr.com.

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Free growth toolkit offered to local businesses

Last spring, a number of local entrepreneurs and leaders of non-profit organizations got a first look at a toolkit designed to help startup and grow small business.

The GrowthWheel, presented during Absolutely Waterford’s business seminar April 23, is a business decision-making visual toolkit for dialogue, decision making and action planning.

Gateway Technical College’s business development director, Therese Fellner, who was the key presenter, recently announced consulting on the Growth Wheel is now available free of charge.

The GrowthWheel gives an overview of the most important areas of business to narrow in on when starting or growing a business, according to Fellner.

“Taking advantage of the Growth Wheel has shown me more possibilities that I can utilize in order to expand my business.” - Morena Marquez, Martini MO’z

“Taking advantage of the Growth Wheel has shown me more possibilities that I can utilize in order to expand my business.”

Morena Marquez, owner of Martini MO’z, said the one-on-one consultation provided by Gateway Business Services Director Kate Walker has given her a better understanding of her business overall.

“I have room to grow,” she said, “Taking advantage of the GrowthWheel has shown me more possibilities that I can utilize in order to expand my business.”

Diagnostic problem solving, mapping opportunities and evaluating competencies are the three different ways the Growth Wheel screens business plans.

Focus is narrowed further in the spokes of one of the wheel’s four quadrants — business concept, organization, operations or customer relations.

Locals see benefits

Since it was first introduced by AW, four local business owners and two non-profit leaders have come forward to take advantage of the Growth Wheel’s offerings.

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“Taking advantage of the Growth Wheel has shown me more possibilities that I can utilize in order to expand my business.”

“We have worked on my mission and vision statement, which has brought me out of one-way thinking.”

With the ever-expanding social media scape, Buchman recognized the need to get his business on board, but needed assistance seeing his new venture through.

He credited Walker with helping him to refocus his business plan.

“She has been wonderful. I have to plan ahead for the future, and I have things in place now that I didn’t have before,” he said.

Kari Mullikin, who owns Bon Voyage World Travel, said she has realized great benefits from the Growth Wheel.

“Many of the subjects are items I am actively working on, so the resources have been incredibly valuable,” she said. “Kate Walker has done a great job forwarding me relevant pieces of information that would have taken me an extensive period of time to research. So that one tool alone has been incredibly beneficial.”

Ready to get your wheel spinning?

Contact Therese Fellner, at fellnert@gtc.edu or (262) 898-7524 for businesses up to 10 employees and $1 million in revenue, as well as nonprofit leaders.

Entrepreneurs, startups and Stage 1 businesses can contact Kate Walker, walkerk@gtc.edu or (262) 898-7410.

Stage one or stage two businesses ($1 million to $50 million in gross revenue and 10 to 100 employees) can contact Jim McPhaul, Small Business Development Center — mcphaul@uwp.edu or (262) 595-3363.

Got a great business idea?

Pitch it during second annual competition Aug. 21

Passionate entrepreneurs of all phases of business are invited to prove the potential of their ideas during the second annual Racine/Kenosha FASTPITCH Competition set Wednesday, Aug. 21.

Competitors will have three minutes max to pitch business ideas or plans to a panel of expert judges. A $5,000 prize will be given to the top pitcher. Competitors will receive feedback as well as exposure to investors, business leaders and potential lenders.

The event kicks off at 2:30 p.m. at University of Wisconsin-Parkside’s Student Center Ballroom, 900 Wood Road, Kenosha, WI 53141.

Absolutely Waterford is a non-profit organization comprised of volunteers committed to restoring Waterford’s downtown Heritage District as the business, cultural and social center of the community.

AW has grown to over 40 members, with broad representation from Waterford area businesses, residents, civic groups, and local government. This is truly a community-backed effort. There are over 60 additional groups and individuals that have committed to help with the revitalization through in-kind and financial commitments.
Believe in our mission? Be a sponsor!

Be a part of Absolutely Waterford’s mission to revitalize its historic core.

As a Wisconsin Main Street program, AW follows a four-step approach toward restoring the village’s architectural charm, building local commerce and promoting culture and the arts.

AW is an 501c (3) non-profit organization, now in its second year of operation.

Donor levels range from Individual or Family for $100, to Founder for $5,000.

Sponsorship opportunities are also available for AW events such as the River’s Edge Art Walk, Waterford Winter Wonderland Parade and a murder-mystery dinner.

For more information about supporting AW, visit absolutelywaterford.org.

OUR INDIVIDUAL AND FAMILY SPONSORS

Vikki Zuehlke
Colleen Weber
Howard Bryant
Nelson & Linda Weine
Doug & Netti Kremski
Brandon & Tammie Begotka
Tom & Rosemary Christensen