Come join us for this magical evening Friday, November 18th 4-8 pm. See our ad pg. 6
35th Annual Christmas Parade
“Christmas Vacation” December 2, 2016

Preschool and Kindergarten children are invited to enter the Burlington Area Chamber of Commerce Coloring Contest to win a ride, with a parent/guardian, in the “Christmas Vacation” Christmas Parade.

1st through 4th grade children are invited to participate in the Essay Writing Contest by answering: “What Christmas means to me?”

Please include Name, Grade Level, and Phone Number on all entries. One entry per child. Additional coloring entry forms are available at Burlington Area Chamber of Commerce office. Submit your child’s entry by November 18 to the Burlington Area Chamber of Commerce at 113 E. Chestnut St. during regular business hours.

The winning entries will be notified by Nov. 25. Two winners per category. Winners will be published in a later issue of Discover the Treasures.

Each winner will receive a $50.00 Burlington Gift Check

For more information, call 262-763-6044.
Get Your Gratitude On!

By Jan Ludtke, Executive Director, Burlington Area Chamber of Commerce

Weather has been dominating conversation here lately. Mostly the talk has been about the weather we’ve not been having as we’ve watched it repeatedly hit highs typically not seen in fall. But, it’s November now and it won’t be long before we see the white stuff covering the ground in its wintry blanket.

November brings a bit of introspection. We can all take a look at everything we have and the many ways life is comparatively easy for us while many struggle for food and shelter and things we take for granted. We hope you’ve discovered what you are grateful for this Thanksgiving season.

At the Chamber of Commerce, we are grateful for our members, our board and their support and the generosity of our businesses and corporate sponsors. We are truly thankful for our many, many volunteers – wonderful people who live and work in our community. For your support and inspiration and encouragement – thank you. Our volunteers illustrate what a difference each individual can make.

All our friends, neighbors and visitors are invited to enjoy our community and its hospitality at Light Up the Night on Friday, November 18. Be sure you come on down from 4 to 8 p.m. Bring along a donation for Operation Burlington Cares as we help kick off the Food Drive benefiting our local food pantry. Let’s make everyone’s Thanksgiving a little better.

Find us on Facebook and www.burlingtonchamber.org.

Individual No-Bake Pumpkin Cheesecakes

18 round gingersnaps or Biscoff cookies, crushed
2 tbsp. unsalted butter, melted
1½ c. heavy cream, divided
1 (8 oz.) block cream cheese
½ c. brown sugar, packed
1 tsp. vanilla extract

¾ tsp. ground cinnamon
¼ tsp. ground nutmeg
¼ tsp. ground ginger
pinch ground cloves
¼ tsp. salt
1 (14 oz) can canned pumpkin puree, chilled

Serves: 6 servings

In a small bowl combine cookie crumbs and melted butter, mix until evenly coated. Press into the bottom of 6 jars or glasses.

In the bowl of a stand mixer or a large mixing bowl, whip the heavy cream until stiff.

In a separate mixing bowl, beat the cream cheese until fluffy. Add the brown sugar, vanilla, cinnamon, nutmeg, ginger, cloves and salt and beat for 2 minutes. Using a spatula, fold in the pumpkin puree, then ¾ of the whipped cream.

Scoop into a ziploc bag, cut the corner and pipe over the cookie base. Add the remaining whipped cream to a ziploc bag, cut the corner and pipe on top (I used a tip but you don’t have to). Garnish with a sprinkle of cinnamon, nutmeg, white chocolate shavings, caramel or whipped cream.

Serve immediately or refrigerate for up to 24 hours.
### November Events in Burlington

Visit [www.burlingtonchamber.org](http://www.burlingtonchamber.org) for a listing of current events.

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date/Time</th>
<th>Location/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecting Minds-Memory Enhancement Program</td>
<td>9pm Wednesdays</td>
<td>Cindy 262-210-9783. 1229 Park Row Lake Geneva</td>
</tr>
<tr>
<td>Open Mic Night</td>
<td>6:30pm Thursday evenings</td>
<td>262-661-4394 or <a href="http://www.burlingtoncoffeehouse.com">www.burlingtoncoffeehouse.com</a>. Coffee House on Chestnut &amp; Pine</td>
</tr>
<tr>
<td>First Fridays - Chamber 101</td>
<td>8am. RSVP 262-763-6044</td>
<td>Burlington Area Chamber of Commerce. 113 E Chestnut St.</td>
</tr>
<tr>
<td>CATHE Bash 2016</td>
<td>5:30pm For tickets- <a href="http://www.catheonline.org">www.catheonline.org</a></td>
<td>262-767-9661. Veteran’s Terrace 589 Milwaukee Ave.</td>
</tr>
<tr>
<td>Christmas Barn Opening for the Holidays</td>
<td>10am</td>
<td>262-818-2330. St. Vincent de Paul Thrift 39515 60th St.</td>
</tr>
<tr>
<td>18th Annual Goods &amp; Services Auction &amp; Dinner</td>
<td>5pm</td>
<td>857 W. State St.</td>
</tr>
<tr>
<td>Crane Watch</td>
<td>6-7pm</td>
<td>262-878-5600. <a href="http://www.bongnaturalistassociation.org">www.bongnaturalistassociation.org</a>. Richard Bong State Recreation Area. 26313 Burlington Rd. Kansasville</td>
</tr>
<tr>
<td>AARP Smart Driver Course</td>
<td>12pm</td>
<td>RSVP 262-767-7185. Aurora Wellness Center 300 McCanna Parkway</td>
</tr>
<tr>
<td>Alzheimer’s Racine County Caregiver Support Group</td>
<td>6:30pm</td>
<td>262-763-3946. Logic Puzzle Museum. 533 Milwaukee Ave. Trans-Calling Tues. 6pm.</td>
</tr>
<tr>
<td>Veterans Day Ceremony</td>
<td>10:30am</td>
<td>262-763-4211. Veterans Terrace at Echo Park. 589 Milwaukee Ave.</td>
</tr>
<tr>
<td>Heartsaver CPR/ AED</td>
<td>9am</td>
<td><a href="http://www.ahc.auronahcare.org">www.ahc.auronahcare.org</a>. Aurora Wellness Center 300 McCanna Parkway</td>
</tr>
<tr>
<td>Mischievous Singles- Over 55</td>
<td>6pm. Second Saturday, Jan 262-534-6008.</td>
<td>Marty’s 201 W. Main St. Waterford</td>
</tr>
<tr>
<td>Fair Trade Expo</td>
<td>11am</td>
<td>CATHE Center 125 State St.</td>
</tr>
<tr>
<td>Memory Keepers Club</td>
<td>2pm</td>
<td>Cindy 262-210-9783. CATHE Center 125 E State St.</td>
</tr>
<tr>
<td>Respiratory Support Group</td>
<td>6pm. 3rd Tuesday- 1-800-499-5736.</td>
<td>Aurora Memorial Hospital of Burlington. 252 McHenry St.</td>
</tr>
<tr>
<td>Bone &amp; Spine Health</td>
<td>6 pm.</td>
<td>The Coffee House. 492 N. Pine St. RSVP <a href="http://www.aurora.org/events">www.aurora.org/events</a></td>
</tr>
<tr>
<td>Steppin’ Out Singles- 55 or wiser</td>
<td>6pm</td>
<td>262-763-9697. Pine Street Cafe 141 N. Pine St.</td>
</tr>
<tr>
<td>Stroke Support Group</td>
<td>1pm. 3rd Monday. Pat Positano at 262-741-2402.</td>
<td>Aurora Lakeland Medical Center.</td>
</tr>
<tr>
<td>Hands-On Brainteaser Puzzles to Try, Family Fun</td>
<td>10-12pm</td>
<td>262-763-3946. Logic Puzzle Museum. 533 Milwaukee Ave.</td>
</tr>
<tr>
<td>Caring and Sharing Grief Support</td>
<td>6:30pm</td>
<td>262-763-3434. Cross Lutheran Church 126 Chapel Terrace</td>
</tr>
</tbody>
</table>

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**Senior Center Activities**

**201 N. Main St. • 262-767-9880**

**ARTS & CRAFTS:** 1st & 3rd Tuesdays 9:30-11:30 am

**BINGO:** 2nd or 3rd Thursdays 10 am

**BRIDGE:** Monday and Friday 9 am

**BUNCO:** 2nd Friday 1 pm

**CARDS:** Sheepshead/Sheafkopf Monday, Wednesday & Friday 9 am

**CARDS:** Chocolate City Card Club Tuesday 12:30 Pinoche Euchre, Sheepshead/Sheafkopf 12:30 pm, Hand & Foot 12:30 pm

**DOMINOES:** 2nd & 4th Wednesday 9:30-11:30 am

**OUR HARMONY CLUB:** 1st & 3rd Wed. 9 am-3 pm

**JAM SESSION:** 3rd Wednesday 1 pm

**LIBRARY:** Open Daily

**50+SOFTBALL:** Wednesday 6 - 8 pm

**NIFTY FIFTY BOWLING:** Towne & Country Lanes every Friday 1 pm

**TRIPS:** Call Pat 262-767-9880 for current trip information
What is a Veteran?

Some veterans bear visible signs of their service: a missing limb, a jagged scar, a certain look in the eye.

Others may carry the evidence inside them: a pin holding a bone together, a piece of shrapnel in the leg, or perhaps another sort of inner steel: the soul's ally forged in the refinery of adversity.

Except in parades, however, the men and women who have kept America safe wear no badge or emblem.

You can't tell a veteran just by looking. He is the cop on the beat who spent six months in Saudi Arabia sweating 2 gallons a day making sure the armored personnel carriers didn't run out of fuel.

She is the nurse who fought against futility and went to sleep sobbing every night for two solid years in Da Nang.

He is the career quartermaster who didn't come back at all.

He is the career quartermaster who sacrificed his ambitions so others would not have to sacrifice theirs.

So remember: Each time you see someone who has served our country, just lean over and say “thank you.”

That’s all most people need, and in most cases it will mean more than any medals they could have been awarded or were awarded.

Two little words that mean a lot: “Thank you.”

— Excerpts of an essay printed annually in the Richmond Times-Dispatch
Citywide & Downtown BURLINGTON
Friday, November 18th, 4-8 pm
• Horse Drawn Carriage Rides
• Door Prizes/Drawings
• Movie Tickets
Operation Burlington Cares Food Drive

Mention This Ad And Receive 15% Off Your Purchase
Revenue from our stores help us to provide programs and services to our neighbors in need.

Burlington Menswear
Where Image Is Everything
GIFT CARDS

• Alterations
• Dry cleaning
• Regular sizes, Big & Tall
• Belts, Ties, Cuff links
• Men’s & Ladies’ cologne & perfume
• Suits, sport coats, pants, wild socks
• Wallets, scarves, shoes
• Sweaters, fashion sport shirts
• Tropical Travel – All Year Round!
(Yes, that means shorts!)

113 E. CHESTNUT ST. BURLINGTON, WI 53105
WWW.BURLINGTONMENSWEARWI.COM
262.767.9726

$10 OFF
$40 Purchase
Expires 11-30-16
Now serving this location 20 years
Thank You!

Fresh Greens & Wreaths
Christmas Decor & Gifts
5205 Mormon Rd.
Just around the curve from Gooseberries
Mondays & Fridays
9 am-5 pm
Saturdays 9 am - 4 pm
Sundays 10 am - 2 pm
262.763.2153
WWW.BURLINGTONGARDENCENTER.COM

Richter’s Marketplace
$5 off
$50 Purchase
Expires November 30th, PLU 121

Richter’s Marketplace 156 S. Pine St., Burlington • 262-763-0870

Alpacas produce one of the world’s finest & most luxurious natural fibers

Open House
Nov. 5 & 6 - 10-4pm
Store will be open:
Nov. 4, 11 & 18
4:30 to 8pm &
Nov. 12, 13, 19 & 20
10-4pm.
Call ahead for any other times.

Earthcare Suri Alpacas LLC

$5 Off $25 Purchase
Expires 11/30/2016

146 N. Honey Lake Rd. • Burlington • 262-210-2080
Uncommon COMFORT with Unexpected STYLE!

With an inside zipper for easy on/off and an eye-catching wood grained outsole, the Michelle Ankle Bootie from Dansko is a confident choice for any wardrobe. The Michelle features leather lining, additional cushioning and optimal arch support for all-day comfort.

Try on Dansko Today!

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444 N. Pine St. Burlington, WI
www.burlingtonfootwear.com • (262) 763-3050
Hours: Mon.-Fri. 10 a.m.-5:30 p.m. Sat. 9:30 a.m.-4 p.m

Explore 3 floors of treasures! We’ll see you during our Holiday Sale

15-50% off throughout the store Nov. 25 thru Dec. 31

129 E. Chestnut Street, Burlington
Open Tuesday-Saturday 10am-5pm, Sunday noon-5pm
262.767.9390

Burlington’s ONLY fine jewelry store celebrates 28 years of business!

28% OFF Diamond Solitaire Rings
Expires December 24, 2016

262.763.8685
Ide Fine Jewelry • 348 N. Pine Street, Burlington
Tuesday, Thursday and Friday 10-5. Wednesday 10-6. Saturday 10-1.

Homestyle food made from scratch daily using only the finest, freshest ingredients

Open Thanksgiving 6 am - 2 pm
Breakfast Lunch • Dinner Carry Outs Fish Frys Every Friday

Serving Beer & Wine • LARGE SEATING AREA FOR MEETINGS OR PARTIES! • Gift Certificates Available

BURLINGTON... DISCOVER THE TREASURES NOVEMBER 2016 PAGE 7
**Call Stan at 262-763-1700 for further information!**

**Francis Meadows Senior Apartments**

“No one here is a stranger.”

Stan Janowski, Manager

What makes us standout above the rest? Francis Meadows Senior Apartments offers 48 income eligible or market rate apartment homes for adults 55 and better. We are located on the grounds of the Franciscan Retreat Center, surrounded by 160 acres of fields and woods.

**милуэке́ катхоликоме́н орг**

**DIGITAL MARKETING BUILDING BLOCKS**

**What to Consider When Designing an E-Commerce Website**

Selling online can lead to huge opportunities for your business. Developing an E-Commerce website will allow you to sell your product globally 24/7. But successfully selling your product online takes a bit more thought than just simply slapping your products into a database and uploading them to your website. It takes planning to create a pleasing online shopping experience and to convert your site visitors into paying customers.

**OVERALL LOOK AND FEEL**—One extremely well known E-Commerce site, Amazon, seem to be brought up constantly when discussing the look and feel of a new E-Commerce website. It’s a fantastic site and the design works extremely well when selling a plethora of products. However, chances are your business is NOTHING like Amazon; do you really want your website to look just like it?

Instead of focusing on making your site look like another, think of design elements or themes that will match the personality of your business to create a unique shopping experience for your customers. Think about how these design ideas could potentially be carried over to other branding materials like letterheads, business cards and even your Facebook page!

**QUALITY PRODUCT INFORMATION**—Keep the design tasteful and product driven. Over-the-top animations and graphics probably never helped you decide which product to buy, so they probably won’t help your potential customers either. The quality of information you provide is far more important.

Shopping online is different from shopping in store. Your customers cannot physically examine and handle your product before they buy it. Make sure you have a detailed description for each and every one of your products; this will help your customers feel more confident making a purchase.

I cannot stress enough how important images are to the success of your e-commerce site. Customers will want to look through high-quality images to get an idea of exactly what they are buying. Would you feel comfortable making a purchase from a site that only uses tiny low-quality images for its products? I didn’t think so.

If you haven’t already, consider getting professional photographs taken for each of your products. Plan on having a few shots taken for each product as well as a few images for Call to Action sections on your site, like a rotating header on the homepage.

**KEEP IT SIMPLE**—Nothing turns a potential customer away faster than a site that is too complicated to use. Consider little additions such as an “Add to Cart” button directly on the product listing pages, having related products display when viewing a product’s details and allowing anonymous checkout. Small details such as these can keep a customer browsing your site.

**EASY AND PAIN-FREE CHECKOUT**—If customers will be checking out directly on your site you will want to make sure the process is simple and user-friendly. Using image thumbnails for each product will help remind your customers exactly what they are buying. Simple things like allowing the user to remove and update quantities for products directly in the shopping cart can prevent a lot of headaches. It’s also a great idea to have links to your policies and contact info clearly visible so the customer won’t have to dig through your site if any questions arise during checkout.

Visit KeystoneClick.com today to learn more about Digital Marketing. Or contact us at (414)-810-6650 if you have any questions and we would be happy to help!
It is our pleasure to present the November 2016 edition of Business by the Block. Our focus this month is on Main Street. We appreciate the support of our local Burlington businesses and hope that you will take advantage of this unique opportunity to read about and visit each business to learn more about the products and services they offer.

**State Farm Insurance - Dave Stauffacher**
424 E. Jefferson St. • 262-763-8803
www.davestauffacher.com
Offers coverage for auto, home, life, and annuities

**Western Racine County Services Center**
209 N. Main St. • 262-767-2900
www.racinecounty.com
This facility houses UW-Extension, Human Services Dept., Clerk of Courts, energy services, Res-Care & Workforce Development.

**Rogers**
Roger's Auto Sales
233 N. Main St. • 262-763-7100

**Burlington Family & Laser Dentistry**
240 N. Main St. • 262-763-2141
www.burlingtondentistry.com
Full service dental office

**Western Racine County Services Center**
209 N. Main St. • 262-767-2900
www.racinecounty.com
This facility houses UW-Extension, Human Services Dept., Clerk of Courts, energy services, Res-Care & Workforce Development.

**Burlington Senior Center**
201 N. Main St. • 262-767-9880
www.burlingtonseniorcenter.com
Provides a variety of activities, services and opportunities for seniors.

**Sunny's**
Sunny's Liquor & Wine
216 N. Main St.
(Coming Soon)

**Performance Tire & Auto Service**
1051 Milwaukee Ave, Burlington, WI 53105
Hwy. 36–Across from Kohl’s
Mon. and Thurs. 7:30am – 7pm
Tues., Wed., Fri. 7:30am – 5:30pm
Sat. 7am – 2pm
www.performancetireandauto.com
Also featuring these fine brands, tires and more!

**Burlington Gift Checks**
A Program that Works!
Looking for the perfect holiday, birthday or anniversary gift? Burlington Area Chamber of Commerce Gift Checks make an ideal “thank you” gift for babysitters, teachers or that special client. They also are perfect for graduations, employee appreciation and thank you gifts. Certificates are available for purchase at Associated Bank and Johnson Bank in Burlington.

The checks are available in any amount of $10.00 or more and they will be made out to “Any Burlington Area Business” in the amount that you request. There is a designated line on the check for you to fill in the recipient’s name.

**THIS IS HOW IT WORKS FOR ANY MERCHANT.** Any Burlington Area Business can accept the gift check. Merchants simply deposit the check with their regular business deposit.

**WHAT IF THE AMOUNT IS NOT EXACT?** Merchants receive the amount of the check deposited so if the total sale is $15 and the gift check is for $20, the person receives the $5 change.

**QUESTIONS?** If you have any questions on how to handle these checks that support our “Shop Local” program, please call the Burlington Area Chamber of Commerce at 763-6044, Associated Bank at 763-9146 or Johnson Bank at 757-1150.

Burlington Area Chamber of Commerce would like to take this opportunity to thank Associated Bank and Johnson Bank for their continued support of this program. We hope that this program will continue to be of value to our community.

**Burlington... DISCOVER THE TREASURES     NOVEMBER 2016**

This cookbook is compiled of recipes collected from past Chocolate Extravaganza's, friends of the Chamber, and fellow chocolate lovers. The chocolate recipes include everything from beverages, breads and muffins, to cakes, pies and cookies.

The “Chocolaty Treasures” Cookbook is available for sale for $10 each or 2 for $18. With approximately 200 chocolate recipes, spiral bound glossy cover, easy to use dividers, cooking tips, a history of Burlington and much more, this cookbook guarantees to be an instant classic!

Stop into the Burlington Chamber of Commerce at 113 E. Chestnut St., Suite B or order your cookbook by contacting the Chamber at 763-6044.

Who doesn’t LOVE Chocolate!
Here’s a great gift idea for all ages!

Stowell’s Catering Service
A family owned business since 1971
Let us help you with all your holiday gatherings
262.763.8316 or 800.640.5703
Fax 262.763.5592
WT127 Spring Prairie Rd., Burlington, WI 53105
brenda@stowellscatering.com • www.stowellscatering.com

Who doesn’t LOVE Chocolate!
Here’s a great gift idea for all ages!
The Wisconsin Territorial Legislature first authorized a post office for our community – then known as Foxville – in 1837. The name was changed to Burlington in July 1839. Over the years, the location of the post office has changed about a dozen times. Starting in the rough log cabin of Moses Smith, the post office usually moved with the naming of each successive postmaster. Prior to the 1890s, the postmasters were generally businessmen with downtown stores where space was provided for post office operations.

In the case of Dr. Joel Henry Cooper, who was named Burlington postmaster in 1861 by President Abraham Lincoln and who served until 1874, the post office moved with him twice. In 1865 he moved his drug and stationery store – and the post office – from the Chestnut Street location now occupied by The Shy Violet to the Pine Street location now occupied by the bakery next to the Coffee House at Chestnut and Pine. In 1869 he moved his drug store – and the post office – back to his previous location on Chestnut Street after the new Jones Block had been built.

Until 1904, when rural delivery started, and 1908, when city delivery started, residents would have to visit the post office to send or receive their mail. In 1898, for example, the post office contained 418 call boxes and 120 lock boxes. In addition, about 200 patrons received their mail through "general delivery" – a service where the post office holds mail until the recipient calls for it.

The post office also served as the telephone office at various times after those devices first became available in Burlington in the late 1870s.

The current and previous three locations of the Burlington post office, dating back to 1891, are shown in the accompanying photos.

1891 - 1908: The post office was in the Hoch building on the north side of Chestnut Street just east of the bend from 1891 until 1908. It had moved there from the former Peoples State Bank building, which was just west of the bend. The circa 1904 photo of the Hoch building is from a collection of glass plate negatives that the late Henry Mangold found in the attic of his home and donated to the Historical Society.

1908 - 1918: The post office moved from the Hoch building to the former Western Union Hotel building on the northeast corner of Pine and Washington streets in 1908. The building, known as the Hoelz building at that time, is currently occupied by Thrivent Financial. The move to this building, shown in a "cut" from a circa 1910 postcard photo taken by the late Howard A. Wood, occurred primarily to accommodate the expanded operations required by the start of citywide door-to-door delivery. The post office remained here until 1918.

1918 - 1961: The post office moved to this building on the northwest corner of Pine and Jefferson streets in 1918. The building was financed by tax dollars and constructed by the Federal Government. After the post office moved out in 1961, the building was donated to the City and converted to the Burlington Public Library. The photo was taken by the late Emmett Raettig in July 1956.

1961 - present: The Burlington post office moved to this building on the southeast corner of Pine and State streets in October 1961. The building replaced the Brook-Newell home which had existed on the property since 1891. The City bought the property in 1948 and, after the Newells vacated, rented out the house for a couple of years before advertising for its sale and removal in 1951. The City Council authorized the sale of the property to the Federal Government in 1960. The photo was taken by the late Emmett Raettig in 1961.

Help us preserve our history. Join the Burlington Historical Society and help us tell the story of Burlington. Interested? Contact Dennis Tully at 262-767-2884.
Out and About with Burlington Chamber Ambassadors

Nobius Press
Nobius Press has relocated! Sandy Wagner, owner of Nobius Press has found a new home at 109 N. Pine St. The space has been completely remodeled and offers more space for Sandy’s growing business. They can be reached at 262-763-3334 or www.nobiuspress.com.

The Landing 1841
We would like to welcome a new event venue to Burlington. The Landing 1841, owned by Tim & Renee Richter, is located at 3640 Bieneman Rd. on the banks of the White River. This newly renovated barn is a year round event venue for weddings, conferences and showers. They can be reached at 262-206-2176 or www.thelanding1841.com.

B-Tan
We would like to welcome a new tanning salon to Burlington. B-Tan, owned by Lisa Stettner, is locally-owned and operated offering the latest tanning technology in a relaxing, upscale atmosphere. B-Tan is located at 1709 Milwaukee Ave. and can be reached at 262 210-4TAN 4826 or www.burlingtontan.com.

We’re Off and Running
Readers of this column (and I’m pretty sure that there are a couple of you out there) will remember an article earlier this year about the rolling out of the City of Burlington’s strategic plan for downtown economic development. In this process, the call went out for citizens to come forward to learn more about the plan at group meetings at which point people were given the opportunity to volunteer to serve on one of the focus groups. People have responded and the various groups that have been formed have met at least a couple of times. This is exciting stuff for several reasons but what is most striking to me, and why I am so excited about the anticipated outcome, is the number of people who have come forth wanting to make a difference as well as the remarkable cross section of the community that is represented in the groups.

I do not want to write at length about the details of each group’s work so far. For that, you can go to the City’s website and click on “Our Community” and then “Downtown Economic Development” and check out the minutes and agendas for the five groups and see the work that has been done to date. The point of which I would like to make note, however, is the overall good “vibe” that is coming out of the process and why that bodes well for the outcome.

First of all, the plan was a City initiative yet the community was brought into the process basically at the ground floor level. When the report was completed, the public was invited to summary sessions and asked to pick an area of interest and get involved. The response was impressive with people from various walks of life volunteering. What really impressed me was that I saw people who may not have been engaged in a city-wide project such as this before stepping up to do something for their city. Often enough, the prevailing public attitude in many places has been one of leaving initiatives like this to the government or a community organization such as a Chamber of Commerce or an economic development group, but I am not surprised that is not the case here. Residents have taken ownership. I am sure that the response of “This is a strategic plan that affects all of us and together we will make it work” has been gratifying to City officials, as well.

Now, however, is when the “rubber hits the road.” Decisions have been or are being made regarding group goals and the ways in which those goals are to be reached. The work will become more difficult and time-consuming. But if the commitment of the other groups is anything near that of the group of which I am a part, I see no obstacle too big. —Tom Lebak

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BOVINE & EQUINE PREVENTIVE CARE & EMERGENCIES
Providing Comprehensive Medical, Surgical & Dental Care, Laser Therapy on Both Large & Small Animals
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Burlington
WI 53105
(Town of Rochester)
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Tues. & Thur. 7:30 am-7 pm
Wed. 7:30 am-5:30 pm
Sat. 8:30 am-Noon
262-534-6000 • foxvalleyvetservice.com

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INTERNET FOR EVERY DEVICE AT A SWEETER PRICE.

Get half off high-speed internet for a whole year.

Get a connection that keeps up with your family with high-speed internet from U.S. Cellular.

Watch episodes, stream music and work from home, all at the same time.

Stay Connected with Talk of the Town on facebook for Black Friday Specials!

Your Local U.S. Cellular Authorized Agent
BURLINGTON CROSSING
1709 Milwaukee Avenue (next to Dollar Tree)
262-763-TALK (8255)

Store hours
Mon-Fri: 9am-7pm
Sat: 9am-5pm
Sun: 8am-4pm
CALL US FOR HOLIDAY HOURS!

Things we want you to know: Shared Connect Plan and Customer Service Agreement with a 2-yr. initial term (subject to a pro-rated $150 Early Termination Fee for basic phones, modems and hotspot devices and a $350 Early Termination Fee for Smartphones and Tablets) required. Credit approval also required. A $40 Device Activation Fee applies. A Regulatory Cost Recovery Fee (currently $1.82/line/month) applies; this is not a tax or government required charge. Additional fees (including Device Connection Charges), taxes, terms, conditions and coverage areas apply and may vary by plan, service and phone. Offers valid at participating locations only and cannot be combined. See store or uscellular.com for details. Monthly Access Discount: 50% discount applies to the Device Connection Charge and is valid for the first 12 months of the 2-yr. agreement. U.S. Cellular Home Phone: U.S. Cellular Home Phone Device in conjunction with Home Phone Service is a Commercial Radio Service and not a landline phone service. 911 calls made using U.S. Cellular Home Phone are routed through U.S. Cellular’s automatic location technology and may vary by plan, service and phone. Offers valid at participating locations only and cannot be combined. See store or uscellular.com for details. ©2016 U.S. Cellular P3_2016_HomeInternet_Print_6x9

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