

LOWER WISCONSIN RIVER VALLEY SENTINEL

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WE CARE MORE.

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Lake Louie Brewing announces 'major water relocation project' with the move of Lake Louie from Arena to Verona

Paul Verdu, Lake Louie Brewing / Wisconsin Brewing Company

Lake Louie Brewing Company announced that they plan to relocate the body of water known as Lake Louie, from Arena Wisconsin to Verona Wisconsin. The moving of the lake will reunite it with the brewery that produces Lake Louie Brewing beers.

Lake Louie Brewing was founded by Tom Porter in 2000 when he cashed in his 401K to start a brewery out of his garage in Arena, WI. He named the brewery after the lake that sits on his property, which was named after his Uncle Louie. Later in 2019, Tom sold Lake Louie Brewing to Wisconsin Brewing Company (WBC) based in Verona. Tom shuttered his brewery and all of Lake Louie Brewing beers are now



Photo contributed by Wisconsin Brewing Company

Pictured is Tom Porter, founder of Lake Louie Brewing, which was started in Arena in 2000.

produced in Verona. Despite this sale and closure of his facility, the body of water known as Lake Louie still sits on Tom's property, far away from the new home of its namesake brewery.

In the fall of 2022, Wisconsin Brewing Company announced that they would be putting all of their attention and investment behind Lake Louie Brewing and announced a new visual identity

for the brand at the same time. "We are putting all of our focus on Lake Louie Brewing," says Paul Verdu, President of WBC. "Having Lake Louie so far away from our brewery just doesn't make sense. We have no choice but to move the lake."

Thus, planning for this historic lake relocation project has been underway for months. On Saturday, May 6, 2023, Lake Louie will be moved from Arena to WBC's beautiful property in Verona. "Sure, I'm a little sad to see it go, but I still love Lake Louie Brewing, and it needs to be next to Lake Louie lake," said Tom Porter. "Plus, maybe they'll finally leave me alone now."

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Valley Sentinel announces the 2023 Best of the River Valley reader poll, nominations open now

Valley Sentinel is excited to announce our 3rd Annual **Best of the River Valley** reader poll! Again, drawing inspiration from cities like Eau Claire, Madison and Milwaukee, we're excited to facilitate this reader poll that showcases your voice in sharing the best of what our area has to offer to our community and those who visit it.

As with last year, with winners announced in June, the Best of the River Valley is designed to maximize engagement with area businesses and attractions heading into the busy summer months.

The poll results will be on stands during the Spring Green Arts & Crafts Fair and for the season opening of American Players Theatre.

The Best of the River Valley is not only a complement to existing guides that help community and newcomers alike navigate our area, but also — especially now more than ever — a time to share where you believe the area is headed,

what the area needs to focus on, and also a place to brag about your business or your favorite Old Fashioned, with a healthy competitive spirit.

As voting opens towards the end of May, tools will be made available to businesses and those interested to share the poll and get out the word and drum up support for their favorites. But no funny business! Literally. Exchanging free or discounted goods and services for votes is prohibited.

The poll will focus on the goings-on of the past year, from June 2022 to May 2023. Nominations will generally be limited to 15 miles around the Spring Green area — Arena, Lone Rock, Plain and Spring Green — unless stated as regional. The poll will cover various categories from the staple business services, to outdoor adventures, to arts and culture. Winners will range from businesses to

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LETTERS TO THE EDITOR

Dear Editor,
I write in response to an editorial I read recently by Senator Howard Marklein's. Entitled "Capitol Report—Marklein: It's Not a Cut," his piece addresses the development of the current state budget. In making his point, Marklein employs an illustration from parenthood: A child (Governor Evers and Democrats) asks their parents (the Republican-dominated state Legislature and Marklein as JFC Co-Chair) for a ridiculous increase in their allowance. As the illustration continues, the

wise parent rejects the child's request settling for a lessor increase. The child then cries foul. It sees the increased allowance as a "cut," not an increase at all. This is, apparently, Marklein's vision of state government today.

So, what is wrong with this illustration? For starters, it is self-righteous, authoritarian, and disrespectful. In likening Governor Evers to a child, Marklein belittles his opponent rather than viewing him as the duly elected and worthy head of state government. In doing this, Senator Mar-

klein behaves below the dignity of any elected official. The development of the next state budget is a complicated process that requires the wisdom to negotiate and come to an agreement. It is not a father-knows-best affair where Republican state representatives play the adults and the Democratic opposition the children.

I implore Senator Marklein to be civil in his public life. We look to him to model civility, not create division. I encourage him to engage others in a search for common ground, not engage in name calling

and ridicule. In the months ahead, Senator Marklein should dedicate himself to crafting a state budget that respects the needs of Wisconsin taxpayers. I imagine a future when leaders of the state Legislature and the Executive branch pass a state budget and then put their political differences aside and celebrate their collaboration and success. We taxpayers and voters deserve it!

Patrick Hagen
Spring Green, Wisconsin

Dear Editor,
As most Wisconsinites know, the Wisconsin legislature is currently in the process of preparing our state's next biennial budget. Senator Howard Marklein, who represents Wisconsin's 17th Senate District is co-chair of the powerful Joint Committee on Finance.

In a recent "E-Update" from his office, Mr. Marklein stated that the budget presented by Governor Tony Evers is, in his words, a "wish list," and the Committee will put together a "REAL" budget for the

Governor to approve. This shows that Mr. Marklein has no intention of collaborating and working together with the Governor. We, as taxpayers and voters, need to make our elected officials aware that we want a budget that works for REAL people, meeting REAL needs, such as public education, good roads, and rural broadband.

Mr. Marklein has also said that of the projected \$7 billion surplus currently in the state's coffers, only about \$3 billion is the "ongoing surplus for the state,"

and the remaining \$4 billion is one-time money. Regardless of what percentage of the surplus is ongoing and what percentage isn't, the legislature should earmark these "one-time funds" to INVEST in the future of our state for the highest return possible, such as the REAL needs mentioned above. Anything less is fiscally irresponsible! Giving tax breaks to wealthy individuals and big business buys votes, but does nothing to invest in the state's future.

The Governor's "wish list" was compiled

from requests received by his office from public schools, local municipalities, public universities, and state agencies - the people who are on the front lines day in and day out and have suffered from the decrease in shared revenue for the past 12 years. Who knows better how to provide for the REAL needs of REAL people?

Senator Marklein - do your job for us and get REAL.

Dennis and Kathy Fry
Richland Center, Wisconsin

Valley Sentinel announces the 2023 Best of the River Valley reader poll, nominations open now

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natural areas to artists and specific signature cocktails and burgers.

As always, details and much more are still being finalized and everything will be ironed out over the next couple weeks. We'll need your help in the meantime, we want your thoughts and feedback, this is YOUR poll, YOU decide the winners.

We're looking for cover art for the section as well as a theme — what has this last year meant to you? Has there been a word or phrase that stuck with you that you believe represents the area the past year? Let us know.

This year we hope to showcase our "three-peat" winners who have won all three years of the poll. If there are categories and questions you believe we should add, let us know and we will consider them for next year.

The Best of the River Valley is an extension of our passion to build community and, in its third year running, is one of many ideas that we hope will become a part of what makes our community so great.

We're excited to again facilitate this big undertaking and see how it grows and changes year after year.

Timeline

May 4 - May 14: Open nominations! This is your time to share all your best choices for each category and question to create a list to vote on. Share your favorite business or place or thing. Instructions on how are below.

May 18 - June 1: Polls open! This is your time to vote on the nominations and help decide who or what wins each poll question. Popular write-in options will be added to the poll as well.

June 15: Winners announced! On or around this date winners will be announced in Valley Sentinel, followed shortly by an online announcement. For this year again we'll probably still limit awards and such to some fancy certificates for public posting, but in future years perhaps a recognition banquet or mixer can be in the works?

Right now: call for nominations

Using the categories and questions below, mail (P.O. Box 144, Spring Green, WI 53588 - feel free to use this page and write your nominations down), email (editor@valleysentinelnews.com), call (608-588-6694), or — our preferred way — visit our website www.valleysentinelnews.com/best-of/ and submit your nominations online. Online nominations will be live by the end of the week, so keep checking.

Businesses! Don't be afraid to nominate yourselves, and please reach out if you're interested in ways to get involved.

GET OUT THE VOTE OPPORTUNITIES FOR BUSINESSES

BEST OF THE RIVER VALLEY 2023 READER POLL

PACKAGE DEALS:

GOOD PACKAGE

- 1/4 page vote-for-us ad — May 18 in Valley Sentinel
- Social media story w/direct poll URL — 3 days
- 1/4 page thank you ad — June 15 in Valley Sentinel

YOUR SAVINGS: \$225+ | COST: \$200

BETTER PACKAGE

- 1/2 page vote-for-us ad — May 18 in Valley Sentinel
- Social media story w/direct poll URL — 5 days
- 1/4 page thank you ad — June 15 in Valley Sentinel

YOUR SAVINGS: \$300+ | COST: \$400

BEST PACKAGE

- 1/2 page vote-for-us ad — May 18 in Valley Sentinel
- Social media story w/direct poll URL — 7 days
- Online ads on polling site — 7 days
- 1/2 page thank you ad — June 15 in Valley Sentinel

YOUR SAVINGS: \$400+ | COST: \$500

GET OUT THE VOTE
Now is your chance to let the community know that they should be voting for YOU! Check out the voting poll schedule below and begin planning your vote-for-us advertising efforts now!

SCHEDULE

NOMINATIONS OPEN
MAY 4-14

POLLS OPEN
MAY 18

POLLS CLOSE
JUNE 1

WINNERS ANNOUNCED
JUNE 15

50% OFF ANY ONE REGULAR AD MAY 18

REGULAR AD PRICES FOR À LA CARTE: \$400 FULL PAGE, \$200 HALF PAGE, \$100 QUARTER PAGE, \$50 EIGHTH PAGE, \$25 SIXTEENTH PAGE

WANT IN?
CALL OR EMAIL



VALLEY SENTINEL
PO Box 144, Spring Green, WI
608.588.6694 | ads@valleysentinelnews.com

CATEGORIES & QUESTIONS

Outdoors & Leisure

- Best Body of Water for Recreation
- Best Campground
- Best Golf Course
- Best Place to Get Fit
- Best Sledding Hill
- Best Trail - Hiking or Biking
- Best Canoe & Kayak Rental/Livery

Arts & Culture

- Best Free Entertainment Option
- Best Holiday/Seasonal Event
- Best Local Play/Musical
- Best Regional Music Festival
- Best Mural
- Best Local Visual Artist (Illustration/Painting/Sculpture, etc.)
- Best Art Gallery
- Best Local Musician/Band
- Best Local Author
- Best Music Venue
- Best Photographer

Noms & Nightlife

- Best Food Event
- Best Appetizer (location and item)
- Best Bakery

- Best Place to Get Coffee
- Best Breakfast/Brunch Spot
- Best Friday Fish Fry
- Best Burger (location and item)
- Best Wings
- Best Food Truck/Food Pop-up
- Best Regional Beer (brewery/specific brew)
- Best New Restaurant
- Best Restaurant for Outdoor Dining
- Best Pizza
- Best Steak
- Best Place for Dancing
- Best Bar
- Best Old Fashioned
- Best Subs/Sandwiches (Anything between 2 pieces of bread that's not a burger)
- Best Restaurant
- Best Wedding Venue
- Best Supper Club in the Region
- Best Regional Winery

Oot & Aboot

- Best Day Trip
- Best Hotel
- Best Public Park

- Best All-Ages Hangout
- Best Tourist Attraction
- Best/Most Beautiful Local Spot

Shopping

- Best Area Bookstore
- Best Clothing Boutique
- Best Gas Station (specific location)
- Best Sporting Goods/Tackle Store
- Best Place to Get Groceries
- Best Hardware Store
- Best Place for Jewelry
- Best Cheese Factory
- Best Place to Buy Meat
- Best Shop for Gifts

Services

- Best Attorney
- Best Autobody Shop/Automotive Repair
- Best Bank/Credit Union
- Best Place to Get a Haircut
- Best Carpentry or Remodeling Company
- Best Construction Company
- Best Dental Practice
- Best Electrician

- Best Florist
- Best Heating & Cooling Company
- Best Area Hospital
- Best Area Clinic
- Best Plumber
- Best Senior Living Residence
- Best Tax Service
- Best Vet Clinic
- Best Real Estate Agent or Office
- Best Landscaping/Lawncare
- Best Local Insurance Agent or Office
- Best Nail Salon
- Best Wedding/Event DJ

Agriculture

- Best Area CSA
- Best Farm

Extras

- Favorite Elected Official
- Most Overrated Thing in the Valley
- Most Underrated Thing in the Valley
- Thing the Valley is Best At
- Thing the Valley is Worst At
- Biggest Thing We Should Make Happen Soon