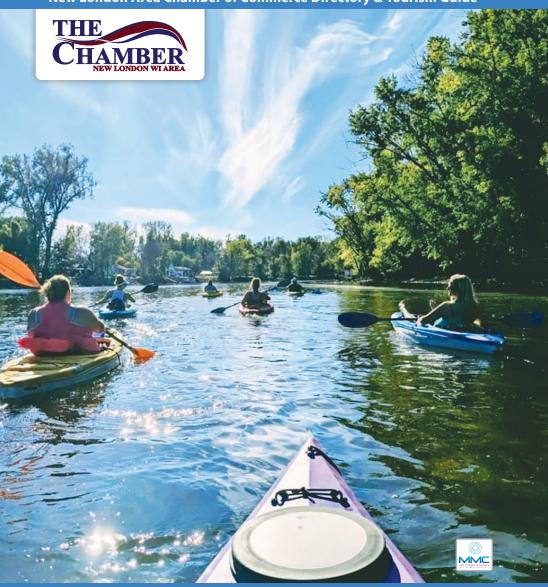
2025

# Wisconsin NEW LONDON

**New London Area Chamber of Commerce Directory & Tourism Guide** 



www.NewLondonChamber.com • NewLondonTourism.com

#### **WE CAN'T WAIT FOR YOU TO VISIT!**

- February 8 & 9 WRAL Art Show
- March 7 & 8 Vintage Shop Hop
- March 22 St. Patrick's Day Parade—pg. 23
- April 24-26 NFL Draft—Check Out Our Specials!
- May 3 Sturgeon Shuffle 10k 5k
- May 9-11 May Festival—pg. 37
- June 1 Wolf River Classic Chevy Club Car Show
- June 6 Summer Kickoff—Night Market
- June 14 Rhubarb Fest
- July 4 Festival Foods 4th of July Celebration
- Aug 1-3 Legion State Tournament—Hatten Park
- August 5 National Night Out
- August 9 Rock N Corn Festival
- September 12 Wheels on Werner Allen pg. 38
- September 13 Fall Fest-pg. 38
- September 14 Shine Bright Against Cancer Color Run / Walk
- October 18 Pumpkin Palooza
- October 24 Haunted Trail
- December 5 Winter Wonderland on the Wolf—pg. 39

#### AND MANY MORE...

\*ALL DATES SUBJECT TO CHANGE\*
For details on all Chamber and community events, visit the Events tab at NewLondonChamber.com

### Check out our new events!

\*ALL DATES SUBJECT TO CHANGE\*

For details on all events,

visit the Events tab at NewLondonChamber.com

### WE'LL SEE YOU IN NEW LONDON

COVER PHOTO CREDIT: Jodi Handschke



#### STAY INFORMED WITH NL CONNECT

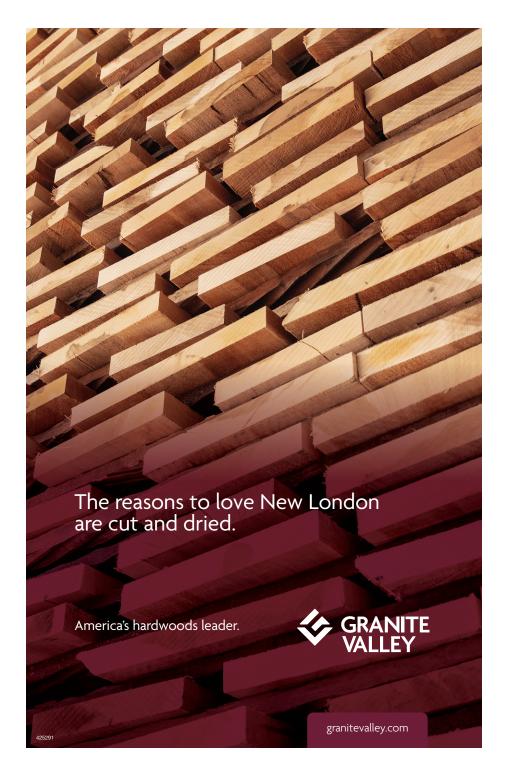
Stay organized and up-to-date with news, announcements, and upcoming events with the

- School District of New London
  City of New London
  New London Area Chamber of Commerce
- Download the NL Connect app today for free!

















#### Juneral Directors

Logan Rusch Kent Rusch Dave Rusch Kevin Dembinski Peter Moesch

Serving the New London area since 1914.



209 W. Cook St., New London WI, 54961 920.982.3232 www.clinehansonfuneralhome.com



#### **Bookkeeping Expert**

- · QuickBooks Certified Pro Advisor
- · Keeping Your Books Straight
- QuickBooks Conversions and Training
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ledgerladybookkeeping.com info@ledgerladybookkeeping.com

#### PROUD SUPPORTER

**NEW LONDON AREA** CHAMBER OF COMMERCE



New London • 101 Park Street 920-982-4701

Member FDIC. (11/24) W121207



#### EMANUEL EV. LUTHERAN CHURCH AND SCHOOL

Website: www.emanuelnl.org Church Email: church@emanuelnl.org School Email: school@emanuelnl.org

- 3P/4K 8th Grade Before/After school program
- · Worship Services: Saturday at 5:15 pm, Sunday at 8:00 & 10:30 am
- Radio broadcast service at 9:00 am on Sundays on WJMQ 92.3 FM
- Sunday School and Bible Studies from 9:15 - 10:15 am each Sunday
- · Individual & family counseling
- Youth groups for Middle School & **High School Students**

200 E Quincy Street New London WI 54961 Phone: 920-982-5444

YouTube.com/@emanuelnl facebook.com/emanuelnl Fax: 920-982-0954

# Welcome

### TO NEW LONDON, WISCONSIN

The City of New London resides in two counties with the majority resting in Waupaca County and the remaining in Outagamie County. With the population steadily growing to 7587 last year, New London remains the largest city in Waupaca County spanning over 6 miles. Our city's vibrant history and vast natural resources continue to provide residents with a rich and relaxing environment with which to raise their families and do business. In 2022, after 15 years of work, New London and Killaloe, Ireland finally became Sister Cities, known in

Ireland as Twinning! This exciting partnership opens tourism and economic opportunities for the City of New London and Killaloe, County Clare, Ireland! New London experienced a fantastic year of growth in the last couple years and we continue to expand yet we still offer everyone who lives or travels here a small town, friendly atmosphere with big city amenities such as top notch healthcare services, state of the art industry and world class outdoor opportunities. The quality of life here speaks for itself along the shores of two beautiful rivers, thousands of acres of public lands, parks, and developed areas for business growth and expansion. Witness it by walking the Sturgeon Trail, do some shoreline fishing, go on a mural scavenger hunt, play disc golf or enjoy the wind in your face while you ride your ATV / UTV downtown through New London to visit our local establishments. The possibilities are endless.









#### **MS Driving Instruction Driving School**

Teen and Adult Driving Instruction

- Enroll at age 14
- Temps at age 15
- License at age 16

**Locally Owned** by Laurie Eidenberger

Offers in person or online courses and Behind the Wheel Lessons

920-716-7726

(Cell - call or text)

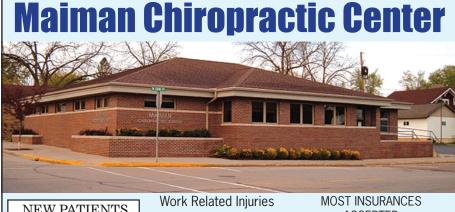
Website: www.msdrivinginstruction.com Email: info@msdrivinginstruction.com





MS DRIVING INSTRUCTION

KIE WHAT YOU Make sure you don't **NEW LONDON** miss your opportunity Contact us today to reserve your space for 2026 Buyers' Guide or Your Rep. 920-982-2511



NEW PATIENTS WELCOME 920-531-1000



- Auto Accidents
- Sports Injuries
- Laser Therapy

ACCEPTED

- Blue Cross/Blue Shield
  - Network/Affinity
    - United Health
  - Arise Health Plan - UMR

Serving the Community for over 45 years!

Daniel E. Maiman, D.C.

Ross H. Kading, D.C.



### New London Area

#### CHAMBER OF COMMERCE

#### **MEET THE 2025 CHAMBER OFFICERS** AND BOARD OF DIRECTORS



At the New London Area Chamber of Commerce our mission is to promote our community's economic growth and the success of our member businesses and organizations. Our vision is to create value for our members by providing educational and networking opportunities, as well as beneficial programs and events. In 2024, the New London Area Chamber Foundation was established. Through strategic partnerships, advocacy, and community engagement, we aim to create an environment where businesses thrive, tourists are

welcomed, and residents enjoy an enriched quality of life. Stop in our office at 420 N. Shawano St. Monday through Thursday 8:30-4 p.m. and Friday 8:30-12 p.m. or call us at (920) 982-5822. April, Sofia or India will be more than happy to assist you. The New London Tourism Center is also located at this address where you can find information about the city, state and surrounding areas. The Tourism Center is open to the public 24/7.





#### WHY INVEST IN MEMBERSHIP?





- vertise
  Weekly Local Loop
  Outdoor Marquee
  Community Calenda
  Newsletter Listing
  Tourism Center
  Member Spotlights

- nnect Monthly Networking Ribbon Cuttings Money Talks Table Events / Banquets Business After Hours

#### 🛜 VISIBILITY

(\$)

Support

Business Assistance

Tourism Promotion

Expansion or Relocation
Assistance

ECONOMIC DEVELOPMENT

MEMBER

**INCENTIVES** 

Take Advantage
 Loyalty Program
 Chamber Bucks
 Special Day Media Posts

- WORKFORCE SUPPORT
- Job Postings Invites to Job Fairs Business Card Displa Brochure Display

#### **BUSINESS** REFERRALS

- Promote
   Phone Referrals
   Email Referrals
   Networking
- BUSINESS

#### **ADVOCATE**

- Economic Development City Hall School District
- Revitalization Tourism
- **EDUCATIONAL** OPPORTUNITIES

- Learn

  Business Counseling

  Business Education

  Education Support



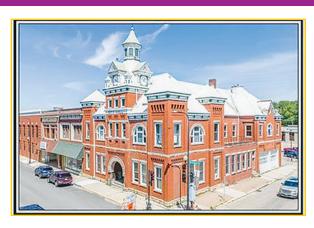
#### All incentives included in membership!

Our mission is to promote our community's economic growth and the success of our member businesses and organizations. Our vision is to create value for our members by providing educational and networking opportunities, as well as beneficial programs and events. We are here to support, serve and guide you. Stop in our office at 420 N. Shawano St.

rano St.

Monday through Thursday
8:30—4 p.m. | Friday 8:30—12 p.m.
director@newlondonchamber.com
www.newlondonchamber.com
920-982-5822

# Contacts - Government CITY OF NEW LONDON



Aquatic & Fitness Center 815 W. Washington St	(920) 982-8524
■ Building Permit & Inspections 215 N. Shawano St	(920) 250-5612
■ New London Municipal Building 215 N. Shawano St	(920) 982-8500
Fire (non-emergency) 215 N. Shawano St	(920) 982-8507
Floral Hill Cemetery 1210 Beckert Rd	(920) 982-8518
■ Housing Authority 505 Division St	(920) 982-8509 x2
Municipal Court 215 N Shawano St	
Parks & Recreation 215 N. Shawano St	(920) 982-8521
Police (non-emergency) 700 Shiocton St	(920) 982-8505—
Dia	al 911 for emergencies
Post Office 208 S. Pearl St.	(920) 982-2811
Dia	(920) 982-2811
Post Office 208 S. Pearl St.	(920) 982-2811
Post Office 208 S. Pearl St.  Public Library 406 S. Pearl St.	(920) 982-2811 (920) 982-8519
Post Office 208 S. Pearl St.  Public Library 406 S. Pearl St.  Future home: 113 W North Water St.	(920) 982-2811 (920) 982-8519 (920) 982-8520
Post Office 208 S. Pearl St.  Public Library 406 S. Pearl St.  Future home: 113 W North Water St.  Public Museum 406 S. Pearl St.	(920) 982-2811 (920) 982-8519 (920) 982-8520 (920) 982-8503
Post Office 208 S. Pearl St.  Public Library 406 S. Pearl St.  Future home: 113 W North Water St.  Public Museum 406 S. Pearl St.  Public Works 215 N. Shawano St.	(920) 982-2811 (920) 982-8519 (920) 982-8520 (920) 982-8503 (920) 982-8522

#### **COUNTY INFORMATION**

- Waupaca County Clerk .....(715) 258-6200
- Outagamie County Clerk ...... (920) 832-5077



# Live IN NEW LONDON

#### CABLE/SATELLITE/INTERNET/PHONE SERVICE

- AT&T 4347 W Wisconsin Ave., Appleton (920) 840-6392
- Cellcom / Nsight 301 W North Water St., New London (920) 250-5500
- Spectrum 133 N Mall Dr., Appleton (920) 874-2389
- Star Communications LLC 106 Northridge Dr., New London (920) 560-2437
- Starlink (844) 895-5520
- T-Mobile 1186 N Shawano St. Ste. 1, New London (920) 938-8324
- Unitel, Inc. 2400 W. Leonard St. Appleton (920) 739-1288
- US Cellular 308 Wolf River Plaza, New London (920) 982-7745
- Verizon 1275 N Shawano St., New London (920) 243-7190

#### **ELECTRIC/WATER**

New London Utilities 400 N Water St., New London (920) 982-8516

■ WE Energies 800 S Lynndale Dr., Appleton 800) 242-9137

#### **DMV**

- Department of Motor Vehicles 801 W Fulton, St., Waupaca (608) 264-7447
- Department of Motor Vehicles 711 W Association Dr., Appleton (608) 264-7447

#### **GARBAGE & RECYCLING**

- GFL Environmental E8257 Hwv. 54, New London (920) 982-4116
- Orion Waste Solutions 5325 Ballard Rd., Appleton (920) 759-0501
- Outagamie County Recycling & Solid Waste 1919 Holland Rd., Appleton (920) 832-5277

#### **MEDIA**

- Press Star / Buyers' Guide 301 S. Pearl St., New London (920) 982-2511
- Frog Country 92.3 FM WJMQ 1456 East Green Bay St., Shawano, WI (715) 524-2195

#### **RESOURCES**

- Community Cupboard 600 W. Washington St., New London (920) 982-9290
- St. John's Food Pantry 209 S. Pearl St., New London (920) 250-5752
- Make the Ride Happen, New London 3003 N Richmond St. (920) 225-1719
- Waupaca County Catch-a-Ride (920) 214-8214
- Mission of Hope House 520 N Shawano St., New London (920) 249-4553
- Salvation Army 301 E Beacon St., New London (920) 538-3249

#### **CHAMBER OF COMMERCE**

- Chamber of Commerce 420 N. Shawano St., New London (920) 982-5822
- Tourism Commission 420 N. Shawano St., New London (920) 982-5822

#### **EMPLOYMENT**

- IQ Resources , 105 E Waupaca St., New London (920) 982-3660
- QPS Employment Group 105 E Waupaca St., New London (920) 982-3660



# Education in the community

#### **School District of New London**

#### District Office 901 W. Washington St. (920) 982-8530

The School District of New London is in East Central Wisconsin on the border of Waupaca and Outagamie counties. It covers 144 square miles in three counties with an approximate population of 18,000 and a tax base of just over one billion dollars.

- High School 1700 Klatt Rd. (920) 982-8420
- Middle / Intermediate School 1000 W. Washington St. (920) 982-8532
- Lincoln Elementary 201 E. Washington St. (920) 982-8540
- Parkview Elementary 1300 Werner-Allen Rd. (920) 982-8538
- Readfield Elementary E9177 Hwy. 96 (920) 250-6590
- Sugar Bush Elementary W10736 Cty Tk. WW (715) 752-4135
- Catalyst Academy 709 S. Shawano St. (920) 982-8686
- Next Generation Academy 1700 Klatt Rd. (920) 982-8420



#### Serving approximately 2,160 students, the School District of New London

partners with the community to ensure that students are engaged in leading their learning toward individual pathways of success. These learning paths enable each student to understand themselves and again academic knowledge toward his / her own personal goals. Partnerships with other institutions of education often allow for students to receive dual credits, as well as industry certificates. We value and respect each individual and strive to continually improve practices.

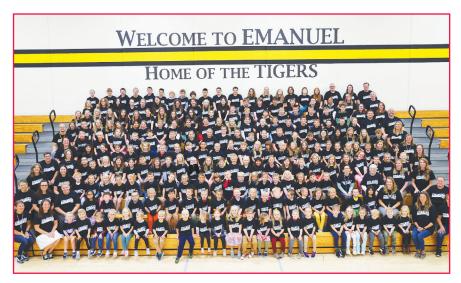
#### FOR MORE INFORMATION GO TO: WWW.NEWLONDON.K12.WI.US

Scott Bleck, District Administrator / School District of New London

#### Students in the School District of New London:

- Lead their learning on individual paths
- Engage in reflective practices
- Show integrity through actions





#### **Emanuel Lutheran School**

200 E. Quincy St. (920) 982-5444

Emanuel has a long history of training students to be humble, bold, and different for a purpose. We are part of the 4th largest non-public school system in the United States, the Wisconsin Evangelical Lutheran Synod (WELS). Emanuel is also part of the Fox Valley Lutheran Schools federation, supporting PreK-12th grade education in partnership with seventeen other Lutheran Elementary Schools across the Fox Valley and Fox Valley Lutheran High School in Appleton. Our school serves 250 students in 3-year-old preschool through 8th grade with a staff of eleven full-time teachers and eight educational aides, as well as numerous other support staff and administrators. Nothing brings us more joy than partnering with families who value a high-quality, Christ-centered education in a world that is increasingly hostile to Christ; it is that dedication to our Savior that sets us apart from any other schooling option in the New London area. If you are interested in learning more about how a foundation in Christ will positively influence your child's education, please contact Principal Bill Fuerstenau at (920) 982-5444 to set up a conference and a tour. May God go with you always!



# Revitalization

Investing and Revitalizing the New London Downtown District-Downtowns are vital to the prosperity of any community. According to the Wisconsin **Economic Development** Corporation, only 2% of a community's geographic land area is typically classified as a



downtown district. However, this small area generates, on average, 16% of all business establishments, 21% of restaurant spending, and 14% of retail spending. For many, it is the heart of their community. New London's downtown is no exception, serving as the economic and cultural hub that drives the city's retail spending and commerce. Recognizing this, the city prioritized investing in its aging downtown.

Planning for the Downtown Revitalization project began approximately 10 years ago, when the city started applying for an STP Urban grant through the Wisconsin Department of Transportation (DOT) to fund transportation-related improvements along North Water Street. Although the city faced multiple rejections, it persisted. Finally, in March 2020, New London was awarded a \$2.9 million grant. This funding covered approximately 75% of the costs for upgrading the storm sewer, street pavement, signal lights, pedestrian sidewalks, and street lighting. Partnering with the DOT, the city scheduled construction for 2024.

In preparation for these above-ground improvements, the city focused on replacing underground water and sanitary sewer utilities in 2023. Public input played a critical role during the planning stages, with frequent feedback from business owners and customers emphasizing the need for additional parking. Responding to these requests, the city purchased two lots adjacent to an existing public parking area and discontinued the southern portion of Lincoln Court. These combined areas created a new parking lot with over 70 centrally located stalls on North Water Street.

Complementing these infrastructure upgrades, many business and property owners have invested in façade improvements, further enhancing the appearance and vibrancy of downtown New London.



Photo Credit: Aerial Exposure LLC



Photo Credit: Bastian Marketing

#### LET'S GROW-TOGETHER

In tandem with the street reconstruction project, the city encouraged private development by establishing a Tax Incremental District (TID) in the downtown area. This TID has incentivized new developments, including:

A 98-unit premier apartment complex, SCS Wolf River, currently under construction.

The relocation and construction of a new corporate headquarters for First State Bank.



The planned development of two six-plex apartment buildings, one of which includes a mixed-use component with commercial space on the ground floor.

A proposed new beer garden and event space near the Bernegger River Walk.

The development of First State Bank's corporate headquarters also presented a unique opportunity for a public-private partnership. When First State Bank decided to construct a new building, the question arose about the future of its old building at the corner of North Water Street and St. John's Place. The bank ultimately decided to donate the building to the city to serve as the new Public Library—a project the New London Library and Museum Board had been fundraising for.

The donation provided a spacious location for the Library to expand. During fundraising for the building's renovation, the State of Wisconsin launched the Flexibility Facilities Program grant, targeting programs offered by many public libraries and community centers. In October 2024, New London was awarded \$3.9 million through this program, fulfilling the fundraising goal to



renovate the former bank building into the new Public Library. Construction is scheduled to begin in early 2025, with completion anticipated by late 2025 or early 2026. This addition will serve as another anchor for the downtown district.

These collective efforts highlight the dedication of the city, businesses, and developers to revitalizing the New London Downtown District. This exciting transformation promises continued growth and vibrancy, setting the stage for a thriving future.



On December 6th, the New London Area Chamber of Commerce hosted a ribbon cutting by partnering with the City of New London during the Winter Wonderland on the Wolf parade. The Mayor, Mark Herter shared an inspiring speech surrounded by local community members.

Photo Credit: Willa Jo Photography

## Dining & Desserts IN NEW LONDON

Explore all the great dining and dessert options available in New London. There is something for everyone. Grab a quick bite to eat, dine in one of our friendly-family diners, or choose from any of our sit-down restaurants.

#### **BAR & GRILL**

Bean City Bar & Grill N2505 Bean City Rd. (920) 982-1500

Bree's Inn II 323 S. Pearl St.

(920) 982-7511

C&R Waterfront Bar & Grill 408 W North Water St.

(920) 982-6550

Cruz Inn 309 S Pearl St.

(920) 360-2343 Dragon's Den Bar & Grill

318 W. North Water St. (920) 250-5107

Hilby's Restaurant & Sports Bar 106 E. Wolf River Ave.

(920) 982-4982

**Hucklberry Acres** Campground/& Huck's Sports

Grill E9005 Huckleberry Rd.

(920) 982-4628 Jeanne Rose Sports Bar

306 W. North Water St. (920) 250-5821

Phil's Still

F8565 State Road 54 (920) 982-0721

Pup's Irish Pub

E8558 State Road 54 (920) 982-3891

Quiver 'N Minnow

N3748 CR-T (920) 982-9660

Wolf River Trips & Campground 400 N. Shawano St.

E8041 County Rd X (920) 982-2458

#### **CASUAL DINING**

El Patron Mexican Food and Grill McDonalds 203 N Shawano St.

(920) 250-5005

El Tequila Mexican Restaurant

208 W. North Water St (920) 250-5262

Emily's Café

422 E. Beacon Ave. (920) 250-5070 Familiar Grounds

206 N. Pearl St. (920) 982-4332

Family Bake Shop 114 W. North Water St.

(920) 205-6349 Hong Kong Buffet

310 Wolf River Plz (920) 982-9899

Jolly Rogers Pizzeria 220 W. North Water St. (920) 982-2333

King House Chinese Restaurant

1931 N. Shawano Ste. 260

(920) 982-0812 Marly's Restaurant

520 S. Pearl St. (920) 982-5390

**New London Family Diner** 

1601 N. Shawano St. (920) 982-9060

Palace Breakfast 518 N Shawano St.,

(920) 250-5115

Pantry Café 317 S. Pearl St. (920) 250-3945

Taqueria Luciano 214 W. North Water St.

#### (920) 250-5137 **FAST FOOD**

Domino's Pizza (920) 982-7700 **Little Caesars** 207 N. Shawano St. (920) 982-3333

1135 N. Shawano St.

(920) 982-5540 Subway

1200 N. Shawano St. (920) 982-4401

Supertazon

110 W North Water St. (920) 572-7635

Taco Bell

1280 Shawano Ave. (920) 982-7499

#### **FOOD TRUCKS**

**Big Mouth Gyros** – (920) 716-8272 **El Patron** (920) 250-5005 El Teguila - (920) 408-1207 Hillbilly Bob's BBQ (920) 427-

**Rolling Tacos** – (920) 359-4294 Smokehound BBQ - (920)

659-3232

**Tacos El Mana** (715) 281-7788

#### **HEALTHY OPTIONS**

**Longevity Nutrition** 201 S. Pearl St. (920) 250-6500

#### **SUPPER CLUBS & DINING**

Crystal Falls (drive thru only)

1500 Handschke Dr. (920) 982-0627

Pine Tree Supper Club E8095 Hwy 54

(920) 982-5738

Shamrock Heights Golf & Supper Club

N5525 Old Hwy. 45 (920) 982-9993

The Waters Supper Club 815 W. Wolf River Ave. (920) 982-7960

#### **SWEET TREATS**

Dairy Queen (Seasonal) 600 W. North Water St. (920) 982-3122 Kist Kandies & Ice Cream

414 E. Cook St.



#### **Your Hometown Chevrolet Dealership Since 1987**

- Specializing in Commercial Vehicles
- New & Used Trucks & SUV's



We Service All Makes & Models

www.plachgm.com Corner of Hwy 54 & Hwy 45

920-982-5512



#### **Plach Collision Center**

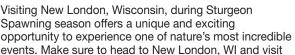
Your Vehicle in need of body work? We are open to the public.

Call **920-982-5512** or stop in for a free estimate! Just South of 54 on Shawano St.



### Attractions IN NEW LONDON

Big cities can be great, but visiting a smaller city like New London is an experience. Unlike the metropolitan areas that are iam-packed with people and activities our community is peaceful and beautiful. The pace of life slows a bit in small towns, and we offer quaint businesses, home-town family diners, miles of beautiful parks and so much more. Whether you prefer to golf, hike trails, eat delicious local cuisine, catch a movie or go on a mural tour there are plenty of activities to keep you busy. Check out the next few pages for just some of the attractions highlighted in New London starting with a community favorite...Sturgeon Spawning!





the Wolf River Sturgeon Trail. The paved Sturgeon Trail along Highway X, just west of New London, is a favorite spot for onlookers to view this wonder of nature. Once the conditions are right and spawning begins, onlookers can view sturgeon up to six feet long from the trail. This incredible sight lasts only for a couple of days, so the window of opportunity to witness this ritual is small.

Rare Natural Phenomenon: The sturgeon spawning season in New London, which occurs typically in the spring, is a rare and awe-inspiring event. Each year, hundreds of lake sturgeons migrate to the Wolf River to spawn. These ancient fish are often referred to as "living fossils" due to their lineage, which dates back over 200 million years. Witnessing the sturgeon spawning is a remarkable experience that few people get to see in person.

New London is a charming small town with friendly locals, great places to eat, and boutique shops to explore. The Sturgeon Spawning season brings in visitors from all over, creating a welcoming atmosphere for tourists. Our town has a rich history tied



to the river, and during the spawning season, you can enjoy both the cultural and natural aspects of the area. Make sure to get on the notification list so you don't miss this opportunity. See details below.



For the most up-to-date sturgeon spawning report, call the sturgeon hotline number for recorded daily updates: (920) 303-5444. Sign up for yearly sturgeon spawning email notifications in the New London area by calling the New London Tourism office at (920) 982-5822 or send an email to admin@newlondonchamber.com. Please note that vour phone number and/or email will remain on our secure notification lists year after year, with the option to unsubscribe at any time.

#### Winter IN NEW LONDON













**SNOWMOBILING**—Hit the trails in New London on the comprehensive network of groomed trails. Access to the trails can be found between Crystal Falls Banquet Facility and Americann Lodge & Suites. Before setting out, check on the open / closed status of trails. To find open snowmobile trails and conditions in the area check out Northport Snowriders Snowmobile Club at www. northportsnowriders.org/

**SLEDDING**—Find the New London Sledding Hill across from Riverside Park and the boat launch behind the city garage on Wolf River Avenue. Enjoy an afternoon of fun on the hill riding solo or creating a train of tubes. If you forget your sled, borrow one from the Sled Loan Library on site.

**SNOW SHOEING**—Head to Mosquito Hill Nature Center where they provide lessons, tips and trick about the art of snowshoeing. They also cover the history of this fun winter sport. Find your balance and brave the deep snow with specialized snowshoe gear. Bring your own for a discount or rent them. Check out their Facebook page for more details.

**ICE SKATING**—Spend an afternoon or evening skating across the ice rink located by the City Garage 915 W Wolf River Ave. Bring your own skates. There is no entrance fee. At night enjoy the overhead lighting provided. There is a warming shelter and heated restrooms available to the east of the parking lot.

**ICE FISHING** — New London is also known for the great fishing along the river, including perch. bluegill, and walleye. Stop by Johnny's Little Shop of Bait at 1205 W. Wolf River Ave for current ice conditions, fishing supplies, advice, or to get a closer look! Updates are also posted on their Facebook or by calling (920) 982-4802.

**BOWLING** — New London bowling has really taken off recently especially in our local schools. It's now a school sport and the teams keep growing each year. The New London Lanes is the place to be year round but especially during the cold winter months. This bowling alley offers great food, has a huge bar and fun game area. They have a connected restaurant called Hilby's with all your favorites. Contact 920-982-4982 for your next birthday party celebration.

### Attractions— IN NEW LONDON















**PETE & JOE** — Some people are seeing robins, some are hearing the sandhills cranes, but folks going over the Pearl Street bridge are seeing another sure sign that spring is right around the corner when they see Pete and Joe. The New London Fish and Game Club has this time-honored tradition of documenting the ice out date and time for the past 171 years! New London knows when Pete & Joe come out, Spring is Near!

**DISC GOLFING**—Our course that flows through Hatten Park is one of the best outside of the Valley. It offers an 18-hole course with mostly flat terrain and some wooded areas. With multiple tee pads for every skill level, the course has pin lengths from under 175ft. up to just over 400ft.

**GOLFING** — Shamrock Heights Golf Course has become one of the oldest and most scenic golf courses in Northeast Wisconsin, Located in the heart of the Wolf River Valley on the north side of New London, Shamrock Heights offers a rich history and a professional atmosphere, making it the perfect place for any golfer. This year the golf course will be celebrating 100 years in business. Watch their Facebook page for fun events and promos.

**OPEN MIC** —Stop in at Familiar Grounds for the All Acoustic Open Mic - an afternoon of great music, drinks, and friends! Open Mic takes place all year round, the first Sunday of each month from 12:00pm - 3:00pm. Shop local products and gifts throughout the shop and pick up your favorite drink or grab a meal. Don't forget, they deliver!

**FISHING** — Boating on the Wolf River is a top attraction in the New London Area. The river connects New London. Shawano, Fremont and Winneconne, Popular fish in this river are many varieties of pan fish, large and smallmouth bass, musky, and trout. Float in on the river and set your lines in New London. Stop in at Johnny's Little Shop of Bait for all your fishing supplies.

**LIVE THEATRE**— This is your opportunity to enjoy community theatre at its best with live entertainment and a variety of quality performing arts. This local group of volunteers have been presenting live community theatre for nearly 40 years.

**HONOR OUR VETERANS** — View over 1.000 veterans' names on the memorial walls located in Taft Park. Visitors can now use a QR code posted at the park's information kiosk to locate the names of veterans honored at the memorial. Application forms for memorials are available at Taft Park, City Hall and the New London Parks & Recreation office.

#### Hrackons- IN NEW LONDON Summer /















**TUBING** — Take your vacation to the next level with epic tubing, canoeing and kayaking trips along the Little Wolf River. Our trips start at Little Wolf River and take you on a one-of-a-kind excursion through beautiful river terrain, exciting rapids, and relaxing bends that all lead back to the Wolf River Camping Grounds. Whether you are planning a day of tubing or a week of camping and fishing, Wolf River Trips and Campgrounds has everything you need for a fun-filled and relaxing vacation for the whole family.

ICE CREAM & TREATS—Visit this hidden gem to try fresh ice cream, soda and candies. Sodas in 31 flavors, many kinds of fudge, and 11 flavors of ice cream in warm waffle cones - all made at the Kist plant in New London. Visit during a hot summer day, there's plenty of room to sit in the screened in porch or take your treat to go.

**CAMPING**—Get away from the hustle and bustle of work and take the short drive to Camp Huck to unplug in our cozy, family focused campground and resort. Nestled on 95 serene acres in the country just minutes from the Fox Valley! Featuring Huck's 12 acre lake, 2 ponds, Potters Creek, 200+ LARGE grassy campsites, 3 Bunkhouse Cabins plus our new 2 unit, 2 bedroom Deluxe Cabin! Enjoy Wyatt's Play Park & Arcade, swimming & inflatables on Huck's Lake, Maggie's Market, crafts, fishing & more.

FARMERS MARKET—Check out the parking lot behind Events Everlasting located at 509 W North Water St. You'll discover a vibrant gathering of local farmers, artisans, and small businesses offering a wide variety of goods. From freshly picked produce and seasonal fruits to homemade baked goods, iams, and honey, there's something to delight every palate. Shoppers will also find hand-crafted items, including unique jewelry, candles, and decor, alongside plants and flowers and more. Market dates June 8th & 22nd, July 13th & 27th, August 10th & 24th and September 7th from 10-1 p.m.

**KAYAKING**—Looking for a great opportunity to become one with nature and see some awesome murals created by our local Wolf River Art League? You can use the kayak launch at Riverside Park and float your kayak or canoe down the Wolf and Embarrass Rivers through downtown New London for a relaxing, fun experience! Stop by our local businesses for a convenient meal or treat. Just one of the reasons why New London is your address for great opportunities.

**OUTDOOR MUSIC** –Enjoy the summer nights while watching free live music right behind the Chamber of Commerce in New London. Concerts will be held monthly on Thursday evenings starting in June and continuing through August. Entertainment will range between blue grass, pop. country and oldies. The New London Lions Club will be serving beer and brats at the concessions. Band schedules will be posted by April, visit newlondonchamber.com for more details.

**ATV / UTV RIDES** – Just within the last couple of years, day and time restrictions were removed to allow ATV / UTV access 24 hours a day, 365 days a year. Hop on your ride to visit your local establishments in New London or just cruise around to enjoy the scenery. If you have questions regarding rules and regulations check with the City of New London or contact the local New London ATV Club at (920) 359-0798 or www. newlondonaty.com.

### IN NEW LONDON













**GET SPOOKED** — Spooks on Spurr is a haunted attraction in New London, Wisconsin. The old "Spurr Mansion," as the local folks call it, is a beautiful house built in the 1800's. The stories you will hear about the "Spurr Mansion" and the surrounding wooded area, will give you goosebumps. Seven years ago, the old "Spurr Mansion" became the Mansion of Misery and the adjacent woods became the Forest of Freaks. \*\*We recommend our haunt for adults but use your discretion for anyone under 18.\*\* OPEN FRIDAY AND SATURDAY NIGHTS ONLY

SHOP TILL YOU DROP - Labeled one of the hottest destination spots in New London, Water Street Vintage is a must-see on your list. Shop 15,000 square feet all day long in this two story antique and gift shop. With a large available inventory that changes daily, you're surely able to find something of interest for everyone; includes vintage, shabby chic, antique, repurposed items, furniture, records, art, jewelry, and more.

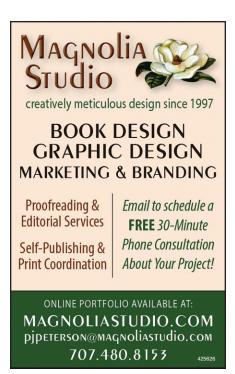
**EXPLORE HISTORY** —Explore one of only five public, multitopic, museums in Wisconsin. People from all over the country visit the New London Public Museum every year to learn about local, natural, and Native American history. Open Mon.-Fri. 10-5 p.m. year-round Sat. 10-1 p.m. Labor Day - Memorial Day. Free Admission. Located at 406 S. Pearl St. Find us on Facebook or contact the museum at (920) 982-8520 or visit newlondonwi. org/museum.

**MOVIE TIME** – A movie theatre that includes the historic Grand Opera House, featuring four screens, showing the latest 2-D and 3-D movies. Movies and showtimes are listed online, and purchase your tickets ahead of time online if desired. \$5 movies all day every Tuesday. Popcorn, treats, and soda available at the concession stand. Check out their website or Facebook page for the latest shows and showtimes

**VOLLEYBALL** — Bean City Bar & Grill has completely revamped their bar and restaurant outdoor area to offer a variety of fun things to do. Whether you want to relax in a comfy hammock, sit by the beautiful table top fire pit or enjoy a game of volleyball — Bean City's got it all. This place is must see during the warmer months but also offers a variety of fun programs and events during the winter like their stand up comedian show. Check out their Facebook page for full details.

**AXE THROWING** — Book your next party or gathering to enjoy axe throwing, corn hole toss, darts and pool at NXT Level USC Ultimate Sports Complex. Catering options are available. No party too big for this venue. Large private room also available. Full bar, Golf Simulator, games and more. Bounce house for the kids indoors available for family friendly parties. Jolly Bob's Pizza and hot beef sandwiches with the famous Black Otter prime rib meat.









### Grand Parade & Irish Fest IN NEW DUBLIN

#### 2025 SCHEDULE OF EVENTS

Subject to change visit **newdublin.com** for complete details.

#### Monday March 17- Leprechaun Day

Leprechauns change the name of the town to New Dublin for the week and will appear at various schools, nursing homes and businesses. Refer to the schedule online for the Leprechaun itinerary, they have a FULL day.

#### Tuesday March 18 - Hooligan Day

Corned beef and cabbage is served during the week at Pup's Irish Pub on Hwy 54 in North Dublin (Northport) and several other fine local establishments in New Dublin (New London).

#### Wednesday March 19 – Irish Caroling

Irish Caroling at St. Joseph Residence, Washington Center and Trinity Terrace. Song sheets provide a great way to learn all the traditional Irish sing-a-longs while singing to senior citizens. Meet at St. Joseph Residence—New London at 5:00

#### Thursday March 20 – **Family Entertainment Night**

Irish Entertainment and Dignitary Appreciation Night • 7:00 pm at New London Senior High School Auditorium. Talented artists from the New Dublin area present a moving evening of Irish entertainment on stage that features songs, dances, and the humor of Ireland. We will be presenting 2025 Irish Man and Irish Rose: Don & Connie Laughlin, Parade Grand Marshals: April Kopitzke & Chad Hoerth and the Irish Lad & Lassie. It's great family entertainment. Free admission, donations appreciated.

#### Friday March 21- Céili (kay-lee)

7 pm at Crystal Falls Restaurant & Banquets A traditional gathering of friends and family in celebration of music & dance. Come and learn how to do Irish dance with a Céili band and Caller, Fun. for the whole family. Admission is free and donations are appreciated. Finnegan's Wake will also be out-and-about visiting local establishments.

#### Saturday March 22 – **Grand Parade and Irish Fest**

St. Patrick's Day Grand Parade - 1:00 pm - downtown New Dublin. One of Wisconsin's largest St. Patrick's Day Parade includes marching and bagpipe bands, clown and specialty performers, clan and business floats, and more. Over 100 units. Trophies awarded for the best entries.

New Dublin Irish Fest - 11:00 am to 6:00 pm - Held under a HUGE heated big top tent by the Festival Foods parking lot downtown. Features food, beverages, entertainment and market booths. Entertainment will be Sheamus Fitzpatrick and the McNally Boys, Band 'O Barley and The Scrubbers. Entrance to Irish Fest is \$5.00 for the whole day.



# ALL ROADS OPEN TO NEW DUBLIN

#### History of Finnegan's Wake of New Dublin

The Finnegan's Wake tradition has its roots in what began vears ago as a lark. While the local police were occupied at the high school watching over school traffic and other juveniles. Mike Coyle, Judy McDaniel, Fluff Barrington, Dave Mulroy, and others decided to take a department store dummy in an old wicker coffin and carry him from Covle's Tire to the Midtown Restaurant performing an Irish Wake. In fact, it became the first "Finnegan's Wake" in New London, in their own impromptu St. Patrick's Day parade. When it was found out, they were told if they wanted to do this the next year they needed a permit. No one imagined then that this humble beginning in 1983 would grow into the largest St. Patrick's Day parade with an Irish Fest in the state of Wisconsin.

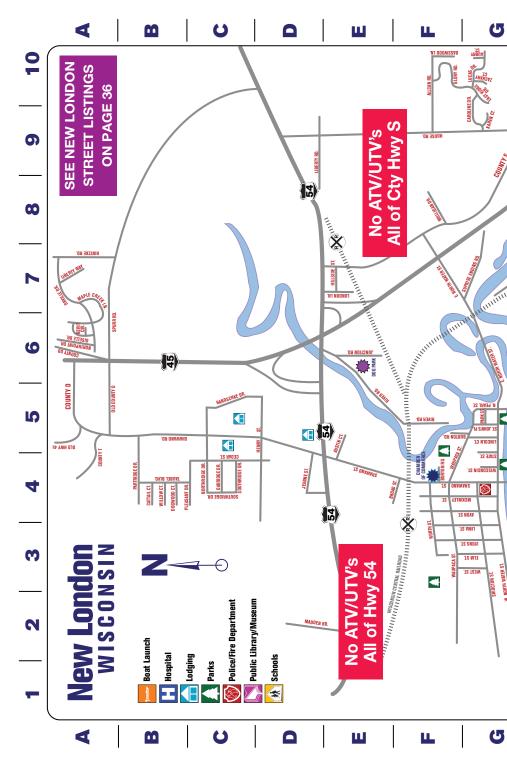


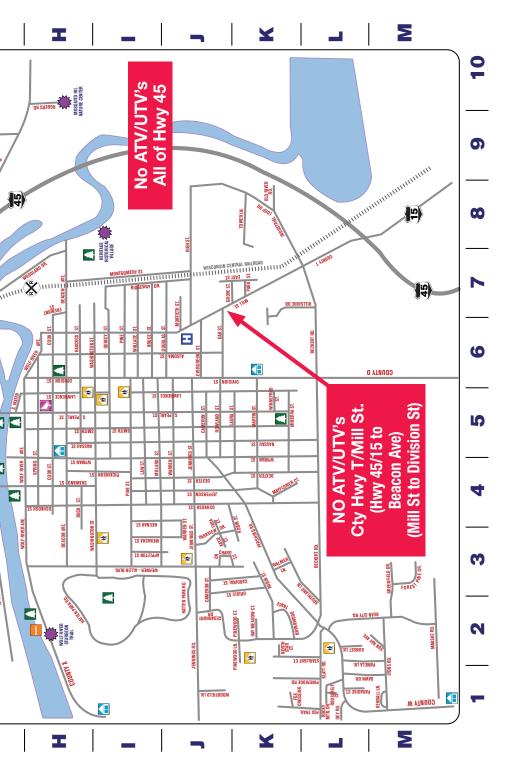




www.newdublin.com







New London Area Chamber of Commerce Directory and Tourism Guide 2025 | 27

#### **NEW LONDON STREET LISTING**

See map on pages 28-29

Algoma Street16	
Allcan RoadF9	
Appleton Street	
Aubrey Court G10	
Austin CourtE5	
Avon StreetF4	
Basswood LaneF10	
Beacon Avenue H7	
Bean City RoadL2	
Beckert RoadK2	
Berit CircleA6	
Broad StreetE4	
Bruce Street16	
Brynnwood TraceK2	
Buck Street H4	
Burton RoadF4	
Cameron StreetJ3	
Cardinal StreetJ3	
Caroline Drive	
Cattail CourtB4	
Cedar Street	
Cedarhurst DriveK2	
Cook StreetH5	
County Trunk DA5	
County Trunk DDA6	
County Trunk SF8	
County Trunk TN7	
County Trunk WL2	
County Trunk XH2	
Dawn DriveL2	
Dexter StreetJ4	
Dey RoadL1	
Dickinson Street	
Division StreetJ6	
Dogwood CourtB4	
Douglas Street	
Eastridge DriveG10	
Elm StreetG3	
Evergreen StreetJ6	
Fairview DriveD5	
Forest Pine DriveM3	

Fox CrossingK1	
Fox TrailK1	
Fremont StreetH7	
Giselle DriveA6	
Glory Road G9	
Greenfield DriveM3	
Grove StreetJ7	
Hancock Street H5	
Handschke Drive H4	
Hatten Park Road3	
Haymeadow CourtK2	
Henry StreetD4	
High StreetJ7	
Highway 54E3	
Hillshire DriveK7	
Hillside StreetE7	
Hintzke RoadA6	
House RoadF9	
Industrial Loop RoadK8	
Jeanne Street D4	
Jefferson StreetJ4	
Jennings RoadJ1	
Jennings StreetJ3	
Junction RoadE6	
Karen CourtG9	
Katie CourtJ4	
Kendall LaneM1	
Klatt RoadL2	
Laura StreetJ5	
Law Street15	
Lawrence StreetJ5	
Liberty RoadD9	
Liberty WayA7	
Lima Street	
F4	
Lincoln CourtG5	
London LaneE7	
Lucas Drive	
G10	
Lyons RoadM2	
Luono Chront E4	

Fox TrailK1	Manske RoadM	2
Fremont StreetH7	Maple Creek LaneA	7
Giselle DriveA6	Martin StreetK	5
Glory RoadG9	Mayflower CourtKe	4
Greenfield DriveM3	McKinley StreetF-	4
Grove StreetJ7	Menasha Street	4
Hancock Street H5	Mill (Cty. Hwy. T) StI	ô
Handschke DriveH4	Millard Street	5
Hatten Park Road3	Minerva StreetK	5
Haymeadow CourtK2	Montgomery Street	7
Henry Street D4	Montieth StreetJ	7
High StreetJ7	Mulligan DriveF	8
Highway 54E3	Nassau StreetJ	5
Hillshire DriveK7	Neenah Street	4
Hillside StreetE7	North Star CourtK	2
Hintzke RoadA6	North StreetF-	4
House RoadF9	North Water StreetG	4
Industrial Loop RoadK8	Northpoint DriveA	ô
Jeanne Street D4	Northridge DriveC	4
Jefferson StreetJ4	Oak StreetJ	ô
Jennings RoadJ1	Oakridge DriveC	4
Jennings Street	Old Highway 54A	5
Junction RoadE6	Old River RoadK	8
Karen Court G9	Orchard CourtJ	3
Katie CourtJ4	Oriole Street	3
Kendall LaneM1	Orville DriveA	7
Klatt RoadL2	Oshkosh StreetJ	4
Laura StreetJ5	Pamela LaneL	2
Law Street15	Paradise CourtL	1
Lawrence StreetJ5	Park Street G	5
Liberty RoadD9	Parkview Drive	3
Liberty WayA7	Partridge DriveB	
Lima Street	Pearl StreetJ	5
F4	Pershing RoadK	3
Lincoln CourtG5	Pheasant DriveC	4
London LaneE7	Pine Street	4
Lucas Drive	Pinewood Court	_
G10	Pinewood LaneJ	2
Lyons RoadM2	Quincy StreetHo	ô
Lyons StreetF4	Ridgeway Drive	7

Madden Road .....E2

River RoadE6
Robin StreetK3
Rocky Mountain DrL1
Roosevelt CourtL1
Rowland StreetJ5
Shawano RoadB5
Shawano StreetE4
Shiocton StreetG4
Smith StreetJ5
South Water Street
Southland LaneK3
Southridge DriveC4
Spring StreetH5
Spurr RoadA6
St. John's PlaceG5
Starlight DriveK2
State Street
Sun Ray AvenueM2
Sunset LaneL2
Suprise Ending RoadG7
Tara CourtJ4
Taubel BoulevardB4
Tower LaneK8
Wallace Street16
Walmer LaneK3
Warren Street15
Washington Street H4
Waupaca StreetG4
Wemer-Allen Blvd
West StreetG3
Willow CourtB4
Winnifred StreetK5
Wisconsin Street G4
Wolf River AvenueG4
Woodfield Drive
Woodlane DriveG7
Wyman Street



# The Power of Art

#### START MURAL PROJECT & SCULPTURE TRAIL

#### 2019: Enter Season and Kelly Polsin...

In 2019, after 49-years of hosting art shows and other art-related events, and with only a handful of active artists, Wolf River Art League (WRAL) members were asking hard questions about pulling off yet another art show. They were seriously considering disbanding.

Enter Season and Kelly Polsin, lifelong residents of New London. The Polsin family travels quite a bit and discovered that Fort Collins, Colorado was literally blanketed with murals. Season was in awe. She immediately felt the need for this to happen in her home town. When they returned to New London, Season started pounding the streets to drum up interest.



With a lot of leg work, dozens of meetings with businesses,

city administrators, the New London Area Chamber of Commerce, and the WRAL, the vision was born. It began with a community fundraiser, raising nearly \$15,000 to start the project! During that time, the league grew from just 8-active members to over 40! The enthusiasm of the project was contagious and after 50+ murals later, the Wolf River Art League was back!

#### 2024: "Life on the River"

To continue our endeavor of "creating an interest in and appreciation for the arts", we brainstormed what could come after an amazing project like our street murals. It was a tough one to surpass, but with a monthly meeting full of mega-creatives, there were no shortage of ideas circling the room. We settled on the one that stood out the most. Transforming the path along the south-side of the Wolf River was next on our list!



Mural: Anna's Wings Artist: Abby Young

On May 6th, 2022, the first group of people met to mark the beginning of the Sculpture Trail project. With the city's guidance, a theme of "Life on the River" was chosen. The members of the project's group have evolved overtime and, as always, the right people have fallen into place...Sculpture Artists, Welders, Fabricators, and a Landscape Artist to name a few.

CURRENT DAY, 2024  $\sim$  The group is launching a fundraiser to kick-off the trail. The public can purchase stainless steel fish, to be engraved (with family, group, or company names), as part of our first sculpture trail installation. The fish range from a 60" sturgeon for \$1500 to a 5" minnow

for \$20. People are encouraged to buy as many as they like as purchases will go toward the concrete foundations, landscaping, and signage.

Online ordering is now available!

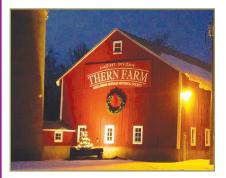


### History AND EXPERIENCE THE HISTORY AND NOSTALGIA OF THERN FARM

The history of Thern Farm goes back to 1891 when the farmhouse was built as a dining hall for the New London Fair (1891-1912). In its heyday, thousands of visitors walked, came by horse and buggy, or rode the train to come to the fair.

After the fair ended, the land was purchased by the Thern family in 1914 and turned into a small dairy farm. In 2014, Thern Farm was recognized with the Century Farm Award for over 100 years of family ownership of the land. In 2015, Thern Farm became part of the New London Heritage Historical Society ensuring that its historical legacy will live on.

In 2023 Thern Farm was listed on the State Register of Historic Places and in 2024 it was listed on the National Register of Historic Places. Located along Hwy. 54, just east of the U.S. Hwy. 45 bypass, and nestled on the banks of the Embarrass River in New London, WI, the historic Thern Farm is a reminder of days gone by.





In 2016, Thern Farm hired a Director to oversee the operation of the organization. Since opening to the public the farm has offered programs, classes, and events as well as welcomed tours and private rentals. Thern Farm has become known for Rhubarb Fest and Christmas Open Houses which have both become popular annual events.

None of the activities would be possible without a dedicated group of volunteers that are up for almost anything. Whether it's maintaining the garden, parking cars, giving tours, or so much more, it's truly a group effort.

Our goal is to grow the organization while preserving and sharing the history of Thern Farm.



Thern Farm is private property. To inquire about visiting the property please call 920-878-2400.

# Healthcare

#### **PROVIDERS**

#### ThedaCare 1405 Mill St. (920) 531-2000

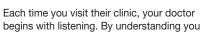
At ThedaCare, you can rest assured that you'll receive the exceptional care you need, right where you need it - close to home. As a comprehensive health care system dedicated to individualized care, their care providers work to understand your unique medical background, risks, lifestyle, personal



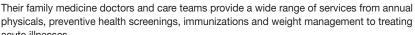
values and goals, to help them help you get back to living your best life, sooner. Through their extensive network of primary and specialty care providers, they're here to provide all patients within the communities they serve the level of expertise you deserve.

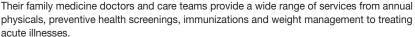
#### **Ascension Medical Group** 1420 Algoma St. (920) 982-8300

Serving residents of the Wisconsin counties of Waupaca and Outagamie, their board-certified doctors and nurse practitioners provide healthcare services for every member of your family, at every stage of life.



and your health and by working together, they help make sure you're getting the care you need and the best care possible.





#### Valley Family Medicine 1505 Mill St. (920) 982-7900

Valley Family Medicine is a local provider owned and operated practice that provides services to your whole family. Dr. Van Hoozen is board-certified in Family Practice as well as board-certified in Addiction Medicine by the American Board of Preventive Medicine, He is also a member of the American Academy of Family Physicians and American Society of Addiction Medicine.



### Parks—& Recreation IN NEW LONDON

ABRAHAM PARK 1800 S. PEARL ST. Abraham Park is surrounded by a peaceful neighborhood, and is the perfect spot to enjoy a family picnic. The playground, tennis & basketball courts, and baseball diamond provide fun for all ages.

ANCHOR PARK 100 W, NORTH WATER ST. This is one of New London's smaller parks, nestled at the east end of downtown. It boasts of a beautiful flower garden and a view of the historic former city hall building.

BERNEGGER RIVER WALK 103 S. PEARL ST. Bernegger River Walk is New London's smallest park on the beautifully landscaped banks of the Wolf River. Enjoy fishing from the new docks, or stroll on the paved walking trail.

FRANKLIN PARK 500 DIVISION ST. Established in 1856 this is New London's oldest park. At 1.3 acres, it still offers leisure opportunities: a playground complete with large sandbox and a walkway shaded by the mature trees that make up the park.

HATTEN PARK 801 WERNER-ALLEN BLVD. Named after William Hatten, this park boasts of 120 wooded acres with nature and cross-country ski trails. There are shelters available for rental complete with restrooms, picnic tables, electricity and water. The park offers two playgrounds, basketball court, ball fields, tennis courts, volleyball courts, horseshoe pits and a disc golf course.



JOIN US AT HATTEN PARK on Saturday, Sept. 6,

2025 as we celebrate the park's listing on the Wisconsin State and National Registers of Historic Places! The festivities start at 11:00am with activities throughout the park including games, nature walks, a pop-up museum, art projects, and more. Concessions will be available.

KROSTUE PARK 411 ELM ST. 23 acres with picnic tables, ball field, playground, and has open and wooded/nature areas.

LOSS PARK 103 S. PEARL ST. This is New London's smallest park nestled on the landscaped banks of the Wolf River. Enjoy fishing with the kids from the boat dock. Conclude a day of boating by docking here and taking a short walk to New London's downtown area.

MEMORIAL PARK 800 MONTGOMERY ST. This spacious park boasts 13 acres on the banks of the Wolf River. The facility offers a shelter, restrooms, playground, 2 ball fields, and 2 lighted volleyball courts. The park is adjacent to New London Skate Park and the Heritage Historical Village.

MINI PARK 521 W. NORTH WATER ST. This downtown park, although small at 0.2 acres, boasts of a beautiful flower garden and shaded benches. All of the fine eateries downtown New London has to offer are within walking distance from this park.

New London is home to 16 park sites that encompass a combined area of 281.6 acres. The parks also host many different options for you such as leisure parks and sports parks. Discover which park site can be part of your perfect day. Visit newlondontourism. com/parks-directory/ for more details.









**NEW LONDON JAYCEES DOG PARK 740** RIVER RD. New London's 3 acre dog park consists of two separate fenced in areas to provide the perfect space to exercise your dogs, both large and small. Check out the new benches made out of plastic caps.

**NEW LONDON SKATE PARK 800 MONTGOMERY ST.** Try your skills on this park's quarter pipes, launch boxes, grind rails and a pyramid. The park is designed for skateboards. BMX bikes and roller blades. Adjacent to Memorial Park & the Historical Village.

PFEIFER PARK 509 BURTON RD. Named after Dr. Fred Pfeifer, this 9.4 acre park offers many leisure opportunities. Enjoy a peaceful walk along the shady banks of the Embarrass River or play a few games of tennis (lighted courts). Additional amenities include a playground, 3 ball fields, basketball court. restrooms.

**RIVER TRAIL PARK 205 S. SHAWANO ST.** Take a leisurely stroll along the Wolf River on this beautifully shaded trail. Then enjoy a relaxing picnic as you watch butterflies visit the park's flower garden.

**RIVERSIDE PARK 1215 W. WOLF RIVER AVE.** Enjoy a stroll through this 5 acre park on the shady banks of the Wolf River. Amenities of the park include boat launches, docks, vehicle/ boat trailer parking, shelter, and year-round restrooms.

ST. JOHN'S PARK 122 W. NORTH WATER ST. This 0.4 acre park is located on the Wolf River in historic downtown New London, Take pleasure in a picnic as the river peacefully flows by. A dock is available so boaters can stop and take a leisurely stroll to one of the many New London eateries.

TAFT PARK 400 W. NORTH WATER ST. Nestled in the heart of downtown New London along the Wolf River, this is a very beautiful and peaceful place to relax. Shaded by beautiful mature trees is a war memorial honoring New London's fallen heroes. Boaters can dock here to picnic or enjoy a meal at one of the many fine restaurants downtown. Handicap accessible.

### New London Aquatic & FITNESS CENTER

Are you looking for an indoor swimming pool, hot tub, a splash pad or workout room? Well, look no further, we have everything under one roof for the community to enjoy. The main attraction of the Aquatic and Fitness Center is the six-lane, L-shaped indoor pool with a variety of programming for all ages. The pool spans 25 vards across the shallow end while the length from the shallow to deep end measures 25 meters. Brave the diving board or enjoy the pool slide which is open during the public swims. The Pool is patrolled by lifeguards. If you're looking to



relax, hop into the whirlpool hot tub which is set to be 103-104 degrees of pure comfort. The hot tub is open throughout the day to patrons 18 and older, but closed to the public during swimming lessons. If the indoor pool or hot tub are not your style and you have little ones, visit the outdoor splash pad filled with sprayers and fountains that will make any child squeal with deliaht.

The aquatic center also houses an air-conditioned exercise room with a variety of cardio and weight training equipment including treadmills, ellipticals, bikes, a stair stepper, and a row



machine. Strength training options include free weights, kettle bells, universal weight machines, an incline bench, and an adjustable sit-up bench. Three flat-screen TVs with Dish Network access and an overhead radio system provide auditory and visual entertainment during your workout.

\*Please visit newlondonwi.org for the most up to date details on hours and activities



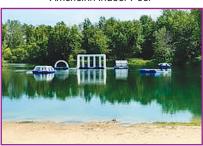
### Accommodations— IN THE NEW LONDON AREA

Stay the Night—You will find various lodging options in the area. Amenities may vary at locations visit designated website for details. For camping, glamping, cabins and RV there are multiple campgrounds and areas with various recreation activities available. We'd love to have you book your retreat, conference, banquet, or wedding reception in New London. Visit travel sites where New London is featured such as Airbnb, Vrbo, HomeAway and Expedia when booking your

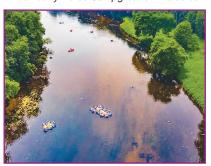


next stay in the area.

AmericInn Indoor Pool



Hucklberry Acres Campground Inflatables



Wolf River Campground Tubing

#### **HOTELS:**

AmericInn Lodge & Suites 1404 N. Shawano St. (920) 982-5700

**Quality Inn** 1409 N. Shawano St. (920) 982-5820

#### BED & BREAKFAST: Antiques With Inn

1776 Division St. New London, WI (920) 982-4366

#### MOTELS:

**Rainbow Motel** 1140 N Shawano St. (920) 982-4550

#### CAMPING, GLAMPING, CABINS & RV:

**Mulroy's Irish Acres Farm** N2841 US-45 (920) 982-4744

**Hucklberry Acres Campground** E9005 Hucklberry Rd. (920) 982-4628

Wolf River Campground E8041 County Rd. X (920) 982-2458

Bear Lake Campground N4715 State Road 22—110 Manawa, WI (920) 596-3308

Guth's Resort E7294 Guth Rd. Weyauwega, WI (920) 594-2090

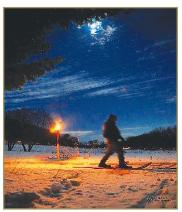
# Mosquito Hill Nature Center

### 50 YEARS OF ENVIRONMENTAL EDUCATION

Mosquito Hill Nature Center is located two miles east of New London off County Highway S and offers views from one of the highest elevation points in the area. The center's picturesque 441 acres borders the Wolf River and includes one of the last intact stands of bottomland hardwood forest on the Wolf. Educational and recreational activities are planned for children, adults. and families throughout the year. Public programs topics are varied and might include astronomy.



basket weaving, yoga, gardening, native communities, and others. Naturalist-led recreational outings might feature birdwatching, canoeing the Embarrass River or biking the back roads of Waupaca County. A five-week Summer Ecology program offers a day-camp environment for children ages 4 to 11 in June and July. A robust school field trip program attracts thousands of elementary-age students annually. Our annual Holiday Make & Take is a gift-making workshop for children and fills to capacity each year. Inside the interpretive building you will find a selection of natural history displays, a gift shop, a library, and classrooms. Free Wi-Fi is available. Outside there is an observatory used during scheduled astronomy events and a natural playscape for children in an old quarry. Funding has been secured to make extensive renovations in and around the building including new interactive educational displays. Construction started and finished up in late October 2024. The interpretive building remains open during the renovation project, but exhibits will be closed. Three miles of developed



hiking trails include wooded and prairie trails and a loop to scenic vistas from our newly constructed observation platform at the top of Mosquito Hill. The All-People's Trail is a paved, half-mile trail, Rest areas with benches and educational signage are found along the way. During the winter snow season five miles of snowshoe trail and a ¾-mile ungroomed cross-country ski trail provide hours of winter enjoyment. All trails are closed during the gun deer hunting season in November. Seasonal festivals and public programs include Winter Family Fun Day, the Mosquito Hill Fat Tire Bike Race and Harvest Moon Festival. Visit www.mosquitohill.com, the center's Facebook page or call 920-779-6433 for a seasonal calendar of events or additional information.

# May Festival

## CELEBRATING THE LIFE OF ABIGAIL

The May Festival is more than just a community event—it's a tribute to the life and legacy of Abigail Hoier, a young soul who touched many lives but left us far too soon in 2021. Born out of heartbreak, this festival is a powerful effort by Abigail's family and friends, who have transformed their grief into an opportunity to raise awareness while bringing joy to the community.

Every year, Abigail's loved ones known as the Boo Boo's Crew, work tirelessly to ensure May Festival is a success. From running benefits to securing sponsors, their dedication makes this event possible. All costs are covered by the



family, their benefit events, and generous sponsors from the community.

What makes the May Festival truly special is how it brings the community together for an entire weekend of joy and connection. Enjoy all your classic fair rides, for all ages, indulge in mouthwatering fair foods, and listen to amazing live bands filling the air with music and laughter. It's a weekend where everyone—kids, families, and friends—can come together to celebrate life while supporting an important cause.

Check out the line up for 2025: Friday, May 9th at 6 p.m.—Glam Band, Saturday, May 10th at 10 a.m.—Crankin' Yankees, Saturday, May 10th at 2 p.m.—Boogie n the Yo-Yo'z, Saturday, May 10th at 6 p.m.—Spicy Tie Band, Sunday, May 11th at 10 a.m.—Rock"N"Country, Sunday, May 11th at 2 p.m. Marblehead.

The festival serves a bigger purpose than a day of celebration. All proceeds from the event go directly to a scholarship awarded to a student who faces challenges—whether in school, family life, mental health, or other struggles. It's a meaningful way to honor Abigail's memory by supporting others who may be walking a difficult path.

Save the date for May Festival that takes place the entire weekend of Mother's Day and stop down to enjoy some fun and check out the cause it represents.





ABIGAIL'S STORY REMINDS US ALL THAT EVEN IN THE FACE OF TRAGEDY, THERE'S POWER IN COMING TOGETHER AS A COMMUNITY TO CREATE SOMETHING TRULY SPECIAL.

# Fall Fest & Wheels- on Werner Allen

## WAUPACA COUNTIES LARGEST FESTIVAL









Mark your calendars for the second Saturday in September. You won't want to miss Fall Fest from 9 a.m. - 3 p.m. on September 13th! You'll find a full day of family entertainment, food and fun in New London! Both the car show and Fall Fest will stay on Werner Allen due to the size of the events.

The festival starts off Friday night with the Wheels on Werner Allen Car Show on Werner Allen Road from 5 - 8 p.m. Come on down and view some great old classics, participate in raffles, and win prizes. The New London Lions Club will have food and beverages available for purchase - no carry-ins please.

On Saturday, visit up to 275+ vendors with craft booths, produce and handmade items lining both lanes of Werner Allen. Stop at the Chamber booth to purchase Wisconsin's finest cheese and sausage manufactured locally. Enjoy taste-tempting foods from vendors and non-profit groups.

Head over by the river to find the Fall Fest Fun Zone by The Waters Supper Club & Lounge. Children can enter the Fun Zone area all day for free. Victory Church volunteers their time to run the entire Fun Zone area. Enjoy slides, face painting, balloon twisting, a magician and more. Be sure to stop at the FFA petting zoo and check out the Wolf River Art League's awesome display of art. View the Fire Truck displayed by the New London Fire Department. Enjoy live music and entertainment throughout the day in Hatten Park. Please note: All of the above activities are subject to change prior to the event.

We like to add something new every year to this event and this year we will be bringing in a train for the kids to enjoy along with other fun rides. Keep a look out and let us know what you think of the added feature to our Fun Zone.

There will be lots of fall fun for all ages all weekend and admission is FRFF!

Photo Credit: Bastian Marketing & Bastian Media



Mark your calendars for this very merry event scheduled for the first Friday in December right in the heart of downtown New London! The New London Area Chamber of Commerce and other area businesses partner together to transform the City into a magical Winter Wonderland on the Wolf!

Download the Light Up New London Map to tour the Christmas lights throughout the area. All homes and businesses are encouraged to get their decorations up before December 5th for families to enjoy through the entire holiday season. Or find maps printed at Longevity Nutrition, Familiar Grounds, Chamber Tourism Center or on the New London Chamber Facebook page.

Get lost in the Winter Wonderland Christmas Displays by Longevity Nutrition on December 5th featuring a twisting trail of holiday bliss, twinkling lights and Christmas trees. Listen to the Christmas music while sipping hot cocoa. Walk through a live nativity scene and experience the magic of Christmas.

Make sure you grab a spot downtown to see all of the festive entries in the Winter Wonderland Parade. The best spot to see the parade is downtown on North Water St. Mayor's Choice for best entry will go home with a Chamber Bucks prize.

Visit with Santa and Mrs. Clause at Longevity Nutrition and leave with a Santa bag and so many joyful memories. Don't forget to bring a letter for Santa if you wish and leave it in his special Christmas mailbox that was sent from the North Pole.

Enjoy the Reindeer Boogie hosted by New London's Parks & Recreation Department at Familiar Grounds. Kids can get their wiggles out while listening to holiday music and enjoying hot cocoa with Yo DJ Entertainment.

We will see you downtown December 5th at Winter Wonderland on the Wolf!









Photo credit Willa Jo Photography

#### **AGRICULTURE**

Bees & Blossoms Farm Elizabeth & Brian Struck 609 N. Shawano St New London, WI 54961 Beesandblossomshome.com

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New London, WI 54961 Phone: (920) 982-4573

www.blossomandbloomgreenhouse.com

**Country Visions Cooperative** 

Misty Desrochers 1104 Mulligan Dr. New London, WI 54961 Phone: (920) 982-1111 Fax: (920) 982-8888

www.countryvisionscoop.com/

Len Ebert & Sons Tim Ebert N8495 Hwy. 45 Clintonville, WI 54929 Phone: (715) 752-449

Phone: (715) 752-4428 Fax: (715) 752-4429 www.lenebert.com

Tractor Supply Co Nicole Davis

Nicole Balls 1651 N. Shawano St. New London, WI 54961 Phone: (920) 982-6222 Fax: (920) 982-6336 www.tractorsupply.com

#### **AUTOMOTIVE**

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New London, WI 54961 Phone: (920) 982-8585

www.mybumpertobumperstore.com

Mid-State Tire & Repair

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**NAPA Auto Parts - MPEC** 

Kaleb Steeno 105 Henry St New London, WI 54961 Phone: (920) 249-5538 www.mpecnapa.com

**Plach Automotive** 

Dan Plach

1101 N. Shawano St. New London, WI 54961 Phone: (920) 982-5512 Fax: (920) 982-6400 www.plachgm.com Pomp's Tire & Auto Service

Jack Harty 210 Northridge Dr. New London, WI 54961 Phone: (920) 982-7140 Fax: (920) 982-7184 www.pompstire.com

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New London, WI 54961 Phone: (920) 538-4611 www.photosbyseason.com

**Bastian Marketing** 

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Bastian Media Isaiah Bastian Manawa, WI 54949

Phone: (920) 574-1655 www.bastian-media.com

Cline & Hanson Funeral Home Inc.

Kent Rusch 209 W. Cook St. New London, WI 54961 Phone: (920) 982-3232 Fax: (920) 982-3399

www.clinehansonfuneralhome.com

Cornelius Lawn Care & Landscaping LLC

Neil Cornelius New London, WI 54961

Phone: (920) 538-3927 **Drop N' Go** 

Indigo Daul

1186 N. Shawano St. Suite 6 New London, WI 54961 Phone: (218) 400-3284

**Events Everlasting** 

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GFL - Green For Life Environmental

Jason Bartlett E8257 Hwy. 54 New London, WI 54961 Phone: (920) 982-4116 Fax: (920) 982-5676 www.jgraichen@gflenv.com

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New London, WI 54961 Phone: (920) 982-3660 Fax: (920) 982-3668 www.igresourcegroup.com Ledger Lady LLC Christie Baldwin New London, WI 54961 Phone: (920) 538-0675

Phone: (920) 538-0675 www.ledgerladybookkeeping.com

Mathewson Monuments Greg Mathewson 750 Industrial Loop Rd.

New London, WI 54961 Phone: (920) 982-6465 Fax: (920) 982-6401

www.mathewsonmonuments.com

Merchants' Choice Card Services LLC

Trisha Handrich
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Hortonville, WI 54944
Phone: (920) 779-9000
Fax: (920) 779-6776
www.mccs-wi.com

Mosquito Shield of Appleton and the Fox Valley

Nate Grundy Box 559 New London, WI 54961 Phone: (920) 234-3079 www.Moshield.com

NXT Level Activewear

Bob Guyette 1107 N. Shawano St New London, WI 54961 Phone: (920) 250-5339 www.NXTactivewear.com

Print Shop, The Tim Roberts 302 W. North Water St. New London, WI 54961 Phone: (920) 982-6585 Fax: (920) 982-6706

**QPS Employment Group** 

Andy Korth 504 W. North Water St. New London, WI 54961 Phone: (920) 636-4200 Fax: (920) 262-314-8444 www.qpsemployment.com

SARA Design & Studio Sara Mullen-Hornung Clintonville, WI 54929 Phone: (262) 490-1607

www.saradesignstudioarts.com

Sweeney Law Office, S.C. Hans Thompson 216 W. North Water St. New London, WI 54961 Phone: (920) 250-5504 (920) 833-6114

www.sweeneylawoffice.com

**Team Outfitters Brad Popham** 109 N. Western Ave. Waupaca, WI 54981 Phone: (715) 258-3832 Teamoutfitterswi.com

#### **Walker Family Veterinary Hospital**

Dr. Andrew Walker 1370 N. Shawano St. Ste E New London, WI 54961 Phone: (920) 250-5239 Walkerfamilyvethospital.com

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#### Wisconsin Document Imaging

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#### Keith Steckbauer Clintonville Office

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#### **Wolf River Veterinary Hospital LLC** Dr. Brent Nokes & Dr. Kyle Ruedinger

216 W. Wolf River Ave. New London, WI 54961 Phone: (920) 982-2733 Fax: (920) 982-3112 www.wrvet.com

#### ZenBusiness

5511 Parkcrest Dr., Suite 103. Austin, TX 78731 Phone: (844) 493-6249 www.zenbusiness.com/wisconsin-llc/

#### COMMERCIAL & RESIDENTIAL SERVICES

**Ann Holz Interiors Plus. LLC** Ann Holz New London, WI 54961 Phone: (920) 428-8810

www.annholzinteriors.com

**Decorated Interiors** by Steffanie, LLC Steffanie Myers

New London, WI 54961 Phone: (920) 359-0330 Interiorsbysteffanie.com

#### Hilker Warehousing LLC

Tom & Lori Hilker 405 W. Wolf River Ave New London, WI 54961 Phone: 920-250-6011

#### Hintzke Well Drilling, Inc.

John, Jason & Jay Hintzke N5072 Hintzke Rd. New London, WI 54961 Phone: (920) 982-5426 Fax: (920) 982-5509 www.hintzkewelldrilling.com

#### **Hoffman Heating & Cooling Inc**

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#### **Master Electrical Services, LLC**

Joelle Meilinger 1913 Mill St. New London, WI 54961 Phone: (920) 982-6467 Fax: (920) 982-6484 www.masterelectricalservicesllc.com

## **Mid State Tree Service**

and Arborist, LLC Rob Fera E7468 State Rd. 54 New London, WI 54961 Phone: (920) 596-1979 Fax: (920) 982-0284 www.midstatetreeservicewi.com

#### **Nevers Communication**

Services, Inc. Janet Nevers W9974 Kelly Dr. Hortonville, WI 54944 Phone: (920) 779-9959 Fax: (920) 779-9957

#### **Northland Electrical Services**

R. Corev Defferding 1705 Orville Dr. New London, WI 54961 Phone: (920) 531-1197 Fax: (920) 531-1201 www.northlandes.com

## Paul's Plumbing

Paul Harwood 515 E. Beacon Ave. New London, WI 54961 Phone: (920) 841-0227

#### Storable New London

Dean Paque 404 Flm St. New London, WI 54961

Phone: (815) 394-9694 www.storablenewlondon.com

#### Van Handel Heating and Cooling LLC

Nick Van Handel N3225 Hwy. 15 Hortonville, WI 54944 Phone: (920) 779-3171 www.vanhandelheating.com

#### Wisconsin Distributors

Appleton, LLC Todd Talady 3010 N. Zuehlke Dr. Appleton, WI 54911 Phone: (920) 733-7414 Fax: (920) 733-7013 www.wisconsindistributors.com

#### Wolf River Propane LLC

Joe Pischke 315 Burton Rd. Ste 104 New London, WI 54961 Phone: 715-752-3333 www.wolfriverpropane.com

#### Wunderlich Plumbing, LLC

Doug Wunderlich W10086 Cedar Rd. Fremont, WI 54940 Phone: (920) 850-8508

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#### Andracontracting LLC

Timothy Andra New London, WI 54961 Phone: (920) 312-2398

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John Bennett New London, WI 54961 Phone: (920) 915-0370

**BNH Lighting, LLC** Jeremy Bellile

444 N. Olk St. Hortonville, WI 54944 Phone: (920) 213-8693 www.bnhlighting.com

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**Pup's Irish Pub** 

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**Shamrock Heights Golf** 

& Supper Club

Cory and Carrie Kluge N5525 Old Hwy. 45 New London, WI 54961

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The Waters Supper Club & Lounge

Jim Adrian

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#### **EDUCATION / ENVIRONMENT /** GOVERNMENT

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Phone: (715) 346-3838 www.uwsp.edu/sbdc

State Representative

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FAMILY / COMMUNITY / CIVIC ORGANIZATIONS

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Leroy Wepner New London, WI 54961 Phone: (920) 250-1932

American Norris Spencer Post 263 and Auxiliary

Tina Sommer

840 E. North Water St. New London, WI 54961 Phone: (920) 878-2248

**AMVETS** 

Armin Conradt New London, WI 54961 Phone: (920) 538-4112

Bear Creek Fireman's Festival and Car Show

Michael Herzfeldt & Andrew Joles

Bear Creek, WI 54922 Phone: (920) 875-0890

**Bear Creek Lions Club** Donna Hein

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**Boo Boo's Crew** Tracev Hoier

N2271 Hwv 45 New London, WI 54961 Phone: (920) 250-3945

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Child Care Resource & Referral

Candy Hall

1001 W. Kennedy Ave Suite A Kimberly, WI 54136 Phone: (920) 886-1211

The Community Blood Center

Becky Brown 4406 W. Spencer St. Appleton, WI 54914 Phone: (920) 560-6639 www.communityblood.ora

**Cub Scout Pack 3059** Christie Baldwin

1300 Werner Allen Rd. New London, WI 54961 Phone: (715) 445-2437

www.scouting.org Father Herb Council 1797

**Knights of Columbus** 

Pat Hale P.O. Box 221

New London, WI 54961 Phone: (920) 982-3873

www.kofc1797.ora

Friends of the New London Library

Connie Jess Zolkoske 406 S. Pearl St

New London, WI 54961 Phone: (920) 369-8376

Friends of the New London

**Public Museum** Brenda Hansen

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New London, WI 54961 Phone: (920) 982-8520

www.friendsnlpm.org **His Way Events** 

Pastor James Roberts New London, WI 54961

Phone: (920) 819-1889

**May Festival** Tracev Hoier

New London, WI 54961 Phone: (920) 250-3945

Medina - Dale - Readfield

Lions Club

Bob Truesdale New London, WI 54961 Phone: (920) 851-1128 www.e-clubhouse.org/sites/

medinadalereadfieldwi Mindful Movements Yoga

Mindy Danke

213 W. North Water St New London, WI 54961 Phone: (920) 915-2146

Mindfulmovementsyogastudi.com

Mission of Hope House of WI

David Mahan 520 N. Shawano St. New London, WI 54961 Phone: (920) 249-4553

www.missionofhopehouse.org The Mob Bear Creek

Keith Fulrich P.O. Box 166

Bear Creek, WI 54922 Phone: (920) 359-0253

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**New London Fast Break Club** 

Terry Hoover P.O. Box 412

New London, WI 54961 Phone: (920) 427-7682

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**New London Fish & Game Club** 

Tim DeShanev N5433 Old Hwv 45 New London, WI 54961 Phone: (920) 850-7730

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**New London Girls Youth** 

Softball Association Kerri Tennie

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**New London Lions Club** 

Travis Kloehn

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Kim Chonos P.O. Box 268

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Lori Schneider

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www.wolf

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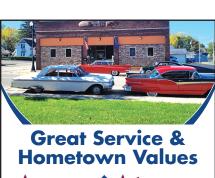
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