



# MAKING SPIRITS BRIGHT

## DRIVE-THROUGH HOLIDAY LIGHTS SHOW

### Evergreen Park

Open every night Nov. 29 - Dec. 31, 2024  
5:00-9:00 p.m.  
(closed Dec. 24)

### Santa's Station

Open Nov. 29 - Dec. 21  
Fridays and Saturdays, 5:00-9:00 p.m.

*Food pantry donations support  
Sheboygan County Food Bank.*

---

*Cash donations support this event.*

Presented by  
**SHEBOYGAN COUNTY ROTARY CLUBS**

Rotary



[MakingSpiritsBright.com](http://MakingSpiritsBright.com)



**DOWN**

- 1 You hang this on your front door.
- 2 A tall green plant that is decorated with lights and ornaments.
- 4 You hang this from the fireplace.
- 5 You place these on your Christmas tree.
- 8 Who says "Ho, Ho, Ho"?
- 12 These animals help pull Santa's sleigh.
- 14 "Have a holly, \_\_\_\_\_ Christmas."
- 15 You open these Christmas morning.
- 17 Where Santa's workshop is located.

**ACROSS**

- 3 Songs people sing during Christmas.
- 6 A feeling of great happiness during the Christmas season.
- 7 Santa's helpers.
- 9 Someone who dislikes Christmas.
- 10 A popular figure made from snow with eyes and a nose.
- 11 "You can't catch me, I'm the \_\_\_\_\_ man."
- 13 \_\_\_\_\_ cane.
- 16 The reindeer with the red nose that shines bright.
- 18 You put these out for Santa to enjoy.
- 19 A plant with red berries.
- 20 The month Christmas is in.



*Happy  
holidays*



**50<sup>th</sup>**  
1974-2024



## WARM WISHES TO YOU THIS HOLIDAY SEASON

As I look with awe and amazement over the last twelve years of this wonderful holiday project, I can't help feel anything but excitement and incredible wishes of good luck for the 2024 edition of Making Spirits Bright. Having been involved with a great many events here in the Sheboygan area, I can honestly say I have never encountered a project that so thoroughly connects our community as this one.

Generous sponsors and in-kind donors, multitudes of volunteers from all over the county, partners in the county Rotary Clubs, the City of Sheboygan, and Sheboygan County Food Bank with their most honorable mission, come together to make this truly blessed! The event would not be possible without every one of them; and, of course, all of YOU, who visit each year and fill our carts with urgently needed food and pantry items for those in distress.

The very talented production team has been working overtime to ready the existing displays and create new answers to the annual question "What's new this year?" Spoiler alert - be on the lookout for a "monumental" addition to Whoville and a new scene for Charlie Brown's gang.

Also, the Quarryview Center has been rebranded as "Santa's Station" to better signify the Jolly Old Elf's location and highlight increased access to the trolley that provides rides through the park. Expect some new music choreographed to the lights. Check out our NEW website for up-to-date information.



On behalf of our 2024 steering committee and our combined volunteer teams, I can assure you a really great and memorable time as we provide the experience that is Making Spirits Bright. Wisconsin's Finest, No Admission Fee, Holiday Lights Show!

Blessings to you and yours. And, we'll see you in the park!

*Dave Hoffman*

Steering Committee Chair



## COMPLETE OUR SURVEY

And you could be a weekly \$25 gift card winner!

Use this QR code to link directly to our short survey about the Making Spirits Bright event. We love the interaction that happens on social media, but this intentional method will allow us to collect great info to shape the future of the event. Each week we'll draw one entry from all surveys and reward that person with a \$25 gift card from one of our restaurant partners.

Thanks, in advance, for your help.



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## THE COMMUNITY CAFE SERVES UP MEALS AND HOPE

Sheboygan County Food Bank's Herb Kohler and Natalie Black Community Cafe is open six days a week over the lunch hours at St. Luke United Methodist Church in Sheboygan. Anyone is welcome to stop by and enjoy a warm meal, coffee, and conversations with other community members. Sheboygan County Food Bank recruits volunteers (ages 12 and older), Monday through Friday, to help with light food prep and set up, serving lunch, greeting guests, and cleaning up.



Learn more and sign up to volunteer by visiting  
[www.SheboyganCountyFoodBank.com](http://www.SheboyganCountyFoodBank.com)  
 or scanning the QR code with your phone.





**Wishing you  
and your family  
a wonderful  
holiday season!**



**Nemak**  
Innovative Lightweighting



**Keep Christ in  
Christmas**



 **Knights of  
Columbus®** | **Sheboygan  
Council 722**



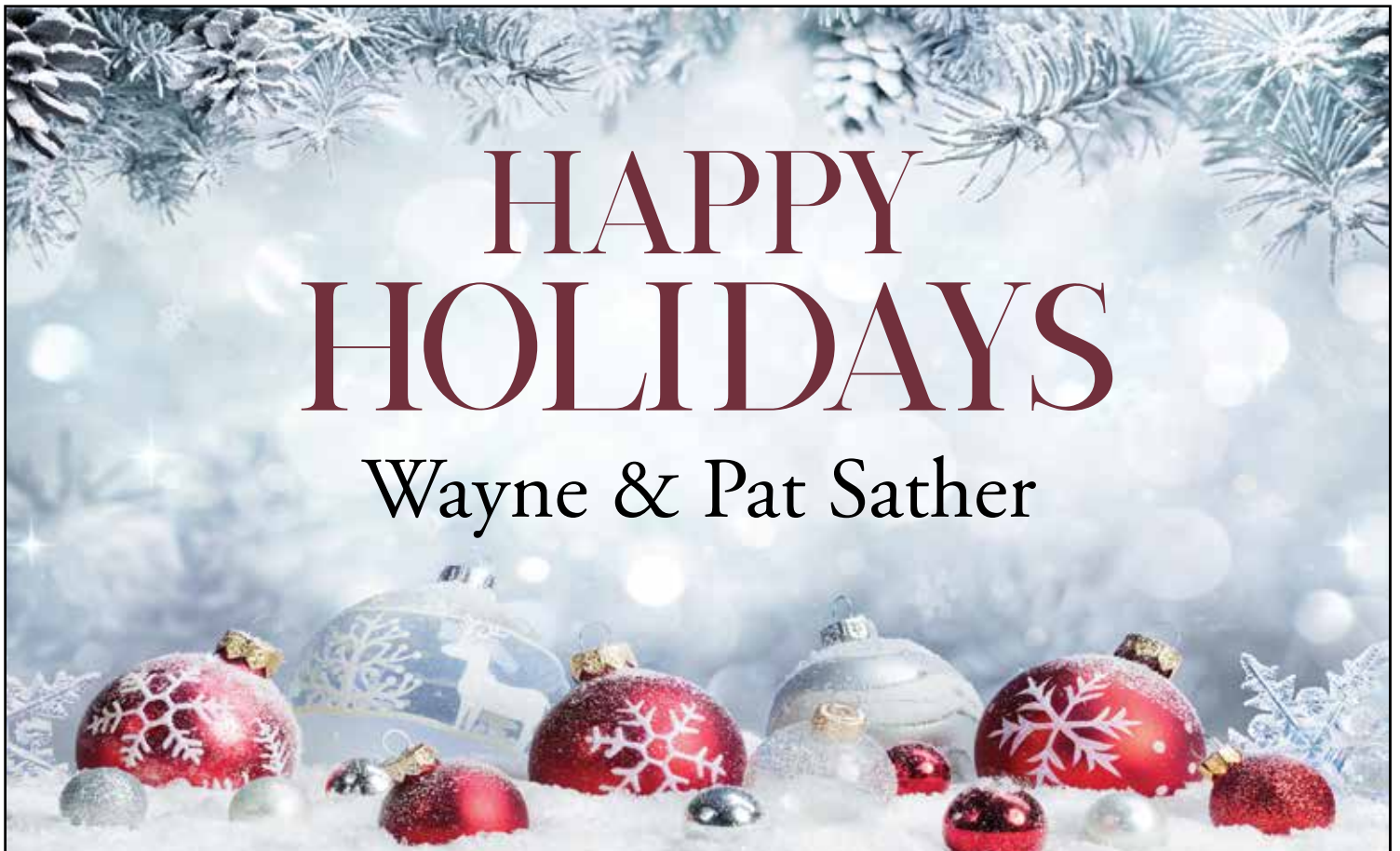
**Happy Holidays**

*We wish you the very best this holiday  
season from our family to yours!*

[GREATLAKESCHEESE.com](http://GREATLAKESCHEESE.com)




**GREAT LAKES  
CHEESE**



**HAPPY  
HOLIDAYS**

**Wayne & Pat Sather**



OUR GENEROUS SPONSORS OF MAKING SPIRITS BRIGHT

TREETOP TIER - for a donation of \$10,000 or more

GROVER FAMILY  
FOUNDATION

BRENDA  
POTTER



because  
THE RIGHT *Cheese*  
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POINSETTIA TIER - for a donation of \$5,000 - \$9,999

WAYNE & PAT  
SATHER



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people who make it right



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# OUR GENEROUS SPONSORS OF MAKING SPIRITS BRIGHT

## CAROLER TIER - for a donation of \$2,500 - \$4,999



JAMES & BETH TEN PAS



## GINGERBREAD TIER - for a donation of \$1,000 - \$2,499



DR. MITCHELL &  
MEGAN HULBERT



Morgan Stanley  
THE NORTH POINT GROUP  
AT MORGAN STANLEY

CLAYTON & KRISTIN  
KREBSBACH



ROB & LYNN  
VANDER SCHAAF



MARIE  
LARSON



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Wealth Advisors**  
thrivent



# OUR GENEROUS SPONSORS OF MAKING SPIRITS BRIGHT

## CANDY CANE TIER - for a donation of \$500 - \$999



HELEN & JOHN WERNER  
CHARITABLE TRUST



LYLE & CAROL  
WATSON



MICHAEL & JOY  
JOHNSTON



SHELLEY  
SCHUERMAN



## GENEROUS MONETARY DONATIONS FROM THE 2023 EVENT MADE SPECIAL CONTRIBUTION TO SHEBOYGAN COUNTY FOOD BANK POSSIBLE



The Making Spirits Bright Board of Directors presented a \$50,000 check to Sheboygan County Food Bank (SCFB) in support of the purchase of a food collection transport truck. During the Making Spirits Bright drive-through holiday lights show, SCFB is the partner organization and recipient of the food pantry donations collected. The SCFB trucks have moved over 1.1 million pounds of food over the event's 12-year run. The special \$50,000 donation, made possible by the generosity of the just over 73,000 visitors to the 2023 Making Spirits Bright event, will go towards the purchase of a truck that will replace the one currently used. The truck needs many expensive repairs and is no longer reliable.

The check presentation occurred during the Sheboygan Rotary's Good Citizen of the Year dinner. Liz Kroll, founder of SCFB, was this year's Good Citizen award recipient. Dave Hoffman, Making Spirit's Bright steering committee chair, presented the check. Hoffman is a fellow Rotarian and became the Making Spirits Bright event chair starting in 2024. Also on hand was Mike Vandersteen, President of the Board of Directors for Making Spirits Bright.

This check brings the total of Making Spirits Bright donations to SCFB to \$205,000.



**Advanced  
Comfort  
Cares**



**Donate Food & Save \$10  
on Furnace Service**

Save \$10 on your next Advanced Comfort Systems service call when you donate 2 nonperishable food items.



**We keep the lights on so you  
can create family memories  
in their glow.**

Learn more about our community partnerships at [alliantenergy.com/hungerandhousing](http://alliantenergy.com/hungerandhousing).



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**SARGENTO**

*Happy Holidays*

from the  
**#SargentoFamily!**

[careers.sargento.com](http://careers.sargento.com)

*Holiday  
Cheer Starts  
Here!*

For your gifting, hosting treats, and every day enjoying, make this your shopping destination. Choose from over 75 types of Johnsonville sausage, custom gift baskets; and gift boxes we ship virtually anywhere. Find an enticing array of specialty Wisconsin foods, apparel, drinkware, pet items, and much more. Get great prices on spirits, wine, and liquor. Shop the great selection and get the holidays handled.



**EXCLUSIVELY HERE!**



N6877 Rio Road  
Sheboygan Falls, WI 53085  
920-453-5678  
[JohnsonvilleMarketplace.com](http://JohnsonvilleMarketplace.com)

**Store Hours**

Monday 9AM-5PM | Tuesday & Wednesday 9AM-5:30PM  
Thursday 8AM-5PM | Friday 9AM-5PM | Saturday & Sunday 9AM-4PM



## IN-KIND DONORS

Since the start of the Making Spirits Bright event, many businesses and individuals have and continue to provide free or reduced services and/or products which allows expenses to be lower. A number have contributed significantly over time. We appreciate every contribution, regardless of the size. Please join us in saying a heartfelt “thank you” to each of these generous entities.

- |   |  |   |
|---|--|---|
| 4-Square Home Inspections, LLC<br>Ad Associates, Inc.<br>Advanced Comfort Systems<br>B’loonie Gifts<br>Bell Tape Inc.<br>Larry Boeldt<br>Buteyn-Peterson Construction Co., Inc.<br>City of Sheboygan<br>City of Sheboygan Public Works<br>Cow Country 1420AM (WGXI) & 98.5 FM<br>Designs by Deb Severns<br>Discovery Coach<br>Engineering Innovations LLC<br>Harter’s Lakeside Disposal<br>Holiday Wholesale<br>Johnsonville<br>Johnston’s Bakery | Lakeside Pepsi Cola Bottling Co.<br>Lamar Advertising<br>Lindsay’s Cookie Jar<br>M&K Lawn Services<br>MJ Equipment<br>Marten’s Trilling True Value<br>Masters Gallery Foods Inc.<br>Meijer<br>Morelle Transfer & Warehouse<br>Neat-N-Clean Portables, LLC<br>O’Rourke Media Group<br>Old Wisconsin Sausage Co.<br>Palo Popcorn<br>Plymouth Review and Sheboygan Beacon<br>Promo Design<br>Quality Cleaning Service | Quality State Oil Co. Inc.<br>Lisa Reed<br>Rockline Industries<br>SRJJ Heavy Truck & Auto Body<br>Sargento Foods, Inc.<br>Schultz’s Rustic Barn<br>Sheboygan County Food Bank<br>The Sheboygan Metro<br>The Sheboygan Sun<br>Sheboygan’s Country “B-93”<br>Sheboygan’s Hit Music Station 104.5 & 96.1 “The Point”<br>The Sign Shop<br>SilverWater Productions<br>Torke Coffee<br>Town & Country Club<br>Wisconsin Country Life Magazine |
|---|--|---|

### SUPPORT MAKING SPIRITS BRIGHT THROUGH SOCIAL MEDIA

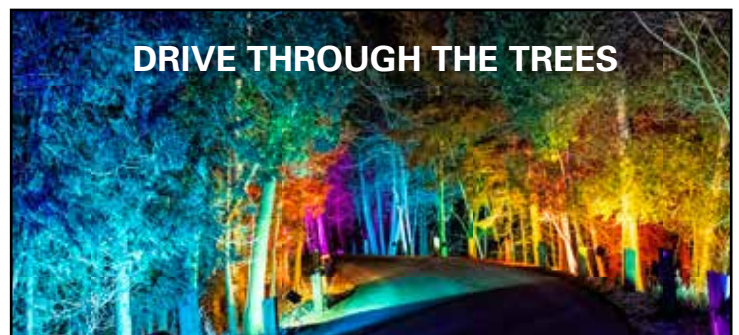
For the latest news, and to help spread the word about this event, interact with us on social media. We’d also appreciate if you encouraged your friends and family to do the same.

  
**Instagram**  
 @sheboyganmsb

  
 RotaryMakingSpiritsBright

  
 @Sheboyganmsb

And our hashtag  
 is always a great  
 way to share pics  
 #shebmsb2024



**DRIVE THROUGH THE TREES**



**AND UNDER THE STARS**





**HAPPY HOLIDAYS**



BemisMfg.com

**more to celebrate**




Proud Sponsor of Making Spirits Bright

Support these businesses and score a discount for yourself. \$\$\$\$\$

**Head for the Hills!**  
5837 S Business Dr. Sheboygan, WI

**\$5 off Food Total of \$25**  
or  
**\$10 off Food Total of \$50**  
One Time Use. Expires 8/1/2025





**Bourbon St. Pub & Grill**  
Taste of New Orleans a Little Closer to Home!  
1536 Indiana Ave. Sheboygan, WI

**\$5 off Food Total of \$25**  
or  
**\$10 off Food Total of \$50**  
One Time Use. Expires 6/1/2025

**Personalized GIFT CARDS FOR BUSINESSES**

GREAT FOR: CLIENTS • REFERRALS • EMPLOYEE GIFTS

ASK US FOR DETAILS!

BUY \$1,000 IN GIFT CARDS GET 10% OFF YOUR ORDER!




**\$1 OFF ANY Regular Value Basket**

Culver's of Sheboygan - S Taylor Dr • Culver's of Sheboygan - State Hwy 42  
Culver's of Sheboygan - Washington Ave • Culver's of Oostburg - S Business Park Dr

Reproductions of this coupon are not accepted.

Shown: Culver's® Double Bacon Deluxe Regular Value Basket  
\$1 off regular menu price. All Regular Value Baskets include designated sandwich, medium Crinkle Cut Fries and medium soft drink. Please no substitutions. Not valid with any other offer. Value 1/200 cent. Limit one coupon per person per visit. Valid only at the above listed Culver's® restaurants. © 2024 The Coca-Cola Company "Coke" is a registered trademark of The Coca-Cola Company. 039-09/24.



**PRIVATE TROLLEY TOUR SPECIAL!**

**\$ 199** 90 Minute Trip Time



Take your family and friends through Making Spirits Bright on your own private trolley tour. Trolley is decorated and holds 28 Passengers. Family Fun! Sunday-Thursday Only.

Discovery Coach 920-459-2960  
www.discoverycoach.com/christmas-trolley





## WORKING TO MAKE SURE NO ONE GOES HUNGRY IN SHEBOYGAN COUNTY



Did you know that about 11% of Sheboygan County residents are struggling with hunger? Sheboygan County Food Bank is dedicated to making sure nutritious food reaches thousands of families, children and seniors in need by distributing food through its core programs and in partnership with food pantries and other organizations.

*“Families and individuals continue to struggle with the deep impact of inflation. As the people we serve in all our programs, pantries and other agencies continues to increase, the increase in food prices also affects us as we spend a big portion of our annual budget on food purchases. This double impact makes it even a greater challenge to meet the need.” – Patrick Boyle, Executive Director, Sheboygan County Food Bank*

In 2024, Sheboygan County Food Bank is tracking an increasing average of close to **6,000 family visits each month** at food pantries and other partner organizations. More guests are visiting their Community Cafe where an average of about **1,500 warm meals** are being served each month. And since even more children are at risk to face hunger, their Food for Thought for Kids program to get weekend snacks and meals in the hands of the most vulnerable children in our community has grown to support **500 children** during the 2024-2025 school year.

*“We are incredibly grateful to Making Spirits Bright for hosting our biggest annual food drive, allowing us to use their venue for our annual Holiday Lights Hunger Run/Walk fundraiser, and providing generous monetary support each year. This signature partnership is critical in helping us ensure no one in Sheboygan County goes hungry.” – Patrick Boyle*

Follow Sheboygan County Food Bank:



## GIVE A GIFT TO HELP SHEBOYGAN COUNTY FAMILIES FACING HUNGER

With your help, this holiday season we can give nutritious food and peace of mind to our neighbors who are facing hunger. Choose to dedicate your donation in honor or in memory of someone. Donate to programs or where it's needed most.

**Food for Thought for Kids** gifts help ensure children receive snacks and meals each week during the school year to nourish them on the weekends.

**Herb Kohler & Natalie Black Community Cafe** donations help provide warm meals, six days a week, for anyone in need.

**Food+ for Neighbors** donations help make sure nutritious and culturally-relevant food reaches local families in need, while also connecting families to programs, resources, and referrals that will positively impact their lives.

Gifts given to **where it's needed most** are the highest priority and help move Sheboygan County Food Bank's mission forward.

Make a secure, online donation today by visiting [www.SheboyganCountyFoodBank.com](http://www.SheboyganCountyFoodBank.com), scanning the QR code with your phone or sending a check.

Please make checks payable to:  
Sheboygan County Food Bank  
3115 N. 21st St., Suite #1  
Sheboygan, WI 53083





*Tis the Season to be Snacking!*

**HAPPY HOLIDAYS**

from Our Family  
to Yours.



**VIKING MASEK**

Wishing you many  
blessings from our  
family to yours.



VIKINGMASEK.COM



Merry  
**Christmas**

From  
**Kaat's Culligan**

Since 1948, we've helped thousands of local residents improve their water quality and keep their homes, families and businesses safe thanks to our top-notch local service and our award-winning **water softeners, filtration systems and reverse osmosis drinking water systems.**

*Culligan Water*

Plymouth: 920-325-4035 | Manitowoc: 920-684-5425  
Kaukauna: 920-462-3444

## PARK VOLUNTEERS

Approximately 1,000 volunteers will assist in the operation of Making Spirits Bright during the 32 evenings we are open this year. If you or your group would like to help, these are the types of things volunteers do:

- Collect donated pantry items
- Welcome and guide visitors
- Distribute booklets and accept cash donations
- Sell concessions, wreath raffle and trolley tickets



We are grateful to the following groups who have volunteered in the park or at Santa's Station to help make this event a success.

Aurora Health Care - Plymouth  
 Aurora Sports Health  
 Bethlehem Lutheran Church & School  
 CCC Lilyquist's Lifegroup  
 Champion Storage  
 Cleveland State Bank  
 Concept Works  
 Crossroads Community Church  
 Early Bird Rotary Club  
 Early Learning Center  
 Hope Reformed Church  
 JOA  
 Kohler Co. - Hospitality Group  
 Kohler Credit Union  
 Lakeland University  
 Lakeshore Fraternal Order of Police  
 Masters Gallery Foods, Inc.  
 Millipore Sigma  
 Modern Woodmen of America

Mustard Seed Hair Co.  
 Old Wisconsin Sausage  
 Olive Branch Realty  
 Oostburg Bank  
 PSCO Kieffer  
 Pine Haven  
 Plastics Engineering Company  
 Plymouth Rotary Club  
 Prevea Health  
 Random Rockin' Grannies  
 Rockline Industries -  
 Operations Leadership  
 Rotary Family -  
 Muehlbauer / Ebbers / Walkers  
 Sargento  
 Sheboygan County Health &  
 Human Services  
 Sheboygan Education Association  
 Sheboygan Elks, #299

Sheboygan Firefighters IAFF  
 Local 483  
 Sheboygan Northside  
 Catholic Parishes  
 Sheboygan Police Department  
 Sheboygan Riverside Boat Club  
 Sheboygan Rotary Club  
 Sheboygan Service Club  
 Signature Dental  
 St. John's UCC  
 St. Mark Lutheran Church  
 St. Nicholas Hospital,  
 Respiratory Therapy  
 Third Coast Wealth Advisors  
 -Thrivent  
 Viking Masek Packaging  
 Technologies  
 The Vollrath Company  
 Waldo State Bank  
 Wigwam Mills

*There are many ways for individuals, groups, clubs, teams, and companies to help.  
 Please contact [info@makingspiritsbright.com](mailto:info@makingspiritsbright.com)*



# Happy Holidays!



From Your Friends  
at 3 Sheeps Brewing



Join us at the 3 Sheeps Taproom for a couple of pints with Sheboygan's finest and friendliest. Bring your dogs, bring your friends, bring your whole darn family!

Holiday Tip: Gift Cards & Brewery Tours  
Make Great Gifts!

GOOD FOR ONE  
"BUY ONE GET  
ONE EVERYDAY  
FAVORITE"  
WITH COUPON

**3**  
SHEEPS



## SPECIAL VISITORS TO THE EVENT

Sometimes we are notified in advance, and other times the event volunteers are surprised by special groups who drive through the lights show. In 2023, the **Humane Society** brought dogs waiting to be adopted on a drive through the park. A **local bicycle group** and **motorcycle group** each chose weather appropriate nights to make a visit. Annually, the **local Jeep owners club** decorates their vehicles with lights and creates a festive display on their drive through the park. We welcome any and all groups and appreciate knowing your plans in advance so we can capture the memories through photos.





Happy Holidays!



From:




Third Coast Wealth Advisors **thrivent**



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Sheboygan • Oostburg • Green Bay • Door County

ST MARK LUTHERAN CHURCH  
PASTOR TYLER WERNER  
1019 N 7th Street, Sheboygan  
(corner of 7th and Erie)  
(920) 458-4343 ~ [www.stmarksheboygan.com](http://www.stmarksheboygan.com)



Join us!

Sunday Morning Worship 9:00am  
Facebook live @ [Facebook.com/stmarksheboygan](https://www.facebook.com/stmarksheboygan)  
Sunday Bible Study and Sunday School 10:00am  
Wednesday Bible Study 9:00am

Advent Midweek services  
Wednesdays in December 6pm

Christmas Eve Worship 4pm  
Christmas Day Worship 9am

Keeping the lights shining brightly

*Rob and Lynn Vander Schaaf*

HOLIDAY CHEERS

FROM  THE KING OF BEERS





ENJOY RESPONSIBLY

STRENGTHENING OUR *Communities*



Do you **live** or **work** in Sheboygan, Calumet, Fond du Lac, Manitowoc, Milwaukee, Ozaukee, Washington or Waukesha County?

*Become a member today!*

 | [kohlercu.com](http://kohlercu.com)

## BEHIND THE SCENES HEROES

To ensure visitors to Making Spirits Bright enjoy a great experience, an array of volunteers are needed. Visitors see some of those volunteers who direct traffic, collect pantry item donations, and hand out the event booklet. The volunteers that go unseen work behind the scenes to support those front-line helpers.

A big “thank you” to each of these people!

### RESTAURANTS

Thank you to these restaurants that provide warm food and refreshments for the volunteers who brave the unpredictable weather during the lights show and and enjoy breaks in the heated trailer.

Al & Al's Stein Haus	Holidays Pub & Grill	Schulz's Restaurant	Tommy's Bar & Grill
Arrosto Delicatessen	Horse & Plow	Sheboygan Elks #299	Toppers
Black Pig	Jersey Mike's	Sheboygan Pasty Co.	Turk's & Timber's Bar & Grill
Blue Harbor Resort	Jimmy John's - Calumet	Sheboygan Yacht Club	Uptown Slice
Bourbon St. Pub & Grill	Lakeland University	Shuffs Last Resort	Vene's Pancake House
Culver's - Northside	Luigi's Italian Restaurant	Sly's Midtown Saloon	VFW Post 9156
Ella's Dela	Parker John's BBQ & Pizza	Subway - Calumet	Weather Center Café
Faye's Pizza	Peabody's Pizza Company	Taverne on Woodlake	Wild Carrot Cuisine
Harry's Prohibition Bistro	Pizza Ranch	Texas Roadhouse	

### VOLUNTEER TRAILER HOSTS AND HOSTESSES

Thank you to these people who offer a smiling face and serve the warm food and refreshments for the park volunteers.

Tina Barth	Claire & Dave Grohskopf	Dan Pitsch	Anna Trilling Bennin
Melissa Baumann	Tom & Barb Henning	Christine Schmidt	Val Van Sickle
Lukas & Heather Burke	Don & Jan Holmes	Mary Schmidt	Debbie Verhelst
Lavonne Dulmes	Kathy Markevitch	Bob & Debbie Sosnosky	Pat Weisrock
Roger & Sharon Dulmes	Loren & Mary Matzdorf	Jill Spielvogel	Jenny Welsch
Jackie Felde	Sue Meyer	Deb Thorwaldson	Deb Zauner
Lynn Graening	Wayne & Mary Novak		

### FOOD PICK-UP VOLUNTEERS

We appreciate these people for transporting the food donated by restaurants and other organizations. They make certain the food gets to the volunteer trailer in the park.

Kristie Andrews	Scott & Tracy Cinealis	Lisa Meyer	Dave Smith
Therese & John Belanger	Elaine Jumes	Amanda Roethel	Duane & Anita Voiles
Mary & Larry Boll	Mike & Kenlyn Langland	Jo Senkbeil	

### PARK CAPTAINS

To ensure all goes as planned nightly, there is a point person who oversees the volunteers: a park captain. The captain “opens the show,” stocks booklets in the igloo, instructs and assigns each volunteer and equips them with safety gear and maybe even hand and toe warmers. On occasion, they trouble-shoot issues with displays or any other unusual situation thrown at them. Please help us say thank you to:

Patrick Boyle      Dave Hoffman      Ron Navis      Gerry Plehn      Dan Redman      Rob Vander Schaaf



## CONTRIBUTION LEADERS

In a private and carefully secured location, these select people are responsible for handling contributions to the event. We appreciate their talent.

Tina Barth	Holly Kasberger	Don Pohlman	Deb Valenstein
Elizabeth & Peter Dietz	Karin Kirchmeier	Gary Reimers	Mike & Julie Vandersteen
John Eddy	Kris & Randy Krentz	John Rummele	Ally & Tanya Wasmer
Tony Fessler	Scott Morrelle	Kevin & Sala Sander	Mary Werner
Jim Hansen	Sue Morrelle	Jackie Stone	Samuel Zelpé & Judith Stockinger
Brian & Mally Henne	Lori Noonan	Fay Urayner	Niki Zohrab
Kathleen Hoffman	Jerry Plehn		

'Twas just weeks before Christmas  
And all through the town  
Not a light was lit  
Not a whisper nor sound

The children could be heard  
"Rotary won't let it be dark  
They've been planning so long  
To light up the park"

There's candyland and angels  
Stars and stockings just gleaming  
Some angles and elves  
Even Santa is beaming

Now the lights are all placed  
The sponsors excited  
Hurry don't wait  
To be delighted

So come one and all  
Man it's out of sight  
To Evergreen Park for  
Making Spirits Bright

Warm wishes for a joyful holiday and a New Year filled with peace and prosperity.

THE NORTH POINT GROUP  
AT MORGAN STANLEY

# st. luke

LUTHERAN CHURCH

N6193 State Highway 32 | Sheboygan Falls, WI 53085  
920-467-6149

[www.stlukeshebfalls.org](http://www.stlukeshebfalls.org)

It will be like Christmas In July at the Sheboygan Early Bird Rotary Club's

3<sup>rd</sup> Friday in July

Get tickets this spring @ [earlybirdrotary.org](http://earlybirdrotary.org)



# SANTA'S STATION

3401 Calumet Drive, Sheboygan  
Open Nov. 29 - Dec. 21, 2024 • 5:00-9:00 p.m.  
Only Open Friday and Saturday Nights

This is a great place to meet friends and family to enjoy the Making Spirits Bright event as a group. It's a festive spot to spend quality time with many choices.

## TROLLEY RIDES THROUGH THE LIGHTS SHOW



Take a ride on the popular trolley starting at Santa's Station and riding through Evergreen Park.  
Boarding every Friday and Saturday is at 5:15 / 6:00 / 6:45 / 7:30 / 8:15 p.m. for \$2 per person (children under one free).

The trolley is fully enclosed and features old-fashioned style with modern conveniences. Decorative wooden bench seating, wood interior, and brass accompaniments will make you feel like you are riding a street car of yesteryear. Heating assures your comfort.

### Sponsors of the Holiday Trolley



## HO, HO, HO!

This is where you'll find the jolly old elf! Each Friday and Saturday night, until December 21, Santa is ready to hear your Christmas wishes. You'll find him in an area specially designed for taking a festive holiday photo. We appreciate that Santa is taking time out of his very busy schedule to be here in person to talk with all the children.



## DESIGNER WREATH RAFFLE

Purchase raffle tickets in Santa's Station to win wreaths specially created by professional local designers.

Winners for the twelve wreaths will be drawn December 21 and contacted that same night.



## Thanks to these creative designers

Tracy Bolz, Lynn Thorton & Michele Nordhagen

Deb Egerer      Linda Roseberry      Erica Tislau

Laura Gumm      Ericka Roseberry      Susie Vander Weele

Linda Neil      Wendy Schobert      Doris Weber

Carol Rokicki      Sandy Weeks & Sue Glaeser



# SANTA'S STATION

## HOLIDAY ENTERTAINMENT

(subject to change)

Performed by these and other groups.

### Friday, Nov. 29

5:30 p.m. Karen Bruinooge, Violinist  
7:00 p.m. St. Peter Claver Choir

### Saturday, Nov. 30

6:00 to 8:00 p.m. Dave Ross Music

### Friday, Dec. 6

5:30 p.m. Sheboygan South High Singers  
6:15 p.m. Sheboygan South High Chamber Orchestra  
7:00 p.m. Sheboygan South High Jazz Band Ensemble

### Saturday, Dec. 7

5:30 to 8:30 p.m. Gypsy Swing Chicks & Friends

### Friday, Dec. 13

5:30 p.m. Holy Name of Jesus Church Choir  
7:00 p.m. Flute Ensemble

### Saturday, Dec. 14

5:30 p.m. TBD  
7:00 p.m. TBD

### Friday, Dec. 20

5:30 p.m. Sheboygan North High Holiday Strings Group  
7:00 p.m. Concordia Singers

### Saturday, Dec. 21

5:30 p.m. TBD  
7:00 p.m. Emerging Artist Projects Holiday Cabaret

Visit [MakingSpiritsBright.com](http://MakingSpiritsBright.com) for the most complete list of entertainment and specific times they will be performing.

## CONCESSIONS FOR SALE



Enjoy frosted sugar cookies and chocolate chip cookies, popcorn, chips, hot chocolate, soda, water, and coffee.

## 2024 MEMORY ORNAMENT

Remember those dear to you by purchasing a personalized ornament. Orders taken through December 16. Ornaments are displayed on the Memory Tree and can be picked up December 16, 5:00 - 8:00 PM.



### Order Your *Memory Ornament*

Purchase as a gift or for yourself.

**Making Spirits Bright Inc.**  
Laura Gumm  
6905 Superior Avenue  
Kohler, WI 53044

Cost of each ornament is  
**\$15.00**

#### Please Print

First Name of Loved One (*First Name Only*):

\_\_\_\_\_

(as it will appear on ornament)

Your Name:

Address:

Phone:

Make checks payable to Making Spirits Bright, Inc.  
Deadline for ordering **December 16, 2024**  
Contact: Gloria 920-457-7611

Sponsor of  
2024 Memory  
Ornament Ad



Sheboygan  
Senior  
Community

## DISPLAY OFFERS PERFECT PHOTO OPPORTUNITY



Over the years, before a planned visit to the lights show, we've received requests for special permission to capture photos at the light curtain in Evergreen Park. Wedding engagements have been the most common. And, while we make an attempt to grant access to anyone who makes such a request, we find that others are stopping at that display to capture photos. As the lights show is a drive-through event, this is unsafe.

So, we created a special display outside Santa's Station that features a mini light curtain. It's the perfect location to capture your holiday or commemorative photo and is lit every Friday and Saturday night that Santa's Station is open.

## MAKING SPIRITS BRIGHT BOARD OF DIRECTORS

Mike Vandersteen – President  
Rob Vander Schaaf – Vice President

Tom Henning – Secretary  
Don Martens – Treasurer

Tanya Boman  
Jane Brill

Peter Dietz  
Scott Luedke

Mike Roth  
Kevin Sander

## STEERING COMMITTEE

The success of any event is dependent upon a dedicated group of individuals who share a passion for the end result and whose zeal, creativity and expertise guarantee success. Our purpose is to guide and implement the Making Spirits Bright event, designed to provide a quality family experience and to gather much needed items for Sheboygan County Food Bank.

**EVENT CHAIR** Dave Hoffman

**SECRETARY** Sala Sander

### FINANCE

Don Martens

### FOOD COLLECTION

Liz Kroll, Co-Chair  
Jodie Zajkowski, Co-Chair  
*Loren Matzdorf*  
*Wayne Novak*  
*Steve Straus*  
*John Wiegerling*

### FUNDRAISING

Gerry Plehn

### MARKETING / PR

Mally Henne, Chair  
*Jane Brill*  
*Kayla Burhop*  
*Sue Kieffer*  
*Deb Severns*  
*Donna Wendlandt*

### OPERATIONS

Jeff Bayer, Co-Chair  
Dave Dassow, Co-Chair  
*Ken Ebbers*  
*Fred Engelhardt*  
*Mark Rozmarynowski*

### PRODUCTION

Greg Liebig, Co-Chair  
Tom Shircel, Co-Chair  
*Chris Adelman*  
*Adam Biebel*  
*Larry Boeldt*  
*Fred Engelhardt*  
*Mark Hayon*  
*John Hodzinski*  
*Rick Hoffmann*  
*John Muehlbauer*  
*Ron Navis*  
*Rick Neerhof*  
*Paul Neils*  
*Tim Priland*  
*Steve Reiter*

### SANTA'S STATION

Laura Gumm, Co-Chair  
Barb Martens, Co-Chair  
*Joan King*  
*Kris Krentz*  
*Jackie Stone*

### VOLUNTEERS

Kristine Frohling, Co-Chair  
Lynn Vander Schaaf, Co-Chair  
*Sara Baumann*  
*Monica Feider*  
*Mary Grasse*  
*Carol Grover*  
*Ellen Senkbeil*  
*Kristin Blanchard-Stearns*





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MAKING OUR  
**COMMUNITY BETTER**



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the *Holidays*.



## VOLUNTEER TO MAKE A DIFFERENCE WITH SHEBOYGAN COUNTY FOOD BANK



Volunteers are key to helping Sheboygan County Food Bank get food in the hands of local families in need year-round. Throughout the year there are opportunities to give your time at big community-wide food drives and the annual Holiday Lights Hunger Run/Walk fundraiser. Each week, Sheboygan County Food Bank relies on dedicated volunteers to help serve warm meals at their Community Cafe and provide nutritious, fresh foods for families at their drive-thru Sheboygan Cares Food Pantry.

Learn more and sign up to volunteer by visiting [www.SheboyganCountyFoodBank.com](http://www.SheboyganCountyFoodBank.com) or scanning the QR code with your phone.



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December 30, 2024 - January 3, 2025



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Sheboygan, WI 53081

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Sheboygan Falls, WI 53085

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## Happy Holidays

At Plymouth Industries, Inc., we would like to wish you and your family a safe and happy holiday season.



[www.Plyind.com](http://www.Plyind.com)

Thanks to the communities we serve...

## Happy Holidays



Dr. Mitchell and Megan Hulbert



## COMPANIES FIND CREATIVE WAYS TO SUPPORT THIS EVENT

Mike and Martha Pelzel, owners of Four Seasons Comfort, and their employees have quietly supported the Making Spirits Bright event for years. They joined their good friends, owners and employees of Champion Storage, on the night each year that company served as park volunteers for the lights show.

In 2023, they did something extra special. On the same night they volunteered, the fleet of Four Season Comfort vehicles came loaded with pantry items their employees and families had compiled to donate. That even included their large size box trucks. In total, their donations filled over ten grocery carts!

Clearly this company, like others, has camaraderie as they ended the night enjoying pizza as a group.

Hearing stories like this warms the heart and demonstrates the strong sense of giving and supporting our community that we enjoy locally. Perhaps your company can find a unique way to do something similar.

And, thank you Four Seasons Comfort team for your ongoing support.



## TRACK PANTRY ITEM DONATIONS DURING THE EVENT

Before you enter the gates of Evergreen Park to drive through the lights show, or anytime you are driving by, pay attention to the progress on the donations.

And, thanks for your contributions towards reaching the goal of ...

# 130,000 pounds!





Best Wishes  
for the Holidays!

Frank G. and Frieda K. Brotz Family Foundation

Happy Holidays

FROM OUR FAMILY TO YOURS

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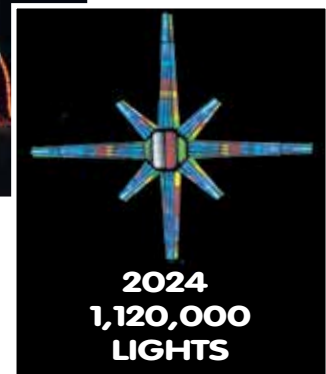
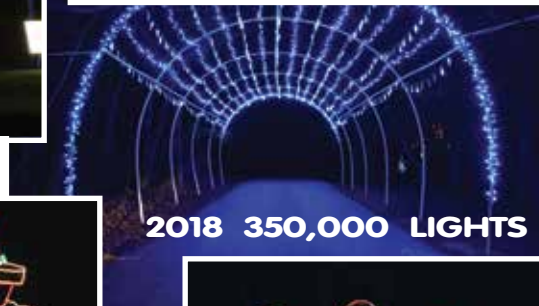


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## THE LIGHT COUNT THROUGH THE YEARS

Each year we invite participation on Facebook to guess the light count. And every year we get a great response. Officially we are announcing 1,120,000; although, granted, a few may slip past us to get in the count.



# All are Welcome!



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## CREATIVE VAL MAKES THE VOLUNTEER TRAILER FUN

Val Van Sickle has been volunteering as a hostess in the volunteer trailer for many years. Each year she comes up with a different costume that she creates from scratch to entertain the lucky volunteers. One of her most popular to date has been the leg lamp. There's a rumor this year's costume will be a gingerbread WomAn. Hats off to Val for bringing joy to the people who work behind the scenes to ensure visitors to Making Spirits Bright have a great experience.



November 28  
to  
December 30

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# HOLIDAY MEMORIES 2024



Monday & Tuesday:  
Noon to 7pm

Wednesday to Sunday:  
Noon to 5pm

### ADMISSION

\$10 Adults; \$7 Senior/Active Military;  
\$5 Youth (6-17); Under 6 &  
Museum Members FREE

SHEBOYGAN COUNTY



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# LEASE AN AMERICAN FLAG

---

Honor your country while supporting your community.



Become a subscriber; give a gift to a Veteran or to the special someone who has everything. For a tax deductible contribution of \$75 annually, members of the Rotary Club install a PVC sleeve in the soil below the grass mowing level in your front yard. A 3' x 5' flag will be delivered 3 days prior to a holiday and retrieved 3 days after the last holiday in the group. Examples are Memorial Day until Independence Day; Labor Day until after 9/11; and Election Day until Veterans Day. This schedule provides extended periods of time to enjoy the flag. Worn Flags will be routinely replaced.

You can start at any time. This is a great way for you to proclaim pride in our country while someone else takes care of the details.

Proceeds fund local scholarships.

Rotary   
Sheboygan Rotary Club Foundation,  
Inc.

*To sign up or for more information, contact Ron Van Rooyen [ronvanrooyen@gmail.com](mailto:ronvanrooyen@gmail.com)*



## COULD THIS INSPIRE YOU TO GET INVOLVED?

John Muehlbauer has been volunteering for many areas of the Making Spirits Bright event since 2013. He spends incredible amounts of time at the warehouse concepting, designing and building displays. He's the "go-to" guy for many challenges that occur throughout the year running that warehouse and during the operation of the lights show. In addition, he was instrumental in creating the float and participating in parades.

Great friendships and meeting different people as a Rotarian are exactly why John gives so much to the event. Seeing lines of vehicles and knowing each has pantry item donations and the impact that will have on those needing help is such a heartwarming feeling.

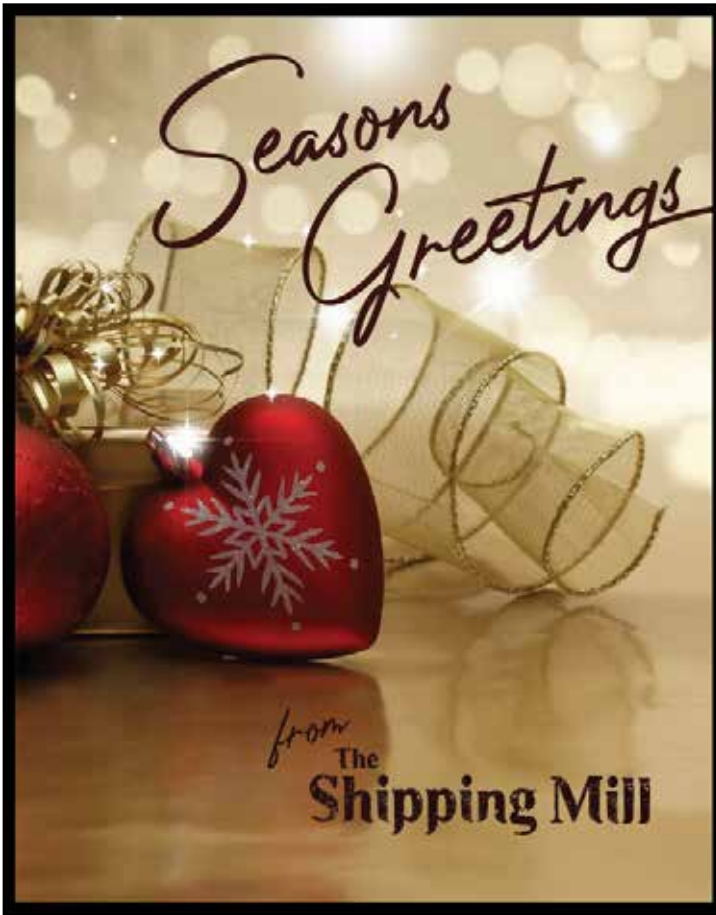
Being at the entry gate on a VIP night was what prompted him to volunteer. A little girl with MS and her mom from Michigan asked if they could go through. He got her connected with the trolley from that night and her ear-to-ear smile clinched his commitment.

Of all the displays he's been involved with, the Heatmeister is his favorite. He envisioned it, had assistance drawing it and then was key in constructing it to a long-standing display.

There are so many behind-the-scenes stories like this about unsung heroes who contribute so much to make the annual lights show so successful. If you've been looking for something to be a part of that you'll get more from than you give, contact our volunteers coordinator via email [info@makingspiritsbright.com](mailto:info@makingspiritsbright.com)

*"Being a part of Making Spirits Bright is good for the soul," according to Muehlbauer. "It makes you feel better about yourself."*





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*Happy Holidays to you  
and your loved ones this season  
-From your friends at Ingersoll Rand*

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**MAKING SPIRITS  
BRIGHT**  
BY SHEBOYGAN COUNTY ROTARY CLUBS



**DRIVING MAP**

Enjoy music choreographed to the lights show. Tune to 89.1 FM on your car radio.

**LIGHTS SHOW**  
Evergreen Park  
3030 Calumet Drive

**SANTA'S STATION**  
3401 Calumet Drive

Santa, wreath raffles, concessions & entertainment



Watch the sign to track the progress of the 130,000 pound pantry item donations goal this year.



Thank you City of Sheboygan for all the support and in-kind contributions that help Making Spirits Bright be a success!

**THANK YOU FOR YOUR SUPPORT!**

We hear such heartwarming stories about how Making Spirits Bright has become part of your holiday traditions. And many of you make multiple visits! We welcome your comments on how to continue to enhance this event. Visitors who so generously donate pantry items and cash make the event the success it continues to be.

PO Box 441, Sheboygan, WI 53082-0441 [www.MakingSpiritsBright.com](http://www.MakingSpiritsBright.com)

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*The Versey Family*  
*Brian, Julie, Jacob and Nadia*

Wishing you and your loved ones a very Merry Christmas and Happy New Year!



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SIGMA

**HAPPY  
HOLIDAYS**  
& a CURIOUS  
NEW YEAR



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## OPTIONS TO SUPPORT MAKING SPIRITS BRIGHT

The founding objective and ongoing focus of the lights show event is to collect food pantry donations for Sheboygan County Food Bank.

### THESE ARE THE BEST FOOD ITEMS TO DONATE

Together, we can make sure safe, nutritious food and other basic necessities get to our neighbors in need. When visiting Making Spirits Bright, please consider purchasing and donating the items listed below to help avoid the collection of expired food and provide Sheboygan County Food Bank's most needed items.

- ✓ cereal, oatmeal
- ✓ peanut butter
- ✓ canned tuna, canned chicken
- ✓ canned soup
- ✓ canned fruit
- ✓ personal care items (shampoo, conditioner, toothpaste, deodorant, feminine products, etc.)
- ✓ low-sodium, low-sugar, and light-syrup food items are preferred when possible



### CONVENIENT ONLINE GIVING OPTION

We now welcome online contributions. Just scan the QR code to contribute that way. It's fast, safe, simple, and secure.



---

### CASH CONTRIBUTIONS ARE STILL WELCOME

When completing the drive through the lights show, the final display is the racing arches leading into the igloo. There you'll find volunteers holding buckets for cash contributions.

---

### ONLINE SHOPPING IS AN EASY WAY TO PROVIDE SUPPORT ALL YEAR

Did you know your purchases online can benefit our lights show? And, not just during the holidays, but year-round! These businesses will donate a percentage of your purchase if you designate Making Spirits Bright as the charity of your choice:

**thrivent**



Choice Dollars

There are always new options, so if you find any, please email [info@makingspiritsbright.com](mailto:info@makingspiritsbright.com) and let us know. This is truly a way to give a gift "that keeps on giving."

*Thank You!*

Our family has been blessed and are honored to give back. We are grateful to our community for all we have been given.

We wish you all peace and happiness during this joyful holiday season.

The  
Grover Family  
Foundation





# Happy Holidays to one and all!



**“The greatness of a  
community is most  
accurately measured by  
the compassionate  
actions of its members.”**

*— Coretta Scott King —*

**Thank you to all  
of the volunteers  
who serve and  
support this  
community.**

**Brenda R. Potter**

