

The FREEMAN

CITIZEN *of the* YEAR

Rick Verthein

Verthein, known for his positive outlook, gives back on boards and via community projects

By Katherine Beck
kbeck@conley.net.com

Rick Verthein appears to do a few things with ease: approach life with a smile and optimism and help out others in the community. As a financial advisor for Baird, a husband and father of three, Verthein, 38, has a lot to keep him busy, but that doesn't stop him from giving back on area nonprofits' boards of directors, being a leader in the Waukesha Rotary Club and volunteering his time on community projects. For his dedication to helping others around Waukesha County and being a positive force, Verthein has been named the 2023 Freeman Citizen of the Year.

Verthein's nominator, past Freeman Citizen of the Year Rick Kobriger, described his fellow Waukesha Rotarian in his nomination

letter as "committed to making the Waukesha community a better place for all of its citizens."

"I am just so impressed about this young guy, who has three little kids and who is taking on all of this," Kobriger said in an interview.

Verthein is president-elect for the 2024-25 fiscal year of the Waukesha Rotary Club, which meets Mondays at noon. He is also on the board of directors and volunteers with Rotary community projects. He is a member of the Rotary's Community Service Committee and the Charitable Fund Committee/Board. The Community Service Committee helps pull together all of the group's community projects, from Salvation Army bell ringing to larger grant projects such as building and repairing the Girl Scout amphitheater.



Rick Verthein

The motto of Rotary is "Service Above Self," and Kobriger said Verthein exemplifies those words. "His attitude is, 'what can I do to help?,'" he said.

"He is always positive; being positive can be contagious," Kobriger said. "He always has a smile on his face. He is just a great guy."

"I liked the community giving back and 'Service Above Self' piece of Rotary," Verthein said.

In addition to Rotary, Verthein sits on the board of directors for the Adaptive Community Approach Program (ACAP) in Waukesha and the board of directors of the Waukesha County Community Foundation. He also volunteers his time with his children's extracurricular activities.

See VERTHEIN, PAGE 3

PSRFT STD
US POSTAGE PAID
WAUKESHA, WI
PERMIT NO. 3

The
FREEMAN
is your
source
for local
news and
sports

SUBSCRIBE
TO THE
FREEMAN:
Call
262-542-2500
or go online at:
gmtoday.com/wfpromo

WEISSGERBER'S

GOLDEN MAST INN

WEEKLY SPECIALS

Happy Hour Tuesday - Thursday 4:30-6pm

TUESDAY

Filet 4oz & Lobster 6oz 44.50

WEDNESDAY

Prime Rib 12oz 34.50

Pork Shank 22oz 32.50

THURSDAY

Baby Back Ribs Half 22.50 Full 34.50

FRIDAY

Fried or Steamed Cod AYCE 21.95

Fried Walleye or Lake Perch 22.95

SATURDAY

Chef's Feature

SUNDAY

Family Style Champagne Brunch 32.50

Closed Sunday Nights thru March

Live Music Wednesday, Friday & Saturday

goldenmastinn.com • 262-567-7047



Moreland
Leading Women To Better Health OB-GYN

WAUKESHA COUNTY'S TRUSTED OB-GYN PROVIDERS

We are dedicated to the needs of the community by promoting overall excellence in the delivery of women's health care.

- Preventive Health Care
- Contraception Management
- Comprehensive Gynecology
- Surgical Gynecology
- Fertility Services
- Ultrasound Services
- Certified Menopause Practitioners
- Prenatal Care Including High Risk Obstetrics

Schedule your appointment with one of our providers at Oconomowoc Memorial Hospital.




@Morelandobgyn
www.morelandobgyn.com

Scan to request
an appointment or
call 262-544-4411



The wait is about to get shorter: Kick Switch moving to larger Okauchee building

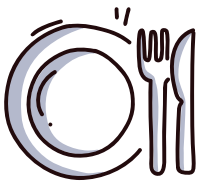


Photo courtesy of Joe Agathen

The popularity of the fish fry at Kick Switch is one reason the bar and grill needed to move to a larger location, said owner Joe Agathen.

By Katherine Beck
kbeck@conley.net

Kick Switch owner Joe Agathen has a vision for the bar and grill's new space down the road — and he's eager to share it with the Okauchee area community. Known for its fish fries, the existing 1,600-square-foot location at N51-W34950 Wisconsin Ave., tended to feel too small on Friday nights when the wait to get seated could be an hour to 90 minutes. Once in the new 2,000-square-foot location in the former Pauline's Supper Club building on the roundabout in downtown Okauchee, the wait should hopefully be decreased, Agathen said. But even if customers find themselves waiting for a table, the new bar promises to "wow" patrons. Made of beams from an 1860s barn that are backlit to show off their imperfections (after all, they were hand hewn), Agathen thinks it will be a real showstopper. The new location will carry on the existing location's rustic feel, he said, including the strung Edison-style light-bulbs over the tables using hay pulleys. Agathen said he had been thinking about switching to a new building due to outgrowing the existing building and some other issues. He's excited about the visibility Kick Switch will have once it opens on the roundabout by April 1. The kitchen will also double in size in the new space. Agathen also hopes to host live music in the back in a struc-



What's the Dish?
Waukesha County restaurant news

ture he wants to renovate into a tiki hut/bandsell-type space this year or next.

Grand opening celebration

An official grand opening celebration for **Full Spoon Grab&Go** is planned for Feb. 2. In addition to a ceremonial ribbon-cutting, the event that starts at 4 p.m. will include samples. Located at 116 N. Main St., Oconomowoc, Full Spoon opened June 20. The focus of the business is on grab-and-go items such as salads, sandwiches, wraps and grain bowls. "Thank you SO much for your support thus far, let's make 2024 AMAZING! Our small business wouldn't be here without this community and your support," reads a post on the Facebook event page.

(Have a Waukesha County restaurant news tip? Email Katherine Beck at kbeck@conley.net.)

News and Sports, We Have Lake Country Covered!



Recent Lake Country headlines from The Freeman:

City of Pewaukee commission to review proposed Willow Run golf course re-development.

City of Pewaukee council to adopt new water rates

Woman in Chenequa wrong-way fatal crash found competent to proceed to trial

Woman in Arrowhead prom threat case seeks to have case dismissed

Plans for Oconomowoc's Pabst Farms updated with focus on commercial

**Lake Country...
Read all about it!**

First 12 weeks \$44

The FREEMAN
A Trusted Tradition since 1859

ORDER 8 WEEKS, GET 4 WEEKS FREE!

☐ **Send me 12 weeks of home delivery + digital access for \$44. (payment enclosed)**

☐ **Send me 12 weeks of digital E-edition only for \$30 (payment & email enclosed).**

Please mail payment and form to:
**The Freeman, PO Box 7
Waukesha, WI 53187**
visit www.gmtoday.com/wflcm
Thank you for subscribing. Delivery will begin soon.

☐ Check Enclosed

Bill my: ☐ VISA ☐ MasterCard ☐ DISCOVER ☐ AMERICAN EXPRESS

Credit Card Number _____

Exp. Date _____ Signature _____

New subscribers only. Waukesha County addresses only. Postal delivery. Offer expires 3/31/24

The FREEMAN
A Trusted Tradition since 1859

(262) 542-2500

SC: housead RC: 8x4

The FREEMAN & ENTERPRISE Lake Country THIS MONTH

How to reach us

801 N. Barstow St., P.O. Box 7,
Waukesha, WI 53187

262-542-2500

Hours: M-F 8 a.m. - 5 p.m.

To advertise in "Lake Country This Month," call the advertising department at (262) 513-2624.

To subscribe to the daily Freeman or weekly Enterprise, call 542-2500

Freeman subscription rates • By in-county mail 13 weeks.....\$73.50 26 weeks.....\$141 52 weeks.....\$270 • Out-of-county mail 13 weeks.....\$93 26 weeks.....\$183 52 weeks.....\$360	In-County EZ Buy\$22 per month with credit card Out-of-County EZ Buy\$29.50 per month with credit card Electronic edition\$14.75 per month with credit card
---	---

Enterprise subscription rates • Oconomowoc 53066 ZIP code 26 weeks.....\$48 52 weeks.....\$84 104 weeks.....\$144	Waukesha County addresses 26 weeks.....\$54 52 weeks.....\$96 104 weeks.....\$168 • All other addresses 26 weeks.....\$60 52 weeks.....\$108 104 weeks.....\$192 • Electronic edition 26 weeks.....\$30 52 weeks.....\$60
--	---

Circulation Dept.
To reach the Circulation Dept. call 542-2501 or email subscriptions@conley.net.

MANAGEMENT

Bill Yorth - Publisher & Editor-in-Chief...513-2671
byorth@conley.net
Jim Baumgart - Freeman Group Ad Director 513-2621
jbaumgart@conley.net
Tim Haffemann - Circulation Director...513-2640
thaffemann@conley.net
Patricia Scheel - Prepress Manager...513-2690
pscheel@conley.net
Joe Rocha - Mailroom Supervisor..... 513-2659
jrocha@conley.net

NEWS DEPARTMENT

Local News - Karen Pilarski.....513-2657
news@conley.net
Sports - Dave Radcliffe.....513-2667
sports@conley.net
Death Notices - Brian Huber.....513-2674
obits@conley.net

Fax: (262) 542-2015

CLASSIFIEDS: 262-306-5000 M-F 8 a.m. - 5 p.m.

PHOTO REPRINTS
Color reprints are \$25 each. Call 542-2501

PAGE REPRINTS
Go to www.gmtoday.com/freemanreprints



FULL SERVICE REMODELING



KITCHENS. BATHS. LAUNDRY. BASEMENTS.

20880 W. Enterprise Ave • Brookfield, WI 53045

262-782-7190 • snkremodeling.com

Check us out on facebook!





LAKE COUNTRY SENIOR DAY CARE

Opening February 2024!

Designed for the families of aging seniors.

Visit us on Facebook  at Lake Country Senior Day Care

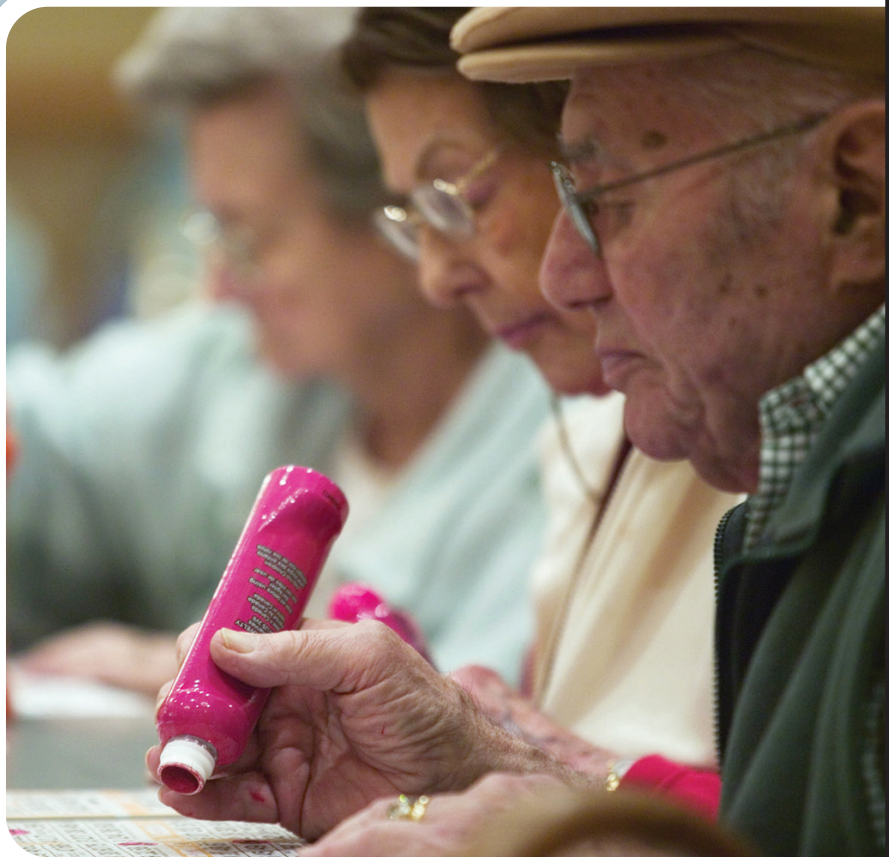
Providing our guests experienced quality daytime care along with basic medical services by trained staff supported by our RN

**NOW HIRING DEDICATED, FUN
AND CARING INDIVIDUALS!**

- Full and Half days available (2 day minimum)
- Chef-prepared Lunch and Snacks
- Community or private Dining area, garden patio, activity and computer areas
- Semi-private rooms available

SERVICES PROVIDED:

- Medication administration
- Initial and periodic RN health assessments provided
- Occupational, Physical and Speech therapy
- Spa services including beautician/barber services
- Podiatry

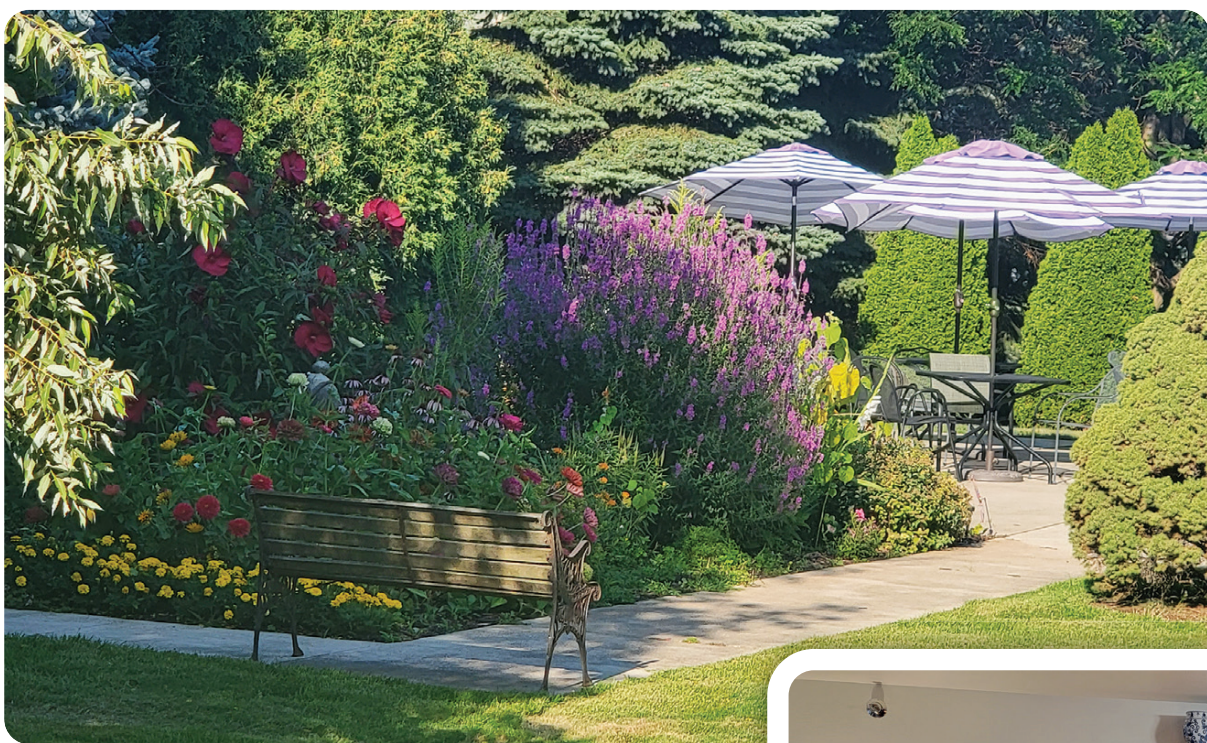


All
available for
about
\$10⁰⁰/hour!

HOURS OF OPERATION:
Monday-Friday, 7am-6pm;
For more information, you can
email kp@lakecountrysdc.com

1061 Cecelia Drive, Pewaukee
262-269-5600

Senior Independent and Assisted Living Apartments.



- Staffed 24/7
- Full-sized 1 and 2 bedroom apartments with FULL kitchen and baths
- Underground parking
- Cable TV, phone and WiFi included
- Activities, crafts and games
- Outdoor Patio Garden area
- 3 meals per day included
- Medication Administration
- Weekly Housekeeping included

**Starting at
\$2500/month**



Senior Living
CECELIA PLACE
Replenishing Rays of Sunshine

1061 Cecelia Drive, Pewaukee, WI
262-695-6408