

Salute to Small Business



Beratti Bridal, LLC offers a dress for every budget



Offering designer dresses to fit every budget, Beratti Bridal, LLC in Germantown has been a go-to shop for nearly seven years—not just for the bride but for everyone awaiting the big day.

"We have dresses for the bride, the mother of the bride, the bridesmaids," said owner Mary Lahti. "We also offer gowns for other special occasions such as prom."

From ruffles to feathers to flowers, the gamut of trends is represented in the store, said Lahti.

"We have many styles, everything from fit to flair to ball gown," she said. "We look for young-at-heart mother gowns as well as shorter dresses and suits."

The bridal salon also features an extensive selection of accessories such as veils, headpieces and shoes.

Many years of formal dress skill and savvy runs the bridal shop. Lahti—who was taught to sew by her mother and grandmother at age 12—has been in the bridal industry since 1989. She began by designing and creating gowns and headpieces out of her home shortly after

her son was born 23 years ago.

"My love for all things bridal brought me to open my own store in September 2005 and the rest is history," she said.

Lahti also has seven experienced sales consultants working for her, including the former owner of Bridal Magic.

"Our sales consultants have years of experience in the industry," said Lahti. "We will make your dreams come true with our exceptional eye for fit and detail."

This is all done in a customer-centered atmosphere, Lahti added.

"It is a very friendly environment," she said.

The business is soon expanding to include a new tuxedo shop and a budget-at-bridal section.

Business hours are 11 a.m. to 5 p.m. Monday and Friday; 11 a.m. to 7 p.m. Tuesday, Wednesday and Thursday; 9 a.m. to 3 p.m. Saturday and 11 a.m. to 3 p.m. Sunday.

Beratti Bridal is located in the Sendik's Village Center at N112 W15800 Mequon Road.

To reach the shop, one can call (262) 251-5400.

*C*ome experience a bridal store like no other.

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berattisales@hotmail.com

Mon, Fri 11-5
Tues, Wed, Thur 11-7

Sat 9-3, Sun 11-3

Bridal Stop Shoppe Grand Opening

Bridal Stop Shoppe—located at N112 W16760 Mequon Road in Germantown—is a one-stop, adventure-packed shop for everything from custom sewing and alterations to wedding supply rentals to home interior items.

The uniquely talented owner, Danette, provides a wide variety of services and related products, her first love is the bridal industry—something that is clear with how she treats each client. Whether it's altering a bride's dress or helping her procure "something blue," she enjoys walking one through the entire detail-packed experience.

"Every client is special to me," Danette said. "What makes (Bridal Stop Shoppe) unique is the one-on-one attention each client receives from beginning to end. They are part of each step of the process."

In the tailoring business for more than 20 years, Danette—who formerly owned Creations Unlimited—started on the path by watching her mother sew and then continued as a student of men's tailoring at WCTC. She found her heart in the bridal industry and

went on to become a fitting specialist.

"I enjoy helping people and educating them on how to wear clothing that is flattering to their figure types," Danette said.

Danette prides herself on using the finest fabrics and embellishments, from silk to lace to crystals, in order to achieve her "unique, one-of-a-kind items."

Along with providing custom sewing and alterations on bridal wear, prom dresses and women's clothing, Danette also does men's tailoring and ties, home interiors and expert leather repair and alterations.

"We even custom sew for pets," she said.

Danette has been recognized for her work in "Brava" magazine and has earned various awards through Harley Hog Owners Group for her leather repairs and sewing of their patches at various dealerships.

The store also offers other clothing and accessories such as one-of-a-kind Chantilly Lace tops, lingerie (with Danette's new line coming out in the spring), jewelry, and custom-made veils, tiaras and combs.

Other featured items include aisle runners, bachelorette party favors, wedding reception decorations and gazebos, antiques and other unique fare.

Home interiors include curtains, cushions, pillows, table runners, napkins, children's bedding and more.

Danette credits her family and loved ones with making her creative success possible.

A special thanks to
Jolene, my angel.
Joseph, my hero.
Tommy, my son.

Rebecca, my daughter.

Brennan and Josyah, my grandsons
"I could not have done all this without my friends and family by my side," stated Danette.

For hours please call
(414) 327-7390.



Thomas Orthodontics offers top treatment in friendly atmosphere

Thomas Orthodontics, LLC, in Menomonee Falls provides orthodontics and dentofacial orthopedic treatment for adults, teens and children in a family-friendly environment.

The practice is owned by Dr. Jess Thomas, who earned dentistry, Bachelor's and Master's degrees from Marquette University.

"We offer the most advanced and up-to-date treatment in a friendly, relaxing environment," he said. "It is easy to feel at home and to know that you are truly cared for in our office."

Thomas Orthodontics prides itself on top-quality treatment, notably the fast and painless placement of braces.

"We utilize the newest method of indirect bonding which means a more precise placement of braces," said Thomas.

Efficiency is also a priority as the practice sets up a personalized treatment plan for each of their patients. Everything is fully digital and computerized and records are paperless. Dr. Thomas and his wife, Brooke, and their one-year-old son, Chase, look

forward to joining the Menomonee Falls and Germantown area in becoming active members of the community.

Thomas Orthodontics is located at

N84 W15994 Menomonee Avenue. Business hours are 8 a.m. to 5:30 p.m. Monday through Thursday. For more information or to sched-

ule a free consultation, one can call the office at (262) 251-6820.



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Granite Transformations sets top standards in products, service

Granite Transformations—located at W209 N17351 Industrial Drive in Jackson—has been bringing high-quality products and top-notch service to the area for the past seven and a half years.

"We are a small company with big customer care in mind," said West Bend resident Ann Walters, who owns the business with her husband, Craig.

Products and services include engineered granite with forever seal; true Italian glass mosaics; cabinet refacing, laminate or wood surfaces; shower-tub acrylic refacing; granite flooring; and countertop work over the existing surface or new construction.

"We have a beautiful showroom where customers can see the concepts of everything," Ann noted.

A one-stop shop that services the needs of all clients, the business also features one-day installation by certified installers and a lifetime warranty.

"Installation is not subcontracted out," Ann emphasized, adding that the business does 400-500 installations per year with a 33% referral rate.



Cabinet refacing by Granite Transformations of Jackson, Wis. is just one of the high quality services available.

Granite Transformation is a member of the West Bend Area Chamber of Commerce and NARI.

The staff of 11 includes Dominic Wollner, Shane Robarge and Mike Romagna, installers; Sue Strassburger and Craig Walters, territorial managers; and our team of fabricators.

New Showroom Hours: Mondays 4:00 p.m. to 7:00 p.m. Tuesday, Wednesday and Fridays 9:00 a.m. to 4:00 p.m. Thursdays 9:00 a.m. to 7:00 p.m. Saturdays 10:00 a.m. to 2:00 p.m. Or by appointment.

For more information, one can call (262) 677-0400 or visit granitetransformations.com.

Wee Welcome Inn comes to Menomonee Falls

Providing quality yet affordable child care for more than three decades, Wee Welcome Inn, Ltd. recently expanded from its Sussex location to include a center in Menomonee Falls.

The new care center—St. Paul's United Church of Christ, N89 W16856 Appleton Avenue, with operations purchased from Suburban Preschool—is now open and accepting children from six weeks to 12 years

some of the ideas and things that work well at our Sussex location to this location and make it our own," Ehnert noted.

There is certainly no shortage of rave reviews from pleased parents as is evidenced by the online reviews

According to "Happy Mom," her two daughters love their time at the Sussex location—which is next to the police and fire department and backs up to the village park—and she always feels safe leaving them there.

"(My younger daughter) is an infant and she is extremely nurtured and very well taken care of," the mother wrote. "You need a code to enter the building as the doors are always locked. I would recommend this place to anyone without hesitation."

Another mother wrote, "My son loves it. Wee is great. It is clean and bright and the staff is friendly and helpful...My son comes home singing the songs they sang during circle time and he jabbars on about all his friends and all the fun they had that day. He loves his teachers and includes them in his



old.

Run by four owners—Janet Gierach, Laurie Ehnert, Mary Buelow and Michelle Mickler—who each bring a different aspect to the business, Wee Welcome Inn aims to celebrate each child as an individual, said Ehnert.

"It is a homelike atmosphere with lots of nurturing and loving provided to all the children," she said. "Each child is unique, and we recognize that and let that be our guide."

This philosophy extends to the structured pre-school environment—which combines fun with learning—that is provided to the children.

Wee Welcome Inn incorporates weekly themes by offering many social experiences in literature, music, dramatic play and developmentally appropriate activities and field trips.

"Our plan is to bring

prayers every night."

Combined, staff and owners have a total of 120 years of experience in the field of childcare. Care providers include lead teachers Stephanie Asplund, Jenny Cybela, Jodi Grossheim, Agnieszka Korzeniecka, Crystal Mazur and Shawna Wolfe, and assistant teacher Shirley Jacob.

"All of the owners and most of the staff have been in the Menomonee Falls area surrounding areas most of our lives," said Ehnert, "and we plan to be here for a long time to provide quality childcare."

The owners' investment in the community is a major selling point for "Mom of Two." "The reason I



chose (Wee Welcome Inn) was because it almost felt like home," she wrote. "The staff is very welcoming and there is a very low to no turnover of staff...I would fully recommend this daycare to anyone."

Business hours are 6:45 a.m. to 5:30 p.m.

Monday through Friday. To contact the child care center, one can call (262) 251-8938.

Any new client who mentions this ad will receive their second week free for one child.



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Ryan Weissman, Jim Romano, Joe Coffey, Rick Weissman,
Dillon Weissman, Caryn Weissman

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Pioneer Bowl offers wide variety of fun for all ages

Family-owned and operated since 1980, Pioneer Bowl is one of southeastern Wisconsin's premier sports and entertainment hubs for all ages.

"There are plenty of sports and recreational activities for adults, juniors and senior citizens," said owner Dan Goetz.

Along with bowling leagues, the business also offers volleyball and kickball leagues. Fall bowling leagues are now in session.

Bowling league dates and times are: Men's-6:30 p.m. Tuesdays and 7 p.m. Thursdays; Women's-6:30 p.m. Wednesdays (a new special is the opportunity to join for a 15-week season); Mixed/Couples-6:30 p.m. every Monday and 7 p.m. every other week/once a month on Friday; 6:30 p.m. every other week/once a month Saturdays and 6:30 p.m. every other week/once a month Sundays; Senior Social (50 and up)-1 p.m. Thursdays (weekly attendance is not necessary; one can bowl as much as desired); and Juniors (7-18)-4 p.m. Fridays and 10 a.m. Saturdays.

Softball leagues are offered Mondays for the co-ed league and Monday through Thursday for the men's league. The fee for the seven-week session is \$175.

The co-ed volleyball league is offered in a seven-week session on Thursdays. The fee is \$75.

The facility features 16 Brunswick bowling lanes with automatic scoring. Bumper bowling is available on all 16 lanes.

The popular hang out spot also features a full service bar and serves food such as grilled sandwiches, wraps, homemade pizzas and a variety of appetizers.

"We offer a lot of delicious food," said Goetz. Pioneer Bowl also has a rental banquet hall that comfortably seats up to 75 people. The rental fee is \$75. Available hours for the hall are 11 a.m. to midnight Sunday through Friday, 10 a.m. to 5 p.m. Saturday and 6 p.m. to 1 a.m. Saturday.

"Catering services are available, but you are more than welcome to bring in your own food," Goetz said of the banquet facilities.

The business also offers open bowl opportunities and accommodates children's parties.

Visa and Mastercard are accepted at the business and an ATM machine is available on the premises. Gift certificates are also available for purchase.

Pioneer Bowl is located at 1801 State Road 175 in Richfield. The business opens daily at 11 a.m.

To reach the business, one can call (262) 628-4020. For more information, visit www.pioneerbowlsports.com.

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Easy Living Home Health Care and Mueller Therapy

Kate Carroll, Vice President of Business Development joined the company in March. With twenty years of experience in the industry, I know that Easy Living Home Health Care and Mueller Therapy provide exceptional customer service and the staff are 100% invested in the success of each client they serve.

Easy Living Home Health Care and Mueller Therapy—located at W175 N11117 Stonewood Drive, Suite 100, Germantown—covers the spectrum of services for individuals in need of special health care and assistance.

Owned by Laura Balcerak, COTA, and Barb Mueller, OTR, Easy Living and Mueller Therapy provides home health care services such as skilled nursing and physical occupational and speech therapies, and also exercise classes, educational seminars and training sessions.

Mueller started Mueller Therapy in 2003 and Balcerak joined her as regional manager. After treating patients and working with several assisted living facilities for a few years, the women discovered the need to expand their services beyond therapy and opened Easy Living in 2009.

The care agency's philosophy is to allow the patient to lead the way and for the facility to meet each individual's needs on a case-by-case basis. "We are dedicated to providing exceptional

care and outstanding customer service," said Kate. "We see ourselves as a client-centered business and we really allow our patients to be in control of their care plan."



Treating patients age 5 to 95, the agency owners have noticed that in-home care is an increasing trend.

"People want to stay in their homes as long as possible," Kate said.

The business is comprised of a cohesive team of experienced professionals including doctors, nurses, occupational, physical and speech therapists, social workers, dieticians and wellness facilitators.

"We have just fewer than 50 employees and we take great pride in our team," said Kate. "We pride ourselves on coordinating a kind,

compassionate and highly skilled team. We are advocates for those we serve and we offer the best because that is what you deserve."

"Most of us have been on board since the beginning," she added.

Kate noted the following achievements of its team members: doctorates in physical therapy; certified specialists in geriatric strength training; certifies in aquatics therapies; certified lymphedema specialists; kinesio taping specialists; advanced wound care specialists; incontinence/catheter care management; ventilator certification; and pain management training.

The agency also includes a large wellness division that offers exercise classes with certified wellness trainers, certified yoga instructors and tai chi fundamentalists, said Kate.

"Our focus is to be fit and well and for individuals to achieve their full potential and experience an improved quality of life," she said.

Mueller and Balcerak are also in the process of opening a hospice division.

"Much like the addition of the home health care agency, this allows us to follow our patients on their journey should the need arise," said Kate.

To reach the facility, one can call (262) 293-3951.

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