

WEEKLY
UPDATE
VIDEO



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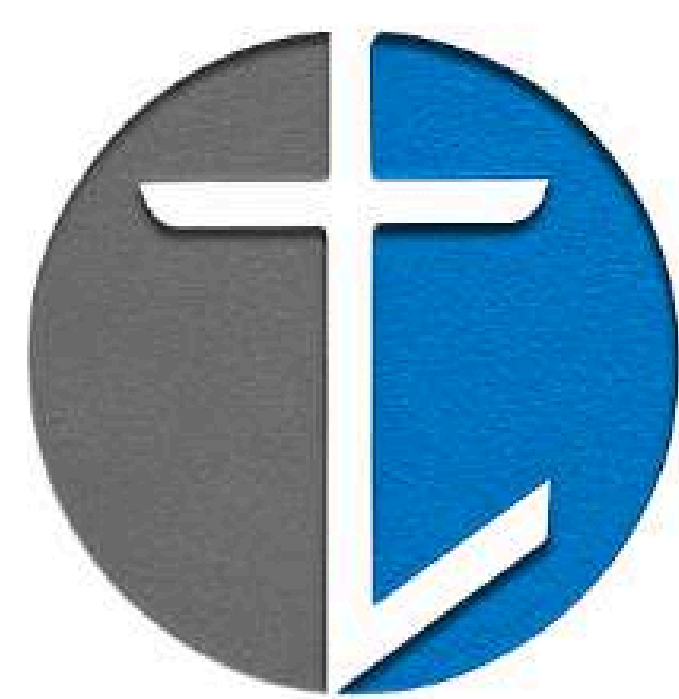
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Dr. Travis Lange

EDUCATOR | CONSULTANT | MARKETER



LANGE DIGITAL
SOLUTIONS

Local Marketing for Local Businesses.

September 2026

Letter From the Publisher

Welcome to Our Community.

There is something special about life in Kewaunee County.

It can be found in the music drifting across a village park on a summer evening, in the colorful kites rising over Lake Michigan, and in a family recipe that has been passed from one generation to the next. Most of all, it can be found in the people who volunteer, create, organize, serve, and take the risk of building a small business here.

That is why Lange Digital Solutions is proud to publish this community-focused e-magazine.

Our goal is simple: to help residents discover more of what our area has to offer while giving local businesses, organizations, events, and community members another place to tell their stories. This is not intended to be just another collection of advertisements. We want it to be something you enjoy opening, sharing, and returning to throughout the month.

In this issue, we celebrate summer music in Luxemburg, look back at the colorful Soar on the Shore festival in Algoma, and introduce readers to Jessica Aldama of Red's Pub & Grill. We also explore a regional favorite recipe with Belgian pie and share practical digital-marketing tips for local businesses.

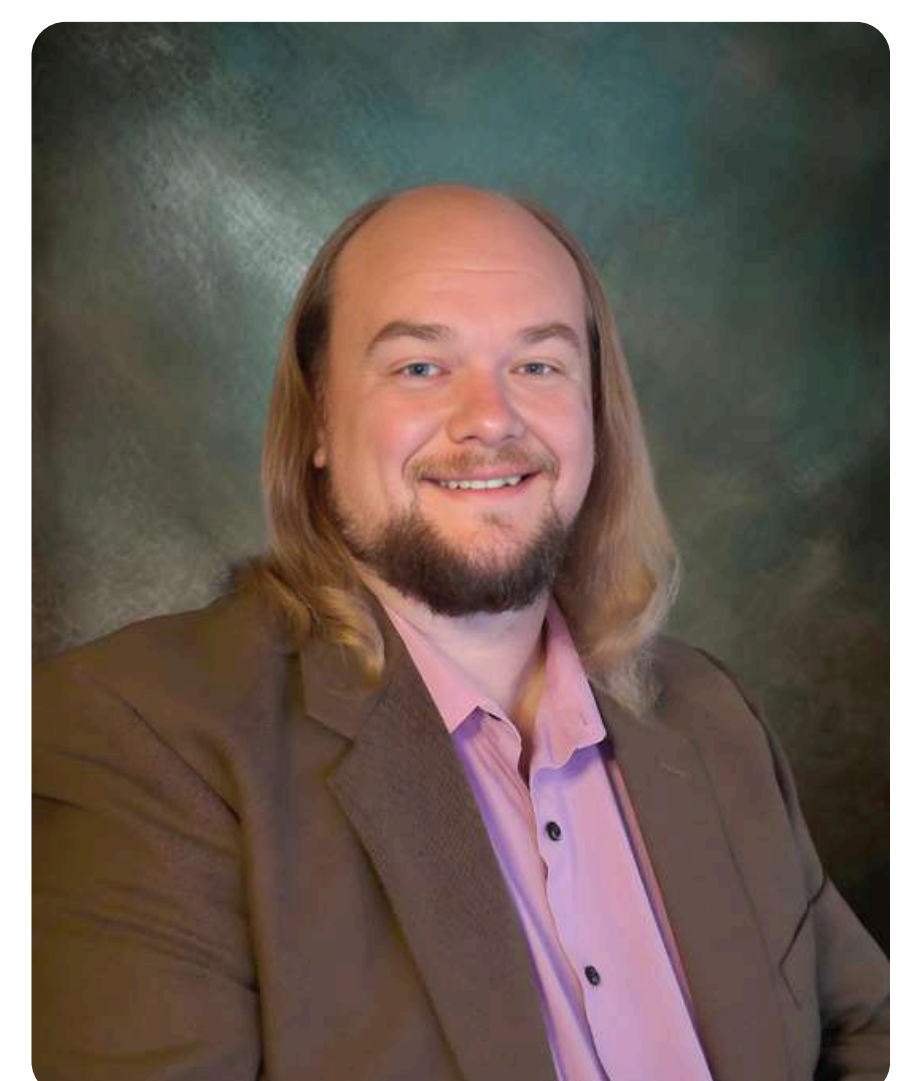
My intent is that this publication will grow with the community. We invite you to recommend the people, businesses, traditions, photographs, and stories you believe deserve to be featured in a future issue.

Thank you for reading, and thank you for supporting the people who make our corner of Wisconsin such a meaningful place to call home.

Dr. Travis Lange



Publisher, Lange Digital Solutions
"Local Marketing for Local Businesses"



Bringing Music to the Park

More Than Music: A Summer Tradition in the Heart of Luxemburg

By Dr. Travis Lange

On Thursday evenings in Summer, Fireman's Centennial Park becomes more than a public park. It becomes one of Luxemburg's favorite gathering places. Music in the Park, presented by the Luxemburg Area Chamber of Commerce with the support of local sponsors and volunteers, gives residents a reason to slow down, pull up a lawn chair, and enjoy an evening with their neighbors. The music may be the main attraction, but the real appeal is the sense of community that develops around it.

Families arrive with children ready to play. Friends claim their favorite places on the lawn. Food vendors serve dinner and treats while local performers provide the soundtrack. Some guests stay seated and enjoy the show; others find it nearly impossible not to tap a foot or find a dance partner.

The 2026 series offered a varied lineup that included rock, country, polka, community-band music, and familiar favorites. While the season concluded on August 13th, the addition of food trucks and weekly children's activities helped make the program feel like an experience for the entire family. These details matter. A successful community event is not only about booking entertainment; it is about creating a welcoming place where people of different ages can stop and enjoy the same evening in their own way.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

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Photo Credit: Dr. Travis Lange, Lange Digital Solutions

Music in the Park also demonstrates what can happen when businesses and community organizations work together. Sponsors help keep the event accessible, volunteers take care of the countless details that happen behind the scenes, and attendees bring the energy that makes performers want to return. That combination makes for an amazing community experience.

For local businesses, the program creates another benefit: it brings people into the community. A family attending the concert may purchase dinner, stop for ice cream, visit a nearby business, or return to Luxemburg later because of the experience they had at the park on a random Thursday. Community events and local economic activity are often playing the same song, even if they are using different instruments.

So, as the final notes of another season fade in our minds, the value of Music in the Park remains clear. It gives Luxemburg a dependable summer tradition, supports local connections, and reminds us that community doesn't always require an elaborate production.

Sometimes, it begins with a park, a lawn chair, and an invitation to come together.

See you next Summer.

Soar on the Shore Paints the Algoma Sky

A High-Flying Day on the Lake Michigan Shoreline

By Dr. Travis Lange

Algoma's Crescent Beach is beautiful on an ordinary summer day. During Soar on the Shore, however, visitors spend almost as much time looking up as they do looking at Lake Michigan.

The annual Kite and Beach Festival fills the shoreline with color, motion, and family-friendly activity. Presented through the work of the Algoma Area Chamber of Commerce, Friends of Crescent Beach, participating kite enthusiasts, sponsors, and volunteers, the event has become a recognizable part of Algoma's summer calendar.

The 12th annual festival was held on Saturday, August 22, 2026. Giant display kites transformed the sky while experienced flyers demonstrated the creativity and control involved in the sport. On the ground, children's activities, live entertainment, food vendors, and other attractions gave families plenty to explore between kite demonstrations.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

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Photo Credit: Dr. Travis Lange, Lange Digital Solutions

But, of course, part of the event's main appeal is its setting. Crescent Beach and the Algoma boardwalk place visitors directly along the Lake Michigan shoreline. The open sky provides a natural stage, while the beach creates room for families to spread out and enjoy the day.

Soar on the Shore is also a strong example of destination-building at the community level. A memorable event that gives visitors a reason to travel to Algoma and stay a while. But the impact does not end at the beach. Guests may also eat at a local restaurant, browse downtown shops, visit the marina, explore the murals, or plan another trip to the area. The festival is especially valuable because it is accessible. Families can enjoy a visually impressive event without needing to purchase expensive admission tickets. That accessibility is made possible through local partnerships, sponsorships, and volunteer effort.

Our hope is that it will continue for many more years to come, as there is something delightfully uncomplicated about watching a kite rise from the beach.

It combines art, a bit of engineering, the right weather, and just a bit of childhood wonder.

For one summer day each year, Soar on the Shore brings all of those elements together and gives Algoma one of the most colorful skies in Wisconsin.

Small Business Spotlight: Red's Rock N' Shore Pub

Jessica Aldama Brings Community to Algoma

By Dr. Travis Lange



Photo Credit: Red's Rock N' Shore Pub Facebook Page

For Jessica Aldama, restaurant ownership did not begin with a sudden idea. It was the next step in a journey that started when she was just a child working in her parents' restaurant.

Aldama purchased Red's Rock N' Shore Pub in September 2023 at just 23 years old. Taking ownership of a restaurant at any age requires courage. Doing so in your early twenties while navigating staffing, food costs, customer expectations, and the daily surprises of the hospitality industry is an especially ambitious undertaking. But we are glad that she did!

Located at N6318 State Highway 42 in Algoma, Red's offers a mix of casual hospitality, full meals, nightly specials, and great live entertainment. Menu features publicized by the Algoma Area Chamber have included grilled salmon, ahi tuna, flat-iron steak, and Friday fish specials, demonstrating that the restaurant's identity reaches beyond just standard bar food.

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Live music has also become a dependable part of the experience. By giving musicians a place to perform and customers another reason to gather, Red's participates in the broader entertainment culture that helps make Algoma a destination rather than simply a stop along the highway.

Perhaps the biggest thing that makes us a fan of Red's, is the way that Aldama champions the local community. Her community involvement extends beyond the restaurant. Whether it is a local business mixer, a painting workshop, or Music in the Park, you can often find Jessica smiling and taking video to help support the event and the organizations that host them. When you find someone so genuinely willing to help support others in your community, it is rare, and should be appreciated!



Photo Credit: Red's Rock N' Shore Pub Facebook Page

That is why we believe that her story is a reminder that small businesses are rarely "small" to the people operating them. They represent years of experience, long days (and nights), financial risk, family influence, and a decision to serve a particular community. Every meal purchased, every event attended, every review posted, and every recommendation shared helps a local business continue to do that work.

Red's Rock N' Shore Pub is more than this month's featured restaurant. It is an example of what can happen when entrepreneurial drive and love for your community meet at the same table.

Well done, Jessica.

Local Flavor: Belgian Pies

Belgian Pies are a local favorite for Kermis Festivals

By Dr. Travis Lange

I was lucky enough to find a recipe for traditional Belgian pies that dates back to October of 1969. The then-famous Mrs. Ray (Jean) Guth of Brussels, WI, shared her own family recipe with Dorothy Fleming of the Door County Advocate, and I now share it with you.

Belgian Pies (Crust for 12 pies)

Dissolve 1/4 cake of Fleischmann's yeast in 1/2 cup warm water and 1 tablespoon of sugar. Let stand until it gets "bubbly."

Beat six whole eggs with 1/2 cup of sugar and 1 teaspoon salt. Beat well and add one cup of scalded cream (slightly cooled) and 1 cup of butter, softened to room temperature. Do not melt butter.

Add yeast mixture to eggs and slowly blend in 5 cups flour. The dough will be soft, and you may have to add more flour to handle it. Divide into 12 balls and let stand for five minutes. Roll out on a floured board to fit the pie tins, which have been well greased with lard or shortening.

Fillings

Prune filling for four pies

Cook one pound of prunes, cool, pit and then put through food chopper. Add sugar to taste and spread on crust. Add cheese topping.

Raisin filling for four pies

Cook one pound of raisins until soft. Drain and add 1/2 cup cream and 1/2 cup sugar. Mix one tablespoon of flour in a little water and add to mixture. Stir until slightly thickened. Spread on four crusts; add topping.

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Photo Credit: Door County Advocate, October 9, 1969

Fillings cont.

Rice filling for four pies

Wash rice until water runs clear. Boil in 2 cups of water with 1 teaspoon salt and simmer slowly for 1/2 hour. Use a heavy kettle, as it is better if rice is not stirred while cooking.

Mrs. Guth uses Uncle Ben's Converted Rice for her pies. When rice is cooked, add 1 1/4 cups milk and 1/4 cup thick cream. Add two beaten egg yolks and 2/3 cup sugar. Cook until it thickens and then add one teaspoon of vanilla and spread on crusts.

Other dried fruits and fresh apples may be used by the same method as the raisin filling.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

Cheese Topping

Put through food chopper or strainer two pounds of dry cottage cheese and two pounds of creamed cottage cheese. Add 1 1/2 cups sugar, 1 teaspoon salt and the beaten yolks of six eggs. Enough cream may be added to make it spread easily. Spread topping over fillings.

Bake pies at 350 degrees for 12 to 15 minutes or until crusts are a golden brown. Rotate from top to bottom shelves of oven when half baked. Mrs. Guth bakes six pies at a time.

***Rice and apple pies are topped with whipped cream, although some bakers use the cheese topping on apple pies, too.

Small Business Toolbox

This Month's Quick Win: Growth Through Mutual Partnerships

By Dr. Travis Lange

In my daily work as a digital marketer, I talk with a lot of businesses that don't have large marketing budgets, but they still feel the need to take the next step forward. They just aren't sure what that next step is or how to take it.

For me, the cheapest and fastest path to growth is strategic partnerships. The strongest partner usually serves the same type of customer without competing with you. A realtor might partner with a mortgage lender, home inspector, or moving company. A chiropractor could collaborate with a massage therapist or fitness professional. A restaurant might work with a local brewery, musician, or event organizer.

The question is not, "Which business is similar to mine?" It's, "Where do my customers go before (or after) they visit me?" Then, make a list of who has a local business in those areas and propose a partnership.



Photo credit: Dr. Travis Lange, Lange Digital Solutions

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A partnership doesn't need to begin with a large event or a complicated agreement. My advice would be to just try to start with one small, manageable project:

- Create a package or special offer together.
- Exchange educational articles for your websites.
- Record a short video answering a shared customer question.
- Include each other in an email newsletter.
- Host a workshop or community event.
- Display each other's brochures or business cards.
- Create a local guide featuring both businesses.

For example, a photographer who shoots engagement photos could create a referral arrangement with the local event venue or wedding cake maker. The chiropractor partners with a nutritionist, and then they combine services to create a mega offer where their patients get chiropractic treatments and nutrition counseling as part of a total health and wellness package. Each business contributes expertise, promotes the resource, and gains exposure to the other's audience.

This month, identify one local business that serves the same customers you do and invite its owner to have a conversation. Most owners are probably in a similar spot as you, and if you can help them while helping yourself, it's an easy "Yes!"

If you have a specific question related to small business or marketing, and you would like to ask Dr. Lange, send it to info@langedigitalsolutions.com, and maybe your question will be answered in a future edition.

Best wishes,



DR. TRAVIS LANGE

Owner / Lange Digital Solutions



*Ph.D. in Business Marketing
College Professor of Digital Marketing*

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COMMUNITY CALENDAR

September 2026

Kewaunee County, Wisconsin

SEPT 3	Kewaunee Farmers Market Grandfather Clock Pavilion • Kewaunee
SEPT 4	First Friday Art in Algoma Downtown Algoma
SEPT 5–7	Corn Roast & Music Festival Waterfront Bar & Grill • Kewaunee
SEPT 9	Teen Game Night Algoma Public Library • Algoma
SEPT 10	Kewaunee Farmers Market Grandfather Clock Pavilion • Kewaunee
SEPT 10	Books & Brews Book Club Smashed on the Rocks • Algoma
SEPT 12	Heroes for Hope 3-Mile Walk Fireman's Park • Luxemburg
SEPT 12	Fine Line Show 'N Shine Kewaunee County Fairgrounds • Luxemburg
SEPT 17	InfoSoup Technology Workshop Algoma Public Library • Algoma
SEPT 17	Ice Age Trail Author Presentation Algoma City Hall Council Chambers • Algoma
SEPT 17	Business Scam Prevention Workshop NWTC Regional Learning Center • Luxemburg
SEPT 17	Kewaunee Farmers Market Grandfather Clock Pavilion • Kewaunee
SEPT 18	Character Prop Painting Algoma Public Library Front Lawn • Algoma
SEPT 18–19	Wet Whistle Wine Fest von Stiehl Winery & Legion Park • Algoma
SEPT 19	Step Up for Mental Health 5K Bruemmer Park • Kewaunee
SEPT 19	St. John Harvest Fest & Car Meet St. John Lutheran Church • Luxemburg
SEPT 19	Black Ash Moonlight Shoot Black Ash Gun Club • Algoma
SEPT 21	Algoma Cruise Ship Day Algoma Marina • Algoma
SEPT 24	Kewaunee Farmers Market Grandfather Clock Pavilion • Kewaunee
SEPT 26	15th Annual Zoobilee Bruemmer Park Zoo • Kewaunee
SEPT 26–27	Agricultural Heritage Days Kewaunee County Fairgrounds • Luxemburg
SEPT 30	Algoma Cruise Ship Day Algoma Marina • Algoma

***All Event Info Is Subject To Change. Contact Event Organizers To Verify Information Is Correct

Help Us Tell the Next Story

What Should We Feature Next?

The best community stories do not always arrive through a press release.

Sometimes they are found in a family photo album. Sometimes they are unfolding inside a small business, classroom, church basement, workshop, farm, volunteer organization, or neighborhood. Often, the people doing meaningful work are too busy doing it to stop and ask for recognition.

That is why we need your help.

Lange Digital Solutions created this e-magazine to celebrate the people, businesses, events, traditions, and places that make our area worth calling home. We want future issues to reflect the entire community, not simply the stories we already happen to know.

We are currently accepting recommendations for:

- Small-business spotlights (Businesses, Nonprofits, or Service Organizations)
- Local musicians, artists, and authors
- Volunteers and community helpers
- Historic photographs and family stories
- Local recipes and food traditions
- Community events
- Interesting places to explore
- Community photographs

You do not need to be a professional writer or photographer. Send us the basic information, tell us why the story matters, and provide the best way to follow up. We can help with the rest.

When submitting a photograph, please tell us who took it, where and when it was taken, who appears in it (if known), and whether you have permission for it to be published.

This publication will be strongest when it is created with the community, not merely distributed to the community.

****Recommend a story or submit a photo:****

Email: info@langedigitalsolutions.com

Email Subject Line: Magazine

