

Kewaunee County Auditors

OCTOBER 2026



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Dr. Travis Lange

EDUCATOR | CONSULTANT | MARKETER



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October 2026

Letter From the Publisher

Welcome to the second issue of our Kewaunee County community e-magazine.

When we published the first issue, our goal was to create something that celebrated the people, organizations, businesses, traditions, and events that make our corner of Wisconsin special. The response reminded us just how many meaningful stories are waiting to be told. This October issue continues that mission.

Inside, you will meet volunteers and community groups working to make a difference throughout Kewaunee County. We highlight the service of our local Lions Clubs, celebrate the dedication of area student equestrians, and share how A Cause for PAWS is building a safety net for unsheltered animals.

We also step inside the historic Kewaunee County Jail Museum to explore how its paranormal events are attracting visitors, preserving local history, and supporting the surrounding economy. Along the way, you will find community events and a practical marketing lesson for local small-business owners.

Although this is only our second issue, we hope it represents the beginning of something that will continue to grow. Our vision is to build a publication that helps residents discover more of what Kewaunee County offers while giving local voices another place to be heard. That growth will depend on the community.

We invite you to recommend the people, businesses, nonprofit organizations, traditions, photographs, and stories you believe should appear in a future issue. If something positive is happening in Kewaunee County, we want to hear about it.

Lange Digital Solutions is proud to publish this community-focused e-magazine and help shine a light on the people doing meaningful work close to home.

Thank you for reading our second issue. More importantly, thank you for supporting the people and organizations that make Kewaunee County such a remarkable place to live, work, visit, and build something lasting.

DR. TRAVIS LANGE
Owner / Lange Digital Solutions



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

Service That Leaves a Lasting Mark

Dyckesville Lions Club turns community support into projects that benefit local residents

By Dr. Travis Lange

A new pickleball court at Dyckesville Park is giving residents and visitors another place to gather, play and enjoy the outdoors. However, the new recreational space represents more than the growing popularity of pickleball. It is also a visible example of what can happen when local organizations, volunteers and community members work together.

The Dyckesville Lions Club helped make the new court possible as part of its continuing commitment to community service and improvement projects. Funding for the project came in part from proceeds generated by Roar Off the Shore, one of the club's largest annual fundraisers.



Photo Credit: Dyckesville Lions Club

For the Lions, that connection is important. The people who purchase an event ticket, volunteer their time or support a fundraiser are helping finance projects that return value to the community.



Photo Credit: Dyckesville Lions Club

More Than a Brewfest

Roar Off the Shore is an annual beer, wine and food-tasting festival organized through a partnership between the Dyckesville Lions Club and Kewaunee Lions Club.

The event brings craft-beverage enthusiasts together for an afternoon of sampling and socializing, but its purpose extends well beyond the festival itself. Proceeds support local projects, charitable initiatives and organizations served by the two Lions clubs.

The next Roar Off the Shore will take place Saturday, March 20, 2027, from 2 to 6 p.m. at the Kewaunee County Fairgrounds in Luxemburg.

Although the festival is still several months away, the new pickleball court provides a timely reminder of where community support can lead. An afternoon spent enjoying a local event can eventually help create a recreational space, support a local cause or meet a need that may otherwise go unanswered.

Service at the Center

Lions clubs are built around a straightforward idea: People can accomplish more when they work together in service to others.

Often called "Lionism," that spirit of service is reflected in the time, energy and resources members contribute to their communities. Lions may organize fundraisers, support local families and organizations, improve public spaces or respond when a community need arises.

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Not every contribution receives a ribbon-cutting ceremony or a permanent sign. Much of the work happens quietly through planning meetings, volunteer hours and neighbors choosing to support a local cause. The results, however, can be seen throughout the community.

The pickleball court at Dyckesville Park is one of those results. It provides a place for recreation today while also demonstrating how local fundraising can produce benefits that last for years.

When community members attend Roar Off the Shore next March, they will be doing more than sampling beverages and spending time with friends. They will also be helping the Dyckesville and Kewaunee Lions clubs continue their work throughout the area.

That is the real story behind the event: Local people having a good time while helping local volunteers do good work.

Save the Date

Roar Off the Shore

<https://roarofftheshore.com/>

Saturday, March 20, 2027

2:00 p.m. – 6:00 p.m.

Kewaunee County Fairgrounds

625 Third Street, Luxemburg, WI 54217



Photo Credit: Dyckesville Lions Club

Three Riders, One Goal

Luxemburg-Casco and Denmark equestrian team looks to defend its state title

By Dr. Travis Lange

A year after winning a Wisconsin Interscholastic Horsemanship Association state championship, the combined Luxemburg-Casco and Denmark high school equestrian team is pursuing the same goal with a much smaller roster.

Last season's championship team included six riders, three from Luxemburg-Casco and three from Denmark. This year, the team has no participating Denmark students, leaving Luxemburg-Casco students Michelle Bernardy, Braelyn Peterman and Jayden Peterman to carry the team forward.

The roster may be smaller, but the expectations have not changed.

As this issue was being prepared, the three riders were getting ready for the WIHA District 4 Horse Show, held September 25–27 at Sunnyview Expo Center in Oshkosh. Their objective was to accumulate enough points to advance to the state championship and earn an opportunity to defend the title their team won last year.

Much More Than Riding a Horse

Interscholastic equestrian competition requires riders and horses to demonstrate versatility across several disciplines.

The team competes in classes that may include showmanship, English equitation, hunter over fences, ranch riding, barrel racing and pole bending. Each rider can face as many as eight classes in a single day.



Photo Credit: Monica Bernardy

Some events reward precision, control and presentation. Others test speed, agility and the communication between horse and rider. Placings in each class earn points, and those points contribute to the team's overall score. The highest-scoring teams move on to the state competition.

Preparing for that variety requires considerably more than showing up on competition day. The riders spend countless hours training to ensure that they and their horses are physically and mentally prepared for a long weekend of competition.

They must learn their individual events, understand their horses and remain composed when a run or class does not go exactly as planned. With only three riders contributing points this season, every class takes on additional importance.

Three Riders With Different Strengths

Each member brings something different to the team.

Jayden Peterman serves as the team's youth leader and has become a strong competitor in the speed events. Her sister, Braelyn Peterman, also excels in speed competition while taking on the team's hunter-over-fences classes this season.

Michelle Bernardy brings considerable experience and recognition to the roster. She earned the Wisconsin State Youth All-Around Award last year and was selected as one of only 10 riders from across Wisconsin to participate on WIHA's demonstration team at the Midwest Horse Fair. She was also preparing to compete at State Expo as the team entered the final stretch of its district season.

Together, the three riders must cover a demanding schedule of classes while supporting one another throughout the competition.

The team is coached by Rachel Peterman, with Joe Bernardy serving as assistant coach. Their preparation includes helping the riders develop their skills, plan their events and ensure that both horse and rider are ready for the demands of competition.

A Team Representing Two Communities

Although all three of this year's riders attend Luxemburg-Casco High School, the program remains a combined Luxemburg-Casco and Denmark team. Its state championship last season demonstrated what students from neighboring school districts can accomplish when they compete together.

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This year's smaller roster offers a different kind of challenge. There are fewer riders available to earn points, less room for error and a greater responsibility placed on each competitor. There is also an opportunity.

Michelle, Braelyn and Jayden have the chance to demonstrate that the strength of a team is not determined only by its size. It is also measured by preparation, versatility, trust and the willingness to keep working toward a shared goal.

Community members interested in supporting the team may make donations through the Denmark High School office. Contributions help offset the costs associated with preparing for and participating in equestrian competitions.

Whether this season ends with another state title or a different result, these three riders have already shown the commitment required to represent their schools and communities with pride.

Save the Date

October 29, 2026 – November 1, 2026

Alliant Energy Center (New Holland Pavilions), Madison, WI

Wisconsin Interscholastic Horsemanship Association (WIHA)

<https://sites.google.com/wiha.us/wiha/home>

<https://www.wiha.us/>



Photo Credit: Wisconsin Interscholastic Horsemanship Association

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A Cause for PAWS

Kewaunee County

*Building a Safety Net for Kewaunee County's
Unsheltered Animals*

By Dr. Travis Lange



When we are silent, the voiceless become hopeless.

Photo Credit: A Cause for PAWS Kewaunee County

As many of you may be aware, Kewaunee County does not have its own humane society, but lost, stray, and injured animals still need somewhere to receive care. A Cause for PAWS Kewaunee County is working to close that gap by helping local municipalities establish contracts with the Wisconsin Humane Society.

These contracts are more important than many residents may realize. Without an agreement in place, an animal found within a municipality may not be accepted by an animal shelter outside the county, meaning an animal from Algoma cannot go to Door County, or Luxemburg cannot go to Brown County.

By helping fund municipal contracts, A Cause for PAWS removes this barrier, creating a pathway for unsheltered animals to receive healthcare, spay or neuter services, and opportunities to be adopted into permanent homes.

The organization was formed in 2023 by local residents who recognized that Kewaunee County needed a practical solution. According to organization representative Suzie Leist, contracts have already been established for Algoma, Kewaunee, Luxemburg, and Casco. The group hopes to continue working with other municipalities throughout the county.

It is important to note that A Cause for PAWS is not an animal shelter or rescue organization. Its volunteers do not house animals or manage adoptions. Instead, the organization serves as a connector, bringing municipalities, animal-welfare organizations, volunteers, and residents together so animals can reach the services they need through the creation and funding of the previously mentioned Wisconsin Humane Society contracts.

However, the group has a heart for helping and has also supported local initiatives like pet-food collections for local families experiencing financial hardship. Its broader mission includes promoting responsible pet ownership, increasing awareness of local animal-welfare needs, supporting community volunteers, and assisting when possible with Trap, Neuter, Vaccinate, and Return efforts for feral cats.



Photo Credit: A Cause for PAWS Kewaunee County

Why Fundraising Matters

Municipal contracts with the Wisconsin Humane Society require annual funding. A starting contract may cost approximately \$250 per year, although costs can change depending on the number of animals brought in from a community.

Donations help A Cause for PAWS pay for these agreements and expand the safety net available to animals throughout Kewaunee County. Additional support can also help with education, community outreach, feral-cat initiatives, and other practical efforts to reduce animal suffering.

Even a modest contribution can help keep an agreement funded and ensure that the next lost or injured animal has somewhere to go.



Photo Credit: A Cause for PAWS Kewaunee County

Be Part of the Solution

Residents, businesses, and community organizations can support A Cause for PAWS by making a donation, volunteering, sharing its mission, or helping organize a future fundraiser.

To contribute or learn more, visit acauseforpawskewauneecounty.com, follow [A Cause for PAWS Kewaunee County](#) on Facebook, or email acauseforpawskewauneecounty@gmail.com.

Kewaunee County may not have a humane society of its own, but community support can ensure its unsheltered animals are not forgotten.

Ways To Donate

Mail a Check

Make checks payable to:
A Cause For Paws
Mail to:
290 Crestview Drive
Luxemburg, WI 54217

Online Donations

Donate securely online at:
<https://acauseforpawskewauneecounty.com/donations/>

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History After Dark

Paranormal Events Bring New Visitors to the Kewaunee County Jail Museum

By Dr. Travis Lange

For nearly 150 years, the former Kewaunee County Jail has stood along Courthouse Square as a witness to the community's history. Today, the building is finding a new way to bring that history to life and to bring new visitors into Kewaunee County.

The building that now houses the Kewaunee County Jail Museum was constructed in 1876 and included the county jail, sheriff's office, and living quarters for the sheriff and his family. It served as Kewaunee County's Justice Center until 1969 before reopening as a museum in 1970.

Operated by the Kewaunee County Historical Society, the museum contains preserved jail cells, law-enforcement artifacts, period rooms, and exhibits highlighting different eras of Kewaunee County history. More recently, it has also attracted attention for reports of unexplained activity within the building...



Photo Credit: Brandon Rugzie, @HeHuntsGhosts <https://www.instagram.com/hehuntsghosts>

Visitors and volunteers have described unusual footsteps, whispered voices, shadowy figures, unexplained temperature changes, and lights switching on without an apparent cause. Whether someone views those experiences as paranormal activity, an old building settling, or simply part of the mystery, the stories have created a new level of interest in the historic property.

That interest has led to organized paranormal investigations at the museum. According to Brian Huben of the Kewaunee County Historical Society, the events have welcomed visitors from across Wisconsin and as far away as northern Illinois. A group from Minnesota is also planning to spend an October weekend in Kewaunee.

These visitors are not merely arriving for an evening investigation and immediately leaving town. Many stay overnight, eat at local restaurants, shop at area businesses, purchase fuel, and explore Kewaunee County's parks, shorelines, and trails. That makes paranormal tourism more than an unusual form of entertainment. It can also serve as a small but meaningful economic-development opportunity.

Turning Curiosity Into Community Impact

Destination events give people a reason to visit a community they may not otherwise discover. When those visitors travel from several hours away, their trip can generate spending across multiple local businesses.

A paranormal investigation might begin at the Jail Museum, but its economic effect can reach a hotel, restaurant, coffee shop, gas station, retailer, or another nearby attraction. Visitors may also return later with friends and family after discovering what the county has to offer.

The timing of these events creates another advantage. Paranormal experiences are especially popular during the fall, helping attract visitors after the traditional summer tourism season begins to slow. That additional traffic can be valuable for businesses that depend heavily on seasonal customers.

The museum has already received broader attention from paranormal organizations and media. The investigation group We Like Ghosts hosted sold-out outings at the museum, while Haunted US published an extensive feature describing the building's history and reported paranormal experiences. That kind of online exposure introduces Kewaunee to audiences well beyond Northeast Wisconsin.

More About History Than Hollywood

Paranormal investigators are sometimes portrayed as thrill seekers wandering through dark buildings with electronic gadgets. Huben offers a different description of the people visiting the Jail Museum. “They are historians wanting to learn more,” he explained. Responsible investigators study the property, learn about the people who once lived or worked there, and treat the building and its artifacts with respect. Their curiosity can lead to greater awareness of local history and generate renewed interest in preserving historic places. The paranormal aspect may open the door, but the history gives the experience its substance.



Photo Credit: Brandon Rugzie, @HeHuntsGhosts <https://www.instagram.com/hehuntsghosts>

The Kewaunee County Jail Museum offers a rare combination: an authentic historic building, preserved community stories, and a mystery visitors can explore for themselves. People do not have to believe in ghosts to recognize that opportunity.

By thoughtfully hosting paranormal events, the Kewaunee County Historical Society can introduce new audiences to local history, support preservation, and encourage visitors to spend more time throughout the county. That is a positive outcome, whether the museum's former residents are still hanging around or not.

Residents interested in supporting the museum can attend an event, visit during its regular season, volunteer with the Kewaunee County Historical Society, make a donation, or share upcoming programs with others.

For museum information and future event announcements, visit kewauneecountyhistory.com or follow the [Kewaunee County Jail Museum 1876](#) on Facebook.

Local Community Events

Building Community Where It Matters

By Dr. Travis Lange

One of the great things about living in a place like Kewaunee County is the way that so many community members and local organizations are directly involved in giving back to the community. Sometimes this is through fundraisers and educational events, and other times it is through local community events that are intended to create awareness for a cause or just make a safe place for all of us to have a good time.

While we know that there are MANY things that are worthy of being featured here in our list, we could not possibly list them all! However, we are always on the lookout for things that are worthy of being featured, so if you have something that you are aware of that may be coming up, please feel free to email some basic details to info@langedigitalsolutions.com and we will reach out if we need any more information!



**Submit events to:
info@langedigitalsolutions.com**

OCT 2	First Friday Art in Algoma Historic Downtown • Algoma
OCT 2	Algoma: Haunted Art Exhibit Equilibrium Creative Workshops • Algoma
OCT 2	Luxemburg Fire & Rescue Burger-Brat Fry Kewaunee County Fairgrounds • Luxemburg
OCT 2	Fine Line Live After the Final Race Luxemburg Speedway • Luxemburg
OCT 3	Farm-Fit Challenge Heim’s Hillcrest Dairy • Algoma
OCT 3	Kewaunee County 4-H Outdoor Adventure Day E5108 W. Wilson Road • Algoma
OCT 3	Kewaunee Pierhead Lighthouse Tour Kewaunee Pierhead Lighthouse • Kewaunee
OCT 3	Moo-Tober Fest Heim’s Hillcrest Dairy • Algoma
OCT 3	Taste of the Town Begins at Algoma Pizza Bowl • Algoma
OCT 5	Taste of 4-H Open House Kewaunee County Fairgrounds • Luxemburg
OCT 6	No-Cost Laptop Distribution Algoma Public Library • Algoma
OCT 8	Books & Brews Book Club Ahnapee Brewery • Algoma
OCT 10	Besadny Fish Facility Open House Kewaunee Fisheries Facility • Kewaunee
OCT 13	Kewaunee County Whitetails Banquet Rendezvous Banquet Hall • Luxemburg
OCT 14	Wisconsin Author David Benjamin Algoma Public Library • Algoma
OCT 17	Kewaunee County 4-H Awards Banquet Uptown Tavern • Kewaunee
OCT 18	Homestead Harvest Fest Homestead Kitchen & Tap • Algoma
OCT 18	Happy Hoppers Halloween Dance Rendezvous of Luxemburg • Luxemburg
OCT 26	Community Halloween Party Algoma Public Library • Algoma
OCT 28	Halloween Trivia & Book Signing Yardstick Books • Algoma
OCT 30	Shandy Open Mic Night Equilibrium Creative Workshops • Algoma
OCT 31	Village of Luxemburg Trick-or-Treat Throughout the Village • Luxemburg

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

Small Business Toolbox

How to Turn One Customer Question Into a Week of Marketing

By Dr. Travis Lange

Creating marketing content can feel like one more responsibility piled onto an already crowded schedule. The good news is that you do not need seven completely different ideas to market your business for seven days.

You can begin with one question your customers already ask.

Step 1: Choose a Real Customer Question

Think about the questions you hear during phone calls, appointments, estimates, or conversations at the counter. If you can't think of any, just get them directly from Google!



Photo credit: Dr. Travis Lange, Lange Digital Solutions

Examples might include:

How much does this service cost?

How long will the process take?

What should I do before my appointment?

How do I know which option is right for me?

What mistakes should I avoid?

Choose one question that comes up regularly. If one customer is asking it, several others are probably searching for the same answer.

Step 2: Write a Clear Answer

Answer the question in plain language, just as you would explain it to a customer standing in front of you.

Your response doesn't need to sound overly polished or technical. Focus on being helpful. Explain what customers should know, what they should expect, and what their next step should be. This is how we create content that Google and the AI bots love!

Step 3: Break the Answer Into Smaller Pieces

Turn the main answer into several shorter pieces of content.

For example, one customer question could produce:

- A website article
- A Facebook post
- A short video
- A frequently asked question for your website
- A Google Business Profile update
- An email tip
- A simple graphic or checklist

You are not repeating yourself if you are making the same useful information available in several places. Most customers will not see every version.

Step 4: Add a Local Connection

Make the content relevant to the people you serve. Mention your community, local conditions, seasonal concerns, or examples that nearby customers will recognize.

A general article titled "How to Prepare Your Home for Winter" becomes more useful when it addresses the kind of weather homeowners experience in Northeast Wisconsin.

That local context can also help search engines understand where your business operates.

Step 5: Invite the Next Question

End each piece with a simple invitation:

“Have a question about this topic? Send us a message. We are happy to help.”

This encourages conversation without turning the content into a heavy sales pitch. Helpful answers build familiarity, familiarity builds trust, and trust makes it easier for customers to take the next step.



Photo credit: Dr. Travis Lange, Lange Digital Solutions

This Week's Quick Win

Write down the five questions customers ask you most often. Choose one, answer it in a short paragraph, and publish that answer somewhere your customers can find it.

You already have useful marketing ideas hiding inside your everyday conversations. You simply need to start sharing them.

If you have questions about turning your knowledge into local marketing content, reach out to me. I am always happy to help a local business find a practical place to begin.

Best wishes,
Dr. Travis Lange

**Dr. Travis Lange is a digital marketing professor, small-business coach, and owner of Lange Digital Solutions in Luxemburg, WI.*

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

