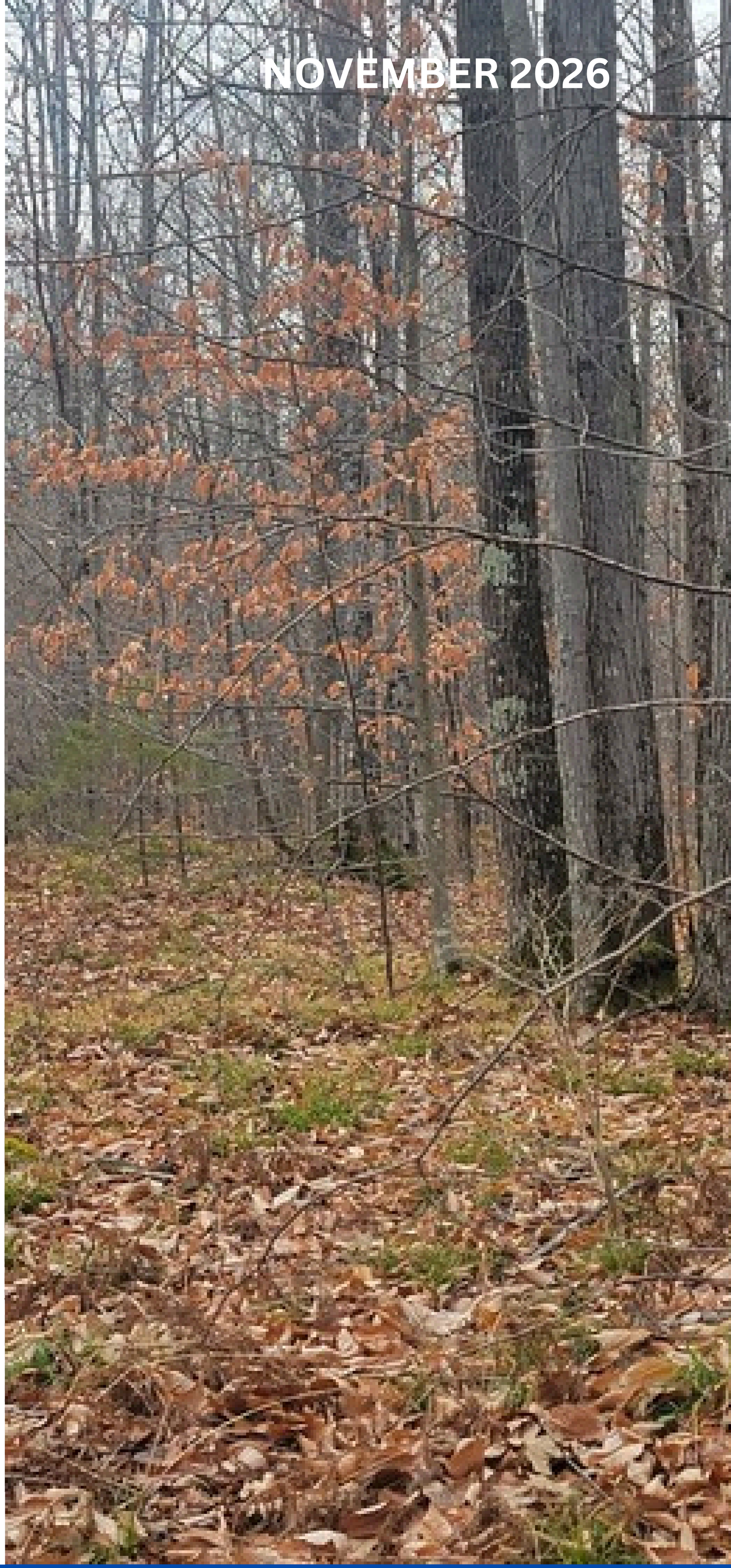
THE COUNTDOWN IS ON!

NOVEMBER 2026



Cover Image: Woods in Kewaunee County, WI

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EDUCATOR | CONSULTANT | MARKETER

LANGE DIGITAL SOLUTIONS
Local Marketing for Local Businesses.

November 2026

Letter From the Publisher

November invites us to pause and appreciate the people who make our community feel like home. As we honor our veterans, prepare for Thanksgiving, and begin another holiday season, there are plenty of reasons to be grateful for life in our corner of Wisconsin.

When Lange Digital Solutions launched this publication, our goal was to give local stories another place to be heard. Three issues in, we continue to discover people, businesses, and organizations whose contributions deserve a little more attention. In this issue, we recognize the importance of Veterans Day and the men and women who have served our country. We also visit Sweeny's Outfitters in Luxemburg, where western wear and old-fashioned values come together with a desire to become part of the community. You will meet local author Alan Maurer and learn about his Broken Table trilogy. We celebrate the generosity behind Algoma's Halloween Walk, and share a practical lesson on turning local sponsorships into greater visibility for small businesses.

Our November calendar offers more opportunities to get out, connect with neighbors, support local organizations, and start your holiday shopping close to home. Every purchase, event ticket, volunteer hour, and kind recommendation helps sustain the places and traditions we enjoy.

As this publication grows, we want it to reflect the community through your eyes. Perhaps you know a volunteer who quietly makes a difference, a business with an interesting story, or a family tradition worth sharing. We welcome your recommendations, photographs, and ideas for future issues.

Publishing this magazine has given me another reason to appreciate how much is happening around us. Often, the most memorable stories begin with a conversation, a quick visit, or someone saying, "You should meet this person."

Thank you for reading our third issue and helping these stories reach more people. This Thanksgiving season, I am grateful for the opportunity to share them and for everyone who makes Kewaunee County and our neighboring communities such a meaningful place to call home.

DR. TRAVIS LANGE
Owner / Lange Digital Solutions

LANGE DIGITAL SOLUTIONS



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

November 2026

The Trick Is Giving the Community a Special Treat

Eighteen years of Halloween fun, local generosity, and community spirit in Algoma.

By Dr. Travis Lange

Halloween treats come in many forms. In Algoma, one of the sweetest is a community tradition that brings families, students, and local supporters together.

The 18th Annual Algoma Halloween Walk returned to Algoma High School on October 24, offering a morning of family-friendly Halloween fun. With costumes, familiar characters, and activities designed for young visitors, the event carried on a tradition that has become part of Algoma's fall celebrations.



Photo Credit: Algoma's Halloween Walk Facebook Page

This year's lineup included favorites such as the Thomas the Train ride and bouncy houses, alongside characters ranging from Disney Princesses and superheroes to Paw Patrol, Bluey, and Bingo. Local Kewaunee artist Nala of Zara Studio & Co. also joined the festivities with Halloween-themed face painting, adding another creative touch to the celebration.

But behind the costumes and seasonal excitement was a purpose that reaches beyond Halloween: giving back to the community.



Photo Credit: Algoma's Halloween Walk Facebook Page

New this year, the Algoma Halloween Walk Give Back Challenge invited middle and high school clubs, organizations, and sports teams to help bring the event to life. Through volunteering, decorating school hallways, and representing their groups, students had an opportunity to share their creativity while supporting a community tradition.

The challenge also gave visitors a role. Attendees were invited to vote for their favorite participating student organization, with prizes starting at $100 to support student activities and goals. It was a thoughtful way to connect a fun family outing with opportunities for young people to serve, participate, and earn support for their organizations.

That connection is what gives events like the Halloween Walk their lasting value. Families have a reason to gather. Local talent has a place to shine. Students have an opportunity to contribute. And the community has another reminder of what people can create together.

For 18 years, the Algoma Halloween Walk has been about more than a few hours of spooky entertainment. It reflects the effort of volunteers, organizers, students, and supporters who help make their hometown a special place to live.

The costumes may be packed away, but the spirit behind the celebration deserves to stick around. Sometimes, the best treat is simply giving the community something to share.

November 2026

The Wisconsin Roots Behind America's Dairyland Tallow Co.

For Lissa Little, making products by hand means staying connected to the ingredients, the process, and the people she serves.

By Dr. Travis Lange

A pair of earrings brought Lissa Little into Sweeny's Outfitter's in Luxemburg last week. The visit also led to a conversation about the small Wisconsin business she has poured her heart into.

Lissa is the person behind America's Dairyland Tallow Co., a maker of handcrafted tallow skincare, herbal and botanical products, and everyday essentials, with a commitment to traditional craftsmanship and the local relationships that make it possible.

What began as a personal journey into natural health and wellness has grown into a business inspired by traditional ways of making things. For Lissa, the work starts with the raw ingredients and continues through every step of production.

The company sources premium suet from local family farms, which Lissa renders by hand. A local beekeeper supplies beeswax. She also grows, wild-harvests, and processes an extensive variety of ingredients, from herbs, flowers, and roots to seeds, nuts, pine resins, and grapes from local vineyards.

Those ingredients are harvested, dried, prepared, and infused in-house. Working this way allows her to follow their progress closely and make decisions about quality throughout the process.



Photo Credit: America's Dairyland Tallow Co. Facebook Page

“Every product we offer is made by hand, with purpose and intention, and never with shortcuts,” she says.

There is patience involved in that kind of production. An infusion follows its own timetable, something Lissa can appreciate even when she would like the business to grow a little faster. She jokes that some days, expansion feels like “a slow, carefully processed infusion.”

Her humor sits comfortably alongside a serious commitment to the business’s values.

The phrases “Rooted in Tradition” and “Crafted With Intention in Wisconsin” appear in the company’s story because they describe how Lissa approaches her work. Wisconsin is home, and the traditions passed through generations continue to influence what she makes today.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

That local connection extends beyond the ingredients. Independent retailers help bring her products to customers throughout the state. Area locations she identifies include Sweeny’s Outfitters in Luxemburg, Piggly Wiggly in Kewaunee, Farm Wisconsin Discovery Center in Manitowoc, and Green Bay Scuba in Green Bay. Each location gives someone another opportunity to discover the business while shopping close to home.

As America’s Dairyland Tallow Co. continues to grow, Lissa wants customers to know what they can expect from her: honest products, genuine customer service, a willingness to lend a hand, and a commitment to doing the work without shortcuts. She refers to those customers as the “ADT Family.” Maintaining their trust matters as much to her as expanding the product line or reaching another retail shelf.

“At the end of the day, we’re just a small Wisconsin business doing what we love, the way we believe it should be done,” Lissa says.

Discover America’s Dairyland Tallow Co. at AmericasDairylandTallow.com or look for its products at participating area retailers.

November 2026

These Boots Are Made For... Everyone!

Sweeny's Outfitters Brings Western Style and Old-Fashioned Values to Luxemburg

By Dr. Travis Lange

A chance meeting at the Luxemburg Area Chamber of Commerce dinner at the end of October gave me a reason to stop in and explore one of Luxemburg's newest storefronts: Sweeny's Outfitters.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

Owned by Gary Barnes and Gloria Malcore, of Casco, the shop specializes in western gear and apparel, with a wide selection of boots, cowboy hats, shirts, leather goods, and accessories. Whether western wear is part of your everyday wardrobe or you're simply looking for a comfortable pair of boots, the store gives local shoppers plenty to explore.

What I quickly learned during my visit, however, is that while the Luxemburg storefront may be new, the business behind it has quite a history.

A Business with Deep Roots

Gary shared that Sweeny's Outfitters dates back to June 1981, when he purchased the business and began operating a retail store in Manitowoc. For more than two decades, the store served customers from that location before closing its doors in 2002 and transitioning primarily into a mobile retail operation.

That mobile business took Sweeny's well beyond Northeast Wisconsin. Over the years, Gary traveled to events and markets across the Midwest and beyond, reaching customers as far away as Wichita, Kansas, Ohio, and Michigan.

Alongside the traveling operation, Gary maintained a smaller store at the family farm near Valders. As the years passed, he gradually scaled back the business, focusing more on seasonal shopping and a handful of local events.

One of those familiar stops was the Kewaunee County Fair, where Sweeny's has been a longtime vendor. For many local residents, the name may already be familiar from browsing their merchandise during fair week.

Now, those same customers have an opportunity to visit Sweeny's without waiting for the next fair to roll around.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

American-Made Products and Old-Fashioned Values

During my conversations with Gary, one thing that stood out to me was his commitment to carrying American-made products whenever possible. Some of the items on their shelves are America's Dairyland and Tallow Co. products from Kewaunee, WI, and Wigwam socks, manufactured just down the road in Sheboygan, WI. The store also carries American-made apparel, leather belts, and select lines of domestically manufactured boots.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

Becoming Part of the Luxemburg Community

There is something enjoyable about walking into a local store, meeting the people behind the counter, and having a genuine conversation while you browse. My visit gave me the opportunity to do exactly that. Although you may recognize Sweeny's Outfitters from their years at the Fair, having a storefront in Luxemburg opens the door to building new relationships with residents, neighboring businesses, and local organizations.

And perhaps that's what makes this particular storefront interesting. It isn't simply a new business starting from scratch. It's a business with more than four decades of stories, experiences, and customer relationships finding a new place to call home.

If you haven't visited Sweeny's Outfitters yet, stop in, take a look around, and introduce yourself to Gary and Gloria. If you recognize them from the Kewaunee County Fair, be sure to let them know. Those familiar connections are part of what makes our local business community special. And if a new pair of cowboy boots happens to follow you home, consider it a successful shopping trip.

Visit Sweeny's Outfitters
125 Center Drive, Luxemburg, WI 54217
Phone: (920) 946-5088
Email: SweenysOutfitters@gmail.com
Connect with Sweeny's Outfitters on Facebook

Upcoming Events at Sweeny's Outfitters

Fri. Nov. 13th, 3:00pm
Ribbon Cutting - Sweeny's Outfitters
Refreshments and Snacks

Sat. Nov. 14th, 10AM-3:00PM
Open House - Sweeny's Outfitters
Drawings and Give Aways

Honoring Those Who Served

Veterans Day invites Kewaunee County to pause, listen, and carry gratitude beyond November 11.

By Dr. Travis Lange

The people who have served our country are also the people who help make our communities home. They are neighbors, coworkers, business owners, family members, and friends. Their military service is part of their story, even when it rarely comes up in everyday conversation.

Veterans Day gives us an opportunity to recognize that service and make room for those stories.

Observed each November 11, the holiday grew out of Armistice Day, marking the anniversary of the agreement that stopped the fighting in World War I on November 11, 1918. In 1954, its name changed to Veterans Day to recognize American veterans of all wars. Today, it honors those who have served in the United States Armed Forces.



Photo Credit: April Lange, Lange Digital Solutions

While Memorial Day specifically remembers those who died in military service, Veterans Day honors all who served, with particular attention to thanking living veterans. It is an opportunity to acknowledge the responsibilities they accepted and the contributions they made, whether during wartime or peace.

Military service can mean long separations from family, demanding assignments, frequent moves, and uncertainty about what comes next. Each veteran's experience is different. Taking time to recognize that individuality makes our gratitude more personal and meaningful.

Here in Kewaunee County, honoring veterans can begin with something simple: showing up.



Photo Credit: April Lange, Lange Digital Solutions

Attending a concert, participating in a local fundraiser, or bringing children to a community observance helps make appreciation visible. These gatherings also give younger generations an opportunity to understand why we set aside this day and who we are honoring.

A conversation can matter, too. If a veteran is comfortable sharing, asking about where they served or what they remember can open the door to a story you have never heard. Listening without pressure allows that person to decide what they want to share.

Our appreciation can continue throughout the year. We can check in on a neighbor, offer a ride, support a veterans organization, or volunteer when help is needed. Small, consistent acts of kindness can give substance to the words "thank you for your service."

For veterans and families seeking assistance, the **Kewaunee County Veterans Service Office** helps people understand and navigate available benefits. The office serves veterans, dependents, and surviving spouses and can be reached at **(920) 388-7198, at 810 Lincoln Street in Kewaunee.**

This November, consider making time for one local gathering or one thoughtful conversation. Invite someone to join you. Help a child understand the significance of the day. Reach out to someone whose service deserves recognition. To the veterans throughout Kewaunee County and beyond: **thank you for your service and for the many ways you continue to contribute to the communities we share.**

Local Opportunities to Honor and Support Veterans

Saturday, November 7, 2026 — Give Back to Veterans
12 p.m.
Ahnapee Brewery
202 Clark Street, Algoma

Ahnapee Brewery's event includes a burger and brat fry served by local American Legion members beginning at noon, along with a 50/50 raffle benefiting the Legion. Proceeds from specially prepared Little Soldier infused brews will support the Fox Valley Veterans Council's Emergency Fund, and the brewery will donate $1 per draft Little Soldier pint purchased that day.

Wednesday, November 11, 2026 Veterans Day Assembly
8–9 a.m.
Luxemburg-Casco Intermediate School
318 N. Main Street, Luxemburg, WI

For guest attendance details, call the school office at (920) 845-2371.

Wednesday, November 11, 2026 — Veterans Day Concert
7 p.m.
Algoma Performing Arts Center
514 Fremont Street, Algoma

The Algoma Community Band's performance includes a Veterans Day concert at the Performing Arts Center, offering an opportunity to gather in recognition of those who served.

Thursday, November 12, 2026 — Pints for Patriots
4–8 p.m.
Thumb Knuckle Brewing Company
E0208 WI-54, Luxemburg

American Legion Post 262 is partnering with Thumb Knuckle Brewing Company for a fundraiser supporting local veterans and the post. This gathering is part of a recurring series of community fundraising events.

November 2026

A Story in the Making

Local Author and Army Veteran, Alan Maurer, turns familiar Wisconsin streets into the setting for a supernatural mystery in The Broken Table Trilogy.

By Dr. Travis Lange

I first met Alan in 2012, when I accepted a position as a middle school soccer coach for the Kewaunee School District, and his youngest daughter was a 6th grader on my team. Since then, we have worked together to promote soccer for kids in the local recreational league, as well as for adults in the regional semi-pro league where we were teammates for years as I ran Kewaunee County FC.

So, when I heard that Alan was releasing a book (three actually), I couldn't help but give him a spot in our new e-magazine. His series, The Broken Table Trilogy, is a fantasy fiction series based in Milwaukee, Wisconsin, and I couldn't be more proud of my friend. Being born and raised in Wisconsin himself, Maurer draws on the Midwest's waterways, history, and forgotten places to give the trilogy a setting close to home. Beneath the suspense is a question that stays with you: How far would you go for one more chance to hear the voice of someone you've lost?

If fantasy fiction is your type of read, be sure to explore the trilogy, and purchase a set for yourself at AlanMaurerAuthor.com.



Photo Credit: Alan Maurer Author, Facebook Page

The Prime Keep

A strange sound in the walls of a Milwaukee apartment might be easy to blame on old pipes. But in The Prime Keep, the first book in Alan Maurer's Broken Table Trilogy, it leads Martin Hale to a hidden black table beneath his building and a mystery that stretches through the city's forgotten tunnels and waterways.

The Return Paths

In The Return Paths, Martin's son Owen picks up the search after his father disappears. Armed with notebooks and cassette tapes, he follows clues into passages exposed by storms.

The World Below

The final book, The World Below, takes the mystery deeper, as Owen and his allies look for people who may still be trapped beneath the city.



Photo Credit: Alan Maurer Author, Facebook Page

Where Can You Find Alan?

Shop the Block
Date: Saturday, November 21, 2026
Time: 9:00 a.m.–2:00 p.m.
Location: Stamping, Scrapping and Crafting
Address: 219 Main Street, Seymour, Wisconsin
Event: 8th Annual Shop the Block

Craftsmas
Date: Saturday, December 12, 2026
Time: 9:00 a.m.–2:00 p.m.
Location: Sunnyview Exposition Center, Oshkosh
Event: 3rd Annual Craftsmas

The Woods Holiday Craft Show
Date: Sunday, November 22, 2026
Time: Noon–4:00 p.m.
Location: The Woods
Address: 530 Erie Road, Green Bay, Wisconsin
Event: 3rd Annual Holiday Craft Show
Admission: Free

Signing prices:
Individual books: $15
Any two books: $25
Complete trilogy: $35

Local Community Events

Building Community Where It Matters

By Dr. Travis Lange

There’s always something happening in Kewaunee County, and behind many of those events are neighbors who give their time to make them possible. From fundraisers and workshops to gatherings that bring attention to a local cause or simply give families a place to have fun, these events are one of the ways we show up for each other.

Our community calendar is a starting point, and you can help us fill in the gaps. If you’re organizing an event or know of one our readers should hear about, email us at info@langedigitalsolutions.com. Send the event name, date, time, and location, along with a short description. We’ll reach out if we need a few more details.

Thanks for helping your neighbors discover what’s happening close to home!



COMMUNITY CALENDAR

November 2026

Kewaunee County and Nearby Area

NOV 6	**Little Spartans Story Time** Luxemburg-Casco Primary School • Luxemburg 9:30–10:15 a.m.
NOV 6	**Paper Quilled Holiday Cards** Algoma Public Library • Algoma 1–3:30 p.m.
NOV 7	**Beyond Survival: The True Cost of the Fires of 1871** Belgian Heritage Center • Brussels 1–4 p.m. • Panel starts at 1:30 p.m.
NOV 11	**Veterans Day Assembly** Luxemburg-Casco Intermediate School • Luxemburg 8–9 a.m. • Check with the school about guest attendance
NOV 12	**Pints for Patriots** Thumb Knuckle Brewing Co. • Luxemburg 4–8 p.m. • Confirm hours with the brewery
NOV 13	**Playgroup for 3- and 4-Year-Olds** Luxemburg-Casco Primary School • Luxemburg 9–10 a.m.
NOV 13–15	**Luxemburg-Casco High School Variety Show** Luxemburg-Casco High School • Luxemburg Showtimes pending from the school
NOV 14	**Mystery Dinner Theater Fundraiser** Northbrook Golf & Grill • Luxemburg 5 p.m. social • 6 p.m. dinner
NOV 16	**Turkey Treats & STEM** Kewaunee Public Library • Kewaunee 3:30–4:30 p.m.
NOV 20–21	**Kewaunee County Christmas Stroll** Participating businesses • Kewaunee County 10 a.m.–4 p.m.
NOV 20–21	**Kewaunee Christkindlmarkt** Lakehaven Hall • Kewaunee Fri. 3–9 p.m. • Sat. 9 a.m.–4 p.m.
NOV 20	**Holiday Parade of Lights** Downtown • Kewaunee 6:30 p.m.
NOV 21	**St. John’s Lutheran Church Craft Show** St. John’s Lutheran Church (Rankin) • Algoma 9:30 a.m.–1:30 p.m.
NOV 27	**Mosaic Glass Workshop** Belgian Heritage Center • Brussels Start times from 9 a.m. to 1 p.m. • Workshop ends at 2 p.m.

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

Small Business Toolbox

How to Turn a Local Sponsorship Into a Visibility Boost

By Dr. Travis Lange

You sponsor a youth team, help fund a community event, or donate to a local fundraiser. Your logo goes on a banner, the event wraps up, and the banner comes down. With one simple conversation before the event, you can give neighbors an easier way to find your business long after the banner is packed away.



Start with a group you already support.
Think about a team, nonprofit, or event you'd be glad to help again. Before you renew, ask how they recognize sponsors. A listing on the event website with your business name and a clickable link gives someone who sees your logo a quick way to learn what you do.

Make it easy for the organizer.
Send your logo, exact business name, town, website address, and a one-sentence description in one email. If the group doesn't have a website, ask whether they can include your business name and town in a newsletter or tag your business in a thank-you post. A lot of these events run on volunteer time. Giving someone everything they need in one place is a small courtesy that makes a difference.

Give the event some visibility, too.
Share the organizer's announcement with your customers and tell them why you're supporting it. Afterward, thank the people who put it together. That gives your audience a reason to pay attention and helps the organization reach people who might not have heard about it.



Photo Credit: Dr. Travis Lange, Lange Digital Solutions

Your quick win this month:
Pick one organization you already support and ask, “How do you recognize sponsors online, and can I send you our logo and website?” After the event, check whether the link works and whether it sent visitors your way. Then ask the organizer how your support helped. Both answers can guide where you give next year.

If you’d like help finding simple ways to make your business more visible close to home, reach out to me at info@langedigitalsolutions.com.

Dr. Travis Lange, Lange Digital Solutions

Become A Sponsor

Help share the stories of Kewaunee County and nearby communities while introducing your business to the neighbors you serve.

By Dr. Travis Lange

Every issue of our community e-magazine gives readers a chance to discover something close to home. It might be a small business they've driven past a dozen times, a fundraiser they'd love to support, or an old photograph that reminds them how much their hometown has changed.

Lange Digital Solutions publishes this magazine to give those stories a place to be seen and shared. If your business or organization would like to help make future issues possible, we'd love to talk with you about becoming an issue sponsor.

What your sponsorship supports and what it means for your business
Your sponsorship helps us feature local businesses, volunteers, artists, and organizations; share community events; and preserve the recipes, photographs, and stories that might otherwise stay tucked away in a family album. It also helps us make room for stories from across the area, including the ones readers send us after saying, "You know who you really ought to talk to?"

Sponsorship puts your name in front of readers who want to know what's happening close to home. It gives people a chance to discover your business or remember your name when they need what you offer. It also gives you a way to show your support for the communities where you live and work.

Interested in sponsoring an upcoming issue?
Email info@langedigitalsolutions.com with the subject line **Magazine Sponsorship**. Tell us a little about your business or organization, and we'll share available options and answer your questions.

Thank you for helping us give more local stories a place on the page.

Dr. Travis Lange
Publisher, Lange Digital Solutions

November 2026

What Should Be Next?

Suggest a story, and it could be featured!

Maybe there's a photo tucked away in your family album that shows what Main Street used to look like. Maybe you know a volunteer who quietly keeps a local tradition going. Or maybe there's a recipe everyone asks for at family gatherings, and the story behind it is just as good as the dish.

Those are the kinds of stories we'd love to share. Lange Digital Solutions publishes this e-magazine to help readers get to know the people, places, and traditions that make Kewaunee County and the surrounding area feel like home. Your suggestions help us find stories we might never hear otherwise.

- Here are a few ideas to get you thinking:
- A small business, nonprofit, or service organization your neighbors should know about
- A local musician, artist, author, or volunteer with a story to share
- A historic photograph, family memory, or favorite community snapshot
- A local recipe or food tradition worth passing down
- An upcoming event or a nearby place more people should explore

A few sentences are plenty. Tell us what caught your attention, why you think readers would enjoy it, and how we can reach you. We can take it from there.

If you're sending a photo, please include who took it, where and when it was taken, who's pictured (if known), and whether you have permission to publish it.

Recommend a story or send us a photo:
Email: info@langedigitalsolutions.com
Subject line: Magazine

