



MAKING SPIRITS BRIGHT

DRIVE-THROUGH HOLIDAY LIGHTS SHOW

Evergreen Park

Open every night Nov. 24 - Dec. 31, 2023
5:00-9:00PM
(closed Dec. 24)

Quarryview Center

Nov. 24-Dec. 23, 2023
Friday and Saturday only, 5:00-9:00PM

*Pantry item donations, collected in the park,
are requested. Sheboygan County Food Bank
will distribute to local food pantries. Cash
donations support future growth of this event.*

Presented by
SHEBOYGAN COUNTY ROTARY CLUBS

Rotary



MakingSpiritsBright.com

Our family has been blessed and
are honored to give back. We are
grateful to our community for
all we have been given.

We wish you all
peace and
happiness during
this joyful
holiday season.

The
Grover Family
Foundation



WELCOME TO MAKING SPIRITS BRIGHT - YEAR TWELVE

Holiday Greetings!

As you read this message, it is likely that you have visited Making Spirits Bright at least once. Thank you for sharing our joy with Christmas as we once again bring you this much anticipated holiday lights show. Your encouraging compliments and multiple visits are two of the reasons our dedicated volunteers are excited about continuing to provide this event.

We have grown exponentially over these twelve years, so we needed more warehouse room, or as we call it, workshop space, since we are some of Santa's elves. Thankfully, the Sheboygan Humane Society, our landlord, had space available right next door. A little construction gave us a pass-through from the existing section to the new. Our very organized shop manager, John Muehlbauer, and others on the production committee, rearranged everything to utilize the space efficiently.

A few new displays again this year are a mega star and a jolly hippopotamus, inspired from the age-old children's song "I Want a Hippopotamus for Christmas." The star boasts about 2,800 RGB LED lights which will brighten up its new home in the park. Other additions continue to contribute to the ambiance among the trees and roadways.

As we round out our twelfth year, I will be stepping down as the steering committee chair gradually fading out over the course of time in 2024. I will remain as the fundraising chair but will turn the remainder of duties over to David Hoffman, who is known by many of you. He has long time experience in both the business and non-profit world and will be a great successor to this position. I trust he will be shown the same love and respect that has been demonstrated to me over the years.

There aren't adequate words to thank all who have worked so diligently with me since 2010 when this concept was but an idea brought back from a Rotary District Conference by Judy Slawny and myself. It became a reality in 2012 and has become more than we could ever have imagined. I have so appreciated all of our Rotary club members and dedicated committee volunteers, many of whom have been involved since 2012. We wouldn't be continuing year after year without the visitors who frequent the park with their pantry and monetary donations. I would also like to thank so many in Sheboygan County for their confidence with financial and volunteer support. The City of Sheboygan Public Works made the event possible by extending the use of Evergreen Park which offers such a unique venue for the lights display. Our partnership with Sheboygan County Food Bank has been rewarding beyond words and with the addition of the annual 5K Holiday Lights Run/Walk has afforded them increased benefits. Lastly, but certainly not least, I would like to thank all of our families who have supported our efforts, supporting the time required to bring this special event to fruition annually.

It has been a gratifying, rewarding experience and I look forward to what is ahead with new leadership.

Cordially,

Gerry Plehn

Steering Committee Chair



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SUPPORT MAKING SPIRITS BRIGHT THROUGH SOCIAL MEDIA

For the latest news, and to help spread the word about this event, interact with us on social media.

We'd also appreciate if you encouraged your friends and family to do the same.



RotaryMakingSpiritsBright



Instagram
@sheboyganmsb



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**And our hashtag
is always a great
way to share pics**

#shebmsb2023

WARM WISHES TO YOU THIS HOLIDAY SEASON

I'm Dave Hoffman and I would like to take this opportunity to introduce myself as a current Making Spirits Bright board member and the new incoming steering committee chair.

I have worked at the event since it's inception in various minor roles including setup and takedown, food collection, and as a volunteer park captain. I have over 35 years of experience as a chair and/or committee member of many community events including Brat Days, Coho Derby, Levitt Amp Concert Series, Lakeland Movers and Shakers Gala, and Big Brothers/ Sisters Chowdown in Cheesetown. It is with great honor and excitement that I accept my new role as director of this truly beloved holiday tradition.



As I am sure you are aware, this event would not be possible without the massive efforts of our many volunteers, committee members, generous sponsors, the Sheboygan County Rotary Clubs, the City of Sheboygan, and of course YOU! Together we will continue our goal of helping the Sheboygan County Food Bank in their mission to feed the hungry AND provide warm holiday memories for families and visitors from across the state.

It goes without saying that I have very large shoes to fill. Gerry and the many passionate volunteers who have made this event the gem that it is will not be easily replaced. But I can assure you that the new crew, along with many seasoned veterans, are FIRED UP and ready to continue providing a top notch holiday lights show that is second to none and most beneficial to the needy in our community.

Blessings to you and yours and we'll see you in the park!

Dave Hoffman

Incoming Steering Committee Chair

FEW WORDS CAN
EXPRESS OUR GRATITUDE.
WE'LL START WITH TWO:

Thank
You!

festival
foods

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HAVE YOU ALWAYS WONDERED?

IF YOU HAVE ONE OF THE QUESTIONS HERE, IT'S LIKELY OTHERS HAVE TOO.

CAN I WALK THROUGH THE PARK?

Evergreen Park's drive thru route made it the optimal choice for the Making Spirits Bright event. For safety reasons, we aren't able to allow visitors to walk the route at the same time. But, Holiday Lights Hunger Run/Walk is your opportunity to do that.

WILL THE PARK BE CLOSED IN INCLEMENT WEATHER?

Making Spirits Bright will be open despite rain or snow, unless there is a declared snow emergency. Please watch social media, the web site, and local media to confirm if it becomes necessary to close.

DO I NEED TO BE AN ELECTRICIAN OR HAVE OTHER SPECIFIC SKILLS TO HELP CONSTRUCT DISPLAYS?

Volunteers don't need to have special skills/training to construct displays or handle many of the other tasks needed to make the event a success. We are always happy to find a job that you will be excited about and feel comfortable doing.

WHEN DOES THE PLANNING FOR MAKING SPIRITS BRIGHT BEGIN EACH YEAR?

Believe it or not, committee members take a mere two weeks off in January and then begin focusing on enhancing the coming year's event in early February.

HOW MANY COOKIES ARE BAKED EACH YEAR IN THE VOLUNTEER TRAILER?

Each year about 144 dozen are baked so park volunteers can enjoy warm loving from the oven.

CAN I HAVE MY PICTURE TAKEN WITH SANTA AT QUARRYVIEW CENTER?

We encourage you and your family or friends to visit with Santa on the nights Quarryview is open. We aren't able to have a photographer on hand but feel free to bring your own camera and capture photo memories.

HOW MANY POUNDS OF PANTRY ITEMS HAVE BEEN COLLECTED TO DATE?

Almost a million pounds.

Best Wishes
for the Holidays!

Frank G. and Frieda K. Brotz Family Foundation



Merry
Christmas

MAKE THE SEASON BRIGHTER

VISIT JOA.COM

IN-KIND DONORS

Many businesses and individuals provide free or reduced services each year which greatly helps us keep our expenses down. This year there are over forty that have been so generous. This can include, but is not limited to, snow plowing, use of a utility vehicle in the park, snacks for our volunteers, supplies at cost, composition of our event booklet, use of lifts during our installation and dismantling and many more. Please help us by personally thanking those listed below.

4-Square Home Inspections, LLC	Johnsonville LLC	Promo Design
Ad Associates, Inc.	Johnston's Bakery	Quality Cleaning Service
Advanced Comfort Systems	Jos. Schmitt & Sons Construction	Quality State Oil Co. Inc.
Bell Tape Inc.	Kohler Villager Community Newspaper	Lisa Reed
Larry Boeldt	Lakeside Pepsi Cola Bottling Co.	Rockline Industries
Bruggink's Inc.	Lamar Advertising	SRJJ Heavy Truck & Auto Body LLC
Buteyn-Peterson Construction Co., Inc.	M&K Lawn Services	Sargento
Caan's Floral & Greenhouses	MJ Equipment	Schultz's Rustic Barn
City of Sheboygan Public Works	Marten's Trilling True Value	Sheboygan Shoreline Metro
Cow Country Radio 98.5 FM & 1420am (WGXI)	Masters Gallery Foods Inc.	Sheboygan's Country "B-93"
Designs by Deb Severns	Meijer	Sheboygan's Hit Music Station 104.5 & 96.1 "The Point"
Discovery Coach	Neat N Clean Portables, LLC	SilverWater Productions
Engineering Innovations LLC	Morrelle Transfer & Warehouse	The Sheboygan Sun
Fischer's Fleet Service	Old Wisconsin Sausage Co.	The Sign Shop
Good as Gold	Palo Popcorn	Torke Coffee
Harter's Lakeside Disposal	Plymouth Review and Sheboygan Beacon	Town & Country Club
Holiday Wholesale		Wisconsin Media Group

FRIENDS *of Making Spirits Bright for a donation of \$100 - \$499*

Janet Brantmeier
Ronald Mueller

Shelley Schuerman
Thomas Shircel

Colin Sweet
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Deanne Taltry
Zachery Thiel

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www.SheboyganCountyFoodBank.com

Patrick Boyle, Executive Director

Liz Kroll, Senior Director of Programs and
Community Impact

Jodie Zajkowski, Warehouse Manager and
Volunteer Coordinator

Bert Sartori, President,
Board of Directors



ALMOST 1 MILLION POUNDS AND COUNTING OF FOOD FOR LOCAL FAMILIES

The 12-year Making Spirits Bright and Sheboygan County Food Bank partnership is a special collaboration that helps make sure nutritious food and other basic necessities reach local families in need. Both organizations recruit volunteers to collect non-perishable food and personal care items from visitors and deliver the donations to Sheboygan County Food Bank's warehouse every night during Making Spirits Bright.

About 989,000 pounds of donations have been collected since the event started in 2012. This means that as a community, we're on track to collect over 1 million pounds of food in 2023!

Making Spirits Bright has also provided a grand total of \$155,000 to Sheboygan County Food Bank over the years:

- \$10,000 to help purchase a box truck and lift gate
- \$25,000 to buy diapers and healthy food items
- \$35,000 for a refrigerated truck to increase fresh food donations and deliveries
- \$10,000 to purchase healthy, emergency food during the COVID-19 pandemic
- \$30,000 to purchase most-needed, healthy food items
- \$20,000 to purchase food and personal care items, and to support Food for Thought for Kids and the Herb Kohler and Natalie Black Community Cafe
- \$25,000 in general support

"Making Spirits Bright donations are always critical for stocking our shelves during the holiday season. Donations are especially important in 2023 as inflation is keeping the cost of living high and decreases in government support are making it difficult for low-and-middle-income families to put food on the table. We truly appreciate our special partnership and how our community shows up to support our neighbors who are counting on us."

Patrick Boyle

Executive Director, Sheboygan County Food Bank

Special thanks to Ed Aschenbach, Loren Matzdorf, Wayne Novak, John Wiegerling, Steve Straus, and all volunteers for their incredible dedication to help organize and sort donated food at Sheboygan County Food Bank's warehouse.

MORE ABOUT SHEBOYGAN COUNTY FOOD BANK

Sheboygan County Food Bank distributes food through its core programs, Food+ for Neighbors, Food for Thought for Kids, the Herb Kohler and Natalie Black Community Cafe, and Sheboygan Cares Food Pantry, in partnership with 21 food pantries and dozens of other organizations in Sheboygan County.

Sheboygan County Food Bank 2022 Impact Snapshot

- Distributed 1.2 million pounds of food through its network of partner food pantries and other organizations, helping 3,200 families each month | Food+ for Neighbors
- Made sure 420 vulnerable children received weekend meals and snacks (2022-2023 school year) | Food for Thought for Kids
- Served 243 warm meals to guests each week | Herb Kohler and Natalie Black Community Cafe
- Provided food to 133 families each week | Sheboygan Cares Food Pantry

HOW TO HELP MAKE A DIFFERENCE FOR FAMILIES FACING HUNGER

Donate

Cash donations are the easiest, most helpful way to support Sheboygan County Food Bank and ensure that no one in Sheboygan County goes hungry. Gifts can be designated for certain programs, or be given where it's needed most. To make a gift now, scan this code.



Checks are also welcome. Please make checks payable to: Sheboygan County Food Bank, 3115 N. 21st St., Suite #1, Sheboygan, WI 53083

Volunteer

SCFB relies on volunteers for its ongoing programs, Sheboygan Cares Food Pantry and the Community Cafe. To learn more and volunteer, use your phone camera app to scan the QR code.



ORIGINAL DISPLAYS ARE STILL SOME OF THE FAVORITES

Even with all the new displays each year, some of the most popular continue to be the Northern Lights and Stars. Perhaps it's because they create an awe-inspiring feeling.



PARK VOLUNTEERS

Approximately 1,000 volunteers will assist in the operation of Making Spirits Bright during the 37 evenings we are open this year. If you or your group would like to help, these are the types of things volunteers do:

- collect donated pantry items
- distribute booklets and accept cash donations
- welcome and guide visitors
- sell concessions and wreath raffle tickets

We are grateful to the following groups who have volunteered in the park or at Quarryview Center to help make this event a success.

Alliant Energy
Aurora Health Care - Business Office
Aurora Health Care - Plymouth
Aurora Sports Health
Bemis Manufacturing Company
BW Papersystems
Champion Storage
Cleveland State Bank
Crossroads Community Church
Early Bird Rotary Club
Early Learning Center
Hope Reformed Church
Curt G Joa
Kohler Co. - Hospitality Group
Kohler Credit Union
Lakeland University
Lakeshore Family Funeral Homes
Lakeshore Fraternal Order of Police

Masters Gallery Foods, Inc
Millipore Sigma
Modern Woodmen of America
Old Wisconsin Sausage
PSCO Kieffer
Physicians' Health Network
Plastics Engineering Company
Plymouth Rotary Club
Prairie State Enterprises
REINS, Inc.
Reyer/Meyers Family
Road America
Rockline Industries -
Operations Leadership
Sargento
Sheboygan Auto Group
Sheboygan County
Health & Human Services
Sheboygan Elks, #299

Sheboygan Firefighters IAFF
Local 483
Sheboygan Northside
Catholic Parishes
Sheboygan Police Department
Sheboygan Riverside Boat Club
Sheboygan Rotary Club
Sheboygan Service Club
Shorewest Realtors
Signature Dental
St. John's UCC
St. Mark Lutheran Church
Sunset Hills Golf Course
Third Coast Wealth Advisors
-Thrivent
Viking Masek Packaging
Technologies
The Vollrath Company
Waldo State Bank
Wigwam Mills

*There are many ways for individuals, groups, clubs, teams, and companies to help.
Please contact info@makingspiritsbright.com*

Happy Holidays

We wish you and your family a safe and happy holiday season.



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YOU NAMED THE EVENT "BEST OF SHEBOYGAN COUNTY"

In the 2023 annual community choice awards compiled by "The Sheboygan Press," Making Spirits Bright was named the best community/charity event for the second year in a row. We receive inspiring comments on social media, volunteers hear them as visitors exit the park, and people travel to attend this show as it's "one of the best things we do during the holidays." Earning this award is the culmination of lots of hard work that results in helping those in our community while also bringing holiday joy.



November 24
thru
December 30

THANK YOU TO LEAD SPONSOR THE MERKEL FAMILY



Holiday Memories 2023

Monday & Tuesday:

Noon to 7pm

Wednesday thru Sunday:

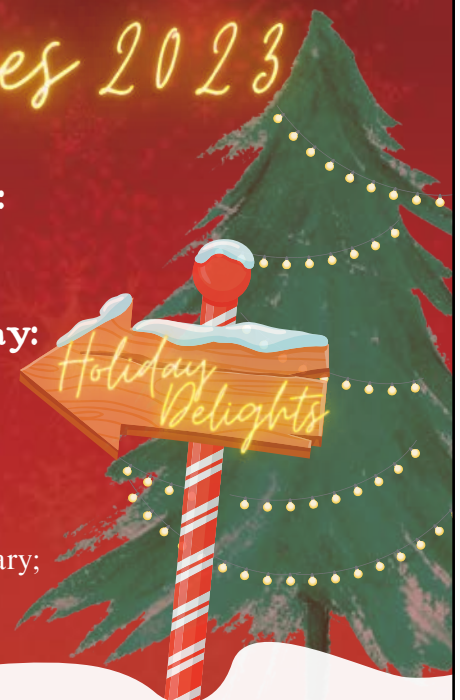
Noon to 5pm

Admission:

\$10 Adults; \$7 Senior/Active Military;

\$5 Youth (6-17); Under 6 &

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HAPPY HOLIDAYS & a CURIOUS NEW YEAR

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BEHIND THE SCENES HEROES

Each year, some of the unsung volunteers are those that assist in serving our nightly volunteers. Area restaurants willingly provide hot food at no cost to Making Spirits Bright. Volunteers pick up and deliver these selections before the lights show opens. Hosts/hostesses serve refreshments throughout each night to the park volunteers in a heated trailer. Hot chocolate, water, cheese and sausage trays and, even freshly baked cookies, are also offered. Most of these are donated as well by "in kind" donors.

Making Spirits Bright and volunteers alike express our gratitude for these selfless services.

RESTAURANTS

Thank you to these restaurants that provide warm food and refreshments for the volunteers who brave the unpredictable weather during set-up and takedown this year.

8th Street Ale Haus	Ella's Dela	Peabody's Pizza Company	Texas Roadhouse
Al & Al's Stein Haus	Faye's Pizza	Pizza Ranch	Tommy's Bar & Grill
Arrosto Delicatessen	Harry's Prohibition Bistro	Scenic Bar & Restaurant	Tom's Drive In
Blackwolf Run Restaurant	Holidays Pub & Grill	Schulz's Restaurant	Town & Country Club Restaurant
Blue Harbor Resort	Jersey Mike's	Sheboygan County YMCA	Turk's & Timber's Bar & Grill
Chili's Grill & Bar - Deer Trace	Jimmy John's - Calumet	Sheboygan Pasty Co.	VFW Post 9156
Cousins Subs - North	Lakeland University	Sheboygan Yacht Club	Wild Carrot Cuisine
Culver's - Northside	Luigi's Italian Restaurant	Subway - Calumet	Uptown Slice
Driftwood	Parker John's BBQ & Pizza	Taverne on Woodlake	

VOLUNTEER TRAILER HOSTS AND HOSTESSES

Thank you to these people who offer a smiling face and serve the warm food and refreshments for the park volunteers.

Tina Barth	Jackie Felde	Loren & Mary Matzdorf	Christine Schmidt
Lukas & Heather Burke	Debbie & John Gonzalez	Lisa Meyer	Mary Schmidt
Rick & Kim Cawthon	Claire & Dave Grohskopf	Sue Meyer	Bob & Debbie Sosnosky
Norm & Daisy Cook	Susie Hahn & Dorothy Rose	Nancy Moudry	Jill Spielvogel
Sue Danforth	Don & Jan Holmes	Wayne & Mary Novak	Deb Thorwaldson
Lavonne Dulmes	Ruth Jorgensen	Dan Pitsch	Val Van Sickle
Roger & Sharon Dulmes	Kathy Markevitch		Pat Weisrock
Monica Feider			Jenny Welsch

FOOD PICK-UP VOLUNTEERS

We appreciate these people for transporting the food donated by restaurants and other organizations. They make certain the food gets to the volunteer trailer in the park.

Kristie Andrews	Scott & Tracy Cinealis	Mike & Kenlyn Langland	Jo Senkbeil	Duane & Anita Voiles
Therese Belanger	Rob & Sherry Johnston	Mike & Jane Martin	Dave Smith	Jane Werner
Mary & Larry Boll	Elaine Jumes	Amanda Roethel		

PARK CAPTAINS

To ensure all goes as planned nightly, there is a point person who oversees the volunteers: a park captain. The captain "opens the show," stocks booklets in the igloo, instructs and assigns each volunteer and equips them with safety gear and maybe even hand and toe warmers. On occasion, they trouble-shoot issues with displays or any other unusual situation thrown at them, and overall, they are ambassadors for Making Spirits Bright.

Please help us say thank you to:

Patrick Boyle	Dave Hoffman	Ron Navis	Gerry Plehn	Dan Redman	Rob Vander Schaaf
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LEASE AN AMERICAN FLAG

Honor your country while
supporting your community.



Become a subscriber; give a gift to a Veteran or to the special someone who has everything. For a tax deductible contribution of \$75 annually, members of the Rotary Club install a PVC sleeve in the soil below the grass mowing level in your front yard. A 3' x 5' flag will be delivered 3 days prior to a holiday and retrieved 3 days after the last holiday in the group. Examples are Memorial Day until Independence Day; Labor Day until after 9/11; and Election Day until Veterans Day. This schedule provides extended periods of time to enjoy the flag. Worn Flags will be routinely replaced.

You can start at any time. This is a great way for you to proclaim pride in our country while someone else takes care of the details.

Proceeds fund local scholarships.

Rotary 
Sheboygan Rotary Club Foundation,
Inc.

To sign up or for more information scan this.



QUARRYVIEW CENTER

3401 Calumet Drive, Sheboygan
Open Nov. 24 - Dec. 23, 2023 • 5:00-9:00 PM
Only Open Friday and Saturday Nights

Make certain to include a stop at Quarryview Center during your visit to Making Spirits Bright. Enjoy complimentary entertainment, capture a commemorative photo at the exterior light display (see page 22 for details) or indoors with Santa, purchase wreath raffle tickets and begin a trolley ride. It's a warm, festive place to meet your group and spend quality time.

TROLLEY RIDES THROUGH EVERGREEN PARK



Take a ride on the popular trolley starting at Quarryview Center and riding through Evergreen Park.

Boarding every Friday and Saturday is at 5:15 / 6:00 / 6:45 / 7:30 / 8:15 PM for \$2 per person (children under one free). The Discovery Coach trolley is fully enclosed and features old-fashioned style with modern conveniences. Decorative wooden bench seating, wood interior, and brass accompaniments will make you feel like you are riding a street car of yesteryear. Heating assures your comfort.

Sponsors of the Holiday Trolley



HO, HO, HO!

During Quarryview hours, SANTA will be ready to hear your Christmas wishes. He'll be in an area that is ideal for taking that annual holiday photo with Santa. We appreciate that Santa is taking time out of his very busy schedule to be here in person to talk with all the children.



DESIGNER WREATH RAFFLE

Purchase raffle tickets in Quarryview Center to win wreaths specially created by professional local designers. Winners for the twelve wreaths will be drawn December 23 and contacted that same night.



Thanks to these creative designers

Tracy Bolz / Lynn Thorton / Michele Nordhagen

Deb Egerer

Carol Rokicki

Erica Tislau

Laura Gumm

Ericka Roseberry

Susie Vander Weele

Judi Knier

Wendy Schobert

Doris Weber

Linda Neil

Sandy Weeks / Sue Glaeser

QUARRYVIEW CENTER

HOLIDAY ENTERTAINMENT

(subject to change)

Performed by these and other groups.

Friday, Nov. 24

6:00 PM Karen Bruinooge,
Sheboygan Symphony Violinist

7:00 PM TBD

Saturday, Nov. 25

6:00 PM Karen Bruinooge,
Sheboygan Symphony Violinist

7:00 PM TBD

Friday, Dec. 1

6:00 PM Christmas Elves, Singing/Small Band Group

7:00 PM Cayuse Cowboys,
Singing/Small Band Group

Saturday, Dec. 2

6:00 PM Holy Name Church Choir

7:00 PM Sheboygan North High Holiday Strings

Friday, Dec. 8

5:30 PM Sheboygan South High Chamber Orchestra

6:15 PM Sheboygan South High Singers

7:00 PM Sheboygan South High
Jazz Band Ensemble

Saturday, Dec. 9

6:00 PM HHT A Capella, Singing Group

7:00 PM TBD

Friday, Dec. 15

6:00 PM Sheboygan Accordion Group

7:00 PM Concordia Singers

Saturday, Dec. 16

6:00 PM TBD

7:00 PM Sheboygan Christian High Chamber
Choir and Concert Band

Friday, Dec. 22

6:00 PM Sheboygan Symphony Flutes

7:00 PM TBD

Saturday, Dec. 23

6:00 PM TBD

7:00 PM TBD

Visit www.MakingSpiritsBright.com for the
most complete list of entertainment and
specific times they will be performing.

CONCESSIONS FOR SALE



Enjoy frosted
sugar cookies
and chocolate
chip cookies,
popcorn,
chips, hot
chocolate,
soda, water,
and coffee.

2023 MEMORY ORNAMENT

Remember those dear to you
by purchasing a personalized
ornament. Orders taken
through December 13.
Ornaments are displayed on
the Memory Tree
and can be picked
up December 16,
5:00 - 8:00 PM.



Order Your Memory Ornament

Purchase as a gift or for yourself.

Making Spirits Bright Inc.
Laura Gumm
6905 Superior Avenue
Kohler, WI 53044

Cost of each
ornament is
\$15.00

Please Print

First Name of Loved One (First Name Only):

(as it will appear on ornament)

Your Name:

Address:

Phone:

Make checks payable to Making Spirits Bright, Inc.
Deadline for ordering **December 13, 2023**
Contact: Gloria 920-457-7611

Sponsor of
2023 Memory
Ornament Ad



Sheboygan
Senior
Community

CAPTURE YOUR COMMEMORATIVE PHOTOS AT COOL DISPLAY



While the route through Evergreen Park is entirely meant for driving, we have found that some visitors stop at the light curtain/snowstorm display near the end to shoot photos. This has become a challenge for event organizers as electrical cords and anchors can be disrupted and traffic flow is impacted. But we also want to ensure you can commemorate your visit and capture photos so we created a mini version outside of Quarryview Center. Stop there Friday and Saturday nights and take as many photos as you'd like. And while there, head inside to visit with Santa, enjoy free entertainment, purchase concessions and raffle tickets for the designer wreaths, and start a trolley ride.

MAKING SPIRITS BRIGHT BOARD OF DIRECTORS

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Robert Vander Schaaf – Vice President

Thomas Henning – Secretary
Donald Martens – Treasurer

Tanya Boman
Jane Brill

Peter Dietz
Michael Roth

Kevin Sander
Michael Vandersteen

STEERING COMMITTEE

The success of any event is dependent upon a dedicated group of individuals who share a passion for the end result and whose zeal, creativity and expertise guarantee success. Our purpose is to guide and implement the Making Spirits Bright event, designed to provide a quality family experience and to gather much needed items for Sheboygan County Food Bank.

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SECRETARY Sala Sander

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Save the Date
to Take Steps Against Hunger in
2024. The 7th annual Holiday Lights
Hunger Run/Walk will be held
Saturday,
November 16, 2024

[LEARN MORE](#)



ANNUAL HOLIDAY LIGHTS HUNGER RUN/WALK FUNDRAISER EVENT

When the holidays roll around each year, for many of us, it's all about a few core things: making memories with family and friends, giving back, and creating and carrying on traditions. The Holiday Lights Hunger Run/Walk – Sheboygan County Food Bank's primary, annual fundraiser event – checks all of these boxes. In the first five years of the 5K run and 1-mile walk about \$230,000 has been raised, thanks to our dedicated community and generous sponsors!



"It's great to see so many people join together for a great cause. This is a fantastic community event!"
– Sam S., 2022 participant

"My favorite part was knowing that I was doing something to bring positive attention and awareness to those in need in our community. This was my first time doing this and I absolutely loved it. I wish I had participated in years past."
– Alejandro H., 2022 participant

"I loved getting a better look at the lights and decorations. It was a great time!"
– Sara W., 2022 participant



Special thanks to Sheboygan County Food Bank board member, Nichola Stayer-Suprick; committee members Janae Baus, Joy Cantrall, Tyler Chappa, Sue Dennis, Roy Pirrung and Amber Willis; and all volunteers for their faithful help to make the 6th annual event in 2023 a success.



Merry
Christmas
From
Kaat's Culligan

Since 1948, we've helped thousands of local residents improve their water quality and keep their homes, families and businesses safe thanks to our top-notch local service and our award-winning **water softeners, filtration systems and reverse osmosis drinking water systems.**

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Brian, Julie, Jacob and Nadia

Wishing you and your loved ones
a very Merry Christmas
and Happy New Year!



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Donate Food & Save \$10 on Furnace Service

Save \$10 on your next Advanced Comfort Systems service call when you donate 2 nonperishable food items.

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OLD WISCONSIN

HAPPY HOLIDAYS
From Our Family To Yours.

Adelaido P. Chong Y. Trent K.

VOLUNTEER TRAILER RECEIVES MUCH NEEDED REPAIRS

In the second year of operation for Making Spirits Bright, a 53-foot retired semi-trailer was gifted to the organization. After extensive construction and furnishing, it provided a place for volunteers to enjoy refreshments, take a break, and warm up when the weather warranted it. The trailer is outfitted with a stove, refrigerator and a furnace; along with benches for seating.

The years of transporting it back and forth from the park and workshop impacted it so recently the brakes failed. The roof was leaking rather seriously due to

years of use. We are thrilled to report that both have been repaired thanks to two very generous businesses.

Special thanks to Fischer's Fleet Service of Sheboygan for repairing the brakes and suspension air valve and SRJJ Truck and Auto also of Sheboygan for solving the roof leak. Both provided the work at a great reduction in cost. Before these companies stepped up to help, the greatest fear was the need to start from square one with a different trailer and begin the build process all over again. Our newly enhanced trailer will provide many more years of service to the event volunteers.



ROTARY CLUBS COMBINE FOR LARGEST SERVICE PROJECT

Making Spirits Bright was initiated as a combined service project of the Sheboygan County Rotary clubs. The objective was and continues to be twofold: to collect pantry items for Sheboygan County Food Bank and to provide an exciting, quality family holiday event. Due to the monumental manpower requirements, Rotarians enlist help from community businesses, organizations, and individuals to ensure this timeless project is a success while being rooted in Rotary principles.

OVERVIEW OF SHEBOYGAN COUNTY ROTARY CLUBS

Each club selects the projects to support financially and through volunteer time commitment from members. Local, national and international causes are all a part of the mix. Your support of each club's fundraisers allow them to continue their missions.

Early Bird Rotary Club of Sheboygan

Meets every Thursday, 7:00 AM
Fountain Park Restaurant
930 North 8th Street, Sheboygan
www.EarlyBirdRotary.org

Plymouth Rotary Club

Meets twice a month,
2nd and last Wed.
Generations
1500 Douglas Drive, Plymouth
www.Facebook.com/PlymouthWiRotary

Sheboygan Rotary Club

Meets every Monday, 12:00 noon
Elks Club
1943 Erie Avenue
Sheboygan
www.SheboyganRotary.com

Sheboygan Rotary Satellite Club

Meets every third Monday, 5:30 PM
Locations vary – check Facebook for
Sheboygan Rotary Satellite Club

Sheboygan County Rotaract and Interact Clubs

Lakeland University Rotaract

Rotary Adviser: Stuart Schmidt
s.schmidt102894@gmail.com

North High Interact, Sheboygan

Rotary Adviser: Stuart Schmidt
s.schmidt102894@gmail.com

Lutheran High Interact, Sheboygan

Rotary Advisers:
Aaron Anger playbird@tds.net
Scott Morrelle scott@morrelle.net

South High Interact, Sheboygan

Rotary Adviser: Stuart Schmidt
s.schmidt102894@gmail.com

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**Wishing you a Merry Christmas and
blessings through the new year.**

May the God of peace be with you all. - Romans 15:33



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-The Residents and Team at SSC

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HAPPY
Holidays
FROM

**AO AMERICAN
ORTHODONTICS**



have
a holly jolly
CHRISTMAS!



BemisMfg.com

'Twas just weeks before Christmas
And all through the town
Not a light was lit
Not a whisper nor sound

The children could be heard
"Rotary won't let it be dark
They've been planning so long
To light up the park"

There's candyland and angels
Stars and stockings just gleaming
Some angles and elves
Even Santa is beaming

Now the lights are all placed
The sponsors excited
Hurry don't wait
To be delighted

So come one and all
Man it's out of sight
To Evergreen Park for
Making Spirits Bright





DRIVING MAP

Enjoy music choreographed to the lights show. Tune to **89.1FM** on your car radio.



Thank you City of Sheboygan for all the support and in-kind contributions that help Making Spirits Bright be a success!

THANK YOU FOR YOUR SUPPORT!

We hear such heartwarming stories about how Making Spirits Bright has become part of your holiday traditions. And many of you make multiple visits! We welcome your comments on how to continue to enhance this event. Visitors who so generously donate pantry items and cash make the event the success it continues to be.

PO Box 441, Sheboygan, WI 53082-0441 www.MakingSpiritsBright.com

EOE EHO

WISHING YOU
PEACE & JOY
THIS HOLIDAY SEASON.

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Sheboygan Falls, WI 53085

We keep the lights on so you
can create family memories
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Advent Mid-week Services 6:30 p.m.
Christmas Eve candlelight service at 4:00 p.m.
Christmas Day Worship at 9:00 a.m.

ST. MARK
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HAPPY HOLIDAYS

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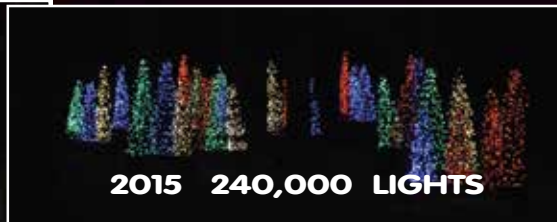
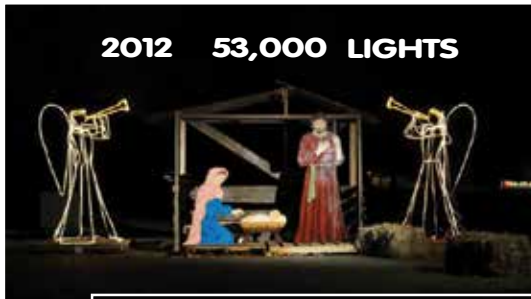
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Plant at 3101 S Taylor Drive, Sheboygan



THE LIGHT COUNT THROUGH THE YEARS

Each year we invite participation on Facebook to guess the light count. And every year we get a great response. Officially we are announcing 600,000; although granted a few may slip past us to get in the count.





THERE'S SNOW PLACE LIKE IT

WHEN THE TEMPERATURE DIPS, THE EXCITEMENT OF THE SEASON HEATS UP IN KOHLER—A STORYBOOK SETTING FILLED WITH FROSTY WINTER FUN.

WINTER EXCITEMENT AWAITS.

Visit DestinationKohler.com/WinterActivities for more information and pricing.

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\$ 199

90 Minute
Trip Time



Take your family and friends through Making Spirits Bright on your own private trolley tour. Trolley is decorated and holds 28 Passengers. Family Fun! Sunday-Thursday Only.

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Happy Holidays

*We wish you the very best this holiday
season from our family to yours!*

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BE PART OF THE ACTIVITY!



SETTING UP AND DISMANTLING THE SHOW IS A MONUMENTAL PROJECT

As Making Spirits Bright grows with new displays, the need for volunteers to assist with setting up during Oct. and Nov. and dismantling during a few short weeks in January has become imperative. All skill levels are welcome! If you belong to a nonprofit organization, a stipend will be awarded in appreciation for your assistance. Other groups may pay it forward to a designated charity.



IN 2023, THE FOLLOWING HAVE HELPED:

Sheboygan Rotary Clubs
P.E.O. Chapter EC

WE WELCOME LARGE GROUPS AS OUR LIGHTS SHOW IS MOTOR COACH AND BUS ACCESSIBLE

Organizers of Making Spirits Bright have always recognized the potential of this event becoming a tourist attraction for visitors outside the realm of Sheboygan County. As the displays we developed have expanded from one side of the road to the other, height was determined to be sufficient for a motorcoach or bus to pass safely underneath. We welcome and appreciate our “out of town” guests and look forward to greeting them on board to provide historical and operational facts about our displays and our volunteers.



Art Brightens the Season!

Wrap yourself in the arts this winter.



Visitors explore the work of Nek Chand at the Art Preserve, 2023.



Ancestral Futures workshop with Ka Oskar Ly at the John Michael Kohler Arts Center, 2023.
Photo: M Tsab.

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OPTIONS TO SUPPORT MAKING SPIRITS BRIGHT

The founding objective and ongoing focus of the lights show event is to collect food pantry donations for Sheboygan County Food Bank.

THESE ARE THE BEST FOOD ITEMS TO DONATE

Together, we can make sure safe, nutritious food and other basic necessities get to our neighbors in need. When visiting Making Spirits Bright, please consider purchasing and donating the items listed below to help avoid the collection of expired food and provide Sheboygan County Food Bank's most needed items.

- ✓ peanut butter
- ✓ canned soup
- ✓ canned tuna, canned chicken
- ✓ cereal, oatmeal
- ✓ canned fruit
- ✓ personal care items (shampoo, conditioner, toothpaste, deodorant, feminine products, etc.)
- ✓ Low-sodium, low-sugar, and light-syrup food items are preferred when possible



VENMO IS A NEW OPTION THIS YEAR



Many times visitors to the event mention that they don't have cash when reaching the igloo. A new option is to scan the QR code on the sign and contribute that way via Venmo. It's fast, safe, simple, and secure since each transaction is encrypted. Be on the lookout for the new sign with the custom QR code and thanks, in advance, for supporting the event in this new way.

CASH CONTRIBUTIONS ARE STILL WELCOME

When completing the drive through the lights show, the final display is the racing arches leading into the igloo. There you'll find volunteers holding red buckets for cash contributions.

ONLINE SHOPPING IS AN EASY WAY TO PROVIDE SUPPORT ALL YEAR

Did you know your purchases online can benefit our lights show? And, not just during the holidays, but year-round! These businesses will donate a percentage of your purchase if you designate Making Spirits Bright as the charity of your choice:



Choice Dollars

There are always new options so if you find any, please let us know by emailing info@makingspiritsbright.com. This is truly a way to give a gift "that keeps on giving."

Thank You!

Proudly supporting
our communities



Wisconsin Public Service
Foundation

TRACK THE PANTRY ITEM DONATIONS

When you enter the park or are just driving by, pay attention to the progress on the volume of donations. And thanks for your donations towards reaching the goal of

**150,000
POUNDS!**



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Covered In Delicious**



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4225 State Hwy 42 - (920) 459-4821

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FROM

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THE KING OF BEERS

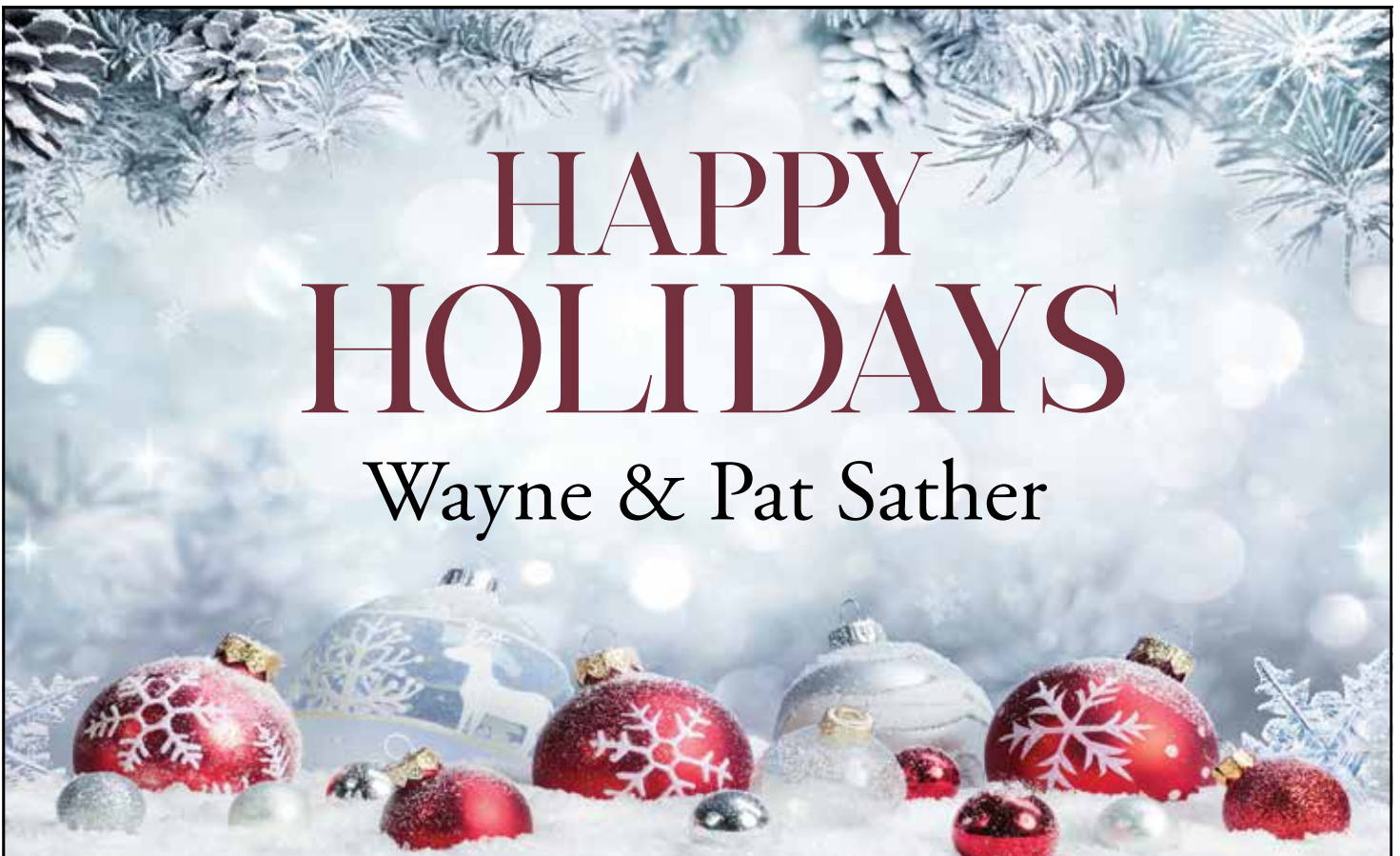


ENJOY RESPONSIBLY



HAPPY HOLIDAYS

Wayne & Pat Sather



2022 EVENT SUCCESS RESULTS IN \$25,000 DONATION TO FIGHT LOCAL HUNGER

Thanks to generous visitors to 2022 Making Spirits Bright, the board of directors for the event made a decision to contribute \$25,000 to Sheboygan County Food Bank. This was in addition to the primary goal of the event which is to collect food pantry donations. Closing in on one million pounds of non-perishable food and personal care items have been collected since the start of the lights show in 2012.



The monetary donation came at a critical time when Sheboygan County Food Bank experienced a decrease from other donation events and needed to purchase food to provide for local people requesting help. The combination of record high inflation and decreases in government support mean low and middle income people are seeking more assistance.

Overall \$155,000 in monetary contributions have been given over the past eleven years from the Making Spirits Bright event to Sheboygan County Food Bank. Thank you generous visitors to the lights show, and please keep up your high-level of food pantry item donations and cash contributions.

WHAT YOU DON'T SEE DURING THE LIGHTS SHOW

**WHILE YOU ARE
ENJOYING THE
LIGHTS SHOW DURING
YOUR DRIVE, THERE
ARE MANY PEOPLE
ENSURING YOUR VISIT
IS ENJOYABLE.**



A park captain serves as the person in charge each night. He or she arrives about 4:00 PM to prepare the volunteer trailer as the welcoming place for that night's volunteers. As the 8-12 volunteers from businesses and organizations arrive about 4:30 PM, they head to the trailer to put on reflective vests, get flashlights as needed, and grab a beverage.

The excitement begins at 5:00 PM when the lights go on and the music streams over the dedicated radio setting.

At 9:00 PM when the show ends, the Sheboygan County Food Bank's truck is driven to the warehouse for sorting and storage of the pantry item donations. The volunteers head home and the park captain secures the area.

There are so many more details that go into assuring that each night runs smoothly but this gives you a glimpse. And there is an entirely different set of volunteers and activities that take place at Quarryview Center!

Warm wishes for a joyful holiday and a New Year filled with peace and prosperity.



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FLAPJACK DAY

SUNDAY, MARCH 17, 2024

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more to celebrate

MEGA STAR DEBUTS THIS YEAR FOR INCREDIBLE WOW FACTOR

The inspiration for the newest display, the Mega Star, came from the movie “Christmas Chronicles 2.” Greg Liebig, long-time chair of the production committee, designed it using the innovative software Fusion 360. An in-house CNC router and plasma machine created the tool paths and cut all major components. The structural components are made from steel and the spires are aluminum. Fabrication and assembly for the structure and trailer were done by Tom Shircel and Mark Hayon, also members of the production committee. The lights were installed by production crew volunteers and the testing and final wiring was handled by Rich Neerhof. While the Mega Star was going to have more spires, due to supply shortages, the necessary controllers were unavailable. This 3-D Mega Star is over 20 feet tall, 18 feet wide, and weighs about 450 pounds. It’s lit with about 2,800 RGB fully programmable lights and is an awesome addition to the show.



Happy Holidays to one and all!



**"The greatness of a
community is most
accurately measured by
the compassionate
actions of its members."**

— Coretta Scott King —

**Thank you to all
of the volunteers
who serve and
support this
community.**

Brenda R. Potter



Merry Christmas & HAPPY NEW YEAR!

APPLE CIDER
 BISCUITS
 BREAD PUDDING
 BRUSSEL SPROUTS
 CANDY CANE
 CHEESE
 CHESTNUTS
 CINNAMON STICKS
 COOKIES
 CRANBERRY SAUCE
 EGGNOG
 FRUITCAKE
 FUDGE
 GINGERBREAD MAN
 GLAZED HAM
 GRAVY
 GREEN BEAN CASSEROLE
 HOT CHOCOLATE
 MASHED POTATOES
 MULLED WINE
 PECAN PIE
 RED VELVET
 REINDEER FOOD
 RUM BALLS
 SPRINKLES
 STUFFING
 SUGAR COOKIE
 SUGAR PLUMS
 SWEET POTATOES
 TURKEY
 YULE LOG

E S P R I N K L E S T P R U J W K S T Y D H R C N
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 G I N G E R B R E A D M A N L U S V W C B A D I C
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 H B G B D R Y C W D B I E W A E T L U O A C R C A
 O C R M U L L E D W I N E T Y L Q A W K N O C H N
 T A B U I J J N S W W S A G B O A I P I C O H E B
 C N M I S Y F F N I B M J Z Y G K B J E A K E S E
 H D B G S S N O S O G L A Z E D H A M S S I E T R
 O Y B L K C E A S W E E T P O T A T O E S E S N R
 C C G R Z W U L F O Q U M P R D R H U P E P E U Y
 O A H O G E C I S K F J E E M A D D P Y R F R T S
 L N Z F R W Z V T P V L F W V C Z Z B U O K U S A
 A E F U Y T U W Z S R T G G D L P W X D L Q M N U
 T H W D I U G B K U W O X G R O S W Y H E T B D C
 E S U G A R P L U M S U U B D A F R U I T C A K E
 Q N J E E K V W S G V O K T U U V M P Y J C L C E
 S R E D V E L V E T S Q Y D S E Z Y V W T E L J S
 D E K V W Y Y F C Z Q Z N F J L P M O H C U S S L



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