

www.NewLondonChamber.com • NewLondonTourism.com

2026

NEW LONDON

Wisconsin

New London Area Chamber of Commerce Directory & Tourism Guide

*Where the Wolf Flows,
Community Grows*



WE CAN'T WAIT FOR YOU TO VISIT!

2026 EVENTS

- February 14-15 WRAL Art Show
 - March 6 & 7 Vintage Shop Hop
 - March 21 St. Patrick's Day Parade—pg. 23
 - April 18 Mom Prom
 - May 2 Sturgeon Shuffle 10k 5k
 - May 7-10 May Festival
 - June 5 Summer Kickoff—Night Market—pg. 15
 - June 7 Wolf River Classic Chevy Club Car Show
 - June 13 Rhubarb Fest
 - July 4 Festival Foods 4th of July Celebration
 - August 4 National Night Out
 - August 8 Rock N Corn Festival
 - September 11 Wheels on Werner Allen—pg. 37
 - September 12 Fall Fest—pg. 37
 - October 17 Pumpkin Palooza—pg. 38
 - December 4 Winter Wonderland on the Wolf—pg. 39
- AND MANY MORE...**

Check out our events!

ALL DATES SUBJECT TO CHANGE

For details on all events, visit the Events tab at NewLondonChamber.com

WE'LL SEE YOU IN NEW LONDON

COVER PHOTO CREDIT: Brenda Handrich



STAY INFORMED WITH NL CONNECT

Stay organized and up-to-date with news, announcements, and upcoming events with the

- School District of New London
- City of New London
- New London Area Chamber of Commerce

Download the NL Connect app today for free!

Download on the App Store | GET IT ON Google Play

The advertisement features a smartphone on the left displaying the NL Connect app interface with a red and white logo. On the right, there is a large red and white ship's wheel logo with the letters 'NL' in the center. The background is white with black and red text and graphics.



The reasons to love New London
are cut and dried.

America's hardwoods leader.



granitevalley.com

425291

Tubing the Little Wolf River

Tubing, Canoeing and Kayaking

11-0385



200 CAMPSITES

- Riverside
- Rustic
- Seasonal
- Full Hook-up
- Dump Station
- Pull-thru Sites
- Showers
- Laundry



- Swimming
- Volleyball
- Horseshoe
- Game Room
- Shuffleboard
- Fishing
- Upper Deck Full Liquor Bar & Grill

Wolf River Trips & Campground

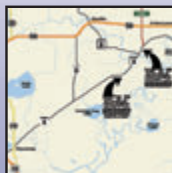
For reservations, call or write: E8041 Cty. Hwy. X, New London, WI 54961

920-982-2458

For more information and a detailed sight map visit us at:

www.wolfrivertrips.com

Green Bay, Hwy. 54.....	47 Miles	Oshkosh, Hwy. 96.....	28 Miles
Appleton, Hwy. 15.....	24 Miles	Milwaukee, Hwy. 41/45.....	110 Miles
Appleton, Hwy. 96.....	26 Miles	Madison, Hwy. 51.....	105 Miles
Menasha, Hwy. 96.....	28 Miles	Chicago Hwy. 41/45.....	195 Miles



How to find us:

For camping and river trip adventures, take County Hwy. X west from New London or Hwy. X east off Hwy. 10 from Weyauwega. From Hwy. 54 between New London and Waupaca, turn south on Larry Road at Pine Tree Supper Club. Easy access from Hwy. 10, 110, 54, 22, 96 and 15.



Griebenow Eyecare

New London • Clintonville



Complete Family Eyecare

- Eye Exams & Medical Eye Care
- Myopia Control & Ortho-K
- Tailored Dry Eye Therapy
- Fashion Eyewear & Sunglasses
- Contact Lenses & Specialty Lens Care
- Treatment of Eye Diseases
- Refractive Surgery Consultations

GriebenowEyecare.com

New London
(920) 982-3711

105 Northridge Drive

Clintonville
(715) 823-5112

45 Tenth Street

499838



Radtke-Rhone Insurance Agency, Inc.



*We're People
Who Care*

**Put 140 Years of Insurance
Experience to Work For You!**

Radtke-Rhone
Insurance Agency, Inc.



982-3048

www.radtke-rhone.com

1301 Mill St.,
New London

- AUTO
- HEALTH
- HOME
- BUSINESS
- LIFE



500149



**EMANUEL EV.
LUTHERAN
CHURCH AND
SCHOOL**

Website: www.emanuelnl.org

Church Email: church@emanuelnl.org

School Email: school@emanuelnl.org

- 3P/4K - 8th Grade - Before/After school program
- Worship Services: Saturday at 5:15 pm, Sunday at 8:00 & 10:30 am
- Radio broadcast service at 9:00 am on Sundays on WJMQ 92.3 FM
- Sunday School and Bible Studies from 9:15 - 10:15 am each Sunday
- Individual & family counseling
- Youth groups for Middle School & High School Students

200 E Quincy Street
New London WI 54961
Phone: 920-982-5444

YouTube.com/@emanuelnl
facebook.com/emanuelnl
Fax: 920-982-0954

34074



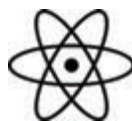
New London's **FREE** Public Museum

Step inside one of Wisconsin's few
multicultural public museums—
one that's completely free to visit!



Explore local history,
natural wonders,
and stories that span
generations.

Bring the kids! Our
Curiosity Corner is
packed with hands-on
activities perfect for
PreK–5th graders.



Exciting updates are
coming in 2026, making
now the perfect time to
experience The Muse.

**Make The Muse a
must-see stop on your
visit to New London!**

NLMuseum.org
406 S. Pearl St. New London

Donations are always appreciated and help
keep this community treasure open for all.

Welcome

TO NEW LONDON, WISCONSIN

Located at the confluence of the Wolf and Embarrass Rivers, New London is a vibrant community that blends rich history, natural beauty, and forward-thinking growth. The city spans two counties, primarily Waupaca County with a portion in Outagamie County and, at more than six miles long, remains the largest city in Waupaca County. With the population climbing to approximately 7,642 in 2025, New London continues to grow while proudly preserving its welcoming, small-town character.

Rooted in tradition yet focused on the future, New London offers an exceptional quality of life for residents, visitors, and businesses alike. After more than 15 years of collaboration, New London proudly formalized its Sister City relationship in 2022 with Killaloe, County Clare, Ireland—known there as “twinning.” This international partnership strengthens cultural connections while opening new doors for tourism, education, and economic development on both sides of the Atlantic. Over the past several years, New London has experienced strong momentum in healthcare, manufacturing, and entrepreneurship, supported by top-notch medical services and modern industrial infrastructure. At the same time, the city’s outdoor amenities set it apart. Thousands of acres of public land, scenic parks, and riverfront access make recreation a way of life here.

Visitors and residents alike can stroll or bike the Sturgeon Trail, cast a line along the riverbanks, explore a growing collection of public art through a mural scavenger hunt, or enjoy a round of disc golf. Unique to New London, ATV and UTV routes allow riders to travel directly through downtown, making it easy to explore local shops, restaurants, and diners with the wind at your back. Whether you’re here to relax, explore, or invest, New London offers endless possibilities...where small-town warmth meets big-city amenities, all set against the natural beauty of two rivers and a community that’s excited about what’s next.

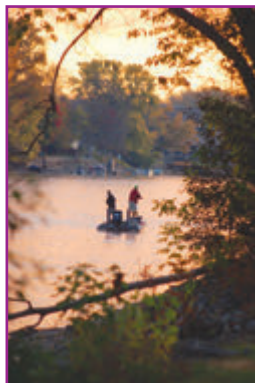


TABLE OF CONTENTS

RESIDENT SERVICES 11

DINING 16

ATTRACTIONS 18

MAP 26

ACCOMMODATIONS 35

MEMBER DIRECTORY 40





"Life on the River"

COMMUNITY SCULPTURE

is in the works!

See more and order
personalized fish at
WOLFRIVERART.ORG



*Partners with vision dedicated
to enhancing our community.*

497300



*People You Know
Service You Trust!*

THERE'S NO NATURAL RESOURCE
like
COMMUNITY



**Providing
dependable
electricity
for ALL
your needs!**

- Residential
- Commercial
- Agricultural



113017

920-982-8516 • FAX 920-982-8544
400 E. North Water Street, New London WI 54961



Your Hometown Chevrolet Dealership Since 1987

Specializing In:

- Commercial Trucks
- Suv's
- Personal Trucks

- New and Used -

**We Service All
Makes and Models**

**DOES YOUR VEHICLE
NEED BODY WORK?
OUR COLLISION CENTER
IS NOW ON SITE.**



Plach




Automotive & Collision Center

920-982-5512 • www.plach.com

**Corner of
Hwy 54 &
Hwy 45**

498655




CLINE & HANSON
FUNERAL HOMES & CREMATION SERVICES

Funeral Directors

Kent Rusch Logan Rusch
Dave Rusch Peter Moesch

Serving the New London area since 1914.



209 W. Cook St., New London WI, 54961
920.982.3232
www.clinehansonfuneralhome.com




**Wolf River
Theatrical Troupe**
304 St. Johns Place New London, WI


Formed in 1982, this active Troupe of Thespians has consistently offered fine entertainment-plays, musicals and a variety of guest artists-for all ages. We've been honored to be recognized as one of the top two community theatres in the area. We produce 4-5 theatre productions and several additional entertainments throughout the year. Watch for announcements in local papers and on our website and join us for what's sure to be an enjoyable experience. Stay and meet the thespians after the show. Better yet, get involved either on stage or backstage. Ticket prices are affordable, seats and temperatures are comfortable and there are concessions to enjoy. The theatre is wheelchair accessible.



*Call for reservations: 920-250-6200
Check our website - WRJT.org and our Facebook.*

Civil War Reenactment
June 27-28, 2026
10-4 each day
at the Historical Village
900 Montgomery St. New London, WI





Rain or shine
Please bring ear protection

Demonstrations of military and civilian life happening all day long on the grounds with a battle to be held in an adjacent field. Take a step back into this important time in our history. There will be tickets sold at the entrance and concessions available on the grounds. More information to come.
Email nlhhs.village@gmail.com
or call 920-538-2462.

**BIG BANK
SERVICES
SMALL TOWN
FRIENDLY**



New London • 101 Park Street
920-982-4701

Member FDIC, (11/24) W121207

CHAMBER OF COMMERCE

MEET THE 2026 CHAMBER OFFICERS AND BOARD OF DIRECTORS



At the New London Area Chamber of Commerce, our mission is to promote community-wide economic growth and support the success of our member businesses and organizations. Our vision is to create meaningful value for our members through educational opportunities, networking, and impactful programs and events that strengthen our local economy.

In 2024, the New London Area Chamber of Commerce was established to further support community development initiatives through strategic partnerships, advocacy, and engagement. Together, we work to create an environment where businesses thrive, visitors feel welcome, and residents enjoy a high quality of life. The New London Area Chamber of Commerce and Foundation are guided by a volunteer Board of Directors made up of dedicated local business and community leaders who provide strategic direction, governance, and advocacy in support of the Chamber's mission. Their leadership helps shape long-term priorities and strengthens the Chamber's impact across the community.

We invite you to stop by our office at 420 N. Shawano Street, Monday through Thursday from 8:30 a.m. to 4:00 p.m., or Friday from 8:30 a.m. to noon, or call us at (920) 982-5822. Our team will be happy to assist you.

The New London Tourism Center is also located at this address and offers information on local attractions, regional destinations, and statewide travel opportunities. The Tourism Center is open to the public 24/7.

Government Partners

CITY OF NEW LONDON



- Aquatic & Fitness Center 815 W. Washington St. (920) 982-8524
- Building/Zoning Permits & Inspections 215 N. Shawano St (920) 250-5612
- New London Municipal Building (general Administration)
215 N. Shawano St. (920) 982-8500
- Fire (non-emergency) 215 N. Shawano St. (920) 982-8507
- Floral Hill Cemetery 1210 Beckert Rd. (920) 982-8518
- Housing Authority 505 Division St. (920) 982-8509 x2
- Municipal Court 215 N Shawano St (920) 982-8508
- Parks & Recreation 215 N. Shawano St. (920) 982-8521
- Police (non-emergency) 700 Shiocton St. (920) 982-8505 —
Dial 911 for emergencies
- Post Office 208 S. Pearl St. (920) 982-2811
- Public Library 113 W North Water St. (920) 982-8519
- Public Museum 406 S. Pearl St. (920) 982-8520
- Public Works 215 N. Shawano St. (920) 982-8503
- Senior Center 600 W. Washington St. (920) 982-8522
- Senior / Accessible Transit Service 600 W. Washington St (920) 982-8523
- Find public and private education information on page 12

COUNTY INFORMATION

- Waupaca County Clerk
(715) 258-6200
- Outagamie County Clerk
(920) 832-5077



Resident Services

IN NEW LONDON

CABLE/SATELLITE/INTERNET/PHONE SERVICE

- AT&T 4347 W Wisconsin Ave., Appleton (920) 840-6392
- Cellcom 301 W North Water St., New London (920) 250-5500
- Frontier (877) 384-0724
- T-Mobile 1186 N Shawano St. Ste. 1, New London (920) 938-8324
- Spectrum 133 N Mall Dr., Appleton (920) 874-2389
- Star Communications LLC 106 Northridge Dr., New London (920) 560-2437
- Starlink (844) 895-5520
- UScellular 308 Wolf River Plz., New London (920) 982-7745



ELECTRIC/WATER

- New London Utilities 400 N Water St., New London (920) 982-8516

NATURAL GAS / PROPANE

- Country Visions Cooperative 1104 Mulligan Dr., New London (920) 982-1111
- Dale Gas & Oil W9933 State Rd. 96 Dale (920) 779-1221
- L & L Propane N903 State Rd. 22, Waupaca (800) 924-5975
- WE Energies 800 S Lynndale Dr., Appleton (800) 242-9137
- Wolf River Propane 315 Burton Rd., New London (715) 752-3333



DMV

- Department of Motor Vehicles 801 W Fulton, St., Waupaca (608) 264-7447
- Department of Motor Vehicles 711 W Association Dr., Appleton (608) 264-7447

GARBAGE & RECYCLING

- GFL Environmental E8257 Hwy. 54, New London (920) 982-4116
- Harter's Fox Valley Disposal 169901 Ringle Ave. Ringle (715) 446-5400
- Orion Waste Solutions 5325 Ballard Rd., Appleton (920) 759-0501
- Outagamie County Recycling & Solid Waste 1919 Holland Rd., Appleton (920) 832-5277

MEDIA

- Press Star / Buyers' Guide 970 Furman Drive, PO Box 408 Waupaca (920) 982-2511
- Frog Country 92.3 FM WJMQ 1456 East Green Bay St., Shawano, WI (715) 524-2195

RESOURCES

- Washington Center Community Cupboard 600 W. Washington St., New London (920) 982-9290
- St. John's Christian Food Pantry 209 S. Pearl St., New London (920) 250-5752
- Make the Ride Happen, New London 3003 N Richmond St. (920) 225-1719
- Waupaca County Catch-a-Ride (920) 214-8214
- Mission of Hope House 520 N Shawano St., New London (920) 249-4553
- Salvation Army 301 E Beacon St., New London (920) 538-3249
- United Way of New London 107 E Beckert Rd. (262) 949-0249

CHAMBER OF COMMERCE

- Chamber of Commerce 420 N. Shawano St., New London (920) 982-5822
- Tourism Center 420 N. Shawano St., New London (920) 982-5822

EMPLOYMENT

- IQ Resources , 105 E Waupaca St., New London (920) 982-3660
- New London Public Library 113 W North Water St., (920) 982-8519

Education IN THE COMMUNITY

School District of New London

District Office 901 W. Washington St. (920) 982-8530

The School District of New London is in East Central Wisconsin on the border of Waupaca and Outagamie counties. It covers 144 square miles in three counties with an approximate population of 18,000 and a tax base of just over one billion dollars.



- High School 1700 Klatt Rd. (920) 982-8420
- Middle / Intermediate School 1000 W. Washington St. (920) 982-8532
- Lincoln Elementary 201 E. Washington St. (920) 982-8540
- Parkview Elementary 1300 Werner-Allen Rd. (920) 982-8538
- Readfield Elementary E9177 Hwy. 96 (920) 250-6590
- Sugar Bush Elementary W10736 Cty Tk. WW (715) 752-4135
- Catalyst Academy 709 S. Shawano St. (920) 982-8686
- Next Generation Academy 1700 Klatt Rd. (920) 982-8420

Serving approximately 2,160 students, the School District of New London partners with the community to ensure that students are engaged in leading their learning toward individual pathways of success. These learning paths enable each student to understand themselves and again academic knowledge toward his / her own personal goals. Partnerships with other institutions of education often allow for students to receive dual credits, as well as industry certificates. We value and respect each individual and strive to continually improve practices.

FOR MORE INFORMATION GO TO: WWW.NEWLONDON.K12.WI.US

Scott Bleck, District Administrator / School District of New London

Students in the School District of New London

- Lead their learning on individual paths
- Engage in reflective practices
- Show integrity through actions
- Value others
- Realize success in achieving goals





Emanuel Lutheran School

■ 200 E. Quincy St. (920) 982-5444

Emanuel has a long history of training students to be humble, bold, and different for a purpose. We are part of the 4th largest non-public school system in the United States, the Wisconsin Evangelical Lutheran Synod (WELS). Emanuel is also part of the Fox Valley Lutheran Schools federation, supporting PreK-12th grade education in partnership with seventeen other Lutheran Elementary Schools across the Fox Valley and Fox Valley Lutheran High School in Appleton. Our school serves 250 students in 3-year-old preschool through 8th grade with a staff of eleven full-time teachers and eight educational aides, as well as numerous other support staff and administrators. Nothing brings us more joy than partnering with families who value a high-quality, Christ-centered education in a world that is increasingly hostile to Christ; it is that dedication to our Savior that sets us apart from any other schooling option in the New London area. If you are interested in learning more about how a foundation in Christ will positively influence your child's education, please contact Principal Bill Fuerstenau at (920) 982-5444 to set up a conference and a tour. May God go with you always!!



Community Grant Writer

STRONGER WHEN WE WORK TOGETHER

In 2025, the New London Area Chamber Foundation made a strategic and forward-thinking investment by hiring its first Community Grant Writer, Payton Lehnerr. Created alongside the launch of the Chamber Foundation, this role was designed to unlock new funding opportunities, pursue charitable support, and bring long-term economic development initiatives to life ensuring meaningful, lasting impact for the New London community.

Coming into the role in May 2025, Payton stepped into a newly established program with a clear but ambitious first-year goal: secure \$60,000 in grant awards to support marketing, events, and community attractions that drive tourism and strengthen local commerce. In just a few short months, that goal was nearly achieved by October 2025, the Foundation was within \$5,000 of its inaugural target, an impressive accomplishment for a first-year effort and a testament to Payton's focus, dedication, and expertise.



Through Payton's work as the Foundation's Community Grant Writer, the New London Area Chamber Foundation has supported impactful projects such as Light the Wolf River, cybersecurity initiatives through Wisconsin Emergency Management, and the Lincoln Lookout Playground Redevelopment, projects that enhance quality of life, promote safety, and create welcoming spaces for residents and visitors alike. As the Foundation's sole employee, Payton works collaboratively with the City of New London, the School District of New London, and the Chamber to identify funding opportunities, prepare competitive grant applications, and support projects that align with shared community priorities. While she is housed within the Chamber building, her role is intentionally designed to serve multiple partners, ensuring grant efforts are coordinated, efficient, and focused on outcomes that benefit the entire community.

The creation of the Community Grant Writer position has already proven to be a transformative decision. Payton's work has laid a strong foundation for sustained funding, expanded partnerships, and future grant opportunities that will benefit New London for years to come. This role represents more than dollars secured; it represents an investment in capacity, vision, and the continued vitality of our community.

Looking Ahead: Building Momentum in 2026

As the New London Area Chamber Foundation looks ahead to 2026, Payton's focus will shift from building the program to expanding its reach and sustainability. Key goals include increasing total grant dollars awarded, diversifying funding sources through corporate and foundation partnerships, and pursuing multi-year grants that provide stable, predictable support for community projects. Payton will continue aligning grant opportunities with the Chamber's priorities in economic development, placemaking, tourism, and quality-of-life initiatives ensuring funding efforts remain strategic and impactful.

In 2026, the Foundation also aims to strengthen collaboration with local municipalities, schools, non-profits, and regional partners to maximize grant readiness and competitiveness. By refining processes, tracking outcomes, and telling the story of funded projects, Payton will help position the Foundation as a trusted steward of grant dollars and a catalyst for community investment. These efforts will not only increase funding opportunities but will also ensure that the benefits of today's work continue to shape New London's future for years to come.



Summer Kickoff—Night Market

IN DOWNTOWN NEW LONDON—JUNE 5TH, 2026

The New London Area Chamber of Commerce is thrilled to welcome the community back for the **second annual Summer Kickoff – Night Market**, happening **Friday, June 5** in downtown New London! After an incredible debut year, this vibrant evening event returns bigger and better bringing together live music, local vendors, family-friendly activities, and a few unforgettable surprises to officially launch summer in our community.



Live Music by Nashville Pipeline

Headlining the night is Nashville Pipeline, delivering high-energy country hits and crowd favorites that will keep downtown buzzing all evening long. Grab your friends, bring a lawn chair, and enjoy a true summer concert atmosphere right in the heart of the city.

Night Market Experience

Stroll through a curated lineup of local makers, artists, food vendors, and businesses offering unique goods, delicious eats, and refreshing beverages. Downtown storefronts will be open, creating a lively, walkable marketplace filled with music, lights, and community spirit.

Hot Air Balloon Experience

A returning fan favorite, Fox's hot air balloon will once again light up the night sky—offering a magical visual centerpiece and incredible photo opportunities that make this event truly one-of-a-kind.

Fun for All Ages

Families can expect kid-friendly activities, interactive experiences, and plenty of space to relax and enjoy a summer evening together. Whether you're dancing near the stage, browsing the market, or soaking in the atmosphere, there's something for everyone.

Supporting Our Community

Proceeds from the Summer Kickoff – Night Market directly support the Chamber's Community Grant Writer, helping bring new funding, programs, and resources to New London. By attending, you're not just having fun—you're investing in the future growth and vitality of our community.

Mark your calendar for June 5 and join us downtown on the very last day of school as we kick off summer the New London way...together!



Dining & Desserts

IN NEW LONDON

Explore all the great dining and dessert options available in New London. There is something for everyone. Grab a quick bite to eat, dine in one of our friendly-family diners, or choose from any of our sit-down restaurants.

BAR & GRILL

Bean City Bar & Grill

N2505 Bean City Rd.
(920) 982-1500

Bree's Inn II

323 S. Pearl St.
(920) 982-7511

C&R Waterfront Bar & Grill

408 W North Water St.
(920) 982-6550

Cruz Inn

309 S Pearl St.
(920) 250-3945

Dragon's Den Bar & Grill

318 W. North Water St.
(920) 250-5107

Harvey's Restaurant

106 E. Wolf River Ave.
(920) 982-4982

Huckleberry Acres Campground/ &

Huck's Sports Grill

E9005 Huckleberry Rd.
(920) 395-1500

Jeanne Rose Sports Bar

306 W. North Water St.
(920) 250-5821

Phil's Still

E8565 State Road 54
(920) 982-0721

Pup's Irish Pub

E8558 State Road 54
(920) 982-3891

Quiver 'N Minnow

N3748 CR-T
(920) 982-9660

Wolf River Trips & Campground

E8041 County Rd X
(920) 982-2458

CASUAL DINING

El Patron Mexican Food and Grill

203 N Shawano St.
(920) 250-5005

El Tequila Mexican Restaurant

208 W. North Water St
(920) 250-5262

Emily's Cafe 422 E. Beacon Ave.

(920) 250-5121

Familiar Grounds

206 N. Pearl St.
(920) 982-4332

Family Bake Shop

114 W. North Water St.
(920) 205-6349

Hong Kong Buffet

310 Wolf River Plz
(920) 982-9899

Jolly Rogers Pizzeria

220 W. North Water St.
(920) 982-2333

King House Chinese Restaurant

1931 N. Shawano Ste. 260
(920) 982-0812

Marly's Restaurant

520 S. Pearl St.
(920) 982-5390

Lala's Family Restaurant

1601 N. Shawano St.
Details coming soon.

Palace Breakfast

518 N Shawano St.,
(920) 250-5115

Pantry Café

317 S. Pearl St.
(920) 250-3945

Taqueria Luciano

214 W. North Water St.
(920) 250-5137

FAST FOOD

Domino's Pizza

400 N. Shawano St.
(920) 982-7700

Little Caesars

207 N. Shawano St.
(920) 982-3333

McDonalds

1135 N. Shawano St.
(920) 982-5540

Northport BP—Broaster Chicken

E8480 Hwy 54
(920) 982-2905

Subway

1200 N. Shawano St.
(920) 982-4401

Taco Bell

1280 Shawano Ave.
(920) 982-7499

HEALTHY OPTION

Longevity Nutrition

201 S. Pearl St.
(920) 250-6500

FOOD TRUCKS

Big Mouth Gyros – (920) 716-8272

Edy's Tacos y Birria (920) 359-1560

El Partron (920) 250-5005

El Tequila - (920) 408-1207

Hillbilly Bob's BBQ (920) 427-7633

Rolling Tacos – (920) 359-4294

Smokehound BBQ –

(920) 659-3232

Tacos El Mana (715) 281-7788

Taqueria Luciano Food Cart

(920) 250-5137

Quiet World Brewing Company

(920) 460-6922

SUPPER CLUBS & DINING

Crystal Falls (drive thru only)

1500 Handschke Dr.
(920) 982-0627

Pine Tree Supper Club

E8095 Hwy 54
(920) 982-5738

Quiet World Brewing Company

N4977 County Road DD
(920) 460-6922

Shamrock Heights

Golf & Supper Club

N5525 Old Hwy. 45
(920) 982-9993

The Waters Supper Club

815 W. Wolf River Ave.
(920) 982-7960

SWEET TREATS

Boozy Cakes, Shakes + Cookie

Cakes

1209 Algoma St.

(920) 851-2478

Dairy Queen (Seasonal)

600 W. North Water St.
(920) 982-3122

Keen's Sweet Treats LLC

New London, WI

(920) 538-4531

Kist Kandies & Ice Cream

414 E. Cook St.

(920) 358-5714

MS Driving Instruction Driving School

Teen and Adult Driving Instruction

-  **Enroll at age 14**
-  **Temps at age 15**
-  **License at age 16**

**Locally Owned
by Laurie Eidenberger**

Offers in person or online courses and
Behind the Wheel Lessons

920-716-7726

(Cell - call or text)

Website: www.msdrivinginstruction.com

Email: info@msdrivinginstruction.com



439923

Lynn Tank Agency LLC

Insurance Options for All Ages

Heather Guyette

Insurance Agent

(920) 250-6051

heather@lynntankagencyllc.com

Heidi Stein

Insurance Agent

(920) 982-2978

heidi@lynntankagencyllc.com

**WE OFFER
AUTO | HOME | FARM
COVERAGE...CALL FOR RATES!**

OFFERING THE FOLLOWING PRODUCTS:

- Individual Health Insurance/"Obamacare"
- Medicare Supplements with top rated carriers
- Medicare Part D Prescription Plans
- Medicare Advantage Plans

439314

221 W. North Water St. • New London WI

Like us on Facebook 



LIKE WHAT YOU SEE...

**Make sure you
don't miss your
opportunity for 2027!**



**Contact us today to
reserve your space for 2027**



Buyers' Guide or Your Rep.

920-982-2511

500057

Attractions

IN NEW LONDON

Big cities have their buzz—but visiting New London offers a different kind of experience. Here, life slows just enough to let you enjoy it. Surrounded by natural beauty and grounded in small-town charm, New London is peaceful, welcoming, and refreshingly unhurried. View the next few pages that breakdown things to do throughout each season.

Visitors enjoy quaint locally owned shops, hometown family diners, miles of scenic parks, and plenty of ways to explore. Whether you're golfing, hiking wooded trails, enjoying delicious local cuisine, catching a movie, or taking in our growing mural tour, there's always something to do without the crowds or chaos of a big city.

One of New London's most unforgettable experiences happens each spring and draws visitors from near and far: Sturgeon Spawning.

Sturgeon spawning season offers a rare chance to witness one of nature's most extraordinary events. Hundreds of lake sturgeon—often called living fossils due to their 200-million-year history—migrate up the Wolf River to spawn. When conditions are right, the river comes alive with activity.

A favorite viewing spot is the Wolf River Sturgeon Trail, a paved trail along Highway X just west of New London. From here, visitors can safely observe massive sturgeon—some reaching six feet in length—rolling and thrashing in the water below. It's a powerful, humbling sight that lasts only a few short days, making timing everything.

During spawning season, New London buzzes with excitement while still maintaining its friendly, small-town feel. Pair this rare natural phenomenon with great food, unique shopping, and genuine hospitality, and it's easy to see why this event is a community favorite.

Be sure to sign up for sturgeon spawning notifications so you don't miss this incredible opportunity. Details are listed below.



For the most up-to-date sturgeon spawning report, call the sturgeon hotline number for recorded daily updates: (920) 303-5444. Sign up for yearly sturgeon spawning email notifications in the New London area by calling the New London Tourism office at (920) 982-5822 or send an email to admin@newlondonchamber.com. Please note that your phone number and/or email will remain on our secure notification lists year after year, with the option to unsubscribe at any time.

Winter Attractions IN NEW LONDON



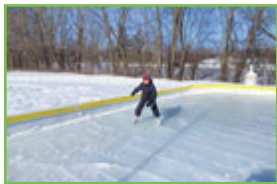
SNOWMOBILING—Hit the trails in New London on the comprehensive network of groomed trails. Access to the trails can be found between Crystal Falls Banquet Facility and AmericInn Lodge & Suites. Before setting out, check on the open / closed status of trails. To find open snowmobile trails and conditions in the area check out Northport Snowriders Snowmobile Club at www.northportsnowriders.org/



SLEDDING—Find the New London Sledding Hill across from Riverside Park and the boat launch behind the city garage on Wolf River Avenue. Enjoy an afternoon of fun on the hill riding solo or creating a train of tubes. If you forget your sled, borrow one from the Sled Loan Library on site.



SNOW SHOEING—Head to Mosquito Hill Nature Center where they provide lessons, tips and trick about the art of snowshoeing. They also cover the history of this fun winter sport. Find your balance and brave the deep snow with specialized snowshoe gear. Bring your own for a discount or rent them. Check out their Facebook page for more details.



ICE SKATING—Spend an afternoon or evening skating across the ice rink located by the City Garage 915 W Wolf River Ave. Bring your own skates. There is no entrance fee. At night enjoy the overhead lighting provided. There is a warming shelter and heated restrooms available to the east of the parking lot.



ICE FISHING—Fishing is part of the fabric of New London, where great angling runs so deep our New London High School even boasts a competitive fishing team. The Wolf River is known for excellent fishing year-round, with popular catches including perch, bluegill, and walleye. For the latest ice conditions, bait, gear, local tips, or just a closer look at the action, stop by Johnny's Little Shop of Bait at 1205 W. Wolf River Ave. Updates are also shared on their Facebook page or by calling (920) 982-4802.



BUILD CONFIDENCE—Academy Martial Arts offers visitors to New London a high-energy, welcoming environment focused on discipline, confidence, and personal growth through martial arts training. Tourists can expect professional instruction for all ages and skill levels, whether they're looking to drop in for a class, explore youth programs, or experience a community-driven studio that reflects New London's active, family-friendly spirit.



BOWLING— Bowling has quickly become a big deal in New London. With strong participation from the school district bowling is now an official school sport, and team numbers continue to grow each year—proof that this classic pastime is thriving with a new generation. At the center of it all is Wolf River Lanes, the go-to spot year-round and a favorite escape during the colder winter months. Under new ownership, the bowling alley offers a lively atmosphere with great food, a spacious bar, and a fun game area for all ages.

Spring Attractions IN NEW LONDON



PETE & JOE — Some people are seeing robins, some are hearing the sandhills cranes, but folks going over the Pearl Street bridge are seeing another sure sign that spring is right around the corner when they see Pete and Joe. The New London Fish and Game Club has this time-honored tradition of documenting the ice out date and time for the past 171 years! New London knows when Pete & Joe come out, Spring is Near!



DISC GOLFING—Our course that flows through Hatten Park is one of the best outside of the Valley. It offers an 18-hole course with mostly flat terrain and some wooded areas. With multiple tee pads for every skill level, the course has pin lengths from under 175ft. up to just over 400ft.



GOLFING— Shamrock Heights Golf Course has become one of the oldest and most scenic golf courses in Northeast Wisconsin. Located in the heart of the Wolf River Valley on the north side of New London, Shamrock Heights offers a rich history and a professional atmosphere, making it the perfect place for any golfer. This year the golf course will be celebrating 100 years in business. Watch their Facebook page for fun events and promos.



OPEN MIC —Stop in at Familiar Grounds for the All Acoustic Open Mic – an afternoon of great music, drinks, and friends! Open Mic takes place all year round, the first Sunday of each month from 12:00pm – 3:00pm. Shop local products and gifts throughout the shop and pick up your favorite drink or grab a meal. Don't forget, they deliver!



FISHING — Boating on the Wolf River is a top attraction in the New London Area. The river connects New London, Shawano, Fremont and Winneconne. Popular fish in this river are many varieties of pan fish, large and smallmouth bass, musky, and trout. Float in on the river and set your lines in New London.



WORTH THE TRIP—Events Everlasting is a must-visit boutique for event décor and celebration inspiration, drawing shoppers to New London from across the region. The storefront is filled with thoughtfully curated décor, rental pieces, and unique finds that inspire weddings, showers, and special occasions of all kinds. Visitors often build a day around their stop—shopping, dining, and exploring downtown—making Events Everlasting a natural driver of tourism and repeat visits.



LIVE THEATRE— This is your opportunity to enjoy community theatre at its best with live entertainment and a variety of quality performing arts. This local group of volunteers have been presenting live community theatre for nearly 40 years.

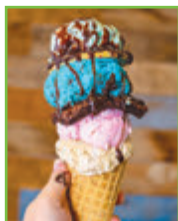


HONOR OUR VETERANS — View over 1,000 veterans' names on the memorial walls located in Taft Park. Visitors can now use a QR code posted at the park's information kiosk to locate the names of veterans honored at the memorial. Application forms for memorials are available at Taft Park, City Hall and the New London Parks & Recreation office.

Summer Attractions IN NEW LONDON



TUBING—Take your vacation to the next level with epic tubing, canoeing and kayaking trips along the Little Wolf River. Our trips start at Little Wolf River and take you on a one-of-a-kind excursion through beautiful river terrain, exciting rapids, and relaxing bends that all lead back to the Wolf River Camping Grounds. Whether you are planning a day of tubing or a week of camping and fishing, Wolf River Trips and Campgrounds has everything you need for a fun-filled and relaxing vacation for the whole family.



ICE CREAM & TREATS—Visit this hidden gem to try fresh ice cream, soda and candies. Sodas in 31 flavors, many kinds of fudge, and 11 flavors of ice cream in warm waffle cones – all made at the Kist plant in New London. Visit during a hot summer day, there's plenty of room to sit in the screened in porch or take your treat to go.



CAMPING—Get away from the hustle and bustle of work and take the short drive to Camp Huck to unplug in our cozy, family focused campground and resort. Nestled on 95 serene acres in the country just minutes from the Fox Valley! Featuring Huck's 12 acre lake, 2 ponds, Potters Creek, 200+ LARGE grassy campsites, 3 Bunkhouse Cabins plus our new 2 unit, 2 bedroom Deluxe Cabin! Enjoy Wyatt's Play Park & Arcade, swimming & inflatables on Huck's Lake, Maggie's Market, crafts, fishing & more.

FARMERS MARKET—Check out the parking lot behind Events Everlasting located at 509 W North Water St. You'll discover a vibrant gathering of local farmers, artisans, and small businesses offering a wide variety of goods. From freshly picked produce and seasonal fruits to homemade baked goods, jams, and honey, there's something to delight every palate. Shoppers will also find hand-crafted items, including unique jewelry, candles, and decor, alongside plants and flowers and more. Market dates June 8th & 22nd, July 13th & 27th, August 10th & 24th and September 7th from 10-1 p.m.



KAYAKING—Looking for a great opportunity to become one with nature and see some awesome murals created by our local Wolf River Art League? You can use the kayak launch at Riverside Park and float your kayak or canoe down the Wolf and Embarrass Rivers through downtown New London for a relaxing, fun experience! Stop by our local businesses for a convenient meal or treat. Just one of the reasons why New London is your address for great opportunities.



MURAL TOUR—The Wolf River Art League has transformed New London into a vibrant outdoor art gallery with beautiful, colorful murals that celebrate creativity and community. New artwork is added throughout the year, giving visitors something new to discover each time they explore. Find all mural locations easily using the interactive mural map and enjoy a self-guided art tour of the city.



ATV / UTV RIDES—Just within the last couple of years, day and time restrictions were removed to allow ATV / UTV access 24 hours a day, 365 days a year. Hop on your ride to visit your local establishments in New London or just cruise around to enjoy the scenery. If you have questions regarding rules and regulations check with the City of New London or contact the local New London ATV Club at (920) 359-0798 or Northeast & Central WI ATV-UTV Association (920) 810-6943 or www.newlondonatv.com.



Fall Attractions IN NEW LONDON



GET SPOOKED — Spooks on Spurr is a haunted attraction in New London, Wisconsin. The old “Spurr Mansion,” as the local folks call it, is a beautiful house built in the 1800’s. The stories you will hear about the “Spurr Mansion” and the surrounding wooded area, will give you goosebumps. Seven years ago, the old “Spurr Mansion” became the Mansion of Misery and the adjacent woods became the Forest of Freaks. ****We recommend our haunt for adults but use your discretion for anyone under 18.** OPEN FRIDAY AND SATURDAY NIGHTS ONLY**



SHOP VINTAGE — Labeled one of the hottest destination spots in New London, Water Street Vintage is a must-see on your list. Shop 15,000 square feet all day long in this two story antique and gift shop. With a large available inventory that changes daily, you’re surely able to find something of interest for everyone; includes vintage, shabby chic, antique, repurposed items, furniture, records, art, jewelry, and more.



TERN FARM — A beloved local destination where families and visitors can enjoy outdoor heritage experiences, interact with friendly farm animals, and explore historic farm life. With seasonal events, hands-on activities, and scenic grounds along the Wolf River, it’s a welcoming place for all ages to connect with nature and community.



NEW LONDON AREA HISTORICAL SOCIETY—preserves and shares the rich history of our region through engaging exhibits, educational programs, and community events. From local artifacts to stories of early settlers and industry, it offers a meaningful look into the past that inspires appreciation for our heritage. It’s a welcoming destination for history lovers and curious visitors alike.



VOLLEYBALL — Bean City Bar & Grill has completely revamped their bar and restaurant outdoor area to offer a variety of fun things to do. Whether you want to relax in a comfy hammock, sit by the beautiful table top fire pit or enjoy a game of volleyball — Bean City’s got it all. This place is must see during the warmer months but also offers a variety of fun programs and events during the winter like their stand up comedian show. Check out their Facebook page for full details.



AXE THROWING — Book your next party or gathering to enjoy axe throwing, corn hole toss, darts and pool at Timber Axe Sports Bar inside of NXT Level USC Ultimate Sports Complex. Catering options are available. No party too big for this venue. Large private room also available. Full bar, Golf Simulator, games and more. Bounce house for the kids indoors available for family friendly parties. Jolly Bob’s Pizza and hot beef sandwiches with the famous Black Otter prime rib meat.



2026 Summer Fun!

Year-Round Educational Facility

441 Acres of Preserve
8 Miles of Hiking

TRAILS OPEN DAILY:
Sunrise to Sunset

BUILDING OPEN:
Tuesday-Friday
8:00am-4:30pm

Saturday-Sunday
10:00am-3:00pm

CLOSED MONDAY
OPEN YEAR-ROUND

For info:
920-779-6433 
www.mosquitohill.com

499899



NEW LONDON
BUILDING SUPPLY

- Building Materials • Millwork
- Andersen Windows • Roofing
- Vinyl, and LP Smart Side Siding
- CAD Blueprint Services, Custom House Plans
- Cabinet, Countertop & Closet Design
- Plumbing • Electrical • Tools
- Hardware • Lawn & Garden
- Valspar Paint • Stain & More

M-F 7-5:30 • SAT 7:30-12
SUN CLOSED

www.newlondonbuildingsupply.com
1718 Mill Street, New London, WI
920-982-3832

498871

Dine on Our River Side Deck

Full Menu • Nightly Specials
Great Pizza • Riverside Dining

Open for Lunch Fri., Sat., Sun.: 11am-3pm
Serving Dinner Mon., Wed., Thurs. 4:30-Close
Fri.-Sun. 4:00-Close




facebook  **Fuel Available For Boats & Snowmobile**

WATCH FOR OUR SPECIAL EVENTS
815 W. Wolf River Ave., New London
920.982.7960 • www.atthewaters.com

SUPPER CLUB AND LOUNGE

344154



Great Service & Hometown Values

American Advantage
CORNERSTONE INSURANCE

- AUTO • HOME • LIFE • HEALTH • SR22
- COMMERCIAL • BUSINESS • FARM • BONDS
- WORK COMP. SPEC. EVENTS • UMBRELLA
- PROFESSIONAL LIAB. • TRUCKING
- CONTRACTORS • AND MORE

Jeff Bergum CISR
President

421 South Pearl Street • New London
Phone (920) 250-6464
jeff@advantagecornerstone.com
www.advantagecornerstone.com

116157

Grand Parade & Irish Fest

IN NEW DUBLIN

2026 SCHEDULE OF EVENTS

Subject to change visit newdublin.com for complete details.

♣ Monday March 16– Leprechaun Day

Leprechauns change the name of the town to New Dublin for the week and will appear at various schools, nursing homes and businesses. Refer to the schedule posted on newdublin.com for the Leprechaun itinerary, they have a FULL day.

♣ Tuesday March 17 – Hooligan Day

Corned beef and cabbage is served during the week at Pup's Irish Pub on Hwy 54 in North Dublin (Northport) and several other fine local establishments in New Dublin (New London).

♣ Wednesday March 18 – Irish Caroling

Irish Caroling at St. Joseph Residence and other places TBA. Song sheets provide a great way to learn all the traditional Irish sing-a-longs. Meet at St. Joseph Residence, Beckert Rd entrance, at 5:00 pm.

♣ Thursday March 19 – Family Entertainment Night

Irish Entertainment and Dignitary Appreciation Night • 7:00 pm at New London Senior High School Auditorium. Talented artists from the New Dublin area present a moving evening of Irish entertainment on stage that features songs, dances, and the humor of Ireland. We will be introducing 2026 Irish Man and Irish Rose Bob & Shelley Leahy, Parade Grand Marshal Jeff Schlueter, and the Irish Lad and Lassie TBA. It's great family entertainment. Free admission, donations appreciated.

♣ Friday March 20– Céili (kay-lee)

7 pm at Crystal Falls A traditional gathering of friends and family in celebration of music & dance. Come and learn how to do Irish dance with a Céili band and Caller. Fun for the whole family. Admission is free and donations are appreciated.

♣ Saturday March 21 – Grand Parade and Irish Fest

St. Patrick's Day Grand Parade –

1:00 pm – downtown New Dublin. Wisconsin's largest St. Patrick's Day Parade includes marching and bagpipe bands, clown and specialty performers, clan and business floats, and more. Over 100 units. Prizes awarded for the best entries.

New Dublin Irish Fest – 11:00 am to 6:00 pm – Held under a HUGE heated big top tent by the Festival Food parking lot downtown. Features food, beverages, entertainment and market booths. Entertainment will be Sheamus Fitzpatrick and the McNally Boys from 11-12:30 and Reilly from 1-6. Entrance to Irish Fest is \$5.00 for the whole day.

A free Shuttle Bus will run.










ALL ROADS OPEN TO NEW DUBLIN

🍀 History of the Shamrock Club of New Dublin

Since 1984 the Shamrock Club has sponsored a week-long celebration of St. Patrick's Day in New Dublin, WI. Featuring the largest St. Patrick's parade in the state we have garnered national media coverage each year. Our parade and Irish festival draw thousands to our community each March. Over the past 42 years, with the help and generosity of many businesses and individuals, we've donated over \$200,000 to local charities in the greater New London area. Follow us on Facebook & check our website for details on our celebration & club events throughout the year. New members welcome!



New London WISCONSIN

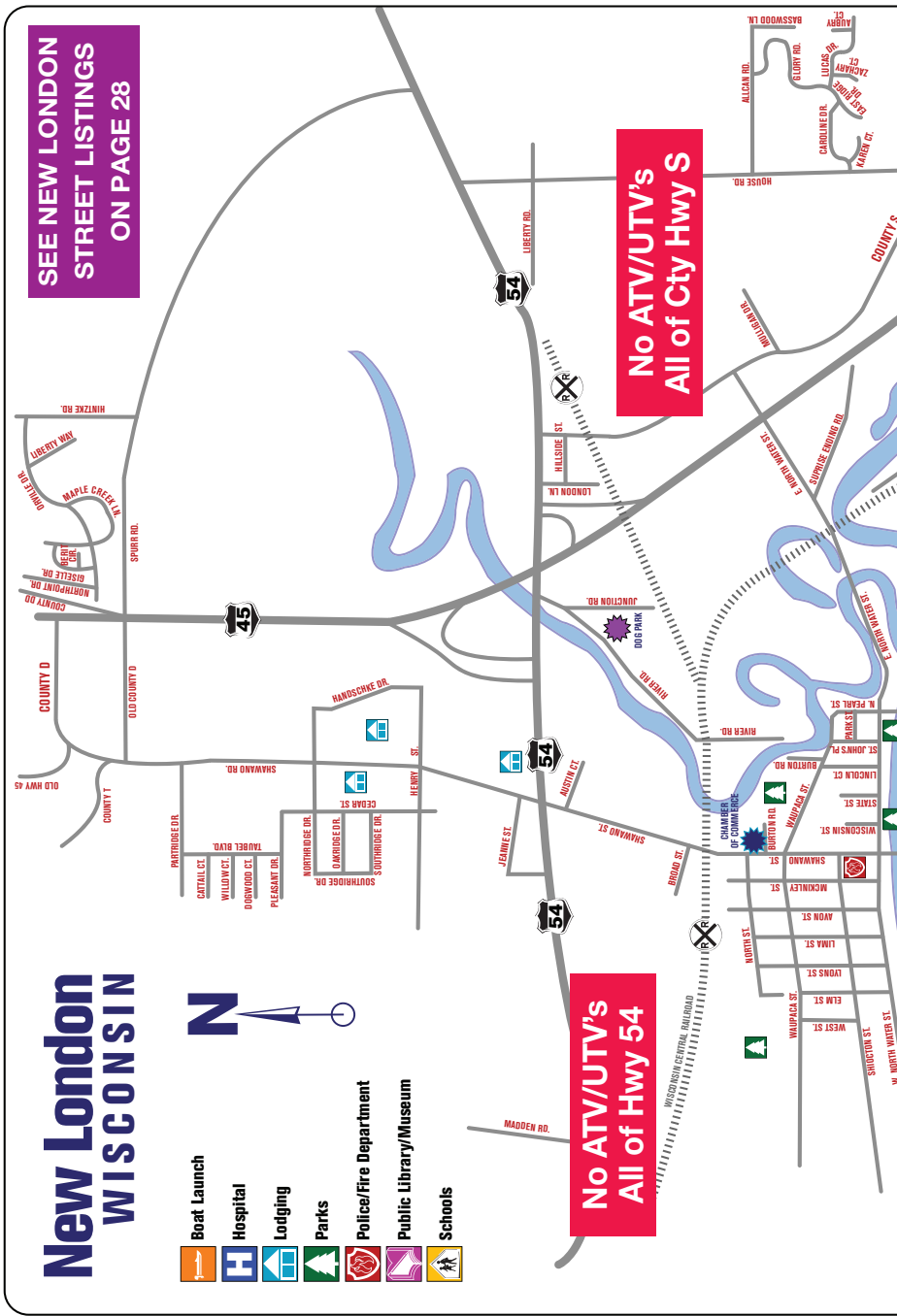
-  Boat Launch
-  Hospital
-  Lodging
-  Parks
-  Police/Fire Department
-  Public Library/Museum
-  Schools



SEE NEW LONDON
STREET LISTINGS
ON PAGE 28

No ATV/UTV's
All of Cty Hwy S

No ATV/UTV's
All of Hwy 54





NEW LONDON STREET LISTING

See map on pages 26-27

Algoma Street I6
 Alcan Road F9
 Appleton Street..... I3
 Aubrey CourtG10
 Austin CourtE5
 Avon StreetF4
 Basswood Lane..... F10
 Beacon Avenue.....H7
 Bean City Road..... L2
 Beckert Road.....K2
 Berit Circle.....A6
 Broad StreetE4
 Bruce StreetI6
 Brynnwood Trace.....K2
 Buck StreetH4
 Burton RoadF4
 Cameron StreetJ3
 Cardinal StreetJ3
 Caroline DriveG9
 Cattail CourtB4
 Cedar StreetD5
 Cedarhurst Drive.....K2
 Cook Street.....H5
 County Trunk D.....A5
 County Trunk DD.....A6
 County Trunk S.....F8
 County Trunk T.....N7
 County Trunk W.....L2
 County Trunk X.....H2
 Dawn DriveL2
 Dexter StreetJ4
 Dey RoadL1
 Dickinson Street.....I4
 Division StreetJ6
 Dogwood CourtB4
 Douglas StreetI6
 Eastridge DriveG10
 Elm StreetG3
 Evergreen Street.....J6
 Fairview Drive.....D5
 Forest Pine DriveM3
 Fox Crossing.....K1
 Fox TrailK1
 Fremont StreetH7
 Giselle DriveA6



Glory RoadG9
 Greenfield DriveM3
 Grove StreetJ7
 Hancock StreetH5
 Handschke DriveH4
 Hatten Park Road.....3
 Haymeadow Court.....K2
 Henry StreetD4
 High StreetJ7
 Highway 54E3
 Hillshire DriveK7
 Hillside StreetE7
 Hintzke RoadA6
 House RoadF9
 Industrial Loop Road.....K8
 Jeanne StreetD4
 Jennings RoadJ1
 Jennings StreetJ3
 Junction RoadE6
 Karen CourtG9
 Katie CourtJ4
 Kendall Lane.....M1
 Klatt RoadL2
 Laura StreetJ5
 Law StreetI5
 Lawrence Street.....J5
 Liberty RoadD9
 Liberty Way.....A7
 Lima StreetF4
 Lincoln Court.....G5
 London LaneE7
 Lucas Drive.....G10
 Lyons RoadM2
 Lyons StreetF4

Madden RoadE2
 Manske RoadM2
 Maple Creek Lane.....A7
 Martin StreetK5
 Mayflower CourtK4
 McKinley StreetF4
 Menasha StreetI4
 Mill (Cty. Hwy. T) St.....I6
 Millard StreetI5
 Minerva StreetK5
 Montgomery Street.....I7
 Montieth StreetJ7
 Mulligan DriveF8
 Nassau StreetJ5
 Neenah StreetI4
 North Star CourtK2
 North Street.....F4
 North Water Street.....G4
 Northpoint DriveA6
 Northridge DriveC4
 Oak StreetJ6
 Oakridge DriveC4
 Old Highway 54A5
 Old River RoadK8
 Orchard CourtJ3
 Oriole StreetJ3
 Orville DriveA7
 Oshkosh StreetJ4
 Pamela LaneL2
 Paradise CourtL1
 Park StreetG5
 Parkview DriveJ3
 Partridge Drive.....B4
 Pearl StreetJ5
 Pershing Road.....K3

Pheasant DriveC4
 Pine StreetI4
 Pinewood CourtJ2
 Pinewood Lane.....J2
 Quincy StreetH6
 Ridgeway Drive.....I7
 River RoadE6
 Robin Street.....K3
 Rocky Mountain Dr.....L1
 Roosevelt CourtL1
 Rowland StreetJ5
 Shawano RoadB5
 Shawano StreetE4
 Shiocton StreetG4
 Smith StreetJ5
 South Water Street.....G5
 Southland Lane.....K3
 Southridge DriveC4
 Spring StreetH5
 Spurr RoadA6
 St. John's PlaceG5
 Starlight Drive.....K2
 State StreetG5
 Sun Ray AvenueM2
 Sunset LaneL2
 Suprise Ending Road.....G7
 Tara Court.....J4
 Taubel BoulevardB4
 Tower LaneK8
 Wallace StreetI6
 Walmer LaneK3
 Warren Street.....I5
 Washington Street.....H4
 Waupaca Street.....G4
 Werner-Allen Blvd.....I3
 West StreetG3
 Willow CourtB4
 Winnifred StreetK5
 Wisconsin Street.....G4
 Wolf River AvenueG4
 Woodfield DriveJ1
 Woodlane DriveG7
 Wyman StreetJ5
 Zachary CourtG10

Life on the River

WOLF RIVER ART LEAGUE—SCULPTURE TRAIL

The Wolf River Art League (WRAL) has long been one of New London's creative engines, a volunteer-driven organization dedicated to bringing public art, community projects, and creative experiences to life throughout the region. Since its founding in 1970 by local educators and art enthusiasts, WRAL has helped anchor community identity through murals, art shows, and hands-on projects that invite everyone to participate in the cultural life of our city.

One of WRAL's most exciting current initiatives is the "Life on the River" Sculpture Trail a public art experience weaving visual art into New London's natural landscape along the Wolf River. Launched in 2022 with the support of the City and the Parks & Recreation department, the Sculpture Trail celebrates the river's vitality and richness by featuring stainless-steel art pieces shaped like fish that symbolize the life and movement of the river itself. Residents and supporters can contribute by purchasing an engraved fish, anything from smaller minnows to large sturgeon creating a personalized legacy within the artwork while helping fund the trail's development.



In 2025, members of the Art League and local fabricators installed the first major sculpture frame on Riverside Trail, that houses the "School of Fish". This has become a striking focal point and a favorite photo destination for residents and visitors alike.

This Sculpture Trail is much more than public art; it's a living testament to community collaboration, creativity, and pride. By blending artistic expression with the beauty of our natural surroundings, the Wolf River Art League continues to enrich New London's cultural fabric and create experiences that connect people to place, to each other, and to the shared story of life on the Wolf River. To order a fish or support this project, see the Wolf River Art League's ad in this booklet on page 7.



Discover the Muse

New London's Free Public Museum

Step inside one of Wisconsin's few multicultural public museums and it's completely free to visit! Explore local history, natural wonders, and stories that span generations. Bring the kids! Our Curiosity Corner is packed with hands-on activities perfect for PreK–5th graders. They will marvel at the collection of animals and everyone will discover something new.

Exciting updates are coming in 2026! With the transition into the full building at 406 S. Pearl St., the museum will offer a more dynamic space where our community can see, learn, and do more.

The first part of this makeover is our Possibilities Phase. It's a chance for us to dream together, as a community. We want your thoughts, your ideas, and your opinions. This is your community museum. Volunteer or become a member of Friends of the New London Public Museum to get behind-the-scenes access and help ensure admission stays free for all. Explore events, exhibits, and more at www.nlmuseum.org.

We invite everyone, no matter where you live, to experience the beginning of this transformative journey. January–April we are open Monday–Friday 10–5 and Saturday 10–1. Beginning May 1, the museum will be open Tuesday–Friday 10–5 and Saturday 10–1.

This is the perfect time to experience The Muse. We can't wait to see you! Make The Muse a must-see stop on your visit to New London.



A New Chapter

The Exciting Library Project

The New London community is on the brink of something truly special with the New London Public Library Project — a transformative effort to reimagine and expand our library into a modern, multi-purpose community space that will serve residents of all ages for generations to come. At its core, this project repurposes the former First State Bank building — a generous gift to the library — into a vibrant new home for learning, creativity, collaboration, and connection right in the heart of downtown New London.



Construction officially began in the summer of 2025 following years of thoughtful planning, fundraising, and community partnership. Since then, the renovation has been steadily progressing, with structural work, framing, and interior build-out well underway — visible signs that this vision is quickly becoming reality.

Once complete, the expanded library will be far more than a place for books. It will include dedicated spaces for youth activities, adult services, and technology access, areas for STEAM (Science, Technology, Engineering, Arts, Math) discovery, and flexible community meeting rooms designed to host educational events, workshops, and gatherings. There will also be spaces for teens to connect, for creatives to produce music and video content, and for groups to collaborate in intimate study rooms — unlocking opportunities for lifelong learning and community engagement that were previously out of reach.

This project has already garnered strong local support, including major grant funding that has helped make this bold vision feasible, and continues to inspire residents, volunteers, and donors alike. When finished, the new library will stand as a vibrant, inclusive hub of connection, creativity, and opportunity — a place where curious minds grow, neighbors meet, and New London's community spirit thrives for decades to come.

Healthcare

PROVIDERS

ThedaCare
1405 Mill St.
(920) 531-2000

At ThedaCare, you can rest assured that you'll receive the exceptional care you need, right where you need it — close to home.

As a comprehensive health care system dedicated to individualized care, their care providers work to understand your unique medical background, risks, lifestyle, personal values and goals, to help them help you get back to living your best life, sooner. Through their extensive network of primary and specialty care providers, they're here to provide all patients within the communities they serve the level of expertise you deserve.



Ascension Medical Group
1420 Algoma St.
(920) 982-8300

Serving residents of the Wisconsin counties of Waupaca and Outagamie, their board-certified doctors and nurse practitioners provide healthcare services for every member of your family, at every stage of life.

Each time you visit their clinic, your doctor begins with listening. By understanding you and your health and by working together, they help make sure you're getting the care you need and the best care possible.

Their family medicine doctors and care teams provide a wide range of services from annual physicals, preventive health screenings, immunizations and weight management to treating acute illnesses.



Valley Family Medicine
1505 Mill St.
(920) 982-7900

Valley Family Medicine is a local provider owned and operated practice that provides services to your whole family. Dr. Van Hoozen is board-certified in Family Practice as well as board-certified in Addiction Medicine by the American Board of Preventive Medicine. He is also a member of the American Academy of Family Physicians and American Society of Addiction Medicine.



Parks & Recreation

IN NEW LONDON

ABRAHAM PARK 1800 S. PEARL ST. Abraham Park is surrounded by a peaceful neighborhood, and is the perfect spot to enjoy a family picnic. The playground, tennis & basketball courts, and baseball diamond provide fun for all ages.



ANCHOR PARK 100 W, NORTH WATER ST. This is one of New London's smaller parks, nestled at the east end of downtown. It boasts of a beautiful flower garden and a view of the historic former city hall building.

BERNEGGER RIVER WALK 103 S. PEARL ST. T Bernegger River Walk is New London's smallest park on the beautifully landscaped banks of the Wolf River. Enjoy fishing from the new docks, or stroll on the paved walking trail.



FRANKLIN PARK 500 DIVISION ST. Established in 1856 this is New London's oldest park. At 1.3 acres, it still offers leisure opportunities: a playground complete with large sandbox and a walkway shaded by the mature trees that make up the park.

HATTEN PARK 801 WERNER-ALLEN BLVD. Named after William Hatten, this park boasts of 120 wooded acres with nature and cross-country ski trails. There is a shelter available for rental complete with restrooms, picnic tables, electricity and water. The park offers two playgrounds, basketball court, ball fields, tennis courts, volleyball courts, horseshoe pits and a disc golf course.



Join us at Hatten Park on Saturday, Sept. 6, 2025 as we celebrate the park's listing on the Wisconsin State and National Registers of Historic Places! The festivities start at 11:00am with activities throughout the park including games, nature walks, a pop-up museum, art projects, and more. Concessions will be available.

KROSTUE PARK 411 ELM ST. 23 acres with picnic tables, ball field, playground, and has open and wooded/nature areas.

LOSS PARK 103 S. PEARL ST. This is New London's smallest park nestled on the landscaped banks of the Wolf River. Enjoy fishing with the kids from the boat dock. Conclude a day of boating by docking here and taking a short walk to New London's downtown area.

MEMORIAL PARK 800 MONTGOMERY ST. This spacious park boasts 13 acres on the banks of the Wolf River. The facility offers a shelter, restrooms, playground, 2 ball fields, and 2 lighted volleyball courts. The park is adjacent to New London Skate Park and the Heritage Historical Village.

MINI PARK 521 W. NORTH WATER ST. This downtown park, although small at 0.2 acres, boasts of a beautiful flower garden and shaded benches. All of the fine eateries downtown New London has to offer are within walking distance from this park.

NEW LONDON JAYCEES DOG PARK 740 RIVER RD. New London's 3 acre dog park consists of two separate fenced in areas to provide the perfect space to exercise your dogs, both large and small. Check out the new benches made out of plastic caps.

New London is home to 16 park sites that encompass a combined area of 281.6 acres. The parks also host many different options for you such as leisure parks and sports parks. Discover which park site can be part of your perfect day. Visit newlondontourism.com/parks-directory/ for more details.



NEW LONDON JAYCEES DOG PARK 740 RIVER RD.

New London's 3 acre dog park consists of two separate fenced in areas to provide the perfect space to exercise your dogs, both large and small. Check out the new benches made out of plastic caps.

NEW LONDON SKATE PARK 800 MONTGOMERY ST.

Try your skills on this park's quarter pipes, launch boxes, grind rails and a pyramid. The park is designed for skateboards, BMX bikes and roller blades. Adjacent to Memorial Park & the Historical Village.



PFEIFER PARK 509 BURTON RD. Named after Dr. Fred Pfeifer, this 9.4 acre park offers many leisure opportunities. Enjoy a peaceful walk along the shady banks of the Embarrass River or play a few games of tennis (lighted courts). Additional amenities include a playground, 3 ball fields, basketball court, restrooms.

RIVER TRAIL PARK 205 S. SHAWANO ST.

Take a leisurely stroll along the Wolf River on this beautifully shaded trail. Then enjoy a relaxing picnic as you watch butterflies visit the park's flower garden.



RIVERSIDE PARK 1215 W. WOLF RIVER AVE.

Enjoy a stroll through this 5 acre park on the shady banks of the Wolf River. Amenities of the park include boat launches, docks, vehicle/boat trailer parking, shelter, and year-round restrooms.

ST. JOHN'S PARK 122 W. NORTH WATER ST.

This 0.4 acre park is located on the Wolf River in historic downtown New London. Take pleasure in a picnic as the river peacefully flows by. A dock is available so boaters can stop and take a leisurely stroll to one of the many New London eateries.

TAFT PARK 400 W. NORTH WATER ST.

Nestled in the heart of downtown New London along the Wolf River, this is a very beautiful and peaceful place to relax. Shaded by beautiful mature trees is a war memorial honoring New London's fallen heroes. Boaters can dock here to picnic or enjoy a meal at one of the many fine restaurants downtown. Handicap accessible.



New London Aquatic & FITNESS CENTER

Looking for a place where the whole community can move, play, and recharge—all under one roof? The New London Aquatic & Fitness Center has you covered. Whether your goal is fitness, family fun, or pure relaxation, this welcoming facility offers something for every age and interest.

At the heart of the center is a six-lane, L-shaped indoor pool designed for both recreation and programming. The pool measures 25 yards across the shallow end and extends 25 meters from shallow to deep, making it ideal for swim lessons, lap swimming, and open swim time. Take the plunge off the diving board or enjoy the pool slide during public swim hours, all while certified lifeguards ensure a safe and enjoyable experience.



When it's time to unwind, the whirlpool hot tub offers the perfect escape. Maintained at a soothing 103–104 degrees, it's a favorite spot for adults ages 18 and older looking to relax after a workout or a long day. (Please note the hot tub is temporarily closed during swimming lessons.)

For families with younger children, the outdoor splash pad is a seasonal highlight. With interactive sprayers and fountains, it's a playful, refreshing space guaranteed to spark smiles and laughter all summer long.

The Aquatic & Fitness Center also features a fully air-conditioned exercise room equipped with a wide range of cardio and strength-training options. Cardio equipment includes treadmills, ellipticals, stationary bikes, a stair stepper, and a rowing machine. Strength-training offerings range from free weights and kettlebells to universal weight machines, an incline bench, and an adjustable sit-up bench. Three flat-screen TVs with Dish Network and an overhead sound system help keep workouts engaging and motivating.

Whether you're building a routine, spending time with family, or simply enjoying a moment of calm, the New London Aquatic & Fitness Center is designed to support a healthy, active lifestyle for the entire community.

Please visit newlondonwi.org for the most up-to-date hours, programs, and activity information.



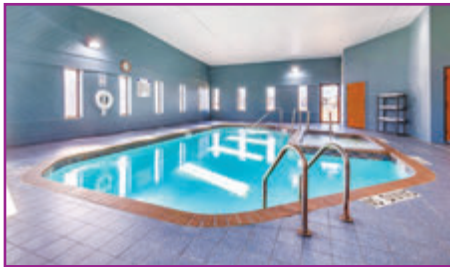
Accommodations

IN THE NEW LONDON AREA

Stay the Night

Whether you're planning a quick getaway or a longer escape, New London offers a variety of lodging options to fit your style and budget. From comfortable hotels and cozy short-term rentals to campgrounds offering camping, glamping, cabins, and RV sites, you'll find plenty of places to unwind after a full day of exploring. Amenities vary by location, so be sure to visit individual websites for details.

New London is also a welcoming destination for retreats, conferences, banquets, and wedding receptions—we'd love to host your next gathering. When booking your stay, explore popular travel platforms where New London is featured, including Airbnb, Vrbo, HomeAway, and Expedia.



Quality Inn indoor pool area



Hucklerry Acres Campground



Irish Acres Farm Stay

HOTELS:

AmericInn Lodge & Suites

1404 N. Shawano St.

(920) 982-5700

Quality Inn

1409 N. Shawano St.

(920) 982-5820

BED & BREAKFAST:

Antiques With Inn

1776 Division St.

New London, WI

(920) 982-4366

MOTELS:

Rainbow Motel

1140 N Shawano St.

(920) 982-4550

CAMPING , CABINS & RV:

Hucklerry Acres Campground

E9005 Hucklerry Rd.

(920) 395-1500

Wolf River Campground

E8041 County Rd. X

(920) 982-2458

VACATION RENTALS:

Private homes and short-term rentals are available through Airbnb, Vrbo, HomeAway, and Expedia.

Amenities and availability vary by location. Please visit individual websites or booking platforms for details.

Stay Somewhere Unique

Looking for something a little different? New London is also home to a one-of-a-kind overnight experience for travelers who enjoy nature, creativity, and a slower pace.

Irish Acres Farm Stay

Experience rustic glamping and farm-stay accommodations on a historic working farm. Guests can enjoy thoughtfully designed spaces, peaceful gardens, walking paths, and a tranquil countryside setting—perfect for a relaxing retreat or creative getaway. Call (920) 538-6162 to book today. E9657 Manske Rd. in New London, WI.

Mosquito Hill Nature Center

EXCITING CAPITAL CAMPAIGN UPDATES

Mosquito Hill Nature Center is located just two miles east of New London off County Highway S and offers sweeping views from one of the highest elevation points in the area. The center's scenic 441 acres border the Wolf River and include one of the last intact stands of bottomland hardwood forest along the river corridor.

Mosquito Hill provides a wide range of educational and recreational experiences for children, adults, and families throughout the year. Public programs cover diverse topics such as interesting plants and animals, nature journaling, birdhouse building workshops, pollinator gardens, composting, native cultures, and more. Naturalist-led outings may include birdwatching, canoeing the Embarrass River, or spring flower hikes.



Summer Ecology is a week-long day camp with six options for children ages 4–11 during June and July, while a strong school field trip program welcomes thousands of elementary students annually. A favorite seasonal tradition, the Holiday Make & Take, invites children to create handmade gifts and fills to capacity each year.

Inside the interpretive building, visitors will find engaging natural history displays, a gift shop, library, and multipurpose room. Wi-Fi is available. Outside amenities include an observatory used during scheduled astronomy events and a natural playscape built into an old quarry. Extensive renovations—funded to enhance both interior and exterior spaces—include new interactive educational exhibits designed to enrich visitor experiences.

Mosquito Hill features three miles of developed hiking trails through wooded and prairie landscapes, including a loop leading to scenic vistas from the observation platform at the top of the hill. The All-People's Trail is a paved, half-mile accessible trail with rest areas, benches, and interpretive signage along the route. During winter, visitors can enjoy five miles of snowshoe trails and a three-quarter-mile ungroomed cross-country ski trail. All trails are

closed during the November gun deer hunting season.



Seasonal events and public programs include Winter Family Fun Day and the Mosquito Hill Fat Tire Bike Race. For a current calendar of events or additional information, visit www.mosquitohill.com, follow the center on Facebook, or call 920-779-6433.

Fall Fest & Wheels on Werner Allen

WAUPACA COUNTY'S LARGEST VENDOR FESTIVAL

Mark your calendars for the second Saturday in September! You won't want to miss Fall Fest, happening Friday, September 11 and Saturday, September 12, in New London. From classic cars to kid-friendly fun, this two-day celebration packs nonstop entertainment, food, music, and fall vibes into one unforgettable weekend. Due to the size of the events, both Fall Fest and the car show will take place on Werner Allen Road.



The weekend kicks off Friday night with the Wheels on Werner Allen Car Show from 5 – 8 p.m. Cruise on down to check out beautifully restored classics, participate in raffles, and win prizes. The New London Lions Club will have food and beverages available for purchase—no carry-ins, please.



On Saturday from 9 a.m. – 3 p.m., Werner Allen Road transforms into a bustling festival corridor featuring 275+ vendors offering crafts, produce, handmade goods, and unique finds lining both lanes of the street. Be sure to stop by the Chamber booth to purchase Wisconsin's finest locally made cheese and sausage, and enjoy a wide variety of mouthwatering foods from vendors and nonprofit groups throughout the festival.

Families won't want to miss the Fall Fest Fun Zone, located near the river by The Waters Supper Club & Lounge. The Fun Zone is free for children all day, thanks to the incredible volunteers from Victory Church, who generously operate the

entire area. Kids can enjoy inflatables, slides, face painting, balloon twisting, a magician, and more. Visit the FFA petting zoo, admire the Wolf River Art League's art display, and get an up-close look at a New London Fire Department fire truck. Live music and entertainment will fill Hatten Park throughout the day, adding to the festival atmosphere.

We love adding something new each year — and this year's Fun Zone gets even better with the addition of a train ride for kids, along with other exciting rides and activities. Keep an eye out, hop aboard, and let us know what you think of this newest feature!

With free admission, nonstop activities, and something for all ages, Fall Fest delivers big fun all weekend long. Gather your family, invite your friends, and come celebrate fall in New London!



Photo Credit: Bastian Marketing & Bastian Media

Pumpkin Palooza

A COMMUNITY CELEBRATION! -OCTOBER 17 DOWNTOWN NEW LONDON

Get ready for fall magic as Pumpkin Palooza returns to downtown New London on October 17 for its second annual celebration bigger, brighter, and even more community-centered! Hosted by ThedaCare, this event blends health and wellness, creativity, seasonal fun, and hometown spirit into an unforgettable afternoon that welcomes everyone.

Academy Martial Arts added an extra dose of excitement with their haunted obstacle course, quickly becoming one of Pumpkin Palooza's most popular attractions. The high-energy experience kept kids active and engaged while drawing long lines throughout the event, perfectly blending fun, movement, and a little spooky challenge.

In its inaugural year, Pumpkin Palooza brought 1,800 visitors to downtown in just two short hours, proving that this event taps into what makes New London special: connection, collaboration, and community pride. With the momentum from year one, this year's celebration is set to grow even more—thanks to partnerships with the City of New London, New London Park & Recreation, local businesses, and talented students from area schools.

Wellness at the Heart

As the event host, ThedaCare infuses Pumpkin Palooza with a health and wellness focus that goes beyond seasonal fun. Families will find activities designed to encourage active play, healthy habits, and positive community engagement in a safe environment. Throughout the event, ThedaCare representatives and wellness partners will be on site to share tips, provide resources, and cheer on participants of all ages.

Creativity, Community, and Collaboration

Pumpkin Palooza is more than pumpkins—it's about people coming together to create joy:

Hundreds of pumpkin displays line the streets in a colorful celebration of fall artistry, imagination, and community participation.

Students help bring creativity to life with interactive pumpkin creation projects, showcasing youth talent and energy.

The ever-popular DECA haunted semi adds thrills for families and friends looking for light-hearted spooky fun.

Downtown businesses join the festivities with Halloween-themed activities and business trick-or-treating, turning downtown into a vibrant, walkable festival space.

Expanding Fun with Park & Rec

This year, the New London Park & Recreation Department is partnering to enhance the event even further, adding planned activations, family-friendly spaces, and organized activities that keep visitors moving, smiling, and celebrating together. Their support ensures Pumpkin Palooza continues its tradition of fun while emphasizing community wellness and engagement.

A Celebration of Community

Pumpkin Palooza is more than an event, it's a testament to what happens when community partners, families, local government, volunteers, and businesses unite with a common purpose. It showcases the best of New London's collaborative spirit and invites everyone in the region to be part of something joyful, creative, and uplifting.

Mark your calendar for **October 17** and join us downtown for a fall experience that highlights wellness, creativity, and community pride. Pumpkin Palooza is where New London gathers to celebrate the season and each other!



Winter Wonderland

ON THE WOLF



Winter Wonderland on the Wolf is getting a magical makeover!

Mark your calendars for this very merry tradition, held the first **Friday in December**, right in the heart of downtown New London. Hosted by the New London Area Chamber of Commerce in partnership with area businesses and community groups, Winter Wonderland on the Wolf transforms the city into a festive holiday destination filled with lights, music, and seasonal cheer.

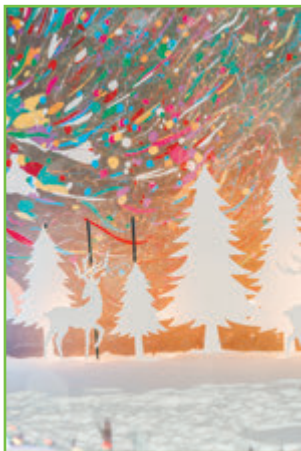
NEW for the season! Beginning the day after Thanksgiving, families are invited to stroll through a beautifully lighted, walk-thru holiday display in Pfeifer Park, glowing nightly through New Year's Day. This immersive experience adds an exciting new way to enjoy Winter Wonderland all season long.

Celebrate opening night with a festive Winter Wonderland Parade, featuring creative and cheerful entries as they wind through downtown. Grab a spot along the route and enjoy the sights, sounds, and holiday spirit — including the Mayor's Choice award, with the winning entry taking home a \$50 Chamber Buck.

On event night, step into the Winter Wonderland Christmas Displays featuring a twisting trail of twinkling lights, decorated trees, festive music, hot cocoa, and a live nativity scene — a truly heart-warming holiday experience. Don't miss a visit with Santa and Mrs. Claus, where children can share their Christmas wishes, drop a letter in Santa's special North Pole mailbox, and head home with a Santa bag full of joy.

Kids can also dance, giggle, and burn off some holiday energy at the **Reindeer Boogie**, hosted by New London Parks & Recreation, complete with holiday music and hot cocoa.

Winter Wonderland on the Wolf kicks off the holiday season and keeps the magic glowing all the way through New Year's. We can't wait to celebrate with you downtown!



NEW LONDON CHAMBER MEMBER LISTINGS

AGRICULTURE

Bees & Blossoms Farm

Elizabeth & Brian Struck
609 N. Shawano St
New London, WI 54961
Beesandblossomshome.com

Blossom and Bloom Greenhouse LLC

Jen Smith
603 Montith St
New London, WI 54961
Phone: (920) 982-4573
www.blossomandbloomgreenhouse.com

Country Visions Cooperative

Judy Schuh
1104 Mulligan Dr.
New London, WI 54961
Phone: (920) 982-1111 • Fax: (920) 982-8888
www.countryvisionscoop.com/

Len Ebert & Sons

Tim Ebert
N8495 Hwy. 45
Clintonville, WI 54929
Phone: (715) 752-4428
Fax: (715) 752-4429
www.lenebert.com

Tractor Supply Co

Nicole Davis
1651 N. Shawano St.
New London, WI 54961
Phone: (920) 982-6222 • Fax: (920) 982-6336
www.tractorsupply.com

AUTOMOTIVE

Bumper to Bumper

Greg Lohff
104 S. Pearl St.
New London, WI 54961
Phone: (920) 982-8585
www.mybumpertobumperstore.com

Plach Automotive

Dan Plach
1101 N. Shawano St.
New London, WI 54961
Phone: (920) 982-5512 • Fax: (920) 982-6400
www.plachgm.com

Pomp's Tire & Auto Service

Jack Harty
210 Northridge Dr.
New London, WI 54961
Phone: (920) 982-7140 • Fax: (920) 982-7184
www.pompstire.com

BUSINESS & PROFESSIONAL SERVICES

All Seasons Photo

Season Polsin
New London, WI 54961
Phone: (920) 538-4611
www.photosbyseason.com

Bastian Marketing

Lisa Bastian
Manawa, WI 54949
Phone: (920) 359-0744
www.bastianmarketing.com

Cline & Hanson Funeral Home Inc.

Kent Rusch
209 W. Cook St.
New London, WI 54961
Phone: (920) 982-3232 • Fax: (920) 982-3399
www.clinehansonfuneralhome.com

Events Everlasting

Kim Chonos
509 W North Water St
New London, WI 54961
Phone: (920) 250-5252
www.eventseverlastingco.com

GFL – Green For Life Environmental

Jason Bartlett
E8257 Hwy. 54
New London, WI 54961
Phone: (920) 982-4116 • Fax: (920) 982-5676
www.jgraichen@gflenv.com

IQ Resource Group, Inc.

Brad Ritchie
105 E. Waupaca St
New London, WI 54961
Phone: (920) 982-3660 • Fax: (920) 982-3668
www.iqresourcegroup.com

Jen's Doggie Style Pet Grooming

Jen Van Order
N4713 River St
New London, WI 54961
Phone: (920) 850-6611

KB Training Connections LLC

Kelly Bubolz
New London, WI 54961
Phone: (920) 809-9785
www.kbtrainingconnections.com

K & Company

Kyra Kallas / Devin Kanaman
315 S. Pearl St.
New London, WI 54961
Phone: (920) 250-5134
https://kandcompanyboutique.com/

Lollypop Pictures LLC

Adeline & Lucas Durie
124 McKinley Ave
Clintonville, WI 54929
Phone: (715) 707-0080
www.lollypoppictures.com

Ledger Lady LLC

Christie Baldwin
New London, WI 54961
Phone: (920) 538-0675
www.ledgerladyllc.com

Mathewson Monuments

Cody Kallas
750 Industrial Loop Rd.
New London, WI 54961
Phone: (920) 982-6465 • Fax: (920) 982-6401
www.mathewsonmonuments.com

Merchants' Choice

Card Services LLC

Trisha Handrich
118 N. Nash St.
Hortonville, WI 54944
Phone: (920) 779-9000 • Fax: (920) 779-6776
www.mccs-wi.com

Mosquito Shield of Appleton and the Fox Valley

Nate Grundy
Box 559
New London, WI 54961
Phone: (920) 234-3079
www.Moshield.com

Moonstone Salon LLC

Kristina Fraiser
1629 N Shawano St Suite D
New London, WI 54961
Phone: (920) 470-0168
Tinafraiser.glossgenius.com

NXT Level Activewear

Bob Guyette
1107 N. Shawano St
New London, WI 54961
Phone: (920) 250-5339
www.NXTactivewear.com

Print Shop

Tim Roberts
302 W. North Water St.
New London, WI 54961
Phone: (920) 982-6585 • Fax: (920) 982-6706

SARA Design & Studio

Sara Mullen-Hornung
Clintonville, WI 54929
Phone: (262) 490-1607
www.saradesignstudioarts.com

Sweeney Law Office, S.C.

Hans Thompson
216 W. North Water St.
New London, WI 54961
Phone: (920) 250-5504 • (920) 833-6114
www.sweeneylawoffice.com

Walker Family Veterinary Hospital

Dr. Andrew Walker
1370 N. Shawano St. Ste E
New London, WI 54961
Phone: (920) 250-5239
Walkerfamilyvethospital.com

NEW LONDON CHAMBER MEMBER LISTINGS

Werner, Johnson & Hendrickson, S.C

Tom Johnson
308 St. John's Pl.
New London, WI 54961
Phone: (920) 982-7200 • Fax: (920) 982-7215
www.wjhlawyers.com

Willia Jo Photography

Katie Smith
New London, WI 54961
Phone: (920) 250-0653

Wisconsin Document Imaging

Aaron Gurney
1850 Velp Avenue
Green Bay, WI 54203
Phone: 920-615-9858
www.wis-imaging.com

Wolf River Lawyers

Keith Steckbauer
Clintonville Office
45 6th St.
Clintonville, WI 54929
New London Office
202 W. North Water St.
New London, WI 54961
Phone: (920) 982-4450
www.wolfriverlawyers.com

Wolf River Veterinary Hospital LLC

Dr. Brent Nokes & Dr. Kyle Ruedinger
216 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 982-2733 • Fax: (920) 982-3112
www.wrvet.com

ZenBusiness

Ross Buhrdorf
5511 Parkcrest Dr., Suite 103.
Austin, TX 78731
Phone: (844) 493-6249
www.zenbusiness.com/wisconsin-llc/

COMMERCIAL & RESIDENTIAL SERVICES

Ann Holz Interiors Plus, LLC

Ann Holz
New London, WI 54961
Phone: (920) 428-8810
www.annholzinteriors.com

Hilker Warehousing LLC

Tom & Lori Hilker
405 W. Wolf River Ave
New London, WI 54961
Phone: 920-250-6011

Hintzke Well Drilling, Inc.

John, Jason & Jay Hintzke
N5072 Hintzke Rd.
New London, WI 54961
Phone: (920) 982-5426 • Fax: (920) 982-5509
www.hintzkewelldrilling.com

Hoffman Heating & Cooling Inc

Greg Junak
633 E. Beckett Rd.
New London, WI 54961
Phone: (920) 982-6565 • Fax: (920) 982-6565
www.hoffmanheating.com

Master Electrical Services, LLC

Joelle Meilinger
1913 Mill St.
New London, WI 54961
Phone: (920) 982-6467 • Fax: (920) 982-6484
www.masterelectricalservicesllc.com

Mid State Tree Service and Arborist, LLC

Rob Ferg
E7468 State Rd. 54
New London, WI 54961
Phone: (920) 596-1979 • Fax: (920) 982-0284
www.midstatetreeservicewi.com

Neyers Communication Services, Inc.

Janet Neyers
W9974 Kelly Dr.
Hortonville, WI 54944
Phone: (920) 779-9959 • Fax: (920) 779-9957

Northland Electrical Services

R. Corey Defferding
1705 Orville Dr.
New London, WI 54961
Phone: (920) 531-1197 • Fax: (920) 531-1201
www.northlandes.com

Paul's Plumbing

Paul Harwood
E9384 Brookside Ct
New London, WI 54961
Phone: (920) 841-0227

Storable New London

Dean Paque
404 Elm St.
New London, WI 54961
Phone: (815) 394-9694
www.storablenewlondon.com

Van Handel Heating and Cooling LLC

Nick Van Handel
N3225 Hwy. 15
Hortonville, WI 54944
Phone: (920) 779-3171
www.vanhandelheating.com

Wolf River Propane LLC

Dawn Lueddecke
315 Burton Rd. Ste 104
New London, WI 54961
Phone: 715-752-3333
www.wolfriverpropane.com

Wunderlich Plumbing, LLC

Doug Wunderlich
W10086 Cedar Rd.
Fremont, WI 54940
Phone: (920) 850-8508

CONSTRUCTION / CONTRACTORS

Ablaze Technologies

Justin Higgins
W7526 Elm Ct.
Shiocton, WI 54170
Phone: 920-750-9378
Ablazechimneys.com

AGX Home Improvement

Rual A. Quintero
Weyauwega, WI 54983
Phone: (920) 840-2065
www.agximprovement.com

Andracontracting LLC

Timothy Andra
New London, WI 54961
Phone: (920) 312-2398

Bennett's Home Repair

John Bennett
New London, WI 54961
Phone: (920) 915-0370

BNH Lighting, LLC

Jeremy Bellile
444 N. Olk St.
Hortonville, WI 54944
Phone: (920) 213-8693
www.bnhlighting.com

Dailey Construction

Ross Dailey
E8258 Praeli Rd.
New London, WI 54961
Phone: (920) 982-9637

Durie Electric LLC

John Durie
454 S. Main St.
Big Falls, WI
Phone: (715) 754-5535
www.durieelectric.com

Ebert Electric LLC

Bradley Ebert
E8560 Court St.
New London, WI 54961
(920) 573-3987
<https://www.ebertelectric.com/>

Fox Cities Bath, LLC

Lee Berg
903 North St. Unit 1A
New London, WI 54961
Phone: (920) 505-0108
www.Foxcitiesbath.com

Heise Heating and Air Conditioning

Dan Heise
330 N. Shawano St.
New London, WI 54961
Phone: (920) 982-5672
www.heiseheating.com

NEW LONDON CHAMBER MEMBER LISTINGS

HP Exteriors

Hunter Prah
New London, WI 54961
Phone: (920) 573-8424

J&F Enterprise LLC

Jose Huerta
304 W. North Water St
New London, WI 54961
Phone: (920) 209-2123

JG Restoration

Josh Greil
1720 N. Silverspring Dr.
Appleton, WI 54913
Phone: (920) 428-4200
<https://www.jg-restoration.com>

K & H Concrete Inc.

Jeff Huebner
E8867 Cty. Tk. N
New London, WI 54961
Phone: (920) 570-2742 • Fax: (920) 982-9949

Keehn Electric LLC

Dylan Keehn
Fremont, WI 54969
Phone: (920) 508-1020
www.keehnelectricllc.com

Mid-State Asphalt LLC DBA

Mid-State Tire & Repair LLC

Corey Prinsen
519 N. Shawano St.
New London, WI 54961
Phone: (920) 982-6524 • Fax: (920) 982-6167
www.midstateasphalt.com

MK Flooring

Matt Kryll
106 W. North Water St.
New London, WI 54961
Phone: (920) 250-5774
www.mkflooringnewlondon@gmail.com

Modern Cleaning Solutions, LLC

Jesse Brownson
New London, WI 54961
Phone: (920) 810-4657
www.moderncleaningsolutionswi.com

Nasi Roofing, LLC

Tess Nasi
2610 S. Casaloma Dr
Appleton, WI 54914
Phone: (920) 574-2599
www.nasiroofing.com

Peeters Construction Co. LLC

Ron Peeters
E9292 Klatt Rd.
New London, WI 54961
Phone: (920) 538-1021
www.peetersconstruction.com

Royal Property Solutions

Brent Houghton
De Pere, WI 54115
Phone: (920) 562-9690
<https://wiroyal.com/>

Stalker Sports Floors

Beth Stalker
1215 W. Waupaca St.
New London, WI 54961
Phone: (920) 982-2926 • Fax: (920) 982-4811
www.stalkersportsfloors.com

Strongwood

Beth Nash
711 Shadow Road
Waupaca, WI 54981
Phone: (715) 258-4818
www.Strongwood.com
<https://strongwood.com/sports/services/golf-simulators/>

Van Parys Woodworking LLC

JJ Van Parys
1320 Lawrence St
New London, WI 54961
Phone: (928) 607-1183

DINING / CATERING / EVENT FACILITY

Bean City Bar & Grill

Ryan Richeson
N2505 Bean City Rd
New London, WI 54961
Phone: (920) 982-1500
www.beancitybar.com

Bree's Inn II

William Bree
323 S. Pearl St.
New London, WI 54961
Phone: (920) 982-7511

Cruz Inn Inc.

Tracey Hoier
309 S. Pearl St.
New London, WI 54961
Phone: (920) 250-3945

Dragon's Den Bar & Grill

Suyash Goel
318 W. North Water St
New London, WI 54961
Phone: (920) 250-5107

Crystal Falls Banquets & Catering

Bailey Kargus & Sydni Williams
1500 Handschke Dr.
New London, WI 54961
Phone: (920) 982-0627
www.crysfallsnl.com

Domino's

Dacota Maeder
400 N. Shawano St.
New London, WI 54961
Phone: (920) 982-7700 • Fax: (920) 982-2285
www.dominos.com

Edy's Tacos and Birria

Edith Castellanos
616 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 359-1560
<https://www.facebook.com/profile.php?id=61552312177741>

El Tequila Mexican Restaurant

Miguel Hernandez
208 W. North Water St.
New London, WI 54961
Phone: (920) 250-5262

Harvey's Restaurant

Aaron Harvey
106 E. Wolf River Ave.
New London, WI 54961
Phone: (920) 982-4982
<https://harveysrestaurantwi.com/>

Indian Crossing Casino

Breanna Yeska
E1171 County Rd Q
Waupaca, WI 54981
Phone: (715) 258-3332
IndianCrossingCasino.com

Jolly Roger's Pizzeria

Bob and Shellie Leahy
220 W. North Water St.
New London, WI 54961
Phone: (920) 982-2333
www.jollyrogerspizza.com

Keen's Sweet Treats LLC

Amber Rodgers
New London, WI 54961
Phone: (920) 538-4531
<https://Shop.castiron.me/keen-sweet-treats>

McDonald's of New London

Deb Swenson
1135 N. Shawano St.
New London, WI 54961
Phone: (920) 982-5540 • Fax: (920) 982-5059

Pup's Irish Pub

Colin Loughrin
E8558 State Hwy. 54
New London, WI 54961
Phone: (920) 982-3891

Quiet World Brewing Company

David Lamb
N4977 County Rd. DD
New London, WI 54961
Phone: (920) 460-6922
Quietworldbrewing.com

Shamrock Heights Golf & Supper Club

Cory and Carrie Kluge
N5525 Old Hwy. 45
New London, WI 54961
Phone: (920) 982-9993 • Fax: (920) 982-9973
www.shamrockheightsgolf.com

NEW LONDON CHAMBER MEMBER LISTINGS

Tacos El Mana

Johnny Mayo
616 W. Wolf River Ave
New London, WI 54961
Phone: (715) 281-7788

Taqueria Luciano Mexican Restaurant (Tequila Bar)

Jeannette Luciano
214 W. North Water St.
New London, WI 54961
Phone: (920) 250-5137

The Waters Supper Club & Lounge

Jim Adrian
815 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 982-7960 • Fax: (920) 982-7964
www.atthewaters.com

EDUCATION / ENVIRONMENT / GOVERNMENT

City of New London

Mayor Mark Herter
215 N. Shawano St.
New London, WI 54961
Phone: (920) 982-8500 • Fax: (920) 982-8665
www.newlondonwi.org

Day Care Center of New London, Inc.

Janet Herzfeldt
1825 Division St.
New London, WI 54961
Phone: (920) 982-6544
www.daycarecenterofnewlondon.com

Fox Valley Technical College

Kim Manteuffel
525 S. Main St.
Clintonville, WI 54929
Phone: (715) 823-8324
www.fvtc.edu

Mosquito Hill Nature Center

Adam L. Brandt
N3880 Rogers Rd.
New London, WI 54961
Phone: (920) 779-6433
www.mosquithill.com

MS Driving Instruction

Laurie Eidenberger
New London Area
Phone: (920) 716-7726
msdrivinginstruction.com

New London Fire Department

Chief Mark Wilfuer
215 N. Shawano St.
New London, WI 54961
Phone: (920) 982-8507
www.newlondonwi.org

New London Parks & Recreation

Ginger Sowle
215 N. Shawano St.
New London, WI 54961
Phone: (920) 982-8521
www.newlondonwi.org

New London Police Department

Josh Wilson
700 Shiocton St.
New London, WI 54961
Phone: (920) 982-8505
www.newlondonwi.org

New London Public Library

Ann Hunt
113 W. North Water St.
New London, WI 54961
Phone: (920) 982-8519 • Fax: (920) 982-8617
www.newlondonlibrary.org

New London Public Museum

Christine Cross
406 S. Pearl St
New London, WI 54961
Phone: (920) 982-8520
<https://nlmuseum.org/>

Northeast Central Wisconsin

ATV-UTV Association

Tammy Kettenhoven
P.O. Box 454
Fremont, WI 54940
Phone: (920) 810-6943
<https://necwatv.com/>

Rawhide Youth Services

Heather Stern
E7475 Rawhide Rd.
New London, WI 54961
Phone: (920) 982-6100 • Fax: (920) 982-5040
www.rawhide.org

School District of New London

Scott Bleck
901 W. Washington St.
New London, WI 54961
Phone: (920) 982-8530 • Fax: (920) 982-8551
www.newlondon.k12.wi.us

Small Business Development Center at UW Oshkosh

Chad Kopitzke
835 High Ave
Oshkosh, WI 54901
Phone: (920) 424-1826

Small Business Development Center at UWSP (SBDC)

Troy Durkee
1209 Fremont St 109 Nelson Hall
Stevens Point, WI 54481
Phone: (715) 346-2288
www.uwsp.edu/sbdc

Wisconsin State Senate – District 19

Rachael Cabral-Guevara
P.O. Box 7882
Madison, WI 53707
Phone: (608) 266-0718
www.senrachael.com

FAMILY / COMMUNITY / CIVIC ORGANIZATIONS

7-11 Club

Leroy Wepner
New London, WI 54961
Phone: (920) 250-1932

American Legion Norris Spencer Post 263 and Auxiliary

Tina Sommer
840 E. North Water St.
New London, WI 54961
Phone: (920) 878-2248

AMVETS

Armin Conradt
New London, WI 54961
Phone: (920) 538-4112

Bear Creek Fireman's

Festival Car Show

Michael Herzfeldt
Bear Creek, WI 54922
Phone: (920) 875-0890

Bear Creek Lions Club

Donna Hein
New London, WI 54961
Phone: (920) 475-7622

CAP Services, Inc.

Norys Pina
821 E. First Ave., Ste. 3
Appleton, WI 54911
Phone: (920) 968-6365 • Fax: (920) 832-9566
www.capservices.org

Changing Lives Foundation

Tracey Johnson
201 S. Pearl St.
New London, WI 54961
Phone: (920) 538-0675
<https://changinglivesfoundationinc.org/>

Child Care Resource & Referral

Candy Hall
1001 W. Kennedy Ave Suite A
Kimberly, WI 54136
Phone: (920) 886-1211

Cub Scout Pack 3059

Christie Baldwin
1300 Werner Allen Rd.
New London, WI 54961
Phone: (715) 445-2437
www.scouting.org

NEW LONDON CHAMBER MEMBER LISTINGS

Father Herb Council 1797

Knights of Columbus

Pat Hale
P.O. Box 221
New London, WI 54961
Phone: (920) 982-3873
www.kofc1797.org

Feeding America

Eastern Wisconsin

Macushla Berglund
2911 W. Evergreen Dr
Appleton, WI 54913
Phone: (920) 202-3690
Feedingamericawi.org

Friends of the New London Library

Connie Jess Zolkoske
406 S. Pearl St
New London, WI 54961
Phone: (920) 369-8376

Friends of the New London

Public Museum

Llahoma Jackson
P.O. Box 62
New London, WI 54961
Phone: (920) 982-8520
<https://nlmuseum.org/friends-of-the-new-london-public-museum/>

His Way Events

Pastor James Roberts
New London, WI 54961
Phone: (920) 819-1889

Life Over Vices Every Day (LOVED)

Jeremy Pues
New London, WI 54961
Phone: (920) 215-4246
<https://breaking-silence.com/>

May Festival

Tracey Hoier
New London, WI 54961
Phone: (920) 250-3945

Medina - Dale - Readfield

Lions Club

Bob Truesdale
New London, WI 54961
Phone: (920) 851-1128
www.e-clubhouse.org/sites/medinadaleadfieldwi

Mindful Movements Yoga

Mindy Danke
213 W. North Water St
New London, WI 54961
Phone: (920) 915-2146
Mindfulmovementsyogastudi.com

Mission of Hope House of WI

David Mahan
520 N. Shawano St.
New London, WI 54961
Phone: (920) 249-4553
www.missionofhopehouse.org

The Mob Bear Creek

Keith Eulrich
P.O. Box 166
Bear Creek, WI 54922
Phone: (920) 359-0253

New London Clipper American Legion Baseball – Post 263

Jim Thorpe
New London, WI
Phone: (920) 359-0760
<https://www.facebook.com/clipperlegionbaseball>

New London DECA

Becky Marquardt
1700 Klatt Rd.
New London, WI 54961
Phone: (920) 982-8420

New London Fast Break Club

Terry Hoover
P.O. Box 412
New London, WI 54961
Phone: (920) 427-7682
www.newlondonboyshoops.com

New London Fish & Game Club

Tim DeShaney
N5433 Old Hwy 45
New London, WI 54961
Phone: (920) 850-7730
www.newlondonfishandgame.com

New London Girls Youth Softball Association

Joy Griffin
P.O. Box 63
New London, WI 54961
Phone: (715) 412-3108

New London Heritage

Historical Society
Charmaine Gerndt
900 Montgomery St.
New London, WI 54961
Phone: (920) 538-2462
www.historicalvillage.com

New London Lions Club

Michael Barbiaux
New London, WI 54961
Phone: (920) 982-3133
www.eclubhouse.org/sites/newlondonwi

New London Rotary Club

Kim Chonos
P.O. Box 177
New London, WI 54961
Phone: (920) 250-5252

New London Wrestling Club

Mark Moser
P.O. Box 546
New London, WI 54961
Phone: (920) 250-2166

New London Youth Baseball

Dale Stern
P.O. Box 419
New London, WI 54961
Phone: (920) 538-0047
www.nlybulldogs.com

Northport Snowriders Snowmobile Club

Chris Lessor
P.O. Box 423
New London, WI 54961
Phone: (920) 878-1919
www.northportsnowriders.org

Project Backpack New London

Cheryl Hoffman
New London, WI 54961
Phone: (920) 841-0879

The Salvation Army

Waupaca County

Lillian Roberts
301 E. Beacon Ave
New London, WI 54961
Phone: (920) 538-3249

Scouts BSA Troop

59 – New London
Gerid Garvens
840 E. North Water St.
New London, WI 54961
Phone: (920) 420-3835

Shamrock Club of New Dublin

Anne Stedman
P.O. Box 317
New London, WI 54961
Phone: (920) 740-3582
www.newdublin.com

St. John's Christian Food Pantry

Luanne Nelson
209 S Pearl St
New London, WI 54961
Phone: (920) 428-2179
Stjohnsnl.org

Sturgeon Shuffle Inc.

Lynn Olson
220 W Waupaca St.
New London, WI 54961
Phone: (920) 982-3300
www.runsignup.com/Race/WI/NewLondon/sturgeonsshuffle

Thorn Farm

Megan Koehler
425 E. Fairview Dr.
New London, WI 54961
Phone: (920) 878-2400
<https://www.newlondonwhistory.org/>

NEW LONDON CHAMBER MEMBER LISTINGS

Traumatic Brain Injury

Fight for Life Team

April Lackowski
P.O. Box 43
New London, WI 54961
Phone: (920) 250-2009
Tony and Lorraine Van Kampen
Weyauwega, WI 54983
Phone: (920) 716-0605

United Way of New London

Joe Marquardt
P.O. Box 104
New London, WI 54961
Phone: (920) 538-4617
www.unitedway.org

Volunteer Fox Cities

Carolyn Desrosiers
1455 Midway Rd.
Menasha, WI 54952
Phone: (920) 832-9360
www.volunteerfoxcities.org

Weyauwega Arts Organization

Kathy Fehl
136 E. Main St.
Weyauwega, WI 54983
Phone: (920) 867-4888
www.wegaarts.org

Wisconsin Herd

Olivia Miller
549 High Avenue
Oshkosh, WI 54901
Phone: (920) 233-4373
www.Wisconsinherd.com

Wolf River Area Patriots

Seth Cowan
New London, WI 54961
Phone: (920) 968-5335
www.wolfriverpatriots.com

Wolf River Art League

Lori Schneider
New London, WI 54961
Phone: (920) 982-0168
www.wolfriverart.org

Wolf River Classic Chevy Club

Dennis Handschke
P.O. Box 174
New London, WI 54961
Phone: (920) 427-1344
www.wolfriverchevy.wixsite.com/wrrc

Wolf River Theatrical Troupe, Inc.

Margie Brown
304 St. John's Pl.
New London, WI 54961
Phone: (920) 982-3062
www.wrtt.org

FINANCIAL INSTITUTIONS

Associated Bank

Bill Bishop
101 Park St.
New London, WI 54961
Phone: (920) 982-4701
www.associatedbank.com

Community First Credit Union

Catherine Tiesney
603 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 830-7200 • Fax: (920) 830-7321
www.communityfirstcu.org

East Wisconsin Savings Bank

Leah Seavecki
109 W. 2nd Street
Kaukauna, WI 54130
Phone: (920) 766-4646
www.eastwis.com

First State Bank

Mathew Lemke
220 W. Waupaca St
New London, WI 54961
Phone: (920) 982-3300 • Fax: (920) 982-4998
www.bankfirststate.com

Fox Communities Credit Union

Heather Wessley
1302 N. Shawano St.
New London, WI 54961
Phone: (920) 982-9420 • Fax: (920) 982-9423
www.foxcu.org

Security Finance

Sweelye Xiong
1186 N. Shawano St Suite 4
New London, WI 54961
Phone: (920) 982-7300 • Fax: (920) 982-7375
www.security-finance.com

Wholesale Payments

Randy Rathburn
Seymour, WI 54165
Phone: (920) 595-0011
<https://wholesalepayments.com/>

Wolf River Community Bank

Lauren Moran
1008 N. Shawano St.
New London, WI 54961
Phone: (920) 982-0055 • Fax: (920) 982-9058
www.wolfriverbank.com

HEALTH SERVICES

Academy Martial Arts

Ed (Trapper) Danke
211 W. North Water St.
New London, WI 54961
Phone: (920) 982-6033
www.academynl.com

Advanced Physical Therapy & Sports Medicine

David Reybrock
1370 N. Shawano St., Ste. A
New London, WI 54961
Phone: (920) 982-0100 • Fax: (920) 982-0103
www.advancedptsm.com

Anytime Fitness

Bob Guyette
1111 N. Shawano St.
New London, WI 54961
Phone: (920) 982-9922
www.anytimefitness.com

ARC Angel's

Jennifer Waterstradt
7 S. Main St
Clintonville, WI 54929
Phone: (920) 840-7642
www.arcangelshome.com

Ascension Medical Group

Kelly Trombly
1420 Algoma St.
New London, WI 54961
Phone: (920) 982-8300 • Fax: (920) 982-8353
www.ascension.org/wisconsin

Aster Assisted Living of Clintonville

Katrina Wychesit
38 N. Main St
Clintonville, WI 54929
Phone: (715) 823-4344
AsterSeniorCommunities.com

Clarity Care, Inc.

Ciara Knodl
424 Washington Ave.
Oshkosh, WI 54901
Phone: (920) 236-6560
www.claritycare.org

doTERRA Essential Oils

Nikki Poppe
New London, WI 54961
Phone: (715) 851-6316
www.mydoterra.com/themidwestdrop

Griebenow Eyecare

Melissa Sylte
105 Northridge Dr.
New London, WI 54961
Phone: (920) 982-3711 • Fax: (920) 982-3009
www.griebenoweyecare.com

Longevity Nutrition

Tracey & Andy Johnson
201 S. Pearl St.
New London, WI 54961
Phone: (920) 250-6500

Maiman Chiropractic LLC

Dr. Daniel E. Maiman
501 S. Pearl St.
New London, WI 54961
Phone: 531-1000 • Fax: (920) 982-0200
www.newlondonchiropractor.com

NEW LONDON CHAMBER MEMBER LISTINGS

New London Aquatic and Fitness Center

Jim Thorpe
815 W. Washington St.
New London, WI 54961
Phone: (920) 982-8524
http://www.newlondonwi.org/departments/aquatics_and_fitness_center.php

New London Area First Responders

Tiffany Strey
P.O. Box 131
New London, WI 54961
Phone: (920) 213-5454

New London Total Fitness 24-7

Kurt Daul
1200 N. Shawano St. Ste. 3
New London, WI 54961
Phone: (920) 250-5798
www.newlondontotalfitness.com

NXT Level Ultimate Sports Complex

Bob Guyette
865 Suprise Ending Rd.
New London, WI 54961
Phone: (920) 982-2000
www.uscsportscomplex.com

Rasasvada

Nicole Young
New London, WI 54961
Phone: (920) 538-5440

Simply Skin Aesthetics

Kaitlyn Behm
302 W. Waupaca St.
New London, WI 54961
Phone: (715) 281-5226
<https://simply-skin-aesthetics.square.site/>

Smiles by Design

Dr. Blake Treichel
P.O. Box 429
Hortonville, WI 54944
Phone: (920) 779-4533 • Fax: (920) 779-4333
www.smilesbydesignwi.com

St. Joseph Residence, Inc.

Laurie Shaw
107 E. Beckert Rd.
New London, WI 54961
Phone: (920) 982-5354 • Fax: (920) 982-5420
www.stjosephresidence.com

St. Joseph Residence, Inc. - The Washington Center

Laurie Shaw
500 W. Washington St.
New London, WI 54961
Phone: (920) 982-5354 • Fax: (920) 982-5420
www.stjosephresidence.com

Switch Fitness

Luke Haase
N761 Stanley Dr
Fremont, WI 54940
Phone: (920) 716-2558
Switchfit.me

ThedaCare Medical Center - New London

Jenny Derks
1405 Mill St.
New London, WI 54961
Phone: (920) 531-2000 • Fax: (920) 531-2098
www.thedacare.org

ThedaCare Physicians - New London

Kandi Schlueter
1405 Mill St.
New London, WI 54961
Phone: (920) 531-2400
<https://directory.thedacare.org/location/thedacare-physicians-new-london>

Tri County Chiropractic S.C.

Jared Bedor
102 Northridge Dr
New London, WI 54961
Phone: (920) 982-5533 • Fax: (920) 982-5544
www.tricountychiro.com

INSURANCE / INVESTMENT

AJ Sics – State Farm Insurance

AJ Sics
101 S. Pearl St
New London, WI 54961
Phone: (920) 982-3231
www.thewisconsinagent.com

Barb Nelson Agency – American Family Insurance

Barb Nelson
1370 N. Shawano St. Ste. D
New London, WI 54961
Phone: (920) 982-5537

Cornerstone Insurance Services LLC

Jeff Bergum
421 S. Pearl St.
New London, WI 54961
Phone: (920) 250-6464 • Fax: 250-6466
www.advantagecornerstone.com

Demming-Noel Agency, Inc.

Doug Noel
228 W. North Water St.
New London, WI 54961
Phone: (920) 982-2881 • Fax: (920) 982-2883
www.demming-noel.com

Edward Jones / Corey Knepfel

Corey Knepfel
315 Burton Rd.
New London, WI 54961
Phone: (920) 982-7440
www.edwardjones.com/corey-knepfel

Edward Jones Investments/ Nicholas Koch

Nicholas Koch
801 W. Wolf River Ave
New London, WI 54961
Phone: (920) 982-3920
<https://www.edwardjones.com/us-en/financial-advisor/nicholas-koch>

Edward Jones Investments

- April Rasmussen

April Rasmussen
801 W. Wolf River Ave
New London, WI 54961
Phone: (920) 982-3920
<https://www.edwardjones.com/us-en/financial-advisor/april-rasmussen>

Lynn Tank Agency LLC

Lynn Tank
221 W. North Water St.
New London, WI 54961
Phone: (920) 250-6051 • Fax: (920) 250-6099
www.lynntankagencyllc.com

Northwestern Mutual

Kyle Klotzbuecher
102 E. Green Bay St. Suite 100
Shawano, WI 54166
Phone: (715) 250-1517

Primerica - Gwinette Zielke

New London, WI 54961
Phone: (920) 538-2670 • Fax: (920) 759-9940
www.primerica.com

Radtker-Rhone Insurance Agency

Frank and Karie Radtker
1301 Mill St.
New London, WI 54961
Phone: (920) 982-3048 • Fax: (920) 982-2584
www.radtkerhone.com

State Farm Insurance - Dan Gassner Agency

Dan Gassner
432 E. Main St.
Hortonville, WI 54944
Phone: (920) 779-0002 • Fax: (920) 779-9993
www.dangassner.com

Stewart Title Company

Sara Thomack
1000 W. Wisconsin Ave., Ste. 7
Appleton, WI 54914
Phone: (920) 659-2749 • Fax: (920) 830-0110
www.stewart.com

NEW LONDON CHAMBER MEMBER LISTINGS

Thrivent Financial - Badgerland Group

New London Office
Travis Kloehn
101 W. Waupaca St.
New London, WI 54961
Phone: (920) 982-3133
www.thrivent.com

LODGING & TRAVEL

AmericInn Lodge & Suites

Jay Patel
1404 N. Shawano St.
New London, WI 54961
Phone: (920) 982-5700 • Fax: (920) 982-5769
www.americinn.com

Huckleberry Acres Campground

Tricia & Brad Hanson
E9005 Huckleberry Lane
New London, WI 54961
Phone: (920) 395-1500
www.camphuck.com

Quality Inn

Bhumi Patel
1409 N. Shawano St.
New London, WI 54961
Phone: (920) 982-5820 • Fax: (920) 982-7907
www.choicehotels.com

Wolf River Trips & Campgrounds

Amanda Johnson
E8041 Cty. Rd. X
New London, WI 54961
Phone: (920) 982-2458 • Fax: (920) 982-6122
www.wolfrivertrips.com

MANUFACTURING / INDUSTRIAL

Amcor New London

Zachary Frenzena
718 High St.
New London, WI 54961
Phone: (920) 531-8001
www.amcor.com

Amcor Flexibles New London Graphics

Stephanie Hochhausen
622 High St.
New London, WI 54961
Phone: (920) 531-8900 • Fax: (920) 982-8040
www.amcor.com

Amcor Flexibles New London RE&D

Zachary Frenzena
729 High St.
New London, WI 54961
Phone: (920) 527-7622 • Fax: (920) 527-6111
www.amcor.com

Amcor Healthcare

Meghan Heiman
755 Industrial Loop Rd.
New London, WI 54961
Phone: (920) 531-1700 • Fax: (920) 531-1820
www.amcor.com

Ellsworth Creamery – New London

Amy Wendlandt
1005 Orville Dr.
New London, WI 54961
Phone: (920) 982-9000
www.ellsworthcheese.com

Granite Valley Forest Products

Becky Sather
500 Cty. Rd. S
New London, WI 54961
Phone: (920) 982-2542 • Fax: (920) 982-4591
www.granitevalley.com

PalletOne, Inc

Meghan Brayton
335 Henry St
New London, WI 54961
Phone: (920) 982-2058

Skeeter Emergency Vehicles / EJ Metals

Brian Hurr
1201 Maple Creek Lane.
New London, WI 54961
Phone: (920) 718-3287
https://ejmetals.com/

Steel King Industries, Inc.

Jeffrey Stillman
325 E. Beckert Rd.
New London, WI 54961
Phone: (920) 982-6640
www.steelking.com

Titan Conveyors

Vincenzo Speziale
735 Industrial Rd
New London, WI 54961
Phone: (920) 982-6600

Tyson Foods Inc.

Tammy Powers
N3620 Cty. Rd. D
New London, WI 54961
Phone: (920) 982-1200
www.tysonfoods.com

MEDIA

Frog Country 92.3 FM WJMQ

Eric Voight
1456 E. Green Bay St.
Shawano, WI 54166
Phone: (800) 236-9824
Fax: (715) 524-9980
www.tchdailynews.com

New London Press Star / Buyers' Guide

Dave Wood
P.O. Box 408
Waupaca, WI 54981
Phone: (920) 982-2511 • Fax: (920) 982-7672
www.waupacanow.com

Personal Services & Care

Copper Leaf Salon
Gina Staskal
906 Algoma St
New London, WI 54961
Phone: (920) 960-1821
https://www.copperleafsalon.com/

Glow 24 LLC

Katie Bauer
1819 N. Shawano St.
New London, WI 54961
Phone: (920) 250-5015

Good News Business & Life Coaching LLC

James M Roberts
New London, WI 54961
Phone: (920) 574-7066

Mary Kay, Inc. Patricia Toney - Independent Beauty Consultant

Patricia Toney
New London, WI 54961
Phone: (920) 359-0297
www.marykay.com/ptoney

Pads and Pets LLC

Julia Martinson
New London, WI 54961
Phone: (608) 469-1340
www.padsandpetswi.com

Tiki Tan LLC

Laurie Berg
N3762 County Rd T
New London, WI 54961
Phone: (920) 538-0950

PUBLIC UTILITIES

Housing Authority City of New London

Laura Marker
505 Division St.
New London, WI 54961
Phone: (920) 982-8509 • Fax: (920) 982-8613
www.nlha.org

New London Utilities

Jay Bessette
400 E. North Water St.
New London, WI 54961
Phone: (920) 982-8516 • Fax: (920) 982-8544
www.newlondonutilities.org

NEW LONDON CHAMBER MEMBER LISTINGS

REAL ESTATE

Berkshire Hathaway HS

Fox Cities Realty

Dawn Anderson
W6184 Aerotech Dr Suite B
Appleton, WI 54914
Phone: (920) 815-2002

Coldwell Banker Real Estate Group

Laurie Johnson
1275 N. Shawano St., Ste. B
New London, WI 54961
Phone: (920) 982-2121 • Fax: (920) 982-5602
www.coldwellhomes.com

Luke Haase Empower Real Estate

Luke Haase
N761 Stanley Dr
Fremont, WI 54940
Phone: (920) 716-2558
Empowerrealestateinc.com

Real Estate by Jeffrey

Jeffrey Handschke
New London, WI 54961
Phone: (920) 810-1363

Sandy DuFrane - Century 21 Ace Realty

111 Park St.
New London, WI 54961
Phone: (920) 841-5374
www.c21ace.com/Agent/Detail/Sandy-DuFrane/102395

S.C. Swiderski

Angela Hansen
401 Ranger St.
Mosinee, WI 54455
Phone: (715) 693-9522
www.scswidski.com

RECREATION / ENTERTAINMENT

Clintonville Riverside Golf Course

Andy Noll
100 Club House Drive
Clintonville, WI 54929
Phone: (715) 823-2991
Clintonvillerriversidegolf.com

Creative Elements Studio

Sarah McBeath
1186 N. Shawano St Ste #2
New London, WI 54961
Phone: (715) 701-5464

Ellen Martinson, Pianist

Ellen Martinson
New London, WI 54961
Phone: (920) 538-0527
www.gigsalad.com/ellen_martinson_pianist_new_london

Ellis Visual Arts LLC

Ashley Ellis
305 S. Pearl St.
New London, WI
Phone: (715) 570-2292
www.ashleygordonart.com

Johnny's Little Shop of Bait

John Faucher
1205 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 982-4802
www.thelittleshopofbait.com

Mid-Western Rodeo

Keisha Kempf
E5888 County Road B
Manawa, WI 54949
Phone: (920) 596-2005
www.manawarodeo.org

New London ATV Club

Pete Genteman
New London, WI
Phone: (920) 359-0798

Quiver N' Minnow

Lee Meyer
N3748 Cty. Rd. T
New London, WI 54961
Phone: (920) 982-9660

Shamrock Heights Golf & Supper Club

Cory and Carrie Kluge
N5525 Old Hwy. 45
New London, WI 54961
Phone: (920) 982-9993 • Fax: (920) 982-9973
www.shamrockheightsgolf.com

Shiocton Flyers Club

Brian Laedtke
W10054 Bonnin Rd.
New London, WI 54961
Phone: (920) 538-3149
www.airportw34@athenet.net

Spooks on Spurr

Robin Wilson
W10140 Spurr Rd.
New London, WI 54961
Phone: (920) 841-1879
<https://www.spooksonspurr.net/>

The Vault

Pam & Yash Goel
310 W. North Water St
New London, WI 54961
Phone: TBD

Wolf River Lanes

Aaron Harvey
106 E. Wolf River Ave.
New London, WI 54961
Phone: (920) 982-4982 • Fax: (920) 982-3939
<https://harveysrestaurantwi.com/>

Yo DJ Entertainment

James Kelley
Clintonville, WI 54929
Phone: (920) 538-2677
www.yodjent.net

RELIGIOUS ORGANIZATIONS

Emanuel Evangelical

Lutheran Church
Scarlett Koehler
200 E. Quincy St.
New London, WI 54961
Phone: (920) 982-5444 • Fax: (920) 982-0954
www.emmanuelnl.org

First Congregational United Church of Christ

Pastor Steve Savides
110 E. Hancock St.
New London, WI 54961
Phone: (920) 982-3731
Firstcongregcnl.com

Iglesia de Cristo Ministerios Elim

Pastor Jose Huerta
616 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 205-6349

Most Precious Blood Parish

Tina Noel
808 S. Pearl St.
New London, WI 54961
Phone: (920) 982-2346 • Fax: (920) 982-8381
www.mostpreciousbloodchurch.com

New London Seventh-day Adventist Church

Barbara Showers
921 Smith St.
New London, WI 54961
Phone: (920) 982-9939
www.newlondonwi.adventistchurch.org
<http://sdanewlondon.com/>

New London United

Methodist Church
Rev. Debi VanDenBroom
709 W. Pine St.
New London, WI 54961
Phone: (920) 982-4703 • Fax: (920) 982-2599
www.mynewlondonumc.org

The River

David Franke
616 W. Wolf River Ave.
New London, WI 54961
Phone: (920) 538-5537
www.4theriver.org

St. John's Episcopal Church

Portia Corbin
1513 Pinewood Ln.
New London, WI 54961
Phone: (605) 280-4927
www.stjohnsnl.org

NEW LONDON CHAMBER MEMBER LISTINGS

Trinity Lutheran Church

Pastor Charles Thompson
709 W. Beckert Rd.
New London, WI 54961
Phone: (920) 982-5833
www.sites.google.com/view/trinitynewlondon/home

Victory Church - New

London Campus

Colleen Spindler
1500 Handschke Dr.
New London, WI 54961
Phone: (715) 258-9661
Fax: (715) 258-9698
www.victorychurchwi.com

SHOPPING & SPECIALTY RETAIL

Amazing Low Prices

Tami Van Straten
210 Wisconsin St.
New London, WI 54961
Phone: (920) 982-2670 • Fax: (920) 982-2670

The Bridge Thrift Store

1186 N. Shawano St. Suite 5
New London, WI 54961
Phone: (920) 250-5835
www.mohwi.org/the-bridge

The Bottle Shop

Katherine Thurm
303 S Shawano St
New London, WI 54961
Phone: (920) 982-5133

Christian Custom

Mounts & Creations

Katie Christian
New London, WI 54961
Phone: (920) 538-6694

Deerbrook Transfers & Gifts LLC

Kathy Young
New London, WI 54961
Phone: (920) 538-3650
www.deerbrooktransfers.com

F&S Grocery and Liquor LLC

Sandra Saint Hilaire
108 W North Water St
New London, WI 54961
Phone: (920) 389-7099

Familiar Grounds

Jennifer Heideman
206 N. Pearl St.
New London, WI 54961
Phone: (920) 982-4332 • Fax: (920) 982-4496
www.familiargrounds.net

Festival Foods

Dennis Kolbe
308 N. Shawano St.
New London, WI 54961
Phone: (920) 982-9869 • Fax: (920) 982-9874
www.festivalfood.com

Kwik Trip Store Northside

Kevin Schultz
984 N. Shawano St.
New London, WI 54961
Phone: (920) 982-7513
www.kwiktrip.com

Kwik Trip Store Southside

Kristie Lechelt
1500 Mill St.
New London, WI 54961
Phone: (920) 982-7530
www.kwiktrip.com

The Liquidation Station LLC

Amy & Nick Ostrander
N1213 N. Mayflower Dr
Greenville, WI 54942
Phone: (920) 213-3590

MacaPort, LLC

Nick Schaefer
3080 Fredrick Farm Ln. Suite 101
New London, WI 54961
Phone: (920) 359-0057
www.MacaPort.com

Modern Flooring

Laurie Berg
N3750 Cty. Rd. T
New London, WI 54961
Phone: (920) 982-4950 • Fax: (920) 982-3850
www.modernflooringnl.com

New London Building Supply

Kris Carew
1718 Mill St.
New London, WI 54961
Phone: (920) 982-3832 • Fax: (920) 982-6480
www.newlondonbuildingsupply.com

New London Small Engine Service LLC

Dan Wilfuer
E9033 Worm Rd
New London, WI 54961
Phone: (920) 982-6674

New London Travel Plaza

Suyash & Pamela Goel
1280 N. Shawano St
New London, WI 54961
Phone: (920) 982-7232

Northern Belle Boutique

Britney Riesenber
1927 N. Shawano St. Ste. C
New London, WI 54961
Phone: (920) 250-5793
www.northernbelleboutique.com

Northport BP

Eric May
E8480 Hwy 54
New London, WI 54961
Phone: (920) 982-2905

Office Outfitters

Bill Zimmerman
120 W. Badger St.
Waupaca, WI 54981
Phone: (715) 258-3989
Fax: (715) 258-3907
www.office-outfitters.com

Olde Country Store Antiques

Becky Drechsler
E6690 Hwy 54
New London, WI 54961
Phone: (920) 596-3361
www.oldecountrystoreantiques.com/

St. John's Community Thrift Store

Portia Corbin
107 W. North Water St.
New London, WI 54961
Phone: (920) 982-4141 • Fax: (920) 982-0948

Tractor Supply Co

Nicole Davis
1651 N. Shawano St.
New London, WI 54961
Phone: (920) 982-6222
Fax: (920) 982-6336
www.tractorsupply.com

Tri-County Overhead Door

Bill Millard Jr.
1910 Hillshire Dr.
New London, WI 54961
Phone: (920) 982-6700 • Fax: (920) 982-6709
www.tricountyohdoor.com

Wal-Mart Store

Moe Bernard
1717 N. Shawano St.
New London, WI 54961
Phone: (920) 982-7525 • Fax: (920) 982-7436
www.walmart.com

Water Street Vintage, LLC

Kelly Rickert
207 W. North Water St.
New London, WI 54961
Phone: (920) 982-9826
www.waterstreetvintage.com

TELECOMMUNICATIONS / COMPUTERS

Cellcom/Nsight

Kimberly Sawyer
310A W. North Water St
New London, WI 54961
Phone: (920) 264-8449 • Fax: (920) 339-4037
www.cellcom.com

PC & Cell Solutions

Keith Gowdy
301 W. North Water St.
New London, WI 54961
Phone: (920) 250-5700 • Fax: (920) 250-5701
www.pcncell.net

NEW LONDON CHAMBER MEMBER LISTINGS

T-Mobile

Nickolas Abata
1186 N. Shawano St Suite 1
New London, WI 54961
Phone: (920) 875-0002
www.T-Mobile.com

Unitel, Inc.

Mike Toth
2400 W. Leonard St.
Appleton, WI 54914
Phone: (920) 739-1288 • Fax:
(920) 739-4305
www.unitelinc.com

UScellular – Next Generation Wireless

Emilee Nedoba
308 Wolf River Plaza
New London, WI 54961
Phone: (920) 982-7745
www.NGVtoday.com

TRANSPORTATION

Auto Pro Express Inc.

Mike Wedelstadt
W10890 School Rd
Fremont, WI 54940
Phone: (920) 667-5300

Lutheran Social Services

of Wisconsin & Upper MI
Shannon Zwitter
3003 N Richmond St.
Appleton, WI 54911
Phone: (920) 225-1726
www.maketheridehappen.org

Ort & Son's Trucking LLC

Paula Ort
775 Industrial Loop Rd Suite 2
New London, WI 54961
Phone: (920) 982-7690



STAY CONNECTED

NEW LONDON AREA CHAMBER OF COMMERCE

Thank you for considering investment in chamber membership. Please review the Chamber Media Kit which provides details on member incentives tools and resources.

IF INTERESTED

PLEASE COMPLETE AND RETURN THESE THREE ITEMS LISTED TO THE CHAMBER OFFICE

CONTACT
us with questions

(920) 982-5822
(920) 858-2393

Director@newlondonchamber.com

420 N Shawano St.
New London, WI 54961

www.newlondonchamber.com

MEMBER APPLICATION
Complete the printed version or find an online version at newlondonchamber.com. Membership dues can be found on the back side of the application. Fees are prorated throughout the fiscal year.

BUSINESS / ORGANIZATION LOGO
Please send a png or jpg version of your business / organization logo. If you do not have one, we do offer a service to create one for a small fee. Please contact the chamber directly for more details. Please let us know if you update your logo.

PROMOTIONAL RECAP
Provide a write-up describing your business / organization which will be advertised a few different ways. This will be emailed out to the business community as a welcome to the chamber. It will also be listed on the chamber website under the member directory. The recap will also be printed this in the local newspaper. Please share whatever you would like the community to know about your business / organization.

MEMBERS GET MORE



Full Membership Details Here

SCAN ME

WHY INVEST IN MEMBERSHIP?

THE CHAMBER
NEW LONDON WISCONSIN

MARKETING CONVENIENCE

Advertise

- Weekly Local Loop
- Outdoor Marquee
- Community Calendar
- Newsletter Listing
- Tourism Center
- Member Spotlights

NETWORKING OPPORTUNITIES

Connect

- Monthly Networking
- Ribbon Cuttings
- Money Talks Table
- Events / Banquets
- Business After Hours

VISIBILITY

List

- Website Member Directory
- Tourism Guide Directory
- New London Connect App

MEMBER INCENTIVES

Take Advantage

- Loyalty Program
- Chamber Bucks
- Special Day Media Posts

ECONOMIC DEVELOPMENT

Support

- Business Assistance
- Tourism Promotion
- Expansion or Relocation Assistance

WORKFORCE SUPPORT

Recruit

- Job Postings
- Invites to Job Fairs
- Business Card Display
- Brochure Display

BUSINESS REFERRALS

Promote

- Phone Referrals
- Email Referrals
- Networking

BUSINESS ADVOCATE

Trust

- Economic Development
- City Hall
- School District
- Revitalization
- Tourism

EDUCATIONAL OPPORTUNITIES

Learn

- Business Counseling
- Business Education
- Education Support

All Incentives Included in membership!

Our mission is to promote our community's economic growth and the success of our member businesses and organizations. Our vision is to create value for our members by providing educational and networking opportunities, as well as beneficial programs and events. We are here to support, serve and guide you. Stop in our office at 420 N. Shawano St.

Monday through Thursday
8:30–4 p.m. | Friday 8:30–12 p.m.
director@newlondonchamber.com
www.newlondonchamber.com
920-982-5822



RHUBARB FEST

JUNE 13, 2026 • 9AM-2PM

Don't miss the 9th annual Rhubarb Fest held on the grounds of the historic Thern Farm. This family favorite features a rhubarb bake sale, vendors, live music, concessions, and more!

920-878-2400
 thernfarmnl@gmail.com
 425 E. Fairview Drive, New London



INTRODUCING SCS WOLF RIVER

NEW LONDON LIVING



Opening Spring 2026

Located along the Wolf River in the heart of downtown New London, the new S.C. Swiderski development features popular floor plans and amenities designed for simple, maintenance-free living.

SCS Wolf River is managed with hospitality in mind by the SCS Property Management Team. Begin your next chapter with simple living at SCS Wolf River.

Visit LiveSCS.com for updates and availability.



A MODERN APARTMENT COMMUNITY CREATED TO MEET NEW LONDON'S GROWING NEED FOR HIGH-QUALITY HOUSING.



For over 90 years, the Tyson Foods New London facility has been producing and distributing a wide variety of hams, hot dogs, sliced meats, and smoked sausage products to consumers across the United States.

Each and every day our dedicated team members produce only the highest quality branded products to meet the needs of you and your family.



Jimmy Dean™



Go To: [Tysonfoodscareers.com](https://tysonfoodscareers.com)

Tyson is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will be considered without regard to race, national origin, color, religion, age, genetics, sex, sexual orientation, gender identity, disability or veteran status.

© 2021 Tyson Foods, Inc. 15147-900