



PARTNER MEETING RECAP

Tuesday, January 20, 2026 | 8:00AM – 9:00AM | Topsy Turvy Brewery

Happy New Year! We began our 1st Partner Meeting of the year with a welcoming introduction by Deanna Goodwin, our Vice President of Marketing, Communications & Development here at Visit Lake Geneva. Deanna gave us an update on all things [Winterfest 2026](#). We have 15 teams including international representatives from Mexico and Turkey. Sculpting begins on Wednesday January 28 and concludes with awards presented on Saturday January 31, 2026. There will also be a downtown ice sculpture walk starting Thursday, bonfires on the beach, and entertainment at The Riviera, and more. We look forward to seeing you there!

THANK YOU TO OUR HOST PARTNER

[Topsy Turvy Brewery](#) | **Matt Wells, Taproom Manager**

Matt Wells, Topsy Turvy Brewery Taproom Manager, gave us an update on some new ideas to combat “dry January” and the new trend of serving up “mocktails” to pivot the brewery and keep up with the times! He also introduced the new Hell or High-Water Lounge that serves cocktails and desserts, along with plans for expanding into a food menu. Live music, “Game Night”, Trivia Night, and more fun events are coming soon to keep the good times rolling. Russ Prichard, Topsy Turvy’s Brewmaster, will be brewing up the “flippin’ good beer” that is Topsy Turvy Brewery.

FEATURED PRESENTATION

2026 Best Business Practices | [Robin Walker, Business Advisor & Consultant](#)

Thank you to [Robin Walker](#) for insightful presentation on business practices for 2026! Robin Walker is a fifth-generation entrepreneur with a background in business planning, who has experience running multiple businesses, is skilled in planning strategic business events and coaching entrepreneurs to success.

She gave our group 3 specific actions to take for best practices in 2026:

- Prepare: Plan ahead, educate staff & team, and align with client experience.
- Attract: Create personal experiences, focus on storytelling, and leverage SEO.
- Retain: Focus on current sphere, build loyalty, create expectations, and deliver on promises.

NEW PARTNER INTRODUCTIONS

It was an honor to welcome new members to our January Partner Meeting. Thank you all for attending and we look forward to seeing you at future events! If you haven't been introduced at our meetings and would like an introduction, please reach out to Gretchen Coulman at gretchen@visitlakegeneva.com.

- Dr. Kimberly Jarvis, CEO & Founder, [All Career Matters, Inc.](#)
- TJ Watterson II, AIA, Principle, [Watterson Architecture](#)
- Megan Broderick, Interior Designer, [CJ & Associates](#)
- Paul Doomis, Project Manager, [Doomis Custom Builders](#)
- Megan Smith, Sales & Marketing, [Budget Blinds of Walworth County](#)

VISIT LAKE GENEVA UPDATES

- Our next **Extranet Training** will be Tuesday February 3, 2026, at 3:00PM. Learn how to best use your listing, enter events, and promote offers on the VISIT LG website. View upcoming [Training & Partner Events here](#).
 - Our [2026 Co-Op Marketing Program](#) is available now! Connect with Kellie Carper, Marketing Manager: kellie@visitlakegeneva.com to learn more about this valuable advertising opportunity.
 - Don't forget to share your Winterfest graphics with Kellie Carper kellie@visitlakegeneva.com or Gretchen Coulman gretchen@visitlakegeneva.com for inclusion in email campaigns.
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PARTNER UPDATES

[Charlie Roy, Pest Control Solutions:](#)

- Connect with Charlie! He is looking for people who are having benefits to support those in need. He will donate a \$50 gift basket each month.

Carol Zimmerman, [Environment Education Foundation](#):

- The Environment Education Foundation gives out scholarships to students in the Geneva Lake area including undergraduates.
- Looking for speakers and a co-sponsor for workshops focused on careers in water.
- Connect with Jenny Grunow: jenngrunow@gmail.com | 262-215-0196

Pete Wilson, Superintendent of [Lake Geneva Unified School District](#):

- Eastview Elementary has installed four EV charging stations.
- Reach out to **Sam Ingo**, Community Education Coordinator for Badger School district is interested in offering a class. samantha.ingo@badger.k12.wi.us

Pat Herman, [GLWA](#):

- Grant Application Deadline! Non-profits can request grants until January 31st. Applications can be found on glwa.net
- Save the Date! [Women's Weekend](#) April 24-26, 2026

Jade Goodhue, [Legendary Real Estate Services](#):

- Shout out to Shelly from Circle of Friends for collecting gifts for Toys for Tots and to Lake Geneva Zipline, Creative Forces and Area 262 for donating gift cards.
- The next class at Armed Women of America is on February 8th.

Cassie Schultz, [TLC Cleaning Services Inc](#):

- TLC offers home and business cleaning, carpet, duct and gutter cleaning, pressure washing, water damage and window washing.
- Introducing the Together We Dance Foundation started by Matt and Wendy Hansen to provide inclusive dance experiences for people with disabilities.
- Together We Dance Event: Wednesday, January 28, 2026, at Belfrey Music Theatre.

Ann Fulmer, [Geneva Lakes Family YMCA](#):

- The [YMCA annual auction](#) will be held on February 14th. Money raised will go towards financial assistance and community outreach.

Steve Love, [Lake Geneva Ministries](#):

- Save the Date! Lake Geneva Youth Camp Golf Classic will be held on May 22, 2026. The event raises funds for kids who can't afford camp. Sponsorships available!

Dana Johnson, [Lake Geneva Ziplines & Adventures](#):

- The Annual Valentines Zipline and Dine will be held on February 14, 2026. Make your [reservations here!](#)

Becca Prox, [Pine Hill Farm](#):

- Pine Hill Farm is looking to expand health care services in 2026 including BioScan's and a holistic health clinic.
- Book Signing & Pup Palooza! Sunday January 25, 2026, at Lake Geneva Store.

Christi Hunter, Walworth County Economic Development:

- Any businesses that are looking to expand, connect with students, hire youth apprentices reach out to Christi Hunter: christi@walworthbusiness.com
- WCEDA will be launching a talent recruitment portal in 2026.

NEXT PARTNER MEETING

Date: **Tuesday, February 17, 2026** | Check In: 7:45AM | Meeting: 8:00AM

Location: [AREA 262](#) | Lake Geneva, WI