

SMALL BUSINESS Saturday



Shopping local at

Country Chic

BY HOLLY NEUMANN

For Sydney Brozik, Small Business Saturday is a way to promote her business Country Chic Boutique, which is located at 320 N Main St, in downtown Scandinavia.

“We celebrated being in Scandinavia for four years back in June 2023,” said Brozik, who owns the business. “We are so thankful to be part of this sweet little town.”

The boutique features women’s clothing, home décor, gift items and locally crafted goods from across Wisconsin.

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Pictures, frames and candles are among the home decor items at Country Chic Boutique.

Holly Neumann Photos



Country Chic Boutique features a wide range of products.



Coffee mugs and home decor at Country Chic Boutique.



BUSINESS Saturday

Fabricating glass as CLEARVIEW

BY ROBERT CLOUD

WAUPACA – A local company that has been around since 1975 has changed its name as part of its efforts to rebrand itself.

The shop that opened as Waupaca glass changed its name to Wisconsin glass Plus in the 1990s.

In October 2023 the company became Clearview Glass and Door.

According to David Rudie, who recently became co-owner of the company with Andrew Glodoski, the shop offers more than glass, it also offers aluminum, vinyl and wooden-framed windows for commercial and residential customers.

Rudie said his focus is on sales while Glodoski's focus is finances.

Prior to coming to Clearview, his experience includes 10 years working for an Appleton company where he was responsible for designing commercial storefronts and selling aluminum windows and doors.

To help grow business for Clearview, Rudie is making sales calls to homeowners, businesses and contractors.

"We can do the windows of an entire house," Rudie said. "I will go to a home and measure the windows,"

He will then put together a quote for the customer with a number of options.

"Once they place the order, I go back to measure again because you don't want to order anything twice," he said.

Depending on the size of a job, the turnaround time for producing and installing windows is usually 6-8 weeks.

Rudie said Clearview basically offers two types of glass: tempered and annealed.

Tempered glass is stronger, and unlike standard annealed glass which breaks into long, dangerous shards, tempered glass disintegrates



Photos courtesy of Clearview Glass and Door



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into smaller pieces. Tempered glass is used in doorways.

In addition to windows, Clearview offers sliding and glass doors, and static panels for showers. They offer gas-insulated

and tinted glass and full window replacements.

For commercial customers, they offer custom design and fabrication, work on new construction and remodels, and provide service work.

Clearview employs a total of five people who have nearly a century of combined work expe-

rience in the glass industry.

"A lot of the guys who have been here a long time are still here," Rudie said.

He noted that this smaller shop also offers competitive pricing.

For more information about Clearview Glass and Door, go to wiglassplus.com.



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New grooves in Waupaca

Music shop sells vinyl

BY JAMES CARD
STAFF REPORTER

WAUPACA – One of Marty Milner’s favorite movies while growing up was “Back to the Future.”

His high school friends called him McFly. His dream was to someday own a DeLorean. He never got one but he did follow through on another dream: to own a record shop. He named it Back to the Vinyl.

He and his wife Jennifer run the shop on 102 Water St., across from Danes Hall. They opened two weeks ago.

“Owning a music store was one of those dreams I thought I’d never actually get. We would walk our dog around downtown and look at spaces for rent. It was always a running joke: that would be a cool place for a record store,” he said.

When the Water Street location came up, Jennifer asked, “If not now, when?”

Milner’s inventory of vinyl records covers all musical genres. He sells both used and new records. He purchases records and is happy to look at collections and make an offer.

“What’s nice about me being an independent store is that my distributor has indie releases for vinyl. They have extra songs or different covers. You can only get these as a small business,” said Milner.



Back to the Vinyl is owned and operated by Marty and Jennifer Milner. It is located across from the Danes Hall and they have a wide variety of music in stock, mostly in the form of vinyl records but also cassettes and CDs. **James Card Photo**



“I feel that people like having the albums again. I think with digital music people can use it walking around but people are getting into, ‘I have this album and you’ve got to check it out.’ With the new vinyls especially, they are making them better and thicker and the sound is a much better quality. They are doing some at half-speed when they record it so that it plays better. The quality has gone from the 1980s when they were flimsy and were just garbage and didn’t last worth a darn, versus now where they are more collectible, too, with the coloring and extra songs and features. People like having that again,” said Milner.

He is a dealer for Audio-Technica turntables and has a few basic models in stock. He can order other models at customer request. Milner has cleaners and care products for audio equipment in stock.

Also in the store is an ultra sonic cleaner, a contraption where eight records can be submerged in vibrating warm water and dirt and dust are released from the

grooves. It brings old records back to life and it is a service he provides. It takes 30 minutes.

Cassette tapes are also part of the mix and he is also getting CDs in stock. Record prices range from \$5 to \$200 for rare and unusual editions. He has limited editions and double albums. Decorating the shop are music posters for sale and some are made by independent artists.

Currently he is running a 200-ticket raffle for boxed sets of Cat Stevens and Soundgarden. The winner gets to pick one.

“I had three sophomores in here. They were totally into it. They were stoked about it and they were glad I was here. There are not a lot of independent stores anymore and you can’t get all the niche stuff. I’m trying to carry more of that kind of thing,” said Milner.

Back to the Vinyl is open from noon to 6 p.m. Monday through Thursday, from 10 a.m. to 8 p.m. Friday and Saturday and from 10 a.m. to 4 p.m. Sunday.

Their Facebook page is Back to the Vinyl Waupaca.



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BUSINESS Saturday

COUNTRY CHIC *from page 1*

For Small Business Saturday, which is set to take place on Nov. 25, Country Chic Boutique will be open from 9 a.m. to 6 p.m.

“I cannot wait to see you,” said Brozik. “All of our holiday merchandise will be released and ready for your gifting needs. One of our most favorite things about our business is being able to give back to our community. You can bet your bottom dollar we will be sending you home with some sort of goodie that day.”

Shoppers who clip this story and present it at the time of purchase will receive 15% off their purchase. This cannot be combined with any other offers.

Brozik stresses the importance of shopping local.

“It supports little families,” she said. “The ones you run into at the grocery store or pump gas next to. Small businesses are the heartbeat of your neighborhood, the spine of your local economy, and the spirit of your community.”



Top Left: Scarves, hats, mittens and shoes are all available at Country Chic Boutique.



Top right: Hats, hats and more hats at Country Chic Boutique.

Bottom left: Keep warm this winter with a glacier knit pom hat.

Bottom right: Country Chic Boutique offers a wide variety of bags and purses.

Holly Neumann Photos



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BUSINESS Saturday

Shindig's sweet spot

A modern old-school candy shop

BY JAMES CARD

In the small alley next to 107 W. Fulton St. in downtown Waupaca, there is a giant mural painted on the building that looks like it was pulled from the board game Candy Land.

Artist Dory Tischendorf worked throughout the 2023 summer on the mural and used a scissor lift to reach the high spots on the wall.

The mural hints at what's inside the building. Shindig is modeled after an old-time candy shop and one wall is covered with shelving that holds transparent jars of candy that reaches from floor to ceiling. Kids can help themselves. Some of the top-shelf candy is accessible by step ladder.

The candy jars are color coded with dots that match white paper bags to dump the candy into. Green dots are 10-cent candies, yellow dots are a quarter, red dots are 50 cents and orange dots are \$1. Pens and markers are provided to write the amount of candy that ends up in each bag.

There are newer candies but also some old-time favorite such as DumDums, Tootsie Rolls, Mallo Cups, Lemonheads, Smarties, Charleston Chew, Chick-O-Stick, Fireballs, Dubble Bubble,



Shindig is modeled after an old-fashioned candy shop. Candy starts at 10 cents a piece. **James Card Photo**

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Candy Buttons, Jelly Belly, Sugar Babies and Jaw Busters.

“I wanted that dime store type of feeling of keeping things on the cheaper end. Where a kid can bring a dollar in and get 10 pieces of candy,” said owner Carolyn Niemuth.

Shindig recently celebrated their two-year anniversary and is firmly entrenched as a go-to spot in the downtown area. During the Halloween on Main Street block party, the entrance is (very predictably) a mob scene of trick-or-treaters.

“So many people have come in and brought their kid and said, ‘When I was a kid I used to walk three blocks after school and buy this for a dime,’” said Niemuth.

She also said grandparents have stopped in to pick up some candy that they haven’t seen in years, for themselves.

Niemuth said it is fun seeing children come into the store and watch their brains start calculating how much candy they can get for a buck and some change.

“The kids come in with their little Velcro wallets,” she said.

Not all the tubs hold candy. They have warning

labels that read: “Do not eat. This is a toy.”

The toys are a mix of plastic dinosaurs, mini puzzles, unicorns, toy cars, kazoos, spinning tops, whirly gigs and other gewgaws.

There is also another warning sign: “Pick candy, not your nose! Please use hand sanitizer before reaching into jars.”

Besides candy there are other snacks such as Andy Capp’s fries, Moon Pies and freshly popped popcorn. A cotton candy machine sits in one corner and is ready for use.

Even the drinks have a nostalgic flavor: Dad’s root beer, Orange Crush soda, cherry cola, grape pop, ginger ale, fruit punch and lemonade.

There is an upstairs loft where children can hang out and play board games and it is also available for private birthday parties. Soon to be installed is a Beam interactive projector game system. Think of it as a floor mat-sized touch screen but for kids to step upon while playing a variety of games.

Gift certificates are available and the store is open from 12:30 p.m. to 5 p.m. Tuesday through Friday and from 10 a.m. to 5 p.m. on Saturday.



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