

# Short lived, but it's time to say good-bye

I am giving notice. I will be leaving the *Hillsboro SENTRY Enterprise* as of the end of the month to begin a new opportunity to manage some weekly publications in Carlinville, Illinois, a county-seat community just southwest of Springfield.

When Greg bought and merged the two Hillsboro weeklies, and took over, I was appointed editor and was simply putting the paper together every week – selling ads, writing stories, digging for news, attending meetings and taking care of business. It didn't take me long to get acquainted to a community I knew very little about, despite the fact my parents and some of my younger siblings, including Greg, lived here for nearly six years about 30 years ago.

People still ask me about things that happened in Hillsboro with the family and I tell them, "heck, by that time, I was married and already having kids."

When I came to Sparta nearly two years ago, I promised my brother Greg I wouldn't be here more than 37 months. Well, it's been 22 months and we both feel we've accomplished what I set out to do for his operation

– that was to set a course in the right direction, on target to be a profitable, award-winning, respected community newspaper. That, the Monroe County Herald has become, as well as the SENTRY-Enterprise.

I can say I will miss the people of the area – not only some of the talented people I work with – but the dozens of people I've gotten to know in the short time I've been in the area. It has been a delight to serve you, to write for you and to have become friends with many of you.

I can say the people I've met in Wisconsin are very friendly, trustworthy, hard working and simply have a heart of gold.

As many of you know, I've spent a lot of evenings in the area going to organization and board meetings and I can say there is a lot happening in the Hillsboro area. One of my biggest surprises seemed to take place over the summer – week after week, there was always something going on – whether it be a dairy breakfast, a community festival, tractor pull event or whatever – I've never been to a place that had so many things taking place.

There are a lot of good things to



## Onward, Upward

Tim Evans  
General Manager

be said about Hillsboro – it is a town I've always admired – and there are a lot of good things going in the right direction and I really think the world of the educational system here in Wisconsin – from pre-school to technical schools or colleges – you should all be proud of what you've accomplished in providing careers and opportunities.

I've seen my first cranberry marsh, tasted fresh cranberries at harvest, attended my first Cranfest, saw cows being milked all kinds of different ways, attended my first major tractor pull, hit my first deer, seen my first micro-brewery, had my first Spotted Cow, witnessed my first Christmas train, went to my first dairy breakfast (and every DB I could go to afterward) and got to experience a real gun raffle at a sportsman's club event. I never imagined going to an event where 50 guns might be

given away to responsible hunting enthusiasts.

I even tasted my first Kringle and scone and sampled other Norwegian treats like homemade lefse, sandbakkels, krumkake and rossettes. I even went to my first chicken Q and it wasn't my last.

Speaking of food, I think I grew to respect the local dairy industry, aged cheese, real butter as well as fine meats (all adding a few pounds to my belly), learned how to play bingo, bango, bongo on the golf course and was taught (in a costly way) how to play Chipper, a card game.

Surprisingly, in the short time I was here, I even won awards including claiming Hillsboro School District's first community commendation acknowledging special achievement and contribution to the district, taking place in May, just a few months after Greg had bought the paper.

Despite living in Sparta and traveling nearly 50 minutes every time I came here, I got to see a lot and I must say the school district opened their doors to me – as did the rest of the community. Hillsboro's new hospital, Hillsboro Brewing Company's new social center and

the passing of both school tax referendums has put Hillsboro in the right direction and I think as the community creates more property to develop, the community will continue to grow.

As you can see, I got around. I can say, it's been a pleasure. Good times. Good memories and while I know the paper may miss some of my contributions, it will go on and it will continue to get better.

The reason I'm leaving? Well, part of it has to do with this damn health insurance dilemma many are going through. But a big reason is that I'll be able to get back closer to family and with four grandkids and another on the way, that's a big deal these days.

I can say I'll probably miss you more than you'll miss me.

This is a great place. You're good people – real good people. I apologize for all your unique names I misspelled. You've got a great community newspaper. Greg will make sure it stays that way.

Onward, upward.  
*Tim Evans is Editor of the Hillsboro SENTRY-Enterprise and can be contacted at tim@HillsboroSE.com or 217-840-8704.*

# Price increases are on the way

Some people watch gasoline prices like a hawk – hoping to save a penny or two or even a nickel a gallon. It's rare you can even get a \$3 burger at a restaurant these days. A bottle of Coca-Cola is now well over \$1. Chips may still be a couple bucks a bag, but now you get less.

My point is – everything increases and we've seen it here at the *Hillsboro SENTRY Enterprise* as well. Newspaper prices – our second biggest expense – have increased over 50 percent just this year, largely due to the change in tariffs and the closing

of paper-mill plants. There are few expenses that are declining and those are hard to find.

So, we've decided it's time. The cost of your *Hillsboro SENTRY Enterprise* must increase. Right now, we're charging \$33 a year for a subscription – that's less than 65-cents an issue for the 52 issues we publish. Oh, relax, it's only going up \$2, which is still a huge bargain in today's world – all the local news you want for just under 68-cents an issue! But you can still save that \$2 if you subscribe before the end of the year – that's when our increase will take place.

Single (Store) copy prices will stay at \$1 each. We also have some other big plans with the SENTRY Enterprise

early in the year.

We've heard it time and time again that we're giving our readers a great newspaper – filled with local community news, local sports, opinions, sales promotions and more. Readers like the fact we're area wide – something we committed toward since we purchased the newspaper last February.

We're proud of the fact we're your area newspaper, but with that comes a lot of editorial expenses in making sure we get your local community news in the *SENTRY Enterprise*. We've seen increases in readership from all over the area and, let's face it, if we're not keeping pace, we're not keeping up with an ever-changing world. Yet people tell us they sure like getting that original portable news device every week. Well, now it's time to help pay the employees and everyone else who designs, prints and gets our paper to your mailbox every week.

With every issue, we attempt to bring you fresh content and we strive every week to make sure you're getting the best product we can produce. Some people say we're worth even more than \$33 a year, but we're trying to keep our prices reasonable so you can afford to keep up on local news and sales.

Thanks for reading. If you ever have any concerns about the *Hillsboro SENTRY Enterprise*, please feel free to contact me. I want to hear your suggestions.

*Greg Evans is publisher and owner of the Hillsboro SENTRY Enterprise. He can be contacted at greg@HillsboroSE.com or by phone at 608-487-2993.*

## Letters to the Editor



### Hillsboro third grade class writes letters to Santa

Dear Santa,

I hope you get a lot of cookies. I want a hatchimal. I want slime. I want some pody. My brother Landon wants a toy dinosaur that talks. What are you doing?

Sincerely, Your friend Lily Miller

Dear Santa,

I love Christmas and you! Santa, can I please get emoji stamps, a L.O.L. doll, a squishy pen, slime, and a slime kit? Can you please give Forrest a lego police boat, firefighter boat, and a lava set. Can you please give my Mom a "I love you" poster. Can you please give my Dad a robot dog toy. Your Favorite Kid, Sophia M Gearhart

Dear St. Nicholas,

How are you and your elves doing? Can I have a lot of candy? Can I have a RC truck for Christmas? Can I have two hoverboards? I hope you get a lot of cookies and milk to go on your ride.

Sincerely, Marshall D Stowell

Dear Santa,

I hope you guys are making toys up there! I want a Monster truck and a toy car. I want toy binoculars. I hope you come to my house.

Your Friend, Eddie Warn

Dear Santa,

How are you doing with your elves? I hope you are doing as good as I am, I am doing great. I hope you get lots of thank yous. And I hope you know wear my house is. I love the present you gave me last year, thank you Santa. I hope I get a L.O.L. doll, if you have a magnet kid set can I have it please? I hope I get an American Girl doll.

Sincerely, Avery Cramer

Dear Santa,

What are you doing Santa? I hope you give me ten Star Wars lego sets. I hope you are doing good. I will give you cookies and milk. I have been good this week.

Sincerely, Draven D Silbaugh

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ASSOCIATION

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**To place advertising, contact:**  
Tim Evans, 217-840-8704 or tim@HillsboroSE.com  
Greg Evans, 608-487-2993 or greg@HillsboroSE.com  
Mary Sterba, 608-489-2264 or stop by SENTRY-Enterprise office, 839 Water Ave., Hillsboro  
**To submit story ideas or news items, contact:**  
Mary Sterba at 608-489-2264 or office@HillsboroSE.com  
Tim Evans, 217-840-8704 or tim@HillsboroSE.com

**Letters to the editor policy:**  
Letters should be brief and the SENTRY-Enterprise has the right to edit letters or not publish those it deems inappropriate or libelous. Letters must be signed and include the author's address and phone number.

# Hillsboro or Bust- my new adventure

## New editor addresses his role in Hillsboro

I am one of the lucky ones. I say I'm lucky, to start a new adventure, even before the start of the new year, heck let's call it an early Christmas present.

As me and my expecting wife Amanda, and our two boys 12 and 10, pack up the last of our possessions, the excitement continues to build. After all, who doesn't like an adventure?

Allow me to introduce myself. My name is Paul Arentz, and I hail currently from Kenosha, South of Milwaukee. After 11 years away from the newspaper industry, I was offered the opportunity to be the next editor of the *Hillsboro Sentry-Enterprise*.

My journey in this amazing business started with the Great Ho-Chunk Nation in Black River Falls in 1999, where I was hired as the advertising manager for their tribal paper, called the Hock Worak (Ho-Chunk news). Within two

years I worked my way up to the editor position.

Although not considered mainstream media, our paper covered all areas of importance to the tribal readership. While the norm was covering the government and cultural aspects of the tribe, personal interest stories with elders, warriors, and especially the youth, covering a Native American tribe was a truly unique experience that enriched my life in many ways.

While working as the editor for the Ho-Chunk Nation, I resided for 15 years in Tomah. My off days found me trout fishing different areas of the Driftless area, exploring from town to town.

On occasion, I had the opportunity to travel through Hillsboro and its beautiful surrounding areas. I found Hillsboro to be a beautiful rich community with its Czechoslovakian background. Now, I can immerse myself into what makes this community unique and important to our state.

I look forward to meeting the people in local government, schools, civil groups etc. to deliver the community news and

information so critical to keeping everyone connected and informed.

I truly believe in the five W's, who, what, why, when, and where. Delivering the facts so that you, the readership, may make well informed opinions and decisions, on issues that may or may not impact your everyday lives.

Getting to know people in the community will take some time, and if, initially, I have a pause in names or how to pronounce them correctly, please forgive me. I love meeting new people, even more so, I love hearing people's stories.

I would like to thank my new publisher, Greg Evans, for the opportunity to be entrusted with such an important role keeping the Hillsboro area informed. I have learned that I have some mighty big shoes to fill in succeeding the current editor Tim Evans. I wish Tim happiness and enjoyment on his road to retirement from what I have learned to be a very fruitful and successful career as a writer.

Let this exciting adventure begin.

In service,  
**Paul Arentz**



**Paul Arentz**