



*ClearWater Outdoor is easy to find, right in the center of downtown Lake Geneva. You'll be surprised at the extensive collection for outdoor enthusiasts inside.*

## CLEARWATER OUTDOOR

A New-Found Haven for  
Adventure~Sports~Lifestyle



By Denise  
Schultz

**A**dventure~Sports~Lifestyle – three simple words which outline the mission of Sarah and David Schuster and their new family owned and operated store in Lake Geneva.

The daughter of Bob and Sue Morton (General Boyd's Bed and Breakfast), Sarah grew up in Lake Geneva and may be remembered by some readers as the entrepreneurial young lady who sold fireworks from her own garage-based stand on Hwy 120 for 25 years. Sarah went to college, married David and started her family out west in Arizona then Oregon, where she enjoyed an active outdoor lifestyle. As much as she loved the mountains, she wanted to bring her experiences and love for the outdoors back home to Lake Geneva, to be near her parents. Five generations of roots were calling her home.

Bringing "a taste of the West to the Midwest," Sarah opened Clear Water Outdoor on Main Street, right in the center of downtown Lake Geneva on May 1, 2005. Sarah and David manage the store while Katie Sue and Cruse help provide customers with smiles. The whole family of outdoor enthusiasts is known as "Team Schu" or "The Schu Crew" and share the enthusiasm of a healthy and active outdoor lifestyle. Their mission is "to encourage and enhance one's life outdoors – for all ages and all seasons."

Clear Water Outdoor was named in remembrance of the Potawatomi Indians' name for Geneva Lake of 'Kishwauketoe', meaning 'Clear Water.' The store carries the finest brand names from around the world designed specifically for the best performance, comfort and style demanded by today's active lifestyles.

The store has a welcoming entrance with a hanging hammock-style chair and window displays including everything from



**Stop in and see 'Team Schu' - the Schuster Family - at ClearWater Outdoor for all your outdoor recreational needs.**

kayaks to bikes and child carriers. The crisp, clean appearance and comfortable feeling invite you to come in and explore. The wood floor has its own interesting story - it was recycled by Sarah's brother Nate Morton (Dickinson Cameron Construction) and had formerly been the floor of the Eddie Bauer retail store in San Francisco! Building materials throughout the store have been recycled and the Schusters have a firm commitment to the preservation of our environment.

"My priorities are high

quality, kindness to our environment, and knowledgeable, friendly customer service," Sarah told me cheerfully, between demonstrating all of the above. As we visited she was helping one customer with purchasing and shipping a bicycle to another country and another with making an exchange and selecting some specific pieces to take back to school this fall.

"The kids who attend college in the western states know the quality of our brands and are so happy to find us here and be able to

shop for their favorites," she said. "Local residents who ski and travel out west have been very enthusiastic about now being able to shop here year-round for their gear and apparel."

I was slightly surprised by the 'Gearage' in the rear of the store where customers can purchase large outdoor items such as kayaks, canoes, tents and more. I was fascinated to learn that Clear Water actually has canoe and kayak rentals, an inquiry I've heard many times over the years. Explorers may rent a canoe or kayak for a few hours, a day, weekend or week and either walk down the block to put it in the water or pay to have it delivered to a specific location.

The advantages of

working with active people who use and understand the use and safety of the equipment and gear are priceless. Sarah, David and their staff enjoy sharing their knowledge and interests with their customers. Let's explore some of the brands featured on my recent visit to the store.

I found comfortable choices for adventurers from Mountain Hardwear, Cloudveil, and more. Popular 'yoga -wear' from Prana was creatively displayed among apparel and gear from makers such as Mountainsmith and Overland Equipment.

'Committed to the core' is the theme of Patagonia, one of Sarah's personal favorites. She's proud to carry their line of



***Don't miss the 'Gearage' in the rear of the store where you can talk about hands-on experiences with the owners and knowledgeable staff.***

apparel made from 100% organic cotton fabrics. Patagonia is the first outdoor clothing manufacturer to incorporate fleece made from PCR (post consumer

recycled plastic soda bottles) which not only helps sustain our environment but also offers comfortable and stylish activewear.

*Continued on page 62*



***Outdoor enthusiasts will be impressed with the stylish selections available in the Helly Hansen collection.***

Helly Hansen customers appreciate the company's dedication to trust, protection and quality in their action utility wear. Parents will appreciate the safety, comfort and convenience offered by Kelty Kids products. Beloved pets rank high at Clear Water where products by Ruffwear and others offer the furry family members the same level of comfort, convenience and fun as those with only two legs.

Footwear by Montrail, Brooks, Chaco and more is available at Clear Water and as with any product in the store, be sure to ask if you don't find the color, size or style you are looking for.

"We don't want to

carry only the brands we like," Sarah told me. "We are here to serve our customers and we want to know what the people in this community want." They are happy to place special orders or request brands that are in demand.

From the Overland Equipment backpacks and carriers to the polarized Native eyewear, and most of the clothing and gear throughout the store, I noticed that the brands at Clear Water focus on quality construction and often include warranties. Sarah and her staff will be sure you are more than satisfied with every purchase.

The Electra cruisers caught my eye instantly.



**The full line of Electra cruisers available at ClearWater Outdoor are a must see for bicyclists and collectors of all ages.**

These ergonomic bikes provide a comfortable ride and lightweight convenience in addition to being real eye-catchers with contemporary bold styles. Male styles include 8-ball and other fun motifs while female styles include old-fashioned 'pretty-in-pink' favorites. Be sure to stop by to check out these fun classics.

Chariot Carriers offer today's active family safety and convenience. Whether Mom and Dad enjoy walking, jogging, running, hiking or biking, they can continue to do so with confidence as they introduce their new family members to the beau-

ty of the outdoors. Ask the Schuster's about their personal experiences with these and other products.

Sturdy and swift, Clear Water carries a full line of Hobie kayaks. From paddling to pedaling, treat the world as your water park with one of these beauties. Take advantage of the rental program to "try before you buy."

"We want to help people enjoy the beauty of the outdoors. In addition to being blessed with a beautiful lake, there are also so many other plentiful surroundings in our area," Sarah says. Watch for infor-



**ClearWater Outdoor offers a full assortment of stylish and functional outdoor apparel from Patagonia, Mountain Hardwear, Sugoi and more.**

mation on upcoming nature hikes, children's activities, family camping information and more. Sarah hopes to become involved with scouting, camps and other groups as well as forming some original programs of her own.

Throughout the store, be sure to notice the personal photos of the Schuster family enjoying their outdoor adventures together. In the upcoming months these snapshot-sized photos will be enlarged to add to the adventurous décor of the store. Check back often as the store continues to evolve.

Once the summer sun makes way for fall and winter, be sure to remember Clear Water for your back-to-school and autumn outdoor needs as well as a nice assortment of holiday gifts including books, gadgets and sought after items for your favorite outdoor enthusiast.

Clear Water Outdoor is located in the center of downtown Lake Geneva, but you may forget that once you are inside. The address is 744 West Main Street. For any information, feel free to call (262) 348-2420 or visit the store's website at: [www.clearwateroutdoor.com](http://www.clearwateroutdoor.com).