



PRESS RELEASE

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Mayor Dave Ament Names Laurie DeMoss as 2025 New Berlin Citizen of the Year



New Berlin, Wisconsin — Mayor Dave Ament is pleased to announce that Laurie DeMoss has been selected as the 2025 New Berlin Citizen of the Year. The Citizen of the Year Award is presented annually to an individual who has demonstrated exceptional service, leadership, and commitment to enhancing the quality of life in our community.

From 2002 through 2023, Laurie volunteered as both a Commissioner and Chairperson of the Landmarks Commission. Her leadership was instrumental in restoring and preserving many of New Berlin's historic sites, ensuring that the city's rich past remains visible for future generations.

One of her most memorable projects was the 2010 Rededication Ceremony of the German Evangelical Protestant Cemetery on Racine Avenue. Under her guidance as Chairperson, the Landmarks Commission—alongside descendants of early settlers, local clergy, and community volunteers—came together to honor the pioneers who shaped New Berlin's early history. The event attracted more than 100 attendees and helped reconnect families with their ancestral roots in the community.

Laurie's contributions to New Berlin extend well beyond her work with the Landmarks Commission. She has been deeply involved in youth and school programs, serving as a past volunteer for Author Day and High Interest Day at the former New Berlin Center School (now Reagan Elementary School); past President of the New Berlin Center PTO; past President of the Eisenhower Football Boosters; and a former New Berlin Girl Scout leader.

In addition, Laurie served as the manager of the New Berlin X-Plosions select soccer team for approximately ten years, from the early 1990s through the 2000 season (U-19). The team included players from both New Berlin West and Eisenhower High Schools and provided lasting athletic and leadership experiences for local youth. She is also an active volunteer at Elmbrook Church, where she continues to dedicate her time to community and service.

Beyond her civic work, Laurie's appreciation for history and remembrance extends to her own family. In 2018, she traveled to Hamel, France, to honor her grandfather, Grant Hill, who was wounded on July 4, 1918, during World War I. Representing the United States as the only American relative present at the centennial ceremony, Laurie placed flowers at the memorial—an act that reflects the same spirit of dedication and respect that defines her work here in New Berlin. Laurie's love for the City also includes her joy of baking pies and entering the pie-baking contests at the New Berlin 4th of July Festival for many years—often taking home first-place honors!

“On behalf of the Common Council and the residents of New Berlin, we extend our heartfelt appreciation to Laurie DeMoss for her years of service, her commitment to preserving our city's heritage, and her exemplary volunteerism,” said Mayor Dave Ament. “We are proud to recognize her as this year's Citizen of the Year.”

Mayor Ament will present the award on Monday, November 17th, at 1:00 p.m. at the New Berlin History Museum, 19885 W. National Avenue. Community members are encouraged to attend and celebrate this outstanding resident who has given so much of her time and talent to New Berlin.

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