

WINTER 2022

Check out the Shorewood Library's
groovy new vinyl collection

Shorewood

TODAY



GREEN DAY
american
idiot

BRING IT ON HOME TO ME - HAVING A PARTY - YOU SEND ME
ONLY SIXTEEN - EVERYBODY LOVES TO CHA CHA CHA - FOR
SENTIMENTAL REASONS - WONDERFUL WORLD - SUMMERTIME
CHAIN GANG - COUPID - TWISTIN' THE NIGHT AWAY - SAD MOOD

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Side 1
1. Changes
2. I'll Be Your Man
3. I've Got a Feeling
4. The Winner Takes It All
5. The Winner Takes It All (Reprise)
6. The Winner Takes It All (Reprise)
7. The Winner Takes It All (Reprise)

Side 2
1. The Winner Takes It All
2. The Winner Takes It All
3. The Winner Takes It All
4. The Winner Takes It All
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Strengthening our community

Happy holidays! As I reflect on the activities of the past year, I am humbled by the strength and resilience of so many in our community. Our Village is known for its neighborly spirit, and that has been a powerful tool in our recovery in this new post-pandemic world.

It is that same spirit – that same sense of community – that drives the Shorewood Foundation and its many generous supporters. Since 1964, the Foundation has funded initiatives that strengthen and improve our community. During this time of “reopening,” the Foundation has supported efforts including the Shorewood Criterium bike races, the Fourth of July fireworks display, the third annual Shorewood Feast – one of our first Shark Tank contestants – and so much more. We are excited to share more about this year’s Shark Tank event in this issue, and we welcome you to share your “pitches” to help bring great home-grown ideas to reality.

Our all-volunteer board is dedicated to strengthening efforts in our community, but we cannot do this work without people like you. I encourage you to learn more about our Foundation on our website, shorewoodfoundation.org, and to consider making a gift or volunteer to support the great things that make Shorewood a place we cherish.

My best wishes to you for a happy and healthy holiday season!

–Sadhna Morato-Lindvall,
President, Shorewood Foundation



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EDITOR: Paula Wheeler
CONTRIBUTING WRITERS: Jennifer Anderson, Katelin Watson, Paula Wheeler
DESIGN: Karen Parr
PHOTOGRAPHY: Patrick Manning
ADVERTISING SALES: Michelle Boehm

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On the cover: Shorewood seventh-grader Harry Dembroski chills out listening to records from the Shorewood Public Library's new vinyl collection, now available for checkout. Photo by Patrick Manning.



happenings



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Santa is coming to town!

Find out where and when

p. 20

Shorewood News

District celebrates COMPLETED CONSTRUCTION



Shorewood Intermediate School Principal Sam Nadolsky poses in the school's remodeled Commons as students gather for lunch.

Aside from a few finishing touches, the Shorewood School District has completed all construction projects as planned following a 2019 facilities referendum. "With support from the community, students, staff, families and the District's referendum partners, Huffman Facility Development and Miron Construction, the construction timeline stayed on schedule throughout the entire process," says School Board President Paru Shah.

More than six years ago, the District launched the "All Students, All Schools" facilities improvement planning process to address facilities upgrades, maintenance needs and ADA compliance across District buildings. The plan provided a comprehensive approach to improve safety, comfort and efficiency at all schools, to benefit all

students. It was funded by a successful voter referendum.

This past summer and fall focused on work at the Shorewood Intermediate School, including filling the Commons pit, renovations to classrooms, a new fire alarm system, updated locker rooms and more. In addition, all remaining work at Shorewood High School was completed, including classroom touch-ups in the Arts and Sciences building, HVAC work, and new North Gym flooring.

As work continues on a handful of exterior projects including landscaping and miscellaneous repairs, the District is planning a spring or summer celebration of the referendum's construction completion and will communicate details to the community as soon as possible.

For updates, visit shorewood.k12.wi.us/apps/pages/facilities.

NEW CAPTAIN joins Shorewood Police

The Shorewood Police Department's newest police captain, Mark Wroblewski, is an award-winning veteran of Milwaukee-area law enforcement. He brings significant experience with the Milwaukee Police Department, where he served as a lieutenant and certified firearms instructor. Among numerous

duties, he coordinated criminal investigations and managed the 300-member crowd control team. Most recently, Wroblewski served on the water patrol unit for the Village of East Troy Police Department, working to ensure water safety and enforce marine laws.

Wroblewski also served at length as a mobile field force operations instructor for the Federal Emergency Management Agency, providing disaster preparedness and response education to professional audiences, and also training crowd control teams for civil unrest incidents and disasters.

His accolades while at MPD include the Chief's Superior Leadership Award, the American Red Cross Hero Award and the Milwaukee Bucks Home Court Hero Award.

A member of the United States Marine Corps for eight years, Wroblewski is also a Gulf War veteran. In his spare time, he has enjoyed coaching youth basketball, baseball and soccer teams.



New Shorewood Police Captain Mark Wroblewski.

APARTMENT CONSTRUCTION underway in the business district

New apartment buildings are rising in the business district following demolition at sites on both East Capitol Drive and North Oakland Ave.

Replacing the razed Sun Seekers building at 2420 E. Capitol Dr. and the single-family home next door will be a 39-unit apartment building from developer Three Leaf Partners.

Where the original North Shore Bank building once stood at 4414 N. Oakland Ave., Wimmer Communities is constructing a 43-unit apartment building, to be known as "Signature."

Construction on both buildings is anticipated to continue throughout the upcoming year.

Revised COMMERCIAL ZONING CODE nears final stages

Nearing the completion of its year-long review of commercial zoning regulations, the Village of Shorewood is expected to soon adopt a new hybrid, form-based code to guide commercial development and renovations.

The working group for the zoning update includes members of the Plan Commission, Design Review Board, Community Development Authority, Business Improvement District, Conservation Committee, Parks and Public Spaces Committee, and Human Relations Commission, as well as an at-large community member.

The group has met six times and has held multiple public workshops to ensure that the revised code incorporates input from key stakeholders and the community. They hosted an open house in November to present the draft code to the public, highlight the ways that direction from the group and community has shaped it, and collect any final input. The Plan Commission will review a revised draft before making a recommendation to the Village Board, which will likely consider approving the update in early 2023.

The revised zoning regulations aim to provide greater predictability for future redevelopment, with an emphasis on human scale and walkability, focused areas of compatible businesses, preserving affordable housing along the commercial corridor, and a clearer review and approval process for both new business occupancies and physical improvements.

More information, including the draft of the code, is at villageofshorewood.org/CommercialZoningUpdate.

Shorewood students receive NATIONAL MERIT RECOGNITION



Four Shorewood High School students were named 2023 National Merit Scholarship Corporation Program semifinalists, winning the opportunity to compete for some 7,250 National Merit Scholarships that will be awarded next spring. **Ethan Emmanuelson, Will Frohling, Shubh Goyal** and **Alexis Hu** qualified as semifinalists based on their Preliminary SAT/National Merit Scholarship Qualifying Test scores.

In addition, SHS students **Arthur Christiansen, Chloe Damm** and **Danny Huang** achieved scores that earned them recognition as NMSC Commended Students.

Approximately 1.5 million juniors across nearly 21,000 high schools entered the competition in 2021 by taking the PSAT/NMSQT. Semifinalists and Commended Students typically represent the top 0.5 to 3 percent of scores in their state.

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Home Again, the new store and workroom in the former Hayek's Pharmacy building, specializes in custom upholstery projects and unique housewares, gifts and home décor fabric sold by the yard. Where the Hayek's candy counter and frozen-treat cooler once stood, customers now find cozy chairs and sofas, whimsical home-goods and houseplants of many sizes, all against a backdrop of exposed brick, the original tile floor and bolts of colorful fabric.

"People stop in all the time to tell me their stories about coming to Hayek's when they were kids," says Home Again's owner, Kristina Bruggeman. "I love that, and I want people to feel that they are coming into a warm, welcoming space."

Formerly a high school English teacher, Bruggeman has long enjoyed her own

DIY refinishing and painting projects and taught herself how to reupholster furniture. Eventually, she took on other people's projects. Today, she and her staff of five part-time women – all trained by Bruggeman – put their skills to use in the well-appointed workspace adjacent to the store.

Because so many of the pieces brought in have been in people's families for generations, Bruggeman says, they often come with a colorful history, like the padded rocking chair she discovered was stuffed with old long johns and baby clothes from the 1800s. Her pride in honoring the furniture's past aligns with the way her business space reflects the history of a building that housed Shorewood longest-running business.

▲
Kristina Bruggeman inside her new store and workroom, Home Again.

➤
Barber and Manhattan's Mens Grooming owner MarQuise Jones, left, and his colleague, Will Holmes, inside their new barbershop.

Manhattan's Mens Grooming

1808 E. Capitol Dr. | 414.405.0139

As the oldest of six boys, MarQuise Jones, owner of Manhattan's Mens Grooming, noticed how much his dad spent on haircuts for his sons, and his business brain started humming. He found a job as a shampoo boy at a nearby barber shop, then offered to sweep hair for each of the barbers for \$7. It was only a matter of time before he became a barber himself. After many years working in other people's shops, Manhattan's Mens Grooming marks his first foray as an independent business owner.

"I just love cutting hair," says Jones, adding that he and his other barber can cut any kind of hair and create any kind of men's haircut. "I have the greatest customers who've been with me forever and who are so happy for me that I'm getting a chance to create my own business."

Jones, who named the shop after his son, Manhattan, found out shortly after becoming a father that being a barber offers him the flexibility to help care for and spend time with Manhattan. "It's a great fit with our lifestyle," he says.

Jones continues to renovate the space to build on his vision and has been thrilled by the welcome he's received in the community. "I love being in Shorewood and my clients love it, too," he says. "The neighborhood has accepted me so easily and the way everything lined up has been so cool."



Rachel V Skin & Beauty

1518 E. Capitol Dr. | 414.510.3055 | rachelvcosmetics.com

Rachel Vasquez, owner of the new Rachel V Skin & Beauty Salon, says she likes to "live out loud with my color." That philosophy is evident in her orange-and-blond ombré hair, as well as her bold lip colors like "Nipsey Blue" and "Bloody Red" from her eponymous cosmetics line.

Vasquez's new space on East Capitol Drive offers a range of services such as facials, waxing, hair styling and nail services. Along with other top brands, products from her skincare line, Rachel V, are used in facials and also sold in the salon.

"Skincare is the love of my life," says Vasquez, who trained as an esthetician at Milwaukee Area Technical College. That education and her personal passion led her to explore the ingredients used in commercial skincare and cosmetic products. Eventually, she was inspired to create her own collection, using natural ingredients like oatmeal and turmeric to improve skin imperfections.

She advises clients on the importance of incorporating beauty and wellness into self-care routines and wholeheartedly believes that feeling confident in one's appearance can provide a powerful mental health boost.

"Skincare like facials and body treatments should be a part of everyone's routine," she says. "It's not a treat, it's a necessity."



Submitted photo

▼ Dr. Ami Inoue, orthodontist and owner of the new Hive Orthodontics, in her new Shorewood clinic.

Rachel Vasquez outside her new business, which offers a range of skincare and beauty services and products. ▲

Hive Orthodontics

4161 N. Oakland Ave.
414.244.9080
hiveorthodontics.com

Orthodontist Ami Inoue's career path probably became clear to her parents around the time she devised her own retainer out of fruit roll-ups and paper clips. Inoue, owner of the new Hive Orthodontics, is passionate about helping others feel good about their smiles. "It's amazing what that one investment in yourself can do," she says.

With the opening of Hive, Shorewood's mixed-use Mosaic building on North Oakland Ave. has filled its remaining commercial vacancy.

Patients of all ages are welcome at Hive, says Inoue, who offers no-fee consultations and provides upfront cost estimates. Her practice uses cutting-edge diagnostic tools such as digital scanning and 3D imaging, all of which she retains onsite, enabling

her to work more efficiently and decrease patients' wait time.

Inoue says she also put a lot of thought into the design of her new offices, wanting to create a sophisticated space that would feel warm and welcoming to both children and adults.

Originally from Mankato, Minn., Inoue earned her D.D.S. from Creighton University and completed her orthodontics residency at Marquette University. She worked at several Milwaukee-area orthodontics practices before opening Hive.

As a Shorewood resident, Inoue sees numerous benefits to living in the same community as her practice. The short commute means more time with her husband and two young daughters, and she's looking forward to building relationships with her patients. "Every time patients come for their appointment, they'll be seeing me," she says. "That continuity of care is so important."



NEW BUSINESS



Leslie Latterell, owner of Oak + Linen, with a variety of the housewares offered in her new store.

◀ Oak + Linen

4405 N. Oakland Ave. | 414.708.7888

The new Oak + Linen store offers a wide selection of “items to warm and beautify your home,” according to owner Leslie Latterell. She adds, “I carry the things I love and am drawn to.”

In stocking her store, Latterell has sourced “unique items that are new to the area.” These include items from custom-built Indian wedding tables to Italian-made handbags that appear to be crafted of well-worn leather but are actually made of durable paper. She also has carved out sections within the store dedicated to items intended for “the three things I adore: babies, dogs and men.”

During her nearly 30-year career as a real estate agent, Latterell says, she staged countless homes before “staging” was a common term. “Obviously, I love houses, and in the back of my mind, I always thought, ‘Wouldn’t it be cool to have my own store?’” she says. “Then, as I was creating a vision for the shop, this charming space in a historical building became available.”

Oak + Linen offers a variety of wall décor, lamps, pillows, throw blankets, books, picture frames and select furniture items. “I love offering pieces that have a story or that I think will create a memory,” Latterell says. “And I’m excited to direct customers to local businesses and help support other women-owned stores.”

Pizza N Curry ▶

2213 E. Capitol Dr. | 414.935.2967
pizzancurryshorewood.com

Shorewood’s new Pizza N Curry restaurant is a multi-generational family business that aims to bring the rich flavors and unique seasonings of Pakistan and India to this little pocket of the Midwest. The restaurant, located in the former Falbo Bros. space, offers a menu packed with South Asian favorites like butter chicken, naan and biryani, alongside pizzas that make use of imported Asian spices to impart a uniquely Pakistani flair.

Two families, the Shahs and the Khans, and their three generations came together to make their common dream of opening a restaurant come true. Everything is made from scratch by hand and family members both young and old pitch in to help with everything from cleaning to delivery to cooking. Pizza ‘N’ Curry offers lunch and dinner with eat-in, take-out and delivery options.

“Pakistanis are very welcoming to their guests,” explains co-owner Maria Shah. “That’s how we want people to feel when they come into the restaurant, that they are treated like family.”



Burhan Khan, a co-owner of the new Pizza ‘N’ Curry, inside the restaurant, where everything is made from scratch.

Equity Update

SCHOOL DISTRICT SHOWCASES EQUITY IN ACTION

This academic year, a Shorewood School District priority is to highlight the importance of the District’s equity work from the perspectives of teachers and staff.

To that end, says Director for Equity Shari Tucker, the District has created a monthly series called Equity in Action. Installments began appearing on the District’s website and social media accounts this past July. “The series gives us a way to showcase the work various staff members are doing across the District in an authentic, organic and meaningful way,” Tucker says.

Equity in Action features one staff member each month sharing their answers to questions such as, “How has your specific work aligned with our equity work?” and “What steps have you taken to look at inequities within your systems?” Offering perspective from staff and teachers, Tucker notes, gives families, students and community members a deeper look into the equity work happening across the District, specifically regarding the effects of equity work in classroom instruction and equitable student outcomes.

“All schools, as well as District leadership, continue to work on finding more ways to open access to positive and equitable learning opportunities for all students,” Tucker says. “During required monthly school planning meetings, school leaders facilitate as the staff spends time questioning the systems that created the District’s inequities in the first place, and brainstorms ways to plan and implement both individual and collective equity work within our educational infrastructure.”

Learn more about the District’s equity initiatives, including the Equity in Action series, at shorewood.k12.wi.us/apps/pages/EquityInAction.

Offering perspective from staff and teachers gives families, students and community members a deeper look into the equity work happening across the District.

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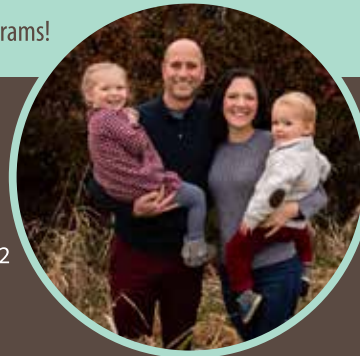
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Check out the Shorewood Library's groovy new vinyl collection

VILLAGE FEATURE STORY

BY JENNIFER ANDERSON
PHOTO BY PATRICK MANNING

The program began with a pitch from Library Director Jen Gerber to the library board. She proposed developing a collection of new vinyl records, along with a small portable record player, that people could check out and take home for their listening pleasure. A second small player, she suggested, could remain near the circulation desk so staff and patrons could play albums (at a non-disruptive volume) "to bring some fun into the library and promote the vinyl collection."

Once the board approved her idea, Gerber asked each staff member to offer up the titles of three favorite albums from their own personal "desert island" lists to help determine which titles would be among the library's initial 40-album purchase.

"It was a fun way for me, as the new library director, to get to know the staff better," Gerber says. "And it resulted in a diverse and intergenerational list."

The library's starter collection includes timeless classics from groups like The Beatles and Nirvana, as well as albums from newer artists like Adele (whose voice "sounds like butter" on vinyl, according to Gerber). The album most frequently appearing on staffers' lists? *Simon & Garfunkel: The Concert in Central Park*. Going forward, Gerber says, new additions to the vinyl collection will be based on what's circulating and patron requests.

For those of a certain age, vinyl records bring back memories of flipping through album covers with friends, listening to them on record players large enough to qualify as furniture, and possibly being persuaded to join the Columbia Record Club (12 albums for a penny!). Though they are a charming relic of the past, many vinyl collections are relegated to a lonely attic corner, where they sit in their milk crates collecting dust.

But for hard-core audiophiles, vinyl never really went away. These purists argue that music played on vinyl exudes a level of warmth and depth that digitally recorded music can never achieve. Fortunately, Shorewood Public Library patrons can now experience that unique sound, thanks to a new vinyl album lending program.

Riley Gallagher, seventh-grader, relaxes with some classic selections from the Shorewood Public Library's new vinyl collection.

(Continued on page 12)



“
Everyone
has
a story
of their
first album.”
—Jen Gerber,
Shorewood Library Director



Library staffers helped shape the new vinyl collection by suggesting albums. Here, they pose with their favorites. Top row: Emily Vieyra, Thomas Stewart. Second row: Hayley Johnson, Lizzie Hjelle. Bottom row: Dan Holt, Carolyn Curran.

Having a portable record player available for checkout also means that patrons can haul their own albums down from the attic and revisit their old collections. Those seeking to clear their storage spaces should not look to the library, which isn't accepting donated records (although Gerber and staffers will gratefully accept a monetary donation to the support the vinyl program).

As with any library materials, if a record is returned damaged, the patron is responsible for reimbursement costs.

Gerber is excited for patrons of all generations to engage with the program and, hopefully, make some meaningful community connections.

“The younger generation hasn't experienced vinyl before, so this will be something new, and it will be fun to see their reaction as they get exposed to the richer sound and the mechanics of using a record player,” Gerber says. “And older generations have such nostalgia for records – everyone has a story of their first album or the one they played over and over again until the needle wore a groove in the vinyl.” ■

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SCHOOL FEATURE STORY

GREYHOUND PRIDE ON DISPLAY

Grant supports branding boost for Shorewood Athletics

BY KATELIN WATSON | PHOTO BY PATRICK MANNING

Greyhound pride is more visible than ever on the campus of Shorewood High School, thanks to a \$50,000 grant secured by Shorewood Athletics and Activities Director Taz Landry.

The athletics branding upgrades include bold window decals adorning multiple buildings, avenue banners lining the walkways from the school to the stadium, and wayfinding signs for the concession stand and ticket booth. The grant also enabled SHS to secure a media backdrop, branded tablecloths and tents; branded chairs for the athletics conference room and offices; signage and logos for storage spaces, locker rooms and arena entrances; whiteboards for the athletics spaces and locker rooms; and a wind screen at the stadium's north endzone.

Landry decided last May to enter Shorewood in a campus branding giveaway sweepstakes from BSN Sports, a company offering custom products and design solutions for schools and universities nationwide. To celebrate its 50th anniversary, BSN offered districts a chance to win \$50,000 toward an athletics branding makeover.

"I initially thought it was a joke when I read the email that we'd won," says Landry, who had submitted an essay to BSN explaining why Shorewood was deserving of the funds. "Once the shock wore off, the excitement set in. Shorewood has a robust history of athletics, and especially coming off quite a year last year, winning four State championships and one runner-up, it was perfect timing."

This past summer, BSN held multiple meetings with Landry to assess Shorewood's branding needs and determine how best to allocate the funds. Once Landry approved a final branding plan, the BSN team flew in to complete the installation during SHS Homecoming Week.

SHS sophomore and student-athlete Kaymin Phillipps (pictured above, far left) says her favorite part of the new installation is the avenue banners lining the VHE pool building.

"I think the banners really decorate the school, but also I feel that this representation shows other schools what we're about and how much we value school pride," she says. "I think this branding is important because it really encourages students to come out and support our sports teams. As an athlete, it's nice to know that there are supporters in the stands rooting for you. It really brings us all closer together as a school and community."

Taz Landry, center, stands with student-athletes from Shorewood High School in front of new signage at the entrance to the SHS arena.

(Continued on page 16)

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Community

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◀ Avenue banners line the walkway from SHS buildings to the athletics field.

SHS senior soccer player Olivia Salas (pictured on p. 14, third from right) says she greatly appreciates the locker room and field upgrades.

"I am looking forward to using the new whiteboards in the locker room," she says. "I really think they will help improve our strat-

egy and pre-game focus. I also love the branding around the field because, to me, it instills a sense of motivation and pride within the players. When we see 'Greyhound Pride' and 'Greyhound Nation,' it is a reminder of what we are out there fighting for on our field. It reminds us of who we are, and what we want to accomplish, not only for our school, but for ourselves."

According to Landry, the branding has already helped amplify school spirit and unity. While it's too early to tell, he has high hopes that it will help grow participation rates in the athletic programs.

"Our student-athletes are proud to walk the halls, train and host games at our facilities, and now we have the branding to match," Landry says. "I think this fresh look will assist us in creating an even stronger school identity and will really highlight Shorewood's culture of innovation and excellence within the community."

To stay updated on Shorewood Athletics, visit greyhoundsathletics.com.

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BID FEATURE STORY

Marketing Makeover

Shorewood BID revamps logo and revisits goals

BY JENNIFER ANDERSON

As they contemplate commerce after Covid and how to best serve member businesses, members of the Shorewood Business Improvement District board have decided to start with a marketing makeover.

The board recently rolled out a fresh logo that Shorewood BID director Janet Henning describes as "more representative of the metaphorical and physical intersection of the businesses and the community."

The previous logo, which promoted Shorewood as a place to eat, drink and shop, felt limiting to Henning. "We're so much more than just shopping and dining," she says.

The new logo, an image of the street signs at the intersection of North Oakland Ave. and East Capitol Drive, represents the two major corridors of the business district.

"The new logo is just one part of the re-branding process we're going through," says Jake Bresette, BID board president and owner of Lake Effect Surf Shop. "This is really an exciting new chapter for us."

The board's process has included a months-long review of other area BIDs and their branding, discussions with marketing professionals, and connecting with other Village entities, like the Shorewood Police Department, to consider ways to collaborate. The result is a strategic plan focused on championing existing businesses and

exploring ways they can support each other, along with making Shorewood a destination for visitors from greater Milwaukee.

"Our goals previously focused on attracting people to the Village to attend our events and frequent our businesses," Henning says. "We have expanded our emphasis to determine how we can help businesses launch successfully in Shorewood and succeed here."

In addition to community events, the BID will also host events designed for business owners, addressing topics such as small-business financials, building infrastructure and target marketing. The BID will also offer social mixers to help business owners connect. Henning also aims to build mutually beneficial relationships with Shorewood-based nonprofits

and community organizations. The BID recently partnered with the Village and the Shorewood Police Department to offer a presentation from Milwaukee County Housing Services that addressed questions and concerns of local business owners and residents regarding people in need and mental health concerns.

"I feel like we've done a good job connecting the community to the businesses," Henning says "Now we're focusing on how can we connect the businesses to each other and to resources to help them thrive here."

“ We have expanded our emphasis to determine how we can help businesses launch successfully in Shorewood and succeed here.

—Janet Henning, Shorewood BID director

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Shark Tank Success stories

SHOREWOOD FOUNDATION

Shorewood Foundation's grant challenge has seeded signature Village initiatives

BY JENNIFER ANDERSON



2020 Winner
Shorewood Feast

2022 Winner
Shorewood Artisan Market

As board members prepare to hold the Shorewood Foundation's fourth Shark Tank Challenge, they are revisiting past winners and exploring how they used the Foundation's grant funding.

The Shark Tank Challenge offers any Shorewood resident the opportunity to pitch an idea to enhance the quality of life in the Village. While pitches are made to a panel of board members, the event is also open to the public.

In the Challenge's first year, 2018, one winning pitch was made by the Shorewood Historical Society, which requested a grant of \$5,000 to purchase equipment for a research room. Resident Bob Dean, then president of the Historical Society, made the pitch.

"Our goal was to refurbish and technically enhance the Society's Sheldon Room in the Shorewood Public Library, where we meet with residents to share our historical resources with any homeowner seeking answers about the history of their home," Dean explains. "The Foundation's grant made this possible."

To date, even with the intervening Covid years, Historical Society researcher Mary Jorgenson has met with over 40 families curious about their homes' history. She encourages anyone interested to reach out and set up an appointment. "Many people in Shorewood are interested in learning about how their homes fit into the history of how the Village developed," Jorgenson says. "And we're always interested in gathering new information to share with future homeowners."

In year two of the Challenge, Village Trustee Arthur Ircink made his pitch for seed money to fund the inaugural Shorewood Feast.

"It wasn't until the night before the event that I thought about potentially pitching, but once the idea stuck in my

head, I couldn't get it out," he says. "It turned out to be a fantastic experience. Thanks to the Foundation and the Shark Tank event, the Feast has gone on to be one of the most successful events in the community."

To would-be Shark Tank competitors, Ircink offers, "If you are on the fence about pitching, I highly encourage you to sign up."

The most recent Challenge winner was the Shorewood Artisan Market, the brainchild of resident and artist India McCanse. This past fall, the market wrapped up its second season of nine outdoor marketplaces, which featured 62 area artisans offering a variety of unique homemade wares.

"There is no question that the gift from the Foundation helped us get the Shorewood Artisan Market off the ground," McCanse says. "It would not have been possible otherwise, and it was an incredible privilege to receive that assistance."

For anyone interested in pitching an idea at this year's Challenge, Foundation board member Melissa Marschka recommends visiting shorewoodfoundation.org to learn more about the board's strategic focus and other community projects it supports. Residents are encouraged to attend to hear the pitches.

"What I love about Shark Tank is the energy in the room," says Sadhna Morato-Lindvall, the Foundation's board president. "It is so fun to see our community come together to support the different pitches. There are lots of great ideas out there for ways to make our community stronger and better, and Shark Tank is one way to help those ideas come to life." ■

The Shark Tank Challenge will take place Thursday, February 16, at 6:30 p.m. at Three Lions Pub.

Join us on the 3rd Tuesday of each month. 1 p.m. at the Village Center.

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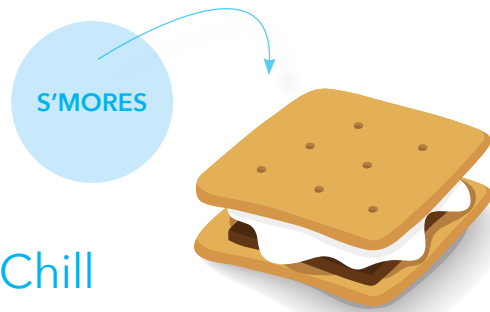
Saturday, December 3, 3:30-7 p.m.

Take a stroll around Shorewood to celebrate the holiday season! Catch a visit with Santa as he circulates the business district – or write him a letter and drop it in a special mailbox at East Wood Place and North Oakland Ave., courtesy of Allstate - Andrew McCabe Agency.

Greet neighbors at Wood Square for the tree and menorah lighting, with free hot cocoa from MOD Pizza and cookie decorating sponsored by Metro Market and Little Sprouts Play Café. Enjoy food and drink specials at your favorite Shorewood establishments. New this year: Join Brio Studios Shorewood for a magical winter wonderland open house (4-7 p.m.) featuring treats, face painting and dancing, with special guests Anna, Elsa and Christoph from Disney's Frozen.

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- 4:00 pm – Scout Wine Bar
- 4:30 pm – Draft & Vessel
- 5:00 pm – Mod Pizza (Wood Square)
Tree & Menorah Lighting
- 5:45 pm – Brio Studios
- 6:15 pm – Signature Sweets
- 6:45 pm – Harry's Bar & Grill



5th Annual Shorewood Chill

Saturday, February 4, Noon-4 p.m.

The Lake Bluff Ice Captains have partnered with the Shorewood Recreation and Community Services Department and the Village of Shorewood to host the 5th Annual Shorewood Chill. Join in this community-wide event at the Lake Bluff Elementary School ice rink and help us celebrate our wonderful Wisconsin winter. The festivities will include ice skating, s'mores and hot chocolate, music, and much more!



Holiday Book Talk and Sale with Daniel Goldin

Presented by the Friends of the Shorewood Public Library

**Saturday, December 3
11:00 a.m.-12:30 p.m.**

Books make great gifts, and Boswell Book Co.'s proprietor, Daniel Goldin, is here to help you select just the right read for everyone on your holiday gift list. His take on the best reads of 2022 spans genres and promises amusing anecdotes about authors, editors and publishers. The Friends of the Shorewood Public Library will host Goldin at Village Center, where all titles he shares will be available for purchase! A portion of the sales will be donated to the Friends in support of the library. Find more information at shorewoodlibrary.org.

SHS Annual Black History Celebration

Wednesday, February 22, 7 p.m.

Shorewood High School students take the stage at the SHS Auditorium (Gensler Theatre) to pay tribute to Black heritage and culture with an evening of singing, dancing, poetry, videos and more.

This in-person event is free and open to the public and requires no registration. Community members of all ages, cultures and backgrounds are encouraged to attend!

Additional celebrations throughout February will commemorate Black History Month across the Shorewood School District. For details, visit shorewoodschoools.org.



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DO-GOODER

Showing Up for Shorewood

Kayla Schaffer's positive attitude
and can-do spirit make her a valued
Village volunteer

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

Shorewood resident Kayla Schaffer has been described by Assistant Village Manager Chris Anderson as someone who "always raises her hand to offer to help, no matter the need."

Schaffer, who moved to the Village in 2019, has participated in volunteer activities that range from replacing dog waste bags at her nearby "Scoop the Poop" station to acting as a chief inspector for elections and a race marshal for the Shorewood Criterium bike races.

As a kid, Schaffer started volunteering at Northern Wisconsin's Birkebeiner cross-country ski race, held annually near her tiny hometown of Drummond, Wis. Growing up, her high school volleyball coach encouraged her to take on new challenges and inspire others with her



"No matter what type of volunteer work it is, from bike races to gift drives, I love being able to help build a better future for the people and the community."

—Kayla Schaffer

"can-do" attitude. When she moved to Milwaukee to attend the University of Wisconsin - Milwaukee, volunteering for organizations like Big Brothers Big Sisters became a great way to meet people and gain a comfort level with the big city.

"Coming to Milwaukee from a county that doesn't have a stoplight, I definitely experienced some culture shock," Schaffer says. "Getting involved really helped with that transition."

Today, when the 28-year-old is not working at her social media marketing job at Northwestern Mutual, she can usually be found in volunteer mode. Local community leaders recognize Schaffer as someone who will roll up her sleeves and get work done, and they value her positive approach.

Anjum Alden, founder of the Shorewood Care Network, knows she can count on Schaffer to help with the group's food and gift drives.

"She always shows up for her commitments with a smile and willingness to do her best," says Alden. "We are so lucky to have her in our community."

Schaffer's volunteer work was somewhat hamstrung by the pandemic, but she was determined to help people using her tech savvy. She and three friends created a Facebook group of more than 10,000 members called Wisconsin Vaccine Hunters & Angels, through which they connected people seeking the Covid-19 vaccine with the resources to get it. Schaffer says this was one of her most rewarding volunteer projects.

Since moving here, Schaffer says, she has quickly come to love Shorewood. She enjoys walking her black lab, Luke, and running into acquaintances and friends she's made through her volunteer work.

"I really like meeting new people and feeling connected to the Village," Schaffer says. "No matter what type of volunteer work it is, from bike races to gift drives, I love being able to help build a better future for the people and the community." ■



Participants in the fast-growing Girls Junior Greyhounds Basketball program practice at the Atwater Elementary School gym.

RECREATION

Growing the Girls Game

Shorewood Recreation's Girls Junior Greyhounds attracted more than double the dribblers in its second year

BY KATELIN WATSON | PHOTO BY PATRICK MANNING

Sports Business Journal's publisher has declared, "Women's sports is the story in 2022." Cable sports channel ESPN this year reported its highest viewership numbers for women's professional and college basketball to date. And locally, the Shorewood Recreation Department has seen enrollment more than double in its new Girls Junior Greyhounds basketball program since it launched in 2021.

"We've always had a select boys program, and it was important to offer girls the same opportunity to participate at this high level," says Shorewood Recreation Supervisor Justin Calvert. "I started by sending out a parent survey to gauge interest in a more competitive program and went from there. After our first tryouts last year, we accepted 13 girls into the program. Today, we have 34 girls."

The Girls Junior Greyhounds program is for fourth- through eighth-graders seeking a more competitive alternative to the existing recreational program. Tryouts take place each September, and teams are determined by skill level and age. This year, Shorewood was able to create two fifth-grade teams and one seventh-grade team.

The season runs October through March, with twice-weekly practices. The teams compete in southeastern Wisconsin's premier girls youth league, playing a guaranteed 12 games during November and December, with a culminating tournament in late December. The first months of the new year, the teams compete in area tournaments.

There are two coaches per team, most of whom are volunteers with a shared interest in growing the girls basketball program. Jasmine Binion, head coach of the seventh-grade team, is a former Knox College basketball player who says she wants to inspire young women.

"I grew up in a program that had youth basketball starting in third grade, and it was one of the most important things for me as a student and a player," she says. "Through youth basketball, young women learn life skills. They learn leadership, communication, confidence and sportsmanship – skills they can take far beyond basketball."

Binion says she and assistant coach Joel Nagle work to help players build confidence both on and off the court. "It's not just about your record or winning," she says. "It's important to us to create an environment where making mistakes is okay, and growth is encouraged and celebrated."

Nagle, who is also the parent of a seventh-grade player, adds that the program offers an opportunity for players to meet new people and try something outside of their comfort zone.

"Often, they find it's something that they really enjoy," Nagle says. "For me, it's very rewarding to see players practicing or playing a pick-up game at the school playground and truly enjoying the game with friends. I've also loved seeing the improvement our team has made and how very far the players have come in the past year."

Calvert says he hopes to build on the program's momentum and eventually expand to at least one team per grade level. "If there is interest," he says, "I will do whatever I can to make it happen and run it to the best of my ability." ■

For more information on the Girls Junior Greyhounds program, visit shorewoodrecreation.org.

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Shorewood business owners find synergy in new shared space

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

One of the benefits to being a small business owner in Shorewood is the connections made with other area business owners. The cross-pollination among local business owners – referring customers and sharing best practices – stems from a shared belief in the adage, “what benefits one benefits us all.”

That camaraderie is evident with three local businesses that have come together to share a space: Lifestyle Acupuncture and Gioia Bras, both owned by Jodie Heinrich, and Spa Solace, owned by AnnMarie Tillman. What makes the arrangement work is a foundation of friendship and a shared philosophy of promoting wellness.

After providing massage, skincare and other beauty and wellness services in Solace’s former location on North Oakland Ave. for over 20 years, Tillman was looking to downsize her space, reduce her overhead and cut back on her workload. Heinrich was busy juggling her two businesses but was also reducing her in-office schedule. Both women grew up in Shorewood and had known each other professionally for many years. “We have a very simpatico relationship, and our services act synergistically with each other,” Tillman says.

The two connected about their individual work challenges and quickly came to understand how they could address many issues by doubling up in

BUSINESS SPOTLIGHT

Shorewood business owners and friends AnnMarie Tillman, left, and Jodie Heinrich now run their businesses from a shared space at 1431 E. Capitol Drive.

gioiabras.com
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Heinrich’s space at 1431 E. Capitol Drive. Soon, Gioia’s bra-fitting room was converted to a treatment room for Tillman. She and Heinrich coordinate their schedules to eliminate overlapping client appointments. It was a remarkably easy transition, notes Heinrich.

“We have the same work ethic, and we are each totally focused on our clients’ comfort,” she explains. “Our skills complement each other’s, and we knew we would each be very respectful of the other.”

The agreement requires a certain amount of flexibility, something both Tillman and Heinrich say they can easily provide. “We just make sure that we communicate with each other,” Heinrich says. “Sometimes it’s over text and sometimes it’s over a glass of wine.”

Joining forces has also increased each business owner’s appreciation for the other’s unique skillset.

“Working beside Jodie has breathed so much life into me,” says Tillman. “And I know we both feel similarly privileged to be working with people’s energy.”

“We were both so used to working by ourselves,” adds Heinrich. “I feel so fortunate that we can share this space and co-exist comfortably without compromising how we work.” ■



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SHS Alumnus Marcus Monroe '03

Living for Laughter

BY KATELIN WATSON

EDUCATION SPOTLIGHT

For a kid growing up in Shorewood, the idea of one day becoming an award-winning comedic sensation might seem like an impossible dream. But Marcus Monroe, SHS '03, has made this dream his reality.

"I always knew I wanted to be a performer," Monroe says. "I was either going to be a comedian or in a boy band. I can't sing at all so, comedy it is!"

At age 10, Monroe says, he began performing juggling comedy shows around town, "(at) the Shorewood Library, parades, birthday parties, you name it," he says. "When I got older, I started street performing and working festivals like Summerfest. So, by the time I was 18, I had a ton of experience working professionally as a juggler – which, I'm aware, is a ridiculous sentence!"

◀ A recent publicity shot of Marcus Monroe, who has joked his way into the comedic elite.

After graduating from SHS, Monroe moved to New York, initially pursuing television and film in addition to his comedy juggling career. He was cast as the host of the Discovery Kids show *Mad Science* and featured in an episode of *Switched!* on ABC Family. He also appeared in an adaptation of the 1973 book *Wisconsin Death Trip* and has done ad campaigns for Apple's MacBook Pro and iPad.

Eventually, Monroe decided to fully focus on comedy, studying stand-up and working hard on comedic material. In 2012, he won the prestigious Andy Kaufman Award. In 2019, his audition at the world-famous Comedy Cellar in New York earned him a spot in the lineup, which means he now performs at the world's top comedy club alongside stars like Trevor Noah, Dave Chappelle, Louis CK, Dave Attel and Amy Schumer.

Career highlights for Monroe include performing with Neil Patrick Harris at Outside Lands, signing with legendary comedy manager Rory Rosegarten, and appearances on both *The Late Show with David Letterman* and *Late Night with Seth Myers*.

"I actually hate talking about things I've done, because I'm always looking ahead," Monroe says. "Just being able to do what I love for a living is a true blessing."

Despite the fame, Monroe hasn't lost sight of his values and the people who helped him along the way. A self-described "big Drama guy," at SHS, Monroe says former SHS Drama Director Barbara Gensler was an inspiration, and that her guidance and support helped him build confidence and cultivate his originality.

"I used to be very self-conscious and wanted to make sure I fit in every place I went," he says. "But thanks to my experiences in Shorewood, coupled with getting older, I've realized it's your unique qualities and interests that make you different." His best advice? "Lean into what makes you you, and don't apologize for being yourself!"

Up next for Monroe: a TV show coming out next year that he says has been "a long time in the making," a new animated series (he's the executive producer) called *Stoopid*, premiering on YouTube in December, and the continuation of his stand-up tour, which includes performances at the University of Green Bay and Carthage College on February 9 and 10. ■

For more information on Monroe and to view his tour schedule, visit marcusmonroe.com.



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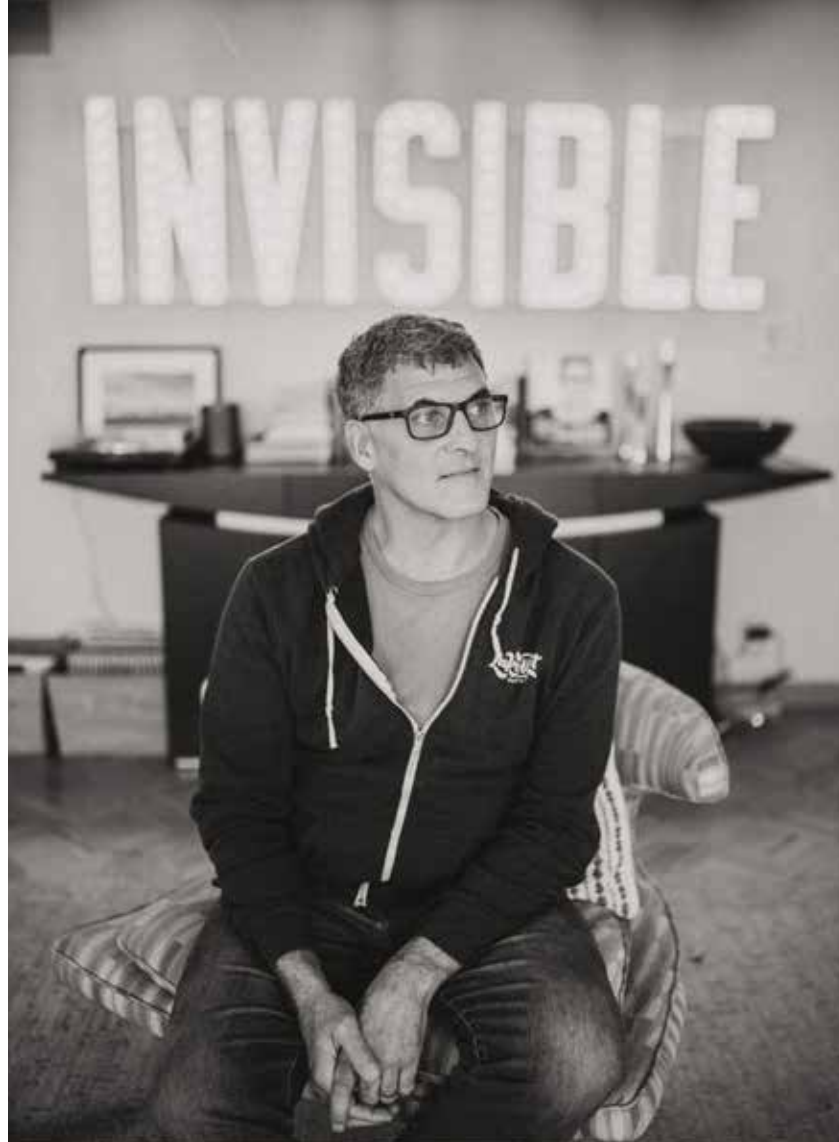
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Hi, Neighbor

Film for Thought

Brad Lichtenstein's latest work documents the effects of surviving gun violence

BY JENNIFER ANDERSON
PHOTO BY PATRICK MANNING



As a documentary filmmaker, Shorewood resident Brad Lichtenstein is used to managing unpredictable circumstances. But nothing could have prepared him for the night when, in 2014, he received a message that his good friend Claude Motley had been shot in the face during an attempted carjacking.

As Motley convalesced at Lichtenstein's home, the two men embarked on a six-year documentary project that was both professionally challenging and deeply personal.

The result is *When Claude Got Shot*, an exploration of the broader societal devastation wrought by gun violence. This past fall, the PBS Independent Lens film won an Emmy for "Exceptional Merit in Documentary Filmmaking."

The documentary follows Motley, a law school student; Nathan King, the 15-year-old who shot him; and Victoria Davidson, the Milwaukee nurse and mother who shot Nathan two nights later as he attempted to carjack her. It takes a frank look at the painful aftermath of a shooting that people rarely see: myriad surgeries, PTSD, complex family dynamics, mountains of medical bills and the challenges of navigating the criminal justice system.

Motley allowed Lichtenstein unfettered access following the shooting. "Brad and I already had a very trusting relationship, and that's half the battle in documentary filmmaking," he says.

Lichtenstein says he chose to share these three interwoven stories to illustrate a different, yet still devastating, side of gun violence. "To see this man survive, and be as human and relatable as he is, presented a very special opportunity," he explains. "Usually, we hear about people who die from gun violence. We rarely get to see someone who survives and witness the ripple effects the shooting has on their life and loved ones."

Usually, we hear about people who die from gun violence. We rarely get to see someone who survives and witness the ripple effects the shooting has on their life and loved ones.

—Brad Lichtenstein

When Claude Got Shot is available on streaming platforms including AppleTV and Amazon Prime Video.

Know an interesting Shorewoodian? Please send your ideas for our "Hi, Neighbor" column to shorewoodtoday@shorewoodwi.gov.

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Shorewood Resources

Real Estate Update: SHOREWOOD'S HOME VALUES HOLD STRONG

Despite 2022's high interest rates and a general cooling of the residential real estate market across Wisconsin, Shorewood home values sustained an average increase of 15 percent from 2020 to 2022.

Two key factors combined to drive this increase, the largest for year-over-year home values in Wisconsin since the mid-1970s: relatively low interest rates, and a shortage of homes on the market. This combination sparked bidding wars among prospective home buyers throughout 2021.

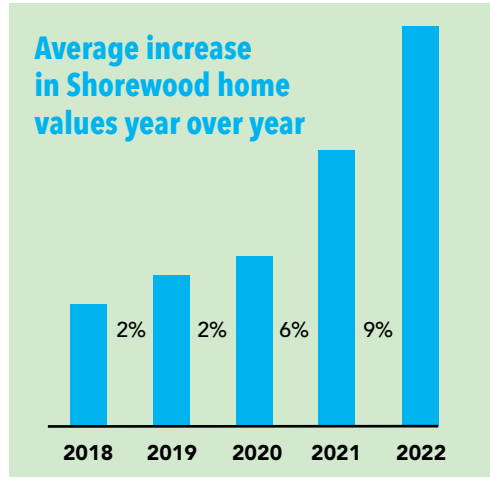
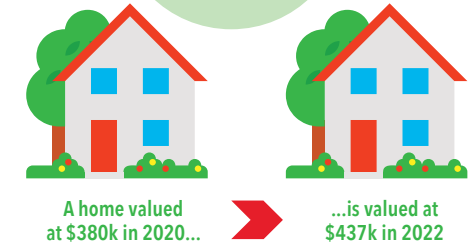
In 2022, as interest rates have climbed to the highest seen in more than 20 years, these bidding wars have ground to a halt, and there are fewer potential buyers overall. Yet

according to the Village of Shorewood's contracted assessor, Village homes continue to sell at above-market rates.

"There are a couple of current misperceptions about the housing market," says Accurate Assessor's Lori Sacco, the Village's assessor. "People think home values haven't increased since the onset of Covid-19, and they are now also worried that because of 2022's higher interest rates, home values will plummet. But based on market data, that is not what we are seeing."

Adds Sacco, "We can only speculate as to where the market will be by the end of 2022. Rumors of a market downturn in Shorewood are unsubstantiated."

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INCREASE
IN 2 YEARS



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LIBRARY CORNER



The library's new external lockers offer 24/7 pickup.

LIBRARY OFFERS 24/7 PICK-UP

The Shorewood Public Library and several other Milwaukee County libraries began offering pick-up lockers this fall, enabling patrons to retrieve library materials 24/7. The lockers are funded by the American Rescue Plan Act and located outside of the library's front entrance.

To use the lockers, request library material from Shorewood Public Library or other Milwaukee County Federated Library System libraries via the CountyCat app or website, or by contacting the library directly. If online, choose "Shorewood lockers" as the pick-up location. When items are ready, you'll get a text and/or email with a unique code that opens the locker. Your items are already checked out, so you can just grab and go.



CHECK OUT FREE MUSEUM PASSES

Budget-conscious museum fans, rejoice! The library now offers passes to the Milwaukee Art Museum, Betty Brinn Children's Museum and more for patrons with a library card. Limited passes may have a waitlist, but others are often available for same-day checkout. More passes will be added in the new year.

For more information, visit shorewoodlibrary.org.

Senior Resource Center

All programs are held in the Shorewood Village Center (lower level of the Shorewood Library building) unless otherwise indicated.

HEALTH AND WELLBEING

Qi Gong

Mondays, Jan. 9–Mar. 27, 10–10:45 a.m.

Instructor: Sherrod Milewski, Milwaukee T’Ai Chi Ch’uan Center. \$55 for the 11-week series; pre-registration with series payment required. No class Feb. 20.

Gentle Yoga

Tuesdays, Jan. 10–Mar. 28, 10–11 a.m.

Instructor: Meredith Watts, Milwaukee Yoga Center. \$55 for the 11-week series; pre-registration with series payment required. No class Feb. 21.

ZUMBA GOLD

Wednesdays, Jan. 11–Mar. 29, 2–2:45 p.m. (Feb. 15: Cake Day!)

Dance fitness with instructor Mimi Oxman. \$55 for the 12-week series; pre-registration with series payment required.

FUN AND GAMES

Bingo with Kelly

Mondays, Jan. 9 & Feb. 13, 11:30 a.m.–12:30 p.m.

Get out your lucky Bingo chips or favorite lucky charm and meet us at the SRC. Prizes await! 25 cents per card.

Are You Game?

Mondays, Jan. 9–Mar. 27, 1–3:30 p.m.

Get together with your old friends or make new ones enjoying your favorite card or board games, including bridge, chess, cribbage, Rummikub and Scrabble. Free, walk-in, no pre-registration required. No programs Feb. 20.

Grab-and-Go Box Lunches

Wednesdays, Jan. 18 & Feb. 15, 11:30 a.m.–12:30 p.m.

- January 18: North Shore Boulangerie’s chicken salad on croissant
 - February 15: Beans and Barley’s turkey club on challah bread
- \$10/person per event; payment due week prior to each event.



IN THE KNOW

One-to-One Tech Support (by appointment)

Fridays, Jan. 6–Feb. 24, 10 a.m.–1 p.m.

Schedule a 50-minute appointment with our tech tutors. Bring your portable technology and get help learning how to make better use of your cell phone, laptop, iPad, Kindle, camera, etc. Free; appointments required.

A Date with History

Monday, Jan. 16, 11:30 a.m.–12:30 p.m.

Harriet Tubman, escaped slave and American abolitionist. (No book)

Candidate Meet & Greet

Wednesday, Mar. 8, 9–10 a.m.

Candidates running for Village trustee and District school board seats will introduce themselves at 9:15 a.m. An informal meet-and-greet follows. Come and ask them anything. Donuts provided!

CONTACT US

Winter office hours: Mon. – Thurs., 9 a.m. – 1:30 p.m. or by appointment. The office is closed Dec. 23 – Jan. 2. Registration or questions: 414.847.2727 or email: src@shorewoodwi.gov. Follow us at facebook.com/shorewoodSRC.

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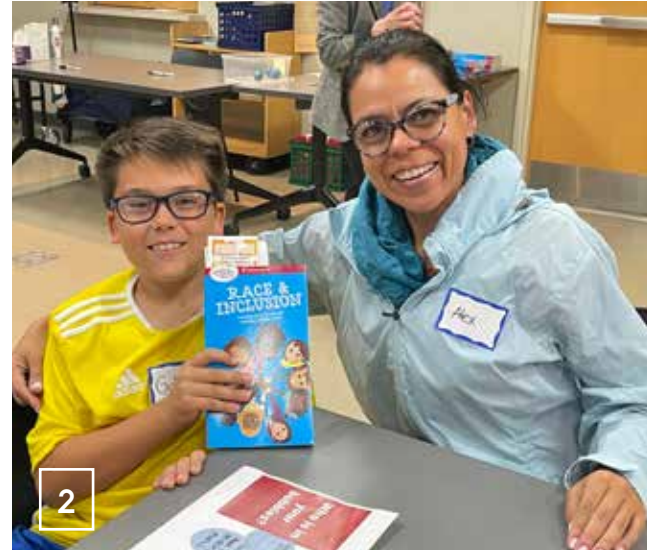
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Out & About in Shorewood



1



2

Photo by Sadina Morato-Lindvall



7



3



4

Photo by Kaitlin Watson



8

Photo by Will Monda-Morawski



5

Photo by Sam Kirby



6

Photos by Patrick Manning unless noted.

1 Kids and adults enjoy the 9th Annual Fish & Feather Festival Oct. 8 in Hubbard Park.

2 Atwater fifth-grader Gabriel Barrios Moreno and his mom, Alex Moreno, hold up a new American Girl series book on race and inclusion authored by Milwaukee's Deanna Singh. Singh was sponsored by the Shorewood Foundation to lead a youth workshop Oct. 11 at the Shorewood Public Library, featuring activities from the book.

3 The 25th Annual Masterworks concert at St. Robert Church on Oct. 25 featured the Shorewood High School choirs and chamber orchestra, the Shorewood wind ensemble, and participants in this fall's Choral Arts Society, offered by the Shorewood Recreation Department. The combined groups performed *Mozart's Requiem*, directed and conducted by SHS music teachers Jason Clark and Karen Frink, and featuring SHS alumnae soloists.

4 Lake Bluff Elementary School students gather for a morning photo during Walk To School Day on Oct. 6, which featured music from Shorewood High School band members and guest appearances from the Shorewood Police Department.

5 Friends at the 3rd Annual North Shore Bank Shorewood Feast share a toast. The family-friendly event on Sept. 10 featured food, activities, vendors, live music and a five-course, family-style dinner prepared by various area chefs, with wine pairings from Scout Wine.

6 Visitors have their possessions appraised at the Shorewood Woman's Club's first Antique Appraisals and Art Fair in the SHS North Gym on Oct. 9. Among many interesting appraisal results was that of Woman's Club member Pat Rausch, who discovered a sculpture she owns dates from 500-600 A.D.

7 A Rocktoberfest event on Oct. 1 from the Milwaukee Brat House, Camp Bar and School of Rock featured the latter's young musicians performing on a North Oakland Ave. stage, as well as food trucks and other refreshments.

8 Shorewood High School senior girls celebrate their victory over the junior class girls in Powder Puff football during SHS homecoming festivities.

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Shorewood A Look Back



CLOCKWISE, FROM TOP LEFT:
Original **Wadhams**
station, 4144 N. Oakland
Ave., torn down in 1933.

Replacement **Wahams**
station, 4170 N. Oakland
Ave. (current Starbucks),
designed by Eschweiler.

Cities Service, on
Oakland at East Marion
(current location of The
UPS Store). Described
Oct. 10, 1935 in the
Shorewood Herald as
“a thing of flashing
beauty” where “four
beautifully streamlined
black and white gasoline
pumps stand like well-
trained servants.”

**Abrahamson’s
Service Station**, 3975
N. Oakland (at Menlo)
following the legendary
1947 snowstorm.

Fueling up, with a side of service

Shorewood’s 1934 telephone directory listed eight “service” or “filling” stations in the business district, and by 1944, there were 11. Drivers had their choice of four stations within the two blocks of North Oakland Ave. from East Edgewood to East Newton: Carl’s Shorewood Service, Abrahamson Service, Fecht and Dann Service, and O’Brien’s Standard Service. Their employees pumped customers’ gas, washed windows, checked the oil and tire pressure, and probably knew most of their customers by name. Most stations also had at least a small service bay for bigger repairs.

Further north on Oakland was Wadhams. As early as 1916, the Milwaukee-based company began to conceive and develop off-street filling stations, with underground tanks to hold the

gasoline and electric pumps to dispense it. Early stations were small, deemed ugly and drew neighbor complaints. Wadhams’ president then hired Alexander C. Eschweiler – architect of numerous Shorewood houses and, Lake Bluff Elementary School – to design stations with more curb appeal.

The first Wadhams, at 4144 N. Oakland, was replaced by 1933 with an Eschweiler-designed building on the same block. Another Wadhams was located at 2400 E. Capitol Dr.

Shorewood’s five current stations don’t include reference to “service” or owner names in their titles; they are simply brand-name “gas stations” where customers largely pump their own gas. ■

Gas Mishap

“Six hundred gallons of gasoline leaked out of a defective tank at the Wadhams station on Olive St. at Oakland over the week-end. Reports of gas fumes in an adjoining apartment house brought Sergt. Jones sniffing in the area. He found the basement heavily scented with ‘motorists temptation’ and advised residents of the apartment building not to light matches in the basement for a few days.”

–The Shorewood Herald,
Oct. 12, 1944

Photos and information provided by the Shorewood Historical Society. For more information, visit shorewoodhistory.org.



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Shorewood Winter Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

DECEMBER

THURS. DEC. 1 SHS Orchestra Concert
7pm, SHS Gensler Auditorium

SAT. DEC. 3 Holiday Book Talk and Sale with
Daniel Goldin 11am, Shorewood Village Center
For details, see p. 20.

SAT. DEC. 3 The Shorewood BID's Winterfest
3:30-7pm, Shorewood Business District *For details,*
see page 20.

TUES. DEC. 13 Elementary Schools 5th & 6th
Grade Band Concert 7pm, SHS Gensler Auditorium

WED. DEC. 14 SIS Band Concert 7pm, SHS
Gensler Auditorium

THURS. DEC. 15 SHS Band Concert 7pm,
SHS Gensler Auditorium

MON. DEC. 19 Elementary Schools 5th Grade
Orchestra Concert 7pm, SHS Gensler Auditorium

TUES. DEC. 20 Shorewood Woman's Club
presents the SHS Chamber Orchestra
1pm, Village Center

TUES. DEC. 20 SIS & 6th Grade Orchestra
Concert 7pm, SHS Gensler Auditorium

WED. DEC. 21 Digital Resources 101
10am, Shorewood Public Library

WED. DEC. 21 SIS & SHS Choir Concert
7pm, SHS Gensler Auditorium

JANUARY

MON. JAN. 9 Shorewood Public Library Adult
Winter Reading Program begins

TUES. JAN. 10 Winter Legends and Lore with
Chad Lewis 6:30pm, Shorewood Village Center

TUES. JAN. 17 Shorewood Woman's Club presents
Terry Wiggins, expert on natural burial practices
1pm, Village Center

FEBRUARY

SAT. FEB. 4 Boutique Blowout 9am-2pm, Atwater
Cafetorium.

SAT. FEB. 4 Shorewood Chill 12-4pm, Lake Bluff
Elementary Ice Rink *For details, see p. 20.*

SUN. FEB. 5 Shorewood Woman's Club Bunco
Party 6pm Eastwood Condos Community Room
at 3942 N. Oakland Ave.

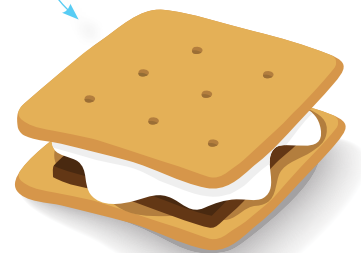
THURS.-SUN. FEB. 9-11 SHS Winter Musical,
Little Shop of Horrors 7pm (with additional 2pm
performance on Sat.), SHS Gensler Auditorium

THURS. FEB. 16 The Shorewood Foundation's
Shark Tank Challenge 6:30pm, Three Lions Pub
For more information, see page 19.

TUES. FEB. 21 Shorewood Woman's Club
hosts dog-toy making for the Humane Society
1pm, Village Center

WED. FEB. 22 SHS Black History Presentation
7pm, SHS Gensler Auditorium *For details, see p. 20.*

p. 20



S'mores and
more at the
Shorewood Chill