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Shorewood

TODAY



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Building the future

We think of spring as the season of new beginnings. But as I take stock of initiatives across our Village, I'm also seeing it as a culmination.

So many thoughtfully planned initiatives are coming to fruition. Take the new kayak and canoe launch in Hubbard Park (cover and page 4): Its completion caps a major project that began in 2010. The 2018 work to rehabilitate and construct a riparian trail along the Milwaukee River bank from Hubbard Park to East Capitol Drive created environmentally responsible river access for fishing enthusiasts, and the launch now offers the same for people to enjoy nature while paddling down the river. Our Village owes tremendous gratitude to the late Michael Maher, longtime Village trustee, for his careful stewardship of Shorewood's natural resources throughout this project.

Another of the Village's most valued resources is our Department of Public Works. The services they provide week in and week out happen despite the significant inefficiencies of their far-outgrown site, confirmed by multiple studies (see page 5). In April, the Village Board will provide direction on moving forward to at last address this challenge in order to sustain the high-quality service residents have come to expect from our DPW.

Finally, the Village's equity environmental scan's findings (page 7) provide direction for creating a more equitable workplace. I'm eager to begin implementing these recommendations.

All of this work and more is intentional and integral to building Shorewood's future. As always, resident input is welcomed and encouraged!

—Rebecca Ewald,
Shorewood Village Manager



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On the cover: Shorewood High School senior and canoe instructor Maggie Claussen stands outside the entrance to Hubbard Park, where a new canoe and kayak launch is complete. Kayak supplied by Adventure Milwaukee. Photo by Patrick Manning.



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For Qticles, opening in Shorewood was the "absolute best choice"



Shorewood News



Maggie Claussen, an SHS senior and canoe instructor, poses on the new watercraft launch in Hubbard Park.



LET IT GROW:

Shorewood encourages residents to embrace “No Mow May”

This spring, the Village is asking residents to take a chore off their to-do list. For the first time, Shorewood is officially participating in the “No Mow May” campaign, in which homeowners voluntarily delay cutting their grass until June to allow more time for struggling bee populations and other pollinators to flourish.

Shorewood will relax its tall-grass ordinance for the month of May, allowing lawns and flowering plants to mature and provide a healthy habitat for bees, which are vital for pollinating plants and growing successful food crops. The bee population has plummeted over the last 20 years, due to loss of habitat and use of pesticides. Without bees, the availability and diversity of fresh produce would decline and could substantially impact human nutrition.

No Mow May originated in Great Britain and has grown into a nationwide movement here, thanks in part to an article that ran in the *New York Times* last March. Since 2020, more than two dozen Wisconsin municipalities have adopted the program, including Fox Point, Whitefish Bay, Glendale and Wauwatosa. Studies show that waiting until June to mow increases both the number of bees and diversity of bee species.

Resident Joe Shaffer got the ball rolling in Shorewood when he approached Village President Ann McKaig with the idea last spring. She referred him to the Shorewood Conservation Committee, and he was quickly brought on board to spearhead the plan. Last summer, he delayed cutting much of his own grass and was rewarded, he says, with “zillions” of bees to help his plants thrive.

“With No Mow May, we’re just dipping our toe in the water of sustainable landscaping,” says Shaffer. “We hope residents will see their yards not merely as decoration, but as important habitats for bees, butterflies, birds and native plants.”

Shorewood residents can purchase No Mow May lawn signs from Shorewood Press beginning in April.

For more information, visit villageofshorewood.org/nomowmay.

NEW CANOE AND KAYAK LAUNCH installed at Hubbard Park

Construction is complete on a new canoe/kayak launch in Hubbard Park, providing convenient entry to the Milwaukee River for small recreational watercraft, fishing enthusiasts and waterfowl. The launch is part of the Shorewood Comprehensive Outdoor Recreation Plan and the River District Riparian Restoration and Trail Plan. Grading for the launch was included in the Hubbard Park Riparian Trail project, which was completed in 2018.

The team at Snyder & Associates, the civil engineering firm selected to design the launch, knew that it had to be highly functional for various river levels, extremely durable for longevity and easily accessible from a nearby parking area. Engineers worked closely with local river groups, the Wisconsin Department of Natural Resources and the Shorewood Department of Public Works to create a plan that met the project goals and budget.

The design team also sourced local stone for the launch to reduce environmental impact and used materials that could withstand the long-term effects of the river and frigid Wisconsin winters. The stones are installed at a slope to create a zero-depth-entry area for the easy and safe launch of watercraft, and arranged in wide steps to create a small natural “amphitheater” where visitors can sit and enjoy the view.

The area also includes a bench donated in memory of the late Michael Maher, who served as a Village trustee for 15 years. Maher was a champion of Shorewood’s green spaces and particularly passionate about the Milwaukee River Greenway.



Photo courtesy of Village of Shorewood

The main office of the DPW.

Village to evaluate NEW SITES FOR DPW

After years of making do with long-outgrown facilities, the Shorewood Department of Public Works may finally be looking at opportunities to relocate to a new site that would better support operations and service.

The DPW facilities at 3801 N. Morris Blvd. were built nearly 90 years ago with funding from the federal government's Works Progress Administration. The buildings showcase the design aesthetic of former Village resident and renowned architect Henry C. Hengles. With decorative masonry and battlemented parapets, the DPW mirrors Shorewood's other Hengles-designed structure, the North Shore Fire Department.

When it was built in 1936, the DPW complex was designed to house equipment like the "leaf sucker-upper," a machine cobbled together by the in-house mechanic with parts from an old vacuum cleaner, a used exhaust pipe and a baby buggy. The original builders were unlikely to have imagined the fleet of vehicles, equipment and storage needed to run today's DPW operations.

All six Village-commissioned studies since 2007 to evaluate the DPW facilities found them woefully inadequate for delivering the high level of service the DPW is expected to provide. The ongoing inefficiencies continue to cost time and money.

In November 2022, the Village hired Barrientos Design & Consulting to complete a facility needs and site inspection study of the DPW – the first step toward implementing recommendations from the previous studies.

The new study has three phases. Review of the facility needs was completed in January. Alternate site evaluation took place in February. The third phase, conceptual planning, will happen in March, with evaluation of the top three possible sites and designs created for each.

Throughout the process, the Village has sought to engage the public and solicit residents' feedback by holding site visits at the DPW and conducting community workshops. A final plan for moving forward will be determined by the Village Board later this year.

To stay up to date on the DPW site project, visit villageofshorewood.org/DPWfacility.

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District Hires New Director of Buildings and Grounds

The Shorewood School District has hired Sean Strauss as its new director of buildings and grounds. Strauss has served in a variety of facilities-related roles over the past

decade, most recently as the custodial operations supervisor for the Pewaukee School District. Previously, he served as lead custodian at Whitnall School District and grounds engineer for the Racine Unified School District, among other roles.

Strauss has a valuable, comprehensive skill set to address HVAC, electrical, plumbing, and other building and grounds issues. He holds multiple facilities certifications and licenses, and is accustomed to working in a fast-paced, ever-changing environment. "Sean is hard working and highly motivated," says JoAnn Sterneke, the District's interim superintendent. "He is a committed team player with strong leadership and communication skills." Strauss says he looks forward to creating a safe, clean and comfortable environment for students, staff, families and visitors to the Shorewood School District.



New student intern joins Shorewood Today

Funded by a generous grant from the Shorewood Foundation, Shorewood High School junior Jillian Beaster has been brought on as the 2023 intern for *Shorewood Today*.

Jillian will work with the production team on every aspect of the magazine, learning about and/or contributing to advertising, editorial, layout, design, photography and printing.

Her interest in writing and journalism began early and she has worked for the SHS student-run newspaper, *Ripples*, since her freshman year. She is currently the paper's arts and entertainment editor.

Jillian is the president of the American Civil Liberties Union Student Alliance at SHS, where she organizes voter registration drives as well as other fundraising and research projects. She also volunteers for the Urban Ecology Center, is a member of the National Honor Society, and may have bussed your table last summer at Cloud Red.

"I love being active within my school and community," Jillian says, "and I'm so excited for this opportunity to be part of a professional magazine."

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SHS Student Named Top Scholar in Talent Search

Shorewood High School senior Alexis Hu was named a top scholar in the Regeneron Science Talent Search 2023, the nation's oldest and most prestigious science and math competition for high school seniors.

Alexis presented a research project titled "CEO Regulatory Focus and Stock Buybacks: The Moderating Effect of CEO Tenure and Restricted Stock Holdings." As a winning scholar, she was awarded \$2,000, as well as an additional \$2,000 for Shorewood High School.

The Regeneron Science Talent Search recognizes and empowers promising young scientists who are generating innovative solutions to solve significant global challenges through rigorous research and discoveries. It provides students with a national stage to present new ideas and challenge conventional ways of thinking.

Scholars were chosen based on their outstanding research, leadership skills, community involvement, commitment to academics, creativity in asking scientific questions and exceptional promise as STEM leaders, demonstrated through the submission of their original, independent research projects, essays and recommendations.

Village's EDI Environmental Scan Finds Core Support and Areas to Improve

BY JENNIFER ANDERSON

Last month, the Shorewood Village Board heard from Kairo Communications regarding the consulting firm's initial environmental scan of Shorewood's governmental workplace. The scan was commissioned to help determine how issues of equity, diversity and inclusion can be improved across Village administration and operations.

Kairo, co-founded and owned by Shorewood resident Deborah Blanks and her son, Geraud Blanks, specializes in helping organizations look at their history, policies and procedures through a lens of equity, diversity and inclusion, in order to evolve into more culturally aware institutions.

"People can find it painful to connect to our past and want to just forget about it," Blanks says. "But we are here because of our history, and we need to acknowledge it before we can forge a path forward."

Kairo's initial examination, several months long, involved historical research, document reviews and attending meetings, as well as interviews with Village staff and trustees, local business owners, and engaged community members and students.

Blanks says the findings revealed that a core group of Village government staffers support the ideals of EDI.

"By and large, they see these issues as important and they want to know how they can help make the systemic changes that are needed," Blanks says. "However, they want a clear articulation of the mission and need to better understand the goals."



Deborah Blanks,
owner,
Kairo Communications

Additionally, Kairo examined how the Shorewood police engage with people of color and what the department is doing to eliminate implicit bias among its staff. Blanks points out that the recent hiring of Police Chief Heather Wurth and Captain Fernando Santiago "brings new optimism to the process ... Their lived experiences means they're positioned in unique ways to understand when people of color have concerns."

Moving forward, Kairo will put together a strategic plan for the Village, including a blueprint for hiring practices that can help ensure equitable opportunities for people of all backgrounds.

"We are working with Village administration to ensure that a network, led by people of color, can disseminate information about job opportunities to potential minority candidates who are outside of the Village," says Blanks. "There's a tendency to want to hire people who look like you, and we believe the process can be infused with a broader vision." ■

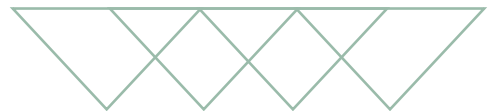
Turn the Page:

New book discussions from the Shorewood Public Library

The Shorewood Public Library has introduced a new, bimonthly book discussion series called Turn the Page. The series is focused on housing and income inequity.

All readers are welcome to join the discussions, which will take place at the library. The first book is *Stories from the Tenants Downstairs* by Sidik Fofana, with a discussion at 7 p.m. Mon., March 13. This debut collection of fictional stories explores the impacts of gentrification on residents of a low-income high rise.

A discussion on *The Sum of Us: What Racism Costs Everyone and How We Can Prosper Together* by Heather McGhee will be held at 7 p.m. Mon., May 8. McGhee's book exposes the root of economic struggles in America.



FEATURED SPRING BOOKS:

Stories from the Tenants Downstairs
by Sidik Fofana
Discussion at 7 p.m.
Mon., March 13



The Sum of Us: What Racism Costs Everyone and How We Can Prosper Together
by Heather McGhee
Discussion at 7 p.m.
Mon., May 8



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Massage therapist **Thom Cauley** learned about the healing power of touch at an early age. When he was little and having a hard time sleeping, his mom would come in and rub his back until he was able to finally drift off. This was just one of the ways in which he learned that physical contact can bring about a sense of calm and provide stress relief, and it's a lesson he has built into a career.

Cauley, who grew up in the Village and graduated from Shorewood High School in 2008, has opened a massage therapy practice where he provides clients with sessions tailored to their specific needs and preferences. A graduate of the Aveda Institute of Beauty and Wellness in Milwaukee, he incorporates aromatherapy and essential oils into his practice and is experienced in the full range of therapy options, from Swedish massage to deep tissue and lymphatic massage. He also offers Reiki and energy work.

Cauley's main goal is for clients to feel a profound sense of relaxation, both physically and mentally, at the end of their sessions. "The effects of massage are fascinating," he says. "They can have such a positive impact on your overall sense of well-being."

Forming Function

4433 N. Oakland Ave.
414.367.7260
formingfunction.care

Speech-language pathologist **Lindsay Haumschild** describes Forming Function, her new Shorewood-based pediatric practice, as focused on maximizing the development of communication, feeding and oral function – essential skills that she has seen more kids struggle with in the aftermath of pandemic-related shutdowns and protocols.

At Forming Function, Haumschild performs myofunctional evaluations and uses play-based classes and individualized therapy to help children and their families. Though she works primarily with children under age 5 to address speech and language delays, she also provides therapy for feeding and oral motor issues, and has a niche specialty addressing tethered oral tissue.

In 2008, Haumschild's job as a recreation therapist became a casualty to the Great Recession and she moved to Costa Rica as a Peace Corps volunteer. It was



there that she became interested in communication disorders, because, she says, "As an adult language learner, I really understood how challenging it is when you are struggling to find the right word and have a fluid conversation."

Upon returning to the Milwaukee area, Haumschild earned her master's degree in communication sciences and disorders at the University of Wisconsin-Milwaukee.

Haumschild has seen increased demand for her services to help young children with speech delays related to the pandemic's restrictions to socialization and new experiences. Wearing masks during their school days also prevented kids from reading lips and other facial cues.

"Across the board, kids are behind in speech and language skills," she says. "We're just beginning to understand the impact of the pandemic, and it's affected an entire generation of young children."



C-viche

4330 N Oakland Ave. | 414.485.6383 | c-viche.com

For seven years, **Karlos Soriano** (left) and **Paco Villar** have brought customers a taste of Ibero-American culture with their Bay View restaurant and bar, C-viche. In November, a second, long-awaited C-viche opened in Shorewood, and locals are flocking to sample the variations of its namesake dish and sip pisco sours and other handcrafted cocktails.

In addition to six variations of ceviche, a variety of South American cuisines are featured on C-viche's innovative menu, with delicacies ranging from Peruvian *lomo saltado* to Mexican-inspired paninis (spicy chicken or chicken mole).

"Our food is an adventure, and our menu is really out of this world," Soriano says. "We combine lots of different flavors from Peruvian, Mexican, Portuguese, Spanish and Argentinian influence."

The interior of C-viche is open-concept with a mix of modern and rustic surroundings. Subdued lighting highlights the ceviche bar, where guests can see into the kitchen and watch the staff transform fresh food into artfully presented dishes. A cocktail bar stretches alongside the restaurant, where pisco cocktails, margaritas and international wine are served.

Soriano says he and Villar have felt welcomed by the Shorewood community since opening. "When we make food, we see that people enjoy it and that's what we value the most," he says. "We make our food and drinks so we can pay back the love that we have received."

Thrive Fitness

4433 N. Oakland Ave. | 414.491.0903

Cassie Hoelzl is a personal trainer with a straightforward goal: to train people who want to be healthier. As the owner of the new Thrive Fitness, Hoelzl works with clients who run the gamut in terms of age and athletic ability. What they share is a desire to continue pursuing the activities they love as they get older.

Prior to becoming a personal trainer, Hoelzl worked as a physical therapist for over a decade, a field she entered for very personal reasons: Her son had open-heart surgery when he was just a few days old, and physical therapy in the hospital was a part of his recovery. Witnessing these benefits, Hoelzl decided to train as a physical therapist with a focus on chronic pain management.

In her new career, Hoelzl quickly realized that many of her PT patients simply were not moving enough. "It was a revelation to see just how important movement is in preventing chronic pain," she says. "That got me interested in personal training and helping clients get better at doing whatever they want to do in their daily lives, whether it's playing on the floor with their grandchildren or running a 5K."

Along with individualized training sessions, Hoelzl also offers nutritional coaching and personalized



exercises via her smartphone app. She loves her space on North Oakland Ave. and enjoys being part of a collective of local businesses focused on wellness, with chiropractic, counseling and acupuncture practitioners all in her building. "We all refer clients to each other," Hoelzl says. "We recognize there are many different ways people can take care of themselves."



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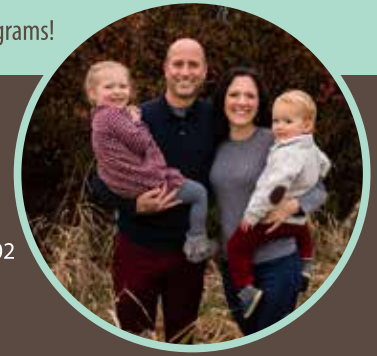
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BID's Business Cluster Strategy Makes Shorewood a Destination

BY JENNIFER ANDERSON

One defining quality of a popular and prosperous community is having an array of vital local businesses. While Shorewood wasn't always known as a destination for unique shopping and dining options, today its business district offers a wide selection of restaurants, shops and services to draw residents and visitors.

That transformation didn't happen by accident, says Pat Algiers, a former longtime member of the Shorewood Business Improvement District's board. It happened through careful planning by the BID board, which has been actively seeking out and wooing unusual businesses to the community through a combination of grants, outreach and skillful marketing.

About six years ago, Algiers says, the BID board began to focus on developing "economic clusters" – local concentrations of similar or complementary businesses – to cultivate a livelier, more inviting district.

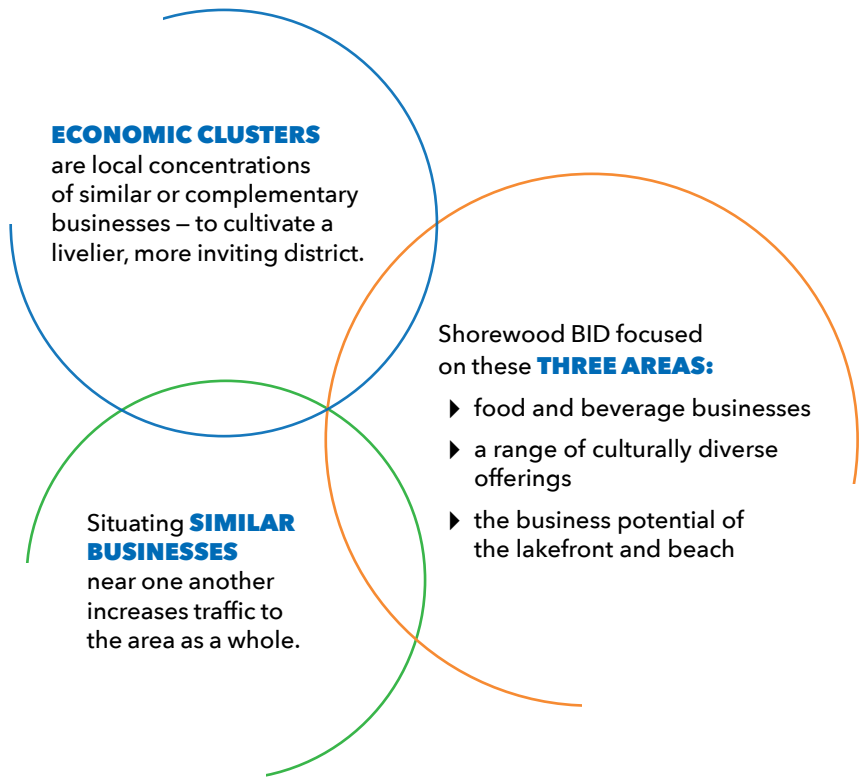
The *Harvard Business Review* has extolled the benefits of this strategy. "A cluster is the manifestation of the diamond at work," reads an article from 1998. "Proximity – the co-location of businesses, customers and suppliers – amplifies all of the pressures to innovate and upgrade."

To create this amalgamation of mutually beneficial businesses, Board members carefully considered what types of clusters the Village was missing, and actively worked to fill the gaps. They determined three areas that merited further development: food and beverage businesses, a range of culturally diverse offerings, and the business potential of the lakefront and beach.

"We brought in new board members who could help us build those clusters," Algiers says.

Wisconsin Foodie Producer Arthur Ircink was invited to join the BID board to help expand the local restaurant and bar scene. Jake Bressette, owner of Lake Effect Surf Shop, came on board to strategize how to maximize the business benefit of the lakefront. And Anne LePlae, executive director of the Alliance Française de Milwaukee, was brought in to energize the diversity of cultural offerings.

"We want Shorewood to be known as a destination, and the more robust each category is, the



The Village is very fortunate because the BID board has had some very forward-thinking, visionary members. They weren't interested in soliciting chain stores or restaurants. They were focused on enticing unique businesses, and those businesses have attracted more of the same.

–Janet Henning, Shorewood BID's executive director

more visitors we can attract," Algiers says.

"Situating similar businesses near one another increases traffic to the area as a whole."

While business clusters can create a rising tide that lifts all boats, it is key that each business also provides something distinctive and not easily found in other communities.

"The Village is very fortunate because the BID board has had some very forward-thinking, visionary members," says Janet Henning, the Shorewood BID's executive director. "They weren't interested in soliciting chain stores or restaurants. They were focused on enticing unique businesses, and those businesses have attracted more of the same."

Today, the Village has seen the wealth of options in the original three cluster categories grow, while new clusters have developed organically. For example, Shorewood is becoming known for its wellness businesses and services, from nutritional consulting and medispas to massage, physical therapy and chiropractic practices. It has also seen recent growth in shops that offer unique home furnishings, with Home Again, MKE Plants & Vintage Goods, and Oak + Linen joining existing retailers like Olson House and The Workroom.

While there continue to be areas the BID would like to fill in such as apparel and international cuisine, Algiers notes that the strategy has, by and large, brought success.

"You can walk up and down the district and see how the businesses have evolved," she says. "It's really created a whole new identity for the community." ■



Photo courtesy of MMSD

Sewer pipe is lowered into the River Park shaft in southeastern Shorewood.

VILLAGE FEATURE STORY

Underground Upgrade

A decade after the “hundred-year flood,” Shorewood will make massive improvements to southeast sewer system

BY JENNIFER ANDERSON

Many Shorewood residents shudder to remember July 22, 2010, the day a massive thunderstorm system dumped nearly eight inches of rain on the Village in less than two hours. Local basements, which many residents had just cleaned up from a flash flood one week prior, were once again flooded as the area’s overwhelmed sewer system sent contaminated water up through the floor drains.

Sewers that combine wastewater with rainwater compose approximately 60 percent of the Village’s sewers, and many date back to the early 1900s. This was one of the community’s earliest infrastructure projects, and by 2010, the sewers had long been showing their age. On July 22, the system failed at an unprecedented magnitude, with floodwaters five feet deep in some places and streets becoming rushing rivers of water, swallowing everything in their wake.

“The damage was widespread,” recalls Leeann Butschlick, Shorewood Department of Public Works director. “Nearly 1,000 property owners reported basement back-ups or flooding, and Shorewood DPW crews collected nearly 900,000 pounds of water-damaged property items and debris in the days that followed.”

As property owners recovered, Village officials developed a comprehensive plan to evaluate and address the combined sewer system’s issues. In 2014, the

Village teamed up with the City of Milwaukee, the University of Wisconsin-Milwaukee and the Milwaukee Metropolitan Sewerage District to chart a path forward.

In 2016, the northeastern portion of the Village’s combined sewer system was replaced and upsized at a cost of \$2.5 million. In 2021, MMSD began construction of a new, higher-capacity sewer in southeast Shorewood. At completion, expected later this year, MMSD will have installed over 2,255 feet of 72-inch sewer pipe deep below East Edgewood Ave., from North Maryland Ave. west to just beyond the Oak Leaf Trail. The expected cost is \$12 million, paid for by MMSD.

In addition, the Village will soon kick off the Southeast Area Combined Sewer Improvement Program (SEACSI), the largest infrastructure project in Village history.

“It is like nothing we’ve ever done in terms of construction impact and dollars spent,” Butschlick says of the three-phase plan, Phase I of which will cost an estimated \$7.8 million. “We’ve been at this for a long time and this project is the culmination of a lot of work and planning.”

On top of increased sewer capacity, the project involves watermain and lead service line replacement, new streetlight wiring, and ash tree replacement, followed by road reconstruction.

Phase I, expected to be completed in 2023, will focus on North Maryland Ave. from Edgewood north to East Menlo Blvd.; all of East Stratford Court; and North Shepard Ave. In 2024, Phase II will concentrate on North Downer Ave. from Edgewood to East Capitol Drive, and East Newton Ave. from Downer to North Hackett Ave.

The final phase of SEACSI will come in 2025, coinciding with the reconstruction of North Lake Drive by the Wisconsin Department of Transportation. The Village will fund sewer capacity improvements as well as watermain and service replacement, and WisDOT will reconstruct Lake Drive from Edgewood north to East Kensington Blvd.

The reconstruction will be an upgrade over the 2018 short-term resurfacing of Lake Drive. The WisDOT project will completely replace the pavement, gravel base and curb. Following strong residential feedback, the current WisDOT plan calls for the project to maintain the current roadway width of 44 feet and to focus on keeping existing trees intact. ■

For more information on the SEACSI, visit villageof-shorewood.org/SEsewer.

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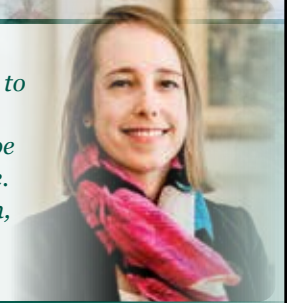
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Longtime Atwater Elementary School K5 teacher Joleen Barry, left, helps K5 student Margo Requejo with an art project.

SCHOOL FEATURE STORY

Proposed operating referendum aims to maintain the Shorewood School District's high-quality instruction and services

BY KATELIN WATSON

As school districts across Wisconsin pursue or consider adding operational referendums to their upcoming ballots, Shorewood School District residents will vote April 4 on a proposed, nonrecurring referendum question.

An approved referendum would provide the District with an additional \$5.5 million in each of the next five years to cover key funding needs, including preserving student programs and services, and retaining and attracting talented staff.

Facing financial shortfalls

In Wisconsin, all school districts operate under a revenue limit that caps the amount of money they can receive through state aid and local property taxes. Districts are turning to referendums for a confluence of reasons, including inflation trends and declining state funding.

"Increasing inflation has outpaced revenue for several years," says Interim Superintendent JoAnn Sternke. "Together with inflation, years of stagnant or declining state funding per pupil have placed the Shorewood School District's exceptional student programs in jeopardy."

Wisconsin districts are entering the second year of zero-dollar increases to per-pupil funding from the state. The Shorewood School District's per-pupil revenue caps have lagged inflation by about \$3,200 per student since 2009. This equates to \$5.5 million in lost revenue this year alone.

"The bottom line is that the District's revenue will not be enough to meet the increasing expenses of advancing our mission and achieving equity, growth and excellence for all," Sternke says.

In preparing the 2022-23 budget, the District reduced expenditures by over \$1 million to prioritize staff compensation and benefits while absorbing other cost increases. Although District leaders and the Shorewood School Board have controlled spending, the budget gap is widening.

"An estimated \$25 million in reductions will be needed to balance the budget over the next five years if the referendum does not pass," says Heather Heaviland, the District's director of business services.

Impact on property owners

The total levy is projected to increase by \$2.4 million in 2023-24 if the referendum is approved. If property values remain the same, the property tax impact of the referendum is estimated to be \$123 per \$100,000 of assessed property value.

Property taxpayers will not absorb the full \$5.5 million. Instead, other levy amounts will likely compensate for the general operating fund levy increase.

The district will hold multiple community information sessions prior to the spring election. District leaders will share information about the referendum and explain the ongoing impact of state funding shortfalls, inflation and a tight labor market – among other variables – on the Shorewood School District and many other Wisconsin schools. ■

For more information and details about the dates, times and locations of community information sessions, please visit shorewood.k12.wi.us/apps/pages/referendum.

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ShorewoodEvents

The Stories Behind the Score:

Talking Baseball with Tim O'Driscoll

Tuesday, March 28, 6:30 p.m.

The Shorewood Public Library welcomes Tim O'Driscoll, official scorer of the Milwaukee Brewers, for an evening of stories about his unique job. O'Driscoll has been keeping score for over 35 years, and he's scored more than 2,500 professional baseball games! Come to the Shorewood Village Center to hear about his favorite baseball team, his memorable interactions with players and coaches, and his experiences working for Major League Baseball.



Photo by Michele Manor

Shorewood Connects Spring Yard Clean-Up

Saturday, May 6, 9 a.m. – noon

The Shorewood Senior Resource Center and Shorewood Connects join forces each spring to organize a morning of light yard work to help Shorewood's older and disabled neighbors get ready for summer. Volunteers can meet outside Village Center on North Murray Ave. to grab lawn bags and a donut. Sign up for a two-hour shift as an individual, family, team, troop or group! Contact Becca Pipkorn at shorewoodcleansup@gmail.com or 414.678.8035.



The Seed Foundation's 20th Annual Swing with Shorewood

Saturday, May 6, 6:30 p.m.

Dust off those hats and fascinators! The Kentucky Derby theme returns this year at the 20th Annual Swing with Shorewood, held at Discovery World's Pier Wisconsin. The gala is organized by the Shorewood SEED Foundation to raise funds that support educational opportunities in the Shorewood School District. Get your tickets for an evening of drinks, dinner and musical entertainment from Shorewood students. An online silent auction also runs April 28 through May 7. For more information on how to purchase tickets, donate to the silent auction or shop the auction, visit shorewoodseed.org/events/swing.



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New Grants Awarded

Shorewood Foundation
funds \$11,000 in
community-enhancing
initiatives

BY JENNIFER ANDERSON

The Shorewood Foundation, which awards financial grants to individuals and organizations seeking to celebrate Shorewood's unique culture, connect community members and sustain Village history, approved funding for four new grant proposals in January.

Two of the grants involve updates to the VHE swimming pool at Shorewood High School, including \$3,400 for removable stairs that are Americans with Disabilities Act-accessible and will allow for safer entrance to and exit from the pool. It will be particularly helpful for younger and older swimmers, as well as anyone with mobility challenges, says Perry Perkins, supervisor for the Shorewood Recreation Department.

"This stair system will also be an integral part of our swimming lessons," Perkins says. "It will allow for controlled, independent exploration of the pool by children."

Jamie Reeve, chair of the Foundation's grants committee, says he likes that the stair system is removable: "It won't obstruct the lanes or limit the pool for swim meets or practice."

The Foundation granted an additional \$2,500 to contribute to the cost of a new scoreboard and to provide the technology needed to livestream swim meets.

"None of this is a part of the school district's budget; it's already strapped," Reeve explains. "The scoreboard is long past its useful life, and living on borrowed time, because the heat and humidity of the pool cause the electronics to corrode."

Shorewood Swim Club members were able to raise \$33,000 through their "Flip Turns for Flapjacks" fundraiser for the scoreboard and technology, and the Foundation's grant put them over the top.

The Foundation also granted approximately \$3,400 to the Shorewood Ice Captains to cover the cost of having a local musician play at the Shorewood Chill event, as well as the purchase and

installation of equipment that will improve the ice quality at the Lake Bluff rink.

Finally, the Foundation approved a \$1,500 grant to support a paid student internship with *Shorewood Today* magazine (see page 6). This is the Foundation's second such grant.

The Shorewood Foundation has provided seed money to some of the Village's most cherished offerings including the Shorewood Feast, the Shorewood Farmers Market and the Fourth of July fireworks display and parade.

"As a community board, we are honored to dedicate funding to support efforts that strengthen our community," says Sadhna Morato-Lindvall, Shorewood Foundation board president. "So many programs and initiatives supported by the Foundation come from people right in our community, and I encourage folks to contact us, visit our website and learn how we can help make their ideas to improve our community come to life." ■

Nominate Your Neighbors for Parade Grand Marshal

As we near the summer season, the Shorewood Foundation is seeking nominations for grand marshal of the Shorewood Fourth of July parade. The marshal is a position of high honor and a way to publicly recognize community members who embody Shorewood's neighborly spirit, and/or have done something to improve the quality of life in the Village.

There is no age requirement to be marshal, so even kids and teens have the opportunity to be recognized. The only other requirement is that the marshal must be in town and available on July 4 to lead the Village parade down North Oakland Ave.



There are so many people in our Village who do so much to make our community strong, warm and welcoming. Nominating them to serve as our parade grand marshals is a great way to recognize them.

—Sadhna Morato-Lindvall, Shorewood Foundation board president

Nominations are due to the Shorewood Foundation by Monday, March 13, 2023.

The Shorewood Foundation board will review nominations and select this year's marshal at their March 14 board meeting.

Here's how to nominate a Shorewood neighbor:

- ▶ Email your nomination to theshorewoodfoundation@gmail.com, and reference "Parade Marshal" in the subject line.
- ▶ In 500 words or less, share how your nominee for marshal embodies neighborly spirit and/or contributes to the quality of life in our Village.
- ▶ The marshal must be available and in town on July 4 to lead the parade down North Oakland Ave.

Past marshals include Ken and Jonathan Payne, Doris and Ed Heiser, Karen and Bob Dean, and Jamie Reeve, all of whom have made a significant, positive impact in the community.

For more information, visit shorewoodfoundation.org.



Students in the Ski and Snowboard Club get ready to board their bus to Little Switzerland in Slinger, Wis.

RECREATION

Winning at Winter

Seasonal Ski and Snowboard Club helps kids build confidence

BY KATELIN WATSON
PHOTO BY PATRICK MANNING

Long, cold winters are a part of life in Wisconsin, but the Shorewood Recreation Department offers plenty of opportunities for community members to embrace the elements. One such offering is the seasonal Ski and Snowboard Club, where youth can learn to ski or snowboard at Little Switzerland in Slinger, Wis.

From experienced skiers and snowboarders to those brand-new to these sports, all students in grades four through 12 are welcome to join. The program offers packages customized to a student's skill set with beginner lessons, equipment rentals, lift tickets and a Little Switzerland Ski Club membership available.

Every Monday evening in January, participants are on the ski hill from 4:30 to 7:45 p.m. Bus transportation is provided to and from Slinger.

"It's a favorite course for students and parents alike," says Recreation Supervisor Justin Calvert. "The students love it because it's a fun outdoor learning experience that they can explore with friends, independently from their parents. Parents love it because not only is it super convenient and a great value for the experience, but it also teaches the kids life skills and responsibility. The students are in charge of all their own gear, and they have the autonomy to navigate the hill on their own."

The program has seen notable growth since it began in 2003. Since 2016, the program has expanded from 26 to 94 participants, plus eight chaperones (five adults and three high school students) this year.

SHS senior Griffin Treuel, who is in his second year as a student chaperone, shares that his experience during his three years as a program participant inspired him to return as a chaperone.

"When I was in elementary and middle school, I loved skiing, and I loved it even more when I could do it with my friends," he says. "I enjoy seeing how much fun the kids are having, and I like helping them get better by giving tips and pointers to improve their experience."

Retired Shorewood High School physics teacher Kevin Kane also serves

as a chaperone and says there's something about the fresh winter air and the ability to witness student growth that energizes him.

"Winters in Wisconsin can be pretty bleak, and the ski/snowboard program is a great opportunity for participants to engage in a healthy outdoor activity with friends and try something new that might be outside their comfort zone," Kane says.

A favorite memory of Kane's is assisting a beginning student who was nervous and teary-eyed during the chairlift ride. "I held him tightly and assured him that we'd make it to the bottom of the hill safely. On the way down the mountain, the student fell about 10 times, but when we finally made it to the bottom, he turned to me with a huge smile and said, 'Let's do that again!'"

Calvert says many students have used this program as a stepping stone to join the high school ski club, and all participants can gain a confidence boost.

"Students come back year after year for a reason, and I only imagine the interest will continue to grow," he says. "I don't see the program slowing down anytime soon!" ■

For more information on Rec Department programs, visit shorewoodrecreation.org.



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Sydney Shimko, left, and Ken Cole with their bikes on the Oak Leaf Trail.

DO-GOODER

TRAILS FOR ALL

Sydney Shimko and Ken Cole are on a mission to diversify and expand mountain biking in Milwaukee

BY PAULA WHEELER | PHOTO BY PATRICK MANNING

Sydney Shimko and Ken Cole say there is a special kind of joy that only off-road biking brings. They are working hard to make the sport they love more accessible to Milwaukee kids and families and to diversify what has long been a white-male-dominated sport.

Shimko, who grew up not far from the South Kettle Moraine State Forest, started blazing trails in the world of mountain biking late in high school, falling in love with the sport despite often being the only woman riding. Cole started mountain biking more recently, to get out, be active and stay connected to a community during the pandemic shutdown. Having ridden motocross as a high schooler in Michigan, he felt comfortable taking up the sport and encouraged his daughter to do the same.

Both coach for the Shorewood Mountain Bike Team, teaching kids in grades six through 12 about safety, strategy and technique as they prepare for the annual series of state races each fall. These events draw up to 80 teams from across Wisconsin for an experience that Cole says is “like a carnival, with hundreds of spectators lined up along the raceline, some with cowbells, some dressed as unicorns ... the atmosphere is just unbelievable.”

He noticed, however, that among hundreds of riders, his daughter was always one among only a handful of riders of color on the course. Despite what he describes as a very welcoming, open culture in the mountain biking community, it’s been largely homogeneous in Wisconsin.

“Seeing someone that looks like you doing something means an awful lot,”

Cole says. “I guarantee you there are young women riding today because they saw Sydney riding, and there may be a time when people of color begin riding because they saw me riding. I’ve been one of 1,000 at a race.”

In looking at Milwaukee, Cole and Shimko determined that a big participation roadblock is trail access. They have been working to convene a variety of stakeholders – from MMSD, Milwaukee County Parks, the Department of Natural Resources, Milwaukee’s recreation departments and schools, and even major cycling retailers like Trek – around the goal of creating a new trail system within the city. An area ripe for more safe biking options, according to heat maps, is the city’s North Side.

Shimko says a new off-road system would ideally integrate with existing paved trails, not only providing safe routes to the off-road trails but encouraging biking in general as a transportation option. She says the initiative has the potential to not only help address public health challenges but also economic inequities.

Both are encouraged by the energy, interest and potential financial support around this vision. “People want to make this happen,” says Cole. His long-term vision? “That Milwaukee becomes a destination for families because the trail system is to die for.” ■



Chaney Nguyen and Quan Vu, co-owners of Qticles Nail Salon & Spa, inside their remodeled space.

Like Family

For Qticles, opening in Shorewood was the “absolute best choice”

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

BUSINESS SPOTLIGHT

Chaney Nguyen and Quan Vu had been searching for just the right spot to open their nail salon

when they found themselves on East Capitol Drive in Shorewood. “We drove by City Market one day, which was bustling, and there were lots of kids out walking to school,” Nguyen remembers. “I felt that I could see myself being here for a long time.”

That was 2011, when the couple opened Qticles Nail Salon & Spa at the southwest corner of Capitol and North Maryland Ave. Twelve years later, Nguyen and Vu say the best part of the business is their clients.

“We know everyone’s name, and our longtime regulars have been so kind,” Vu says. “We always want to provide the absolute best service and environment that we can for all of our patrons.”

Both came to the United States from Thailand, where their families had fled to escape the Communist regime after the Vietnam War.

Nguyen’s parents, who were in the military in Laos, left to avoid retaliation. Her father escaped first, leaving his wife to hire locals to carry Nguyen and her four siblings over the mountains to safety in Thailand. Along the way, the children nearly died after drinking stagnant water, but they made it to Thailand, reconnected with their father and spent two years there before seeking refuge in the United States.

Vu’s father, also in the military, was captured and imprisoned in a brutal jungle prison for three years before escaping to return to his family. He then arranged for a boat to help his and other military families flee to Thailand, but the crew double-crossed them and headed back to Vietnam to collect a bounty by turning them in. When Vu’s father caught on, he and others overtook the vessel, threw the traitors overboard and sailed the rest of the way themselves.

Daring getaway tales aside, both families were defined by hard work and an entrepreneurial spirit that thrived in the United States. Vu started helping in his parent’s nail salons in California when he was just 10 years old, and Nguyen

started working in a salon in college as a way to pay for school. Eventually, Vu and Nguyen followed family to Milwaukee.

Nguyen has fond memories of the warm welcome and support she and her family received when they first arrived in California, and she vowed early on that she would give back to any community in which she lived and worked. Since opening, Qticles has consistently donated to the schools and other Shorewood organizations.

The business took a hard hit during the pandemic, but “our clients came forward to help us survive in any way they could,” Vu says. Today, the couple has remodeled the salon, updating everything from the pedicure chairs to the paint color, and both agree that, as Nguyen puts it, “We made the absolute best choice to open our business in Shorewood.

“Anything we did to support the community has come back to us tenfold,” she adds. “Our clients have become like family to us.” ■

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SHS Alumna Alison LaCroix '92:

Educator, Scholar and Creator

BY JILLIAN BEASTER

EDUCATION SPOTLIGHT

When Alison LaCroix, SHS '92, reflects on her years at Shorewood High School, she believes that she "absorbed the values of academic excellence and creativity." Today, she implements both in her work teaching law at

the University of Chicago, where she is a nationally recognized scholar of constitutional law and legal history.

LaCroix's extensive knowledge of Supreme Court history, practices, structure and jurisprudence led President Joe Biden to appoint her to a 2021 bipartisan commission he created to examine potential court reforms. She collaborated with 35 other commissioners over six months to analyze the merits, legality and cases for and against reform proposals, and to detail their findings in an extensive report.

"It was a tremendous honor," says LaCroix, "[and a] rewarding contribution to public service."

In her 16 years at the university, LaCroix has taught classes on constitutional law, legal history, civil procedure, law and linguistics, and federal courts.

"These can be really fraught topics where people have strong opinions and demonstrate rigor and analysis, but also humanity and context," LaCroix says. "It's rewarding to get to bring those things together and teach some really hard material, and help people understand something that is really difficult."

As an avid participant in extracurriculars during her time at SHS including *Ripples*, mock trial and drama, LaCroix says these interests make sense in retrospect, given where her career is today. She enjoyed English and civics classes, and was interested in careers involving writing. Law was always an interest, but with no lawyers in her family, LaCroix had no firsthand knowledge of the profession.

After her SHS graduation, LaCroix attended Yale University, earning a bachelor's degree in history. She recalls how excited she was to discover the wide range of classes Yale offered.



Submitted photo

"It was like this bonanza, opening the physical course catalog book and seeing all the English and history classes," she says. "It felt like it was an exciting feast."

LaCroix found familiar territory at the *Yale Daily News*, where she eventually became managing editor. It was a crucial part of her college experience, she says, spending many late nights working there and "keeping my *Ripples* training alive."

While LaCroix did consider pursuing journalism, law school proved to be a proper fit. LaCroix continued on to Yale Law School, earning her law degree in 1999. She then joined Debevoise & Plimpton LLP in New York, where she was an attorney for two years. Soon realizing that she missed history, LaCroix went back to school, this time to Harvard University, where she earned her master of arts and her doctorate in history.

LaCroix's first book, *The Ideological Origins of American Federalism*, was published in 2010, and tackles the history of American federal thought dating back to its colonial beginnings. Her next book, *The Interbellum Constitution: Union, Commerce, and Slavery in the Age of Federalism*, comes out in spring 2024.

LaCroix notes that she is a big fan of the musical *Hamilton*, and draws inspiration from its writer and star, Lin-Manuel Miranda. His quote on creativity – "What is the thing that is not in the world that should be in the world?" – is, for LaCroix, "a helpful lodestar to begin creating something." ■

Hi, Neighbor



Smarter Security

Liz Kohler has leveraged technology to help protect those vulnerable to violence

BY JENNIFER ANDERSON
PHOTO BY PATRICK MANNING

Sometimes tragedy can pave the way to inspiration. It happened that way for Shorewood resident Liz Kohler, whose tragic loss inspired her to combine her professional passion with a deeply personal mission.

Last year, Kohler launched a technology startup and conceived of its flagship product, called NightWatch. The smart, personal-security wearable device is designed to protect domestic violence survivors and high-risk witnesses in the criminal justice system. As innocuous as any smartwatch, NightWatch enables the wearer to contact a trained responder if they feel they are under threat.

It is an ingenious solution to an ugly problem – a problem all-too-familiar to Kohler, who lost her sister to domestic violence 16 years ago.

“Looking at the public health crisis of domestic violence can leave you feeling immensely helpless,” Kohler says, “but that pushed me to think about possible solutions and how we could take existing technology to create a stop-gap in cyclical and ongoing violence.”

Kohler’s background in technology product marketing, development and communications helped her “rattle the right cages,” she says, to locate corporate partners. She ultimately linked up with Samsung to provide the solution platform for NightWatch. The wrist-worn device offers several features that can provide powerful protection.



We need a better way to protect domestic violence survivors and high-risk witnesses.

–Liz Kohler

Much like the vehicle safety and security system OnStar, NightWatch has a dedicated button that calls an emergency operator, who then stays connected through the device to listen in and support the wearer.

NightWatch has a built-in cancel feature, in case the wearer alerts the operator accidentally. The device also provides dependable, two-way communication between the wearer and the operator by running on an AT&T network that is exclusively for first responders and prioritizes emergency calls.

Kohler kicked off a multi-state pilot program providing NightWatch devices to survivors of abuse and high-risk witnesses. With extensive research wrapped around the pilot to determine its efficacy, NightWatch wearers will be regularly interviewed throughout the trial period, as will those in their circle, from police officers to attorneys to victims’ advocates.

“We need a better way to protect domestic violence survivors and high-risk witnesses,” Kohler says. “Launching this company has been terrifying, overwhelming and exciting – and I know this is what I’m supposed to be doing right now.” ■

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



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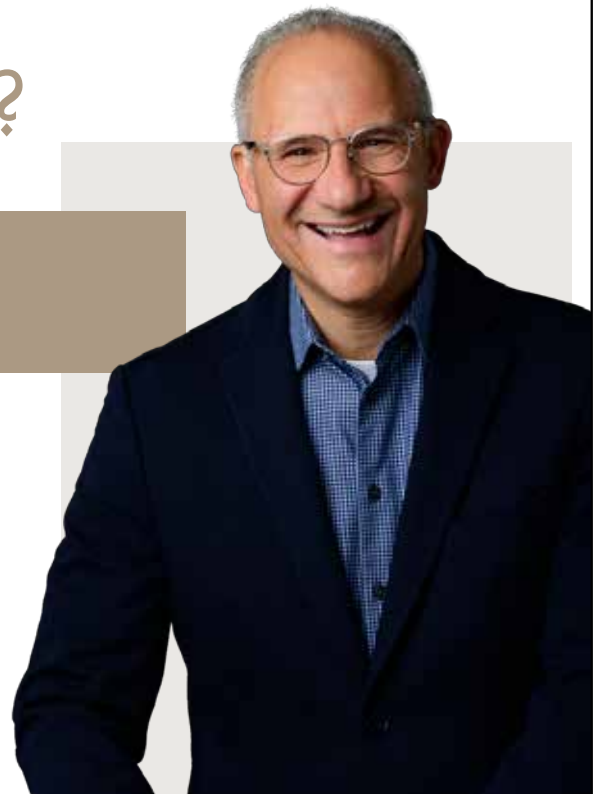
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Shorewood Resources



WASTE NOT A reminder to always bag trash

To keep the Village clean and prevent litter, Village ordinance requires that residents drain and bag all refuse before placing it in their garbage cart for collection by the Department of Public Works. Bagged trash is easier to handle, leaves the carts cleaner and keeps refuse contained, especially on windy days. In warmer weather, loose garbage can smell bad and attract wild animals, which may make you popular with rodents, but won't make you popular with your neighbors.

LIBRARY CORNER

New Attraction Passes Available for Checkout

The Shorewood Public Library is excited to offer additional area attraction passes to keep you engaged this spring. In addition to passes to Betty Brinn Children's Museum, Discovery World and the Milwaukee Art Museum, the library has added the Schlitz Audubon Nature Center and the Milwaukee County Mitchell Park Domes. Every pass has a three-day loan period and three-day grace period. Each pass has some unique restrictions, though they are all generous in the number of people you can take and in the parking options.

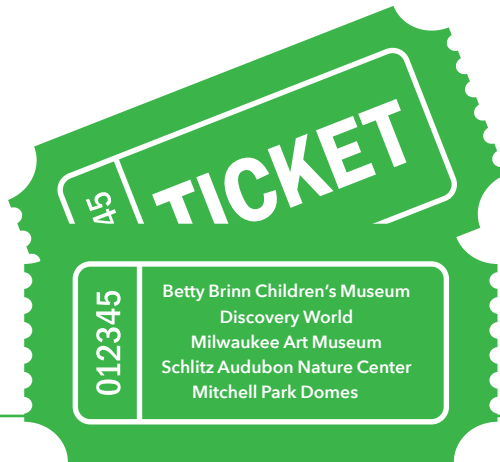
For more information, visit shorewoodlibrary.org.

SPRING ELECTIONS TUES. APRIL 4

WHAT'S ON THE BALLOT?

- Shorewood Village Board:
Two seats
- Shorewood School Board:
Two seats
- Schools referendum question
- Justice of the State Supreme
Court

For more information about voter registration, absentee ballots, your polling location and more, visit myvote.wi.gov.



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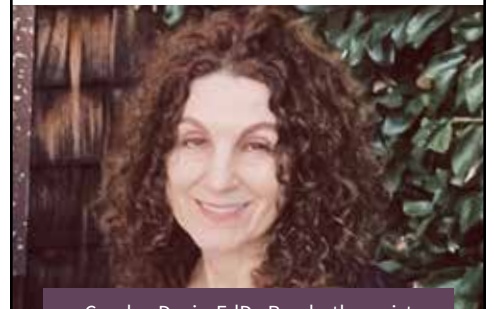
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sourcepointcounseling.com
cdavis@sourcepointcounseling.com
Call/Text: (414) 902-0290

Senior Resource Center

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



IN THE KNOW

One-to-One Tech Support (in person, by appointment)

Fridays, Mar. 3–May 26, 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. We are here every Friday to help you. *Free; appointments required.*

Culture Club with Erica

Mondays, Mar. 6 & May 1, 11:30 a.m.–12:30 p.m.

Explore, learn and discuss what's happening in pop culture today. From entertainment to technology to slang, each session will focus on what's hot and what's not. *Free, pre-registration required.*

- Mar. 6: Influencers and social apps
- May 1: Using apps to explore the natural world

Candidate Meet & Greet

Wednesday, Mar. 8, 9 a.m.–10 a.m.

Get to know the candidates running for the Village Board and Shorewood School Board. Candidate introductions at 9:15 a.m., informal meet and greet to follow. Get to know the candidates, ask questions and enjoy donuts!

Planning Your Retirement with a Specialist from Social Security

Wednesday, Apr. 12, 10–11:30 a.m. (via Zoom)

This workshop with a Social Security public affairs specialist will include discussions of eligibility, disability, survivor and spousal benefits, and how to get the most from your benefits. *Free, pre-registration required.*

Getting Your Ducks in a Row

Wednesday, May 10, 10:30 a.m.–12 p.m.

This 90-minute workshop with Sue Bronson, family mediator, will help us learn what legal documents are needed throughout our lifespan, what you can do on your own and when you need an attorney. *Free, pre-registration required.*

KEEPING YOUR GLOW

Brain Health and Wellness

Mondays, Mar. 27, Apr. 24 & May 22, 11:30 a.m.–12:30 p.m.

- Mar. 27: Who's the Boss of your Brain? Information and strategies from Susan Carneol, MS, CCC-SLP, speech-language pathologist.
- Apr. 24 : What are Neurotrophins? Understand the benefits of combining regular cognitive exercise with physical exercise with Dawn Adler, RT, and Carol Ann Skurulsky, C.O.T.A, Ovation Communities.
- May 22: Explore the Benefits of Journaling-Spark Positive Change, Insights and Joy with Dana Rubin-Winkelman, MSW, CAPSW, adult day services social worker, Ovation Communities.

Free, pre-registration required.

Fall-Risk-Reduction Series

Thursdays, Apr. 6–May 11, 9:30–10:15 a.m.

In this six-week class, Trina Worby, physical therapist, explores an evidence-based approach to improving mobility, balance and strength with the goal of reducing both the fear and the risk of falling. \$30; *pre-register with payment.*

ON THE GO

Lunch and Tour at St. Rita Square

Wednesday, Apr. 5, 10:30 a.m.–1:30 p.m.

Join us for lunch and a tour of St. Rita Square, a community that offers independent and assisted-living options as well as memory care. *Transportation provided from the SRC. Free, pre-registration required.*

The Changing Cityscape of Milwaukee: A Tour with Kathy Kean

Wednesday, Apr. 26, 9:45 a.m.–2:30 p.m.

Kathy Kean, a guide for Historic Milwaukee, Inc., takes us through Milwaukee's ever-changing scene. We'll explore parts of downtown and historic neighborhoods with an emphasis on new developments. Lunch will be served at Cuisine, MATC's Culinary Arts restaurant. \$72, *contact the SRC for availability and a registration form.*

CONTACT US

Spring office hours: Mon.–Thurs., 9 a.m.–1:30 p.m. or by appointment. Registration or questions: call 414.847.2727 or email: src@shorewoodwi.gov. Follow us at [facebook.com/shorewoodSRC](https://www.facebook.com/shorewoodSRC).

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CONNECT



Out & About in Shorewood



Photo by Sam Kirby



Photo by Katelyn Watson



Photo by Katelyn Watson

Photos by Patrick Manning unless noted.



6



7



8

1 Shoppers peruse the goods at Posh Collective's corner of the Boutique Blowout, held Feb. 4 at Atwater Elementary School. Proceeds supported the Shorewood Recreation Department.

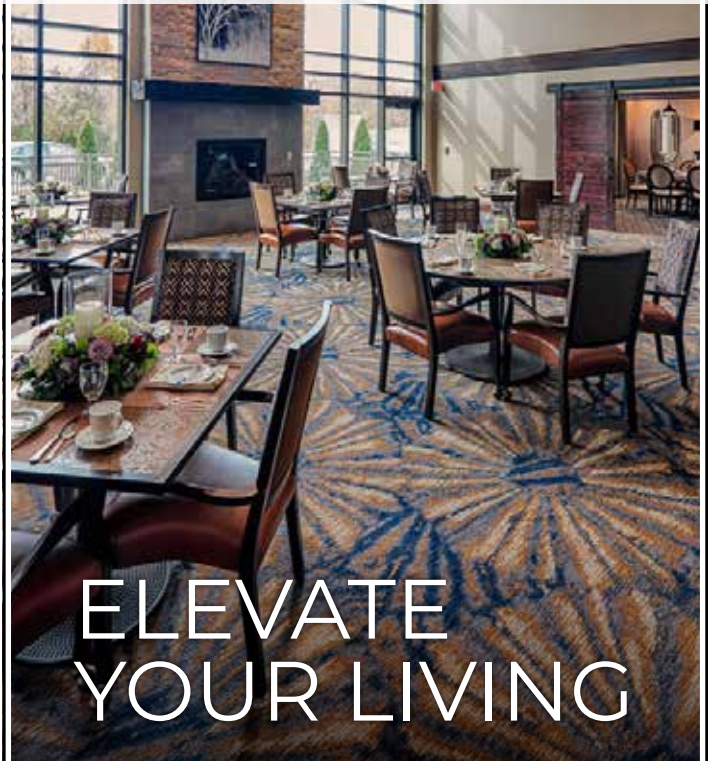
2 Santa, who pulled up in a red truck for the Shorewood Business Improvement District's Winterfest on Dec. 3, greets two of the event's attendees.

3 & 4 Eighth-graders from Shorewood Intermediate School spent Jan. 18 at Camp Whitcomb/Mason for the annual Winter Experience. Activities included archery, broomball, capture the flag, pasta-making and more.

5 Snow and cold weather came just in time for the Shorewood Recreation Department's annual Shorewood Chill on Feb. 4, at which attendees enjoyed skating at the Lake Bluff Elementary School ice rink, live music, s'mores and more.

6-8 Students performed in the Shorewood High School production of *Little Shop of Horrors* Feb. 9 through 11.

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Shorewood A Look Back

Van Alstine's Grocery (photo circa 1930) was originally located on the corner of North Downer and East Capitol in the building that also housed Hyatt Drugs and Gahn's Meat Market. Note all of the carefully stacked can displays behind the counter. The glass-fronted containers under the counter held dry goods such as rice, oatmeal and flour that were sold by the pound. Van Alstine's later moved further west on Capitol.



The Corner Grocer

Small corner-grocery stores played a big role in the daily life of Shorewood residents in the first half of the 20th century. Refrigerators and freezers were slowly replacing ice boxes during this time, but storage was still difficult. People shopped frequently and purchased small quantities. Proximity to a store also made it easy for mothers to send their children to the store for a pound of butter or other last-minute dinner need.

The 1932 Shorewood telephone directory lists includes Becker's, Imse's, Mayer's, the Lake Bluff Market, Knuth's

and Van Alstine's Shorewood Grocery. Piggly Wiggly and National Tea each had two locations in the Village. There were also several bakeries, butcher shops and produce stores.

The stores were small and orders were often filled by the grocer from supplies kept behind a counter. Most also offered home-delivery service.

By mid-century, A&P and Piggly Wiggly were growing and Kohls entered the new "big store" market. The corner groceries closed, and the bakeries and butcher shops faded away.



Imse's started out on the corner of Capitol and North Murray but soon moved to the southeast corner of Capitol and North Oakland. Imse's large selection of penny candy made it popular with school children.



Sendik's Fruit and Vegetable Market was originally next door to Imse's. In 1938, it moved to a new building at 4023 N. Oakland, current home of the Ascension medical offices. Pictured are Salvatore Balistreri (left) and his sons Joseph and Ignatius.

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



July 4th Celebration



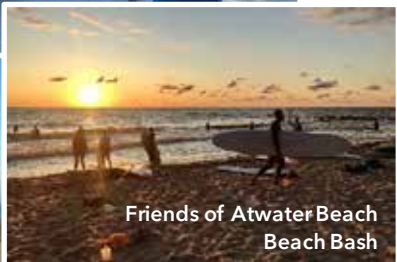
Shorewood Chill



Shorewood Foundation Scholarships



Farmers Market



Friends of Atwater Beach Beach Bash



Public Art

Our community

STARTS WITH YOU

The Shorewood Foundation provides financial support from individuals to enhance the culture, beauty, quality of life and neighborhood spirit of the Village of Shorewood and ensure that it remains a special place to live, work and visit. This would not be possible without the generosity of our donors. No matter the size of the donation, it's given from your heart for our home, and every gift makes Shorewood better. For us, Shorewood isn't just a place on a map. It's a place in our hearts, and one we treasure. On behalf of our volunteer board of directors, thank you for your continued support.

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Shorewood Spring Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

MARCH

SUN. MAR. 5 Shorewood Woman's Club
Candidate Forum 12:30–2pm, Village Center

SUN. MAR. 5 Shorewood School District
Referendum Information Session 1:30pm,
Village Center

TUES. MAR. 7 Genealogy Interest Group
2pm, Shorewood Public Library

MON. MAR. 13 Turn the page book discussion:
Stories From the Tenants Downstairs
by Sidik Fofana 7pm, Shorewood Public Library

TUES. MAR. 14 District Orchestra Festival
7pm, SHS Arena

WED. MAR. 15 Digital Resources 101
10am, Shorewood Public Library

WED. MAR. 15 Band-o-Rama 7pm, SHS Arena

THURS. MAR. 16 SIS & SHS Choir Concert
7pm, North Shore Presbyterian Church

TUES. MAR. 21 Shorewood School District
Referendum Information Session 6:30pm,
Virtual For link, go to shorewoodschoools.org.

THURS. MAR. 23 DPW Facility Needs & Site
Evaluation Community Workshop 5:30–7:30pm,
3801 N. Morris Blvd.

TUES. MAR. 28 The Stories Behind the
Score: Talking Baseball with Tim O'Driscoll
6:30pm, Shorewood Village Center

APRIL

TUES. APR. 4 Spring Election 7am–8pm
Visit myvote.wi.gov for polling locations.

SAT. APR. 8 Shorewood Men's Club Easter
Egg Hunt 9–11am, Hubbard Park

THURS. APR. 13 SIS & SHS Jazz Concert
7pm, SHS Auditorium (Gensler Theater)

WED. APR. 19 Digital Resources 101
10am, Shorewood Public Library

SAT. & SUN. APR. 29 & 30 Shorewood Drama Jr.
Presents *Screwball Comedy* 4pm Sat. & 1:30pm
Sun. Lake Bluff Cafetorium

MAY

SAT. MAY 6 Shorewood Connects Spring
Yard Clean-Up 9am–noon, meet outside
Village Center See page 16 for details.

SAT. MAY 6 SEED's Swing with Shorewood
6:30pm, Pier Wisconsin See page 16 for details.

MON. MAY 8 Turn the page book discussion:
*The Sum of Us: What Racism Costs Everyone
and How We Can Prosper Together* by Heather
McGhee 7pm, Shorewood Public Library

THURS.–SAT. MAY 11–13 SHS Spring Musical,
42nd Street 7pm, SHS Auditorium (Gensler
Theater) Additional 2pm performance on Sat.

WED. MAY 17 Digital Resources 101
10am, Shorewood Public Library

TUES. MAY 23 SHS Band Concert 7pm,
SHS Auditorium (Gensler Theater)

WED. MAY 31 SHS Orchestra Concert 7pm,
SHS Auditorium (Gensler Theater)



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