

SUMMER 2024

Shorewood

TODAY

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20 years of community & cycling

The Shorewood Criterium Cycling Classic turns 20 this year! While I haven't been involved for all those years, this milestone has been making me nostalgic. What have 20 years of criteriums meant to Shorewood? In economic terms, it's been a boost with thousands of people, many from outside of Shorewood, driving growth and supporting our businesses. Perhaps more important than that is the opportunity the criteriums have created for us to come together as a community. Every June for 20 years, families and friends have gathered to watch the races and celebrate. Where was I 20 years ago? Where were you 20 years ago? Momentous occasions provide an opportunity to assess the past and look to the future.

Like the criterium, the Shorewood BID has been a supportive strength for businesses and the community. In 2004, the BID was just five years old when the criterium started. In its infancy, the district took shape with events, emerging new merchants and an evolving business landscape. The summer Olympics were being held in Athens, Greece, the Boston Red Sox won the World Series and American Idol was the top-rated tv show. Over the next 15 years, the criterium grew and the BID added the Shorewood Feast and Winterfest and most recently Shops Open Shorewood to its lineup.

The BID has evolved into a thriving community of engaged businesses, of which I am so lucky to be a part. Our community events draw crowds of over 7,500 people and Shorewood is a destination not to miss. What do the next 20 years bring? I'm not sure, but I do know that with the support of this amazing Village, we will continue to grow and develop.

—Janet Henning,
BID Executive Director



Shorewood Today is published four times a year with support from our community of advertisers as well as the Village of Shorewood, Shorewood School District, Shorewood Business Improvement District, Shorewood Community Development Authority and Shorewood Foundation.

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Shorewood Business Improvement District: shorewoodwi.com

Shorewood School District: shorewoodschoools.org

Shorewood Foundation: shorewoodfoundation.org

On the cover: Linda Freese and Lee Frederick of Sharp Brothers, one of the many local businesses that are a part of this summer's Shops Open Shorewood Thursday night events.



happenings



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Lee Frederick and Mason Meier of Sharp Brothers, one of the many businesses participating in Shops Open Shorewood



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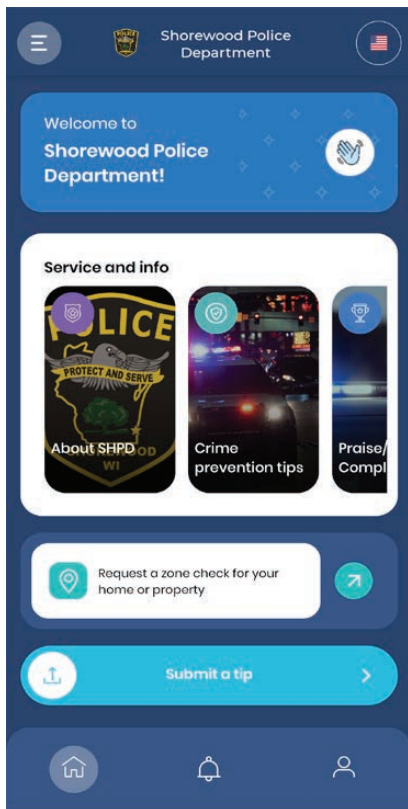
Shorewood News

SHOREWOOD PD INTRODUCES NEW APP

The Shorewood Police Department has released a new customizable app that provides an instant connection with the community in order to enhance public safety, build trust and improve communications.

The new app allows users to:

- Receive public alerts during critical incidents
- Submit anonymous tips, complaints or praise for officers
- Request vacation or zone checks
- Check out police and victim resources
- Connect to other Village services
- Review crime trends



NEWLY RENOVATED VILLAGE HALL LOBBY TO SHOWCASE LOCAL ARTISTS

When the Village Hall lobby was renovated last fall to re-route the flow of visitor traffic and use the space more efficiently, the newly blank walls and open space called out for color and something artistic. As a result, the Village Public Art Committee has decided to develop a program for Shorewood artists who might like to publicly display their works there.

"We have always had so many talented artists who use a wide range of mediums here in the Village," says Chris Anderson, assistant Village manager. "We thought we'd put the call out to the community to try to showcase their works in a very public area on a rotating basis."

Stay tuned for more updates in the future through the Village Manager's Memo and in later issues of *Shorewood Today*. If you have questions about this upcoming program, email Anderson at canderson@shorewoodwi.gov.



ONLINE ACCESS TO THE MILWAUKEE JOURNAL SENTINEL NOW AVAILABLE

Shorewood Public Library patrons now have access to the *Milwaukee Journal Sentinel* Collection. The collection offers current and archived issues with full-color newspaper pages, full-text articles and content only published online.

The database requires a library card number and PIN to sign in, and is available remotely 24/7 on any device. More information is available at shorewoodlibrary.org.

SHOREWOOD PUBLIC LIBRARY NOW OFFERS HARLEY-DAVIDSON ATTRACTION PASSES

Shorewood Public Library now offers attraction passes to the Harley-Davidson Museum. The Harley-Davidson Community Partner Pass offers three membership cards that allows two adults and children under 17 free admission to the museum. Other benefits include 50% off additional general admission tickets, and 10% off at the Harley-Davidson shop and MOTOR Bar & Restaurant.

The library also offers passes to Betty Brinn Children's Museum, Discovery World, the Milwaukee Art Museum, Schlitz Audubon Nature Center and more. You can be put on the waiting list by calling 414.847.2670, emailing the library at shorewood@mcfls.org or stopping by any service desk. Attraction passes circulate for three days and have a three-day grace period.



MILWAUKEE'S PORTION OF NORTH LAKE DRIVE TO UNDERGO RECONSTRUCTION

The City of Milwaukee Department of Public Works and Wisconsin Department of Transportation plan to reconstruct North Lake Drive from E. Newberry Boulevard to E. Edgewood Avenue beginning in late July. The work will include removing and replacing deteriorated pavement, curbs and gutters, driveway approaches and sidewalks, and will enhance



pedestrian and bike accommodations. Drainage structures, street lighting and traffic signals will also be upgraded.

Stage one of the project, which will focus on Edgewood Ave to Kenwood Ave. is set to begin July 22. Stage two will from Kenwood Ave. to Newberry Blvd. is slated to begin next spring.

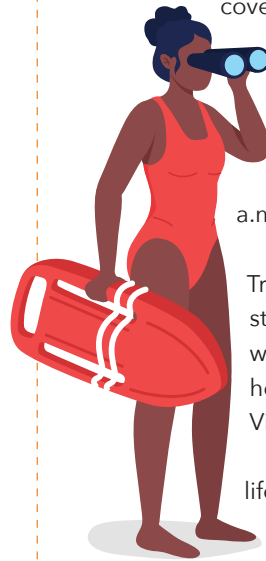
During the construction, this segment of Lake Drive will be closed to non-local traffic, which will be re-routed to Oakland Ave. and Maryland Ave. All pavement, curb, gutter and sidewalk work is expected to be completed by the end of 2024.

SHOREWOOD MODIFIES LIFEGUARD COVERAGE AT ATWATER BEACH

After a review of Atwater Beach summer usage, the Village has pushed back the daily start and end times for lifeguard coverage. The coverage, which



starts the fourth Saturday of June and runs through the third Sunday of August, will now start at noon and will run until 5 p.m. rather than 4 p.m. during the week. Weekend coverage will begin at 11 a.m. and go until 5 p.m.



"We adjusted the time because Village Trustee Eric Couto noted people would likely stay later at the beach in the summer, and we wanted to ensure coverage during the peak hours," says Chris Anderson, assistant Village manager.

The contract for the waterfront-certified lifeguard services was once again awarded to provider Ivy Lucier of Lakefront Lifeguard Services, LLC.



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Shorewood News

VILLAGE HIRES NEW DEPUTY VILLAGE CLERK



Mai Chang

Shorewood has hired Mai Chang for the new position of deputy Village clerk. The position was created to provide a higher level of support to the Village clerk by assisting with oversight of election inspectors, election day preparations, testing of voting machines and maintenance of the statewide voter registration system.

Chang was previously with the city clerk's office in Brookfield, Wis., where she worked as the office services assistant and an election specialist. "It's exciting to see my power team evolve," says Toya Harrell, Shorewood Village clerk. "Mai is already doing a phenomenal job."

As part of her responsibilities, Chang will act as primary backup for Village Board, Board of Review and Board of Appeal meetings if Harrell is absent. She will also assist with Village Board packet preparation and post-meeting duties, as well as the organization of volunteer committee applications.

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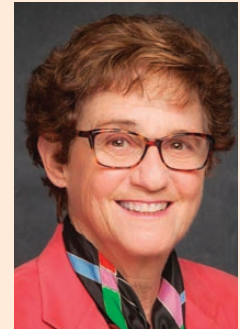
ELECTED APRIL 2

Village President



Ann McCullough McKaig was re-elected to a three-year term.

Shorewood School Board



Ellen Eckman was re-elected to a three-year term.

Trustee



Jim Arndorfer was re-elected to serve another three-year term.

Trustee



Matt McGovern was elected to his first three-year term.

UPGRADES TO THE VHE POOL

The VHE pool filtration system has been converted from a diatomaceous earth, or DE system, to a sand and ultraviolet (UV) light filtration system, reducing the amount of chemicals added to the water without compromising the cleanliness of the pool. In addition, the Buildings & Grounds team has switched to using a calcium chlorine tab rather than liquid chlorine to clean the pool. These new methods are expected to reduce the chemical smell and prolong the VHE pool life expectancy.



SHOREWOOD DISTRICT CREATES BIPOC AFFINITY GROUP

BY MARIA CAMPBELL

In the Shorewood School District, we believe diversity strengthens our community. One of strategic priorities is to recruit, develop and retain a diverse workforce with a focus on supporting staff of color. This year many participated in the District's first annual BIPOC Affinity Group. The sense of community, joy and fellowship inspired the collective group for who they are and what they bring to the community and beyond.

Affinity groups are employee-led communities that bring together individuals with shared characteristics, experiences or interests. These groups provide a platform for networking, support and the exchange of ideas. The District seeks to make space for staff to discuss their shared experiences so that we can turn discourse into action and create more equitable experiences for employees. Affinity groups are one way we can celebrate and leverage the richness of our collective experiences.

As part of this group's activities, staff members went on two outings; the first was to a local non-profit art-centered establishment, the House of RAD, where attendees designed an art piece that spoke to how they felt as a person. They selected a quote and used the printing press to transform their words into magical artwork they kept as a token of the event. The second outing was at another local establishment, Nō Studios. Once again the staff gathered to create an art piece that allowed for self-expression, and the process provided for therapeutic and vulnerable interactions.

The BIPOC Affinity Group gave staff a chance to disconnect from stresses while reconnecting with one another. As one member of the group stated, "These events are important for us to develop a stronger community to help keep teachers in the profession." The two events helped to foster a greater sense of community and belonging. ■



Shorewood School District staff members collaborate and build community in the BIPOC Affinity group started by Shana Lucas, Instructional Coach and Shari Tucker, Director for Equity.

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NEW BUSINESSES

Move More Yoga

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movemoreyoga.com

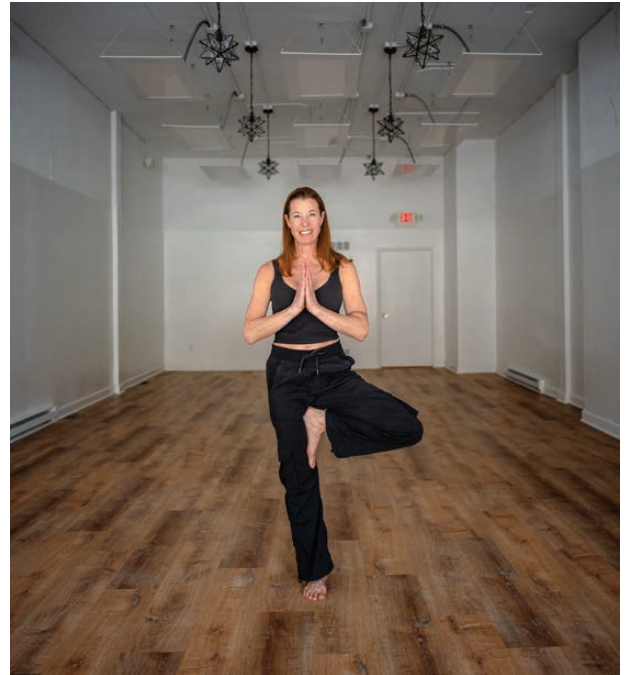
Kat Just wants people to know that yoga can be fun. She understands studio yoga has a reputation for being intimidating, but she is a proponent of laughing at herself when she falls out of a balance pose, practicing to lively music and smiling during Happy Baby.

"Yoga can be joyful and a workout and meditative," says Just, who recently opened the Move More Yoga studio at 2223 E. Capitol. "I want people to feel happier and healthier when they leave."

Just, who has practiced yoga for over 20 years, has long dreamed of opening her own studio. As a recent empty-nester, she says that when a space near where she lives in Shorewood came available, it felt like the right place at the right time. "I'm taking a leap, but it feels awesome," she says.

Move More Yoga primarily offers hot power yoga. "It's a very athletic form of yoga," explains Just. "The heat is detoxifying and the practice is a combination of breathing and meditation with movement that is so good for you both mentally and physically."

Move More Yoga offers a variety of classes for students of all experience and ability levels. There is a "gently heated" class for beginners and more challenging classes for veteran practitioners. She plans to offer teen classes and family yoga events, as well as workshops on balance, mobility, transfor-



mational breathwork and menopause talks with fellow Shorewood new business Midlife Midwife MKE.

Just, who also offers one-on-one private yoga sessions and custom-designed corporate wellness events, believes that "movement is medicine."

"Life is stressful and a challenging place for so many," she says. "People leave my classes laughing and feeling lighthearted, and that's a really beautiful thing."



Asian Garden Restaurant

3600 N. Oakland Ave.
414.962.7460
asiangardeneast.com

As first-time restaurant owners, **Chao Vang** and his partner **Suemay Xiong** wanted to make sure their food was a hit, especially with their friends and family in the Hmong community. That means that Vang and Xiong get up early every day

to handroll egg rolls, shred the papaya for the *tum mua* "everything" salad and prep the fish for Vang's personal favorite, whole roasted pompano.

It's a lot of work, but the duo knew that for their restaurant to succeed, the food had to be authentic and taste delicious. The result has been that their Thai, Chinese and Laotian fusion restaurant, Asian Garden, located in the former East Garden space, has been sought out by diners from all corners of the community.

"We pride ourselves on our use of fresh ingredients and the quality of the food," says Xiong. "Sometimes people have had to wait a little while because we prepare everything to order, but we believe it's worth it."

Vang and his parents, along with his nine brothers and two sisters, were forced to flee Laos after the Vietnam War, and they came to Milwaukee when Vang was a young teenager to join the burgeoning Hmong community that had settled here in the war's aftermath. He and Xiong have built the business as a family affair, with in-laws helping in the kitchen and several of their seven children waiting tables, answering the phone and packing up take-out orders.

The couple expects to receive a liquor license from the Village this summer so they can open a small bar on site. The restaurant, which is both dine-in and take-out, serves lunch and dinner every day but Monday.



▲ Breakthrough Wellness

4026 N. Wilson Dr.
mybreakthroughwellness.com

Personalized trainer and certified nutrition coach **Kara Bzdusek** knows that clients might not feel like going all out every time they have an appointment with her at her new personal fitness studio, Breakthrough Wellness, and that's okay.

"Being adaptable is important and workouts don't always go exactly as planned," she says. "But if my clients are going to make the time to come in, I want to make it purposeful and effective, whether that's hard-core cardio burn or gently stretching."

Bzdusek who is certified in instruction for prenatal and post-partum exercise, as well as a nutrition coach and a menopause specialist, got her start in the business working as a trainer and coach at the Wisconsin Athletic Club. When the pandemic hit, she learned just how much she valued that personal connection with clients, as well as how important staying active was for both physical and mental health.

"I realized how much what I did really mattered in people's lives," she says. "I know how important encouragement is in people continuing to take time for themselves, and I'm here to help them feel confident and good about doing that."

Located in the former Pinnacle Bike space on Wilson Dr., Breakthrough Wellness has a fully equipped studio that's safe and private. Bzdusek leverages her experience in the areas of body composition analysis, weight management and athletic performance to offer customized fitness programming that includes everything from HIIT workouts, weight training, functional fitness and nutrition coaching. She's skilled at finding new ways to keep people engaged and committed to their fitness routine.

"I am very experienced at figuring out how we can adjust the program to keep people from jumping ship," says Bzdusek. "I like to think of myself as a professional nudger."

Serenity Pelvic Health & Birth Services, LLC ▶

3970 N. Oakland Ave., Suite 503
serenityhealthmke.com

Dr. Nicole Thurow, owner of the new Shorewood business Serenity Pelvic Health & Birth Services, discovered her calling while studying for her doctorate in physical therapy from Marquette University. After a two-hour lecture on treatment options for pelvic health disorders, she knew she wanted to focus her life's work on this often-overlooked aspect of women's health.

Today, her business helps women "navigate the whole parenthood journey," she says, and her services include individualized pelvic physical therapy during pregnancy, specialized birth doula services during labor and delivery, and post-partum pelvic rehabilitation therapy. She also works with women who have experienced sexual or pelvic trauma or who have chronic pain issues.

"We've been told so often as women that pelvic issues are 'normal' and while they may be common, that doesn't mean that women should just suffer through them," says Thurow, who is board-certified by the American Physical Therapy Association (APTA) as a Women's Health Clinical Specialist. "I want to help women feel comfortable in their bodies again."

Thurow also emphasizes that she wants her office in the Shorewood HUB to be a welcoming safe space for everyone, particularly those populations who have historically been marginalized. She can provide personalized treatment for transgender men, as well as people assigned female at birth.

"Having my own practice enables me to provide what I feel will be the best



experience for my clients," says Thurow. "That's so important to me because my experience, training and passion is helping people when they feel most vulnerable."

NEW BUSINESSES

Stone House Collective

4518 N. Oakland Ave.
stonehousecollective.com

When **Anna Franklin**, owner of Stone House Collective interior design studio and retail store in the former Bonobo American Bistro restaurant, was contemplating opening a business in Shorewood, she knew she wanted it to feel as warm and welcoming as the chic and homey spaces she and her team designed for clients.

"I knew I wanted a space that wasn't too big and boxy, with lots of natural light and in a walkable location," she says. "I looked for about a year and when I saw this space, I just fell in love."

Broken into inviting vignettes that showcase customizable furnishings, luxe bedding and vintage rugs, the store also features a separate fabric library, a sconce wall, and a high-end working kitchen. True to their design background as home stagers and then interior designers, Franklin and her crew have focused on the deluxe details that define a space, from jasmine and currant-scented candles created just for them by local candle company Twig & Ember to handcrafted ceramic lamps commissioned by Sheboygan-based artisan Emily Duke.



The expansive exterior patio space formerly used for dining will display outdoor seating and lighting, all of which can be purchased or ordered from Stone House. Franklin looks forward to partnering with Scout Wine Merchants next door to host food trucks and both private and public community events.

"We want this to be a welcoming space where people can walk in without an appointment with their friends and sit on the furniture or go into the sample room and play," says Franklin. "We encourage people to see, feel and touch our products so they can understand the quality and comfort of what we offer."



Ashtanga MKE & Love Café

3801 N. Oakland Ave.
lovecafemke.com

For **Kaleigh Atkinson**, owner along with her friend and business partner **Becky Campbell** of the new Love Café at 3801 N. Oakland, it had been a lifelong dream to open a hybrid yoga *shala*, or studio and healing café.

Her vision is now a reality at Ashtanga MKE & Love Café, where Ashtanga yoga practitioners salute the sun every morning from 7 to 9 a.m. and then the space flips to a café until 4 p.m. where patrons can enjoy ceremonial cacao drinks, Ayurvedic elixirs, pour-over coffees, herbal teas and smoothies, as well as nourishing bites like savory and sweet tamales and a variety of pastries.

Both Atkinson and Campbell learned about the healing properties of Ashtanga yoga and cacao as part of their personal recoveries, and they are dedicated to sharing the benefits with others through the café. "Cacao is a natural anti-depressant, and Ashtanga yoga is a practice that combines discipline and movement as meditation," says Atkinson. "We wanted to create a fun atmosphere rooted in connection and an alternative to Milwaukee's bar scene that's rooted in self-love and healing the mind through healthy habits."

The cafe also offers a calendar of events designed to share the benefits of cacao and other healing modalities. "We love being here in Shorewood," says Campbell. "The community has been so kind and welcoming, and being close to the lake and facing the sunrise during yoga practice is an incredible way to start the day."

Midlife Midwife MKE

4050 N. Oakland Ave., Suite 219
midlifemidwifemke.com

Advanced practice nurse **Alyson Lippman** has worked for over 15 years as a women's healthcare provider and as a professor of women's health nursing leadership at the University of Wisconsin-Milwaukee. Her work experience and education exposed what she saw as a gap in healthcare for menopausal and perimenopausal women, and her new business, Midlife Midwife MKE, aims to help close that.

"I spend a lot of time with my patients, going over their symptoms, their stressors and what they want for their lives," says Lippman. "So often in healthcare today, appointments are really quick and limited, and with my own practice I want women to feel listened to and empowered."

Lippman's business bills itself as "Your partner in midlife care" and that partnership covers a lot of ground. She uses evidence-based practices to help women manage midlife and menopausal issues ranging from hot flashes to sexual health, sleep



disturbance, weight gain, and mood swings. She can prescribe hormone replacement therapy, medications and supplements, as well as provide coaching, counseling and lifestyle support.

Her extensive professional background and education make her uniquely positioned to help women navigate this challenging life change. "There's a lot of misinformation out there, a lot of TikTok 'experts,'" she says. "But I offer science-backed personalized treatment plans that make use of holistic practices and traditional medicine to manage their specific challenges."



Forward Healthy Lifestyles

3970 N. Oakland Ave. Suite 502
forwardhealthylifestyles.com

Throughout her 15 years as a nurse practitioner in Froedtert Hospital's busy orthopedic operating rooms, **Lindsay Carmody** estimates she assisted with over 2,500 joint replacement surgeries per year. She saw firsthand how difficult the recovery process could be and how challenging it was when patients struggled with their weight. That experience spurred

her to open the precursor to Forward Healthy Lifestyles in 2013 to help patients with advantageous weight loss.

Today, Forward Healthy Lifestyles has grown to include a wide range of services for both men and women, from medical weight loss and regenerative medicine to leading aesthetic services like cosmetic injectables and chemical peels.

Carmody's career experience led to her passion for regenerative therapies for conditions such as osteoarthritis and joint pain, and she has seen how the stem cell treatments she offers can result in patient outcomes that are "nothing short of astonishing."

"These therapies take the joint from a damaged and degenerating condition to a healing and rejuvenated state," she says. "Patients often see improvements within weeks, without surgery and with little to no downtime."

The clinic also specializes in hormone health, including men living with low testosterone and women who may be experiencing symptoms like lack of energy and endurance, waning muscle mass, weight gain, and brain fog. The clinic is a one-stop shop for a variety of wellness and aesthetics services, minimizing wait time and doing away with the need to travel to different offices for procedures.

"We know many of our patients can feel vulnerable, feeling at a loss for where to turn for help," she says. "We pride ourselves on treating every person like family and getting to the root of their concerns so they leave happy, healthy and confident."

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Sophisticated Rose

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

BUSINESS SPOTLIGHT

With its spools of colorful thread, seven sewing machines and shelf after shelf of luxurious fabric samples, Sophisticated Rose, a custom clothing and alterations business located at 4032 N. Wilson Dr., has the look and feel of a classic European atelier. Owned by Katherine Stephens, the shop is a welcome space for everyone from teen girls wanting bespoke prom frocks to mothers of the bride who refuse to be satisfied by the dowdy dresses they see online and in stores.

Stephens has a wealth of experience in the industry, having worked in London for a fashion designer to the royals, as a designer for the Bon Ton Store's in-house line, and as a fashion instructor at Mount Mary University. This year is the 15th anniversary of her taking over the ownership of Sophisticated Rose from its previous owner, and she is grateful for the customer relationships she's cultivated over the years.

"I have a lot to offer being an artist first and foremost," says Stephens. "I'm a very visual person so I can see how a garment will turn out before we ever



Katherine Stephens, owner of Sophisticated Rose, poses with one of her brightly colored custom dresses in the shop she's owned for 15 years.

really start. I'm also a good listener to what the client wants and needs, and their happiness and satisfaction with the final piece is the most important thing to me."

Stephens gets excited about "exquisite details" and revels in making her clients smile when they try on her designs. "One of my favorite things is when clients bring in heirloom pieces that they want to use in a new piece," says Stephens, showing off photos of a bridal gown she designed and crafted that included elements from three generations, from the antique lace now part of the bodice to the fabric flower that adorns a belt.

Stephens' focus is on bridalwear and formalwear, but is not limited to those categories. She is known for her careful alterations, tweaking clothing a bit here and there to give them the perfect custom fit. "Clothing off the rack will not fit every body, and to make them work, you really have to pay attention and know what you're doing," she says.

Stephens's elegant dressing room features a rack of her own creation, evening gowns and suits she has made for herself that showcase her vivid imagination, eye for unique detail and love of color. The rack is a riot of texture and hue: a color block garment with matching clutch, a tweed suit with dramatic collar, an elegant dress with a parade of bows marching down the back.

"This is a lost art," says Stephens of her craft. "You can easily find a tailor who can take up a hem, but it's hard to find someone who can create a pattern, supply unique fabric and make a beautiful dress, all from scratch and made to fit you perfectly." ■

Shops Open Shorewood: Welcoming the community to celebrate shopping local

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

This summer the Shorewood Business Improvement District is hosting a new series of events aimed at giving residents and visitors an extra incentive to visit local merchants and restaurants. “Shops Open Shorewood” will take place the second Thursday of every month from May through October, and participating businesses will offer special deals and swag from 5 to 7 p.m.

“The BID has worked in collaboration with these great businesses to curate an exclusive series of events for the community to enjoy,” said Janet Henning, executive director of the Shorewood BID. “We believe this is a great way to celebrate Shorewood along with so many of the things we offer here: specialty services, amazing food and drink, and great shopping.”

Many businesses opted to get creative with their offerings and use them to highlight what makes them special. For example, Craft Salon MKE at 2317 E. Capitol Dr. will offer “blowout tutorials and pay what



Jon Gutierrez, owner of Cosmic Destroyer Collectibles at 1920 E. Capitol Dr., invites residents in for Shops Open Shorewood special deals.



BlackBear Children's Boutique (4312 N. Oakland Ave.) owner Emma Carolla will offer refreshments and raffle items to visitors during Shops Open Shorewood every Thursday through October.

you can dry haircuts.” Owner Cara Crafton appreciates this entertaining way to connect with the community. “This is a unique chance to introduce Craft Salon’s talented staff and pass along some cool professional tips and tricks,” she says. “Because Shorewood has been so supportive, this gives us an opportunity to give something back and welcome the public into the salon for a fun event.”

Other Shops Open Shorewood activities include a chance to make your own terrarium at MKE Plants & Vintage Goods, free reel and mower adjustments in May and June at Sharp Brothers, free travel size lotion and styling products at The Establishment, and refreshments and raffle items at Oak + Linen. Discounts on food and beverages will be available at restaurants like Three Lions Pub, SCOUT Wine Merchants and Milwaukee Brat House in Shorewood. (se) Lab will offer free use of its Normatec boots, infrared sauna, and workout and movement classes to those who stop by.

Visit the BID website at shorewoodwi.com for more information. ■




SATURDAY, JUNE 8


11:30 AM - 7:00 PM

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BID FEATURE STORY

Shorewood Criterium Turns 20: The annual bike race has evolved over the years

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

For the past 20 years, the Shorewood Criterium Cycling Classic has offered a chance for professional and amateur cyclists to test their mettle on a speedy one-mile circuit, for race route residents to throw raucous lawn parties, and for visitors to dust off their cowbells and swing by the Village for a fun day of race spectating and roadside revelry.

The event started in 2004 as part of the International Cycling Classic's "Superweek," a multi-day cycling challenge that first started in Wisconsin in 1989 and featured only professional racers. Today, Shorewood's all-day affair celebrates cyclists of all ages and abilities as part of Wisconsin's 11-day Tour of America's Dairyland (ToAD), the largest competitive road cycling series in the U.S., which took over Superweek in 2009.

While the series includes popular races such as the Giro D' Grafton and the Café Hollander Otto Wenz Downer Classic, Shorewood stands out in the minds of the fans and the race organizers.

"There's something really special about the Shorewood Criterium," says Bill Koch, ToAD's executive director. "When I go around after the races to pick up litter, almost every house on Maryland Ave. still has a party going on. When it comes to

neighborhood involvement, the other race venues can't hold a candle to Shorewood."

This year's Shorewood races will take place on Friday, June 21, kicking off at 10:50 a.m. with the junior boys and girls race for riders ages 9 to 12 and concluding with the Pro /1 Men & Cat 2 Men's race at 7 p.m. The bike race route, with its four tight corners and a tricky S-curve on Kensington Blvd will be bounded by Oakland Ave., Marion St., Maryland Ave. and Kensington Blvd.

For the second year, the day will also feature a speedy community one-mile race called the Dairyland Mile Series. Three Lions Pub will again host the Kensington Square Block Party beginning at 4 p.m. featuring a bounce house and face painting, live music, and outdoor dining. Races for the littlest riders will start at 6 p.m., and participants must wear a helmet and be signed up at the blue North Shore Bank and Little Sprouts Play Cafe tents located outside of Draft & Vessel.

For more information about the Shorewood Criterium Cycling Classic, visit the Events section of the BID website at shorewoodwi.com. For more information about ToAD, visit tourofamericasdairyland.com. ■

Longevity Project

BY JENNIFER ANDERSON
PHOTO BY PATRICK MANNING



Heather Mansfield and Sarah Axtell partnered to think creatively about how to engage residents in the project in fun, healthy ways

Throughout the world, the countries that report the highest levels of happiness among their citizens have several things in common. According to the annual World Happiness Report, their citizens report strong social connections, including intergenerationally. They are physically active and spend time in nature. They have healthy diets that incorporate fresh foods. They live in Finland, which has been ranked the happiest place in the world for seven consecutive years.

The United States has never cracked the top 10, and the 2024 report showed that for the first time since the report was published in 2012, the U.S. fell out of the top 20. However, two Shorewood residents are working to change that on a micro level in our Village through a program they've created: the Shorewood Longevity Project.

Sarah Axtell and Heather Mansfield connected through their shared interest in communal happiness and health and learning how its main components can be adopted locally. Axtell, a naturopathic doctor and founder of Lakeside Natural Medicine in

Shorewood, and Mansfield, a professional educator and academic dean of Divine Savior Holy Angels High School, recognize that the pillars necessary for collective happiness are abundant in Shorewood: from the beautiful lakefront and seven parks to the myriad communal gathering opportunities, such as the Shorewood Feast and the many bustling restaurants and watering holes.

Their goal is to bring awareness to those pillars and develop them in a way that allows everyone in the Village to benefit. They are aiming for nothing short of revolutionary. As their website (shorewoodlongevityproject.com) states: "Our goal is to help people not only live longer lives but better lives."


The duo has identified five elements to the project. The first, enhancing community, can be done formally, through activities like participating in book clubs or social groups, or informally, such as meeting a friend for a walk or gathering at a coffee shop. The second, daily movement, is easily accomplished in a community that has focused on being both bike- and pedestrian-friendly. Axtell notes that Shorewood has a stellar 86 walkability score, which measures factors such as the ease of running daily errands without a car and the presence of sidewalks.

Nutrition is a third area of focus, with the project highlighting the access to fresh, locally grown produce from the Shorewood Farmers Market, and the plan to engage local restaurants in offering customized healthy "longevity" menu options and providing community nutrition workshops. Connecting with nature is also a vital component, and they highlight our ample green space and the ways in which residents can get out year-round and enjoy the outdoors, whether it's walking along the Oak Leaf Trail or ice skating with your children.

Finally, developing strong intergenerational social ties is vital to a vigorous, joyful community, and it's something that Axtell and Mansfield see happening organically in neighborhoods and among families, as well as more formally with programs in the schools and through other established organizations.

Axtell and Mansfield have created a "Longevity Passport" that offers suggested actions like doing yoga at Atwater Beach, collecting litter with your children or joining the summer reading program at the library. The passport will be available around the Village and will be handed out at their booth at the Shorewood Farmers Market on June 16 and during the Shorewood Criterium on June 21.

"Health is contagious," says Axtell. "Communities thrive when there's a shared responsibility for each other's well-being." ■



Please scan the QR Code to learn more about the Shorewood Longevity Project.



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Foundation awards two Shark Tank grants

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING



This past February's Shark Tank Challenge, hosted by the Shorewood Foundation to engage the community in developing new and creative ways to celebrate the Village, was an entertaining assemblage of thoughtful presentations, quirky ideas and curious locals.

Oh, and a polar bear.

The polar bear, or, rather an unknown but enthusiastic person wearing a polar bear suit, was part of resident Vince Vogelsang's winning pitch to the judges on behalf of the Gentlemen of Shorewood group to provide sponsorship for a "Polar Plunge" party on New Year's Day at Atwater Beach. Vogelsang requested \$2,000 from the Foundation to cover the costs for a tent, musical entertainment, free coffee and hot chocolate to attendees, a lifeguard, and emergency staffing. He anticipates hosting other vendors and possibly selling custom merchandise like beach towels for those who want to jump into the frigid lake.

"This event builds awareness for our awesome lake," he said in his grant application. "It's an opportunity for local musicians to perform and local restaurants and bars to participate, plus it's a great way to start the year off with fellowship and stupid fun."

The other Shark Tank winner was the Shorewood Longevity Project, a local health and wellness initiative spearheaded by residents Sarah Axtell and Heather Mansfield (learn more about the project on page 18). The duo requested \$500 from the Foundation to cover the cost of marketing materials to promote the project, which the Foundation happily granted.

"Heather's passion for this endeavor and her detailed plan to bring it to the community really impressed us all," says Sadhna Morato-Lindvall, president of the Foundation's board of directors. "It's just the kind of thing we love to learn about and support

Continued on page 22

New Foundation Board President Jamie Reeve



The Shorewood Foundation is celebrating its 60th year and has a new president of its board of directors, Jamie Reeve. Reeve has been a Foundation director since 2020 and has served on several of the group's committees, including finance, events, marketing and grants.

Reeve, who has worked at Northern Trust for 27 years as a senior wealth strategist, moved to Shorewood in 2006 with his wife Maggie, where they have raised their three children. He has served the Village in numerous volunteer capacities: as a basketball and soccer coach, a Lake Bluff ice captain, a member of the Shorewood Swim Club, and a member of the SHS Athletics Booster Club.

"There's much to celebrate in Shorewood," says Reeve. "I'm excited to be part of an organization that has been both a catalyst and a collaborator in making so many exciting things happen in our community."

Moya Mowbray and Roland Schroeder honored as 4th of July parade marshals



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The Shorewood Foundation has selected residents Moya Mowbray and Roland Schroeder to serve as Shorewood's July 4th Parade marshals. According to the nomination application, Mowbray and Schroeder are long-time Shorewood residents who have "quietly and lovingly nurtured the Shorewood Nature Preserve for many years."

"Using Moya's expertise as an environmental educator and naturalist, and their shared passion for protecting and preserving this wonderful property, they tirelessly weed invasive plants, remove trash, clean up the beach, keep trails

clear and protect native plantings," reads the application. "The two lead volunteer workdays, spearhead fundraising efforts, organize nature and bird walks, and represent Shorewood and the Nature Preserve at community-wide events like Pollinator Palooza.

"They are wonderful ambassadors for this hidden gem."

Two years ago, Mowbray and Schroeder recruited other Shorewood residents and founded the Friends of Shorewood Nature Preserve, which has gone well beyond pulling weeds to embracing a philosophy of stewardship toward the preserve. The Friends group has worked with the Village, the Shorewood Foundation, and other community partners to develop and formalize a comprehensive conservation and land management plan for the preserve.

"Shorewood is so fortunate that these two have taken it upon themselves to protect this lovely natural oasis in the Village," says Sadhna Morato-Lindvall, president of the Shorewood Foundation Board of Directors. "We hope that by honoring them as parade marshals, we can also draw attention to their work and encourage others to get involved in the Friends of Shorewood Nature Preserve."

Continued from page 21

through the Shark Tank event, and it was simultaneously a great way to bring the project to the public's attention."

From Mansfield's perspective, the event was a solid win for the Longevity Project and it also renewed her appreciation for the Shorewood community.

"I loved the whole experience of Shorewood Shark Tank: from looking out at the packed room full of people who care deeply about making Shorewood better for everyone, to the expert judges who listened and asked great questions, to the creative pitches from my fellow Shark Tank contestants, to the pure joy of delivering the pitch!" says Mansfield. "The project's momentum really took off after we were able to secure funding from the Shorewood Foundation, and it also helped get people excited about joining our initiative." ■



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Jackson Knoernschild Publishing Center

BY MARIA CAMPBELL | PHOTO BY PATRICK MANNING

Founded in 2001, the Jackson Knoernschild Publishing Center at Atwater Elementary School holds a special place in the hearts of many, serving as a cherished tradition and a source of pride. The center was initially started to enhance literacy, writing fluency and confidence in the writing process. Additionally, students benefit from the individualized time they spend with a volunteer. Today, the journey of writing culminates in a visit to the center. Students are dedicated to refining their writing, going through multiple drafts until they have a story they are excited to publish.

In 2011 the center was renamed in memory of Jackson Knoernschild, a kindergarten student whose favorite part about school was the publishing center.

"Jackson's mom, Shawn Brown, ran the publishing center for years," says Melissa Marschka, who currently runs the center along with two other parents. "It has taken 15 volunteers to replace what she did."

For a generation of students, Brown was a familiar face, and her heartfelt commitment was apparent in every book the center produced.

"I dedicated eight years to running the publishing center, proudly becoming 'The Publishing Lady' to hundreds of Atwater kids," says Brown. "I'm grateful to see the commitment and enthusiasm of Atwater teachers and now a whole new group of parents. The publishing center is a special and vital part of the school's culture, and a fitting, lasting tribute to Jackson."

Marschka and her co-chairs have created a volunteer model that spreads the work out among 15 parents who have varying availability. Some parents can help once a month by typing stories at home; others meet with students weekly to edit their pieces.



Volunteer Linda Laarman assists Atwater Elementary students Julian Finseth and Jaycob Winter edit their stories at the Jackson Knoernschild Publishing Center.

Typically, kindergarten through second grade students get to publish a book, but this year there is a group of fourth-graders who missed their opportunity to publish a book. "As with many special experiences, the publishing center closed during COVID, so there are students who didn't get to publish stories," says Marschka.

To help publish those students' stories, Marschka and the co-chairs will host a special "blitz" where they will meet with third- and fourth-grade students over the span of two weeks. In addition to the parent volunteers, they have sourced help from Shorewood Senior Resource Center volunteers, who will receive special training for this event.

Janice Carter, Atwater principal, is excited to enlist the assistance of local seniors.

"We are so fortunate to have the opportunity to tap into their wisdom," says Carter. "My hope is that our scholars will see just how important it is to connect with people from all ages and walks of life."

Senior volunteers like Linda Laarman are excited, too. "I'm looking forward to working with the students, seeing their enthusiasm and hearing them tell their stories," she says. The students echo that enthusiasm.

"I'm pretty excited!" says Arnie Requejo, a fourth-grader at Atwater Elementary, "My younger sister got to make one in Mrs. Barry's class, and it looked fun, so I was sad I didn't get to make one in kindergarten."

"I can't wait to see the steps from writing it all the way to the finished book I get to take home!"

Please visit shorewood.k12.wi.us if you are interested in volunteering at the publishing center or with the Shorewood School District. ■



Please scan the QR Code to visit the Shorewood School District Communications page and view our 2023-24 Annual Report!

Celebrating A Century of Achievement: Honoring Dr. Paul Teschan

BY MARIA CAMPBELL | PHOTO COURTESY OF DR. PAUL TESCHAN

Dr. Paul Teschan, 1942 Shorewood High School valedictorian, turned 100 years old last December. Over his many years, Teschan has had several exceptional achievements, and in 2004 he was honored with the District's "Tradition of Excellence Award" for his efforts in World War II and the Korean War as a renal specialist and medical veteran.

After graduating high school, Teschan earned a scholarship to the University of Minnesota Medical School, where he studied on an accelerated schedule because of World War II. After graduating, he served in the U.S. Army Medical Corps for more than two decades before retiring at the rank of colonel. After his military career, Dr. Teschan was recruited to Vanderbilt University, where he enjoyed a long career as a professor of medicine in kidney research.

Dr. Teschan looks back fondly at his years at Shorewood High School.

"My time was unique," says Dr. Teschan. "We all felt our class was a special group. We had a genuine class identity. Class productions, operettas and parties were so much fun!"

At Shorewood, Teschan enjoyed being part of the school's mixed chorus operetta every year, along with competing on the cross country and track teams.

"Overall, I remember the great class spirit! I am fond of the touching recollections written in my annual Copperdome yearbook at our senior picnic," he says. "I had a sense this class of seniors really gelled and bonded."

For current students pondering their futures, Dr. Teschan is happy to offer some well-considered advice.

"I would say whatever profession or walk you choose in life, meet two or three folks who are already in that field and interview them to see what has happened in their lives and see what they would recommend," he says, adding that students should seek out activities that bring them joy and create a solid set of core values. "Family, music, literature and my worship life, which states the route of obedience and discipleship, are sound foundations," says Teschan.

As Dr. Teschan celebrates a century of life, he has some words of wisdom to share with the 100th graduating class of Shorewood High School.

"Stay involved, stay focused," he says. "Adapt to change while moving forward toward your goals."



Dr. Paul Teschan then and now.



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Hi, Neighbor



Fred Bliffert

A Shorewood resident's many lives.

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

Shorewood resident Fred Bliffert has lived so many lives in his 76 years, sometimes it's easy to lose track of where one started and another began. How long was he president of his family's eponymous lumber yard business? "A long time." Where did you go to college? "Madison, but I'm not sure I graduated." When did you and your wife Susan get married? "'77 or '78."

But Bliffert can regale you with a thousand colorful stories from his long life.

Tall and lanky, with a shock of unruly white hair and deep-set eyes that have seen some things, Bliffert grew up on Milwaukee's East Side and attended Shorewood High School, graduating in 1966. The band that he started at 15, Freddy and the Freeloaders, gained a following around town, opening for legendary acts like James Brown and the Temptations, and Bliffert was eager to see if he could make it big in Los Angeles. At the behest of his friend and classmate David Zucker, he headed to California, where he blew his audition to Zucker's Kentucky Fried Theater sketch comedy troupe by laughing too much and became its ticket taker instead.

In LA, he earned a living as the activity director of a nursing

home while playing gigs with his band Jelly. Bliffert sang and played guitar alongside bandmate (and later actress) Amy Madigan, eventually putting out an album. But a musician's life is a tough one with a wife and young family, and Bliffert headed back to the Midwest in the late '70s, going to work as a stockboy at his family's lumber yard, Bliffert Lumber & Fuel Co. He worked his way up the ladder there, ultimately becoming president of the business, which is now in its fourth generation of Blifferts.

Today, what really brings meaning to Bliffert's life, in addition to Susan and their three daughters, is the non-profit they founded in 2002 out at the family's old dairy farm in West Bend: the Blue Lotus Center. The center hosts guests from many of the underserved corners of society, from children with special needs to victims of violence and trauma.

"Right away, we saw what the natural surroundings could do for people and how healing it could be," says Bliffert. Now officially retired from the lumber business, Bliffert spends many of his days at the center, clearing brush, welcoming guest, and even performing old R&B favorites for visitors.

"I have the best family, the best life," says Bliffert. "I plan to bop 'til I drop. ■"

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

The Hidden Gem of SHS's Vintage Bowling Alley

BY MARIA CAMPBELL | PHOTO BY PATRICK MANNING



Tucked away in the basement of Shorewood High School's gymnasium lies a little piece of history: a vintage bowling alley that dates back to the 1950s. The bowling alley was originally installed when the SHS Youth Center was built in 1951 and automatic pinsetters were installed in 1967. Prior to that, pins were reset by students.

"For twenty-five cents per hour, one had to sit on the ledge above the pins until the bowler finished their turn," says Carol McWade, class of 1970. "The student then would have to jump down and grab the pins, fill the pin rack, and quickly jump back up before pulling the cord."

Being the only known bowling lane on a Wisconsin high school campus made Shorewood High School an appealing stop on the Wisconsin Vintage Alleys Tour. Early this spring, the Bowling Centers Association of Wisconsin, BCAW, hosted its 9th WI Vintage Alley Tour since starting the program in 2017.

"Back in early 2020, I was putting together our April 2020 event and struggled to find a third venue to include," said Yvonne Bennett, program manager of BCAW. "I started talking to others in the bowling industry, and Jim Everett, who does much of the maintenance on the Shorewood machines, told

me about the high school's four-lane bowling alley. I had no idea it even existed!"

Because the event was canceled in 2020, the group was happy to finally add the high school to their list of venues this year. After her initial visit, Yvonne knew SHS would be the perfect fit for their vintage alley tour.

"I'm often asked what I consider 'vintage' in terms of bowling centers," she says. "It's sometimes hard to define, more of a 'you know it when you see it.'"

However, to be considered a stop on the tour, the venue must have a certain set of characteristics. Wood lanes, manual scorekeeping, wood benches or seating and overlane ball returns are just a few things that Yvonne looks for. "The four-lane facility checked all the boxes," she says. "Shorewood's venue is unique not only in Wisconsin, but also throughout the USA."

For the past five years, Wisconsin boasts the most tenpin bowling centers in the country with 275. While the Shorewood School District has the only high school bowling center in the state, bowling alleys can be found in a few other unique locations, for example the Fountain City Village Hall and the Fields Jaguar, Land Rover and Volvo dealership in Madison both boast two-lane bowling alleys. ■

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Shorewood Woman's Club
A CLUB FOR WOMEN OF ALL AGES



1938 SHOREWOOD Women's Club

Activities, speakers, projects — join us today!
Making our community a great place to live!

Please join us for one of our monthly events!
Check out our Facebook page for our news and list of events.

2024 — more than 85 years in Shorewood.
The General Federation of Women's Clubs is an international woman's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

shorewoodwc@gmail.com
Find us on Facebook www.gfwcwshorewoodwomensclub.com

Join now!
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Join us on the third Tuesday of the month, 1PM at Shorewood Village Center to see what we are all about!



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Shorewood Events



Shops Open Shorewood 2nd Thursday of the month May-October, 5-7 pm

The Shorewood BID invites residents to Shops Open Shorewood for a few extra hours of deals, activities, bites and beverages at Shorewood businesses!

Visit shorewoodwi.com for more details.

SUMMER READING:

Adventure Begins at Your Library Starting Tuesday, May 28

The 2024 Summer Library Program celebrates exploration, travel and discovery. Children and families will have a chance to do just that at the many special events



including the very popular Terrific Tuesday programs, story times and craft programs. Kids, from tots to teens, can also join our reading team by tracking their summer reading to earn rewards.

Adults can join in the fun now, too, as the library is launching its

second Adult Summer Reading Program. Visit shorewoodlibrary.org for more details.

Generously funded by the Friends of the Shorewood Public Library.

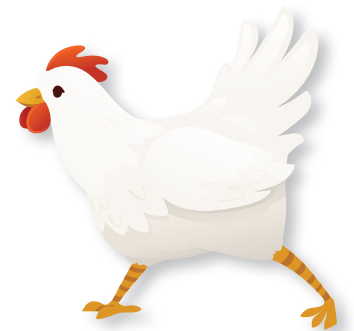
51ST ANNUAL

St. Robert Parish Fair

**Saturday, June 1, Noon - 10 p.m.
& Sunday, June 2, Noon - 7 p.m.**

This much-loved annual family-friendly fair celebrates its 51st year of kicking off summer fun in Shorewood. As always, there will be fun games, tasty food and beverage options, live music and communal conversation in the St. Robert parking lot.

For more information, visit strobert.org.



Shorewood Men's Club Chicken & Ribs BBQ

Saturday, June 8, 11:30 a.m. - 7 p.m.

For one day every summer, the Village's Atwater Park is transformed into a sea of roasting chickens for the Shorewood Men's Club's annual fundraiser. The all-day event raises money to support the group's philanthropic efforts and is an early summer mainstay that transfers the earnings directly back into the community. Pre-order and pick up your chicken and ribs dinners or line up at the tents in Atwater Park and enjoy the delicious fare with friends and neighbors while enjoying the all-day entertainment and ice cream. For details, visit shorewoodmensclub.org.

Shorewood Events

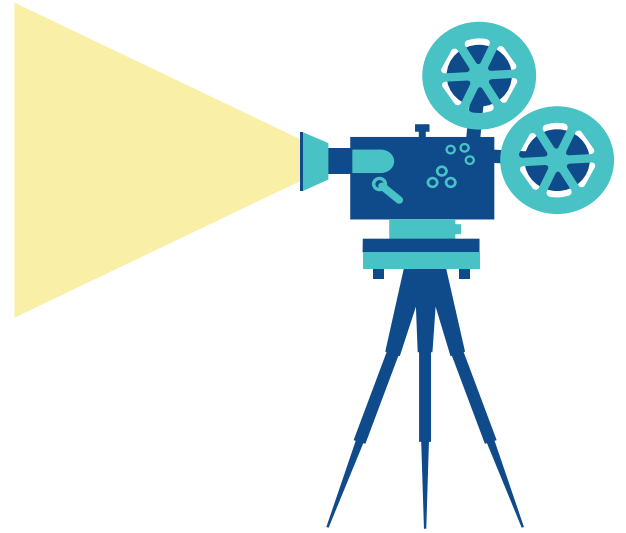
Movies Under the Stars

The Shorewood Recreation Department's Movie Under the Stars series offers free, family-friendly film screenings. Guests can arrive any time after 8:00 pm on the SHS Football Field as the movie will start shortly after the sun sets. Remember to bring a blanket or lawn chair and enjoy refreshments provided courtesy of Andrew McCabe, Allstate Insurance. In case of inclement weather, the movie will be rescheduled for a later date. *Please call the weather cancellation line after 2 pm at (414) 963-6913 x 3.*

Friday, June 14
WIZARD OF OZ

Friday, July 12
THELMA THE UNICORN

Friday, August 2
INSIDE OUT



First Ride & Bike Rodeo

Saturday, June 15

This annual free bike education session is brought to the community courtesy of the Shorewood Recreation Department, the North Shore Health Department, North Shore Fire & Rescue, and the Shorewood Police Department.

FIRST RIDE (Ages 3 & up) Children will get instruction on bike safety and learn to ride with the proven "balancing first" method.

BIKE RODEO (Grade 2-6) This clinic provides education on bike safety, traffic rules and more.

There will also be helmet fittings! Programs are held at the Atwater Elementary School west playground and begin at 9 a.m. For more information and to register, visit shorewoodrecreation.org.

Shorewood Farmers Market

Sundays, June 16 - October 27

9:30 a.m. - 1:30 p.m.

The colorful Shorewood Farmers Market is back in Estabrook Park this summer with a tantalizing array of new and returning vendors selling everything from fresh produce to prepared foods, flowers and more. The market accepts SNAP/Quest benefits and is a pet-free zone, apart from service animals. Check the market's Facebook and Instagram accounts and join the mailing list at shorewoodfarmersmarket.com.



20TH ANNUAL
Shorewood Criterium Cycling Classic
 Friday, June 21, 10:50 a.m. – 8:15 p.m.

Shorewood will return to playing host for a day to the largest cycling event in the country, the 20th Annual Shorewood Criterium Classic on Friday, June 21, 2024! The Tour of America's Dairyland features 11 days of competitive racing around Wisconsin and brings in riders from amateurs to professionals. In addition, our local event includes kids' races (littles, middles

and tweens) and more fun at the Kensington Square block party, hosted by Three Lions Pub. Get close to the action by volunteering as a race marshal or sign up to run in the second annual Dairyland Mile Series. Read more about the Criterium and get all the details at the BID website: shorewoodwi.com.

RACE SCHEDULE 2024

RACE TIME	CATEGORY	LENGTH	FIELD LIMIT	DAILY PRIZES
10:50 AM – 11:10 AM	Junior Girls 9-12 Junior Boys 9-12	20 minutes	75	Merch/3
11:20 AM – 11:45 AM	Junior Girls 13-14 Junior Boys 13-14	25 minutes	75	Merch/3
11:55 AM – 12:30 PM	Women Cat 4/Novice Junior Girls 15-16 Cat 4/N Junior Girls 17-18 Cat 4/N	35 minutes	75	\$195/3
12:40 PM – 1:20 PM	Men Cat 3/4 Junior Boys 15-16 Cat 3/4 Junior Boys 17-18 Cat 3/4	40 minutes	120	\$300/5
1:30 PM – 2:20 PM	Men Cat 2/3 Junior Boys 15-16 Cat 1/2/3 Junior Boys 17-18 Cat 1/2/3	50 minutes	120	\$300/5
2:30 PM – 3:20 PM	Women Cat 2/3 Junior Girls 15-16 Cat 2/3 Junior Girls 17-18 Cat 2/3	50 minutes	120	\$630/7
3:30 PM – 4:20 PM	Masters 40+ Cat 1/2/3 Masters 50+ Cat 1/2/3	50 minutes	120	\$630/7
4:30 PM – 5:45 PM	Pro/1 Women Cat 2 Women	75 minutes	150	\$2,275/15
6:00 PM – 7:00 PM	Community Hour	60 minutes		
7:00 PM – 8:15 PM	Pro/1 Men Cat 2 Men	75 minutes	150	\$2,275/15



Shorewood Events



Summer Sounds Concert Series Wednesdays, July 3 - August 7, 6 p.m.

Summer Sounds returns for 2024 with an amazing lineup of live music amid the beautiful surroundings of Hubbard Park on Wednesday evenings. Bring a picnic or purchase food and beverages from Hubbard Park Lodge. The park is accessible from the Oak Leaf Trail or 3565 N. Morris Blvd.

- July 3** The Last Bees
- July 10** Whiskeybelles
- July 17** Five Card Studs
- July 24** Pat McCurdy
- July 31** Command Performance Big Band
- August 7** electri-violet



The Shorewood Foundation's Independence Day Celebration

Thursday, July 4th

Get in the spirit of the holiday with the many fun and patriotic activities planned for the 4th of July in Shorewood, starting with the annual Independence Day Parade, with parade marshals Moya Mowbray and Roland Schroeder. Later in the day, take in the live music and spectacular fireworks display over Lake Michigan from Atwater Park.

- 2 p.m.** Parade set-up begins at East Kensington Ave. and North Oakland Ave.
- 3 p.m.** Parade begins heading south on Oakland Ave. toward Capital Dr. ending at Atwater Elementary School
- 7 p.m.** Live music in Atwater Park
- 9 p.m.** Fireworks at Atwater Park

Presented by the Shorewood Foundation and Eastmore Real Estate.

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All-Alumni Reunion & SHS Centennial Celebration

Saturday, July 6

Join other SHS alums from years past for a picnic on the front lawn of the high school starting at noon with food trucks, music, school tours, and an alumni happy hour from 4 - 6 p.m. at Hubbard Park Lodge. The reunion will also feature an alumni talent showcase where past students can share their special skills with the crowd or join in as part of the SHS hymn choir.

Library Summer Celebration

Thursday, July 25, 6 - 8 p.m.

The annual Summer Celebration will feature traditional favorites like Culver's sundaes and the Milwaukee Brewers Famous Racing Sausages, as well as new features like Pete's Pops, bubbles and music from DJ Kid Boogie Down. Rain or shine, come celebrate the best of summer with your friends, neighbors and favorite library staff members!

This event generously funded by the Lange Bequest.

Out & About in Shorewood



1



2



3

Photos by Patrick Manning unless noted.



4

- 1 Sixth-grade orchestra students from Atwater and Lake Bluff Elementary schools performed in the Wisconsin state capitol building rotunda as part of March's Music In Our Schools Month.
- 2 Shorewood School District art teachers Angela Hayes, Kevin Karman, Jessica Mohagen, and Amelia O'Brien line up to greet guests during the annual District Art Show in April, which featured art made by students in kindergarten through 12th grade.
- 3 Featured artists Pat Algiers and Janet Nelson posed by Nelson's paintings at the second annual Fresh 40 event in the Shorewood HUB in April, which celebrated 40 new and established artists from across southeastern Wisconsin.
- 4 The Shorewood Public Library welcomed new staffers Abigail Ott, Youth Services Librarian; Megan Lohrenz, Virtual Engagement Librarian; Quinn Brakob, Inclusive Services Librarian; and Kayla LaGrossa, Community and Adult Services Librarian.

Shorewood **A Look Back**



Eschweiler architects designed the school to be built in three sections. The south- and west-facing wings were both completed and in use by 1930. Highly skilled craftsmen provided the murals, leaded glass and tile work that made the interior of the building so appealing to young children.

Lake Bluff School: Built to Last

In April 18, 1924, a construction crew, heavy machinery and building supplies arrived at the corner of Lake Bluff Blvd. and Bartlett Ave. to begin constructing the first wing of Lake Bluff Grade School. The community had voted on March 4 to support a bond issue for \$70,000 to finance the first wing. Throughout the summer, construction crews worked feverishly to complete the six-classroom building in time for a September opening.

The school was designed by the

Eschweiler & Eschweiler architectural firm in “Old English” style with handsome, durable physical appointments. Large leaded glass windows in each classroom, acoustically treated ceilings and battleship gray linoleum with red tile borders were installed. Carvings of animals were tucked into arches. Each classroom was dedicated to a famous person, and murals were designed to highlight a significant fact about each person.

Students in grades K-5 and their teachers began the school year in their new building on Sept. 8, 1924, just one week later than planned and less than five

months after construction began.

A second resolution, which authorized a \$70,000 bond issue to build the first wing of Lake Bluff Grade School, passed by a vote of 245 to 61. Referendums have since replaced the public meetings.

Construction began in early April 1924, with the hope that both sites would be ready for students by September.

Much of the original architectural design and interior decoration are still visible today. Building tours will be held on Saturday, Sept. 21, 2024, in recognition of Lake Bluff’s centennial. More information to come.

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

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Shorewood Summer Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

JUNE

SAT. JUNE 1 & SUN. JUNE 2

St. Robert Parish Fair Sat. Noon-10 pm,
Sun. Noon-7 pm, St. Robert parking lot

SUN. JUNE 2 SIS/SHS Choir Benefit Concert
2 pm & 7 pm, SHS Auditorium

TUES. JUNE 4 SIS & 6th Grade Band Concert
7 pm, SHS Auditorium

WED. JUNE 5 Walking Shorewood History
10-11:30 am, Senior Resource Center

**THURS. JUNE 6 Tour and Lunch at
St. Rita's Square** 10:30 am-1:30 pm,
Senior Resource Center

**SAT. JUN 8 Shorewood Men's Club
Chicken & Ribs BBQ** 11:30 am-7 pm,
Atwater Park

**TUES. JUNE 11 An Afternoon in the
Park: Pretzels and Tall Tales** 1-2 pm,
Estabrook Park Beer Garden

**TUES. JUNE 11 Terrific Tuesday:
Bembe Drum & Dance** 1:30 pm,
Shorewood Village Center

THURS. JUNE 13 Shops Open Shorewood
5-7 pm, Shorewood Business District
For details, see page 14.

THURS. JUNE 13 Family Fun: STEM Night
3:30 pm, Shorewood Public Library

**FRI. JUNE 14 Movies Under the Stars:
Wizard of Oz** arrive after 8 pm
SHS Football Field *For details, see page 34.*

**SUN. JUNE 16 Shorewood Farmers Market
opening day** 9:30 am-1:30 pm, Estabrook
Parkway. Runs every Sunday through Oct. 27

**FRI. JUNE 21 20th Annual Shorewood
Criterion Cycling Classic** 10:50 am-8:15 pm,
Shorewood Business District.
For details, see page 17.

**TUES. JUNE 25 Terrific Tuesday: Schlitz
Audubon Reptile & Amphibians**
1:30 pm, Shorewood Village Center

FRI. JUNE 28 Furry Friday 1:30 pm,
Shorewood Public Library

JULY

WED. JULY 3 Lucy Knisley Author Visit
2 pm, Shorewood Village

**WED. JULY 3 Summer Sounds Concert Series:
The Last Bees** 6 pm, Hubbard Park
For details, see page 36.

**THURS. JULY 4 Shorewood Foundation's
4th of July Celebration**, 2-10 pm
For details, see page 36.

**SAT. JULY 6 All Alumni Reunion &
SHS Centennial Celebration**

**TUES. JULY 9 Terrific Tuesday:
Milwaukee Steve - Juggling & More**
1:30 pm, Shorewood Village Center

**WED. JULY 10 Summer Sounds Concert Series:
Wiskeybelles** 6 pm, Hubbard Park
For details, see page 36.

THURS. JULY 11 Family Fun: STEM Night
3:30 pm, Shorewood Public Library

THURS. JULY 11 Shops Open Shorewood
5-7 pm, Shorewood Business District.
For details, see page 14.



Shorewood
Foundation's
4th of July
Celebration, p. 36.

**FRI. JULY 12 Movies Under the Stars:
Thelma the Unicorn** arrive after 8 pm
SHS Football Field *For details, see page 34.*

**WED. JULY 17 Summer Sounds Concert Series:
Five Card Studs** 6 pm, Hubbard Park
For details, see page 36.

**TUES. JULY 23 Terrific Tuesday: Community
Mural** 1:30 pm, Shorewood Public Library

**WED. JULY 24 Summer Sounds Concert Series:
Pat McCurdy** 6 pm, Hubbard Park
For details, see page 36.

THURS. JULY 25 Summer Celebration
6 pm, Shorewood Public Library
For details, see page 36.

FRI. JULY 26 Furry Friday 1:30 pm,
Shorewood Public Library

**WED. JULY 31 Summer Sounds Concert Series:
Command Performance Big Band** 6 pm,
Hubbard Park *For details, see page 36.*

AUGUST

**FRI. AUG. 2 Movies Under the Stars:
Inside Out** arrive after 8 pm
SHS Football Field *For details, see page 34.*

TUES. AUG. 6 Terrific Tuesday: Pint Size Polkas
3:30 pm, Shorewood Public Library

**WED. AUG. 7 Summer Sounds Concert Series:
electri-violet** 6 pm, Hubbard Park
For details, see page 36.

THURS. AUG. 8 Shops Open Shorewood
5-7 pm, Shorewood Business District.
For details, see page 14.

THURS. AUG. 8 Family Fun: STEM Night
3:30 pm, Shorewood Public Library

FRI. AUG. 9 Furry Friday 1:30 pm,
Shorewood Public Library