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As the new school year gets underway, we will be engaging in an important visioning and strategic planning process that will determine the District's long-term educational, operational and financial goals. We value your insights and invite you to participate through community meetings, focus groups, and other activities as we aim to create a roadmap that reflects the needs and aspirations of our community. Stay tuned to our website and the Village Manager's Memo for upcoming announcements regarding ways you can get involved.

Thank you for your continued support and commitment to our school community and to public education.

—Laurie Burgos, Ph.D  
Superintendent



*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 School District Superintendent:** Laurie Burgos

**Shorewood Business Improvement District Executive Director:** Janet Henning

**Shorewood Foundation Board President:** Jamie Reeve

For more information, visit:

Village of Shorewood: [villageofshorewood.org](http://villageofshorewood.org)

Shorewood Business Improvement District: [shorewoodwi.com](http://shorewoodwi.com)

Shorewood School District: [shorewoodschoools.org](http://shorewoodschoools.org)

Shorewood Foundation: [shorewoodfoundation.org](http://shorewoodfoundation.org)

*On the cover: Resident Carol Ladwig McWade, SHS '70, holds a photo of her mother, Virginia Slovak Ladwig, SHS '43, alongside her daughter, Sharon McWade, SHS '93, and her daughters Violet Brancel, an eight-grader, at SIS and Calla Brancel, a fourth-grader at Lake Bluff Elementary.*



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The Village supports its cycling citizens by allowing unusual bikes like this trishaw



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One family, four generations of Shorewood students

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# Shorewood News

## VILLAGE'S SLOW MOW SUMMER HIGHLIGHTED BY SIERRA CLUB

The Sierra Club, the country's largest environmental organization, has highlighted the Village's efforts to promote pollinating insects by delaying or minimizing mowing during their busy season. In the May issue of its magazine, *Sierra*, the group used Shorewood as an example of how to gain community support for creating healthy habitats for bees while upholding homeowners' desire to keep their yards looking well-kept.

Last year's No Mow May efforts were a huge success, according to Village residents Linda Frank and Joey Sprague, two members of the Village's Conservation Committee whose work was mentioned in the *Sierra* article. Sprague is quoted, saying that the Village had an estimated 30 percent residential participation. However, concern from some corners about the tall grass led to the Committee's decision to focus on Slow Mow Summer, which recommends homeowners keep their grass at four inches throughout the summer.

The article notes that after some experimentation, researchers determined that "mowing every two weeks was the sweet spot for allowing lawn flowers to bloom, attracting bees to those flowers, and maintaining a tidy lawn appearance."



## SHOREWOOD HIGH SCHOOL CELEBRATES ITS 100TH YEAR AND KICKS OFF CENTENNIAL CAMPAIGN

This past summer, Shorewood High School hosted its all-alumni reunion celebration and kicked off the alumni association's centennial campaign to commemorate the high school's 100th anniversary. Approximately 300 people from across generations gathered to honor a century of achievement, community and cherished memories. Alumni spent time catching up, browsing yearbooks, reading through archived versions of *Ripples*, touring the updated SHS campus and listening to their fellow classmates participate in the alumni Showcase event.

"It was so wonderful to connect with so many classmates and reminisce about all the wonderful things about Shorewood, from 1924 to 2024!" says Sarah Hammond, '84, co-president of the alumni association.

Beyond taking a stroll down memory lane, the reunion served a crucial purpose: launching the centennial campaign, a year-long fundraising effort designed to ensure Shorewood High School's legacy for the next century. The funds raised will support scholarships for graduating seniors, as well as the SHS Student Financial Assistance Fund, which was created to subsidize co-curricular activity expenses for student families with limited financial resources.

For more information on how to participate or support the centennial fundraising campaign, please visit [shorewoodschoools.org](http://shorewoodschoools.org).



Enjoying the festive atmosphere at this past summer's all-alumni reunion at SHS.



Alums gathered to share memories while perusing old yearbooks at the event.

# SHOREWOOD SCHOOL DISTRICT APPOINTS NEW DIRECTOR OF RECREATION & COMMUNITY SERVICES



The Shorewood School District is pleased to introduce Erin Cross as the new director of Recreation and Community Services. The selection of Cross is the result of a comprehensive search by a committee of Shorewood staff, administrators and community members.

Cross holds a bachelor's degree in recreation management from the University of Wisconsin-La Crosse and has more than two decades of experience in recreation programming and services. Most recently, Cross served as the assistant director for the Center for Water Policy at the University of Wisconsin-Milwaukee. Prior to that, she worked as the recreation manager for the City of New Berlin, the recreation director in the Village of Elm Grove, the

program director for the YMCA of Metropolitan Milwaukee and as a Peace Corps volunteer in Madagascar.

Along with her experience, Cross brings a passion for customer service and for ensuring that every community member can see themselves in the department's programming and opportunities.

"I'm excited to join the school district of Shorewood and the Department of Recreation and Community Services," says Cross. "I look forward to fostering strong community connections through diverse and engaging recreation programs. Together, we can create a vibrant and inclusive environment that strengthens our community bonds and enriches lives."

Dr. Laurie Burgos, Shorewood superintendent says: "We are thrilled that Ms. Cross joined our team in this important role. Her leadership skills and experience, along with her ability to build strong relationships, are a great match for the Shorewood School District and community at large."



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# Shorewood News

## VILLAGE MANAGER'S MEMO HONORED WITH PRSA AWARD

In the spring, the Village received one of the communications industry's highest honors, the Award of Excellence, for its weekly Manager's Memo. The award was presented by the premier industry organization, the Public Relations Society of America (PRSA), at the Southeastern Wisconsin chapter's annual Paragon Awards ceremony.

The Manager's Memo, which is emailed to recipients weekly on Thursdays, is a compendium of all things Shorewood: from local events and activities to important information and updates.

"We feel like there's something for everyone in the Manager's Memo," says Rebecca Ewald, Shorewood Village manager.

"We collect information from all over the community and share it in one comprehensive weekly email. It's a significant effort, but it's an extremely valuable tool for disseminating valuable information."

To receive the Manager's Memo, please scan the QR code on a smart device or visit the Village website at [villageofshorewood.org](http://villageofshorewood.org).



Tony McCoy, administrative/payroll specialist, Chris Anderson, assistant Village manager, and Rebecca Ewald, Village manager, accepted the award for excellence for their work on the Village Manager's Memo from the Public Relations Society of America.



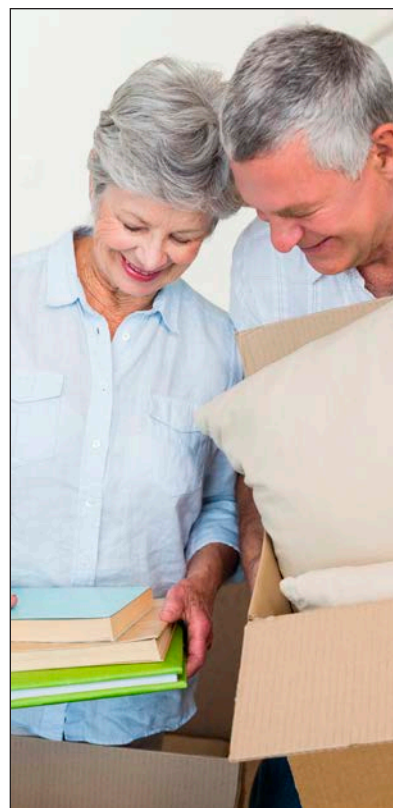
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# BRAVE CONVERSATIONS

BY MARIA CAMPBELL

Moving into the 2024-2025 school year, the Shorewood School District remains committed to equity work, using data to see where it can make improvements to enhance learners' engagement and growth. Each school has an equity lead who works directly with Director Shari Tucker to co-plan professional learning opportunities throughout the school year: Marisa Riepenhoff at Atwater, Sam Pietenpol at Lake Bluff, Shana Lucas at Shorewood Intermediate School, and Amanda Jamerson at Shorewood High School.



District Equity Director Shari Tucker

Each lead helps analyze data, co-plan professional development and direct the District's Courageous Conversations series. The thrice-annual conversations help staff build community and culture that identify and collaboratively address inequities, helping to create inclusive learning environments that are engaging, reflective of our many intersecting identities and allow for continued growth in and out of the classroom. ■



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## NEW BUSINESSES



### Thai Polish

4005 N. Murray Ave.  
[thaipolish.com](http://thaipolish.com)

When **Rotjana Donald** opened her new nail salon in Shorewood, her goal was to create a quiet, private space where her clients could relax and she could focus on providing high-quality manicures and pedicures. Her

small salon, Thai Polish, is part of a collective of service providers on the corner of Capitol Dr. and Murray Ave. and can accommodate one client at a time, which is just how Donald likes it.

"After eight years working at bigger salons, I wanted to have a place for customers who are looking for personalized service that's not rushed," says Donald. "I'm very proud of my studio."

Shorewood is a far cry from where Donald grew up in a small farming village in northern Thailand. As the second daughter in a very traditional Thai family, she was expected to work to support her parents and siblings, and from the age of 6 she took care of the six half-ton water buffaloes that plowed the family's rice fields.

Even after she married and moved to the United States so that her children could have access to better education, she always sent money back to her family, enough to build a home for her mother and support an extended family. Today, she gives back on a local level, offering free nail trims for seniors every Tuesday.

"Thai culture places a high value on taking care of the older generation," says Donald. "I'm happy to do what I can to make life a little easier for them here."

### New Moon Therapy

[newmoontherapyllc.com](http://newmoontherapyllc.com)  
414-220-0077

While many therapists focus on the issues of grief and loss, **Miranda Malone** of New Moon Therapy, LLC has a particular niche within the field: women who have lost their mothers. It's an area she's been intimately familiar with since her own mother Rosalie died when she was a baby. She is devoted to providing solidarity and solace to others struggling with their experience.

"I help motherless daughters manage feelings of unresolved grief such as anxiety, anger, and fear in order to find meaning, peace and fulfillment in their lives," explains Malone, who founded and runs the Milwaukee Motherless Collective. The Collective is described by Malone as a space where women can "navigate the unique challenges and complexities of life without their mothers" and she organizes events like the Motherless Mother's Day Brunch and a support group specifically for women who lost their mothers at a young age.

Malone, who describes her therapeutic approach as "holistic," offers both traditional talk therapy and more modern modalities such as brainspotting and hypnotherapy. In addition to her focus on mother loss, she also



addresses issues as wide-ranging as anxiety, life transitions, trauma and relationships. Her business tagline, "a space for new beginnings," evokes the optimism Malone feels for both herself and her patients.

A licensed psychotherapist, Malone worked for many years in Wisconsin and New York as a clinical social worker. Most of Malone's sessions take place virtually, and New Moon Therapy is a cash pay practice that does not accept insurance.

## Katie Bell Counseling

4433 N. Oakland Ave. Ste. D  
[katiebellcounseling.com](http://katiebellcounseling.com)



When **Katie Bell** started out as a freelance hair stylist, she loved hearing the people sitting in her chair tell her their stories. As her career segued into becoming a fashion stylist for some of the biggest brands in the business such as Kohl's and Bon Ton, she continued to be intrigued by what made people tick. When the pandemic slowed her business down, she asked herself what she really wanted to do and the answer was to go into counseling.

The courses at Concordia College, where she received her degree in counseling, solidified that choice. In the spring, Bell opened her new business in Shorewood with a tagline urging people to "Open up. Feel better." Bell has many areas of passion and focus, including relationship issues, children with obsessive-compulsive disorder, adjustment disorder, anxiety, personal self-esteem and depression. Another focus area, grief and loss, is especially meaningful to her because she lost her brother when she was 19.

"I have a deep understanding given my own experience," she says. "I can help others figure out how to



cope with loss and develop tools to help."

Bell is married to Atwater Elementary School special education teacher Todd Bell, with whom she shares two children and several Persian cats. Her goal with her new practice is to help "normalize therapy," and she believes it has a place in everyone's life.

"Therapy should be thought of in the same way that you go to a physician for a wellness visit for your body's health," she says. "But for your mind and mental well-being."

## Axis + Elevate Pilates

2510 E. Capitol Dr.  
414.554.5552



Pilates instructor **Natalie Levandoski**, owner of the new business Axis + Elevate Pilates at 2510 E. Capitol Dr., came to the practice a decade ago as a teenager whose body was rebelling. At 15, a rapid and severe onset of scoliosis had flummoxed experts, who were unsure how to straighten her curved spine. After learning that the

practice of Pilates might help, Levandoski gave it a shot. Pilates, which emphasizes elongating and strengthening muscles, not only helped to allay the curvature, but it became a driving passion in her life.

With a bachelor of science degree in kinesiology from the University of Wisconsin-Madison, formal instructor training from one of the premier programs in the world, Romana's Pilates International, and nine years of intensive personal practice, Levandoski is looking forward to sharing her knowledge and experience with clients in her new space. She is an advocate for individualized training and offers only one-on-one sessions or duets. "I provide instruction that's personalized to each person, tailoring the practice to their own body and the challenges they're facing," she explains.

"My mission is to help people who have problems with their bodies," adds Levandoski, who will host an open house in her new space on October 19. "I understand how uncomfortable and discouraging it can be to struggle physically and it's my goal to use Pilates to help others overcome their difficulties the same way it helped me."



Resident Tom Talajkowski shows off his trishaw bike with passenger Kate Strehlow.

## Re-thinking the bicycle

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

Village trustees recently voted to allow trishaw bikes on Village streets, along with other non-traditional styles of bicycles that put the passenger in front and the rider behind. The updated ordinance is part of the community's continued efforts to support cyclists of all ages and abilities and to reduce our dependence on cars for getting around. Last winter, the organization People for Bikes ranked Shorewood one of the top 100 best places in the

world to live if you want to get around by bike.

The Village is in the process of updating its Pedestrian and Bicycle Master Plan, which was initiated in 2015. As part of the plan, the Village is looking at ways to improve infrastructure like greenways and street designs for multi-modal transportation, the best methods to educate and encourage alternative transportation options, and approaches for traffic calming to increase safety for cyclists and pedestrians.



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Owners of Performance Running Outfitters, Trae and Jessica Hoepner, along with their 8-year-old twins, Hailey and Will, hang out in their Shorewood store on Oakland Ave.

## BUSINESS SPOTLIGHT

# Fitness is a family business at Performance Running Outfitters

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

“Happy Soles. Crushed Goals.”

That’s the motto of Performance Running Outfitters (or PRO), Milwaukee’s premier running store. It’s one that owners Jessica and Trae Hoepner have wholeheartedly embraced since they were teenage teammates on their Whitnall High School track team. Today, the couple owns four PRO stores, including one at 4533 N. Oakland Ave. in Shorewood. Recently named one of the top 50 running stores in the country by industry organization, The Running Event, PRO’s focus for nearly 20 years has been on customer service and developing a companionable cohort of local runners.

“Our goal has never been to sell shoes,” says Trae. “It’s always been to help people and create community.” To that end, PRO sponsors over 200 events, holds regular group runs for athletes of all levels and raises money for local charities like the Milwaukee Rescue Mission and Mr. Bob’s Under the Bridge. Much more than an athletic shoe and apparel store, PRO is truly the beating heart of Milwaukee’s running world.

The Hoepners were both high school track athletes who went to the state championship meet in 1995. Jessica was a freshman who competed in the 400- and 800-meter races, and Trae was a senior who ran hurdles and did the high jump. When they started their first PRO store in 2006, they wanted to bring that same feeling of comradery to their customers and staff.

“We loved that aspect of being on a team, and we wanted

our store to have that same feel,” says Jessica.

The couple also wanted to bring the latest and best technology and equipment to Milwaukee, and PRO became the only store to offer free on-site video gait analysis to its customers. PRO associates are trained to provide custom fit assessments and have a deep level of product knowledge and training to offer expert advice on the right shoe and gear that will prevent injuries and boost performance.

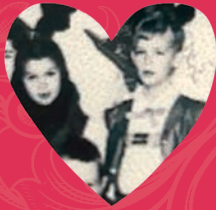
“Our employees all have a real desire to help, and I think that sets us apart,” says Jessica. “We focus on the experience rather than the end sale.”

The four PRO stores offer a wide variety of athletic shoes and clothing, as well as gear like watches, sunglasses and shoe insoles. They often collaborate with other local businesses, and the Shorewood store is an enthusiastic participant in Shorewood’s Longevity Project, which encourages healthy lifestyles and community connection.

The couple opened their Shorewood store in 2011 with the encouragement of local real estate developer Mike Kelly, who knew the couple and the PRO business philosophy and felt the store would be a good fit for the community.

“Jessica and Trae have not only built an extremely successful business, but they have become a huge asset for the Village,” says Kelly. “Their care for their customers is shown by their development of an extremely personable, knowledgeable and professional staff.

“It’s a great place to shop and a great place to work. We are so fortunate to have them here.” ■



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Facebook: *GFWC Shorewood Woman's Club*

# Ariel Keane

Spreading joy and making friends one bracelet at a time.

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

If you see Ariel Keane around town, you may recognize the 34-year-old Shorewood resident by her sunny smile, or her long blond hair and purposeful stride, or by the two Australian Shepherds she often walks with her parents. But you also may recognize her because you were lucky enough to be presented with one of her hand-made "Happiness Bracelets" as a special gift designed just to brighten your day.

For several years now, Ariel, who was diagnosed with autism at a young age, has been crafting colorful beaded bracelets for the sole purpose of giving them away to strangers she comes across during her day.

"She loves unconditionally," says her mother, Linda Keane. "She likes to make people happy, and she is absolutely fearless."

Ariel's cheerful attitude was on display during a recent trip to the grocery store, where she kept her eyes peeled for people she could gift with a bracelet.

"She likes to give them to the checkout people, to teenagers, to anyone without a bracelet," laughs Linda. "Her goal is to spread joy with an element of surprise."

As she made her way down Oakland Ave., Ariel handed bracelets out to a man walking his dog, a young woman conducting a voting poll and two teenage girls sitting outside a café. Each person seemed a



Resident Ariel Keane shows off the "happiness bracelets" that she makes and gives to people she encounters around the Village.



little confused initially, but they warmed quickly to Ariel's bright visage and happily accepted her unexpected offering.

Linda says she and her husband Mark, along with Ariel's three siblings, believe the self-perpetuated bracelet project showcases her emergence as a person.

"Ariel's project to spread happiness through her handmade bracelets is something she started unprompted," says Linda. "It reminds us we can all pick up new hobbies and find ways of self-expression to share joy with others." ■

# Shorewood Feast Features Local Vendors

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING



The Shorewood Feast has grown into a foodie festival attracting people from all over.

This year's North Shore Bank Shorewood Feast will be the fifth event of its kind, an all-day street festival with a focus on food and family fun. The event has grown exponentially since its inception, and this year's event on Saturday, September 14 will again showcase two stages of live music, a family-friendly kid zone and a harvest dinner for 125 people in the middle of Oakland Ave.

As in past years, the Feast will feature several small local businesses that will set up shop that day to showcase their wares and services. The Shorewood Coin Shop's booth will have its unique assortment of rare coins, gold and silver jewelry and conversation-starting collectibles, and Dr. Xiping Zhou of the East-West Healing Arts Institute will set up a massage chair and offer relaxing massages on the spot to anyone needing a moment of zen before heading off to sample the items from the many food trucks that will be on site.

Local artisan and owner of Timberstone Tinker India McCanse, who crafts wood tables and accessories, loves being a part of the fun neighborhood festival and enjoys seeing old friends and meeting new ones.

"I love the Feast," says McCanse. "It's an amazing community event where you can listen to music, have a beer with friends or eat at the long dinner table. As a vendor, I'm delighted to be back, and I hope to sell a lot, but more importantly to see all my neighbors."

It's also a chance for new businesses to share what they offer with the community. Don Vollmar, owner of GameDay Men's Health, will be on hand to educate visitors on the treatments they offer aimed at "restoring passion and energy for men" in their family-owned business.

"We are excited to be a part of the Feast this year and introduce ourselves to the community at this unique event," says Vollmar, whose Shorewood franchise will open in November. "This a first for our family and our business."

The Feast will take over the 4200-4400 blocks of Oakland Ave. and will run from noon - 9 p.m. The main music stage is sponsored by Draft & Vessel and will showcase the musical talents of popular local bands such as Trapper Schoepp and the Extra Crispy Brass Band. The local stage is presented by Milwaukee Record and will feature musicians from the School of Rock, the Flood, and Mighty Ms. Erica & The Sounds Production.

"We always put a lot of effort into creating a fantastic Kid Zone that offers a ton of fun and free activities, and this year is no exception," says Janet Henning, executive director of the Shorewood Business Improvement District, which organizes the Feast. The Kid Zone, sponsored by Shorewest Northshore and Metro Market, will have amazing face painting from the artistic talents of Mom & Daughter Facepainting, phenomenal caricature art from the fast and funny Paul Merklein, fantastical balloon creations from the Jest for Fun Joke Shop, and gnarly rock climbing on Adventure Rock's 25-foot portable wall.

The Shorewood Foundation, which provided the seed money to get the Feast off the ground in its first year, has continued to sponsor the event every year. "The Feast is such a positive event for the whole community and such a fun way to showcase what the Village is all about," says Jamie Reeve, president of the Shorewood Foundation Board of Directors. "We're proud to continue and deepen our support of what has evolved into one of Shorewood's premier annual events." ■



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# Considering Shorewood's Indigenous Past

BY JENNIFER ANDERSON

Long before Shorewood changed its name from East Milwaukee and became the thriving Village we now know, this plot of land tucked between Lake Michigan and the Milwaukee River was home to the Menominee tribe. According to experts, the Menominee lived in Wisconsin longer than anyone else; in fact, the name itself means "original people."



This historical marker in Hubbard Park commemorates the trail used by local tribes for hundreds of years.

The Menominee and other tribes, including the Ho Chunk, Fox, Sauk and Potawatomi, thrived here for centuries, making use of the fertile landscape left behind when the glaciers moved on to grow wild rice, spear sturgeon, and hunt wild game like caribou and elk. Fur trappers and explorers were drawn to the area's abundance, and the United States government purchased the land from the tribe in 1832 for 12 annual payments of \$6,000 and an additional \$500 annually for the education of indigenous children. In the years that followed, two sawmills, a paper mill and a cement plant were built on the site,



A painting of Potawatomi women harvesting wild rice, a food staple that was also used medicinally and spiritually. Illustration courtesy of the Citizen Potawatomi Nation Cultural Heritage Center.

making use of the river and native forests.

Over time there have been efforts made to recognize this early history of the Village's land, to acknowledge the people who were born, raised families, lived and died here so many years ago, leaving remnants of their lives behind. Early Village residents recalled uncovering flints and arrowheads while digging foundations for their homes, and two burial mounds containing bones, pottery and tools were excavated in 1919 atop a bluff in what is now Hubbard Park.

In addition, the Sauk Indian Trail wended its way through the Village along the banks of the river, the path deeply worn "by Indian ponies traveling in single file" according to the records kept by early settler Joel Buttles. Some of the first French Jesuit explorers like Jacques Marquette traveled along this trail in the 1600s. A plaque donated by the Daughters of the Revolution marks the trail in Hubbard Park.

"It is clear that Shorewood's history is

intertwined with the natural features of the river and the lake, and the better questions we ask, the more complete story we can tell," says Kathy Kean, president of the Shorewood Historical Society. "Focusing attention on our Native American roots widens our understandings of how our present was shaped."

To that end, the Village has made efforts to better highlight the community's indigenous history. In November 2022, Ann McCullough McKaig, president of Shorewood's Board of Trustees, presented a "Proclamation in Recognition of National Native American Heritage Month" which recognized that the Village currently "exists on ancestral homeland" and acknowledged that "As the first Americans, Native Americans have helped shape our nation at every point since before its founding, including being the inspiration for the ideals of self-governance and determination that are the framework of the government." ■

# Ask an Arborist

We talked to the experts about the strategy behind protecting Shorewood's beloved trees.

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

Shorewood residents love their trees. It's a passion born out of a pride in our verdant village, a town where half the name proudly advertises our urban forest.

Fall is tree planting season at the DPW, so we thought it was a good time to ask two of its experts, Stewart Korte, head forester, and Ben Habanek, services foreman, a bit about Shorewood's tree strategy.

## Tell me a little bit about the Village's trees history.

**Habanek:** When the Village was built in the 1920s and '30s, nearly every street tree was an American elm tree. It was urban tolerant, grew quickly and its mature form was ideal for creating an attractive street canopy. It was what we call a "monoculture" of trees. There was very little diversity. When Dutch elm disease hit us in the 1960s and '70s, the trees had zero defenses and they were decimated.

**Korte:** Many of the trees that replaced the elms were ash trees, and, unfortunately, today we are dealing with a similar infestation of the emerald ash borers on those trees.

## How is Shorewood dealing with the emerald ash borer infestation?

**Habanek:** In 2009, the Village adopted a readiness plan that involved chemically treating select mature ash trees that were healthy while slowly reducing our total ash inventory. Some ash are removed with major infrastructure projects as well. Our current ash population consists of 1,000 ash trees, 750 of which are currently being treated.

## How do you decide what new trees to plant?

**Korte:** We need to keep in mind that an urban environment is not a natural environment for trees. You need to have hearty, salt-tolerant trees that can thrive in a small area of hard-packed soil. Our goal is to facilitate local diversity so that if a disease comes along, it's not hugely disruptive. We are trained to look at each site and pick out the tree that will be best for that spot, something we're confident will thrive because each tree is an investment.



Shorewood DPW's Ben Habanek, services foreman; Stewart Korte, head forester; and Justin Oberle and John Friedli, both foresters, in the on-site nursery they built to house saplings before they are planted in the fall.

**Habanek:** We replace about 150-200 trees annually, and we work with a wide variety of species and plant them in the fall. They include the Kentucky coffee, which has interesting foliage; the bald cypress, which is a conifer that drops its needles in the winter; and the Eastern redbud tree, which has beautiful pink flowers in the spring and a shorter stature that makes it perfect for locations where there are power lines.

## What else do you want people to know?

**Habanek:** We do not take any chances when it comes to safety. It might seem ruthless to cut down a big tree, but the consequences of a major structural failure in a tree can be so incredibly devastating that we don't allow ourselves to take those kinds of chances.

We would much rather see it come down in a nice controlled manner at the hands of people who know what they're doing rather than have it happen in the middle of the night in a storm. ■

For more information on Shorewood's urban forestry strategy and to view an inventory of the Village's nearly 6,500 public trees, visit the Public Works section of the Village website at [villageofshorewood.org](http://villageofshorewood.org).



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# The Shorewood Foundation's Greatest Hits

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING



The Shorewood Foundation volunteer board of directors supporting the July 4th celebration.

As the Shorewood Foundation begins its 60th year of contributing to the community through everything from fireworks and scholarships to public art and nature trails, taking a look back at some of projects that have had the most community impact feels fitting.

## The Shorewood Public Library

Built in the 1965, the Shorewood Public Library has long been at the heart of the community. However, by the late 1990s, it was clear that the beloved building needed more space and upgrades that would allow for improved technology. The library board at the time initiated a major fundraising campaign, which netted over \$1 million through private donations. The Shorewood Foundation was a major contributor.

At the time of the renovation, the Foundation had just completed its "Millennial Project," which saw 30 families committing \$1,000 each annually for three years. "We knew the library was a fantastic asset for the Village," says Bob Dean, who was president of the Foundation at the time.

"We wanted to use the money we'd raised to do something significant, and the library renovation certainly fit the bill."

## The Shorewood Farmers Market

With its mission to support local farmers and producers and foster a strong community, the Shorewood Farmers Market is a beloved summer-time event that more than lives up to its purpose. It all started with \$10,000 in seed funds from the Shorewood Foundation in 2015, and the Foundation continues to financially support the market.

What was originally a select group of vendors set up on the Atwater Elementary School playground has now grown into an event with over 50 booths set up along the Estabrook Parkway. The market offers an exceptional variety of produce and homemade goods, from the fresh herbs of Alice's Garden to the multi-hued eggs of Zinniker farms.

Ruta Kahate, a Shorewood resident and owner of Ruta's Fresh Indian Fare, is thrilled to bring her delicious "naanmelt" sandwiches, pickled vegetables and homemade curry sauce to the market.

"I absolutely love it. It's so much fun that it doesn't feel like work," she says. "And it feels good to be there with other vendors of high-quality products."

## The Shorewood Feast

This all-day street festival with food and free entertainment got its start at the Foundation's Shark Tank event, where residents are encouraged to pitch ideas to the Foundation. The top ideas receive grants to get things started. In 2019, resident Arthur Ircink, founder and producer of the TV show *Wisconsin Foodie*, and the publisher and owner of the magazine *Edible Milwaukee*, decided to pitch an idea he'd been considering for a while.

He loved the idea of sharing his vision of a food-focused street fair with others in the community who were interested in bringing engaging new events to the Village. It turns out that the judges loved his idea, and the Foundation granted him \$5,000 to get started, and the Foundation has been a sponsor in all of its five years.

"It was a fantastic experience that was extremely beneficial not only for me personally but for the Shorewood Feast," says Ircink. "Thanks to the Foundation and the Shark Tank event, the Feast has gone on to be one of the most successful events in the community."

The Foundation, which is run by a board of volunteer directors, shows no sign of slowing down its pace of sponsoring ideas that enhance the Village.

"For 60 years, the Shorewood Foundation has invested in so many areas," says Jamie Reeve, president of the Shorewood Foundation Board of Directors. "We are excited to be a part of whatever the next 60 years will bring." ■



Campers kick back at an outing to Milwaukee's Discovery World Museum.

## RECREATION FEATURE

# Camp Shorewood, the place to be in summer

The Recreation Department offers outings and activities for educational fun.

BY MARIA CAMPBELL | PHOTO COURTESY OF THE SHOREWOOD RECREATION DEPARTMENT

Camp Shorewood, an eight-week summer day camp run by the Shorewood Recreation Department, was created in 2021 as a solution for parents challenged by the pandemic shut-downs. The camp is open to children entering 4K all the way through sixth grade, and District students may also participate in an extended-day program. The camp runs one week at a time, allowing families flexibility to work around their summer schedules.

Prior to Camp Shorewood, the recreation department operated two very popular programs: Home Base and Kids Club. Recreation department staff wanted to integrate the programs into a camp format, providing participants with all-day entertainment. The camp offers weekly field trips, beach outings to Atwater Park, art classes, science experiments, library events and swimming lessons.

A typical day for a Camp Shorewood student is full of variety and excitement. Each day and week are different to keep campers engaged and entertained.

"It is a place of joy," says Justin

Calvert, recreation supervisor. "Kids don't dread coming to camp, and they are genuinely sad to leave. It is an incredible opportunity for kids to unplug, roll in the dirt, explore and create core memories that will follow them through their development. Seeing months of planning come together makes it all worth it."

Some of this past summer's field trips included visits to the Cedarburg pool, the Milwaukee County Zoo, Bear Paw Beach and Adventure Island, a tour of the State Capitol, and a Milwaukee Brewers baseball game. Staff-led art projects range from making garden rocks to creating friendship bracelets.

Campers also receive two weekly swimming lessons and participate in open swim. Camp Shorewood parent and District Nurse Kelly Barlow Eichman says: "In the past few years, campers have gotten into the water both at SHS and Atwater Beach. This is a critical part of their summer; it helps to teach the kids water safety and improve their swimming skills."

The staff make up an integral part of why Camp Shorewood is so fun for young campers. "I know I've hired good

staff when the star track athlete is having his hair braided by a group of 8-year-olds," says Perry Perkins, recreation and camp supervisor.

The recreation department hires late-middle school and high school camp counselors to build cross-age connections. Grace Radke, Camp Shorewood coordinator, says, "The best thing about camp is how much kids truly enjoy being there and the relationships they build with staff."

Not only do kids love attending camp, parents see the positive impact it has on their children. "My child is more confident interacting with other students he doesn't know and seems to be more engaging in big groups," says camp parent Jess McCabe. "When I ask him what his favorite part is, he always says, 'everything!' But then he'll add his favorites, which are the field trips and the counselors."

The camp provides parents with a profound relief knowing their children's summer months will be full of exciting supervised activities. "I have peace of mind knowing that my kids are safe and having fun from 8 a.m. to 4 p.m.," adds Barlow Eichman. ■



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# New Language Arts Curriculum

ARTICLE AND PHOTO BY MARIA CAMPBELL

The Shorewood School District is adopting a new English and Language Arts Curriculum for the 2024-25 school year. The curriculum, EL Education, is a nationwide nonprofit organization that partners with K-12 educators to create opportunities for all students to achieve equitable outcomes and become lifelong learners and active citizens helping to make a better world. EL provides consistency in reading, writing, speaking, listening and language for learners from kindergarten through eighth grade.

and writing skills to set them up for future success in high school and beyond."

In line with the District's goals for the 2024-25 school year, the EL Education curriculum focuses on student thinking, student voice and high-quality student work. Learners are asked to tackle grade-level texts and tasks that stretch and grow their abilities, participate in educational discussions, and critique their written work to build quality and ownership. The curriculum was created based on research that shows students become effective readers, writers,

including multilingual learners, students who are economically disadvantaged, students with disabilities, and advanced learners with differentiated and inclusive opportunities to excel. Beyond meeting the needs of a diverse learning population, the materials are also culturally relevant and include a variety of identities with various world perspectives.

The SEED Foundation provided financial support for classroom materials, including the texts for whole-group instruction and materials for independent reading. Each grade level is broken into four modules in which students engage with complex texts to learn academic vocabulary, gain fluency and build reading comprehension around a common topic. Within each module, students read anchor texts to build a common background knowledge on the topic being studied. The curriculum includes supplementary texts related to each module topic that will be accessible to all students through classroom libraries for independent reading.

Members of the curriculum selection committee identified many areas of strength in the EL Education curriculum. Strong alignment to standards is one aspect that stood out. EL Education is customizable to align with standards for college and career readiness and life success. The focus on authentic learning opportunities, character development, vocabulary building, integration of teacher strategies and small-group learning opportunities appealed greatly to the group. It also provides a well-balanced mix of print and digital resources.

"Many of the learning activities that students engage in can transfer to other content areas like science and social studies," says Joynt. "The implementation of this curriculum will change the way learning looks and feels across all grade levels." ■



Small-group student sessions, like this one with first grader, Emmett Wippich, senior Nathan Patzer and graduate Wayne Kotcov, help young readers build their skills.

The curriculum is research-backed and built on the science of reading, learning and development. "We wanted to align our curriculum to research around the science of reading, which focuses on explicitly building foundational reading skills in the early grades," says Mike Joynt, director of Teaching and Learning. "As our learners continue to develop their reading skills in the later grades, we were also looking for a program that developed learners' comprehension

thinkers and speakers when literacy instruction is content-based. The deeper the content knowledge a student has, the more they can comprehend what they read, in return being able to speak and write deeply. "As these skills develop, students can apply them to new content they encounter within and outside of the classroom," says Joynt.

EL Education aligns with the District's commitments to diversity and equity. It recognizes the ability in every child,

# Four Generations, One School and a Legacy of Learning

BY MARIA CAMPBELL | PHOTO BY PATRICK MANNING

As Shorewood High School celebrates its centennial year, the community is reminded of the rich heritage and tradition that the school holds for so many. Carol McWade and her family are the epitome of what it means to carry on tradition.

McWade has a long history with the Shorewood School District, both as an alum and an employee. She graduated from SHS in 1970, worked as an administrative assistant throughout the District, retired in 2017 and is a second-generation Shorewood alum. Her mom, Virginia Slovak Ladwig, graduated from SHS in 1943. Carol went on to raise her family in Shorewood, and her daughter, Sharon McWade, graduated from SHS in 1993.

Sharon recently moved back to Shorewood with her two daughters, who will go through the Shorewood School District and are on track to graduate from SHS in 2029 and 2033. "Over the years, every time I visited, I wished that we lived here," says Sharon. "Last fall, we lost our dad, and it solidified the decision to come home to Shorewood."

Sharon looks forward to continuing the tradition of being a Shorewood graduate with her two daughters. "I loved the history of knowing that my mom and grandma, along with my aunts and uncles, attended Shorewood High School,"

## ALUMNI PROFILE

says Sharon. "Knowing my children will attend SHS brings me a deep level of comfort. That my grandma and mom also walked those same halls brings me great pride."

Her mother Carol echoes the sentiment. "I think this gives us a special, unique bond, to have such an important part of our lives shared in the same setting," says Carol. "We have overlapping memories of having had some of the same teachers. My mother, Virginia, shared being in the band and performing on the same stage as her grandchildren, and soon her great-granddaughters will be on that stage in the band."

While tradition remains the cornerstone of Shorewood High School, Carol has witnessed many changes throughout the years ranging from how students relate to their principals to updates in the curriculum offerings. "While working in the school main office, I noticed that students were certainly more comfortable in connecting with the principal than my generation was in the late '60s," says Carol.

Carol, who attended high school during the Vietnam War, recounts some memories that have also plagued today's youth. "There were marches and riots across the country, and our social studies teachers had current history to teach us and use to broaden our worlds," says Carol. "We had male students at school and in our families who worried about the draft and their college or future plans."

While many things have changed over the course of 100 years, one thing remains true today: the school's commitment to tradition and excellence. Both Carol and Sharon feel that their education at Shorewood High made them lifelong learners.

"Shorewood has a strong tradition of academic excellence and commitment to learning, which has created an innate desire to continually seek knowledge," says Sharon. "This community seems progressive and welcoming, and I couldn't be more excited to raise my children in Shorewood and to one day be fourth-generation SHS grads." ■



Each generation was involved in music or the arts while Shorewood students. Carol holds her mother's clarinet.

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# Shorewood School District Approved to Implement Wisconsin Seal of Biliteracy Program

BY MARIA CAMPBELL

The Shorewood School District is one of the Wisconsin state public schools that has secured approval from the Wisconsin Department of Public Instruction (DPI) to implement the Wisconsin Seal of Biliteracy (SBL) program.

SBL is awarded to graduating high school students who have demonstrated advanced achievement in bilingualism, biliteracy, and sociocultural competence in two or more languages. This development is a significant milestone in the District's commitment to foster diversity and cultural understanding throughout the schools.

"The Seal of Biliteracy recognizes the linguistic



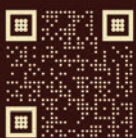
abilities of our multilingual learners and reframes the conversation around bilingualism in this country," says Shorewood School District Superintendent Dr. Laurie Burgos. "This award encourages our multilingual learners to maintain their first or heritage language while also developing proficiency in new languages. The Seal of Biliteracy is based upon strong research highlighting the benefits of becoming multilingual for individual students. It also serves to raise awareness of the growing demands in our communities, state, nation, and world for people with biliteracy and sociocultural competency. We are confident this program will benefit our students as they take their next steps in their career, education and beyond."

Roxanne Tibbits and Christine Jacquart, language teachers for the District, led the application process for the program, with the focus on promoting bilingualism and multilingualism in an inclusive community. ■

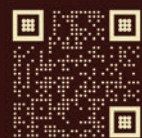


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# Hi, Neighbor

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## An unexpected calling

Shorewood resident Dr. Murray Blackmore is considered one of the world's leading scientists working to repair spinal cord injuries.

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

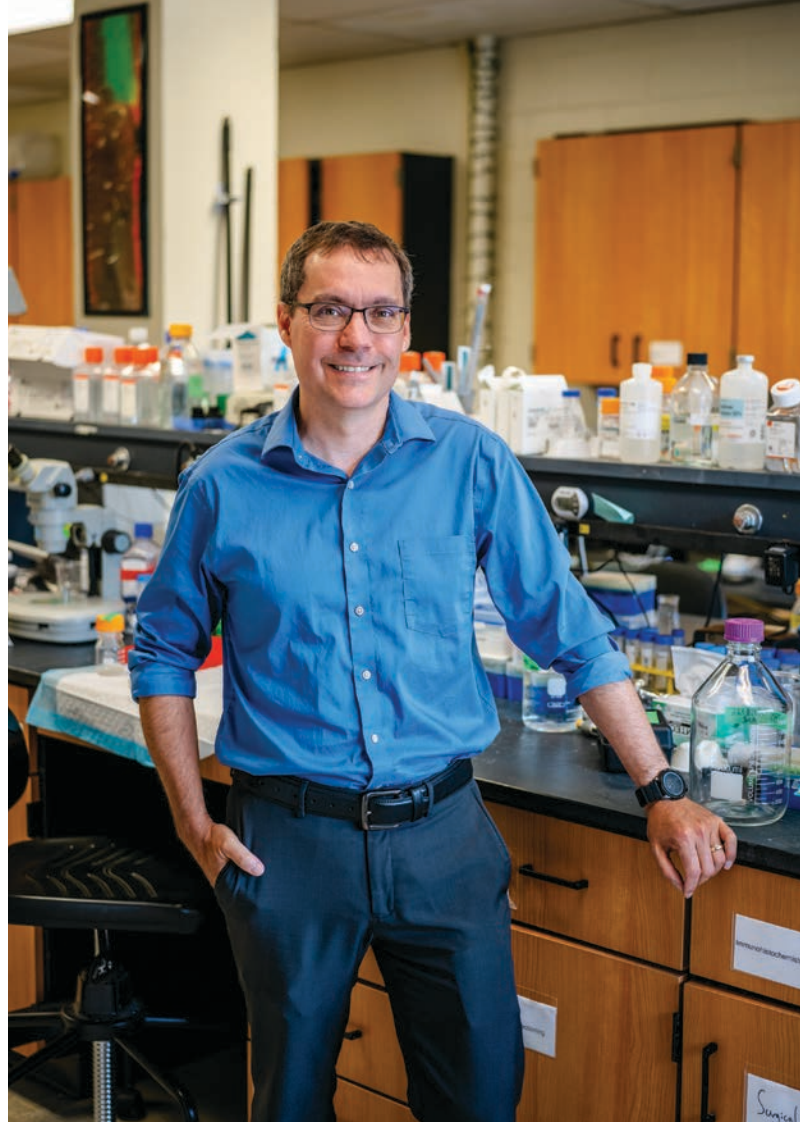
Shorewood resident and Marquette University College of Health Sciences professor of biomedical sciences Dr. Murray Blackmore has devoted his career to the development of a medical breakthrough that has long been considered the *ne plus ultra* of neuroscience: spinal cord repair. According to experts, there's a strong chance that his groundbreaking work on axon regeneration may contain one of the keys to unlocking the scientific mystery of spinal cord regeneration.

The Blackmore Lab at Marquette has received millions of dollars in grants from organizations as esteemed as the National Institutes of Health and as dedicated as the Bryon Riesch Paralysis Foundation in Waukesha. Thanks to the scientific discoveries made in his lab and others around the world, Blackmore believes that "the field has its hands on many of the important pieces, and we're in the assembly stage" of designing a treatment for spinal cord injuries.

"There's been an acceleration recently in the field and an increase in large investments," says the Stanford University- and University of Minnesota-educated Blackmore, adding that "there is always more to discover, but the field has learned enough to move ahead."

Blackmore moved to Shorewood with his wife Dawn, an ESL teacher, and their three children in 2013, but he grew up in St. Paul, Minnesota. It was there, in 1987 when Blackmore was 13 years old, that he and his family were in a catastrophic car accident that killed his older brother Cameron and paralyzed his mother Bonnie from the neck down.

It was a devastating and life-altering tragedy that ultimately inspired Blackmore's career. His mother's grit and perseverance through her remaining 26 years continue to motivate his research, as well as his determination to keep the needs and desires of those with spinal cord injuries at the forefront of his work.



Dr. Murray Blackmore in his Marquette University lab.

To that end, he has pioneered a program that virtually embeds a person with a spinal cord injury in the lab as part of the team, a person who can provide a real-time sounding board for their work.

"I believe scientists need to stay very closely connected to the people they're ultimately trying to serve," he says. "We need to connect with people living with a spinal cord injury so there's someone with skin in the game advising us every step of the way."

This collaboration has resulted in a deeper understanding of how to practically serve the community. For example, when exploring what type of hand function a person who has been paralyzed would most want restored, the response from their embedded team member was unequivocal: "pinch-grasp."

"This was the thing the embedded team member said she and others with quadriplegia really wished their hands could do," says Murray. "Real-world advice is invaluable and keeps us on track. It drives the challenges of how we try to model that in mice, how we set up our experiments and how we attempt to capture the correct targets for the people who are affected." ■

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Know an interesting Shorewoodian? Please send your ideas for our "Hi, Neighbor" column to [shorewoodtoday@shorewoodwi.gov](mailto:shorewoodtoday@shorewoodwi.gov).

# Eastside Senior Services

Celebrating 50 years helping the area's older adults.

BY MARIA CAMPBELL | PHOTO COURTESY OF EASTSIDE SENIOR SERVICES

For 50 years, area residents have relied on the invaluable assistance of Eastside Senior Services, an organization with a goal of "helping older adults live independently and stay connected to their community on the eastside."

ESS got its start in 1974 as the nation's first neighborhood outreach organization for seniors. Originally a pilot program for Milwaukee County, its model is now replicated throughout the United States. The group offers everything from rides to medical appoint-



I love getting to hear our clients' stories during our time together.

– Heidi Marcelle, volunteer

ments to help with chores, and it also has a medical equipment loan "closet" for seniors with a temporary need for items like wheelchairs, walkers and shower chairs.

ESS is an independent organization with a mission to help seniors stay in their homes in "a safe and dignified manner," allowing them to live "active, independent lives." There is no cost for the services, which are available to any adult age 60 and older living on Milwaukee's east side, in Riverwest or in Shorewood.



Shorewood resident and ESS volunteer Heidi Marcelle



Eastside Senior Services volunteer Miles Vilski regularly visits Shorewood resident Steve Rohde to read and connect.

"Eastside Senior Services offers an invaluable service within our community," says Elizabeth Price, director of the Shorewood Senior Resource Center. "The impact of their services is huge, especially for people who are no longer able to drive. They contribute immeasurably to the quality of life of their clients."

Shorewood resident Heidi Marcelle has enjoyed the friendships that have developed with seniors during her five years of volunteering for the organization. "I was looking for a way to give back in a very direct way and in a way that didn't require fundraising," says Marcelle, who spends approximately 20 hours a month volunteering. "I love getting to hear our clients' stories during our time together. I have met some really great people."

Executive Director of ESS Melissa Meier says that while her organization serves many Village residents, they could use more volunteers, and she urges people to consider giving their time and energy to the organization.

"We are in dire need of help," says Meier. "For as little as two hours a month, volunteers make a major impact in a senior's life by helping them get to where they need to go. It's a flexible, low-effort way to give back."

*Those interested in volunteering can apply at [essmilw.org](http://essmilw.org).* ■

# Senior Resource Center

## HEALTH AND WELLNESS

### Gentle Yoga with Meredith Watts

Tuesdays, Sept. 10 – Nov. 26, 10 – 11 a.m.

Pre-registration with \$50 payment for the series required.

### ■ Balance and Fall Prevention

Thursday, Sept. 12, 1 – 2 p.m.

Join Christine Schaefer, PT for an interactive workshop combining education and exercises to support balance and prevent falls. *Free!*

### ReCharge Interactive Brain Health Programs

Tuesdays, Sept. 24 & Oct. 22, 12 – 1 p.m.

A professional from Ovation Adult Day Services will bring fun and learning in a 60-minute interactive workshop using evidence-based activities to stimulate the mind and body. *Pre-registration required.*

### Qi Gong with Sherrod Milewski of the Milwaukee T’Ai Chi Ch’uan Center

Mondays, Oct. 7 – Dec. 16, 10 – 11 a.m.

*Pre-registration with \$50 payment for the series required.*

## JUST FOR FUN

### Young at Heart SRC Players – 14 weeks

Thursdays, Sept. 5 – Dec. 12, 10:30 a.m. – 12 p.m.

Explore your musical, movement or theatrical talents this fall by joining our SRC Players. All levels of experience or non-experience are welcome and encouraged to participate each Thursday morning. You and your fellow stars will step into the spotlight in a performance on December 11. *The cost is \$35. Pre-registration with payment is required.*

## IN THE KNOW

### In Person One-to-One Tech Support by Appointment

Fridays, 10 a.m. – 1 p.m.

Schedule a 50-minute appointment with a tech tutor. Bring your portable device and get help learning how to make better use of your cell phone, laptop, iPad, etc. We are here every Friday to help you. *FREE! Appointments required.*

### Tech Support Participants willing to give a quote:

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Ann Marie Palmisano • [annmarie.palmisano@gmail.com](mailto:annmarie.palmisano@gmail.com)  
414.332.6633

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

### Registration:

Call 414-847-2727 Email: [src@shorewoodwi.gov](mailto:src@shorewoodwi.gov)

■ indicates programs open to the general public

### ■ Tech Connect Series

Wednesdays, Sept. 25, Oct. 30 & Nov. 27, 10:30 a.m. – 12 p.m.

Tech Connect is an ongoing series of foundational lectures and workshops provided by professionals from Serving Older Adults, which help us better understand and utilize technology. *FREE! Pre-registration required.*

### Sept. 25: The Internet of Things – Hearing a lot about “smart” devices?

We’ll learn how it’s all connected!

### Oct. 30: Protecting your personal information online – Tips for staying safe in cyberspace

### Nov. 27: Introduction to streaming & smart TVs

Learn about free and low-cost streaming services and how to watch live TV without cable

### ■ Medicare 101: Understand the A, B, C and D of Medicare

Tuesday, Oct. 1, 1 – 2:30 p.m.

Learn how to enroll and get free enrollment assistance. Presented by State of Wisconsin Health Insurance Assistance Counselors (SHIP). *Pre-registration encouraged.*

## DEMENTIA FRIENDLY SHOREWOOD

### ■ Coffee & Conversation Support Group

First Thursday of each month at 10:30 a.m.

Learn how to enroll and get free enrollment assistance. Presented by State of Wisconsin Health Insurance Assistance Counselors (SHIP). *Pre-registration encouraged.*

### ■ Shorewood Memory Café

Second Friday of each month at 10:30 a.m.

The Memory Café is a relaxed social event for people living with mild memory loss and their care partners. This group meets at Kingo Lutheran Church (1225 E. Olive St., Shorewood). If you’re new to the café, *please contact the SRC to register.*

## COMMUNITY CONNECTION

### Fall Yard Cleanup

Saturday, Nov. 2, 9 a.m. – 12 p.m.

Volunteers from the community are available to rake and help clean up the yards of 60 and older residents. *Please contact the SRC for more information.*

# Shorewood

TODAY



## ADVERTISING

- Promote your business, or celebrate a loved one in *Shorewood Today* magazine.
- Ads are available for the winter issue of *Shorewood Today* on a space-available basis until October 16.
- For information or to place an ad, contact Michelle Boehm at [shorewoodtoday@shorewoodwi.gov](mailto:shorewoodtoday@shorewoodwi.gov).

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# Out & About in Shorewood

Photo courtesy of the Shorewood Rec Department



- 1 Lucille Helgren and Quinn Suhar, first graders at Lake Bluff Elementary School, were part of a Camp Shorewood trip to visit the state Capitol in Madison.
- 2 The Big Band rhythms of Command Performance entertained guests at the Summer Sounds concert in Hubbard Park on July 31.
- 3 Residents Roland Schroeder and Moya Mowbray were selected by the Shorewood Foundation to serve as the Village's July 4th Parade marshals.
- 4 To kick off a new Shorewood Police Department wellness initiative, Chief Heather Wurth invited Village staff to participate with officers in a physical fitness test based on police academy entrance standards over six events at the Shorewood High School track.

*All photos by Patrick Manning unless noted.*



# ShorewoodEvents



## Shorewood 12 Bike Race

**Saturday, Sept. 7**  
**9:07 a.m.-9:07 p.m.**

Join the Gentlemen of Shorewood in this community bike race that makes stops at local businesses and raises money for much-loved area charities.

Visit [thegentlemenofshorewood.com](http://thegentlemenofshorewood.com) for more details.



## Shops Open Shorewood

**2nd Thursday of the month**  
**September 12 & October 10**  
**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](http://shorewoodwi.com) for more details.



## Stone Soup Shakespeare presents Macbeth

**Saturday, Sept. 14**  
**6-8 p.m.**

Stone Soup Shakespeare is returning to perform Macbeth on the library lawn! Bring a lawn chair or blanket to enjoy this family-friendly event featuring the story of a brave Scottish general named Macbeth, who receives a prophecy from three witches that he will one day become the king of Scotland.

*This event is generously funded by the Friends of Shorewood Public Library.*



## Fifth Annual North Shore Bank Shorewood Feast

**Saturday, Sept. 14**  
**Noon-9 p.m.**

Enjoy Shorewood's signature street festival on Oakland Ave.'s 2200-2400 blocks with food and free fun for all ages, including artisan vendors, a kid zone, food trucks and the signature sit-down Harvest Dinner served down the middle of the street. For details, see the feature article on page 16 and visit [shorewoodwi.com](http://shorewoodwi.com).

## Shorewood Foundation's 60th Anniversary Oktoberfest

**Friday, Sept. 27**  
**5:30-9:30 p.m.**

All are welcome to join the Foundation in celebrating its anniversary with free food, music and fun in the Hubbard Park Beer Garden. Please RSVP at [theshorewoodfoundation@gmail.com](mailto:theshorewoodfoundation@gmail.com) to let them know the size of your party and visit [shorewoodfoundation.org](http://shorewoodfoundation.org) for more information.





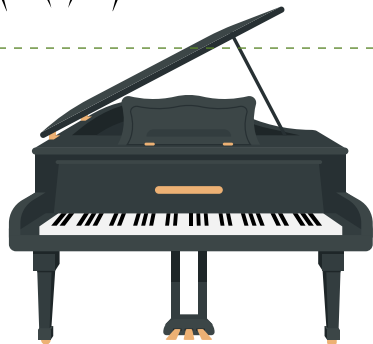
## The Shorewood Waters Project Annual Fish & Feather Festival

**Saturday, October 5**  
**11 a.m.-3 p.m.**

Gather at Hubbard Park for a beautiful day on the banks of the Milwaukee River to learn how to fly fish with Trout Unlimited and stroll through over a dozen interactive and educational booths. Kids can do fun artistic activities with take-home art projects on pumpkins, birdhouses and beehives. Enjoy music, food and close proximity to the Hubbard Park Beer Garden. New this year: **A Shorewood Artist Celebration:** Local artists join the festival with art booths, plein air painting, chalk art and more.

## Village Trick-or-Treat

**Sunday, Oct. 27**  
**1-4 p.m.**



## 27th Annual Masterworks Concert

**Tuesday, Oct. 29**  
**7 p.m.**

This outstanding annual concert features the Shorewood High School chamber orchestra, the concert and chamber choirs, and Shorewood Recreation Department's Choral Arts Society. The combined performance will be held at St. Paul's Episcopal Church.



## Shorewood Connects Fall Yard Clean-Up

**Saturday, Nov. 2**  
**9 a.m.-12 p.m.**

This community service project matches volunteers with older and disabled neighbors to rake leaves and prepare their yards for winter. To volunteer, contact the Shorewood Senior Resource Center at 414.847.2727 or [src@shorewoodwi.gov](mailto:src@shorewoodwi.gov).



## Shorewood Artists Guild Art at the Atrium

**Thursday, Nov. 7**  
**5-9 p.m.**

This annual free art exhibit open to the public highlights local artists whose mediums include photography, drawing, painting, sculpture and more. Patrons can browse and buy original pieces directly from artists. Held at the Atrium, 2107 E. Capitol Dr., the event will also feature two food trucks and a cash bar.

## The Shorewood BID's Winterfest

**Saturday, Dec. 7**  
**3:30-6:30 p.m.**

Mark your calendar for this annual family-fun event to kick-off the holiday season. Visit [shorewoodwi.com](http://shorewoodwi.com) for details closer to the date.

# Shorewood **A Look Back**

## Lake Bluff turns 100

194 children made their way through the mud and around construction materials to attend their first day at Lake Bluff School. The date was already a week later than usual so the interior of the six-classroom building could be finished. Grounds clean-up would have to wait.

The children were welcomed by Principal Beulah Delight Kobler and six teachers (grades K-5) to a building that was designed by the firm of Eschweiler and Eschweiler in Old English style and was intended to be informal and homelike.

Small sculpted animals were tucked into the upper corners of the hallways, and decorative tile accented water fountains. Each classroom was dedicated to a famous figure who was immortalized in an etched circular tile above the door and a mosaic mural in the classroom. Those honored were Henry Wadsworth Longfellow, Robert



Fifth-grade class picture from the 1927-'28 school year. Mural of Teddy Roosevelt overlooking the Roosevelt Dam in the background.

Lewis Stevenson, John J. Audubon, George Washington, Abraham Lincoln and Theodore Roosevelt.

The 1924 classroom building faced east (Bartlett Ave.). Rapid increases in enrollment necessitated the addition of south- and west-facing additions by 1930.

Many of the whimsical elements that made Lake Bluff such a special place 100 years ago are still in place. Residents are invited to tour the building on Saturday, Sept. 21, from 10 a.m. - 1 p.m. to view the frogs, fairies and fireplaces. The tour is sponsored by the Shorewood Historical Society, and visitors can tour at their leisure with the assistance of docents. ■



Raising the flag in front of the new school (facing Bartlett Ave.), likely in the mid-1920s.

Photos and information provided by the Shorewood Historical Society. For more information, visit [shorewoodhistory.org](http://shorewoodhistory.org).

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## Shorewood Fall Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

### SEPTEMBER

#### SUN. SEPT. 1

**Shorewood Farmers Market** 9:30am-1pm,  
Estabrook Parkway. *Runs through Oct. 27*

**TUES. SEPT. 3** First Day of School for all  
Shorewood District Schools

**SAT. SEPT. 7** Shorewood 12 Bike Race  
9:07am-9:07pm. *For details, see page 36.*

**WED. SEPT. 11** Shorewood Men's Club Family  
Night 6pm, Hubbard Park Lodge

**THUR. SEPT. 12** Rivers and Waterways with  
Pete Hill 6:30pm, Shorewood Village Center

**THUR. SEPT. 12** Shops Open Shorewood  
5-7pm, Shorewood Business District

**SAT. SEPT. 14** Stone Soup Shakespeare:  
Macbeth 6pm, Shorewood Public Library Lawn.  
*For details, see page 36.*

**SAT. SEPT. 14** 5th Annual North Shore Bank  
Shorewood Feast Noon-9pm  
*For details, see page 16.*

**TUES. SEPT. 17** Tween + Teen Anime Club  
3:30pm, Shorewood Public Library

**WED. SEPT. 18** Shorewood Men's Club Golf  
Outing 3pm, Lincoln Park Golf Course, followed  
by dinner at Hubbard Park Lodge

**THUR. SEPT. 19** Shorewood Woman's Club  
Top Tips for Heart Healthy Eating 1pm, Kingo  
Lutheran Church

**SAT. SEPT. 21** Lake Bluff Elementary School  
100 Year Anniversary Tours 10am-1pm.  
*For details, see page 38.*

**THUR. SEPT. 26** SHOP & Move More Yoga  
Flow into Fall Fashion Show 6pm, Move  
More Yoga. *For details and to purchase tickets,*  
*visit [movemoreyoga.com](http://movemoreyoga.com).*

**FRI. SEPT. 27** Shorewood Foundation 60th  
Anniversary Oktoberfest 5:30-9:30pm, Hubbard  
Park. *For details, see page 36.*

**FRI.-SAT. SEPT. 27 & 28** SHS Homecoming  
Weekend Festivities

**SAT. SEPT. 28** Shorewood Conservation  
Committee: Learn to Grow a Bee Lawn from  
"The Clover Lady" (JoAnne Friedmann)  
1:30-3pm, Shorewood Village Center

### OCTOBER

**WED. OCT. 2** National Walk or Bike to  
School Day

**WED. OCT. 2** Shorewood Men's Club Speaker  
Assistant District Attorney Kent Lovern 6pm,  
Hubbard Park Lodge

**SAT. OCT. 5** Fish & Feather Festival 11am-3pm  
Hubbard Park. *For details, see page 37.*

**SUN. OCT. 6** Shorewood Health & Wellness  
Gathering 2-4pm, Move More Yoga. *For more  
details, visit [movemoreyoga.com](http://movemoreyoga.com).*

**THUR. OCT. 10** Shops Open Shorewood  
5-7pm, Shorewood Business District

**THUR. OCT. 10** Introduction to Tarot Cards  
6:30pm, Shorewood Village Center

**TUES. OCT. 15** Tween + Teen Anime Club  
3:30pm, Shorewood Public Library

**WED. OCT. 16** Shorewood Men's  
Club Speaker Dr. Stephen Hargarten  
6pm, Hubbard Park Lodge

**THUR. OCT. 17** Shorewood Woman's Club  
John Reddin will speak about Michael  
O'Donnell, 1963 SHS grad and Vietnam Hero  
6pm, Kingo Lutheran Church

**FRI. OCT. 18** Stuffed Animal Sleepover  
and Storytime 3:30pm, Shorewood Public Library

**THUR. OCT. 24-SAT. OCT. 26** SHS Fall Play,  
*Clue* 7pm, SHS Gensler Auditorium

**SUN. OCT. 27** Village Trick-or-Treat 1-4pm

**TUES. OCT. 29** SHS Masterworks Concert  
7pm, St. Paul's Episcopal Church. *For details, see  
page 37.*

### NOVEMBER

**SAT. NOV. 2** Shorewood Connects Fall Yard  
Clean-Up 9 am. *For details, see page 37.*

**TUES. NOV. 5** National Election Day 7am-8pm,  
Visit [myvote.wi.gov](http://myvote.wi.gov) for more information and  
polling locations.

**WED. NOV 6** Shorewood Men's Club Speaker:  
Wheel & Sprocket Owner Noel Kegel 6pm,  
Hubbard Park Lodge

**THUR. NOV. 7** Shorewood Artists Guild Art at  
the Atrium 5-9pm. *For details, see page 37.*

**THURS. NOV. 7** Wisconsin Women During  
the Civil War 3:30pm and 6:30pm, Shorewood  
Village Center

**FRI. NOV. 8** SHS AFS Showcase 7pm,  
SHS Gensler Auditorium

**TUES. NOV. 12** Tween + Teen Anime Club  
3:30pm, Shorewood Public Library

**WED. NOV. 20** Shorewood Men's Club Annual  
Turkey Raffle

**THUR. NOV. 21** Shorewood Woman's Club:  
Richard Gonzalez speaks on Native Americans  
in Wisconsin 1pm, Kingo Lutheran Church

### DECEMBER

**SUN. DEC. 1** Shorewood Arts and Crafts Fair  
10am-3 pm, Shorewood High School

**SAT. DEC. 7** The Shorewood BID's Winterfest