

FALL 2025

Shorewood

TODAY

Rolling and
strolling into a
new school year



drivers who
switched saved
an average
of \$744*



McCabe Agency
414-961-1166
3575 North Oakland Avenue
Shorewood, WI 53211
andrewmccabe@allstate.com

Allstate®

*Average annual savings of new customers surveyed in 2021 who reported auto savings when switching to Allstate. In most states, prices vary based on how you buy. Subject to terms, conditions and availability. Allstate Fire and Casualty Ins. Co. & affiliates: 2775 Sanders Rd Northbrook, IL. © 2022 Allstate Insurance.

18009384

Protection you need at lower rates
you want. Drivers who switched to
Allstate saved an average of \$744.
Call me to switch today.

Call or stop by for a free quote.



Dear Neighbors,

As we begin a new school year, I am filled with excitement and optimism for what lies ahead. This fall, we welcome our students back into classrooms filled with possibilities and a community deeply dedicated to their growth.

This year is especially meaningful as we launch our new 2025-2030 strategic plan: *Our Promise, Our Plan*. Built collaboratively with students, families, educators and community members, this plan is a bold vision for what's possible when every student is valued, supported and challenged. Grounded in equity, engagement and excellence, the plan outlines our commitment to nurturing compassionate critical thinkers who are prepared to thrive now and in the future they choose.

Our Promise is simple yet powerful: the Shorewood School District is an inclusive community that values, supports and challenges every student. By continuing to foster inclusive learning environments where every student can see themselves, we are giving them the tools to develop their voice and chart their path forward.

I'm confident that this year will bring new opportunities to learn, grow and connect. Together, we will continue to make Shorewood a place where every student feels a strong sense of belonging and where their future truly begins.

Thank you for your continued support and commitment to our schools and 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.

EDITOR: Jennifer Anderson

CONTRIBUTING WRITERS: Jennifer Anderson, Maria Campbell

DESIGN: Jennifer Rueth

PHOTOGRAPHY: Patrick Manning

ADVERTISING SALES: Michelle Boehm

The deadline for reserving advertising space for the winter 2025 issue of *Shorewood Today* is October 22 on a space-available basis. Please contact shorewoodtoday@shorewoodwi.gov for more information.

Shorewood Village Manager: Rebecca Ewald

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

Shorewood Business Improvement District: shorewoodwi.com

Shorewood School District: shorewoodschoools.org

Shorewood Foundation: shorewoodfoundation.org

On the cover: Incoming eighth-graders at Shorewood Intermediate School.

Left to right: Jack Isabell, Eleanor Chapman, Caleb Hylar,

Madeleine Erickson-Bell, and Kwei Handley.



happenings



4 Village News
Atwater Bluff to be reinforced



13 District Feature
A strategic plan for students, including eighth-grader Madeleine Erickson-Bell



18 Business Spotlight
25 years of doing dudes' 'dos

IN EVERY ISSUE

WHAT TO KNOW

- 4 News**
The Village praised for budget communications
- 9 Ask An Expert**
How you can help with fall leaf collection
- 20 BID Feature**
Local businesses support arts community

WHAT TO DO

- 4 Shorewood Feast**
Fun and food for the sixth year
- 26 Fish & Feather Festival**
Educational family day in Hubbard Park

WHAT'S GOOD IN THE 'WOOD

- 17 Do-Gooder**
Melissa Nelsen is dedicated to the District
- 21 Foundation Feature**
Communication boards planned for playgrounds
- 24 Shorewood Police Department**
Making a commitment to the community

- 30 A Look Back**
What was happening when the Village turned 75

SHOREWOOD SPOTLIGHTS

- 6 New Business**
o&o studio brings high design to every project
- 10 Village Feature**
The plan to replace lead service lines
- 14 District News**
Students attend leadership program



Coffee cups from Fiddleheads are adorned with the work of area artists; it is one of many local businesses that supports local talent, pg. 20

Shorewood News

REINFORCEMENT PROJECT BEGINS ON ATWATER BLUFF



With funding from the Milwaukee Metropolitan Sewerage District's Green Solutions Program, the Village has hired Marek Landscaping, LLC to undertake a large-scale bluff and dune restoration program at Atwater Beach. The two-year project starts this fall and will restore native habitats and stabilize the beach dunes, helping to manage stormwater runoff, control erosion and reduce pollutants to Lake Michigan. This work

will improve coastal resilience while supporting migratory bird and butterfly populations.

The dunes will be revitalized with new native shrubs, trees and forbs to diversify vegetation, add habitat and increase rainwater absorption. These indigenous plants have strong, deep roots that form an extensive fibrous network that prevents erosion, protects habitat and helps filter pollutants. The project will diversify and strengthen existing plant communities and support native wildlife. The bluff has long been a vital stop for migrating birds and butterflies, which rely on native plants for food and shelter. Even bald eagles have recently been seen from Atwater Beach nesting on nearby bluffs.

VILLAGE HONORED FOR BUDGET COMMUNICATIONS

Last spring, Shorewood was recognized for its new comprehensive budget communications program with a Paragon Award from the Southeast Wisconsin chapter of the Public Relations Society of America. The

acknowledgment was for the Village's new approach to public engagement and community involvement in the budget development process.

The Village Manager's office developed a project website to

educate the community about the various high-level options the Village Board would be considering in the 2025 budget. The office also developed a comprehensive outreach strategy and a public service announcement.

SHOREWOOD FEAST USHERS IN THE SEASON

The North Shore Bank Shorewood Feast, the Village's signature street festival, will be back for its sixth year Saturday, Sept. 13. The event draws people from all over the community and beyond who come to enjoy the variety of food, the free family fun, and two stages of live music and entertainment.

The Feast will take over the 4200-4400 blocks of Oakland Ave. and run from noon - 9 p.m. The main music stage, sponsored by Draft & Vessel, will feature crowd-pleasing bands like The Exotics, Evan Christian, Extra Crispy Brass Band, Rob Knapp & Soul Patrol and The LoveMonkeys while the Milwaukee Record-sponsored local stage will showcase lively performances from the Milwaukee Irish Dance Studio and School of Rock along with the soulful folk-rock stylings of Kyle Feerick, The Flood and more.

The Kid Zone will run from noon - 4 p.m. and offer artistic face creations from Mom & Daughter Facepainting, entertaining caricature art from Paul Merklein, and incredible balloon creations from the Jest for Fun Joke Shop. School of Rock will have a photo booth and a hair tinsel station. Keep your eyes open for the stilt walker who will also be making the rounds.

Feast day will feature local businesses and artisans offering their unique wares and services to attendees. Food will be available for purchase from food trucks like Pops BBQ, Forage, Cocina Filipina, MKE Bento, Tots on the Street, Flour Girl & Flame, Ventura Tacos, Sweet Caroline Roasted Corn, H&M Concessions and Heirloom, as well as popular vendors like Pete's Pops and Beijos Brazilian Sweets. As always, the multi-course harvest dinner for 125 people will be set up down the middle of Oakland Ave.

The Shorewood Foundation, which provided the original funding to get the Feast off the ground, has continued to sponsor the event, and other sponsors such as North Shore Bank, Draft & Vessel, Shorewest Northshore and Metro Market will provide support again this year.

"We have amazing sponsors who are proud to be associated with this fun event," says Janet Henning, executive director of the Shorewood Business Improvement District, which puts on the Feast. "It's a community-wide party that kicks off the fall season in the best way: with food, family and friends."

PLANS FOR THE COMING SCHOOL YEAR

BY SHARI TUCKER, DIRECTOR FOR EQUITY



Shari Tucker

As we enter the 2025-2026 school year, our commitment to equity remains at the heart of every decision we make. This year, we will deepen our collective understanding to ensure every student feels seen, valued, and empowered to thrive academically, socially and emotionally.

Our equity work will be grounded in our Adult Learning Framework (ALF) and aligned with our strategic priorities. We will continue to center students in every conversation, while also recognizing the importance of reflecting on our own identities, practices and mindsets as educators.

KEY AREAS OF FOCUS:

- ✳ **Instructional Equity:** Ensuring that every classroom reflects high expectations, culturally responsive practices and student-centered learning.
- ✳ **Data-Informed Decision-Making:** Analyzing disaggregated data to understand disparities in student experience and outcomes, then responding with strategies to improve our practices and our learners' experiences.

✳ **Inclusive Environments:** Creating learning spaces that reflect a sense of belonging, where diverse identities, perspectives and voices are welcomed and affirmed.

✳ **Professional Learning:** Engaging in ongoing, courageous conversations and skill-building opportunities that support each staff member's growth in culturally responsive practices.

✳ **Community Partnership:** Collaborating with families and community leaders to ensure our equity work is transparent, authentic and reflective of the communities we serve.

Equity is not a one-time initiative or a single day of learning. It is a continuous, evolving journey that lives in how we lead, teach and relate to one another. This year, we will continue to move from intention to impact, holding ourselves accountable for the outcomes our students experience every day.

We are excited to engage in this work together – boldly, collaboratively and unapologetically. ■

Why Chase Sticks, Get'em Delivered.

Retrieve the best lumber just down the street. We're your convenient, neighborhood hardware store and lumberyard where all sticks are Rufus approved.

*Some delivery restrictions apply.

NEED HARDWARE? STOP IN, OR ORDER ONLINE FOR PICKUP. [BLIFFERTLUMBER.COM](https://bliffertlumber.com)



Bliffert™

1014 E. CHAMBERS STREET



NEW BUSINESS

o&o studio

414.368.0285

oando.studio



Leah and Peter Ogden of the Shorewood home-based o&o studio, a brand and interior design studio, have the backgrounds and skills to tackle a wide range of projects, from senior living design to a brand reinvention for Milwaukee's Florentine Opera Company. Leah worked for over a decade designing interiors for luxury residential and hospitality projects in New York and Chicago, and Peter, originally from Australia, spent his career focused on visual communication design for agencies all over the world.

The couple, who officially started their business in 2021, enjoys bringing their individual capabilities together to collaborate on projects. "For our work, it all starts with the brand story," says Leah. "Peter tackles the brand side of a project with naming, identity design, marketing, web design, signage and environmental branding. I then take all that information and layer it into the interior design package, everything from space planning and finishes to furniture, artwork and decor selections, to ensure that the brand story is expressed seamlessly in the physical space."

"Hospitality is truly a sweet spot for us in terms

of our skill sets and how each informs the other," says Peter. In fact, their first project together was for The Warbler, a restaurant that has become a Lincoln Square icon on Chicago's North side. The Ogdens are looking to expand their local hospitality portfolio alongside their existing client base.

"Between the two of us, we can help to bring a project from conception through completion," says Peter. "The common throughline for everything we work on is the desire to create memorable experiences for the people who live and work in those spaces."



Photo credit: Patrick Manning

BUSINESS NEWS

Photo courtesy of Mary Best Design



ON THE MOVE



Mary Best Designs

2221 E. Capitol Dr.

marybestdesigns.com

After 10 years in a storefront on Wilson Dr., Mary Best has moved her interior design business to 2221 E. Capitol Dr. The space now does double duty as an interior design studio and a furniture and home décor showroom: a "3D portfolio to showcase my design aesthetic," explains Best. The business features upholstery from Best's favorite vendors, a fabric library and a growing collection of vintage goods. "Having this new space is a huge bonus for my clients because they can see the quality and feel the comfort of the upholstered pieces I use in my design work," says Best. "It also gives me the opportunity to feature local artists, something I've wanted to do for some time."



SHOREVIEW PEDIATRICS



OUR PROVIDERS

Patrick Fuller, MD Bridget O'Brien, MD
 Julie Fuller, MD Perry Krumenacher, MD
 Jill Bresnahan, MD Jennifer Twente, MD
 Julianna Patel, MD

SHOREVIEW PEDIATRICS, S.C.

2524 East Webster Place, Suite 301
 Milwaukee, WI 53211
 Phone (414) 272-7009
 www.shoreviewpediatrics.com

Shoreview Pediatrics is an independent physician-owned practice providing care from birth through college. For over 40 years, Shoreview Pediatrics has proudly provided medical care to families in Southeastern Wisconsin. All major insurance plans accepted. All physicians are accepting new patients.



LAKE BLUFF DENTAL

Now accepting new patients



Specializing in

- General dentistry
- Crowns & bridges
- Dental implants
- All on 4
- Full mouth reconstruction
- Full/partial dentures

Dr. Carolyn Griffin
DDS MS

1720 E Lake Bluff Blvd
 Shorewood, WI 53211
 414-962-1800
 LAKEBLUFFDENTAL.COM

Snow Scholars

Snow Removal By UW-M Students!



HAND-SHOVELED, RESIDENTIAL ONLY!

Every surface cleared by hand — no machines, no commercial jobs.



SAME PRICE, NO MATTER THE HEIGHT!

Billed the same price, only when it snows.



(414) 800-2233



info@snowscholars.com

Reserve Your Spot At snowscholars.com

Is Fall a GREAT time to make your next move?



Need an expert? - Call your Neighbor
Desty Sells Homes in YOUR Neighborhood



Desty Lorino
Broker, Notary Public
SHS ALUMNUS
414.962.8888
Desty@desty.com
Desty.com

Download my app here:



Summit
CONSTRUCTION

When you're ready for something better



Custom Homebuilding & Remodeling
summitconstructionwi.com



SAGE LEGAL GROUP

ESTATE PLANNING | ESTATE ADMINISTRATION | ELDER LAW



From left to right: Heather King, Paralegal Jennifer Braza, Attorney Emily Harriman, Founder & Attorney Megann Hendrix, Stephanie Bachman

Shorewood resident, **Megann S. Hendrix, JD**, founded **Sage Legal Group** to provide compassionate legacy planning and to guide clients and their families through difficult life stages.

Specializing in estate planning, special needs planning, estate administration, elder law, and family law, we provide holistic legal services and prioritize strong client relationships.

With reasonable flat fees and efficient use of hourly billing, we provide cost effective, high quality legal services tailored to your needs.

Contact **Sage Legal Group** for compassionate guidance. Whether planning for the future or facing a transition, your peace of mind is our priority.



Sage Legal Group welcomes Attorney Emily Hall to the team

LEGACY PLANNING WITH HEART

3970 N. OAKLAND AVE. #401 | SHOREWOOD, WI 53211
414-310-1303 | www.sagelegalgroup.com

ASK AN EXPERT

Ask About Fall Leaf Collection

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

For the Shorewood Department of Public Works, fall means leaf collection. Ben Habanek, services foreman, explains how residents can help with the process.

How are leaves collected in Shorewood?

For many years, we used truck and trailer systems with a vacuum hose that sucked up the piles of leaves and was operated by a person who walked behind the truck. It was inefficient, stressful for everyone involved, and the leaf dust presented a respiratory hazard for both operators.

By comparison, the two new trucks we use now feel almost space age. Each has a single operator who manipulates the hose using a joystick from within a much quieter, less dusty enclosed cab. It's much safer, faster and more efficient. We can now use two staff people to do what used to require six with the old machines.

How can residents help with collection?

First, we would ask for patience. The truck moves slowly on the street because the drivers have a lot to focus on and they want to do a thorough job. They are tasked with safely driving the vehicle while also operating the vacuum system. If you're stuck behind one of the trucks, for safety's sake, please stay back at least 100 feet so that you can see the driver's mirrors and they can see you. When people get impatient and follow too closely, it just gives the driver one more thing to worry about. It's fine to pass them if you can do so safely, or, even better, turn around and take



Shorewood DPW's Ben Habanek, services foreman, takes the leaf collection truck for a spin.

another route.

Second, please make sure the leaf piles are made up only of leaves. We find all sorts of things like Halloween pumpkins, potted plants, gravel, trash, rocks and larger sticks in the piles. While the vacuum is strong enough to suck them up, they can do some expensive damage. Please also keep yard waste bags well clear of the leaf piles so they don't get sucked in as well.

Finally, on collection day, please do not park your car in front of the leaf piles and let any visitors, contractors and landscapers know not to as well. We can't collect the leaves when vehicles are in the way and while we try to come back later, it throws everything off schedule.

What are the safety issues?

The vacuum hoses are very powerful and the control arm is extremely strong, so please stay back at least 25 feet from the truck and make sure your pets and children do too. Do not approach

the truck to speak with the driver or gesture to the driver that you want to tell them something. When that happens, the driver must power down the entire system and it's time-consuming. The machine is way too loud for us to understand what you are saying, and it will damage your hearing if you come too close. If you have something you want the driver to know, please call the DPW directly and we'll get the message to them.

What else do you want people to know?

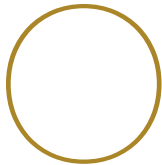
These new trucks allow us to be more efficient so sometimes the drivers finish their route ahead of schedule and work into the next day's schedule. Residents should not worry if they see the truck on their block on a non-collection day. The truck will always come back on the scheduled day and go over it again.

Our drivers take great pride in their work and are eager to deliver on the high level of services residents expect. ■

Shorewood Gets the Lead Out

Federal grant reduces financial burden

BY JENNIFER ANDERSON | ILLUSTRATION COURTESY OF SHOREWOOD DEPARTMENT OF PUBLIC WORKS



Over a century ago, when much of the Village’s water distribution system was installed, water service lines were made from lead, which was the preferred metal because of its durability, malleability and resistance to pinhole leaks and corrosion from soil. Lead also had a long history of use in plumbing going back to Roman times, and there was limited understanding of its health risks. It wasn’t until the mid-20th century that the serious dangers of lead exposure, especially to children, became widely acknowledged.

The underground pipes, frequently called services, that connect every home to the street’s main water line, are also made from lead, which can leach into drinking water. Last year, the Environmental Protection Agency mandated their removal within 10 years. Anticipating this, Village staff began planning several years before and proactively developed a comprehensive program to replace all lead service lines. For decades, the Village replaced public lead services whenever water mains were replaced.

Every home’s service line consists of a public and private section. The public section runs from the water main through the curb stop, where the property’s water shut off valve is located. The private section runs from the curb stop into the building. The homeowner is responsible for the cost of replacing the private section of the line and the Village has worked every angle to reduce the cost.

“We have been aggressive in seeking out as many dollars as we can to save the homeowner’s money,” says Rebecca Ewald, Shorewood’s village manager. To that end,



We have been aggressive in seeking out as many dollars as we can to save the homeowner’s money

– Rebecca Ewald,
Shorewood Village Manager

the Village has applied for and received a grant through the Bipartisan Infrastructure Law (BIL) that will reduce by 75 percent the cost to replace the private lateral line portion for 230 homes in the southwest quarter of the Village.

“The BIL stipulates that only income-eligible areas according to the census can receive this 75 percent forgiveness on the principal cost of the private portion replacement,” says Ewald.

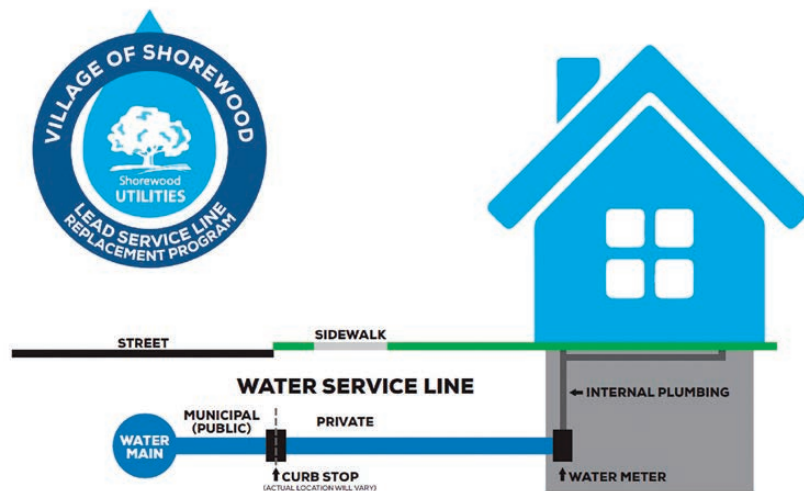
All Village property owners are eligible for financial assistance of 50 percent of the total cost to replace the lead service lines provided they participate in Shorewood’s replacement program. The remaining cost to homeowners will be an added line item on their utility bill spread out over three years. Service line replacement costs will vary; this year, replacement of a typical private side service was approximately \$3,200.

Property owners who fail to respond to attempts to schedule the service replacement or decline participation in a Village project will lose eligibility for financial assistance and will be fully responsible for the cost of any replacement necessary to comply with federal requirements.

Once the project begins next year, the excavation necessary to replace the lines will happen in the street and the parkway, according to Leeann Butschlick, director of Shorewood’s Department of Public Works. “Workers will bore underground to connect to the house so we don’t expect anyone’s yard will be excavated,” she says.

“No one should be without water for more than a business day,” continues Butschlick. “And workers should only need access to the home for a preconstruction review and to make the final connection and turn the water on.”

Replacement of service lines in the southwest quarter of the Village begins next year, and a public information session for that project is slated for January. ■



It's about more than groceries.

MILWAUKEE • 100 E. CAPITOL DRIVE
4 Neighborhood Locations
Milwaukee • Bay View • Wauwatosa • Mequon



OUTPOST CO-OP
GOOD GROCERIES SINCE 1970



REDEFINING EYECARE

NOW ACCEPTING
NEW PATIENTS FOR
VISION AND MEDICAL
EYE EXAMS

DR. AMY JANKOWSKI
Advanced Dry Eye Disease Treatment

DR. AMANDA KOPCZYK
Custom Contact Lens Design &
Myopia Management

VISIT OUR EYEWEAR AND
SUNGLASSES BOUTIQUE



414.727.5888 | 325 EAST CHICAGO STREET, HISTORIC THIRD WARD | METROEYE.BIZ

SHARE, SCAN, and Save SHOREWOOD HISTORY



Shorewood
HISTORICAL SOCIETY
Preserving Our Past For Our Future

Share your Shorewood-related photos and documents by donating them to the Shorewood Historical Society's Digital Archives

Bring them to the
Shorewood Historical Society

FREE SCAN DAY

**Saturday, October 4, 2025,
10am - 2pm**

Village Center, 3920 N. Murray Ave.
(lower level of the Shorewood Library)

- Shorewood Historical Society volunteers will scan your Shorewood-related photos or documents and return them to you along with a copy of the digital files on a thumb drive – **for free!**
 - Your donation will be added to the Society's permanent digital historic collection.
 - Bring pictures of people, houses, businesses, street scenes and events that illustrate change over time in Shorewood.
 - Pictures from mid-20th century to the present are particularly needed.
- Reservations encouraged and prioritized; walk-ins accepted.

To register and for more information, see:
www.shorewoodhistory.org

Questions? shorewoodhistory@yahoo.com

Uptown

Pharmacy & Wellness

At the corner of Oakland and Edgewood



FREE PRESCRIPTION DELIVERY ADHERENCE PACKAGING

- Shingles and Pneumonia Vaccines
- Medication Therapy Management
- Medication Compounding
- Pharmaceutical Grade Vitamins and Supplements
- Flu Shots

COVID - 19



Testing

Free COVID-19 PCR testing available



Vaccines

Walk-ins are welcome for tests and vaccines



3512 N Oakland Ave
Shorewood, WI 53211



Phone: 414-372-0700

Fax: 414-372-0777

Toll free: 866-435-3772

uptownpharmacywi.com

info@uptownpharmacywi.com



**SHOREWOOD FAMILY
CHIROPRACTIC**

Celebrating 20 years in Shorewood



Monica Maroney, DC, DICCP

Lindsay McDonald, DC

414.962.5483

4433 North Oakland Avenue
ShorewoodFamilyChiro.com

Most Insurance Plans Accepted

Chiropractic • Nutrition • Massage • Infrared Sauna

Mapping the Future

The District's Strategic Plan for 2025-2030

BY MARIA CAMPBELL

After nearly a year of dedicated work, the Shorewood School District has completed its new strategic plan for 2025-2030. The plan is a bold, community-driven roadmap to guide the future of public education in the Village. Set to be implemented in fall 2025, the plan reflects the values, priorities and aspirations of the Shorewood community and lays the foundation for academic excellence, equity and sustainability.

At the heart of the planning process was a 50-member strategic planning committee comprised of parents, residents, students and alumni. This group began meeting in October 2024 in response to a series of community surveys that drew over 700 responses. These surveys gauged public opinion on a range of topics, including the District's educational model, the role of public school funding and the long-term financial outlook for K-12 schools.

Over the course of four intensive Saturday sessions, the committee focused on defining core priorities, developing a mission and crafting a shared vision for Shorewood's future. Its work was guided by support from the Donovan Group, a consulting firm specializing in strategic planning for school districts.

A collaborative approach to visioning

Sarah Wahlstrom Helgren, parent of two Lake Bluff Elementary School students, found the experience both empowering and inclusive. "I think the fact that the District is engaging with many voices and letting the mission

and vision be built by the Shorewood community will result in something we can all see value in, even if we do not agree with every detail," says Wahlstrom Helgren. "My hope is that this makes their decisions a little easier."

The committee's work was complemented by a series of community engagement events, including public sessions, focus groups with students, staff and families, and regular communication via school newsletters and social media. This multi-layered approach gave community members opportunities to be heard, ask questions and provide meaningful input at every stage.



This plan is a reflection of Shorewood's shared vision, and it's only the beginning.

– Dr. Laurie Burgos,
Superintendent of the District

A clear vision for the future

Now finalized, the plan articulates a strong promise for Shorewood schools: that the District is an inclusive community that values, supports and challenges every student so they thrive now and in the future. The plan champions student agency, collaboration and global citizenship. It also recognizes the pressing realities of school finance.

"State funding for public education is

a central issue in our strategic planning work," says Dr. Laurie Burgos, superintendent of the District. "As part of this dialogue, we shared our budget development priorities. These conversations were the start of our work to shape a sustainable financial strategy."

Wes Warren (class of '95) emphasized the importance of transparency and community trust throughout the process. "It has been engaging and interactive, while at the same time allowing space for all to be heard," said Warren. "For me, it's a great opportunity to communicate and provide transparency to the larger Shorewood community; a strong promise statement accompanied by a strategic plan defines district values and direction in an accessible way."

Our promise, our plan

The strategic plan is more than a document; it's a living guide for the next chapter of Shorewood education. It outlines targeted priority areas centered around challenging and engaging learning, fostering a culture of belonging and growth, creating strong partnerships, and achieving operational excellence.

Shorewood is a community that values excellence and equity, and this plan reflects those commitments. Implementation will begin this school year, with clear benchmarks and opportunities for continued feedback along the way.

"It's a privilege to undertake strategic planning in partnership with such a supportive community," says Burgos. "This plan is a reflection of Shorewood's shared vision, and it's only the beginning." ■

Student Places 2nd in National Business Competition

BY MARIA CAMPBELL



This past summer, Shorewood High School senior Lukas Pluckhahn placed second in the nation in the “Personal Finance” event at the Future Business Leaders of America (FBLA) National Leadership Conference.

FBLA is the largest business career and technical student organization in the world, preparing over 200,000 students for careers in business-related fields. The club offers more than 100 competitive events, ranging from traditional topics like marketing and finance to modern areas like digital animation and website coding.

Lukas joined Shorewood’s inaugural FBLA chapter in fall 2024 and chose to compete in personal finance. After earning first place at regionals, he repeated his top finish at the Wisconsin State Leadership Conference in Green Bay, which earned him a spot at nationals, where he excelled again, finishing second in the country.

“I was proud to achieve success in just my first year in the organization, and it was an honor to represent Shorewood High School and the state of Wisconsin,” Pluckhahn said. “FBLA has had a huge impact on my high school experience. It helped me develop confidence, explore my interests and connect with others who share a passion for business.”

Pluckhahn served as the communications officer this past year and will lead Shorewood’s chapter as president this year. ■

SHS Students Attend Summer Empowerment Program

BY MARIA CAMPBELL

Over the summer, nine District students participated in the 2025 African American Youth Initiative (AAYI) Summer Institute held July 22–25 at Concordia University in Mequon. The AAYI experience is designed to uplift and empower African American youth toward academic excellence, personal growth, and long-term college and career success.

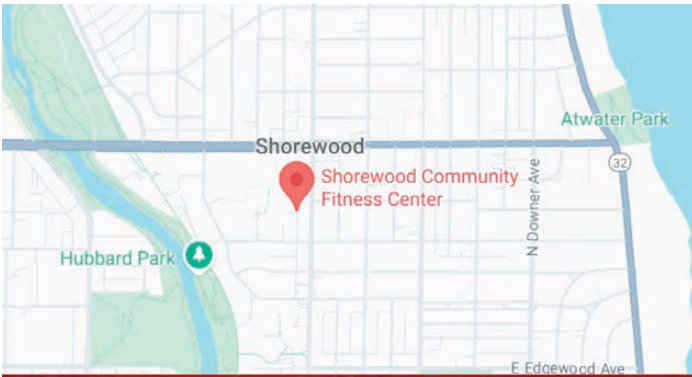
The program brought together over 100 students from across southeastern Wisconsin for four days of immersive workshops, motivational speakers, team-building activities and college-readiness support. Shorewood Associate Principal Amanda Jamerson, who serves as co-director of AAYI, led the experience alongside Rande Drew of the Whitefish Bay School District and a dynamic team of counselors, including Shorewood’s own Nelson Brown, Instructional Technology support specialist.

As part of the closing day events, Shorewood students Gracelyn Domino-Brown and Milan Robinson had the opportunity to speak directly to district leaders and superintendents from the Closing the Achievement Gap Consortium (CAGC) member districts. They shared heartfelt reflections on how AAYI positively impacted their confidence, leadership and academic goals, offering a powerful glimpse into the program’s influence.

With its mission to foster higher academic achievement and instill confidence in Black youth, AAYI continues to make a powerful impact by equipping students with the tools and mindset needed to thrive in K-12 and beyond. ■




Shorewood students Gracelyn Domino-Brown and Milan Robinson attended a summer leadership program for Black youth.





SCFC: Shorewood's Best Kept Secret

With all your wellness and connection needs under one roof, we are more than a gym, we're your neighbor's favorite fitness spot... you just haven't discovered us yet

Come see why we're more than a gym

 1701 E Capitol Dr (on the Shorewood HS campus)

 shorewood.k12.wi.us/community/fitnesscenter

 Open to all, so all can be well



At Bayshore Mall





TAKEOUT • DINE IN • DELIVERY

INDIAN AND NEPALESE CUISINE

414-906-0988 | EVERESTCAFETOGO.COM

206 W. SILVER SPRING DRIVE
GLENDALE, WI



ESTABROOK PARK

SUNDAYS | JUN 15 - OCT 26 | 9:30 - 1PM

Check out our vendor list, music lineup,
and sign up for weekly emails!
ShorewoodFarmersMarket.com





**Thank you to our amazing sponsors!
We couldn't do this without you!**

NAMING SPONSORS



**Deborah Sobczak
& Douglas Brodzik**

**UW MARCHING
BAND SPONSOR**

**Karen &
Bob Dean**



STAR SPONSORS



**ICE CREAM
SPONSOR**



COMMUNITY SUPPORTERS



RED, WHITE & BLUE SPONSORS



Acacia
DENTAL CARE LLC

Personalized Family Dentistry in a Comfortable Atmosphere

Acacia Dental Care strives to build life-long patient relationships by providing superior care to all generations.

Dr. Brookes brings over a decade of experience to his new practice. He and his family recently relocated to Shorewood to be closer to family. They are excited to be part of the local community and look forward to getting to know you.

Please call to schedule
an appointment!

414-212-8291

3970 N. Oakland Avenue #602
Shorewood, WI 53211
www.AcaciaDental.com



WONDERLAND

BOOKSHOP



Mention this ad for
**10% OFF ANY
ONE ITEM**
one offer per
customer per visit

FOR KIDS and THE YOUNG AT HEART



Visit us at
4001 N DOWNER AVE
in **SHOREWOOD**
@wonderlandbookshopmke
wonderlandbookshop.com

BOOKS • TOYS • GIFTS • EVENTS

Assuring Excellence

Melissa Nelsen has devoted herself to improving our public schools

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING

Melissa Nelsen isn't a teacher or administrator in the District. Her four children have graduated and moved on to productive lives. She's not even an alumna; that distinction goes to her husband Eric (SHS '83). But for the last 22 years, she has been the driving force behind the Supporters of Excellence in Educational Development (SEED) Foundation, which has raised over \$4 million for Shorewood Public Schools.

Now she is engaged in a challenge that can ensure SEED's financial support for present and future generations of Shorewood students. Fund the Future is a one-time opportunity to match an anonymous \$1 million donation. This would grow SEED's Educate Forward endowment fund from its current value of \$1 million to \$3 million, which will provide \$150,000+ annually to the District.

"When SEED started in 2003, education was being diminished by state cuts and the District was losing \$1 million a year

in funding," says Nelsen. "Today, because state funding has fallen 20 percent behind inflation since 2008, public education is in crisis mode again." This crisis has meant shortfalls in state funding for mandatory special education programs, diverting funds from STEM, art and music programs, counselors, technology and more.

"The Fund the Future campaign will give us the chance to have a lasting impact," says Nelsen. "By providing a stable, long-term source of funding, we can continue to offer the kind of educational excellence that has long been a hallmark of our community."

While being the driving force behind SEED has taken up much of Nelsen's time over the many years she has been involved, she also managed to fit in multiple years as president of Atwater Elementary School's Parent Teacher Organization. Nelsen also served several terms on the boards of the Betty Brinn Children's Museum, where she served as president, and First Stage Performing Arts. She and Eric are also heading into their sixth year as volunteer coaches for the SHS girls tennis team.

"I've learned so much from these experiences that I've been able to bring to bear with SEED," she says. "I've been able to get involved with everything from event planning and fundraising to the nuts and bolts of running a non-profit organization." The common thread that runs through all her endeavors is education, and her impact over the years has been profound.

"I have known Melissa Nelsen for over 16 years, from my time as the Atwater principal to the present," says Tim Kenney, principal of Shorewood High School. "Throughout that time, the impact that she has had through SEED has led to better learning experiences for students throughout the entire district."

Nelsen's focus on developing the Fund the Future endowment is the culmination of years of work on behalf of Shorewood's public school students. Raising the \$1 million is a goal she is determined to see realized and one that will cement her legacy as one of the great champions of the District. ■



For more information on the Fund the Future campaign and to donate, please visit shorewoodseed.org or scan the QR code.

The Men's Room

BY JENNIFER ANDERSON | PHOTO BY PATRICK MANNING



We only do old-school barbering using traditional techniques.

– Trish Krumins,
Co-owner, The Men's Room

Trish and Zig Krumins started The Men's Room 25 years ago.

If the name didn't tip you off, the fact that The Men's Room at 4423 N. Oakland Ave. was designed especially for the fellas should be apparent from the moment you walk in. A leather sofa, as comfortable and masculine as a well-worn baseball glove, beckons near a TV that has the game on. Rows of bristly shaving brushes stand at attention like little soldiers, ready to attack your scruff. Gleaming handmade combs can be purchased by those who appreciate using the brand preferred by the British royal family. It's got the feel of an exclusive club, smells fantastic and is celebrating 25 years in Shorewood.

Owners Trish (chic rocker vibe with a shock of platinum hair) and Zig (neatly trimmed salt and pepper goatee, stylish specs) Krumins met when he was her client years ago ("Only client I ever dated!" she says). When she told Zig of her dream to open a high-end men's-only barber shop – a unique concept at the time – he said he'd back her, even though her boss at the time told her it would never work.

"I had been in the real estate business and knew nothing about opening a barber shop," admits Zig. "But I was impressed by her skills and I knew she could run a successful business. I had complete faith in her."

Trish was bitten by the hair bug early. She recalls walking into the Si Ganzer Salon on Capitol Dr. in Shorewood as a third-grader and being immediately enthralled by its energy and essence.

"The hum of the blow dryers, the smell of the hairspray, I just loved all of it," she says. "From that moment on, I knew I was going to do hair."

Today, Zig manages the books and runs their extensive website behind the scenes while Trish barbers and handles the front of the house. She prizes professionalism and skill above all else from her staff of five barbers, prohibiting the use of clipper guards so everyone cuts hair free-hand and can shave using a straight razor. "We only do old-school barbering using traditional techniques," she says.

Longtime client Harry Mouloupoulos

appreciates the top-notch skills. "Trish gives great haircuts," he says. "I've trusted her with my hair for years, but I also enjoy the conversation and the ambiance."

Creating that relaxing, upscale atmosphere was important to Trish, and every detail is deliberate. The lighting is warm and staff is welcoming, the chairs are hefty and comfortable. Next door at Draft & Vessel will even let you bring a beer in if you promise to return the glass. There's a smart TV at every station, and the pre-cut shampoo comes with a snooze-inducing head massage.

Both Zig and Trish grew up in the area and love being in Shorewood. "The neighborhood around us has developed so much and it's been cool to watch it all happen," says Trish. After 25 years, The Men's Room has built a devoted following and Trish is immensely pleased with her proficient staff. The Krumins are proud of the niche they've built and understand that the little things in life mean a lot: things like a good haircut, a clean shave and a relaxing hour to yourself. ■



Barber Wanted!

MEN'S THE ROOM BARBER SHOP



FEATHER



MANUFACTURERS OF THE FINEST Shaving Brushes



WISCONSIN'S LARGEST SELECTION OF TRADITIONAL WET-SHAVING SUPPLIES

4423 N. OAKLAND AVE. | SHOREWOOD
414.961.9019
mensroombarbershop.com



Feerick FUNERAL HOME

Established 1896

Hosting Celebrations of Life



Cassie King
Pre-Arrangement Specialist
Call for more information or
to set up an appointment.
cassie@feerickfuneralhome.com



2025 East Capitol Drive | 414.962.8383
FEERICKFUNERALHOME.COM

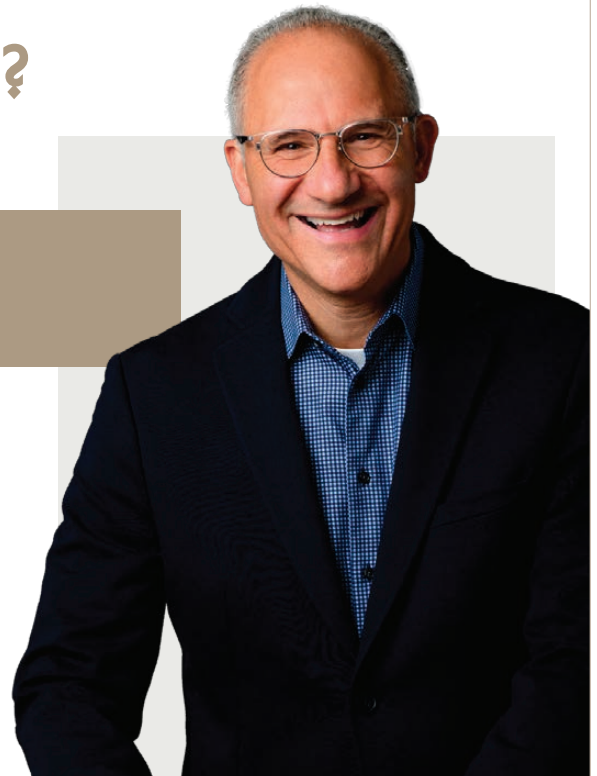
WHICH HOME PROJECTS ADD THE MOST VALUE?

ASK ESSAM.

414.350.4611
eelsafy@shorewest.com
ElsafyTeam.com



©Shorewest, REALTORS® shorewest.com NS 2025 EHO



Art House

Local businesses provide a platform for artists

BY JENNIFER ANDERSON



The Shorewood Fiddleheads patio features metal masks made by sculptor Paul Bobrowitz. Photo credit: Fiddleheads Coffee.

The Village is chock full of artists who excel in a wide spectrum of fields, from sculpture and painting to writing and music. They're often given a leg up by local businesses that value their talents and use their works to give their space a unique creative flavor.

North Shore Boulangerie: In addition to crusty French bread and heavenly pastries, the café and bakery uses its wall space to showcase area artists. It's an idea that came to owner and head baker Gene Webb when he first opened in 2014 and was concerned that the design vibe in the dining room was off. "It lacked personality," he explains. Webb remedied the problem by inviting three area artists – Lynn Rix, Wendie Thompson and Marc Haberle – to show their work on a seasonally rotating basis.

"I wanted to create a warm, welcoming space where people could meet their friends for lunch while surrounded by something beautiful," says Webb. Quiet forest scenes, colorful gardens and lake vistas are prominent among the roughly two dozen paintings that adorn the walls, and all can be purchased directly from the restaurant.

Olson House: Theresa Olson felt from the beginning that the combination of local artwork and Scandinavian design were a good match. A great example is the long-term relationship Olson made with local artist and former District art teacher Jim Maki, whose quintessentially Northwoods scenes are deftly captured through ink sketches sold in her store.

Olson has also celebrated artists and makers through gallery nights, in-house pop-up shops and Shop Shorewood events. She's used her shop to showcase everything from hand-made leather jewelry by Permanent Baggage to pressed flower art and fresh floral bouquets from the Botanical Collective.

SHOP: Over the years, SHOP has featured original photography from Gloss Studio, paintings from Elvia Peña Savage



SHOP owner Liz Sumner shows off a hat and jewelry crafted by locals. Photo courtesy of SHOP.

and hand-knitted blankets from LYNKS, all local creators. Recently the boutique began carrying jewelry from Sonder, a brand from artist Jessie Hoeft, who creates hand-made necklaces, bracelets and earrings from existing pieces she finds in thrift stores and elsewhere. Also popular are the colorful hand-pressed Milwaukee trucker hats from Gina Faulk.

"We love sharing special pieces with our customers that they likely can't find elsewhere," says owner Liz Sumner. "These unique items let people express their style and taste in a way that mass-produced items can't."

Fiddleheads Coffee: This coffeeshop has long given local artists lots of love, whether it's by introducing cups printed with original works – including one by Shorewood artist Julia Scheckel – instituting an artist-in-residence program at their cafes or filling their walls with one-of-a-kind pieces.

That's especially true for the Shorewood café, which is full of original art. From the metal masks made by sculptor Paul Bobrowitz out of motorcycle gas tanks that adorn an outside patio wall to the corner gallery of vibrant canvases, the café "has its own style, like all Fiddleheads," says Jake Meier, director of marketing and communications.

Wonderland Bookshop: When Courtney Hyzer originally envisioned what her shop would look like, she wanted it to have a whimsical, fairytale feel. That idea was transformed into reality through the artistic talents of Hanna Seegers of Mood Studios for the interior design and Courtney Rathmann of Rathmann Design Co. for the graphic design work. "They really hit the nail on the head," says Hyzer.

Within the shop, you can find numerous examples of home-grown artistic talent, from the vibrant custom wallpaper by Chasing Paper to the works of local authors like Dionne Kelm.

"It's been a joy to work with the local talent we have here in the Village," says Hyzer. "We're really surrounded by amazing artists from all different disciplines here." ■



Two communication boards like this one will be installed at the District’s elementary schools to provide a tool for non-speaking and non-English-speaking children.

Communications Matter

Shorewood Foundation funds playground communication boards

BY JENNIFER ANDERSON | PHOTO CREDIT COURTESY OF SMARTY SYMBOLS

Shorewood has long been a community that values every voice, even if the voice doesn’t speak English or may not speak at all. That’s why Emily Hummel, a speech-language pathologist for the District, saw value in introducing communication boards to Shorewood school playgrounds.

The all-weather communication boards provide an alternative means of expression by featuring symbols or pictures that represent common words, emotions and activities. They are valuable tools for promoting inclusivity by giving non-speaking or non-English-speaking children a way to express themselves to peers and adults during play. They can reduce feelings of isolation, encourage empathy and teach everyone about diverse ways of communicating.

“Shorewood is a beautiful community that talks a lot about equity and inclusivity,” says Hummel, who notes that 35 languages are spoken by students in the District. “But my autistic and non-English-speaking students were often not feeling included. These boards are a way to alleviate that and I felt that Shorewood would be especially open to them.”

To pay for the boards, Hummel appealed to the

Shorewood Foundation in the spring, which granted her request for \$5,924 to cover the cost of two boards from Smarty Symbols and installation materials. “These boards can be used by anyone in the community, whether they attend our schools or not,” says Melissa Marschka, a member of the Foundation’s grants committee. “They help create a more welcoming, accessible and joyful play environment for everyone.”

The boards, which will be double-sided and feature both English and Spanish, are expected to be installed at both elementary schools by the end of the year. Hummel also plans to visit classrooms beforehand to explain how they are used and will educate parents about them through a flyer that will be sent home with students.

Hummel is grateful to the Foundation for seeing the value in these boards and providing the funds to purchase them for the community. “The Foundation board members have been so helpful and kind,” says Hummel. “They understand that playgrounds reflect the values of a community, and these boards show that Shorewood understands that everyone should have a way to express themselves.” ■



We want to be your Compounding Pharmacy!

Do you or your pets rely on specially compounded medication? North Shore Pharmacy is proud to now offer prescription compounding services.

Our compounding lab has over 25 years experience serving patients all over Wisconsin with quick turnaround times, competitive pricing, and convenient in-store pickup or shipping options.

Some common therapies include:

- Hormone Replacement Therapy for men and women
- Low Dose Naltrexone (LDN)
- Veterinarian dosage forms (creams/ear gels/solutions/suspensions)
- Thyroid/Adrenal replacement and support
- Pain management creams/gels/sprays



Call, stop by our pharmacy, or visit us at www.northshorepharmacy.org/compounding to learn more. Transferring your prescriptions is simple and convenient!

North Shore Pharmacy

1421 EAST CAPITOL DRIVE
SHOREWOOD, WI 53211

414.962.9665

NORTHSHOREPHARMACY.ORG

LOCAL PRESCRIPTION
DELIVERY
QUICK & CONVENIENT

WHAT HOME PROJECTS ADD VALUE?



KATIE GNAU

ELSAFY REAL ESTATE

773.744.4325

kgnau@shorewest.com

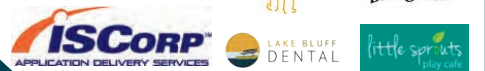
KATIEGNAU.COM

ShoreWEST



shorewest.com EHO

THANK YOU TO OUR 2025 SPONSORS



CRESTONE CONSTRUCTION



VISIT SHOREWOODWI.COM

Summer Sounds Enhance the Season

BY MARIA CAMPBELL | PHOTO BY PATRICK MANNING

There's something magical about a warm summer evening in Shorewood. You have the glow of the setting sun, a subtle breeze off the river and joyful sound of music filling the air. That magic comes to life each year through Summer Sounds, the beloved concert series held in the heart of Hubbard Park.

Originally organized by the Village, Summer Sounds found new life in 2017 when the Shorewood Recreation and Community Services Department, in partnership with the Shorewood School District, took over its planning and



coordination. What began with just four concerts per season has grown into a cherished community tradition that brings people together in one of Shorewood's favorite scenic public places.

Set along the Milwaukee River, Hubbard Park provides the perfect backdrop for the weekly concerts. Families spread out picnic blankets, kids dance barefoot in the grass, and

neighbors reconnect over food and music. The event encourages outdoor recreation, as many attendees arrive on foot or by bike, soaking in the natural beauty of the park before settling in for a summer evening of live music.

More than just a fun night out, Summer Sounds has become a staple in the Shorewood Community. "The best thing about having Summer Sounds in our community is how it brings people together," says Erin Cross, director of the Shorewood Recreation and Community Services Department. "It's a simple tradition that creates lasting memories and strengthens the heart of our village."

The concert series also plays a role in supporting local organizations. Each event is made possible thanks to the generous support of community sponsors. The 2025 season was funded by the Orthopaedic Hospital of Wisconsin, Shorewood Foundation, Shorewood Men's Club, Shorewood Chiropractic Company and Hubbard Park Lodge. Their contributions ensure the concerts remain free and accessible to all.

When it comes to choosing performers, the goal is to reflect the spirit of Shorewood. The planning team curates a lineup that blends musical excellence with diversity to appeal to a wide range of taste and age groups. From jazz to folk to upbeat indie music, each concert offers something unique, often showcasing talent from the Milwaukee area.

As summer comes to a close, what remains is more than great music: it's a sense of community, shared joy and the Shorewood community at its very best. Be on the lookout for next season's lineup in the summer 2026 recreation guide! ■

RACHEL DICKMAN PHOTOGRAPHY
Seniors/Families/Branding
414.315.8514
www.racheldickmanphotography.com

Thai Polish

- Expert personalized nail service
- Pristine, private salon
- Relaxing, quiet atmosphere

4005 N. Murray Ave.
Easy online scheduling
thaipolish.com



**Chef Made Classics
with a Modern Flare**

Coffee, Pastry, & Panini

Tuesday-Saturday: 8am-2pm

Dinner Service

Tues - Wed: 3-9pm; Thurs-Sat: 3-10pm

Patio Open!

2613 East Hampshire St., Milwaukee
(414) 964-2611 | SalaDining.com

**SOURCEPOINT
COUNSELING**

SELF-AWARENESS. HEALING. GROWTH.

Practical and effective values-based therapy for resolving life issues, relationship concerns, unhealthy behavioral patterns, and mental-emotional challenges. Individual, couple's and family sessions available.

Human Design Consultation offered for personal growth and self-discovery.



Carolyn Davis, EdD - Psychotherapist

4447 N Oakland Avenue, Shorewood, WI 53211
sourcepointcounseling.com
cdavis@sourcepointcounseling.com
Call/Text: (414) 902-0290

POLICE DEPARTMENT FEATURE

Keeping in Contact

*Shorewood PD makes
community policing a priority*

BY JENNIFER ANDERSON



Shorewood Police Department officers spent time connecting with residents at this summer's National Night Out event. Left to right: Officer Luke Sleman, Sergeant Ian Moss, Acting Sergeant Joe Santiago, Officer Robert Browne, Chief Heather Wurth, Sergeant Cody Smith and Officer Nick Mueller. Photo courtesy of the Shorewood Police Department.

When Shorewood Police Chief Heather Wurth took over the department in 2022, she made it a priority to train officers to engage more with residents on a "human" level, to tackle issues that mattered most to citizens and to be open with how the department worked.

"The Chief pushed hard for more transparency, and I think the tenor has changed between the Village and the department," says Captain Fernando Santiago. "She's encouraged officers to be more empathetic and provide a higher level of service to people they connect with during their shifts."

Making that happen means more personal follow-up with victims, more time spent on every call, more bike patrols where officers can interact in an informal way with residents and better partnerships with local businesses. The chief has also given officers full discretion handling day-to-day issues like traffic stops.

"Officers are encouraged to issue a warning rather than a ticket if the circumstances merit it," says Santiago. "Our philosophy is that we prefer to educate people rather than penalize them."

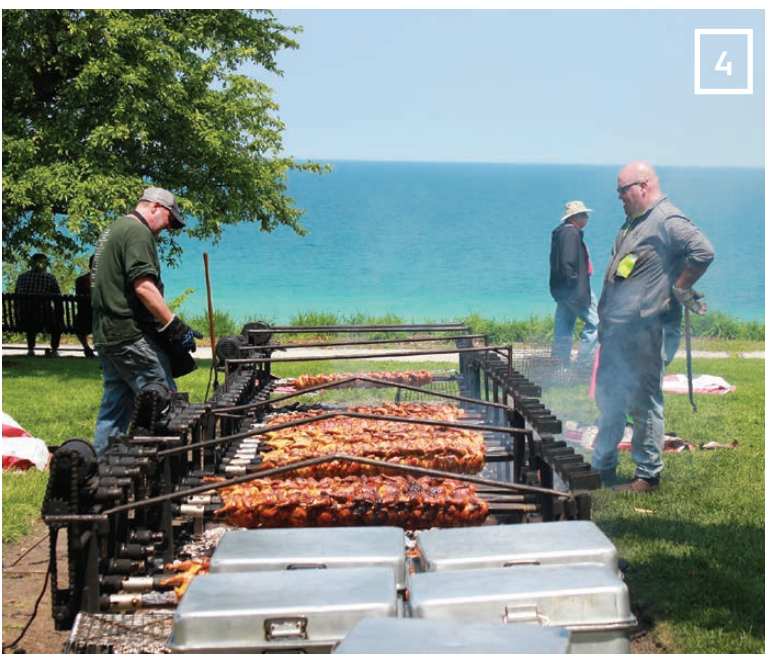
The police have also taken an active role in alerting residents about issues that can directly affect them, such as speaking to groups like the Senior Resource Center on how to avoid computer and phone scams. They're also aware that pedestrian safety and reckless driving are big issues for this walkable community, and the department has upped the police presence on busy streets and at the lakefront.

Officers are also encouraged to engage with residents in informal settings, such as during the bike races and the Shorewood Feast. "People are happier to interact with us there than if we roll up on them in a squad car," says Santiago.

Another vital piece for the chief is the health and wellness of her officers. She's implemented a physical fitness program that takes place at the SHS track and residents are encouraged to join. She's also mandated annual appointments with mental health professionals for her entire staff.

"The Chief calls them our 'neck-up check-ups,'" says Santiago. "She understands that the more mentally and physically fit we are, the happier we will be and better we can serve the community." ■

Out & About in Shorewood



1 The July 4th fireworks are enjoyed by all, especially kids. Photo courtesy of the Shorewood Foundation.

2 While fellow duffers Taylor Finseth and Matt Lester look on, Kyle Loest tees off at the first hole of the Gentlemen of Shorewood historic golf event in August. Photo courtesy of Alex Walzak.

3 A leafy green monster pushes garbage carts down the alley behind Oakand Ave. Photo courtesy of Eileen Kehoe.

4 Racks of roasting birds draw a crowd for the annual Men's Club Chicken BBQ in June. Photo courtesy of Jennifer Rueth.

ShorewoodEvents

6TH Annual Shorewood 12 Bike Race

Saturday, Sept. 6 🌸 9:06 AM - 9:06 PM

Touted as “A bike race with a charity problem ... no ... a charity event with a bike race option,” the Shorewood 12 Bike Race is modeled after Riverwest’s 24-hour version, except Shorewood’s racers go half the distance. Founded and organized by the Gentlemen of Shorewood, the race has riders gather points by stopping along the way at local businesses and raising money for much-loved area charities.

Visit thegentlemenofshorewood.com for more details.

Shorewood Farmers Market

Sundays through Oct. 26 🌸 9:30 AM - 1 PM

Enjoy fall colors and seasonal bounty at the Shorewood Farmers Market in Estabrook Park. 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.



Shops Open Shorewood

Thursday, Sept. 11 and Oct. 9 🌸 5 - 7 PM

Enjoy the last two Shops Open Shorewood events of the year with extra hours of deals, activities, bites and beverages at your favorite businesses. Pick up a Shops Open Passport game card at any of the participating locations, get it stamped and turn it in to the Shorewest Realtors Northshore office each month for a chance to win a prize package from local businesses. On October 9, bring the card to the Milwaukee Brat House on Oakland Ave. for a free beer and a Shops Open party at 7 p.m. For details and a list of participating businesses, visit shorewoodwi.com.

Masterworks Concert

Tuesday, Oct. 28 🌸 7 PM

This concert features the SHS chamber orchestra, concert and chamber choirs, and the Shorewood Rec Department’s Choral Arts Society. Held at St. Paul’s Episcopal Church.

6TH Annual North Shore Bank Shorewood Feast

Saturday, Sept. 13 🌸 Noon - 9 PM

Shorewood’s all-day street festival ushers in the season with food and free activities for all ages. Located along Oakland Ave.’s 2200-2400 blocks, the Feast showcases artisan vendors, a fun-packed kid zone, food trucks and the signature sit-down Harvest Dinner served in the middle of Oakland Ave. For details, see the article on page 4 and visit shorewoodwi.com.



Shorewood Historical Society Scan Day

Saturday, Oct. 4 🌸 10 AM - 2 PM

As a free service to all residents, the Shorewood Historical Society invites you to bring your home and community photos and documents to the Village Center (lower level of the library) to be scanned for posterity. The items can be blueprints of your home or any document that pertains to Shorewood’s history. The items will be returned to you along with a thumb drive of the scans, and the Historical Society will keep a copy for its archives. For more information and to secure an appointment visit shorewoodhistory.org.

The Shorewood Water’s Project Annual Fish & Feather Festival

Saturday, October 11 🌸 11 AM - 3 PM

Gather at Shorewood jewel Hubbard Park for a fun day on the banks of the Milwaukee River and stroll through over a dozen interactive and educational booths. Kids can participate in fun artistic activities with take-home art projects. Enjoy music, food, and the Hubbard Park Beer Garden just steps away.



Shorewood Connects Fall Yard Clean-Up

Saturday, Nov. 1 🌸 9 AM - NOON

This annual 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 by calling 414.847.2727 or emailing src@shorewoodwi.gov.

Shorewood Artists Guild ART at the Atrium

Thursday, Nov. 6 🌸 4 - 9 PM

This annual free art exhibit open to the public highlights local artists whose mediums include photography, drawings, paintings, sculpture and more. Patrons can browse and buy original pieces directly from the 17 artists who will have booths there. Held at The Atrium, 2107 E. Capitol Dr., there will be food trucks on hand and a cash bar. Come for the art, stay for the community!



COME JOIN US!

- Friday Fish Fry & Sunday Brunches
- Ceremonies, Receptions, Private Rentals
- **Beer Garden Oktoberfest Sept 27-Oct 5**
Special Beer & Food Offerings

3565 N MORRIS BLVD. SHOREWOOD, WI • (414) 332-4207

HUBBARDPARKLODGE.COM



Senior Resource Center (SRC)

Unless otherwise specified, all programs are held in the Shorewood Village Center (lower-level library).

For registration, please call 414-847-2727 or email src@shorewoodwi.gov.

Office Hours: Mon. – Thurs., 9 am – 2 pm or by appointment.

Great Trains & the Grand Canyon Tour - March 15-20, 2026

Join the SRC and Premier World Discovery Tours for an unforgettable six-day journey to one of America's greatest natural wonders! This exclusive tour is the only one we've found that includes five nights in scenic Sedona, Arizona, a perfect home base for exploring the Grand Canyon and surrounding areas.

To learn more details and for a complete list of what's included, please pick up a flyer at the SRC and plan to attend one of our upcoming travel shows:

- Wednesday, Sept. 10 at 10 am
- Tuesday, Sept. 16 at 1 pm
- Wednesday, Oct. 29 at 1 pm
- Thursday, Nov. 6 at 9 am

Don't miss your chance to experience the Grand Canyon in comfort and style!

Pre-registration for the travel shows appreciated.

Your Final Gift - New, Gentler Options for Body Disposition

Wednesday, Sept. 10 • 1 - 2 pm

In partnership with Shorewood Library, death educator Angie Buchanan shares more ecofriendly and environmentally sustainable methods of body disposition available today. Join us for a presentation and a discussion about aquamation, terramation, green burial and more.

Pre-registration appreciated.

Balance and Fall Prevention

Thursday, Sept. 11 • 1 - 2 pm

Join Trina Worby, PT, for an interactive workshop combining education and exercises to support balance and prevent falls. **FREE!** *Pre-registration encouraged.*

North Shore Health Department Blood Pressure Check/Ask A Nurse

Wednesday Sept. 17 and Nov. 19 • 11 am - 1 pm

A nurse from the North Shore Health Department will be on-site to take your blood pressure and share resources.

In the Beginning - Celebrating 125 Years

Wednesday, Sept. 17 • 12:15 - 12:45 pm

In 1900, just 345 people lived in what became Shorewood. What was life like then – and what choices shaped the village we know today? In honor of Shorewood's 125th anniversary, Karen deHartog of the Shorewood Historical Society offers a brief look back at our early days. *Pre-registration appreciated.*

Tech Connect Series

Wednesdays, Sept. 24, Oct. 22, Nov. 26 • 10:30 am - 12 pm

Programs are **FREE!** *Pre-registration is required.*

Sept. 24 Podcasts at a Glance - Learn what podcasts are and where to find them

Oct. 22 Protecting Your Personal Information Online - Tips on how to browse the Internet safely and recognize scams.

Nov. 26 Intro to AI - Learn about Artificial Intelligence and ChatGPT.

Collage Card Workshop - 4-Week Series

Tuesdays, Sept. 30 - Oct. 21 • 10 am - 12 pm

Explore a creative way to reflect and express yourself through collage. Join Genevieve Kirchman for four guided sessions. Supplies included. *Pre-registration with \$5 payment for the series required.*

Medicare 101

Wednesday, Oct. 1 • 1 - 2:30 pm

Get clear, unbiased info on Medicare Parts A, B, C and D. Learn how to enroll and access free assistance from Wisconsin SHIP counselors. No sales, just trusted guidance. *Pre-registration encouraged.*

Dance Party!

Wednesday, Oct. 8 • 1 - 2:30 pm

Get ready to groove to '60s and '70s rock and pop with the Taxmen Combo. Enjoy refreshments and good vibes! *Please pre-register with \$5 payment.*

Book Nook

Tuesday, Oct. 21 • 1 - 2 pm

Join Shorewood librarian Kayla LaGrossa for a casual chat about favorite books. Meet in the Library Program Room. **FREE!** *Pre-registration required.*

Fall Yard Cleanup • Sat., Nov. 1 • 9 am - 12 pm

Volunteers from the community are available to rake and help clean up the yards of residents aged 60 and older. *Pre-registration appreciated.*

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

Aware and Prepared Series

The four-part series *Aware and Prepared* offers expert advice to help you plan ahead, stay safe and support loved ones through life's changes.

- Difficult Conversations • Tuesday, Nov. 4 • 6 – 7:30 pm**
 Learn helpful tips for having essential – and often difficult – conversations when someone shows signs of memory or behavior changes. *Pre-registration appreciated.*
- Don't Get Scammed • Thursday, Nov. 6 • 1 – 2 pm**
 Learn how to spot and avoid common scams with practical tips from Shorewood Police Captain Fernando Santiago. *Pre-registration appreciated.*
- Getting Your Ducks in a Row • Tuesday, Nov. 11 • 1 – 2:30 pm**
 Learn what legal documents you need, what you can do yourself, and when to seek legal help. Led by Family Mediator Sue Bronson. *Free. Pre-registration appreciated.*
- Safeguarding Your Future: Legal and Financial Essentials Thursday, Nov. 13 • 1 – 2 pm**
 Join Shorewood elder law attorney Megann Hendrix for an overview of essential estate planning tools designed to protect your financial future and ensure your decision-making rights are preserved. *Pre-registration appreciated.*



SWC
2026 will be our 90th year!

Join us!
Come & see what we are all about

1938 SHOREWOOD Women's Club

Please join Shorewood Woman's Club for one of our monthly events on the third Thursday of each month at Kingo Church in Shorewood!

Sept. 18, 2025, 1pm | October 16, 2025, 6pm | November 20, 2025, 1pm

Jessie Tapia from Sojourner/Family Peace Center. Learn about their programming.

Jackie Greeney, Celtic Studies program, UW-M. Learn about Celtic stories & traditions related to the season.

Hayley Johnson, Shorewood Public Library Director. Blind date with a book event: everyone brings a book wrapped in paper.

email: shorewoodwc@gmail.com



Website: shorewoodwc.org

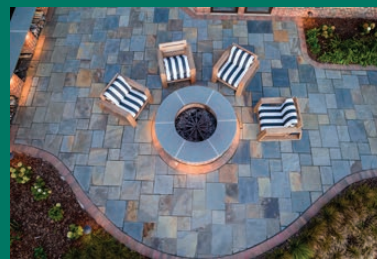
Find us on Facebook

The General Federation of Women's Clubs is an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service.

Designing Your Ultimate Backyard Oasis

Ideal Property Management leaves no stone unturned when creating a luxurious landscape design for your outdoor space. Discover professional masonry complemented by unique, artistic features.

Brick and stone are our specialty!
 Are you ready to get started?
 Call us today for a free consultation!



Landscape Design & Construction



Custom Landscape Services

Brick & Natural Stone



Fences & Pergolas

Fountains & Statuary



262-251-3578

ideal-landscaping.net



Ideal PROPERTY MANAGEMENT

Shorewood **A Look Back**

Shorewood at 75

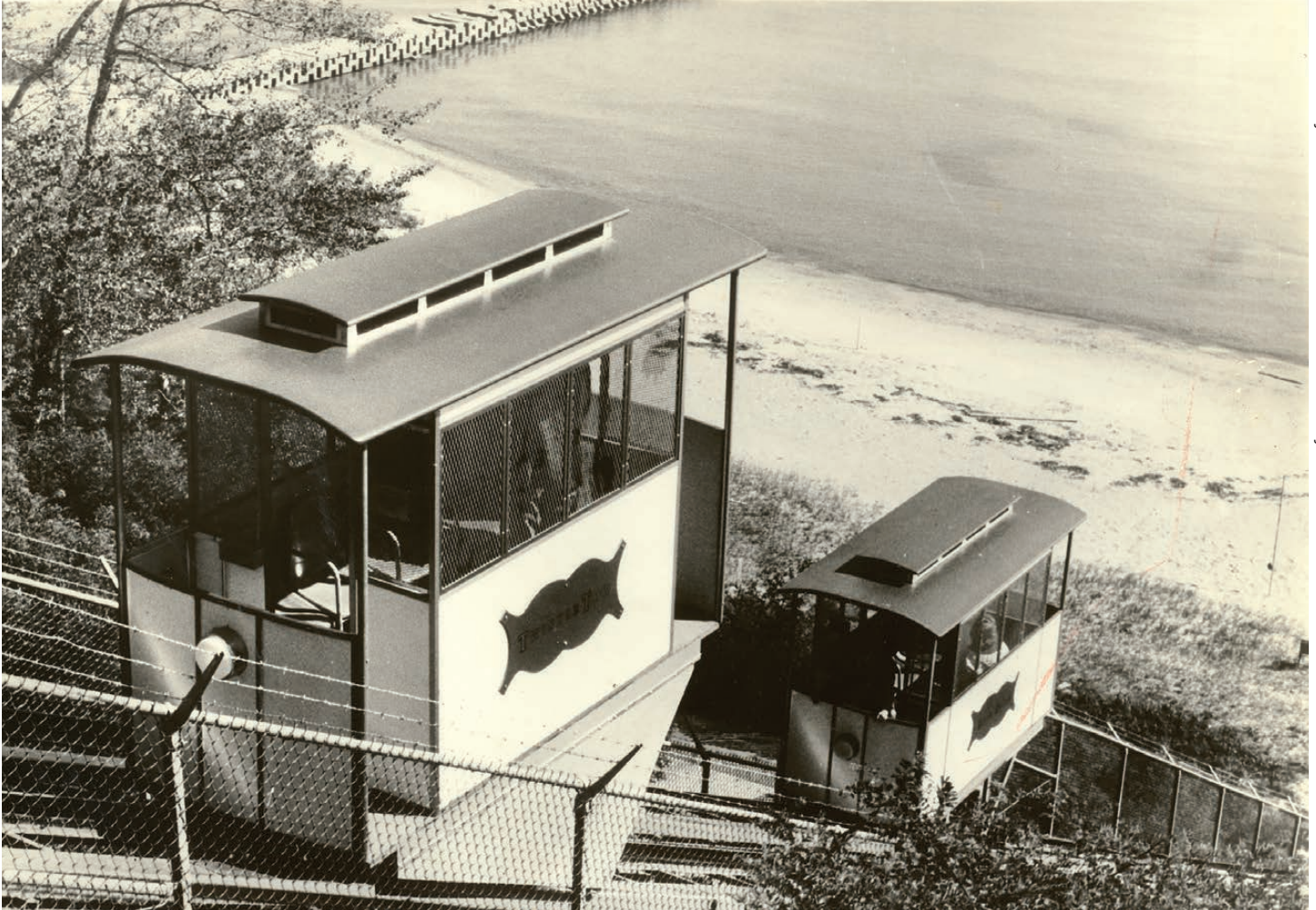


Photo courtesy of the Shorewood Historical Society archives.

A dime was all it cost to board Twinkle Toe or Able Cable for a ride between Atwater Park and the beach. The popular cable cars were installed in 1970, however, the need for frequent repair caused the Village to remove them in 1977. The tracks were removed in 1987.

In 1975, Shorewood was struggling to complete urban renewal projects. Plans to replace older housing with a mall had been planned since 1968. Rows of bungalows had already been removed from Oakland Ave. and Cramer St. to make room for development. Plans for the mall changed frequently but included a hotel, offices and apartments, a swimming pool, underground parking, and businesses.

Badger Bank at 3970 N. Oakland Ave. was the first and only completed mall building. In the summer of 1975, Shorewood residents were encouraged to plant gardens in the open area. It wasn't until 1978 that the mall idea was scrapped and trustees approved plans for Eastwood Condominiums.

Also in 1975, the eighth annual Shorewood Village party at Atwater Beach, sponsored by the Shorewood Foundation, attracted over 600 people to ride the cable cars (Twinkle Toe and Able Cable) from the park to the beach. ■

For more information about the proposed mall and the cable cars, see the digitized word-searchable Shorewood Herald newspapers at shorewoodhistory.org.



INTRODUCING ALL NEW
Handcrafted
HAPPINESS

new!
THE PRETZEL
WITH TURKEY
OR HAM

new!
ROAST BEEF
& BLEU

new!
THE DC
CHICKEN

YEAR of the SANDWICH
ONLY AT CORNER BAKERY



E. CAPITOL DR. SHOREWOOD

Culver's

SHOREWOOD
E CAPITOL DRIVE

GLENDALE
BAYSHORE





Village of Shorewood
3930 N. Murray Ave.
Shorewood, Wisconsin 53211

PRSRT STD
U.S. Postage
PAID
Permit No. 4741
Milwaukee, WI

Shorewood Fall Calendar

SIS = Shorewood Intermediate School | SHS = Shorewood High School

SEPTEMBER

TUES. SEPT. 2 First Day of School for all Shorewood District Schools

THUR. SEPT. 4 Music of the West African Kora 6:30pm, Shorewood Public Library

FRI. SEPT. 5 Back to School Bash 4–5:30pm, Shorewood Public Library

SAT. SEPT. 6 Shorewood 12 Bike Race 9:06am–9:06pm. *For details, see page 26.*

SUN. SEPT. 7 Shorewood Farmers Market 9:30am–1pm, Estabrook Parkway. *Runs through Oct. 26.*

TUES. SEPT. 9 Know Your Body 101 6pm, Shorewood Public Library

WED. SEPT. 10 Your Final Gift: New, Gentler Options for Body Disposition 1pm, Shorewood Public Library

THUR. SEPT. 11 Shops Open Shorewood 5–7pm, Shorewood Business District. *For details, see page 26.*

SAT. SEPT. 13 6th Annual North Shore Bank Shorewood Feast Noon–9pm. *For details, see page 4.*

MON. SEPT. 15 Kieran Mulvaney Author Visit 6:30pm, Shorewood Public Library

SAT. SEPT. 20 Stone Soup Shakespeare Presents Love's Labour's Lost 6pm, Library lawn

TUES. SEPT. 23 Shorewood Waters Walking Tour 5:30–7pm, DPW yard. *Registration required at Shorewood Waters Project.*

FRI.-SAT. SEPT. 26 & 27 SHS Homecoming Weekend Festivities

TUES. SEPT. 30 Craft & Chat 10:30am, Shorewood Public Library

OCTOBER

WED. OCT. 1 Andrea Beaty Author Visit 4pm, Shorewood Village Center

SAT. OCT. 4 Shorewood Historical Society Free Scan Day 10am–2pm, Shorewood Village Center

WED. OCT. 8 National Walk or Bike to School Day

THUR. OCT. 9 Shops Open Shorewood 5–7pm, Shorewood Business District. *For details, see page 26.*

THUR. OCT. 9 Lizzie Borden and the Borden Murders: The Original CSI 6pm, Shorewood Village Center

SAT. OCT. 11 Fish & Feather Festival 11am–3pm, Hubbard Park. *For details, see page 26.*

TUES. OCT. 14 Know Your Body 101 6pm, Shorewood Public Library

WED. OCT. 15 Natural Shorewood: Green Cleaning Workshop 6–7:30pm, Hubbard Park River Club. *Registration required at Shorewood Waters Project.*

FRI. OCT. 17 The Great Pumpkin Hunt Begins All day, Shorewood Public Library and Village-wide

SAT. OCT. 18 Milwaukee River Keepers Adopt-A-River Cleanup 9–11am, Hubbard Park

TUES. OCT. 21 Book Nook 1pm, Shorewood Public Library

THUR. OCT. 23-SAT. OCT. 25 SHS Fall Play *The Adams Family* 7pm, SHS Gensler Auditorium

SUN. OCT. 26 Village Trick-or-Treat 1–4pm

TUES. OCT. 28 Craft & Chat 10:30am, Shorewood Public Library

TUES. OCT. 28 SHS Masterworks Concert 7pm, St. Paul's Episcopal Church. *For details, see page 27.*

WED. OCT. 29 Surfing the Great Lakes presentation with Eric Gietzen 6–7:30pm, Hubbard Park River Club

NOVEMBER

SAT. NOV. 1 Shorewood Connects Fall Yard Clean-Up 9am. *For details, see page 27.*

THUR. NOV. 6 Shorewood Artists Guild Art at the Atrium 4–9pm. *For details, see page 27.*

THUR. NOV. 6 Bizarre History of Wisconsin 6:30pm, Shorewood Village Center

THUR. NOV. 13 Single-Use Planet – free film showing 6–7:30pm, Shorewood Village Center

FRI. & SAT. NOV. 14 & 15 SHS AFS Showcase 7pm, SHS Gensler Auditorium

SAT. NOV. 15 Antique Appraisal with Mark Moran 11am–2pm, Shorewood Village Center

TUES. NOV. 25 Craft & Chat 10:30am, Shorewood Public Library

SAVE THE DATE!

SAT. DEC. 6 The Shorewood BID's Winterfest

SUN. DEC. 7 Shorewood Arts & Crafts Fair, 10am–3pm, Shorewood High School



Village Trick-or-Treat

Sunday, Oct. 26 🍂 1–4 PM