

Shorewood **TODAY** *magazine*

VILLAGE • SCHOOLS • BUSINESSES



WHAT'S INSIDE ...

Atwater Students Partner
with MSO

Capitol Drive Renovations
To Begin

School District Summer
Programming Has Something
for Everyone

Public Art Event Offers
"Best Seats in the House"

Conservation Committee
Builds Community Partners

SPECIAL
TEAR-OUT
SECTION:
SUMMER
COMMUNITY
GUIDE

GREAT SUMMER DINING & ENTERTAINMENT OPTIONS WITH THE VECCHIO ENTERTAINMENT GROUP



POLKA FISH FRY & SUNDAY LUMBERJACK BRUNCH AT HUBBARD PARK LODGE!

Try out the "new" Hubbard Park Lodge, Shorewood's best-kept secret along the Milwaukee River!

- Friday night polka fish fry
- Sunday Lumberjack brunch
- Private parties, weddings & other special events
- Summertime patio seating



HUBBARD PARK LODGE
RIVER VIEW RESTAURANT

3565 N. Morris Blvd. • 414.332.4207
www.hubbardlodge.com

Located west of Oakland Ave. and south of Capitol Dr.
at the end of Morris Blvd.



Riverwalk Boat Tours and Rentals

- Margarita Mondays • Tiki Tuesdays
- Wapatui Wednesdays • Thirsty Thursdays
- Funky Fridays • Social Saturdays
- Bloody Mary Sundays
- Weekend Brewery Tours
- Private and Corporate Charters
- 10-Person, Self-Driven Pontoon Rentals

Located at Pere Marquette Park on
Old World Third St. Between State and Kilbourn

414.283.9999 • www.riverwalkboats.com



Milwaukee's Newest Pub
on Historic Old World Third Street
(only 1 block from the Bradley Center)

Tapas, Sliders & Great Desserts
11 HD Flat Screens
Private Dining Area with Fireplace
Available for business meetings
and other special events

1137 N. Old World Street
Downtown Milwaukee
414.273.5700
theredaccordion.com



*In the Riverwest
Community –
Shorewood's next door
neighbor*

Offering the Milwaukee
area's best margaritas!
Choose from more than
75 Tequilas.
Join our Tequila Club!

- Adult dining room
and full bar
- Kids' Play Area
- Dollar Days – A special
item only a \$1 each

2730 N. Humboldt Blvd.
Riverwest Area of Milwaukee
414.562.5540
riowestcantina.com



Shorewood TODAY magazine

Shorewood Today is a community magazine providing useful information about the Village of Shorewood and offering news and feature stories about the people, places and things that make our community a special place to live, do business and raise a family.

Shorewood Today is jointly published four times a year by the Village of Shorewood, the Shorewood School District and the Shorewood Business Improvement District (BID), with additional financial support from the Shorewood Marketing Program.

We welcome story ideas, content suggestions and advertising inquiries, but reserve the right to reject or edit content to assure compatibility with our editorial mission, advertisement criteria and other publication standards. Please e-mail all inquiries and suggestions to TODAY@shorewoodwi.com.

Contributing writers: Barb Caprile, Karen de Hartog, Justine Leonard and Kim Robinson

Contributing photographers: John O'Hara/John O'Hara Photography and Jaci Sumner/Gloss Photography Studios

Design/Production: Caprile Marketing/Design

Shorewood Village Manager: Chris Swartz, 414.847.2700

Shorewood School Superintendent: Blane McCann, 414.963.6901

Shorewood Business Improvement District

Board President: Tim Ryan, 414.332.3404

For up-to-date information on Shorewood news, events and services, please visit:

VILLAGE OF SHOREWOOD
www.villageofshorewood.org • www.walkshorewood.com

SHOREWOOD SCHOOL DISTRICT
www.shorewoodschoools.org

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT
www.shorewoodwi.com

The deadline for the July 2010 issue of *Shorewood Today* is June 28 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



WATCH OUR NEW VIDEO ON-LINE!

www.walkshorewood.com

Please note: The Village Manager publishes a weekly memo on Village business that you can request via e-mail by contacting manager@villageofshorewood.org.



Table of Contents

- 4 Atwater Students Partner with MSO in "Giver Fantasy"
- 6 Message from the Superintendent of Schools
- 7 School District Notes
- 8 Shorewood Recreation Department Offers Summer Programming
- 9 Shorewood Alumni Notes
- 11 Transition To Tomorrow Program Supports Student Development
- 12 Capitol Drive Reconstruction Begins
- 14 Atwater Park Master Plan
- 15 New Sculpture Arrives at Atwater Park
- 16 Village Grants and Loans Explained
- 18 Village Resources and Tools
- 20 Assessing Shorewood Property Values
- 21 Spotlight on Shorewood Men's Club
- 22 Conservation Committee Builds Community Partnerships
- 24 A Growing Future: Garden Room and Anaba Tea Room
- 26 Stepping Out in Style: Focus on Fashion Retailers
- 28 President's Club Offers New Giving Opportunity
- 30 Business Spotlight: Lada Driver School
- 31 Public Art Event Offers "Best Seats in the House"
- 32 Out and About in the Village
- 36 Shorewood Gardens Tour Showcases Resident Gardens



On the Cover: Atwater Elementary School students collaborate with the Milwaukee Symphony Orchestra in a unique musical program called ACE (Arts in Community Education). See article on page 5.

Shorewood Today Magazine Offers Cost-Effective Communications

Shorewood Today offers an attractive and appealing way for the Village, School District and Business District to share important information with the community. The cost of publishing Shorewood Today is very reasonable, thanks to the advertising support of local businesses. We will continue to be sensitive to keeping costs low in bringing you this high-quality communication vehicle. We welcome your comments and impressions. Please keep us informed by e-mailing TODAY@shorewoodwi.com. Happy reading!



Shorewood is a "Fair Housing Community" with fair and equal access to housing in the Village regardless of sex, race, color, sexual orientation, religion, national origin, marital status, lawful source of income, area ancestry, disability, or familial status.

The Giver Fantasy

A Musical Collaboration of Atwater Elementary Students and the Milwaukee Symphony Orchestra

In celebration of the 20th anniversary of the Milwaukee Symphony Orchestra's (MSO) Arts In Community Education (ACE) program, the MSO has commissioned a special piece based on Atwater Elementary School's "The Giver Project."

For almost 20 years, Atwater has been part of the acclaimed ACE program. ACE is designed to develop and build critical and creative thinking skills in children by integrating the arts into their daily curriculum. The program includes visits from specially trained ACE musicians and ensembles, concerts at the Marcus Center for the Performing Arts, and special parent programming. All Atwater students participate.

Each year, MSO member and Shorewood resident Roger Ruggeri and his colleagues educate, guide and collaborate with Atwater's sixth grade students on a unique project that combines literature, music, technology and creativity into an original score.

Mr. Ruggeri has served many roles in the MSO. In addition to being an accomplished composer, he plays string bass, writes the entire concert program notes and educates students through the ACE program. It is through ACE that Mr. Ruggeri works with Atwater students annually on this special

project – composing a score for the book, "The Giver."

"This is a rare project. Musical composition is generally not accessed in education," Mr. Ruggeri explains. "The students are challenged to think in musical terms in order to create original music, which leads to a deeper creative experience and understanding of music."

Each year, Atwater's sixth grade students read "The Giver," Lois Lowery's Newberry award-winning futuristic story about a utopian society. In their language arts class, students discuss the story, character motivation and composition. Students also journal about their impressions and feelings elicited by the story. Then music teacher Walt Boyer challenges them to use their musical background and journal writings to compose a score that interprets one of the four sections of the book: Introduction, Training, Release and Escape. "This project challenges our students to compose and perform a piece that evokes emotions and tells a story without lyrics," adds Mr. Boyer.

Utilizing their knowledge of rhythms,

chords and melodies, students begin to create a piece that is a minimum of eight measures and utilizes two instruments.

At first students collaborate with a partner sharing ideas and experiences. "I enjoy working with my partner. We chose to use the instruments that we play, guitar and percussion, to create the feelings of fear, discovery and anger expressed in the Release section," says one 6th grader. Under the guidance of Mr. Boyer, students use Sibelius 5 software to write, edit and listen to their composition.

This year, Mr. Ruggeri and MSO cellist Scott Tisdell, also a Shorewood resident, will meet with the students twice – during the beginning of the composing process and

Atwater students compose their scores using Sibelius 5 software under the direction of Mr. Boyer.



approximately one month later – to further assist, challenge and guide the students. Each original piece is shared with the class. In past years, Mr. Ruggeri and Mr. Tisdell composed a single piece comprised of the student compositions. The 6th grade students then practiced the piece during May and performed for each other's classes and teachers.

In honor of the program's 20th anniversary, Mr. Ruggeri was asked to compose a larger piece for the Milwaukee Symphony reflective of the ACE mission. He incorporated seven years of Atwater student compositions to create an eight-minute, three-movement piece using strings and percussion titled "The Giver Fantasy." The MSO debuted this work at its April 16 Fifth Grade ACE concert. Going forward, traveling ACE ensembles will perform the piece for schools across Southeastern Wisconsin. While many Atwater students will be able to recognize their contribution to the project, all who listen to the piece will be able to experience the book through the "The Giver Fantasy."

Thank you to the Atwater PTO for subsidizing half of each student's ACE fee.

Swing with Shorewood Event A Great Success

More than 350 guests attended the SEED Foundation's 7th annual "Swing with Shorewood" event that was held Saturday, March 27 at the Harley-Davidson Museum. Proceeds from "Swing with Shorewood" will support grants for equipment purchases, curriculum enhancements and new projects in each of Shorewood's four public schools, as well as provide financial support to the District's General Education Fund. A big thank you to everyone who gave so generously of their time, talents and funds to make this event so successful.

Student helpers at "Swing with Shorewood."



It is the policy of the Shorewood School District that there shall be no discrimination on the basis of age, race, religion, creed, color, handicap, marital status, disability, sex, national origin, ancestry, sexual orientation, or membership in the national guard, state defense force, or any other reserve component of the military forces of the United States.

SHOP



1918 E Capitol Drive ■ 414.962.4030 ■ www.shop53211.com

Photography by Jaci Sumner of Gloss Photography Studios

Shorewood's hotspot for
grad photography

GLOSS
photography studios
(Fine art portraits by Jaci Sumner)

www.glossphotographystudios.com
info@glossphotographystudios.com
3805 N Oakland Ave Shorewood, WI 53211
414.332.0195



From Dr. Blane McCann,
Superintendent, Shorewood School District



Photo by Glass Photography Studios

Appreciation for Community Partners That Support Shorewood Schools

When I have the opportunity to visit with superintendents across our state and the nation, we compare notes about our work and the support we receive in our communities. It is through these dialogues that I have come to realize that Shorewood is one of the best School Districts in the United States.

Yes, we have challenges, but it is the way that we address these challenges together that makes me proud to serve this community.

Many of you have heard me say that the community support in Shorewood is like nothing I have experienced in my 30 years as an educator. I also will tell you that 90% of that community support is very positive, and the remaining 10% will keep you on your toes.

The community of Shorewood is never short on ideas or people willing to jump into the conversation and help solve the difficult issues facing our District. For instance, many friends and neighbors give their time and expertise by serving on advisory boards such as Wellness, Land Use/Physical Plant, Data and Accountability, Fitness Center, Advanced Learner Programming, and Building Instructional Teams. The work of these groups has been very beneficial to the District and, going forward, I would like to continue to expand the use of advisory boards where community and parental perspectives and expertise can assist us when making important District decisions.

The SEED Foundation is another example of the community coming together to address an issue. This organization was founded nearly eight years ago in response to the funding gap created by the State's school-funding formula. Since that time, SEED has raised and donated well over \$500,000 to the District. Their dedicated volunteers work tirelessly to support the School District through a wide array of fundraising activities, including the annual "Swing with Shorewood" event.

Each school's parent-teacher organizations (PTO) actively support the needs of our students and teachers by funding special projects, sponsoring events and volunteering. Most recently, the elementary school PTOs have focused on the area of technology, and the intermediate and high schools have provided needed parent educational opportunities. Their members give of themselves for the benefit of every child who attends our schools.

Our athletic and performing arts groups are fortunate to have Booster Clubs whose members are very generous with both time and donations. These groups support the types of activities that allow our young people to grow into well-rounded adults who contribute to their communities.

This past fall, another group comprised of many of our stakeholders formed to better understand the short- and long-term financial needs of the District and assess how we may address those needs in a systemic manner. The fundraising steering committee is exploring several different avenues to increase our revenue, including major fundraising, increasing our enrollment, becoming more efficient in our work, and collaborating with the Village of Shorewood to effectively market our wonderful community and School District.

These are just some of the many ways organizations and their members have stepped up to partner with the District. The Shorewood community does not shy away from work, but instead jumps in wholeheartedly to create the high quality of life that we appreciate in our Village.

We are a Village that expects leadership from every corner of Shorewood and from my perspective that is what is great about our community – the "can do" attitude to accomplish what others think is impossible. I cannot repeat often enough how important the support from parents, community members and Village government is to the success of the School District. Thank you Shorewood, your hard work on behalf of our schools is greatly appreciated by our students and staff.

School District Facts: Did You Know?

- The District has one of the largest summer strings programs in the state. More than 155 elementary students participate in the summer program.
- SHS students have more than 40 co-curricular options including, but not limited to, Mock Trial, Copperdome Yearbook, AFS, Chess Team, Global Action, Robotics and Prostart Culinary Club.
- SHS offers 23 sports for our high school students. 57% of SHS students participate in at least one sport, 24% participate in two and 5% participate in three. The District's only four-sport athlete is a female.
- This year's SHS freshman class has the highest level of participation in athletics and has made significant contributions at the varsity level in most sports.
- The Advanced Learning Department offers more than 16 different clubs and programs and contests throughout the year for elementary students at Atwater and Lake Bluff Schools.

School District Notes

DATES TO REMEMBER:

- May 7, 8, 14 and 15, 8 p.m. "Les Misérables" at SHS Auditorium
- May 9, 2 p.m. "Les Misérables" at SHS Auditorium
- May 13, 7:30 p.m. "Les Misérables" at SHS Auditorium
- May 26, 7 p.m. SHS Spring Band Concert at SHS Auditorium
- June 2, 7 p.m. SHS Spring Orchestra Concert at SHS Auditorium
- June 6, 3 p.m. SIS/SHS Choir Benefit at SHS Auditorium
- June 10: Last Day of School
- June 14: Summer Recreation Programs Begin
- July 10, 12-6 p.m. All-Class Alumni Picnic

Bright Beginnings Preschool – Registration Open

Sign-up now for the 2010-2011 school year! Bright Beginnings' curriculum focuses on the individual child and provides an educational environment that stimulates and nurtures each child's potential. For more information, please contact the Recreation Department at 414.963.6913, ext. 4.

SHS Spring Musical Production "Les Misérables" Student Edition – May 7-9 and 13-15

SHS Drama Department is excited to announce that in celebration of its 30th anniversary, "Les Misérables" will be this year's spring musical. "Les Miz" is a musical adaptation of Victor Hugo's epic novel that follows the intertwining stories of generations struggling for survival and redemption during the French Revolution. Join us for this ambitious production that includes favorite songs such as "Master of the House" and "I Dreamed A Dream."

The box office opens April 26 and will be open M-F from 12:30-5:30 p.m. and Saturdays from 10 a.m.-3 p.m., and an hour prior to each show. For more information, please contact the box office at 414.963.6940. Tickets are \$16 for adults and \$12 for seniors and students.

Special Performances

- Mother's Day, May 9:** Bring your Mom and she attends for free.
May 13, Student Night: Show your student ID and your ticket is half price.

SIS/SHS Choir Benefit Concert

The Choir Benefit Concert will feature choirs from both SIS, 7th Grade Cantare, 8th Grade Chorale, and SHS Concert Choir and Chamber Singers, as well as the Shorewood Choral Arts Society (adult community chorus) and special guest choir of 6th graders from Atwater and Lake Bluff. Tickets are \$8 for adults and \$6 for students and seniors. All proceeds benefit the choral program and are used to purchase music and supplies; pay for musical accompanists, piano tuning and upkeep; and festival registrations. Join us on Sunday, June 6 at 3 p.m. in the Shorewood High School Auditorium.

Shorewood Community Fitness Center – Special Summer Membership Price

Get fit today! During the months of May, June and July, the Fitness Center will be offering a three-month individual summer membership for only \$60 for new members only. Take advantage of this great opportunity to jump-start your fitness routine.



MAKE A Fashion Statement



Distinctive apparel and unparalleled service await you at Harleys: The Store for Men in Shorewood. Choose from an amazing collection of men's apparel – sophisticated business attire, comfortable sportswear, elegant formal wear – and unique accessories from today's hottest designers. Harleys' has been Milwaukee's fashion destination for more than 60 years – stop in soon!



HARLEYS
THE STORE FOR MEN

BEAUTIFY MILWAUKEE – WEAR SOMETHING FROM HARLEYS!®

3565 N. OAKLAND AVE. | SHOREWOOD, WI 53211
414.332.3404 | FAX 414.332.2854 | www.harleys4men.com

*When Times Change,
Experience Matters*



Desty Lorino
414.962.8888
www.DESTY.com

Gail Ganley
414.906.1211
www.GailGanleyHomes.com

We Are Your Two Shorewood
Real Estate Specialists



6000 N Port Washington Rd, Milwaukee, WI | 414-964-3900



NEW!
Register Online
shorewoodschoools.org

What's Your Child Doing This Summer?

The Shorewood Recreation Department Has The Answers

With a wide array of enrichment, sports and other programming, the Shorewood Recreation and Community Services Department is ready for summer! Are you? Our Summer 2010 Activity Guide includes a variety of programs that should meet the interests and needs of all students and parents throughout the community. We also offer flexible, all-day supervision options for all students.

1. What is new this year in the District's Summer Programming?

Each year, we work with community members, students and other stakeholders to create a diverse, interesting, enriching and fun schedule of classes and programs for everyone.

A sampling of new Recreation Department classes include: Chess Instruction, Garden Art, Golf Instruction, How to Write and Sell Your Screenplay, Job Skills, Social Skills, Using Transportation in the Milwaukee Area, One Day Wonders, Pre-Summer School Supervision, Roamer the Robot from Valiant, and Speed-Strength & Conditioning Camp.

A sampling of new Summer School enrichment classes include Australian Animals; Australian Dreamtime Painting and Didgeridoos; Investigate Animals of the Galapagos Islands; Cake Decorating for the

Expert; Creating Artist's Books; Introduction to Fiber Arts; Finding the Titanic; Geometry: Math is Artistic; Art is Mathematic; Poetry 'N' Paint; Recycled and Found Materials in Studio Art; Storytelling: Folk Tales and Mythology; Summer Fantasy: Diary of a Wimpy Kid; Survey of Environment Science; and Technical Theatre Summer Institute.

In addition, the Recreation Department is excited to announce the return of gymnastic instruction including Tiny Tumblers for pre-school-age children.

2. I need all-day summer programming – do you offer that? How flexible is the programming and can I still sign up my child for enrichment classes?

Whether it is all-day, mornings or afternoons only, Shorewood Recreation can meet your family's summer scheduling needs. We offer the option of combining any of the following programs for one to five days a week. If your child needs morning supervision only, we offer Home Base. If your child needs afternoon supervision only, we offer Kids Club and Kids Club Extended Day. If you need all-day coverage, families can register for all three programs.

The best part of our supervised programs is that we will gladly escort participants between all recreation and summer school classes.

3. What do you offer for a family on a limited budget?

The School District is aware of the challenges many families face when seeking safe, enriching and fun summer activities for their children that are also affordable. Shorewood residents or students enrolled in Shorewood Public Schools can participate in summer school enrichment classes for free, or in a few instances, at a nominal fee.

Shorewood Public School students who participate in the free and reduced lunch programs are eligible for a discount of \$5 per class. Plus, if your family is experiencing financial difficulties, we encourage you to contact the Recreation Department in writing, and we will make every effort to make arrangements for your children to participate at a reduced fee. We also offer payment plans.

4. What special programming do you offer for teens?

We offer a variety of enrichment, recreation and sports programs/camps geared toward the interests of teens. Additionally, the Recreation Department offers teens an opportunity to develop leadership and responsibility skills through a volunteer program. Volunteers participate in a variety of ways and are an important part of our department. We are pleased to be able to mentor future employees by providing an

enriching experience. Involvement in our volunteer program helps teens develop a strong work ethic and life skills. The program is open to our middle and high school students.

We also employ numerous high school students throughout summer in positions such as Kids Club leaders, sports instructors, and arts and crafts instructors.

5. With so many summer options, why should I chose your program?

For more than 50 years, the Shorewood Recreation Department has been offering well-rounded, diverse and enriching programming for students led by a caring and talented staff. Our quality and affordable programming gives parents the peace of mind knowing their children are safely engaged, challenged and active throughout the summer months.

Non-resident students are welcome in any of the programs listed in the Shorewood Summer Activity Guide. We ask that children attend classes from start to finish to assure they are receiving the full benefit of the experience. The guide and information on our new online registration option can be found at www.shorewoodschoools.org.

Join us this summer – we are the place to be!

Shorewood Alumni Notes

Calling All Alumni! Attend the All-Class Picnic on July 10

The SHS Alumni Association is organizing its 2nd Annual All-Class Picnic on Saturday, July 10 from 12-6 p.m. on the high school grounds. Join your fellow graduates for an afternoon of fun, including tours of the campus, games and, possibly, a 5K race. Gather on the front lawn for music and food. Check the School District website (www.shorewoodschoools.org) for more details.



The Butterfly Has Landed in the SHS Auditorium

Thank you to Pat Benway and the SHS Class of '59 for their generous donation of the "SHS Launching Leaders" butterfly sculpture that was part of last year's "Butterflies in Flight" public art event. The butterfly was created by Jenny Steinman Heyden, class of '86.

The butterfly has landed in the SHS Auditorium and is on display for all to enjoy.

Fun Alumni Fact

When the class of 2010 graduates on June 10, three mothers (Joann Stern, Aurora Bautz and Geri Berg) will be proudly watching their children and reminiscing about their own graduation on the same stage exactly 30 years ago to the date. Join the class of 1980 for its reunion the weekend of August 7-8. For other reunion news, please visit www.shorewoodlearns.org.

Sign Up, Log On and Stay Connected to the District

Information related to current events that are taking place in the District can be found online at www.shorewoodschoools.org. You can also sign-up for our listserve/newsletter. To sign-up, visit the website and scroll to the lower left column of the home page. You can also follow District happenings and learn fun facts by following the District on Twitter – www.twitter.com/ShorewoodLearns.

Complimentary Senior Pass: Thank You, Shorewood Seniors!

As a token of its appreciation for the unwavering support of seniors in the Shorewood community, the School District offers a Senior Pass to residents who have reached the age of 60 years young. The pass entitles the holder and companion to be admitted without charge to all athletic events, band and orchestra performances, and drama productions. Some exclusions apply, including the spring musical. Pick-up your pass today at the Shorewood Recreation Department. Thank you to Shorewood seniors!

WATCH
OUR NEW
VIDEO
ON-LINE!



WELCOME NEW SHOREWOOD RESIDENTS!

If you are new to the Village, we extend a hearty welcome! Please pick up your copy of our "Welcome to Shorewood" brochure at Village Hall. This publication is packed with noteworthy information about Village services.

Please also visit

www.walkshorewood.com

where you can request a copy of our Informational "Walking Kit" – and be sure to share the Kit with friends who may be considering a move to Shorewood!

QUESTIONS?

Call Customer Service at 414.847.2700

SHOREWOOD QUEENSWAY CLEANERS

Recipient of Angie's List Award

SAVE \$7 ON YOUR DRY CLEANING ORDER OF \$30 OR MORE

with this coupon now thru June 1, 2010

- Dry cleaning & shirt laundry on premises
- Silk experts
- Wedding gowns/heirlooms
- Leather/suedes
- Rugs

Valid on incoming orders for work done on premises only. Does not apply to bulk service, leather, suedes, shirts, repairs or sales tax. Not valid with any other discounts or specials.

EXPERIENCE THE SHOREWOOD QUEENSWAY DIFFERENCE!

**4300 N. Oakland Ave.
414.962.5150**

HELP US CONTINUE TO SUPPORT SHOREWOOD ORGANIZATIONS
BY SUPPORTING THE SHOREWOOD MEN'S CLUB



Shorewood Men's Club
39th Annual Chicken BBQ
Saturday, June 12

11:30 a.m. to 7:30 p.m.
Atwater Park – Upper Level

*Come meet your neighbors and enjoy good friends,
good music, great food and ice cream!*

Special parking for carry-out orders

LIVE ENTERTAINMENT ALL DAY!

12:30 p.m. NEW TIME! • Shorewood Concert Band
2-5 p.m. • Johnny Padilla Quartet – Jazz to the Limit
5:30 p.m. • Old Skool Rock 'n Roll Band

Sponsors still needed! Please contact Dave Banaszynski
at 414.332.5999 or e-mail ShorewoodMensClub@wi.rr.com.

Questions? Want advance tickets?

Call the Shorewood Men's Club
answering machine at 414.332.5999.

½ CHICKEN DINNER

½ Roasted chicken with potato salad
and corn bread **ONLY \$9**

¼ CHICKEN DINNER

¼ Roasted chicken with potato salad
and corn bread **ONLY \$7**

WHOLE MEAL DEAL

Whole roasted chicken with large potato salad
and 4 corn breads **ONLY \$19**

ONE WHOLE ROASTED CHICKEN

Fully cooked and freezer wrapped **Only \$14**

All chicken prepared by Rupena's

Tickets available at the park, or avoid the lines and buy them
from any Men's Club member in advance and save!

*Rejuvenation is
just a day away.*

LaDea

MEDICAL ESTHETIC AND LASER CLINIC

pronounced (la-day-uh)

Permanent laser hair &
spider vein removal
Laser skin rejuvenation
Customized facials

Relaxation and Detox massage
Ayur-medic skin care
Microdermabrasion
Facials & chemical peels

LifeSteps
Health & Wellness

*Are your hormones in balance?
Do you feel tired?
Burned out? Is your libido down?
Are you depressed?*

**You should have your testosterone checked and have an
Executive Physical with Dr. G.D. Stula M.D. All insurances accepted.**

Find out more at:
www.lifesteps-wi.com



During her Transition to Tomorrow conference, Bridget Windau (center) shares her vision for her future with her mom, Laura, and SHS Counselor Mandy Kluck.

Transition To Tomorrow

For students and parents, transition periods can be filled with a mixture of opportunity, anxiety and many questions about the unknown. Will I fit in at middle school? What are the academic expectations in high school? What will I do with the rest of my life after I graduate?

The Shorewood Student Support Services Team (formerly know as Guidance) has developed the Transition To Tomorrow Conferencing Program for students in elementary school through high school. The K-12 Comprehensive School Counseling Program is intended to address the needs of the whole child at developmentally appropriate age levels utilizing standards set forth in the Wisconsin Comprehensive School Counseling Model. The goal is to build a foundation of strong decision-making skills that serves the student into adulthood. This new program was piloted in the 2008-2009 school year and implemented this year.

At the transition periods of sixth, eighth and eleventh grade, the District Student Support Services Department focuses on providing programming on issues related to these pivotal periods. At each transitional grade level, school counselors conference with students and their parents to discuss the next educational phase using an Individual Learning Plan (ILP). The conversations are designed to empower students and parents to be proactive in planning for the future. Additionally, these conferences help foster a positive dialogue among the student, parent and school staff.

"Our conferences are used as a springboard to foster necessary family conversations and individual exploration, giving everyone the opportunity to gain access to the resources available to them as they continue to develop and follow their ILP," explains Julie Wells, SIS counselor.

In sixth grade this includes increasing dialogue about interpersonal relationships and decision-making skills, learning styles, personal responsibility, study habits, and self identification through interests and career exploration. By the time students are in eighth grade they have developed a better understanding of their talents and abilities, further

enhanced their decision-making skills and interpersonal relationships, and have been exposed to new ideas about career clusters.

During the critical junior year of high school, school counselors are helping students meld their understanding of self with the world around them in order to create meaningful connections. One junior explains, "Through this process I started to understand what I need in a college – and how to find a school that meets my personal needs and has a music program which is a strong interest of mine."

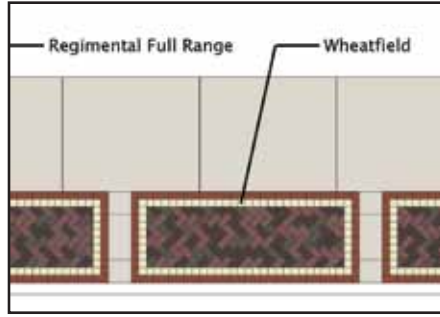
Prior to the Junior Conference, students will have spent time exploring options with their school counselor using the software program Wiscareers. During these sessions, students assess their personal goals, identify post-secondary plans and research the best path to obtain those goals. This can include the options of a two- or four-year college, vocational school, employment opportunities, etc. Throughout the process, students are introduced to a wide array of information to assist their exploration through a career interest inventory assessment, an activity leading their exploration of those results and connecting the student with the education/training needed, as well as the colleges/universities that offer that training.

"We created a mode for initiating or continuing the post-secondary exploration process. The information the student's gathered during those brief sessions wasn't important; rather, it was the process of how to explore in order to continue their research that was most important," explains Mandy Kluck, SHS counselor.

With the guidance of their school counselor, students develop a Power Point presentation about the results of their exploration in the computer lab, including short- and long-term goals for the next phase of their lives, to present to their parents during their Transition To Tomorrow Junior Conference. "This process has been very helpful. I left my eighth grader's meeting with a better understanding of the high school system and how to chose his class schedule to meet his interests," says one parent. "The meeting with my high school student really helped provide focus and resources for planning for the next phase of her life," says another parent.



New landscaping and trees will be added.



New brick pavers will decorate the walkways.



A unique biofiltration system will filter water.

Construction Begins on Capitol Drive

Extensive preplanning and ongoing communications will facilitate smooth and timely process

The reconstruction of Capitol Dr. has begun. The full and complete construction includes sidewalks, curbs and gutters, medians, and road surface, as well as lighting, storm sewer and traffic signal systems (between Lake Dr. and Estabrook Pkwy.). By mid-November, major construction should be completed. Streetscaping details including new trees and other plantings, will be installed in 2011.

The need to reconstruct Capitol Dr. is obvious to everyone, particularly commuters who bump daily along its rough surface. However, the Village, the State Department of Transportation (DOT) and other stakeholders have labored for more than two years to prepare a construction plan that can be completed in one construction season and that will allow continual use of the road and access to businesses and residential side streets during construction.

"We obviously can't control the weather," says Village Manager Chris Swartz, "but we certainly hope we have thought through all potential problems so that this project will move forward smoothly."

No one is disputing the fact that the project will be muddy, noisy and, at times, an inconvenience, but the results should be well worth the temporary mess. The general construction contractor is LaLonde Construction, who submitted the low bid

for the project at just over \$11 million: \$3 million for paving and the remaining \$8 million for utility work (water, sewer, storm water,) street light and traffic signal work and replacement of the Oak Leaf Trail bridge.

Road surface work will be completed in six stages. Work on sidewalk and parkway areas may continue along the entire route until November.

"... we certainly hope we have thought through all the potential problems so that this project will move forward smoothly."

Stage 1 Activities: May-June 2010

- Work begins on Capitol Dr. east of Oakland Ave. to Lake Dr.
- Traffic is reduced to one lane, eastbound, on the north side of the existing roadway.
- Westbound traffic is detoured to Edgewood Ave.
- Westbound MCTS buses will use alternate routes on Shorewood Blvd. or Beverly Rd.
- The existing Oak Leaf Trail bridge at Capitol Dr. and Wilson Dr. is removed and bike and pedestrian traffic is detoured across Capitol Dr. at street level.

Stage 2 Activities: June-August 2010

- Construction on Capitol Dr. east of Oakland Ave. continues with one lane, eastbound traffic shifting to the south side of the existing roadway.
- The new Oak Leaf Trail bridge is constructed.

Stage 3 Activities: July 2010 (overlapping with Stage Two)

- Work begins on Capitol Dr. west of Oakland Ave. to Estabrook Pkwy.
- Traffic shifts to the outside lanes of existing roadways (both eastbound and westbound). Medians are removed and a temporary pavement is constructed in the median areas.

Stage 4 Activities: July-September 2010

- Construction on Capitol Dr. east of Oakland Ave. will be completed.
- Traffic on Capitol Dr. west of Oakland Ave. will be shifted to the temporary median area (both eastbound and westbound). Construction takes place on the outside of the roadway.

Stage 5 Activities: September- November 2010

- Traffic on Capitol Dr. west of Oakland Ave. will switch to newly constructed outside lanes. Construction takes place on pavement, medians and turn lanes in the middle of the road.

Stage 6 Activities: Spring 2011

- Landscaping on Capitol Dr. from Lake Dr. to Estabrook Pkwy.

OTHER PROJECT PLAN HIGHLIGHTS

- **Capitol Dr. cannot be completely closed** to traffic at any time during the construction without prior approval of the Village and DOT – and then only for safety reasons over a short period of time.
- **No two consecutive intersections can be closed** for construction at the same time. If residents are unable to turn off of Capitol Dr. onto their own street, they should not have to go more than one block out of their way to turn.
- **Electrical service that feeds all of the street lighting** north of Capitol Dr. is located under Capitol Dr. and new service will be installed while the street is torn up. Hopefully, street light service interruptions will be infrequent and of short duration.
- **Storm sewer replacement** west of Oakland Ave. will make use of new biofiltration devices that work like a mini rain garden to filter water. The Village, WisDOT and MMSD all were involved in planning for this relatively new type of storm sewer and will be monitoring its effectiveness.
- **Any changes in bus routes and stops** will be clearly marked. Temporary traffic lights will be in place at all corners except at Maryland Ave. and Capitol Dr. where stop signs will be used.
- **Regular DPW services** (garbage and recycling pickups) will continue throughout construction.
- **All Capitol Dr. businesses will remain open and in need of resident support.** Watch for a special construction mailer from the Shorewood Business Improvement District that will include business coupons and a list of special events. Keep our Shorewood businesses alive – and thriving – during the construction!
- **We advertise our community as “Walkable Shorewood.”** This will be a good summer for residents to leave the car at home whenever possible. Every car we can keep off of Capitol Dr. will make navigation easier for those who must use the road, including job commuters, buses, and construction and emergency vehicles.

The bridge over Capitol Dr. (at Wilson Dr.) will be completely rebuilt, offering a vibrant entryway into the Village.



CONSTRUCTION QUESTIONS?

For general information, visit www.capitoldrive.info.
Questions may also be directed to Village Manager Chris Swartz at 414.847.2701 or manager@villageofshorewood.org



If you're buying a new ride or customizing one, I can help you save money insuring it. To make sure you're fully protected, Allstate automatically gives you \$1000 of coverage for aftermarket items. Call me today.



Andrew J. McCabe
(414) 961-1166
4451 N. Oakland Ave.
Shorewood, WI 53211
andrewmccabe@allstate.com



Insurance is subject to qualifications, conditions and availability. Discount is subject to qualifications and availability and amount may be lower. Allstate Property and Casualty Insurance Company, Northbrook, IL. © 2009 Allstate Insurance Company



ATWATER PARK MASTER PLAN PROVIDES DIRECTION AND FLEXIBILITY

Memories shared at Shorewood High School class reunions inevitably include stories about Atwater Park, particularly the beach. More than 100 years ago, paths led down the steep bluff to the sandy beach which was a great place to spend a hot, sunny day even if the water was cold. In the 1930s, a beach house and the concrete jetties were constructed as WPA projects. Sunbathers in the '60s were ferried to the beach and back in a cable car (the price of a ride was only ten cents!) In recent years, community celebrations such as the 4th of July fireworks have drawn large numbers to the upper terrace level of the park. Through all the years, the magnificent view has drawn those who just want a few minutes of quiet to contemplate the changing colors of Lake Michigan.

The formation of the Friends of Atwater Beach a few years ago (www.friendsatwaterbeach.org) and planning work done by the Shorewood Parks Commission (following the Comprehensive Outdoor Recreation Plan), have played a part in helping make better use of all of Shorewood's premier green space. As a result, the Village was encouraged to form an Atwater Park Master Plan steering committee, to develop a plan for park improvements, with help from consultant JJR of Madison Wis. After many months of study, and seeking community response to various alternatives, the steering committee presented their plan to the Village Board for approval on March 15. The Atwater Park Master Plan can be accessed on the Village of Shorewood's website at www.villageofshorewood.org.

The goals of the approved Master Plan are to increase community use of the park, encourage use of the park for community education and maximize alternative funding sources for implementation. The plan presents a cohesive vision for the future of the park that is intended to guide the design and implementation of key facilities over the next decade and beyond. It is also flexible enough to entertain valid new ideas or proposals that may come forward in the near future.

Over the next several months, park visitors can expect to see continuing work on bluff stabilization and replacement of invasive plants with native plant species by DPW crews. The Plensa sculpture will be installed (see article on following page) and a portion of the boardwalk will be constructed. In addition, design and development work and grant writing for further study of the jetties will take place.

Damage to the existing jetties is primarily due to age. It has been suggested that the current layout of the jetties is not the most efficient, and modern design is needed to maximize water quality and reduce stagnation and algae decomposition.

A joint effort between Shorewood's New Horizons Charter School and the Urban Ecology Center is exploring ways the park could be used as an outdoor classroom. Geology, water quality, ecology, photography, coastal dynamics and survival skills are

suggested educational topics for course work development.

Elements detailed in the plan to provide design direction include:

ON THE UPPER TERRACE

- Create 'great lawn' on terrace with removal of center pathways.
- Renovate and expand playground.
- Assess terrace pavilion and restroom facilities.
- Establish a contemplative area to include the Graves' memorial rose garden and the Veteran's Memorial.
- Place the Plensa sculpture.
- Improve overlook and seating opportunities.

(continued on pg. 15)

Atwater Park Master Plan
Refer to illustration above

- 1 Terrace Pavilion & Plaza/Overlook
- 2 Play Area
- 3 Open Lawn
- 4 Appomattox Overlook
- 5 Plensa Sculpture Garden
- 6 Contemplative Overlook/Rose Garden/Veteran's Memorial
- 7 Entry Feature & Gate
- 8 Improved Central Stairs
- 9 Widened Bluff Service Drive
- 10 Overlook with Shade Structure
- 12 Beach Pavilion with Expansion Area
- 13 Beach Plaza with Foot Wash Station
- 14 Beach Boardwalk
- 15 Covered Seating Areas
- 16 Swim Beach Activity Zone
- 17 Active Sports Zone
- 18 Coastal Structures (to be improved)
- 19 Optional Funicular
- 20 Optional Plaza/Spray Park

Shorewood Acquires Work by Internationally Known Artist

Shorewood will soon be a destination for art lovers everywhere when a new outdoor sculpture arrives at Atwater Park. This summer an exciting and dynamic, stainless-steel sculpture by internationally known Spanish artist, Jaume Plensa, will be permanently installed to complement the Atwater Park Master Plan.

Plensa's work has been exhibited in numerous galleries and museums throughout the U.S., Europe and Japan. In the Midwest, his most famous and recognizable work, The Crown Fountain, is in Chicago's Millennium Park. This work consists of a black granite reflecting pool placed between a pair of 50-ft., glass-block towers. Digital video images/faces of a broad social spectrum of Chicago citizens are projected on the towers, with water flowing through an outlet in the center of the screen, giving the illusion of water spouting from the mouths of the faces.

How our Village became the preferred destination for a new Plensa sculpture is an amazing journey that began with the formation in 2007 of Shorewood's Public Art Committee. Dedicated volunteers, led by long-time Shorewood resident Dick Eschner, were given the task of creating a selection process for placement of public art throughout our Village. Eschner, a former Shorewood Trustee, adjunct faculty member of MSOE and a retired architect (Kahler Slater), and the other members of the committee have extensive backgrounds in art, architecture or urban planning.

Their experience helped them develop a comprehensive plan that will enhance the cultural experience of Shorewood for residents, businesses and visitors.

As the Public Art Committee was finalizing its plan, they were notified that an anonymous donor was interested in Shorewood's public art program, and in underwriting the cost of a sculpture to be permanently installed here. Under the direction of the Greater Milwaukee Foundation, Russell Bowman, an art advisory consultant in Chicago (and former director of the Milwaukee Art Museum 1985-2002) has been representing the donor and providing consulting services to facilitate the acquisition of this acclaimed work.

The Public Art Committee reviewed a wide variety of work in making its selection. Criteria included scale, appeal to a diverse population and the appropriateness for viewing in Atwater Park. (Because of the size of the park, it was important to select an important but small-scale piece of work that would not obstruct the view of the lake.) After reviewing more than 50 available pieces of work from 15-20 artists, the committee was unanimous in recommending the Plensa sculpture. The piece, as yet unnamed, is representative of a humanoid form, approximately 8 ft. high, composed of thousands of letters of the alphabet made from stainless steel. The open design of the sculpture, which gives a sense of transparency, is lit from the interior giving it a warm glow at night.



Spanish artist Jaume Plensa (left) visited Shorewood in November when he met with Village Trustees and members of the Public Art Committee. Art consultant Russell Bowman is standing to the right.

Plensa has been involved in the entire acquisition process. When he visited Shorewood last November to meet with Village officials, he walked through Atwater Park to ensure that the right site was chosen for placement of the sculpture. He is scheduled to be at the installation ceremony this summer – the date has not as yet been determined.

The anonymous donor funded the purchase, shipment and installation of the sculpture; other private sources provided some landscaping and lighting funds. No new taxpayer dollars are being used for the project. The donor views the acquisition of this major work as a great way to kick off Shorewood's plan to acquire additional public art.

The Public Art Committee will continue its task of identifying appropriate locations and pieces of work in a variety of subjects and materials. Shorewood is thrilled to be the recipient of this generous gift. Our Village will soon to be a distinctive destination for public art that the entire community can enjoy for generations into the future.

(Atwater Park Master Plan continued from page 14)

ON THE BLUFF

- Stabilize the bluff.
- Widen the path for vehicular access.
- Improve railings and seating areas on existing stairs.
- Consider an ADA-compliant pedestrian path or optional funicular.

ON THE BEACH

- Remove old pavilion foundation.
- Construct a pavilion with restrooms, changing facilities and concessions.
- Construct a boardwalk.
- Expand playground with shade structure.
- Repair coastal structures.

KINGO LUTHERAN CHURCH



Funny name...
great people
following
Jesus to make
a difference
in the world.

**WORSHIP
Sundays
at 10 a.m.
Look for us
on Facebook**

1225 E. Olive St. • 414.964.2620
www.kingo.org
e-mail kingo@kingo.org

**DON'T MISS OUR WEARABLE ART SHOW ON
MAY 1, 9:30 A.M.-4 P.M. AT THE VILLAGE CENTER!**



TRY OUT THE GFWC SHOREWOOD WOMAN'S CLUB

Serving the community since 1936,
we welcome women who are
interested in stimulating programs,
service projects and adult education.
Meetings are the 3rd Tuesday of the
month, September through May,
at 1 p.m., in the Village Center
(lower level of the Library)
3920 N. Murray Ave.

**FOR MORE INFORMATION, VISIT
www.gfwc-wi.org/Shorewood/Shorewood.htm**

Call or e-mail Pat Mueller-President,
414.962.4330 or mkepat@aol.com

Lynn Sager-Vice President
414.964.5940 or ilsag10@yahoo.com

Village Loan Program a Business Incentive Tool

In the mid 1990s, Village officials observed that the Shorewood business district (Capitol Dr. and Oakland Ave.) was in decline. Because commercial property values were decreasing, homeowners were paying a disproportionate portion of property taxes. To reverse the trend, a Tax Incremental District (TID) was formed. A Master Plan, improvements to zoning and incentive programs to encourage economic development were also adopted. In 2007, the Business Incentive Loan Program was added to this set of Village tools. The following information is provided to answer questions about the Program.

What is the purpose of the Business Incentive Loan Program?

The program was established to help finance business expansion and start-up projects that are desirable to the Village – projects that would not happen without Village support. The funds are intended primarily for interior building improvements, equipment and furnishings.

How does the Program help a recipient?

The loans provide a source of funding at an affordable interest rate and with fewer financial hurdles than traditional lending sources. Realizing that the first two years are crucial to the long-term success of a business, the loan repayment may be structured so the recipient pays only interest for the first 18 months, deferring principal repayment to later years.

Who can apply for a loan and how is it done?

A current or prospective owner of a commercial property or business may submit an application that describes the project, the costs, other sources of funds (at least 50% of project costs), and why the requested funding can't be provided by other means. A SEWRPC (Southeastern Wisconsin Regional Planning Commission) representative helps potential borrowers structure the requested loan to meet program guidelines and sound business practices. They also advise the Shorewood Community Development Authority (CDA) regarding the credit worthiness of the prospective loan.

Loans of up to \$100,000 can be made per current program guidelines. Collateral must be provided to help assure repayment. The CDA must approve each loan. The Village Board must also approve any loan over \$25,000.

Who funds the program?

The Program is designed to fund itself. Loan money is provided by the TID – not through tax dollars used to fund routine Village services. As the loans are expected to be repaid, the "real" costs to the TID are occasional defaults and, for some loans, a nominal interest subsidy under the Village's own cost of funds for the first two years of the loan.

The improvements funded by the Loan are expected to increase the value of both the borrower's and neighboring properties. These increases in value trigger higher property taxes from the property owner, which accrue to the TID until the real costs of the loan program are recovered.

How does a typical loan benefit the Village?

To keep the math simple, say a typical loan is for \$100,000, helping finance a \$200,000 improvement. The real cost of a typical loan is expected to be less than 10% of the initial loan amount, or \$10,000 in this case. The property tax increase associated with the \$200,000 improvement would typically be \$26 per \$1,000, or \$5,200 per year. At this rate, it would take less than two years to repay the TID. Eventually, after the TID is closed, the \$5,200 per year created by the investment is turned over to the Village and the School District to provide a stream of additional funds for their ongoing operation. Other benefits include attracting a diversity of businesses with enhanced products and services to our community.



Two future tenants of the new Cornerstone property (currently under construction at Oakland Ave. and Kensington Blvd.) have been approved to receive business incentive loans from the Village of Shorewood.

Has this type of program been adopted in other communities?

Yes – this is a popular and proven Wisconsin tool for economic development. There are more than 25 similar programs in place in SEWRPC communities, including those for Menomonee Falls, West Allis, Mequon and Ozaukee County.

How many loans have been approved?

Four loans have been approved to date. Thief Wine and North Star American Bistro are future tenants of the Cornerstone Building (currently under construction at Oakland Ave. and Kensington Blvd.), enabling that important project to fill its retail space. The other two recipients are Sweet Law Offices, new owners of 2510 E. Capitol (previously Coldwell Banker), and Open Book.

For more information about the Business Incentive Loan Program, visit www.shorewoodwi.com and click on "Business Opportunities," or contact Jim Plaisted, Executive Director of the Shorewood Business Improvement District, at 414.272.5823 or jim@shorewoodwi.com.

**ART
BETWEEN THE
PAGES**

SPOTLIGHTING
SHOREWOOD ARTISTS

Presented by
Friends of Shorewood Library

**SHOW DATES:
JUNE 18 THRU
AUGUST 29, 2010**

**APPLICATION
DUE DATE:
MAY 22, 2010**

The Friends of Shorewood Public Library is pleased to invite Shorewood adult residents to enter "Art Between the Pages," a new, juried art exhibition showcasing our local talent.

Original work is accepted in clay, fiber, glass, leather, metal, painting, paper, wood, printmaking, sculpture and mixed media. Visit the Shorewood Library at 3920 N. Murray Ave. to pick up an artist application. There is no fee to apply and entries must be received by May 22.



**SHOREWOOD
PUBLIC LIBRARY**



**Caring for You, Your Family
and Your Business**

Business and personal insurance representing many national and regional insurance carriers

**Property • Worker's Compensation • General Liability
Homeowner's • Automobile • Life • Disability
Medical/Health Care • Long-Term Care**

Call Shorewood resident
Mike Schulte today at 414.221.0353 or
e-mail mschulte@robertsonryan.com



Robertson Ryan & Associates
Two Plaza East, Suite 650
330 East Kilbourn Avenue
Milwaukee, Wisconsin

We had a head to toe makeover.
(Well, more like floor to ceiling.)

**Run with Scissors has opened a newly
remodeled hair salon in Shorewood!**
3610 N. Oakland Avenue

**Owner & Designer
Nancy Ralph
414.220.9093**

**Master Hair Designer
Develan Andryczak
L'Art de Cheveux 414.534.1342**



Run with Scissors

3610 N. Oakland Ave., Shorewood WI 53211 • 414.220.9093

Village Resources and Tools

Building a Fence, Deck or Patio?

The most common building project in the springtime is the construction of a fence, deck or patio. A building permit is required for these projects, along with a survey marking where you plan to build. The Village may already have a survey on file if the property owner does not have one. Patios and decks cannot be constructed within a property's zoning setbacks, typically a minimum of three feet from a property's side and rear boundaries. Patios that will be located within a front yard or street side yard of a corner property must also be approved by the Design Review Board.

Informational brochures are available on the Village's website at www.villageofshorewood.org or in the Planning & Development Department for these specific projects. Contact the Planning & Development Department staff at 414.847.2640 for any building project you may be planning.

Disconnecting Downspouts

Although all residential property owners may disconnect their downspouts (whether they are within a combined or separated storm and sanitary sewer system), building permits are required for all disconnections and require a site plan indicating each disconnection, areas of discharge, and slope direction and contours. A building inspector will perform a site pre-inspection to determine the best options. Given the close proximity of some of Shorewood homes, coupled with sloping yards, disconnections may not always be feasible. The Planning & Development Department has an informational guide for your reference available on the Village's website at www.villageofshorewood.org or you may contact a building inspector at 414.847.2640 for more information.

Customer Service Satisfaction Survey Available On-line

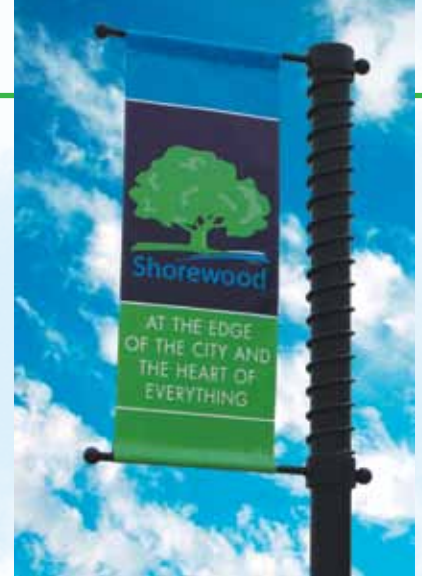
If you have recently received service from or had other interaction with Village staff, please let us know how we are doing. Visit www.villageofshorewood.org, and click on "Customer Service Satisfaction Survey" under the E-Services tab. We welcome suggestions for improvement, as well as thanks for a job well done.

Village Comprehensive Plan

Beginning January 1, 2010, the State of Wisconsin requires that all community decisions regarding land use be consistent with a Comprehensive Plan that provides a framework for long-term planning in such areas as housing, transportation, governmental services, utilities, economic development and land use. The Comprehensive Plan should provide guidance to meet the long-term needs of residents, visitors and other stakeholders.

Elements of the Comprehensive Plan were visually displayed for community viewing and feed back at a well-attended Open House

in March. However, Ericka Lang, Director of the Department of Planning & Development, still welcomes comments and suggestions from the community. Find more information about the Comprehensive Plan on the Village website (under "Department of Planning & Development").



Website Upgrades To Improve Navigation

Finding information on the Village website, www.villageofshorewood.org, should soon be easier due to organizational changes in progress. In an attempt to make most information available with just a couple of clicks, the main menu will be simplified and will include "For Residents" and "For Businesses" pages. Each page will contain an A-Z listing of services, directing visitors to relevant sub-pages and electronic documents, as well as staff contact information. Changes will be made over the next several weeks.

Health Department Suggestions To Keep Your Home and Yard Clean and Healthy

- Clean up after your pets on both your neighbor's and your own property. Animal waste is considered a human health hazard.
- If you are using a compost pile for recycling yard and kitchen waste, remember that it must be an enclosed bin with a tight-fitting lid. In order to avoid odors and attracting animals, compost ingredients should only include yard waste and grass clippings, scraps and peelings of raw fruits and vegetables, coffee grounds and tea leaves, manure, and commercial compost additives.

If you have any questions, please contact the Shorewood/Whitefish Bay Health Department at 414.847.2710.

Village Board Discussing Pesticide-Free Policy

At the April 5 Village Board meeting, Village Trustees began discussion on a possible pesticide-free policy that could affect maintenance of Shorewood parks and other public areas. Trustee Dawn Anderson notes that Shorewood can, and should, be a leader in recognizing and accepting the science that asserts that chemicals used in pesticides can cause DNA damage which increases the risk of cancer, respiratory illness and other health issues, particularly in children. The Board will be looking at test areas, areas for possible naturalization and cost estimates for different scenarios.

Because nearly 7 million investors have the audacity to believe in one-to-one attention when it comes to their investments.

Thank you.

Michael Y O'Brien, AAMS®
Financial Advisor

2323 E Capitol Drive
Shorewood, WI 53211
414-963-8727

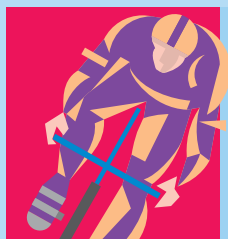
Ranked "Highest in Investor Satisfaction with Full Service Brokerage Firms."



Edward Jones received the highest numerical score among full service brokerage firms in the proprietary J.D. Power and Associates 2009 Full Service Investor Satisfaction Study™ Study based on responses from 4,438 investors measuring 21 investment firms and measures opinions of investors who used full service investment institutions. Proprietary study results are based on experiences and perceptions of consumers surveyed in March-April 2009. Your experiences may vary. Visit jdpower.com.

Member SIPC © Edward Jones, 2010

Edward Jones®
MAKING SENSE OF INVESTING®



**SHOREWOOD
CRITERIUM**

CYCLING CLASSIC

TITLE SPONSORS:
TIM HART D.D.S./
JESSE SMITH D.D.S. AND
RAINBOW JERSEY BICYCLES

**THURSDAY,
JUNE 17, 2010
5-8:30 P.M.**

PRODUCED BY THE



Shorewood
BUSINESS IMPROVEMENT DISTRICT
shorewoodwi.com

**FEEL THE
EXCITEMENT!**

Don't miss the 7th annual Shorewood Criterium Cycling Classic, featuring top professional and elite amateur cyclists from across the U.S.

**THROUGHOUT THE SHOREWOOD
BUSINESS DISTRICT ALONG
NORTH OAKLAND AVE. AND
ADJACENT RESIDENTIAL STREETS**

John O'Hara
Photography

portraits
sports action
weddings & events
commercial
family & pets
challenge me!

See Portfolio at <http://johnohara.zenfolio.com/>

email - johara52@att.net — mobile - 414-628-6633

"Professionals with a passion for detail."

Grooming Milwaukee's northshore for over 20 years



Ideal
Landscaping & Lawn Care Service
www.ideal-landscaping.net
262.246.8512

Maintaining the Safety, Security and Independence of the Elderly.

- Confidential assessments & consultations by professional care managers
- Medication trained and supervised caregiving staff
- 24/7 service and emergency response
- Locally owned, established 1983
- 2004 recipient of the BBB Torch Award recognizing business ethics and integrity



Stowell Associates
SelectStaff Inc.®

Two Locations:
Milwaukee 414.963.2600
Waukesha 262.521.3016
www.elderselectstaff.com



Assessing Property Values in Shorewood

Assessed property value is information included on Shorewood's annual property tax bills. Many residents ask: "How exactly is that value determined?" The Shorewood Village assessor provides the following information to explain the assessing process.

To find the value of any piece of property, the assessor must first compare it to other similar properties that have recently been sold. The assessor also considers what it would cost to replace the structure, how much it costs to operate and keep it in repair, what rent it may earn, and many other dollar factors affecting its value, such as the current rate of interest charged for borrowing the money to buy or build properties like yours. Using these facts, the assessor can then go about estimating the property's value.

What causes an assessed value to change from year to year?

When property characteristics change, naturally so does the assessed value. Generally, your assessment will not be increased for minor repairs such as repairing driveways or siding or replacing gutters, roofs or a furnace. However, a combination of several of these items could result in an increased assessment. The following are typical items that will increase the assessed value of your property:

- Adding rooms or garages
- Replacing older original siding
- Modernization of kitchens or baths
- Adding central air conditioning
- Adding fireplaces
- Extensive remodeling

Assessed values may also change in response to changing trends in the real estate market. For any number of reasons a neighborhood, or a particular house style, may become very popular, thus causing market values to rise at higher than average rates. The assessor must constantly stay alert to spot these trends. Inflation and the economy of the entire community also has an affect on your assessed value. As the cost of building materials, labor and the general cost of money increases, the value of the existing housing stock also increases. The inverse can also be true, as economic times may dictate that the value of properties decrease. It is important to understand that the assessor does not create this value – people establish value by their transactions in the market place. It is the assessor's responsibility to interpret what is happening in the market place and tax accordingly.

The complete assessor's document, including explanation of how the assessed value affects the property tax, the difference between assessed and fair market value, and the affect of a declining market value on the assessment, can be found on the Village website at www.villageofshorewood.org (click on "Assessor").

Please Note: Change of Assessment Notices will be mailed the week of May 24. NO notice will be sent if your assessment has not changed. An Open Book Review will be held on June 16 from 9 a.m.-7 p.m. in the Village assessor's office, 2nd floor of Village Hall, 3930 N. Murray Ave. Assessment objections will be heard before the Board of Review in July (date to be finalized). Please contact Village Hall at 414.847.2700 for more information.

THE SHOREWOOD MEN'S CLUB: Making Good Things Happen in Our Community

More than a half-century ago, in 1956 to be exact, a group of Shorewood men decided they'd like to spend more time together socializing, enjoying some camaraderie – and while they were at it – helping our community. That's how the Shorewood Men's Club (SMC) got started, and ever since "it's been all about the Village of Shorewood," says SMC president Tim Schoewe.

If it's happening in Shorewood, you can count on a Shorewood Men's Club connection – either in funding or volunteer power. One of the club's biggest fundraisers is the Chicken BBQ, held the second Saturday in June at Atwater Park. This year's 36th annual event will



Photo by John O'Hara

The annual Easter Egg Hunt, held at Hubbard Park, is a popular community event sponsored by the Shorewood Men's Club.

take place on Saturday, June 12. "It's like a big, happy family reunion," says Jeff Hanewall, SMC vice president-speakers. "One year we decided to substitute bread sticks for the traditional corn bread and did we hear about it! The corn bread is back." One of President Schoewe's favorite events is the annual Easter Egg Hunt, held the Saturday before Easter. SMC donates thousands of treat-filled plastic eggs and the hill in Hubbard Park is bright with the colorful eggs. "The minute we give the 'go' signal, the kids attack like locusts and that hill of color just disappears. It's an amazing sight," says Schoewe.

While the SMC is recognized for these high-profile events, the club's lesser-known contributions or involvement in Shorewood

projects and causes is an unending list of good deeds. Just a few include sponsorships and financial underwriting for National Night Out, Shorewood concert band performances, Shorewood Drama, apparel for the Recreation Department, the Police Department's baseball cards for kids, oak trees for Hubbard Park, school scholarships, sending boys and girls to Badger State, the Holiday Shopwalk, Public Art exhibitions, the Criterium bike race, candidate forums for elections – and on and on.

"We have a grants committee and we're often approached by different groups," says Joe Hughes, vice president-special events. "Rather than being part of their annual budget, we like to look for new things to do for them. It's always gratifying to hear from the recipients about how we've helped."

All funds raised by SMC are donated to Shorewood charities and organizations. Members contribute something else equally valuable – time. It's easy to spot SMC volunteers. They're the guys flipping burgers or grilling hot dogs at the Fourth of July festivities, distributing chicken dinners, selling sodas, and serving the best ice cream sundaes at the BBQ, and rolling out eggs at the Easter Egg Hunt. "As a member you can give a little or give a lot" says Chuck Yerkes, SMC secretary and a member for 23 years. "But there's always a real satisfaction in knowing that you are making a positive difference in the lives of Shorewood residents."

*If it's happening in Shorewood,
you can count on a Shorewood Men's
Club connection – either in funding
or volunteer power.*

Loyal and dedicated members are what make the Shorewood Men's Club a caring and giving organization. The club can never have too many of them. As Tim Schoewe puts it, "We can always use a few more good men."

SMC membership is open to Shorewood men over the age of 18. The Club meets the first and third Wednesday of the month, September through June, from 6-8:30 p.m. at Hubbard Park Lodge. Meetings include dinner, an interesting speaker, sometimes a little card playing, and always the opportunity to get together with a great bunch of Shorewood guys for good conversation and discussion. Spouses and friends are invited to all meetings and several social events during the year. And dues are only \$50 per year.

Attendance at every meeting is not required. Being a good member is coming when you can and helping when you are able. For more information on how to join, call 414.332.5999 or e-mail ShorewoodMensClub@wi.rr.com.



Shorewood Intermediate School students learn more about eco-friendly, biodegradable paper plates at a recent green event held during lunchtime at the School.



Shorewood Conservation Committee Builds Community Partnerships

Cross-sector partnerships are common buzz words, but in Shorewood they mean high-impact community change. As the Conservation Committee approaches its 3rd anniversary (since reactivation in 2007), the committee continues to work in partnership with the Village, local businesses, Shorewood Schools and residents to move toward environmentally friendly practices. The results are exciting. Here is just a sampling of the many green initiatives taking root in Shorewood.

Village Government Action

Shorewood recently passed a resolution to become an eco-municipality, joining several dozen other Wisconsin cities using four conditions to measure the sustainability of decisions that affect the health of our families and our planet. These four conditions are:

- 1. Reduce dependence upon fossil fuels** and extracted underground metals and minerals.
- 2. Reduce dependence on chemicals** and other manufactured substances that can accumulate in nature.
- 3. Reduce dependence on activities that harm life-sustaining ecosystems.**
- 4. Meet the hierarchy of present and future human needs** fairly and efficiently.

Village staff is receiving training on these principles and is working to develop a long-term Village sustainability plan. The goal is to offer sustainability training to businesses, schools and residents in an effort to have the entire Village working together towards these four goals.

As this plan is taking shape, numerous initiatives through the Conservation Committee are expanding. Recycling, once just residential pick-up, now includes receptacles on Village properties and parks, at our schools and on Shorewood's main streets. The latest improvement is to have better marked recycling bins at the

Village's outdoor summer events. Electronics recycling is now offered at the DPW yard on the first Saturday of every month. And the Village is also considering a switch to a natural lawn care program to improve the health and safety of our residents, pets and our valuable lake and river.

Business Action

The last issue of *Shorewood Today* introduced readers to the Green Leaf Award, and since then, much progress has been made. There are seven businesses participating in the pilot program: Garden Room, CYGA, Stone Creek Coffee, Gardens By Garland, SHOP, The Establishment and Grande Flowers. Each business is collaborating with a volunteer through the Conservation Committee to meet certain criteria outlined in an assessment tool that helps businesses implement green practices.

Garden Room and Gardens By Garland are nearing completion of the process, and will soon receive a Green Leaf Award. Other businesses are either in the process of implementing needed changes to receive the award, or are about to embark on this fun

and challenging process. Suggested changes not only help reduce business' carbon footprint, but often integrate smart business decisions that save money and increase customer base and loyalty. The project will be open to other businesses beginning in January 2011.



Photo by John O'Hara

Tim Garland, owner of Gardens by Garland, works with Conservation Committee member Leah Dobkin.

School Action

In addition to solar panels, community organic gardens and a host of other new green projects in our schools, the Shorewood Intermediate School held a green event on March 18-19. Students took a "lunch-break" from their typical day's usage of 125 polystyrene plates (that decompose in a landfill a gazillion years from now!), and instead, used a paper plate made from pre-consumer recycled fiber for their hot lunches. There were also informational displays on the environmental pros and cons of different disposable options (looking at materials used, ability to degrade and other energy costs). In addition, Global Action, the environmental club from the high school, had an information booth. Funds for this project were provided by parent donations and the Green Team (SIS students) who held bake sales last year to replace polystyrene plates. Both administrators and students had an opportunity to learn more about green practices, and sign up to work on other environmental projects at the Intermediate School.

Resident Action

During the holiday season, Shorewood residents had another successful tree chip and chat event at the DPW. In 2009, residents chipped 200 trees – and this year, more than 300 trees were collected! These trees were diverted from the landfill and sent for composting. The Conservation Committee is also starting a mentoring program for Village residents who want to implement a home composting system to turn yard waste, fruit/veggie scraps and coffee grounds into nutrient-rich soil and keep solid food waste out of the landfill.

Perhaps you might consider an opportunity that most residents had no idea was available in Shorewood. Did you know that ZipCars, a carsharing company, has cars located on UWM's campus a few blocks south of Shorewood, and are available to Shorewood residents? Joining a car-sharing association like Zipcars is a growing alternative for people who want to break the car ownership habit, save some bucks and reduce some pollution and congestion.

Here's how it works. A member pays an annual fee (about \$50) and an hourly or a daily rate. The price varies depending on the city, car and day of the week, and includes insurance. By renting a ZipCar, consumers can save (on average) about \$600 a month compared with the \$8,000 annual cost to maintain their own car (according to AAA). "This is a great opportunity for Shorewood residents, businesses and government employees," says Conservation Committee member Roy Anderson. He notes that it is likely most households in Shorewood have more than one car to get around, and since half of Village residents rent, parking also becomes a primary cost and logistic challenge. Businesses and Village employees could also use Zipcars for errands. To learn more about ZipCars, visit www.zipcar.com.

We hope this whirlwind of healthy green initiatives has inspired you to do more with your family and at work. To sign up for the Conservation Committee's monthly newsletter, or to get more information about the committee or its projects, please contact Lisa Noble at macnoble@sbcglobal.net.




ANABA TEA ROOM
www.anabatearoom.com

The perfect spot for your next event
Bridal showers, baby showers, family get-togethers or business meetings. We can accommodate up to 50 guests in our main dining room or for smaller parties try our charming rooftop greenhouse.


2107 E Capitol Drive Shorewood 414-963-9510

All your protection under one roof[®]

One call is all it takes to get the insurance you need:
AUTO, HOME, BUSINESS, HEALTH and LIFE.



Peter Gramoll Agency, Inc.
4484 N. Oakland Ave.
Shorewood, WI 53211-1610
414.332.0838
pgramoll@amfam.com



American Family Mutual Insurance Company and its Subsidiaries
American Family Insurance Company
Home Office — Madison, WI 53783
1-800-MYAMFAM AMFAM.COM

© 2008 003235 — 9/08



Deborah Kern, owner of Garden Room and Anaba Tea Room, relies on her talented staff, including Gregg Des Rosier, Anaba Tea Room chef (left), and Doug McDonald, Garden Room manager.

A Growing Future

GARDEN ROOM AND ANABA TEA ROOM

Garden Room and Anaba Tea Room have become so much a part of Shorewood that it's hard to remember when it was a nondescript auto garage. Then along came Deborah Kern. A legal secretary for many years and an avid gardener, Deborah was frustrated because she couldn't find the right garden tools and accessories. She suspected that other folks had the same problem, so she decided to change careers and open her own garden store in Shorewood.

"When I walked into this building I knew it was the right place," Deborah says. But she didn't know the challenges she would face in transforming it into the award-winning structure it is today. Work began in the fall of 2000, and so did the misadventures. A cherry picker plunged through the unstable first floor. The winter was cold, cold, cold and lots of snow fell into the roofless building. It then melted and had to be pumped out onto Capitol Dr. – where it immediately froze. Ton of debris had to be hauled away. Supplies had to be stored in the building, so when it came to pouring the basement floor, everything had to be moved to one side, and then moved onto the finished floor for the second half to be completed. The architect likened the project to building a ship in a bottle.

While passersby wondered what was going on inside and if the place would ever be finished, Deborah was undaunted. Finally, on November 15, 2001, Garden Room opened – 28 months after she first saw the building and 16 months after renovation began.

The rooftop garden is literally Garden Room's crowning achievement. "After all, what good is a garden store without a garden," says Deborah. The garden is built around a brick path that

encircles a massive skylight that illuminates the store below as well as the tea room on the lower level. Stepping on to the roof is like a retreat from reality. It's a wonderful place to relax, enjoy lunch or a soothing cup of tea while taking in a unique view of Shorewood from above.

Deborah and manager Doug McDonald keep the Garden Room well-stocked with unusual and intriguing items that make the store an eclectic wonderland of all things garden-related – both antique and new. In the fascinating array, shoppers will find whimsical garden statuary, fountains, birdhouses, colorful watering cans, practical and pretty pots and tubs, garden wear, books, a fun corner for young gardeners, and more. If you don't see what you want, it can be easily ordered. And Deborah hasn't forgotten why she opened the store in the first place – the right gardening tools.

Garden Room features a wide selection of high quality tools to make any gardening job easier. "I love this place," says Nancy Balentine, a visiting Chicago gardener. "They have so many unusual things, and at affordable prices."



The lower level of Garden Room offers yet another exciting experience – Anaba Tea Room, named for a Japanese word meaning a pleasant but little-known space. Anaba is a popular get-away for a cup of perfectly steeped tea – there are over 80 varieties – or a lunch created by Chef Gregg Des Rosier (Deborah calls him Chef Extraordinaire). The seasonal menu focuses on locally grown foods, many organic. The delectably decadent desserts are not to be missed, especially the Ginger Mocha Tarts, named one of the Milwaukee Journal Sentinel's Best Recipes of 2009. And don't miss the wonderful rotating art exhibitions displayed on the walls at Anaba – a perfect backdrop for lunch or afternoon tea.

Deborah Kern's journey has been both challenging and rewarding "It's been an educational and fun project for me. I've been blessed



with wonderful people to work with at the store. I appreciate all the community support and I feel it's important to give back." And she does. The contributions of Garden Room and Anaba Tea Room are apparent just

about everywhere in our community, including funding for the Shorewood Library, the Shorewood Criterium Cycling Classic, the annual Gardens Tour and the Shorewood SEED Foundation.

New Horizons Charter School's urban agricultural project was another recent beneficiary. Bohdan Nedilsky, instructional director, calls Garden Room "an invaluable and amazing partner." There is no doubt that our entire Village agrees.

Garden Room, 2107 E. Capitol Dr., 414.963.1657
 Tue.-Fri. 10 a.m.-6 p.m. • Sat.-Sun. 10 a.m.-5 p.m.
www.gardenroomonline.com

Anaba Tea Room, Lower level of Garden Room, 414.963.9510
 Tue.-Fri. 11 a.m.-5 p.m. • Sat.-Sun. 11 a.m.-3 p.m.
www.anabatearoom.com

Garden Room and Anaba Tea Room Recipients of Multiple Awards

Garden Room is probably one of Shorewood's most talked-about buildings and certainly its most honored, receiving the following awards: Gold Medal from the Association of Licensed Architects, Award of Excellence from Green Roofs for Healthy Cities, Honor Award from the American Society of Landscape Architects, Milwaukee Magazine's Best of Awards for Sky Garden in 2003 (and in 2009 for the Anaba Tea Room), and the 2007 Shorewood Business Improvement District Business of the Year.

A NEW FAMILY TRADITION

SHOP AT MY DAD'S NEW STORE – HE NAMED IT AFTER MY BROTHER AND ME!
 – Simon

Simon Oliver

SOPHISTICATED MENSWEAR • TAILORED SPORTSWEAR • CUSTOM APPAREL

318 E. SILVER SPRING DR. • WHITEFISH BAY, WIS.

414.906.8825 • shopsimonoliver.com

MON., TUE., WED. & FRI. 10-6 • THUR. 10-8 • SAT. 9-5

PERRY NEWSOM, PROPRIETOR

residential
 luxury homes
 lake properties
 condominiums
 duplexes
 multi-family
 first-time
 home buyers

creating results for buyers & sellers

Call me today if you are planning on buying or selling a home.

Piera Dyer
 414.315.4152
pdyer@shorewest.com
www.pieradyer.com

ShoreWEST REALTORS

shorewest.com

Stepping Out in Style in Shorewood



Photo by John O'Hara

Above: Kehri Stowers, longtime manager of Goldi on Oakland Ave. is ready to assist you with your fashion selection.

Below: Daughter and mother team Liz Le Blanc (left) and Mary Le Blanc (right) are partners in SHOP on Capitol Dr.



Photo by Glass Photography Studios

Fashion rules right here in Shorewood! The fun and adventure of shopping is discovering that special something you just can't find any place else. That's what makes the shops in our Village unique. Throw in terrific customer service, excellent quality and affordable pricing and it's no wonder Shorewood is a fashion stop. New trends for spring and summer are in full bloom. So let's shop Shorewood!

Goldi

Goldi has been the fashion anchor in Shorewood since 1995. And, yes, there really is a Goldi! A long-time northshore resident, owner Goldi Miller keeps a low profile while working quietly behind the scenes on community causes such as empowering young women. Known for being on the cutting edge of fashion footwear, Goldi has morphed into a one-stop shopping spot for all ages. "We pride ourselves in being able to completely outfit our customers," says manager Kehri Stowers, who jokes that she's been with the store forever. "I've watched customers grow from little kids coming in with their moms to young women coming in with their own families," she says.

Fun is the look at Goldi for the coming season. Leggings in knit or denim are a huge trend. They rock when paired with a bold print tunic top, a boyfriend jacket or sweater. In footwear, the western and gladiator looks are big with lots of studding and grommets. Little ballet skimmers are being worn plain and simple or embellished with gems. For the daring, the platform is higher than ever. Jewelry is chunky with oodles of chains and gemstones. Retro jewelry recycled from old pieces is the new old look.

With unbeatable prices and incomparable personal service, the fabulous, fantastic – and sometimes even frivolous – Goldi is a Shorewood destination.

4114 N. Oakland Ave. • 414.431.4832
www.goldishoes.com
Mon.-Fri. 10 a.m.-7 p.m.
Sat. 10 a.m.-6 p.m. • Sun. 12-5 p.m.

SHOP

Growing up in Shorewood, Liz LeBlanc liked dressing up and dreaming about having her very own clothing store. During a retail career that began at the Grand Avenue in Milwaukee and moved on to Chicago, Liz never lost that vision. It became a reality in 2007 when Liz and her mother, Mary, opened SHOP on Capitol Dr. in Shorewood. Their charming women's clothing and accessory boutique offers chic, classic styles and high quality at affordable prices. SHOP is the first boutique in Wisconsin featuring Popomomo, a line of organic clothing designed by Lizz Wasserman, originally of Shorewood. Rave reviews from SHOP shoppers say it all: *Fantastic women's clothing for reasonable prices ... Great hand-crafted jewelry and accessories ... Fabulous clothes ... Unique to Milwaukee ... Perfect when you don't want the same outfit as everyone else.*

Liz and Mary make customers feel special when they walk in the door and even happier when they walk out with just the right outfit. Liz does the store's buying in New York. "No online for me," Liz says, "I shop with my hands. I like to see and touch the fabric." On the spring/summer fashion scene, teals, blues and bluish greens are popular on the color palette.

1918 E. Capitol D. • 414.962.4030
www.SHOP53211.com
Mon.-Fri. 11 a.m.-7 p.m. • Sat. 10 a.m.-6 p.m.

Other Diverse Fashion Retailers at Home in Shorewood

Harleys: The Store for Men

After 60+ years in the same Shorewood location, Harleys: The Store for Men moved last fall to handsome new digs on Oakland Ave. at the south end of the Village. Bright and reenergized, the store's sophisticated look is in tune with what Harleys is all about. Owner Tim Ryan and his staff deliver impeccable customer service and distinctive apparel from top designers to ensure you look your best in quality garments that have no fear of time.



3565 N. Oakland Avenue • 414.332.3404
Toll Free: 888.797.SUIT • www.harleys4men.com
Mon., Tue., Wed. & Fri. 10 a.m.-6 p.m. • Thur. 10 a.m.-8 p.m.
Sat. 9 a.m.-5 p.m.

Another Look

Kay Bergemann has brought her fashion expertise all the way from her native country of South Korea to the corporate world of America at her upscale consignment/resale shop in Shorewood. For quality casual or formal wear, fashion-minded shoppers will find an excellent selection of clothes, shoes and accessories at reasonable prices at Another Look. Famous names, including Dana Buchman, St. John, Coach, Prada and Stuart Weitzman, are big values at this unique resale boutique.

1916 E. Capitol Dr. • 414.332.5665 • www.shopat-anotherlook.com
Mon.-Sat. 11 a.m.-5 p.m.

Trash Boutique

Funky fashionistas may want to check out Trash Boutique, an extension of Liv Mueller's hair studio, Salon Divine. The fun and kitschy shop has new apparel and accessories along with a collection of vintage, resale and classic garb, including a men's section.

4312 N. Oakland Ave. • 414.915.4114 • www.trashmilwaukee.com
Tue.-Fri. 11 a.m.-7 p.m. • Sat. 10 a.m.-4 p.m.

Fall Fashion Flash!

The shopping scene in Shorewood just keeps getting better. We are pleased to welcome another well-known retail business coming to the Cornerstone, the Village's new retail and residential complex, scheduled to open in August at N. Oakland Ave. and E. Kensington Blvd. Boutique B'Lou, an upscale women's boutique with locations in Delafield, Elm Grove and downtown in the Pfister Hotel, will open its fourth location here. With great shops, a wide array of other retail stores, restaurants, coffee houses – and even a tea room, come fall there will be even more reasons to spend the day shopping Shorewood!



SHOREWOOD FAMILY
CHIROPRACTIC

CHIROPRACTIC
ACUPUNCTURE
MASSAGE

Monica Maroney
D.C., D.I.C.C.P.
*Board Certified in
Chiropractic Pediatrics*

Barbara Bittinger
L.A.C.

Phone **414.962.5483**
4433 North Oakland Avenue | Shorewood
www.shorewoodfamilychiro.com | Most Insurance Plans Accepted

**MEN'S
THE ROOM**
BARBER SHOP

MILWAUKEE'S AWARD WINNING
MEN'S-ONLY HAIR SALON

4423 NORTH OAKLAND AVE.
SHOREWOOD

PHONE | 414.961.9019
WWW.MENSROOMBARBERSHOP.COM

**McDermott, Foley,
Johnson & Wilson, LLP**



Call us for a caring and confidential assessment of your needs. Dedicated to the Shorewood community.

MFJW LAW'S PRACTICE AREAS:
Business Law, Estate Planning and Probate, Family Law, and Litigation



1572 E. Capitol Dr., 4th Floor
414.967.8981 • 888.387.8981
www.mfjwlaw.com

*Affordable Housing for Seniors**



CONVENIENT AND COMFORTABLE – CLOSE TO ALL OF SHOREWOOD'S AMENITIES.

Call today for more information!

- One-bedroom apartments
- Handicapped accessible buildings
- Off-street parking
- Electricity and heat included
- Stove and refrigerator provided
- Laundry facilities
- Community/social rooms
- Library, beauty salon and medical clinic
- On-site management/maintenance



RIVER PARK APARTMENTS

1700-1600 E. River Park Ct. • Shorewood

414.961.1696

Professionally managed by Ogden & Company
* Subsidized housing for seniors

Are You Ready To Join the President's Club?

The Shorewood Foundation now provides a new opportunity, the President's Club, for those who love the Village and want to help secure the future of its quality of life for years to come. By pledging support through a bequest or beneficiary designation, residents can honor their love of Shorewood and continue to help provide for amenities beyond the scope of government and other funding.

Since 1964, the Shorewood Foundation, a 501(c) 3 entity, has been fulfilling its mission to support Shorewood's culture, community celebrations and recreation. The Foundation has been the sole sponsor of Shorewood's July 4th fireworks – a highlight of our summer – for the last six years. It has also supported a wide range of community efforts, from the "Butterflies in Flight" public art event to the seasonal lighting in the business district, Lake Bluff and Atwater Schools' technology, the Shorewood Library collections, Shorewood High School scholarships, and Shorewood parks. Donations to the Shorewood Foundation are provided through an annual appeal and through special events such as the Celebrate Shorewood Dinner (held each November) and public art auction.



Planned gifts through the President's Club will allow the Shorewood Foundation to do even more. Certainly, these gifts will allow the Foundation to continue to meet community needs for the kinds of special events and improvements that make Shorewood the Village we love and value.

The Shorewood Foundation is dedicated to operating with full public transparency. Its books are independently audited each year. Having received several very large bequests, the Foundation is proud of the level of trust it has earned from members of the Shorewood community and is fully aware of its responsibility for careful stewardship of these gifts.

"We feel blessed to live in a Village where people care about their neighbors and are willing to help."

A planned gift or bequest is a promised gift made from the donor's assets, rather than from current income. The distribution of assets, at the time of death, typically provides for loved ones and the communities and organizations that have enriched the donor's life. To provide for a planned gift, a donor may contact his or her attorney to request that the appropriate language be added to his/her will or trust. Another way is to make an appropriate beneficiary designation to a life insurance policy or retirement account. All planned gift donors become members of the President's Club. Current members are being honored at a reception following the Shorewood Foundation's annual meeting in May.

Longtime Shorewood residents Lucia Petrie, Mike Schulte and Diane Buck are leading the President's Club effort. According to Diane, "My husband, David, and I feel blessed to live in a Village where people care about their neighbors and are willing to help. We are fortunate to be able to assist the community by making a donation to the Shorewood Foundation as part of our estate planning."

Mike Schulte agrees. "The Foundation was created to provide a means for donors to keep alive the things that make Shorewood so special," says Mike. "Our family chooses to give back to ensure future generations will continue to enjoy all of Shorewood's amenities!"

If you would like more information about joining the Shorewood Foundation's President's Club, please contact Lucia at 414.332.2474, or lulup@wi.rr.com. Visit the Shorewood Foundation website at www.shorewoodfoundation.org.



THE SHOREWOOD FOUNDATION

Supporting Shorewood's Culture, Community Celebrations and Recreation Since 1964

The proud sponsor of the 2010 Public Art Event: "Best Seats in the House"

The Shorewood Foundation is grateful for the support and generosity of its donors. Many thanks to the following donors who made contributions to the Shorewood Foundation in 2009. Our sincere apologies if we missed your name.

Kathleen & Thomas Alpren
Dan Andrae Family
Sue Armstrong
Jerome Aronson
Leroy Augustine
Margaret & Sylvester Ball
Elaine Magidson Barnett
Rochelle Bast
Sheila Beck & Alan Freysinger
Byron Becker & Mary Ellen Csuka
Kit Behling & Chris Hansen
Pat & Roger Benway
Lynn Berg
Beth & Neal Berger
Beverly & Sheldon Berson
Jay Blind
Catherine Bock-Weiss
Michelle & Daniel Boehm
Jane Bowers
Jeri Brooks
Diane & David Buck
Patricia Burke
Thomas Burton
Dawn Capilupo
Barb Caprile & Bruce Krajcir
Judy & John Carlton
Naomi & David Cobb
Dan & Betsy Corry
B.A. Creek-Mahoney
Audrey Creighton
Mr. & Mrs. Eugene Crossot
Julie & Sean Cummings
Janet & David Dahl
Larry Dalton & Lisa Berman
Kathy & James Daly
Susanne & Mark Dawursk
Karen & Robert Dean
Karen & John de Hartog
Mary Ellen De Haven
Ray Derpinghaus & Susan Forbes
Kathleen Devitt
William Dicus
Peter Dimitropoulos
Alicia & Brian Domack
Mary & Thomas Domer
Ann & Rod Dow
M.B. Dressel
Dresselhuys Family
Roberta Drews
Mary & Jerry Dubinski

Eileen & Howard Dubner
Michael J. Dwyer
Alice & Robert Eckes
Ellen & Fred Eckman
Laurence Eiseman
Carol & Richard Eschner
Sue Ewens
Nora & Mark Fardella
Roberta & Mike Fefferman
Jim & Mary Fergal Family
Robert Ferriday
Bobbe Fine
Catherine Flaherty
Kimberly Forbeck
Margaret & Larry Fox
Gabrielle & John Franke
Kristin & Alex Fraser
Jane & John Frederick
Mary & John Galbraith
Liz Germanotta
Elizabeth Gies
Colleen & Eric Goelz
Beverly & Abraham Goldberg
Andrea Golvach
Gordon Habeck Trust
Edith Groggs
Luke & Victoria Groser
Carolyn Haack
L.C. Hammond Jr.
Helen & Daniel Hartsman
Hawes/Shapiro Family
Diane Heifetz
Doris & Ed Heiser
Barbara & Alex Hill
Cecilia & Douglas Hillard
Rose Hoffman
Judith Holbrook
Holmes Family
Richard Hoy
Kenneth Hunt
Mary & David Huntington
Susan Huse
Sonja Ivanovich
Ellie & Paul Jacobson
Marilyn John
Mary & Guy Johnson
Sarah Johnson & Jason Bucciarelli
Caroline & Michael Jorn
Kathryn & Matthew Kamm
Mary & Charles Kamps
Diane & Stephen Kavalasuskas

Susan & Timothy Kelley Family
Mary Ann Kenney
Karlene & William Kerfoot
Diane & Bruce Keyes
Hella Klein
Barb & Russ Knetzger
Steven Koczela
Laurel Kohl
Patty & Pat Krieger
Mary & Jerome Kringle
Jean M. Kruse
Harvey Kurtz & Yvonne Larne
Linda Laetz
Richard Lagerman
Wendy & Steven Lambert
Shelley & John Lamoreaux
Vida & Jim Langenkamp
Judy & Norm Lasca
Joe & Barbara Layde
Earl Lemon & Jean Gurney
Justine Leonard
C. V. Lesniewski
John Liebl
Chris Liegel & Mallory O'Brien
Joanne Lipo-Zovic & Paul Zovic
Nancy Lizdas
Carol & Mark Loomis
Brooke & Mike Luteyn
Charlene & Larry Lynch
Julianne Maggiore
Mike Maher & Birdie Rieck
Mariann & Lou Maris
Toni McBride
Marie & Blane McCann
Patricia & Michael McCauley
Kathleen & Jim McKeown
Rita & Daryl Melzer
Linda & Michael Mesirov
Annette & Douglas Mickelson
Pam & Paul Miller
Jonathan & Donna Moberg
Monches Foundation
Holly & Jeffrey Morris
Louann & Mark Mueller
Brad Murray
Marian & Bill Nasgovitz
Barry Neisel
Melissa & Eric Nelsen
Christine O'Brien
Kathy Papineau

Kenneth Payne
Lucia & Pete Petrie
Ann & Rich Piehl
Pieper Power
Piera Dyer Real Estate
Ray Pollen
Wendy Pribbanow
Sally & Robert Probst
Quad Graphics
Louise & Charles Quigley
Victor Reckmeyer
Cathryn & Douglas Reed
Mary & Earl Reistad
Betty & Don Ritchie
Diane Rolfs
Janet & Tim Ryan
Sandra & Arthur Saltzstein
Homer Sambar
Jennifer & David Sanders
Colin Scanes
Jeff Schmeckpeper & Barbara Browning
Janice Schmidt & Jim Fleming
Karen & Charles Schudson
Judy Scott
Donald Shaw
Joan & William Sherlock
Yelena Shoytova
Donna & Tom Shriner
Rebecca Simenz
Janet Slater
Marsha & Hugh Smith
Karen Spahn
Joan & Mike Spector

Carl Stehling & Ruth Williams
Eunice & John Stinchfield
Scott Stoner & Holly Hughes
Stowell Associates/
SelectStaff
Chris Swartz
Joyce & Dick Talsky
Scott Tisdell & Stefanie Jacob
Cliff Tisser
Tom Tolan & Priscilla Pardini
Ruth & Jonathan Treisman
Sue & James Tweddell
Mary & Patrick Tyrrell
Alicia & Jay Urban
Melinda & Kit Vernon
Jennifer & Adrian Vulpas
Steven Wagner
Suzy & Gerry Weisman
Barbara & Richard Weiss
Carole & William Wenerowicz
Lois Wesener & Andrew Kennedy
Carrie Wettstein
Joan Whipp
Jane Williams
Pat & Roger Wisialowski
Kay & Robert Wosewick
Robert Wrenn & Margaret Hickey
Anne Zak
Daniel & Katherine Zens
Joe Zidanic
Gordon Zion



The Shorewood Foundation gives back to the community in a variety of ways and has sponsored such special events as the 4th of July Fireworks, the Gardens Tour, seasonal lighting in the business district, the public art event and much more. Visit www.shorewoodfoundation.org.

**Pain Relief Now and
Wellness for a Lifetime...**



**Reclaim
Your
Life!!!**

Dr. Betsy Delich, DC

- *Chiropractic
- *Massage Therapy
- *Nutritional Therapy
- *Creating Wellness
- *Individual & Corporate Wellness Programs



Call today!

3510 N. Oakland Ave #201
Shorewood, WI 53211
ChiropracticCompany.com
414-962-0700



Lawn Bowling

can host your event
Picnic and lawn bowl in Lake Park

Novice league and
open lawn bowling

More info -
admin@milwaukeeelawnbowls.org
414-962-4330



Educating Safe Drivers at Lada Driver School

For most of us, learning to drive and getting a license is an important milestone in life. Lada Driver School LLC has made that happen for thousands of teens and adults since the school opened in Shorewood almost 15 years ago. Currently their training programs include teen, adult, and truck driving.

For founder and owner Arkadiy Tsirlin, a driving school was a perfect fit for his background. Arkadiy is an engineer mechanic with more than 30 years experience in engines, automobiles and trucks, as well as teaching car and truck driving. When he immigrated in 1991 to the U.S. from Minsk, Belarus (the former Soviet Republic), Shorewood's ethnic diversity, including a Russian-speaking community, attracted him to the Village.

Arkadiy called his school Lada, the name of a Russian car. Since its opening in 1996, Lada has grown in respect and popularity. In a typical year, the school has about 300 teenage and 150 adult students, and over the years has trained about 7,500 drivers. The majority of Lada's teen enrollment comes from the Shorewood area. Lada's classroom facilities are just two blocks away from Shorewood High School, but sometimes for student convenience, classrooms are rented inside the school.



Arkadiy Tsirlin (left), owner of Lada Driver School, with Ozlem Eren, manager and controller.

Ozlem Eren, manager and controller, in charge of the financial side of the business, recently earned a doctorate in economics from UWM. In addition to her financial role, she creates and updates the Class A CDL (commercial driver's license) training curriculum, manages the hiring and training of the instructors, and makes sure that the school is in compliance with state laws. Lada's standards are high. "We like to work with professionals, especially educators, and most have at least a bachelor's degree," Ozlem says. "Before we submit their application to the Department of Transportation for approval, they go through rigorous training, a medical exam, background check and a drug test."

While students are always eager to get out on the road and start driving solo, Ozlem advises aspiring young drivers and their parents to be patient. "Although the minimum age to get an instruction permit is 15 ½ years, there is a six-month waiting period after the permit date before the student can get a driver's license. Today, teenagers under age 18 must be enrolled in an approved, behind-the-wheel driving school. The driving portion of the course can begin only after the student gets an instruction permit," she explains.

Arkadiy has driven many places in Milwaukee, but Shorewood feels like home. "It's an excellent place for students to learn because the Village has good traffic lights, well-marked intersections, parking lots for practice and the police department is aware of our school. Shorewood is a very safe community because everyone follows the rules. We feel comfortable here."

Lada also owns a second location at 5200 W. Mill Rd., opened in 2003 to respond to the huge demand for truck-driver training. The success of Lada schools has given Arkadiy an even broader vision. In the near future, he hopes to add motorcycle training and a complete course for mechanics to the Lada programs.

Lada Driver School, LLC • 3510 N. Oakland Ave., Suite 204
414.906.0652 • www.ladadriverschool.com

Public Art Event Returns For Encore Performance

"Grab a seat" will take on a whole new meaning this summer as our second annual public art project launches *"Best Seats in the House."* Designed to celebrate the uniqueness of our Village and attract visitors from all over the Milwaukee area to visit Shorewood, *"Best Seats in the House"* will feature more than 40 custom-decorated cedar benches. The Shorewood Foundation is again the presenting sponsor of the event which is being managed and produced by the Shorewood Business Improvement District (BID).



A 2010 PUBLIC ART EVENT

The colorfully decorated benches, featuring the talents of local artists, will be placed outside storefronts and other landmark Shorewood locations throughout the Village from June 5 through August 15. A grand finale will be held on Sunday, August 29 at Hubbard Park Lodge, including a voice auction where the public will be invited to bid on the benches. Proceeds will benefit the Shorewood Foundation.

"Our public art event is a fabulous opportunity to build community pride and attract visitors and shoppers," says Barb Caprile, marketing director for the Shorewood BID. "We are very excited to engage the entire community in this creative way – watch for unique designs not only from professional artists, but also from several of our school classrooms."

Get ready to take a stroll along Oakland Ave. and Capitol Dr. this summer – then take a seat and relax in one of our charming benches. For more information on *"Best Seats in the House,"* please visit www.shorewoodwi.com.



Photo by Gloss Photography Studios

Colorful painted benches will be on display this summer in Shorewood's business district and other Shorewood locations.



Doris Kitazaki, C.Ac
414.803.2397

Jamey Johnston, C.Ac
414.460.6492

Begin Your Healing Journey With Us Today!

北崎 | North Cape Acupuncture, LLC
2321 E. Capitol Drive, Shorewood, WI 53211

FIND THE RELIEF YOU DESERVE FROM:

- Chronic pain
- Headaches
- Dysmenorrhea
- Fibromyalgia
- Fatigue/stress
- Chronic illness
- Arthritis
- Allergies/asthma
- Irritable bowel syndrome
- And much more

SAVE 20% ON YOUR FIRST ACUPUNCTURE TREATMENT WITH THIS COUPON – CALL TODAY!

www.northcapeacupuncture.net

CARING • COMFORTABLE
COMPREHENSIVE



Mary A. Quinn, D.D.S.

FAMILY & COSMETIC DENTISTRY

Dedicated to creating the ultimate patient-care experience!



ACCEPTING NEW PATIENTS!
Trust Dr. Quinn, a Shorewood resident!

SAVE \$50 ON TOOTH WHITENING
Comprehensive exam required – limited time offer.

6373 N. Jean Nicolet Road • Glendale, Wis.
414-228-9680 • www.quinndental.com

Out and About in the Village of Shorewood



We are pleased to keep you informed about Shorewood's many special events and activities! Our Village offers amenities like no other, and continues to be a great place to live, work, play and shop!

1. Melissa Nelsen tries out the Schwinn scooter at the "Swing with Shorewood" fundraiser held at the Garage (located at the Harley-Davidson Museum) on March 27 to benefit the Shorewood SEED Foundation. **2.** Shorewood parents and volunteers enjoying the Swing event. **3.** The Shorewood High School Drama Department proudly staged "A Few Good Men" at the Shorewood Auditorium in February. **4.** Everyone loves Nancy Mortl, who celebrated her 30th anniversary with North Shore Bank in March. **5.** A special Tango night was recently held at Open Book, where professional dancers gave demonstrations and invited members of the audience to try out their own moves. **6.** The annual Easter Egg Hunt at Hubbard Park Lodge, sponsored by the Shorewood Men's Club, is a popular spring tradition for Shorewood children.

Have a photo to share? E-mail a high-res, jpeg image to Today@shorewoodwi.com and we may use it in the next issue!



Shorewood Community Guide

SUMMER 2010

SPECIAL
TEAR-OUT
SECTION: KEEP
FOR FUTURE
REFERENCE

MAY

- **Sat., May 1: 6th Annual Wearable Art Show** from 9:30 a.m.-4 p.m. at the Village Center, 3920 N. Murray Ave., sponsored by the GFWC Shorewood Woman's Club in conjunction with the Friends of the Library. Admission is \$2. For information, call 414.964.2007 or 414.228.8199.
- **Sat., May 15: 6th Annual Community Flea Market** from 9 a.m. to 2 p.m. at the Village Center (lower level of Library). Bake sale to benefit the Senior Resource Center. Free admission.
- **Fri., May 21: 6th Annual Wine and Microbrew Tasting** To benefit McMenamin Irish Dance Academy from 6:30-9:30 p.m. at Villa Filomena, 1119 N. Marshall. An evening of Irish dance, local brews, international wines, an auction and a raffle. Call 414.967.7038.
- **Sun., May 30: 11th Annual Memorial Day Event** Honoring all Shorewood veterans who have served in war and peace. 4 p.m. at Atwater Park including music and a special program with area dignitaries. Immediately following will be a cookout at the American Legion Post #331 at 4121 N. Wilson Dr.

JUNE

- **Sat., June 5: Opening of "Best Seats in the House" Public Art Project** View 41 custom-decorated cedar benches on display throughout the business district along Oakland Ave. and Capitol Dr. Visit www.shorewoodwi.com.
- **Sat., June 5 and Sun., June 6: St. Robert Parish Fair** (Sat. 12-10 p.m. and Sun. 10 a.m.-7 p.m.) Enjoy great food and entertainment, plus games and rides for children. Shop for used books, rummage sale bargains, crafts made by area vendors, homemade bakery and more.
- **Wed., June 9: 2010 Breast Cancer Showhouse Tour** Sponsored by the Senior Resource Center. 10 a.m.-1:30 p.m. includes bus transportation and optional lunch at Carini's La Conca D'Oro. \$20 (or \$38 with lunch). Call 414.847.2727 to register.
- **Sat., June 12: 39th Annual Men's Club Chicken BBQ** 11:30 a.m.-7:30 p.m. at Atwater Park, Lake Dr. and Capitol Dr.

• **Sat., June 12: Shorewood Concert Band** Celebrating its 30th season! 12:30 p.m. performance at Atwater Park (during the Men's Club BBQ).

• **Mon., June 14: Summer Recreation Programs begin in Shorewood School District.** Visit www.shorewoodschoools.org.

• **Thur., June 17: Criterium Cycling Class** 5-8 p.m. along Oakland Ave. at north end of business district and throughout some residential streets. Presented by the Shorewood Business Improvement District. Visit www.shorewoodwi.com.

• **Fri., June 18: Art Between the Pages** opening at the Shorewood Library (meet-the-artists reception from 5:30-7:30 p.m.) Exhibit will feature art in a variety of media by Shorewood residents. Presented by Friends of Shorewood Library and on display through August 29.

• **Fri.-Sat., June 18-19: Shorewood Players Performance of "Annie"** at 7:30 p.m. Shorewood Auditorium. Call 414.737.3421 for tickets.

• **Sun., June 20: Shorewood Players Performance of "Annie"** at 2:30 p.m.

• **Wed., June 23: Chicago Architecture Trip** sponsored by the Senior Resource Center includes lunch at Lawry's restaurant, motorcoach transportation, 90-minute river cruise and 2-hour trolley ride of famous landmarks. Call 414.847.2727 by May 6 to register. \$127 per person all inclusive.

• **Thur., June 24: Shorewood Concert Band** performs at 7 p.m. at Atwater Park.

• **Fri.-Sat., June 25-26: Shorewood Players Performance of "Annie"** at 7:30 p.m. Shorewood Auditorium. Call 414.737.3421 for tickets.

• **Sun., June 27: Shorewood Players Performance of "Annie"** at 2:30 p.m.

• **Wed., June 30: Milwaukee Brewers vs. Houston Astros** 11:15 a.m. game. Enjoy infield box seats in the shade by first base. Includes bus transportation. \$25 each Shorewood resident (non-residents \$28). Call the Senior Resource Center at 414.847.2727.



Join your friends and neighbors
in the 4th of July parade
Sunday, July 4 • 3:30 p.m.
GET INVOLVED! JOIN THE FUN!

Walkers, bike riders, stroller pushers and dog walkers will lead the parade down Oakland Ave. Parade line-up begins at 2:45 p.m. at Oakland Ave. and Kensington Blvd. Create a float, be a part of a musical group or walk together in the parade in costume. To ensure everyone's safety, a specific parade order must be followed. If your plans include a motorized vehicle, an animal larger than the family dog, or if you are participating in a large group, please contact Tom Reholz at 414.964.8659 to register.

VOLUNTEERS AND SPONSORS ALSO NEEDED!
PLEASE CONTACT JAN ZEHREN AT 414.964.0172.

JULY

• **Thur., July 1 Free Community Concert** at Hubbard Park featuring Darele Bisquerra and Trio de Janeiro. Bring a picnic supper or purchase food and beverages in the park. The park opens at 5 p.m. - concert starts at 6:30 p.m.

• **Sun., July 4: 4th of July Village Celebration** Parade along Oakland Ave. 3:30 p.m. parade from Kensington Blvd. south on Oakland Ave. to Shorewood High School. 4:30 p.m. free ice cream and children's games at SHS softball/football fields. Evening activities including food, music, flag ceremony and introduction of grand marshals start at 6 p.m. at Atwater Park; fireworks at 9:30 p.m.

• **Sun., July 4: Shorewood Concert Band** performs at 6:30 p.m. at Atwater Park (part of the 4th of July celebration).

• **Sat., July 10: Shorewood High School All-Class Picnic** 12-6 p.m. on the Shorewood High School grounds, including music, food and campus tours. Visit www.shorewoodschoools.org.

Shorewood Community Guide

SUMMER 2010

- **Thur., July 15: Shorewood Concert Band** performs at 7 p.m. at Atwater Park.
- **Wed., July 21: Lost Milwaukee Bus Tour** sponsored by the Senior Resource Center. Includes motorcoach transportation, guided tour and buffet lunch at Riverfront Pizzeria. 10 a.m.-2:30 p.m. \$50 per person. Call 414.847.2727.
- **Wed., July 21: 13th Annual Summer Celebration** at the Shorewood Library, 3920 N. Murray Ave. from 6-8 p.m. Enjoy free ice cream, trolley rides, music, games and more!
- **Thur., July 22: Free Community Concert** at Hubbard Park featuring Streetlife with Warren Wiegatz. Bring a picnic supper or purchase food and beverages in the park. The park opens at 5 p.m. – concert starts at 6:30 p.m.
- **Sat., July 31: Gardens Tour** To benefit the Shorewood DPW. Beautiful resident gardens on display from 10 a.m.-3 p.m. Visit www.villageofshorewood.org for a list of the garden locations. Purchase tickets at Village Hall, the Shorewood DPW or the Garden Room.

AUGUST

- **Tue., Aug. 3: National Night Out** 4:30-7:30 p.m. on Atwater Elementary School grounds, 2100 E. Capitol Dr. Shorewood's annual block party against crime. Food, music, entertainment, and

informational booths/exhibits. Join your neighbors at this anti-crime and drug-prevention event.

- **Wed., Aug. 4: Grohmann Museum Tour and Lunch at Lake Park Bistro** from 9:30 a.m.-1:45 p.m. Sponsored by the Senior Resource Center. \$31 per person for Shorewood residents includes museum tour, lunch and bus transportation. Call 414.847.2727.
- **Thur., Aug. 12: Free Community Concert** at Hubbard Park featuring Mrs. Fun. Bring a picnic supper or purchase food and beverages in the park. The park opens at 5 p.m. – concert starts at 6:30 p.m.
- **Thur., Aug. 12: Arlington International Racecourse** from 9:30 a.m.-7:30 p.m. with Mary's Personalized Sightseeing and arranged through the Senior Resource Center. Senior Day Discount includes admission, program and transportation. Lunch on your own. \$35 per person. Call 414.871.9783.
- **Sat., Aug. 14: 3rd Annual Atwater Beach Party** Sponsored by the Friends of Atwater Beach from 2-10 p.m. Live music, sand volleyball and children's games. Food and beverages for sale. All proceeds to benefit the restoration of Atwater Beach. Visit www.friendsatwaterbeach.org.
- **Mon., Aug. 16: Shorewood High School Registration** for athletes and grades 11-12, 8 a.m.-12 p.m.

- **Tue., Aug. 17:**
 - **Atwater and Lake Bluff Elementary Schools Registration** 1-7 p.m.
 - **Shorewood Intermediate School Registration** 3-7 p.m.
 - **Shorewood High School Registration** for athletes and grades 9-10, 8 a.m.-12 p.m.
- **Wed., Aug. 18:**
 - **Atwater and Lake Bluff Elementary Schools Registratrion** 7:30 a.m.-1 p.m.
 - **Shorewood Intermediate School Registratrion** 3-7 p.m.
 - **Shorewood High School Freshmen and New Student Orientation**, 7 p.m. in the Auditorium.
- **Thur., Aug. 19: St. Bob's Backlot Cinema** Enjoy a free, family-friendly movie night on the St. Robert playground/parking lot behind the school and church starting at 7 p.m. Current school families and members of the Shorewood community welcome. Bring your own lawn chairs. Food and beverages for sale during pre-movie entertainment. Movie begins at dusk (about 8:30 p.m.).
- **Thur., Aug. 19: Summer Strings Final Performance** 7 p.m. in the Auditorium.

SEPTEMBER

- **Wed., Sept. 1: First Day of School for Shorewood School District**

A Sampling of Summer Programs at the Shorewood Library Featuring Activities and Events for All Ages

Visit www.shorewoodlibrary.org for a complete schedule

MAKE A SPLASH – READ!

June 1-Aug. 14: Ages pre-school to grade 6
Sign up at the Library to get your reading folder. Complete your folder to earn a great reward package of tickets and coupons.

TERRIFIC TUESDAYS 2:30 p.m. All ages

- **June 15:** KidsPlay Theater
- **June 22:** Jam Ak Jam African Dance Troup
- **June 29:** Music of Lil' Rev
- **July 6:** Reed Marionettes
- **July 13:** Magic of Rick Allen
- **July 20:** Bubble-ology

THURSDAY EXTRAS 2:30 p.m. All ages

- **June 24:** Tie-Dye
- **July 15:** Havenwoods Nature Center

STORY TIME Pre-school through grade 1

Thursday mornings 10-10:30 a.m.

June 17-July 22

AFTERNOON MOVIES

Tuesdays at 2:30 p.m. All ages

- **July 27:** Princess and the Frog
- **August 3:** Cloudy with a Chance of Meatballs
- **August 10:** Planet 51

CATCH the READING WAVE

Teen Summer Reading for grades 7-12
June 1-August 14

MOVIE TALKERS BOOK GROUP

Wednesdays at 6 p.m. Grades 6-12
• June 30, July 14, July 28 and August 4

SUMMER GAMING MADNESS

Grade 5 and above

- **June 23** 6-8 p.m.: Super Smash Bros Brawl Tournament
- **July 8** 2-4 p.m.: TBA
- **July 29** 2-4 p.m.: TBA

Contact Information for Other Community Groups and Organizations

- **Shorewood Senior Resource Center:** Call 414.847.2727 (lower level of Shorewood Library).
- **Shorewood Business Improvement District:** www.shorewoodwi.com
- **Shorewood School District:** www.shorewoodschoools.org or call 414.963.6901.
- **Shorewood Recreation and Community Services:** Call 414.963.6913, ext. 4 or visit www.shorewoodschoools.org
- **Shorewood Customer Service at Village Hall:** Call 414.847.2700.

Shorewood, We Want to be Your Hardware Store!

BLIFFERT

Lumber & Hardware

hardware • paint • lawn and garden • lumber • windows & doors • plumbing • electrical

It's Grilling Season—

We have the largest selection of Weber grills on the East Side.



SERVICES INCLUDE:

paint matching, key cutting, lock rekeying, pipe threading, window and screen repair, fluorescent bulb recycling, skate and knife sharpening
Rug Doctor rental, and professional advice.

Come in for a lawn mower tune-up!



Think Spring!



Our Green House is now open.

We have dirt, mulch, fertilizer and so much more.

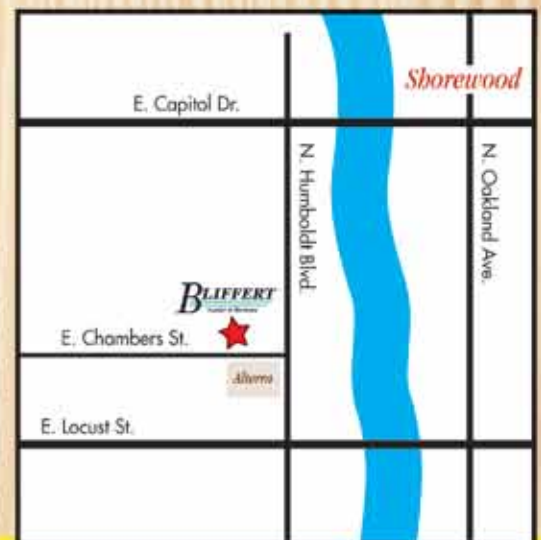


Here's a FREE Seed Pack just for stopping by.

Receive a free pack of seeds with your next purchase.

Offer good through May 31, 2010 only at our Chambers Street location. One coupon per customer. While supplies last. See store for details.

Maximum Value \$1.99 SW000002010119seedpack



Bliffert Hardware • 1014 E. Chambers St., Milwaukee, WI 53212

414-264-5700 • www.bliffertlumber.com

HOURS: Monday-Friday: 7:30 a.m. – 6 p.m. • Saturday: 8 a.m. – 5 p.m. • Sunday: 9 a.m. – 4 p.m.

LUMBER YARD HOURS: Monday-Friday: 7:30 a.m. – 4:30 p.m. • Saturday: 8 a.m. – Noon



3930 N. Murray Ave.
Shorewood, Wisconsin 53211

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

**Summer in Shorewood –
Explore all the options and
enjoy your community!**



Shorewood Gardens Tour on Sat., July 31 To Benefit DPW



The Village of Shorewood is well known for its handsomely landscaped boulevards, parks and colorful planters in the business district, all maintained by the Shorewood Department of Public Works. To support their work, the Friends of the Shorewood DPW stages an annual tour of the Village's most exquisite gardens in full summer bloom.

The 5th Annual Shorewood Gardens Tours will take place this year on Sat., July 31 from 10 a.m. to 3 p.m. Tour 10 very special Shorewood gardens and enjoy the creative work of our resident gardeners who will be showing off imaginative use of color, unusual features and great variety in the use of perennials and annuals. Tickets are \$10 per person and can be purchased in advance at Village Hall, the Department of Public Works or the Garden Room. Tickets will also be sold on the day of the event at individual garden locations.

Gardens on the Tour

Enjoy these amazing 10 Shorewood gardens!

- | | |
|--------------------------|-------------------------|
| 1916 E. Kensington Blvd. | 3816 N. Lake Dr. |
| 4100 N. Larkin St. | 2642 E. Shorewood Blvd. |
| 2520 E. Marion St. | 2727 E. Shorewood Blvd. |
| 2414 E. Menlo Blvd. | 2717 E. Beverly Rd. |
| 3514 N. Lake Dr. | 3832 N. Farwell Ave. |

DPW Staff Earns Professional Certification

Judy Kaiser is often referred to as “the flower lady” by Shorewood residents. She is one of Shorewood’s staff foresters and is also the Village’s horticulturalist. This winter Judy successfully completed course work and an exam to become a certified arborist. The professional certification is granted by the International Society of Arboriculture.

Judy is responsible for the design and maintenance of all the Village’s beautiful streetscape planters and landscape beds, and has been integrally involved in planning for the new Capitol Dr. streetscape. Judy is also one of several of the DPW crew who has received training for the Emerald Ash Borer treatment.



During the summer months, Judy can usually be found planting and nurturing the flowers in Village boulevards and planters with the help of DPW summer staff. Judy and her husband, Russ Falkowski, a Village building inspector, have also surrounded their home on Stowell Ave. with a beautiful garden that was featured in a recent Shorewood Gardens Tour.