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INSIDE ...

- Exciting Commercial Development Plans
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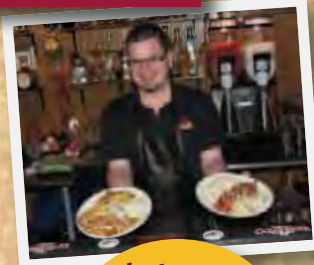
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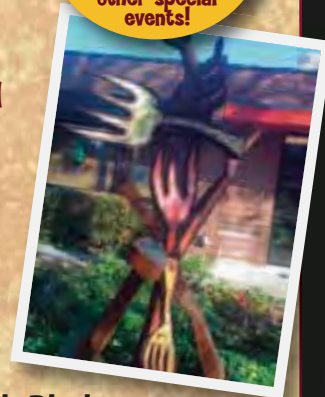
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Shorewood TODAY magazine

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, Kim Robinson, Kit Vernon and Paula Wheeler.

Contributing photographers: John O'Hara/John O'Hara Photography, Gloss Photography Studio and Kim Robinson.

Design/Production: Caprile Marketing/Design

Shorewood Village Manager: Chris Swartz, 414.847.2700

Shorewood School Superintendent: Dr. 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:

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The deadline for the August 2011 issue of *Shorewood Today* is July 5 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



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



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On the Cover: The 2600-2700 block of East Shorewood Blvd. was named 2011 Neighborhood of the Year (read more on page 16).

Photo by John O'Hara

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.



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New Re-Development Key to Vitality of Commercial District

A major, mixed-use redevelopment project has been proposed for the southeast corner of Oakland Ave. and Kenwood Pl. (Sendik's parking lot). According to the developers, Mandel Group Inc. and RE Enterprises LLC, the proposal includes relocation of the existing Walgreens to a new facility that includes 84 upscale apartment units (a portion of which will be offered at affordable rents), and publicly accessible shared parking facilities to serve Walgreens, Nehring's Sendik's and the nearby Oakland Ave. business district. The total development cost is estimated at \$32 million.

Preliminary staff review has been completed under the direction of Village Manager Chris Swartz. "One of the principal goals of our Master Plan is to promote a thriving commercial environment on Oakland and Capitol," Swartz explains. "We feel this proposal has the potential to inject a lot of vitality into our main commercial district and can be of real short- and long-term benefit to the businesses already in the area."

Mandel Group has contracted to acquire the two surface parking lots currently

owned by Katz Properties located north and west of Sendik's. The north lot would be partly developed for the new Walgreens, to be located at the southwest corner of Oakland Ave. and Kenmore Pl. The balance of the lot would be retained for publicly accessible shared parking. Above the parking lot and Walgreens, Mandel Group

"... this proposal has the potential to inject a lot of vitality into our main commercial district ..."

proposes to construct 84 new apartment homes configured on five floors.

The parking lot located west of Sendik's will become publicly available shared parking. Katz tenants' parking would be relocated to an upper level parking deck built above the current west parking lot, freeing current restricted parking for public use.

Currently there are 91 parking spaces available in the two lots. The proposed plan calls for 94 publicly accessible shared

parking spaces. Beneath the entire property, Mandel proposes to construct a single level of underground parking to serve the new apartment development.

Walgreens has been searching for a new location in Shorewood for nearly 10 years, RE Enterprises' Jeffrey Metz explains. "I've been working with them for more than four years and this is the only workable solution that has come up."

The project architect is Engberg Anderson Design Partnership, which is also the architect of record for the recently completed Cornerstone development at Oakland Ave. and Kensington Blvd. and the Shorewood Public Library.

The developers have asked the Community Development Authority (CDA) to consider a request for financial participation in the project, primarily to assist with the construction of public parking and public site improvements. The Village is considering the formation of a 4th TIF district for this project, which would allow the Village to borrow money for infrastructure improvements. The increased property tax revenue from the improved land is then diverted from the tax rolls to pay off the loan.

The proposal must be thoroughly reviewed before the Village Board votes on final approval of the project, a vote that is tentatively scheduled for late June. Opportunities for public input and reaction to the plans will be scheduled in May and June. See the Village Manager's newsletter or the Village website for dates and locations (www.villageofshorewood.org). Click on "Walgreens Redevelopment" under Quick Links.

If approved, Mandel Group construction may begin this fall, with completion expected in late 2012.

Drawing to left: The newest proposed development for Oakland Ave. includes Walgreens and parking on the first level. The proposed apartment development is configured as three related buildings that are connected together in an "I" shape. Expansive green roof terraces accessible to residents of the development are located along the Oakland Ave. frontage and the west side of the building.

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Community Development Authority (CDA) A Major Force in Business Development

The mission of the Shorewood Community Development Authority (CDA) is to strengthen the long-term economic viability of the Village by improving the physical character of the business district as well as retaining and attracting businesses necessary for its vitality. The CDA is an arm of the Shorewood Board of Trustees, which guides its direction and approves major decisions. The CDA is comprised of five volunteers (appointed by the Village Board to four-year terms) and two Village Trustees.

CDA programs include:

- Attracting and supporting developers in major construction projects that serve Village needs.
- Providing financial assistance to owners and businesses to facilitate improvements to the façades of their buildings.
- Sponsoring an incentive loan program and other activities that support existing businesses.
- Improving business district public infrastructure, such as street amenities, that benefit both residents and existing businesses.
- Recruiting new businesses required for the vitality of the district.

The major outcomes desired from CDA programs are a vital business district that serves the multiple needs of residents and other consumers and an increase in the business district tax base, leading to property taxes from the business area shouldering a larger portion of the Village tax burden.




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Ravenna, another mixed-use development, will be built on North Oakland Ave.

Great Communities Don't Just Happen – They're Built

Keeping Shorewood's commercial center growing and vibrant isn't easy. But the benefits to shoppers, businesses and homeowners are so great that Village Manager Chris Swartz says redevelopment is perhaps the Village's most important task.

Swartz says new buildings and new businesses inject life into the entire community, adding attractive options for shopping, dining or making a home. "Shorewood developed a Master Plan for the commercial district in 2005 and, despite a difficult economy, Shorewood has become one of the most successful development markets in the metro Milwaukee area, with interesting new projects being considered all the time."

North Oakland's new Cornerstone project has added attractive new dining and retail venues to the Village. The Ravenna retail/apartment complex, scheduled for groundbreaking across the street later this year, will add more. The proposed initiative at Oakland Ave. and Kenmore Pl. would accommodate a relocated Walgreens store as well as 84 upscale apartment units. Finally, the

expected redevelopment of the current Roundy's properties between Kenmore Pl. and Olive St. is expected to enhance both the level and quality of business activity there. The Walgreens and Roundy's projects will also connect contiguous business areas, making them more walkable and attractive.

These developments will add still more exciting retail and dining options to make Shorewood more attractive to residents and shoppers from other communities.

"One of the unique things about Shorewood is that as a Village, it's always been very forward thinking," says Tim Ryan, President of the Shorewood Business Improvement District. "The creation of TIF districts, the completed development of the Cornerstone and the forthcoming developments all exemplify that mindset, and it's great for Shorewood."

The Cornerstone, Ravenna and Walgreens projects are expected to add 130 modern housing units, the first built in the Village in decades. The new units will provide more attractive opportunities for seniors, singles and families, as well as providing additional customers for retailers.

The redevelopment of our urban

Oakland Ave. sites presents complex financial and logistical challenges for any developer compared with those found on more suburban sites. The combination of existing building density, small parcel size and high land cost makes assembly and preparation of any building site no small task. Construction in the midst of an active business area creates substantial staging and sequencing challenges as well.

Consequently, Village officials have found they need to be proactive in attracting and securing projects essential to the continuing vitality of its business district. This has involved actively marketing the Village to prospective developers and businesses as a community that supports business, as well as making prudent investments in highly desirable projects, where necessary, to help make them economically viable.

These projects increase the taxable value of both the redeveloped and neighboring properties. In addition, all commercial values benefit from investments in public improvements such as the recent Capitol Dr. and Oakland Ave. street improvements. These combined influences on property

values will continue to result in the business district bearing a much larger portion of Shorewood's property tax burden than would otherwise occur, thus decreasing the residents' share.

CDA Chair Pete Petrie emphasizes the value of redevelopment. "Any community either grows and becomes more vibrant, or it languishes. I believe this to be true in Shorewood as well, and it's the basis for our emphasis on a strong redevelopment program. We are building on past successes to achieve new momentum with the projects now on the horizon."

Redeveloping parts of Shorewood's old, densely built business district isn't easy, but the Village's resolve to "make it happen" is yielding extraordinary results.

North Oakland Additions Attracting Attention

The Cornerstone building on the corner of Oakland Ave. and Kensington Blvd. has received a first-place award from the *Business Journal*. On April 14, the Cornerstone was recognized as the "Best Public/Private Partnership" as part of the publication's annual Real Estate Awards Program. The Cornerstone includes four street-level business and 24 apartments, and has spurred new activity on both sides of Oakland Ave. The mixed-use building, developed by WiRED Properties, was also recognized in 2010 when it received the Intergovernmental Cooperation Award, acknowledging the strong, cooperative efforts between the Village of Shorewood and Whitefish Bay during the development process. The site originally straddled both villages and through a change in boundaries, is now only in Shorewood.

This summer developer Blair Williams, president of WiRED Properties, plans to begin building the four-story Ravenna building, another mixed-use construction with street-level retail and 22 apartments. Ravenna will be built on the vacant lot on the west side of Oakland Ave. between Kensington Blvd. and Glendale Ave. The \$6.5 million project will complement Williams' Cornerstone building across the street.



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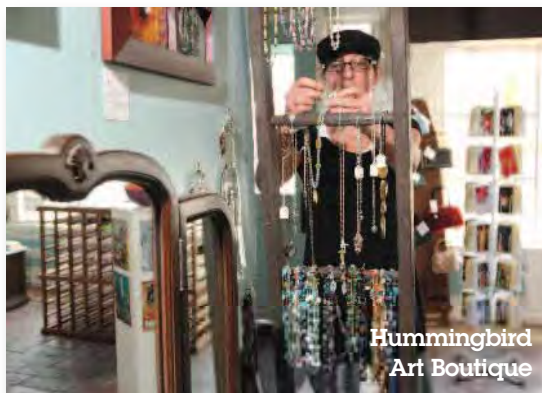
A pro-active approach to recruiting new businesses to our community is paying off. Our vibrant business district is expanding – and we extend a warm welcome to Shorewood’s newest businesses. Stop by, say hello and check out their services and merchandise.

- **Big Bay Brewing Co. Tasting Room and Brewery Store** 4517 N. Oakland Ave. (handcrafted beers and gourmet sodas)
- **Dahlia Bloom** 4012 N. Wilson Dr. (floral design)
- **Great Clips** 4164 N. Oakland Ave. (affordable hair cuts)
- **Hummingbird Art Boutique** 4415 N. Oakland Ave. (locally handmade and recycled arts and crafts)
- **Thomas Kelly DDS** 3970 N. Oakland Ave. (new dental office)
- **PNC Bank** 4231 N. Oakland Ave.

- **Performance Running Outfitters** 4401 N. Oakland Ave.
- **Salvatore’s Pizzeria** 2213 E. Capitol Dr. (traditional pizza, pasta, sandwiches – dine-in or takeout)
- **St. Moritz Salon** 3955 N. Prospect Ave.
- **Three Lions Pub** 4515 N. Oakland Ave. (beer and pub grub)
- **Verizon** 4144 N. Oakland Ave. (formerly the Sprint Store)
- **Zen the Salon** 4407 N. Oakland Ave.



Zen the Salon



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All photos by John O'Hara.

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The 8th annual Shorewood Criterium Cycling Classic rolls into town on Thursday, June 16.

First Stop, Shorewood! Tour of America's Dairyland Cycling Series Kicks Off June 16

High-energy cycling races will return to Shorewood this summer! Our Village is the very first "stage city" for the Pro-Am Cycling Series known as the Tour of America's Dairyland – or "ToAD" for short – and residents won't want to miss a lap of the action.

ToAD kicks off its series here on Thursday, June 16 from 5 to 8:30 p.m. with two races – pro women's and pro men's. Shorewood's race is a "Criterium," held on a short course through residential and commercial streets, with international professional and amateur cyclists riding laps until the time and distance limit (60 minutes plus five laps) is reached. The course will run southbound on Oakland Ave. from Kensington Blvd. to Wood Pl., turn east to Maryland Ave., turn north to Kensington Blvd., and back to Oakland Ave.

Although this is Shorewood's 8th annual Criterium Cycling Classic, it's the 2nd year that Shorewood has been part of the ToAD. The Midwest Cycling Series and the Wisconsin Milk Marketing Board have teamed up to promote and present the ToAD, which brings pro-am cycling to 11 communities across Wisconsin in June. The Shorewood Business Improvement District (BID) sponsors and produces the Shorewood race each year.

"The ToAD race series showcases cities throughout southeastern Wisconsin, brings great excitement to the community and celebrates an active, healthy lifestyle," says BID Executive Director Jim Plaisted. "This has truly become a special Shorewood community event as hundreds of bike racing fans line up along the finish line on Oakland Ave. and residents host viewing parties along the route."

The free family fun on Thursday includes festivities along North Oakland Ave. and a chance to meet the racers after the post-race award ceremony (held near the start and finish line at

Oakland Ave. and Marion St.). Many residents on the race route along Wood Pl., Maryland Ave. and Kensington Blvd. also host race parties and gatherings for friends and family to take advantage of their "front-row" proximity to the action.

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Take a "Tour de Shops" in Shorewood

This year, Shorewood's businesses are hosting a "Tour de Shops" in the days leading up to the Shorewood Criterium – offering specials, promotions and a chance to win a grand prize of two round-trip airline tickets.

Shoppers will want to walk, drive or hop on their bikes and head to the Shorewood Business District June 11-15 to see what our shops have in store. (Biking is a great way to get around our broad and growing business district, and our Village in general.)

Shorewood residents should watch their mail after Memorial Day, as households will receive a special "Passport to Savings" to use during the Tour (additional passports will be available at participating Shorewood businesses). Check out the specials and support Shorewood businesses. Get your passport stamped at participating retailers, and then turn it in as your grand-prize entry – you could be the lucky winner! For more information, visit www.shorewoodwi.com.

DID YOU KNOW?

It's not always obvious, but cycling is a team sport. It's also highly strategic. Working together, each team applies tactics during a race to support its leader for the win. Curious about how this works? Brush up your cycling knowledge with "Cycling 101" at www.tourofamericasdairyland.com.

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No, it's not the community newspaper. The thriving shop on the lower floor is actually Shorewood's only printing and copy business.

There was once a handful of printing companies in the Village, but while the others have closed, Shorewood Press has thrived for the past 18 years. Noah Christensen, the charismatic owner, credits his staff's service and technical know-how, saying nothing will print unless it's perfect.

"When I opened, I was the fifth printer in town," Christensen says. "One by one, the others disappeared. I think I'm still here because I've stayed with the times. I've continually upgraded my equipment, so I can provide what today's customers are looking for."

Shorewood Press offers digital and offset printing, copies, and professional layout and design. Christensen was also one of the first to take advantage of the Village's Facade Improvement Program.

Christensen grew up in his grandparents' print shop and continued to work in the industry while attending college and majoring in accounting and business administration. He says his customers there were continually encouraging him to open his own printing business. But at the time, it wasn't his ideal career choice.

"I was planning on being an accountant," Christensen says with a laugh. "But I thought about it for a long time, then finally went to the Small Business Administration for the loan, and, 'Slam, dunk!' I opened within the year."

As a Shorewood resident, Christensen didn't have to think twice about where he would base his new business. Shorewood

Press originally rented its current space, then expanded twice before Christensen finally bought the building.

"I've lived in Shorewood for 25 years," Christensen says brightly. "I just love this community."

And the community loves Christensen's business, products and service. The Shorewood School District, the Village of Shorewood and Mount Mary College are among his most active clients.

Dana Kader Robb from Mount Mary College's marketing department has worked with Shorewood Press for 16 years. She says she "constantly" has orders in for the shop's printing work.

"It's not only that they're reliable or that their prices are great, but they always go one step beyond," Kader Robb says. "They always help me out so much by being super-personalized, conscientious and ridiculously friendly! I can call them for anything."

Christensen and his staff are pleased to offer personal service and professional results to their clients.

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Photo by John O'Hara



Photos and Philanthropy: Gloss Photography Studios

Thinking outside the box comes naturally to Jaci Sumner. That's apparent to anyone who walks into Gloss Photography Studios, her business on North Oakland Ave. Artistic and beautiful photos of families, weddings, children and more dress up the walls of the cozy interior. The studio feels more like a funky living room than a storefront, complete with Sumner's laid-back dog, Stella, napping in the corner.

Sumner, 28, graduated from UW-Milwaukee in 2006, where she earned her degree in photography and fine art. That same year, she opened Gloss, and her studio has moved around the Shorewood business district since. Gloss' current location marks her third move, and she's been here for just over two years.

"We've been really fortunate with Shorewood," Sumner explains. "There are so many beautiful and different pockets here. And I really like the business district because it's growing so quickly."

Sumner's business is also growing. While her services are popular during wedding season, the walls of her studio showcase her versatility. With images of pregnant women, babies, children, pets, teens, high-school seniors, families and even the occasional boudoir photo, Sumner knows how to mix it up, yet bring her signature sense of artistry to each type of shoot.

"From the beginning, I didn't want to specialize in one type of portraiture," Sumner

says. "I wanted to keep myself fresh by not always doing weddings or always doing babies. Changing it up keeps my style out of the box and unique to each client."

Between busy times, Sumner gives back through her work. She started a foundation, Project Stella, in 2009. "It's named after my lazy, baby dog," Sumner says, adding that she adopted Stella from the Wisconsin Humane Society and wanted to help the organization raise funds for its programs.

For two months each year, Gloss offers pet photo shoots at a reasonable flat fee. Owners get an 8 x 10 inch print of their pet and tickets to the closing event that includes drinks, appetizers, entertainment and a silent auction. Sumner is proud that this year's fundraiser brought in \$8,000, topping 2010's \$5,000.

Shorewood resident Jennifer Anderson has had her family photos taken at Gloss, and she also owns a rescue dog that participated in Project Stella. She says Sumner and her team are a great asset to the Village.

"I think they're awesome," Anderson says. "Jaci has a great eye, and a unique way of capturing a person's personality with a photo. I think it's great that they're here in Shorewood. We should really show our support for local businesses like Gloss."

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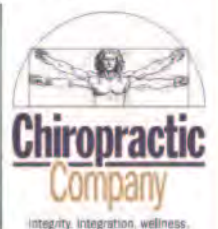


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Governor's Proposed Budget Poses Challenges

Village Manager Chris Swartz and his staff have been reviewing Governor Walker's proposed 2011-2013 state budget to determine what impact it may have on the Village budget.

Under the Governor's proposal, shared aid to the Village of Shorewood is expected to decrease by 21% in 2012 compared to 2011. This includes cuts of \$156,000 in state shared revenue and \$93,000 in state highway aids to the Village. The Governor has also proposed eliminating funding for municipal recycling programs, for which Shorewood received \$82,000 in 2011.

In addition, the proposed state budget includes provisions to prevent local governments from increasing the property tax levy. The Village of Shorewood typically imposes a modest property tax levy increase each year (about 2%) to account for inflation and other factors. Coupled with the shared aid reductions, the Village will have an estimated revenue gap of \$550,000 in 2012 under the proposed state budget.

To help local governments deal with the aid cuts and levy limits, the Governor introduced the budget repair bill (Senate Bill 11) as a set of "tools" to help counties and municipalities reduce certain personnel costs. Under this bill, all non-public safety union employees are required to make one-half of their pension contribution (or 5.8% of their annual salary in 2011). In addition, non-public safety union employees who are in the state health insurance program will be required to pay 12% of their health insurance premiums.

The effectiveness of the budget repair bill as a means for bridging the Village's revenue gap will be limited for several reasons. First, the bill does not apply to public safety union employees, who account for nearly one-third of total personnel costs in Shorewood. Second, the Village of Shorewood does not currently participate in the state health insurance program. The Village attempted to switch to the state program in 2010, but was unable to reach an agreement with the police union. With the budget repair bill only affecting the retirement costs of non-public safety union personnel, the Village would save \$205,000 – still leaving a revenue gap of \$345,000 for 2012.

To address the challenges presented by the proposed 2011-2013 state budget, the Village will continue to look at ways to provide the current level of services at lower cost. It is also the Village's priority to continue its recycling collection program, despite the elimination of funding to this program. The Village will get through these challenging times, as it has in the past, through the hard work and creativity of its staff and residents.

Note: The state legislature had not begun debate on the proposed budget when this article was written. Projections will be revised when a budget bill is passed.

Community To Celebrate End of Capitol Drive Construction

Construction crews returned to Capitol Dr. in April to complete work on the medians, some brickwork, and other spot items that weren't quite completed before cold and snow ended last year's construction season. They also are laying a concrete bed on the Oak Leaf Trail bridge. Construction work should be completed by mid-May, according to State contract estimates.

Landscaping of the area around the bridge, the medians and boulevard planters will begin soon after the road construction crew leaves. Trees, shrubs and bulbs will be planted.

“When everything is done, we will have a community celebration.”

According to Leeann Butschlick, Director of Public Works, about 250 trees will be planted. Deciduous trees (oak, elm, ginkgo, honey locust) will be planted primarily in the boulevards, evergreens (spruce, juniper) will be placed around the bridge and bike path and ornamentals (serviceberry, birch, crabapple, Japanese tree lilac) will be used in the medians. Lots of low shrubbery will be added, particularly around the bridge.

In the spring of 2012, Shorewood should be ablaze with color, as more than 14,000 tulip and daffodil bulbs will be planted this year, primarily in the medians.

All trees and smaller plants have been chosen for their ability to thrive in inhospitable growing conditions caused by air pollution, storm water, salt and roots extending under concrete.

Final touches will include planting prairie-style plants in the bio-filtration devices (large, deep openings in the boulevard), plants that are very tolerant of both dry and wet conditions and salt. Benches and garbage cans will also be put in place.

“When everything is done,” says Butschlick, “we will have a community celebration.” No date will be set until the end is in sight, but the celebration will probably include a run/walk along Capitol Dr. and the bridge area.



Pouring the concrete deck on the Oak Leaf Trail

Photo by John O'Hara

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Shorewood's Neighborhood of the Year 2600-2700 Block of East Shorewood Blvd.

You know that a block party is a major annual event when the block's residents arrange for permanent volleyball net anchors to be installed along the curb. However, an annual block party, that also features big wheel races, a book swap and a "Top Chef" competition, is just one of many activities that make the 2600-2700 block of Shorewood Blvd. a special place to live. Other events include a Halloween block party, a holiday cookie exchange and annual cocktail party. There is also an active book club, a monthly poker game and a donation drive for charity. "Neighbors help plan the events," says resident Melissa Nelsen, "and everyone on the block enjoys one or more of the events."

Residents will march as a group in the 4th of July parade to celebrate their selection as Neighborhood of the Year, a contest sponsored by Shorewood Connects Neighbors. The contest was conceived as a way to highlight current neighborhood activities and encourage others to organize.

"The social gatherings in our neighborhood have certainly added to our quality of life," says long-time resident Barb Knetzger. "However, knowing that we have wonderful neighbors who know us well and can provide support for us when needed is perhaps even more important." Everyone has a copy of the neighborhood phone and e-mail list for quick communication when someone needs a dog walked, the name of a good plumber or a ride to the doctor.

The e-mail list was a big help to Tracy Nickolous. After moving here in August of 2007, she wondered who she could invite to help her son celebrate his 5th birthday. She sent out a last-minute invitation to families with children to stop by for cupcakes. The next

day, children arrived with homemade cards and gifts, enjoyed the cake and stayed to play games. Her son was delighted.

Sue Kelley, project coordinator for Shorewood Connects Neighbors, reports that a number of good entries for Shorewood's Neighborhood of the Year were received. "We were particularly pleased to see that neighborhoods have found good ways to encourage neighbors to get to know and support one another, especially their older neighbors."

"Knowing that we have wonderful neighbors who know us well and can provide support for us when needed is important."

More ideas about how to organize your neighborhood and about the Neighborhood of the Year award can be found on the Village of Shorewood website (www.villageofshorewood.org). Click on Shorewood Connects Neighbors under Quick Links.

Above: Some of the residents of the 2600-2700 block of East Shorewood Blvd. gather to celebrate their designation as 2011 Neighborhood of the Year.

Photo by John O'Hara



Woman's Club members (from left) Pat Rauch, Pat Mueller, and Barbara Hill enjoy examining the scrapbooks that chronicle 75 years of Woman's Club activities.

Shorewood Women's Club Celebrates 75 Years of Service and Friendship

Community service and adult education have been goals of the Shorewood Woman's Club for 75 years. In 1936, 200 women became charter members of the Shorewood Woman's Club. Before the first year was over, they had to cap membership at 350 because they didn't have a large enough facility for meeting to accommodate any more. Organizers of the club were Mrs. William Hubbard (wife of the former Village president), Mrs. Earl Gile and Mrs. C. H. Benton. An early newspaper picture shows all three wearing hats, gloves and dark-colored dresses.

At their 75th anniversary celebration in March, current Woman's Club members arrived without hats and gloves and greeted each other warmly by first name. Styles have changed, but it was obvious from their list of accomplishments, that the mission remains intact.

- They have provided scholarships for Shorewood graduates from 1936 to the present.
- The Shorewood Library has received significant monetary and personal support since its days in the space now occupied by City Market on Capitol Dr.
- They organized the original Senior Center in 1966.
- They have supported many local and national organizations that provide assistance to women and children.
- They have always addressed current community needs with monetary support or by organizing special events.

Program speakers and book clubs have been the backbone of their educational opportunities. In the early years, speakers addressed the turmoil in Europe and U.S. involvement in WWII. This year the club enjoyed speakers from Wisconsin Public Radio, Sweet Water Organics and the Milwaukee Symphony.

Pat Mueller, who has served as

president of the group four times since 1964, says the organization has been a very rewarding part of her life. "The friendships, education and opportunities for serving the larger community have been wonderful," she says.

Like many organizations, the Woman's Club membership is considerably smaller today than it was mid-century. However, current president, Barbara Hill, says, "We're small, but we're mighty." Today they concentrate their time and resources on projects of particular importance and interest to their membership.

The Woman's Club always welcomes new members. For information, contact Lynn Sager at 414.964.5940.

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Village of Shorewood Community News

Disposing of Old Medications

Please don't flush unwanted or old medicine down the toilet! Shorewood residents may drop medications off at the Shorewood Police Dept., 3936 N. Murray, 8 a.m.-6 p.m. weekdays and 8 a.m.-2 p.m. on Saturday. Prescription medication and over-the-counter drugs in the original container will be accepted. Names can be removed or crossed out from the bottle but the name of the medication MUST be visible. Also accepted are ointments, medical sprays, inhalers, creams and pet medications. Call 414.847.2610 for more information.

Note: There will be a Hazardous Waste Collection Day on Saturday, July 16, in the Shorewood High School parking lot, 8 a.m.-2 p.m.

Prevent Fires:

Bond Flexible Gas Piping

Much confusing and contradictory information exists surrounding the requirement to bond corrugated stainless-steel tubing (CSST). CSST is commonly called flexible gas piping and is used for appliances, fireplaces and furnaces instead of traditional black iron piping. Plainly stated, when you bond, you create a conductive path between metallic objects. Bonding of CSST is essential to reduce the risk of failure by providing additional protection to the CSST system in the event

of a lightning strike. Bonding should be done by a qualified electrician under an approved local permit. Manufacturer's instructions for bonding should be followed.

Permit Needed When Building a Fence, Deck or Patio

A building permit is required for the addition of fences, decks or patios along with a survey marking where you plan to build. The Village has many surveys on file if the owners do 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 are located within a front yard or street side yard of a corner property must also be approved by the Design Review Board.

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

Thinking of Disconnecting Your Downspout?

In urban areas, downspouts are commonly connected to drain tiles that feed the sewer system. Disconnecting downspouts

reduces storm water from roof runoff that contributes to overloading the sewer system when it rains.

All residential property owners may disconnect their downspouts, whether they are within a combined or separated storm and sanitary sewer system. To find out more about disconnecting, the Planning & Development Department has an informational brochure on the Village website, or you may contact a building inspector at 414.847.2640 for more information.

2011 Water Rates

Effective February 15, 2011

1.36 per 100 cubic ft. of water used

Meter charge	Meter size
\$ 15.45	5/8"
\$ 15.45	3/4"
\$ 24.72	1"
\$ 33.99	1-1/4"
\$ 43.26	1-1/2"
\$ 67.98	2"
\$111.24	3"
\$169.95	4"
\$299.73	6"
\$463.50	8"
\$673.62	10"
\$889.92	12"

2011 Sewer Rates

2.20 per 100 cubic ft. of water used
\$17.56 connection fee

SHOREWOOD HEALTH DEPARTMENT CLINICS SUMMER 2011

Call 414.847.2710 for appointments and information

Adult Health Risk Screening

May 24, June 28, July 26, August 23
8 a.m.-12 Noon by appointment.

This program includes blood analysis for total cholesterol, HDL, LDL, triglycerides and glucose; blood pressure and weight check plus consultation with registered nurse. Cost is \$25.

Immunization Clinics

May 16, June 13, July 11 and August 8, 2-4 p.m.
May 17, June 21, July 19 and August 16, 7:30-9:30 a.m.
All age groups; call for an appointment and for cost of particular immunization.
Most childhood immunizations, Meningococcal and HPV, Pneumonia, Tetanus, and Hepatitis A and B immunizations available; TB tests are also administered.

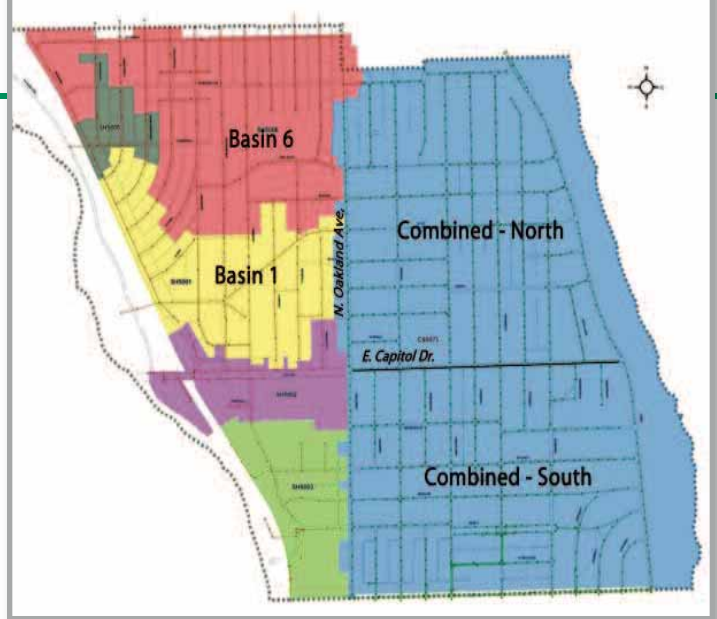
Blood Pressure Clinic

May 25, June 22, July 27 and August 24
4-6 p.m. No appointment necessary.
Held in the Shorewood Health Department, lower level of the Village Center.

Hepa-Vac Rental

The Health Department has a vacuum cleaner available for rent that is used to clean up after remodeling projects disturb lead paint. The Hepa-Vac will pick up fine lead-laden particles that regular home vacuums miss. There is a \$25 refundable deposit and \$10/day rental fee.

Village Board To Discuss Recommended Sewer Improvements at May 9 Meeting



The Village of Shorewood is in the final stages of completing a Comprehensive Sanitary Sewer, Storm and Drainage Facility Plan. The recommended sewer improvement projects and financial details of the plan will be presented to the Village Board for discussion and possible consideration at a public meeting on Monday, May 9. If approved, construction of certain projects could begin this summer.

The facility plan was initiated in September 2010 to identify steps for improving the Village's aging sewer infrastructure. Through a series of five public meetings, Village staff have presented the framework for the facility plan, which is based on four overarching goals:

1. Provide basement back-up protection for two inches of rain in one hour throughout the entire Village by 2015.
2. Reduce inflow and infiltration (I & I) in the separated area (west of North Oakland Ave.).
3. Create long-term separation of the sanitary and storm sewers in the combined area (east of North Oakland Ave.).
4. Reduce street flooding throughout the Village to provide a minimum of two feet freeboard (two feet from the nearest home entrance).

In February 2011, the Village used a competitive process to select four engineering firms to review the initial facility plan, offer recommendations, and provide additional alternatives and cost estimates. Each firm was assigned to a different project area within the Village based on its capacity and expertise relative to the area's needs. The firms were required to analyze the initial facility plan alternative, develop a bypass or relief alternative, review a "green" alternative and formulate at least one additional alternative. The results were presented at a public meeting on April 6 and are as follows:

Basin 1

Strand Associates of Milwaukee recommended upsizing the current sanitary pipe that runs from North Newhall St. to East Olive St. to North Wilson Dr. They also recommended the construction of new storm sewer pipes on North Newhall St. to relieve street flooding

issues. Existing private sanitary sewer and storm laterals would be tested and repaired during construction to address inflow and infiltration issues.

Basin 6

Baxter & Woodman of Burlington recommended constructing new sanitary sewer pipes along East Glendale Ave., North Wildwood Ave., and East Kensington Blvd and a new storm pipe running from East Glendale Ave. to the Milwaukee River. As with Basin 1, existing private sanitary sewer and storm laterals would be tested and repaired during construction in Basin 6.

Combined South

The facility plan initially outlined a plan for separating the combined sewer throughout the east half of the Village by using the existing combined pipes to serve as the storm sewer and constructing a new sanitary sewer system. Ruckert Mielke of Waukesha has recommended a more cost-effective alternative for separation that would involve the construction of a network of storm sewers in the south combined area and construction of a new storm sewer outfall that would run from East Menlo Blvd. to the Milwaukee River. A new drainage way is also recommended from North Oakland Ave. and East Edgewood Ave. to the Milwaukee River.

Combined North

Design work is currently underway for new storm sewer construction in the combined north area as part of the 2011 North Downer Ave. Reconstruction Project. Clark Dietz of Kenosha is also recommending pipe upgrades along parts of East Lake Bluff Blvd., North Murray Ave., East Kensington Blvd. and North Prospect Ave. in the northeast area of the Village.

Diagrams of the recommended projects are on display at Village Hall and can be downloaded from the Village website (www.villageofshorewood.org/sewer). **Residents are encouraged to attend the public meeting on May 9 at 6:30 p.m. in the Village Center (lower level of the Shorewood Library) to ask questions about the projects and provide input.** Public involvement continues to be critical for this project as it moves forward.

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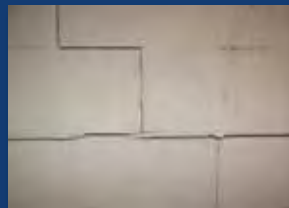
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From Paul Zovic
Shorewood School Board President



A Bright Future Together

Part III: Schools Matter in Shorewood

In Part I of this series Dr. Blane McCann, Superintendent of Shorewood Schools, outlined the transformation underway to adapt schools for the needs of tomorrow's learners. He also summarized the work of a group of local volunteers who helped develop the components of Shorewood's own transformation and identified the District's updated overarching goals that guide our educational decision making.

In Part II, McCann wrote about the District's commitment to financial sustainability and its paramount importance to the transformation process. He summarized the financial planning process, announced a budget gap of up to \$850,000 for the 2011-12 school-year, identified the need for a referendum, and invited the community to participate in his scheduled budget workshops.

Much has changed since those first two pieces were written. We have a (contested) new law that dramatically changes portions of existing labor laws and practices (and thereby, potentially some of the economics of public school management), we have a State budget, that if approved, will result in a \$1.95 million dollar budget gap for Shorewood schools next year. We have significant new voluntary concessions from our teachers' union (and promises for more going forward), and our supportive community recently approved a referendum that will enable the District to close a large portion of next year's budget gap without having to implement draconian measures.

As we move ahead through the changes listed above and the challenges and opportunities they afford, I am continually reminded of the District's mission: "To provide a liberal arts education that prepares students to embrace the challenges of the future. We will foster a love of learning and the acquisition of knowledge and skills that will serve as the foundation and catalyst for a lifetime of learning." I am secure in knowing that the District's decision-making is as it should be – a reflection of the values of the community.

In her most recent book, *The Death of the Great American School System*, Dianne Ravitch, a senior education advisor to Presidents Bush and Clinton, wrote that, "When we define what matters in education only by what we can measure, we are in serious trouble.

When that happens, we tend to forget that schools are responsible for shaping character, developing sound minds in healthy bodies, and forming citizens for our democracy, not just for teaching basic skills. We even forget to reflect on what we mean when we speak of a good education. Surely, we have more in mind than just bare literacy and numeracy." I am reminded of that often.

Recently, I was in a crowded Shorewood High School parking lot rushing to get to what was to be an amazing and inspirational concert (that included more than 500 Shorewood musicians from 4th through 12th grade) when I bumped into a very small Shorewood preschooler rushing to catch up to her grandparent who was taking her to the pool for both of them to enjoy a community open swim period. The young girl was wearing an

"Our schools continue to provide outstanding educational experiences for all students because in Shorewood, schools matter."

"I Love Art," shirt that reminded me of a recent Board meeting during which we heard a presentation on a proposed new art class that, among other things, incorporates welding and other "industrial" practices. The presentation was made by several Shorewood art teachers, including one that had taken a trip to Guatemala with a group of Shorewood students a couple of years back to work in an orphanage and to create and install several community art pieces. Fortunately for this teacher, who spoke no Spanish, our students were fluent speakers. Such is the wide range of our District's programs and community offerings and their influence.

This certainly is an exciting time for all public schools and I am very proud to report that Shorewood schools continue the tradition of greatness – both in relation to all the various

performance metrics and in what Ravitch writes as those other things that matter. In classes, programs, and activities – that focus not only on reading, writing and arithmetic, but on advanced learning opportunities, arts, athletics, character education, cultural competencies, drama, world language, leadership, music, other special interests, service learning, special education, rigorous curricula, travel opportunities, etc. – our schools continue to provide outstanding educational experiences for all students because in Shorewood, schools matter. I thank you for your continued partnership and support.



3rd Annual Young Artists Conference: Collaboratively Exploring Identity

Friday, February 18, 36 students representing grades 4-12 spent the day learning, collaborating and creating with Milwaukee Institute of Art and Design (MIAD) professor James Barany. This is the District's third annual Young Artists Conference. This experience was designed by the District's Art Department for students that excel in arts to further foster their skills through a unique enrichment opportunity in the community. Each school's art teacher chose four students per grade to participate in the daylong experience. This year, the students worked collaboratively in multi-age groups to create four murals based on the theme of personal identity.



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Improving Classroom Instruction a Never-Ending Goal

Recognizing the need for constant improvement in classroom instruction is a hallmark of a successful school district. Therefore, Shorewood teachers participate in a dedicated, focused professional development program throughout the school year. According to Dean Schultz, interim co-director of curriculum, the following philosophy of professional development guides Shorewood's program:

- Powerful professional learning arises from the real work going on in our schools, and specifically in the classroom.
- The focus of powerful professional learning is on what is happening with learners, and on how we can support the learning process.
- Powerful professional learning is collaborative.

With that philosophy in mind, Superintendent McCann and staff members plan professional development programming that is unified, thematic, based on best practices and always directed at improving classroom instruction. Currently, Shorewood's professional development programming focuses on three themes.

1. Improving Literacy

Schools are designed to teach students to read, compute, write, investigate and

understand the world around them in all subject areas. As children grow, the dynamic changes. Initially children are learning skills – as they grow children must learn to apply these skills. It is this developmentally appropriate continuum that is the heart of improving literacy.

Our teachers are focusing on:

- Assuring that students can process a large amount of written language.
- Teaching students to comprehend texts in many different subjects.
- Ensuring that students have a large vocabulary and an in-depth understanding of vocabulary in many subject areas.
- Helping students analyze and critique what authors say (even authors of subject-area textbooks).
- Assisting students to use reading as a springboard for discussion of ideas such as making predictions and connections with personal experience, inferring what is implied and synthesizing new information.

2. Integrating Technology

Shorewood teachers are learning how to creatively integrate technology into their teaching practices. Over the last two years, full-day in-service programs were dedicated to technology use, and graduate courses were created for teachers. This year teachers could choose among a variety of courses including Differentiation in the Classroom Using

Technology, Digital Story-telling, and Emerging Technologies to Assist Struggling Learners.

3. Utilizing Assessment Skills To Intervene and Meet Diverse Student Needs

Accurately assessing the needs of all students and creating specific plans to meet their individual needs was the focus of this winter's in-service time and will continue into the 2011-2012 school year. Our next step is to track student progress once an intervention is in place using District assessments.

The District uses a variety of times and formats including full-day in-service, early-release Wednesdays, and department and building meetings to ensure that progress on professional development initiatives continues throughout the school year. Graduate level classes are offered outside the school day.

As the year progresses, teachers are asked to evaluate various professional development activities in areas such as relevance, service to students, opportunity to collaborate with peers and improvement of practice. This evaluation helps mold the concepts for the ensuing year because the work of professional development and learning on the part of our staff is never ending.



THE SHOREWOOD FOUNDATION

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

Please join us in thanking the following residents and friends for their contributions this year to The Shorewood Foundation. We are grateful for the support and generosity of all our donors. Our sincere apologies if we missed your name.

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The Shorewood Foundation gives back to the community in a variety of ways and has sponsored such special events as the annual 4th of July Fireworks, the Gardens Tour, Shorewood High School scholarships, D2D, technology and sound equipment for Shorewood Schools, installation of the Plensa sculpture, Hubbard Park concerts, the Shorewood Concert Band, the Senior Resource Center (through the Benjamin Fund), and much more.

Visit www.shorewoodfoundation.org



Shorewood's Summer Programming: Safe, Flexible and Fun!

The Shorewood School District has prepared engaging summer activities with a wide array of enrichment, sports and supervised programming. There are programs to meet the needs of all families across our community. Does your child have an interest in alternative energy sources, creative writing or are they a budding artist? Do you need safe, affordable, diverse summer programming for your daughter, son or grandchild? Then look no further than the Shorewood Recreation Department to serve your family's summer educational needs.

New Classes This Summer

The Recreation Department continually seeks to meet the changing needs of our participants. Among the many new offerings are Junior Kids Club that is specifically tailored to our little ones. Participants will have their own environment at the Atwater Early Education Center. Children will play games, create art projects, socialize, swim, bowl, learn and just have fun along the way. Each week there will be a theme

incorporated throughout the day.

We are also pleased to offer a Girls Fast Pitch Team for young women between 12-14 years of age. The Fast Pitch softball team will compete in at least 15 games across the North Shore area. If your daughter is a committed player looking for more competition, this is the team for her.

Summer Academy Classes Are Free!

Shorewood Recreation's Summer Academy offers more than 90 classes free of charge to Shorewood students of all ages. Your child can build a Lego robot, participate in sports, learn about cartooning and anime, explore great books, plan and perform in a musical production, participate in mock trial, explore math through games, join a book club, and participate in many more engaging classes designed to complement the District's educational curriculum. These classes can boost your child's academic achievement and foster a special interest in art, music, technology, and sports. Summer Academy can provide an opportunity to delve in-depth into a topic or offer a general overview of a new area.

Additionally, there are a plethora of other enrichment and recreation classes that charge a nominal fee.

Teen Volunteers Needed

In addition to many summer class options and diverse recreation programming, the District offers teens an unique opportunity to develop important job skills through the Teen Volunteer Program. If your child enjoys helping others and likes working



with children, they should consider becoming a teen volunteer. Friendly, dependable and enthusiastic students in grades 7-12 are needed to assist with a variety of classes.

"Our teen volunteers are invaluable. It is rewarding to see their confidence and skill sets grow throughout the summer. They gain valuable experience that can be used for future employment," says Deb Stolz, Director of the Recreation Department.

Flexible Programming

The District can accommodate your family's schedule with a variety of supervised programs any day of the week. With a combination of Home Base, Kid's Clubs or Extended Day programs, the District can certainly meet your family's supervision needs. Our staff will gladly walk your child to and from their recreation, enrichment and/or summer academy classes. You can truly plan an original summer schedule.

Non-residents are welcome in any of the programs offered. Refer to the Summer Recreation Guide, found at www.shorewoodschools.org, for registration details.



School District and Recreation Department Notes

Dates To Remember

- May 7, 8, 13, 14: "Ragtime," High School Auditorium at 8 p.m.
- May 9: "Ragtime" at 2 p.m.
- May 12: "Ragtime" at 7:30 p.m.
- May 17: Recreation Department's cinematic series concludes with the film, "Philadelphia" at the High School Auditorium, 7 p.m.
- June 5: SIS/SHS Choral Benefit Concert, High School Auditorium, 3 p.m.



Community Fitness Center: Summer Shape Up Deal

Get fit this summer! During the months of May, June and July, the Shorewood Community Fitness Center will be offering a 3-month membership for only \$60. This offer is for all residents who do not currently have a membership. Shape up and stay healthy.

Celebrate Your Child's Birthday at the District

The Recreation Department is now offering six diverse and fun children's birthday packages. In addition to the Imagination, Pool and Sports birthday party options, the Recreation Department has three new offerings that are sure to please any child. Invite your family and friends and plan a hula hoop, dance or bowling party! The bowling party will be hosted in our newly renovated lanes located in the Youth Center. For more information, please contact the Recreation Department at 414.963.6913, ext. 4.

Affordable Tickets For Family Summer Activities: Purchase in Advance and Save

The Shorewood Recreation Department is again selling tickets this season to family attractions across the region at a discounted rate. The program allows individuals to pre-purchase tickets to fun activities including Noah's Ark Family Park in Wisconsin Dells and Six Flags Great America and Hurricane Harbor Water Park in Gurnee, Ill.

New this year: Pack up the family and head to Green Bay to visit the Green Bay Packers Hall of Fame. For details, including cost and dates, please contact the Recreation Department at 414.963.6913, ext. 4.

Bright Beginnings Pre-School - Openings for This Fall

There are still openings for the 2011-2012 School Year. Bright Beginnings 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.



Swing with Shorewood Event A Great Success

More than 350 guests attended the SEED Foundation's 8th annual "Swing with Shorewood" event that was held Saturday, March 19, at Discovery World at Pier Wisconsin. Proceeds from "Swing

with Shorewood" support grants for equipment purchases, curriculum enhancements and new projects in each of Shorewood's four public schools, as well as financial support for the District's General Education Fund. A big thank you to everyone who gave so generously of their time, talent and funds to make this event so successful!



Drive To Distinction: A Big Thank You!

The Drive to Distinction (D2D) committee would like to recognize and thank all those who have contributed to the campaign to renovate the outdoor athletic facilities at Shorewood High School. While we still need to raise additional money to build the bleachers, many individuals and businesses have helped us get that much closer to the finish line through their generous donations to our final appeal. We are grateful for their dedication to our schools and to the entire Shorewood community.

Stay Connected to the District

Information related to current events that are taking place at the District can be viewed on its website at www.shorewoodschoools.org. You can also sign-up for our listserve/newsletter. (visit the website and sign-up on the lower left column of the home page). Follow District happenings and learn fun facts on Twitter at www.twitter.com/ShorewoodLearns.



Shorewood High School's culinary team included New Horizon's students Evan Clinkbeard, Peter Emmitti and Clint Hayes, and Shorewood High School student Spencer Heywood (pictured here with teacher Mary Kay Anderson).

Ready, Set, Cook! Three-Course Meal in an Hour During ProStart Culinary Competition

A team of dedicated Shorewood High School students recently spent months preparing for the ProStart Culinary Competition, requiring them to prepare a restaurant quality, three-course meal in just one hour in front of a team of judges and spectators at the Wisconsin Restaurant Association's Annual Expo.

Under the guidance of Mary Kay Anderson, Shorewood High School's Family and Consumer Science teacher and ProStart coordinator, the groundwork began in the fall and by January a four-person team had been assembled. The students met after school twice a week for approximately 2-1/2 hours to plan every aspect of the competition, including menu exploration, recipe experimentation and cost assessment. Once the menu and a theme had been chosen, the students spent months perfecting recipes, focusing on skills and timing the meal to assure full preparation within an hour.

This year the team, comprised of New Horizon's students Evan Clinkbeard, Peter Emmitti and Clint Hayes, and Shorewood High School student Spencer Heywood, created a menu with a modern twist on the Milwaukee fish fry. The students prepared a hearty potato soup with watercress, pecan-crusted perch fillets (served with sweet potato fries and accompanied by crisp coleslaw and horseradish sauce), and a deconstructed wonton cannoli with homemade chocolate sauce for dessert. The students impressed the judges by successfully completing the difficult task of filleting the fish during the competition's time constraints.

Community Support

Shorewood resident Brian Moran has served as the team's culinary mentor for three years. "Brian's insight has been invaluable," says Mary Kay Anderson. "He generously donates his time to teach the students about knife skills, menu design, plating and presentation, and has critiqued the food preparation."

The students also reached out to other businesses for help. North Star American Bistro provided the coleslaw recipe and Sweet Water Organics generously provided all of the perch and watercress used in their many practice sessions and for the competition itself. Reinhardt Food Services donated the cookware and butane fuel.

Food-service industry professionals and college educators judge the students on teamwork, presentation, taste, cooking procedures, knife skills, sanitation and more. It is a very competitive, statewide event.

A Unique Program

The ProStart program, administered by the National Restaurant Association (NRA) Educational Foundation and The Wisconsin Restaurant Association, is a two-year college prep curriculum designed to teach high school students the skills needed for a career in the restaurant and food service industry. Shorewood High School offers three foods classes that progressively build upon skills. Students interested in a food services or hotel management career may then take an additional two semesters of independent study. If they combine that with 400 hours of mentored work experience, students are eligible to take the ProStart National Certification test, that also



awards scholarship to culinary institutes across the country. Shorewood is the only District in the Northshore area that offers this unique experience.

"It is so rewarding to watch the students gain confidence in their skills throughout the course of the competition," says Mrs. Anderson.

Thank You, Mary Kay Anderson

After teaching at Shorewood High School for 32 years, Mrs. Anderson is retiring at the end of this school year. During her tenure, original home economics classes offerings (such as sewing, cooking and child development) evolved into classes that focus more on careers in the culinary arts and child development.

"It has been a real pleasure teaching in Shorewood. We have such supportive parents and administrators," Mary Kay explained when reflecting on her time here. "I have been so pleased with the number of students who took their passion for the culinary arts and turned it into a career in the culinary or hotel management industry."

May Filled With The Arts In School District!

SHS Drama Presents "Ragtime"

Called by *Time Magazine* "A triumph for the stage," and by the International Herald Tribune "the best musical in 20 years," this acclaimed musical won 1998 Tony Awards for best score, book and orchestrations, and won both the Drama Desk and Outer Critics Circle Awards for best musical and best score.

"RAGTIME" is not only a powerful portrait of life in turn-of-the-century America, but a relevant tale for today. Written by the award-winning composer/lyricist team of Stephen Flaherty and Lynn Ahrens and noted playwright Terrence McNally, and based on E.L. Doctorow's distinguished novel, the musical intertwines the stories of three extraordinary families, as they confront history's timeless contradictions of wealth and poverty, freedom and prejudice, hope and despair, and what it means to make your imprint on the future of America.

More than 50 students are rehearsing the production, as well as almost that many working on sets, costumes and music. Tickets can be purchased at www.shorewooddrama.org and through the box office at 414.963.6940. Join us for this sensational show on May 7, 8, 13, 14 at 8 p.m., May 9 at 2 p.m. or May 12 at 7 p.m. Tickets are \$10 for seniors and students and \$12 for adults. Don't miss this powerful show!



Celebrating Visual Art Throughout The District May 10-13

The District's art faculty have scheduled a diverse week celebrating the talents of our students. Kicking off the celebration is the Atwater School **ARTstravaganza** on Tuesday, May 10 from 3:30-7 p.m. Each student will choose one piece of artwork from their individual portfolios to be displayed. Family members will be treated to an

iMovie of students and their work and there will be an art hunt, face painting and more fun activities for the whole family!

The Shorewood High School **Advanced Placement (AP) Art Night** follows on May 11. This is an evening celebrating the diverse portfolio of works by this year's AP art students. They have completed a rigorous year of art making – completing 24 pieces before their exam the first week of May. The students will display their artwork throughout the halls and rooms of the Art Department and will also speak about their work and artistic process in a slideshow presentation to be held in the Studio Theater at 6 p.m. All are welcome to attend.

On May 12, Shorewood Intermediate School hosts its **Gallery Night**. It is a wonderful opportunity for 8th grade Advanced Art students to showcase their talent and the product of their hard work. Each student will select several pieces that they feel best represents themselves as an artist. Please come and celebrate their accomplishments from 5:30-6:30 p.m.

The week concludes with Lake Bluff's **4th Annual Artist in Us Family Art Making** event on March 13 from 4-7 p.m. Families can participate in several art making activities including button making, Japanese calligraphy banners, clay tile/trivet painting, and tie dying or decorating "I am an Artist" t-shirts. There are small charges for the activities. Proceeds will be used to buy supplies for the students to use in art class. We have used the funds raised from previous years to purchase digital cameras, flip video cameras, clay supplies, computer software, Bamboo graphic tablets and a color laser printer.

All are welcome to attend the events. Refreshments will be available at the receptions and the Lake Bluff Family event will offer dinner. Join the District for our celebration of student art!

Enjoy A Performing Arts Concert this May

Our highly respected band, choir and orchestra programs will be hosting a variety of concerts in May to showcase the many talents of our students. The students have worked hard all year perfecting their craft through many hours of instruction and practice. Our rewarding curriculum ensures student growth and fosters a lifelong love of the arts. Join us for the following concerts:

- **May 22:** Shorewood High School Chamber Orchestra Concert, North Shore Presbyterian Church, 7 p.m.
- **May 24:** Shorewood Intermediate School Band Finale Concert, SHS Auditorium, 7 p.m.
- **May 25:** Shorewood High School Band Finale Concert, SHS Auditorium, 7 p.m.
- **June 1:** Shorewood High School Orchestra Spring Concert, SHS Auditorium, 7 p.m.
- **June 5:** Shorewood Intermediate and High School Choral Benefit Concert, SHS Auditorium, 3 p.m. (This is a fundraiser so there will be a small fee to attend.)



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



Shorewood Men's Club
40th Annual Chicken BBQ
Saturday, June 11

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. • 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.

ALL DINNERS COME WITH POTATO SALAD
OR COLE SLAW (limited time) AND
CHOCOLATE CHIP COOKIE

½ CHICKEN DINNER ONLY \$10

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WHOLE MEAL DEAL

Whole roasted chicken with large
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ONE WHOLE ROASTED CHICKEN

Fully cooked and freezer wrapped **Only \$15**

All chicken prepared by Rupena's

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- THE AMAZING EXPERIENCES THEY CARRY WITH THEM A LIFETIME

REGISTRATION FOR SUMMER AND FALL PROGRAMS ARE IN PROGRESS



414-964-5545 www.milestonesprograms.org

Alumni News

Mark Your Calendar for the All-Class Reunion

The All-Class Reunion is coming up on Saturday, July 9. Mark your calendar now and plan on attending this fun event.

Interested in Volunteering?

Committees are forming now for the picnic. Volunteer opportunities include helping arrange tours, bands, food, communication with other alumni, planning events around the picnic and handling ticket sales. Interested? Please contact Shorewoodalumni@gmail.com to volunteer. Many tasks can be done from afar – we need your help!

Does Your Class Have an Upcoming Reunion? Let Us Help.

Your source for reunion information is www.shorewoodalumni.org, where all reunion planner contact information by class is listed. If your class information is missing, please contact Jenny Steinman Heyden at shorewoodalumni@gmail.com.

Current Reunion Information

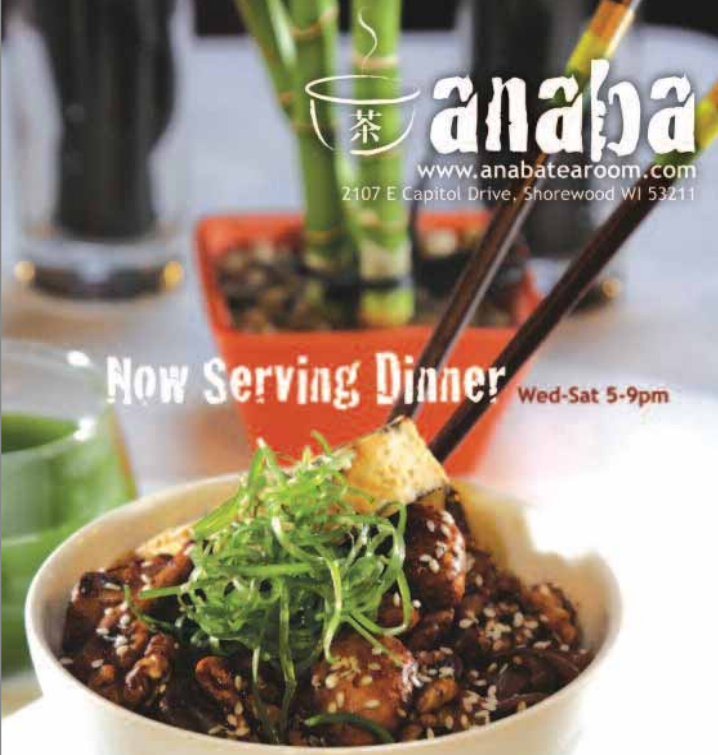
- **Class of 1941-70th Reunion:** 70th Reunion will be held on Wednesday and Thursday, September 21-22. For more information, please contact Robert Curtis at sitruc98@embarqmail.com.
- **Class of 1971-40th Reunion:** The reunion will be held Friday, July 22. For more information, contact Anne Elliott at Anne@elliott.bz.
- **Class of 1991-20th Reunion:** For more information, contact Tommie Myles at tqmyles@gmail.com.

If your class is not listed, we have yet to receive the reunion information. Please let us know the details of your reunion, or e-mail the Alumni Association and start the ball rolling!

School District Facts: Did You Know?

- Nearly 1 out of every 4 students at Shorewood High School is a member of our highly respected orchestra program.
- The Recreation Department's Summer 2011 Activity Guide was designed by SHS Sophomore Elliott Kucharczyk. He is a participant in our SHS Graphic Design program which provides students with real world experience.
- Shorewood High School students will raise funds for the MACC Fund by shaving their heads (boys and girls). Join in the fun or donate to the cause on May 19.


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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.



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Out and About in the Village of Shorewood



Shorewood's vibrant village continues to be a great place to live, work, play and shop! No matter where you go, there's always plenty of action. As 2011 unfolds, we anticipate new business development, special events and lots more in our unique and charming community.

1. Our new Oak Leaf Trail bridge (at Capitol Dr. and Wilson Dr.) was installed at the end of last year, and now has received its fresh concrete base. (Read more on page 15 about the completion of the Capitol Dr. streetscaping project.) **2.** Friends toast to a good time at the newly opened Big Bay Brewing Company on North Oakland Ave. (See page 8 for information about other new businesses in the community.) **3.** A Shorewood student participates in the Young Artists Conference in February. (Read more about this third annual event on page 23.) **4.** Shorewood's 8th annual Criterium Cycling Classic rolls into town on Thursday, June 16. (See page 10 for details.) **5.** Cake decorating is only one of a variety of exciting activities to experience through the Shorewood Recreation Department's Summer Program. (Check out all the details on page 26.)

Photo by John O'Hara



Photo by John O'Hara



Shorewood Community Guide

SUMMER 2011

SPECIAL
TEAR-OUT
SECTION: KEEP
FOR FUTURE
REFERENCE

MAY

■ **Sat., May 7: 7th 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 14: Rain Garden and Rain Barrel Workshop** from 10 a.m.-12 noon at the Village Center (lower level of Library). Sponsored by the Shorewood Conservation Committee. For more information, call 414.963.9727.

■ **Sat., May 21: 7th Annual Community Flea Market** from 9 a.m.-2 p.m. at the Village Center (lower level of Library). Bake sale to benefit the Senior Resource Center. Free admission.

■ **Sun., May 29: 12th Annual Memorial Day Weekend Event** Honoring all Shorewood veterans who have served in war and peace at 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.

■ **Tue., May 31: Summer Reading Program at the Shorewood Library** Sign-up begins for this summer program for kids.

JUNE

■ **June-August: 2nd Annual Art Between the Pages**, a juried art exhibit showcasing work by Shorewood residents at the Shorewood Library. This year, artists working in photography will be spotlighted. For more details and an application, visit www.shorewoodlibrary.org or call 414.847.2670 and ask for Angie. Presented by Friends of Shorewood Library.

■ **Sat., June 4 and Sun., June 5: St. Robert Parish Fair** (Sat. 12-10 p.m. and Sun. 10 a.m.-7 p.m.) Featuring games and rides for kids. Local bands include:
– Breakaway (Classic Rock) playing Saturday, June 4 from 3:30-7 p.m.
– The Squeezettes (Polka, Pop Rock) playing Sunday, June 5 from 2-4 p.m.

– Element 13 Named "Best Band in Milwaukee" WISN A-list October 2009 Playing, Sunday, June, 5 5-7 p.m.

Shop for great books, arts and crafts made by area vendors, enjoy Sils' famous donuts, Saturday BBQ, Sunday chicken dinner and more.

■ **Sat., June 11: 40th Annual Men's Club Chicken BBQ** 11:30 a.m.-7:30 p.m. at Atwater Park, Lake Dr. and Capitol Dr. See ad on page 30.

■ **Sat., June 11: Shorewood Concert Band** Performance at Atwater Park (during the Men's Club BBQ) at 12:30 p.m.

■ **June 14-July 26: Terrific Tuesdays at the Library (for kids)** 2:30-3:30 p.m.

■ **Mon., June 13: Summer Recreation Programs begin in Shorewood School District.** Visit www.shorewoodschoools.org.

■ **Sat.-Wed., June 11-15: Tour de Shops** event throughout the business district with specials, promotions and a grand prize drawing. Visit www.shorewoodwi.com.

■ **Wed., June 15: Tour of the Germantown Waste Management Recycling Facility** from 1-2 p.m. Observe the recycling process in action. Sponsored by the Shorewood Conservation Committee. For more information, e-mail essakfamily@hotmail.com.

■ **Thur., June 16: 8th Annual Criterium Cycling Class** 5-8:30 p.m. along Oakland Ave. at north end of business district and throughout some residential streets. Presented by the Shorewood Business Improvement District and Tour of America's Dairyland. Visit www.shorewoodwi.com.

■ **Thur., June 23: Shorewood Concert Band** performs at Atwater Park, 7 p.m. Guest conductor: Jamin Hoffman.

■ **Thur., June 30: Free Community Concert** at Hubbard Park. 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. Sponsored by PNC Bank and presented by the Shorewood Marketing Committee.

JULY

■ **Mon., July 4: 4th of July Village Celebration**

– **1-2 p.m.** Free, all-age swim at High School VHE pool.

– **3:30 p.m.** Parade along Oakland Ave. from Kensington Blvd. south on Oakland Ave. to Spector Field at River Park.

– **4:30 p.m.** free ice cream and Red Hot Dixie Jazz Band Concert at Spector Field.

– **6 p.m.** Evening activities include food for sale from Shorewood Men's Club, music and children's activities.

– **7:30 p.m.** Tweet Funk Band sponsored by the Shorewood Men's Club

– **8 p.m.** Flag Ceremony and introduction of Grand Marshalls

– **9:30 p.m.** Fireworks sponsored by the Shorewood Foundation.

Please note: Atwater Beach will be closed at 12 noon to set up for the day's festivities.

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

■ **Sat., July 9: Shorewood High School All-Class Reunion** 12-6 p.m. on the Shorewood High School grounds, including music, food and campus tours. Visit www.shorewoodschoools.org.

■ **Thur., July 14: Shorewood Concert Band** performs at Atwater Park at 7 p.m.

■ **Sat., July 16: Hazardous Waste Collection Day** at Shorewood High School, 1701 E. Capitol Dr., 8 a.m.-2 p.m.

■ **Wed., July 20: 14th 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 21: Free Community Concert** at Hubbard Park. 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. Sponsored by PNC Bank and presented by the Shorewood Marketing Committee.

■ **Fri., Sat., and Sun., July 22, 23, 24: Musical Theatre Production Class** presents "101 Dalmatians" at the High School Auditorium.

Shorewood Community Guide

SUMMER 2011

■ **Sat., July 30: 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 Garden Room or at individual gardens on the day of the event.

AUGUST

■ **Tue., Aug. 2: 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.

■ **Thur., Aug. 11: Free Community Concert** at Hubbard Park. 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. Sponsored by PNC Bank and presented by the Shorewood Marketing Committee.

■ **Sat., Aug. 13: 4th 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.

■ **Thur., Aug. 18: Summer Strings Final Performance** 7 p.m. in the High School Auditorium.

SHOREWOOD SCHOOL DISTRICT REGISTRATION/ORIENTATION

■ **Mon., August 15: Registration for athletes and grades 11-12** 8 a.m.-12 p.m.

■ **Tue., August 16: Atwater & Lake Bluff School Registration** 1-7 p.m.

■ **Tue., August 16: Shorewood Intermediate School Registration** 3-7 p.m.

■ **Tue., August 16: Shorewood High School Registration for athletes and grades 9-10** 8 a.m.-12 p.m.

■ **Wed., August 17: Atwater & Lake Bluff School Registration** 7:30 a.m.-1 p.m.

■ **Wed., August 17: Shorewood Intermediate School Registration** 3-7 p.m.

■ **Wed., August 17: Shorewood High School Freshmen and New Student Orientation** 7 p.m. in the High School Auditorium

SEPTEMBER

■ **Thur., Sept. 1: First Day of School for Shorewood School District**

Shorewood Senior Resource Center Day Trips

Enjoy a day trip to any of the following locations and leave traffic hassles to a bus driver. Unless otherwise noted, contact Elizabeth Price at the Senior Resource Center at 414.847.2727 for more information and to make a reservation.

■ **Wed., May 25: Guided tour of Watertown's Octagon House** (built in 1854). The trip also includes lunch and a visit to Ebert's Green House, 9:30 a.m.-4:30 p.m. Co-sponsored by the Shorewood Historical Society.

■ **Wed., June 22: Docent led tour of the Lynden Sculpture Garden** (formerly known as the Bradley Sculpture Garden) followed by lunch at Lake Park Bistro, 9:30 a.m.-2:30 p.m. Co-sponsored by the Shorewood Woman's Club.

■ **Wed., July 6: Brewers Baseball** Enjoy infield seats as the Milwaukee Brewers take on the Arizona Diamondbacks at Miller Park. Bus leaves Shorewood at 11 a.m.

■ **Thur., July 14: Visit Madison's Olbrich Botanical Gardens** and return home via Kingston, Wis. with several stops in the Amish community, 8:30 a.m.-6 pm. For this trip, contact Mary's Personalized Sightseeing at 414.871.9783.

■ **Wed., Aug. 10: "Emperor's Private Paradise: Treasures from the Forbidden City"** Docent-led tour of exhibit at the Milwaukee Art Museum from 10 a.m.-1:30 p.m., with lunch at the North Point Custard Stand.

■ **Thur., August 18: Trip to Arlington International Racecourse** 9:30 a.m.-7:30 p.m. For this trip, contact Mary's Personalized Sightseeing at 414.871.9783.



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
- **Village of Shorewood:** www.villageofshorewood.org Customer Service call 414.847.2700.

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EVENT!**

Saturday, June 25

- Music by Freddy Bliffert
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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

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Exciting special events and summer activities await you in Shorewood!

Shorewood Gardens Tour on Sat., July 30 To Benefit DPW

The Village of Shorewood is well known for its beautiful 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. Funds raised from the Gardens Tour have been used to purchase bulbs, shrubs, trees and a gator truck for watering village plantings.

The 6th Annual Shorewood Gardens Tour will take place this year on Sat., July 30 from 10 a.m. to 3 p.m. Tour 10 very special and diverse Shorewood gardens and enjoy the creative work of our resident gardeners who will be showing off imaginative use of color,

unusual features, a wide variety of perennials and annuals and vegetable gardens. You will also have the chance to meet Milwaukee's own "Plant Doctor" Melinda Myers, who will be available from 10 a.m. to 1 p.m. to answer your gardening questions and



Melinda Myers (standing right) will again be the featured guest at the annual Gardens Tour in Shorewood this summer.

sign books. Melinda will be at the Kanavas Landscape booth at 3580 N. Lake Dr. Tickets for the Gardens Tour are \$10 per person and can be purchased at Village Hall or The Garden Room. Tickets will also be sold on the day of the event at the individual gardens. For more information, please contact Laura Drexler at 414.963.9695. A list of the gardens on this year's tour will soon be posted on the Village website at www.villageofshorewood.org.

Shorewood Celebrates the 4th of July!

**FIREWORKS PRESENTED BY
THE SHOREWOOD FOUNDATION**

**Join your friends and neighbors
in the 4th of July parade
MONDAY, JULY 4 • 3:30 P.M.
GET INVOLVED – JOIN THE FUN!**

**Do you or your organization
want to be a part of this wonderful
community event? Drive your
convertible for a dignitary, create a
float, organize a scooter brigade,
walk as a team, or more!
Please contact Jan Zehren,
4th of July Coordinator,
at 414.964.0172 to register.**

VOLUNTEERS/SPONSORS ALSO NEEDED.