

Shorewood

TODAY

magazine

AUTUMN 2012



IN THIS ISSUE:

- Families Move to Shorewood Because of Schools
- Spotlight on North Shore Fire Department
- Nehring's Sendik's on Oakland Updates Look and Services
- Get Ready for the Holidays: Stop, Shop & Restore in the Business District
- Welcome New Businesses

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Do it Best

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. The magazine 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.

Shorewood Today welcomes story ideas, content suggestions and advertising inquiries, but reserves 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 info@shorewoodtoday.com.

Shorewood Today is guided by a professional advisory committee composed of representatives from stakeholder groups and Shorewood residents. Current members are Barb Caprile, Karen de Hartog, Diane DeWindt-Hall, Patrick Linnane, Colin Plese, Rebecca Reinhardt, Jenny Steinman Heyden and Karen Strom.

Contributing writers: Barb Caprile, Karen de Hartog, Justine Leonard, Jenny Steinman Heyden and Paula Wheeler.
Proofing: Sarah Dyer

Photography: John O'Hara, Karen de Hartog

Design/Production: Caprile Marketing/Design

Shorewood Village Manager: Chris Swartz, 414.847.2700

Shorewood School District Superintendent: Martin Lexmond, 414.963.6901

Shorewood Business Improvement District Board President: Tim Ryan, 414.332.3404

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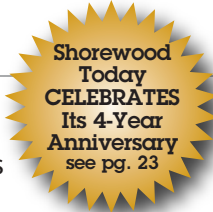


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Please note: The Village Manager publishes a weekly memo on Village business that you can request via e-mail by contacting manager@villageofshorewood.org.



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On the Cover: Everyone knows Jean Knoeck, the store manager at Nehring's Sendik's on Oakland. Read about the exciting changes taking place at this popular neighborhood market on page 28. Photo by John O'Hara

The advertising deadline for the Winter 2013 issue of *Shorewood Today* is January 4 on a space-available basis. For advertising rates, e-mail info@shorewoodtoday.com.

Shorewood Today Magazine Offers Cost-Effective Communications

Shorewood Today offers an attractive, 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.



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Four Families Move To Shorewood For The Schools

It's Working – Here's Why



Silke and Ken Cole and their daughter Lena chose Shorewood after moving from Los Angeles, and recently purchased their first home here.



Heather Heaviland and her partner Kelly Klawonn relocated to Shorewood from Chicago's Rogers Park area with their twin daughters, Shirley and Margo.

Many families choose Shorewood for the schools, but what happens once they get here? *Shorewood Today* caught up with a few new movers to find out how their first school year is going.

• **Judy and Gary Ostrowski** wanted a school with a strong orchestra program for their high schooler. They discovered Shorewood online in 2011, found a rental home on Craigslist, put their house on the market in Woodstock, Ill., and moved this summer.

• **Heather Heaviland and Kelly Klawonn** came to Shorewood from Rogers Park in Chicago after choosing a work transfer. Their twin daughters started in K4 this year at Atwater School.

• **Ken and Silke Cole** started their search from Los Angeles, California, when their daughter Lena was born. Following a national search, they chose Shorewood for the schools.

• **The Janssen family** was transferred for work from Atlanta, Georgia, this year, and made the decision of Shorewood over Whitefish Bay when they found a rental home here.

For these families, online research about the Schools and the Village was instrumental in their choice of Shorewood. Ostrowski googled 'music, high school, best' and got Shorewood. "I just kept finding good information about the District and the Village, so I requested Shorewood's info packet ("walking kit"), and we were hooked," she recalls.

The family moved this summer into a rental home and have just sold their house in Woodstock, Ill. "I've been impressed since we got here," says Ostrowski. "The communication from the school is excellent and the Shorewood High School Parent Bulletin is so informative. Karen Frink, the Orchestra Director, was accessible over the summer to recommend private violin instructors," she adds.

Her daughter joined the tennis team and was surprised by the unique tradition of fall season teams having dinner at a different teammate's house once a week (see page

11). She'll be travelling to Spain with her Spanish 3 Class this spring. Her home also got "T.P.d" at the start of school, prompting Gary Ostrowski to "burst out of the house in distress," while Judy pulled up an article she had read on Shorewood Patch about Shorewood's back-to-school traditions (T.P.ing being one of them). After finding out it was a welcoming signal, Gary quickly replaced the toilet paper and then noticed the personal greeting to his daughter on the sidewalk, and was touched.

As a mom, Ostrowski also notes that it is a "nice surprise to check the odometer" since moving to a walkable community. "I drove 40 miles last week. I used to do that in a morning, just taking my daughter to school and running errands."

Heather Heaviland also researched online polling data and political information and studied the District website carefully in deciding to move to Shorewood and enroll her two young children in Shorewood schools. Information on the high school, in particular, helped catalyze her decision. "I was impressed by the diversity of the clubs available in the high school," she says, "and that spoke to me about the diversity of interests in the Village as well."

Shorewood High School has 23 athletic options, and 40 clubs and co-curricular groups, according to Principal Matt Joynt, who reports research that confirms the importance of extra-curriculars. "There have been numerous studies completed that show a high correlation between student participation in activities and academic success," says Joynt.

Superintendent Martin Lexmond confirms Heaviland's thoughts. "What happens in this school really is reflective of the community. What caught my attention is that the Bible Club and the LGBT group have the same advisor. That's really interesting. We have a high degree of trust and respect for our teenagers here."

"We also wanted our children to be able to grow up with their friends instead of only seeing them at school," says Heaviland.

Ken and Silke Cole started their relocation research in 2009 from Los

Angeles. They picked Shorewood. Both professionals, their daughter is in Junior Kindergarten at Lake Bluff School. Ken already has the Plensa sculpture on his business card. Silke “fell in love with Lake Bluff” during their tour. “We were impressed by the spirit, enthusiasm and commitment of the staff, as well as the beautiful library, the art room with a dedicated, full-time teacher, and a music room full of instruments. It clearly showed me as a taxpayer that the dollars go directly to the students,” she explains.

The Coles have been surprised at having two extra hours in their day to spend with their daughter that used to be spent commuting. They were pleased to see the involvement of the whole family in the schools. Ken articulated the strength of the message in “seeing teachers around Shorewood, because they live here, send their kids to the schools, too, and are part of the community. It really lends credibility to Shorewood having respect for the profession of teaching. That is important to us,” Cole explains.

Michael Halloran, Shorewood High School English teacher and Shorewood resident, says, “Shorewood is both humbling and motivating. When you get a chance to work in an environment like this one and understand exactly what is great about public education, you want to make it work. Shorewood is a place where it works.”

Michelle and Jason Janssen’s family moved because of a job transfer from Atlanta, Georgia. They heard good things about both Shorewood and Whitefish Bay, and picked Shorewood when they found a home to rent here. With three children at Atwater school, they’ve found that all three have made friends quickly. “We love that the kids can walk or ride their bikes to school.”

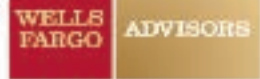
“I was impressed by the diversity of the clubs available in the high school ... and that spoke to me about the diversity of interests in the Village as well.”

delighted by the Men’s Club Chicken Barbeque and the Criterium Cycling Classic, both held in June.

“And it still amazes me that we can just take our coffee and newspaper to the lake four blocks away on Sunday morning and enjoy the sunrise,” says Ostrowski. “It’s beautiful.”



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Each family mentioned distinct cultural events in Shorewood that brought them closer to the community, though all found their local block party to be a defining moment for building relationships and meeting neighbors. The Ostrowskis also enjoyed biking to each of the Gardens Tour locations this summer, and frequenting the Oak Leaf Trail. The Coles enjoyed all the free concerts at Hubbard Park and the Friends of Atwater Beach celebration. Silke, a native German, also cited the new Biergarten at Estabrook Park as a nice feature in the community. Heaviland’s family was



Arts Thrive at Shorewood Schools

Shorewood Schools are providing more opportunities in the Performing and Visual Arts this 2012-2013 school year. Performing Arts Chair Karen Frink says, "There is tremendous support for art, music and theatre education in Shorewood."

Consider these additional benefits:

- Band instrument instruction has expanded to include grade 4.
- Orchestra instruction has increased to three full-time teachers.
- The Visual Art Graphic Design instructor is now full time, and more sections are offered.
- Theatre instruction now encompasses grades 7 and 8.

Superintendent Martin Lexmond says, "There is research that shows young people getting involved early on in the arts carry it into their lives – it becomes a lifelong pursuit and joy. It's what's fascinating about asking kids to commit as early as we do."

Band Instrument Instruction Expands

Robert Hughes has taught band instrument instruction for the past 24 years, and is in his 19th year at Shorewood. Hughes is responsible for all elementary instruction of 130 students this year in grades four through six. He is the first teacher many students have, and he matches students with their first instruments. Hughes stresses the access of the program as one of its strengths. "There are many opportunities for renting an instrument," he says, "including the MORE program (Musical Opportunities Reaching Everyone), which is a partnership with a local music store to provide an instrument to children in need."

Orchestra Continues To Grow

Karen Frink is the Orchestra Director and Performing Arts Chair at Shorewood High School. This school year, there are 164 orchestra students at Shorewood High School, 115 at Shorewood Intermediate School, and 240 at the elementary schools (grades 4-6). There are two other full-time orchestra teachers, providing additional help at the elementary schools for the orchestra

program. Melissa Honigman teaches seventh and eighth grade orchestra and helps out at the elementary schools, and Julie Nolan teaches elementary orchestra at Atwater and Lake Bluff Schools.

New Drama Director Teaches Theatre at Shorewood Intermediate School

Joe King joined Shorewood Drama as the new Theatre Instructor and will be teaching an additional course for seventh and eighth graders as part of the curriculum for the District. In addition, King will direct the Intermediate School musical in December 2012. King and Patrick Spreadbury, Shorewood's Technical Director, are excited to kick off the season with "Lend Me a Tenor," that debuts in November. King says the preparedness of the students has been impressive. "They're off book two days ahead of schedule." Senior



Joe King

Becky Eder, a senior in the show, says, "It's great to do a comedy – It's just a lot of fun to rehearse."

Shorewood High School Principal Matt Joynt echoes the excitement about the new season. "The Performing Arts have long been a focus at Shorewood High School and in many ways they define our School District's tradition of excellence." Current faculty

members in our Performing Arts Department are working together to ensure that our students have numerous opportunities to engage in programming defined by high expectations and culturally responsive curriculum. Our high school students involved in the arts develop a strong sense of accomplishment, confidence and self-expression, along with the tools necessary to succeed in life."

Visual Art Department Adds More Sections

Jeff Zimpel is now a full-time graphics design teacher at Shorewood High School. A full-time art teacher already, Zimpel now has expanded sections to deliver a complete graphic design curriculum to Shorewood students, which allows them access to more realistic experiences with clients both in-house and externally," Zimpel said. "It gives the graphic design teams the ability to work with our clients and gain valuable experience."

Zimpel describes Shorewood as a special place. "Students of the



The high school cast rehearsing the next drama production, "Lend me a Tenor," to be performed November 1-4 in the High School Auditorium. See page 8.

Shorewood School District are unique in that they are brought up in a culture that understands the value of creativity and expression. Students enter high school with an excellent foundation in art education, and are hungry to be challenged in their art classes. The Shorewood School District, students, parents, and the community all take a lot of pride in the arts, and I feel very fortunate to be a part of it."

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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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Shorewood Drama Announces 2012-13 Season Under Direction of New Theatre Teacher

Joe D. King is the new Theatre Department teacher at Shorewood High School. He brings more than 17 years of experience in high school drama to the position. He is a skilled theatre teacher and director replacing Barbara Gensler, who held the position for 47 years and produced more than 200 shows.

King has taught theater courses that range from introductory level to advanced performance-based acting, and will be expanding the curriculum to reach the seventh and eighth grades. Most recently, Joe has served as the theatre teacher and director at North Central High School in Indiana – a school well known for its outstanding performing arts and progressive approach to theater.

"Joe King will be a great addition to our Performing Arts Department. He is well equipped to carry on our high school's tradition of excellence in drama," shares Matt Joynt, SHS Principal.

King is excited to be getting "100% support from the administration." King and Technical Director Patrick Spreadbury have become a working team. Says Spreadbury, "Joe and I are able to collaborate on a lot of things. We have an aligned vision of standards, have begun securing all the rights for the year and are preparing for a great season."

Says King, "The best way to support us is to come see our shows."

UPCOMING SHOWS:

- **Shorewood High School Fall Comedy:**
"Lend Me a Tenor" Nov. 1, 2, 3 at 7 p.m.,
Sunday matinee Nov. 4 at 2 p.m.
- **Shorewood Intermediate School:**
"High School Musical, Jr." Dec. 7 & 8 at
7 p.m., Sunday matinee Dec. 9 at 2 p.m.
- **Shorewood High School Winter Musical:**
"Godspell" Feb. 7, 8 & 9, at 7 p.m.,
Sunday matinee Feb. 10 at 2 p.m.
- **Shorewood Intermediate School:**
"Show Circle" Feb. 22 at 7 p.m.,
Saturday matinee Feb. 23 at 2 p.m.
- **Shorewood High School "Showcase"**
AFS Fundraiser: March 1 & 2
- **Shorewood High School Spring Musical:**
"Spring Awakening" May 10, 11, 16, 17 & 18
at 7 p.m., Sunday matinee May 12 at 2 p.m.

FOR MORE INFORMATION:

Box Office: 414.963.6940
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Show information can be found by visiting
ShorewoodSchools.org and
ShorewoodDrama.org.

Communication to students in the show and
friends of Shorewood Drama can follow
along on Twitter at @ShorewoodDrama.

Facebook users can visit
Facebook.com/ShorewoodDrama.



Shorewood Technical Director Patrick Spreadbury (left) confers with the new Theater Instructor Joe King about the next production.

ALUMNI NEWS

Calling All Greyhounds!

The Shorewood High School Alumni Association needs your help: Volunteers are needed for membership, events, reunions, database work, website and the newsletter. Contact Jenny Heyden at shorewoodalumni@gmail.com to get involved.

Scheduling an alumni reunion? Have some pictures or updates on classmates? Submit your news or photos for the website and next newsletter. Mail to P.O. Box 11427, Shorewood, WI 53211 or e-mail to shorewoodalumni@gmail.com.

Do you get our e-mail? Visit shorewoodalumni.org and enter your e-mail address to join the mailing list.

Missed the Tribute to Barbara Gensler? A DVD of the Barbara Gensler Tribute held this summer will be released soon. Contact shorewoodalumni@gmail.com if you would like to be notified when the DVD is available.

The official website of the Shorewood High School Alumni Association is shorewoodalumni.org. The Facebook page is Shorewood High School Alumni Association, and the Twitter account is @shsalumassoc. Follow us!

Alumni Association Mission: It is the mission for the all-volunteer, 501(c)(3) nonprofit charitable organization to strengthen alumni connections to each other and the school, as well as help generate financial assistance for the high school. Your contributions are tax deductible, EIN# 35-2198274. For matching gift forms and verification of 990 IRS compliance, contact shorewoodalumni@gmail.com.

Pass the Pasta!



Aerial backyard view of high school cross country runners enjoying a meal of pasta at one of the athlete's homes. Each week, students in fall sports partake of a pasta dinner at a different family's home (this photo from Deb and Brian Schermer whose son Jacob is in cross country). Congratulations on a great 2012 season!

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Character Education Brings National Attention to Lake Bluff School

Members of the Character Education Committee at Lake Bluff School (from left): Amy Miller, Nate Schultz, Mary Kalkopf, Meghan Cook and Maureen Creed.



Representatives from Lake Bluff Elementary School will be in Washington, D.C. on November 1 to represent Shorewood and receive the 2012 National School of Character Award presented by the Character Education Partnership. The school won statewide honors and is now one of only 24 schools in the country to receive national recognition. Lake Bluff Elementary will serve as a model for other schools across the country.

Principal Kirk Juffer explains, "Character education is deeper than programming. It starts with how we treat each other as teachers and administrators. It starts with how we treat the children."

"We don't 'teach' character education, we focus on it daily throughout the school."

At Lake Bluff, state and national accolades cite the many ways character education's integrated focus follows students from a student-led morning meeting through the school day.

- Students and staff meet monthly as a whole school, focusing on a shared trait. They also incorporate literature in the form of a related book that is read by all classes within the month. Grade level groups may present a skit created to illustrate the trait for the month. A home/school activity is often sent to involve families in the discussions as well.

- Individual classes hold morning meetings where students share news, discuss concerns and learn to see beyond themselves to solve issues.
 - Every teacher greets each student at the door as they enter, sharing a welcoming fist bump or handshake.
 - Classroom "buddy" programs bring older students together with younger ones in many different ways.
 - The Art Buddies program pairs kids with and without special needs to create works of art, one of which is now hanging in the Emergency Room at Children's Hospital.
 - A new program, the Lake Bluff Ambassadors, provides students with leadership opportunities that they design and plan themselves. They may also lead school tours for prospective students and their families.
 - Captain's Crew is a once-a-month lunch meeting with the principal. Two representatives from each classroom meet with Dr. Juffer to talk about topics related to character education or issues around the school. They later present any information to their class at morning meetings.
 - "Everyday Heroes" is one of the current themes of character education. Ideas for ways to be an everyday hero were collected from the students and displayed on a tree in the front hallway.
 - The goal for the future is to grow and learn more about service learning so that there can be continued outreach to the community. Past service projects have included supporting kiva.org, Pennies for Japan, a blanket drive for a homeless shelter and more.
- Parents echo the effectiveness of the program. Tammy Bockhorst, parent of two Lake Bluff students, says, "I've seen character

education at the school grow into a robust program that is a student-driven, creative outlet. Each class designs what it means to have 'character' in their own words, and they put together sometimes very funny and clever sketches for all-school assemblies. It's startling how we can learn from our children, and this program is one that brings out their best effort."

Adds Juffer, "When we have assemblies, we send out a discussion sheet to share at home." Interest in parent and student feedback extends to a take-home survey of all parents at the start of the year, and students at the end, to determine how close the school is coming to students feeling they are respected, nurtured, challenged and successful.

Sixth grade teacher Nate Schultz is relatively new to Lake Bluff and has quickly come to appreciate the school's attention to character. "This staff has made a commitment to take the time to weave character education into our curriculum. No one regards it as extra work, because we see the positive results."

One of the positive results is a significant reduction in office referrals. Special Education teacher Maureen Creed adds, "Character education has created an even greater sense of unity at Lake Bluff. Students and staff share a common set of values, such as respect, responsibility, honesty and perseverance, with the goal being to model these traits toward each other."

Bockhorst says, "Teachers really get it –



Students in the Art Buddies program are featured in a large photo on display at Children's Hospital.

my children know that the school is a caring community, and that they have a voice in the classroom. Morning meetings sound benign, but it makes a strong impact to start every day with a talk about feelings, cares and worries – and to resolve the interpersonal issues and then start the day. How many of us as adults would like to do that, too?"

The Character Education Program led to Lake Bluff's school motto: "Be kind, work hard, have fun!"

Other schools in the District are welcoming the ideas at Lake Bluff. Atwater School has begun a program similar to the classroom buddy program and Shorewood High School principal Matthew Joynt is excited to see students demonstrating the effects as well. "The terrific work that is being done related to character education in the elementary schools is reflected in the upper grades," he says.

"Character education is always growing – we didn't just get this recognition and say 'OK, now stop.'" says Juffer. "We're continuing to develop and respond to student feedback. It's really an exciting time."

A video that details the program from students' perspectives is available on vimeo.com at <http://vimeo.com/44730571>.

Bravo to Partners in Education!

There are many organizations in Shorewood that lend a hand to supporting the schools. Thanks to each of these clubs and nonprofit organizations for always being available when the District needs support.

- **Shorewood SEED Foundation:** shorewoodseed.org
- **Shorewood Foundation:** shorewoodfoundation.org
- **Atwater Parent Teacher Organization:** shorewoodschoools.org
- **Individual Grants to Shorewood Schools:** shorewoodschoools.org
- **Lake Bluff Parent Teacher Organization:** lakebluffpto.org
- **Shorewood Athletic Boosters:** Amy Miller, 414.332.3982
- **Shorewood Band Boosters:** Sal Terrasi, sterrasi@shorewood.k12.wi.us
- **Shorewood Choir Boosters:** Jason Clark, jclark@shorewood.k12.wi.us
- **Shorewood Drama Booster-Friends of Shorewood Drama:** jking@shorewood.k12.us
- **Shorewood Drive to Distinction Bleacher Fundraiser:** drivetodistinction.org
- **Shorewood High School Alumni Association:** shorewoodalumni.org
- **Shorewood High School Parent Association:** shsparentassn.com
- **Shorewood Intermediate School Parent Teacher Organization:** Melissa Nelsen, 414.964.1842
- **Shorewood Men's Club:** shorewoodmensclub.org
- **Shorewood Orchestra Boosters:** shorewoodorchestra.org
- **Shorewood SAFE:** shorewoodschoools.org



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All-Community Interest Events: Recreation Department News

Race Benefits Cross-Country Teams

The 18th Annual Shorewood Fowl 5K takes place on November 10, with race time starting at 10 a.m. Register online at ShorewoodRecreation.org (Course #1970.1), or call Shorewood Community Fitness Center at 414.961.3100. Pre-registration is \$15 for adults and \$10 for children 12 and under and includes a knit hat. This year features a new route, starting and ending on the Shorewood High School track, making it easier for spectators to watch and have a larger warm-up and cool-down space. The Fowl 5K benefits the Shorewood High School Cross-Country Teams.

Chicago, Your Way! Holiday Shopping in the Windy City

On Saturday, December 1, join us for a fun-filled time in Chicago with a day to shop, visit museums or people watch. Meet at 8:15 a.m. in the Shorewood High School parking lot. You will be dropped off and picked up at the corner of Rush and Superior in Chicago. We will return to the parking lot by 7 p.m. The fee for Shorewood residents is \$32; non-residents \$48. All payments are non-refundable. An adult must accompany children under 16 years old. For more information, contact the Recreation Department at 414.963.6913, ext. 4.

Shorewood Bright Beginnings Preschool Openings

Bright Beginnings Preschool focuses on the individual child, and provides a unique educational environment that stimulates and nurtures each child. Numerous exciting and engaging thematic units are offered throughout the year, allowing your child to explore and grow in important skill development areas (large and fine motor, language and literacy, science and math, art, and music). The curriculum embraces Shorewood School District goals and features small class sizes.

Spaces are still available at both Atwater and Lake Bluff locations for the 2012-2013 school year. Families outside of Shorewood School District are also welcome. For more information, contact the Recreation Department at 414.963.6913, ext. 4.

Ski and Snowboard Club: Learn To Ski or Snowboard at Sunburst for Grades 4-12

Whether you are an experienced skier/snowboarder or have never tried it, this program is for you. Each session includes a one-hour lesson with the remaining time for open skiing or snowboarding. Each participant who completes the lessons receives a Sunburst Ski Club membership, allowing them to come back and ski for the day for a nominal fee. For more information, contact the Recreation Department at 414.963.6913, ext. 4.

Registration deadline: December 7.

Fee includes bus transportation.

Date: Tuesdays, January 8-February 5
(No class January 29)

Time: 3:30 p.m. departure from the Shorewood High School parking lot and return at 8:30 pm.

Sports Accomplishments

- Sophomore swimmer Rachel Munson qualified on June 26 for the Summer 2012 Olympic Tryouts.
- **Fall Sports Wrap-Up**
 - **Cross Country:** The boys' team won the Woodland Conference meet and the girls' team took 2nd place. Freshman Morgan Florsheim was conference champion and junior Charles Stahl led the boys' team with his 3rd place finish.
 - **Soccer:** The boys' team won regional and finished 3rd in Woodland Conference. They play in a 1st round Sectional game Oct. 18.
 - **Girls' Volleyball:** Won their 1st round regional game on October 16.
- **The Messmer-Shorewood co-op football team** (7-1) earned a No. 7 seed for the season, and visits Whitefish Bay at 7 p.m. Friday, Oct. 19, for the first game of the playoffs. The winner of this game takes on the winner of the playoff game between South Milwaukee and Brookfield Central.
- **Shorewood Pep Bands** will accompany sports events, including boys' basketball home games on January 25 and February 5, and girls' home basketball games on February 1 and 15.

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



The Shorewood Foundation gives back to the community in a variety of ways. Thanks to generous donors, the Foundation funded the following projects over the past year:

- Community fireworks at the Atwater Beach Party
- Hubbard Park concert series "Summer Sounds"
 - Public Art event: "I Love Shorewood" (hearts)
- Friends of Atwater Beach (playground equipment)
 - Shorewood High School student scholarships and Post-Prom Party
 - Shorewood Police Department (signage)
 - Lake Bluff PTO (common area sound upgrade)

Donations and grant requests to the Shorewood Foundation are welcome. If your organization needs funding for a project that will benefit Shorewood, visit shorewoodfoundation.org.

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North Shore Fire Department: Responding To Our Calls For Help

The high-pitched wails of fire and other emergency vehicles can be annoying – perhaps awakening you from a sound sleep, or necessitating a quick pull over to the side of the road. But they are sounds of hope, even relief, when you hear them approaching your home and know that they are bringing the help you desperately need.

According to Robert Whitaker, chief of the North Shore Fire Department (NSFD), emergency personnel are dispatched within 60 seconds after a 911 call is received. Fire trucks and ambulances should reach their destination in six minutes or less, anywhere in the seven communities served by NSFD.

“We respond to approximately 6,200 calls per year,” reports Chief Whitaker. “Of those, 75% are medical related and 25% are fire or other service calls.” In August of this year, the NSFD responded to 143 fire calls and 401 emergency medical calls. They receive very few unnecessary calls which Chief Whitaker says is a credit to the people who live in this area.

The NSFD was organized in 1992-94, consolidating fire and rescue services for the City of Glendale and the Villages of Bayside, Brown Deer, Fox Point, River Hills, Shorewood and Whitefish Bay.

Approximately 65,000 people spread over 25 square miles are served from five stations. Three shifts of four to five people staff each of the stations. A Board of Directors oversees budgets, planning and contract negotiations for NSFD. Shorewood Village Board President Guy Johnson is a member of that Board.

The consolidation was undertaken to eliminate duplication of effort and reduce costs for the seven communities while still providing excellent service. Chief Whitaker is proud of the department’s service record, and he notes that while inflation has gone up 54% since 1995, the department’s costs have only increased 18%. The NSFD has worked hard to curb costs with limited sacrifices in service. Each of the communities pays a percentage of the department’s budget based on population, incidence of emergency calls over a three-year period, and other considerations.

NSFD Station 3 in Shorewood

NSFD Station No. 3 is housed in the same building as the Shorewood Police Department. The station supervisor is Capt. David Meyer. Along with handling emergency calls in the southern part of the district, getting involved in the



NSFD firefighter Andrew Ashley visits classrooms to provide fire prevention information and engage students in discussion about fire safety.

Shorewood community is a priority for the staff. In October, they visited classrooms in all Shorewood schools, grades K-4, providing the children with age-appropriate information on fire prevention and how to handle an emergency. They also provide assistance for senior citizens to help them be safer in their homes, and they help parents properly install car seats for children. By state law, they must inspect all Shorewood businesses once a year for fire or other safety hazards.

NSFD hosts Explorer post, Cadet and intern programs to encourage local young people to pursue firefighting as a career. The programs are open to high school students in all area schools. A number of Shorewood students have participated in the programs and successfully completed their Firefighting One certification and EMT license. One of the program graduates, Eero Wasserman (SHS '05), is now a NSFD firefighter. "Eero is the program ideal," says Chief Whitaker. "He has excellent skills, and he knows the northshore area."

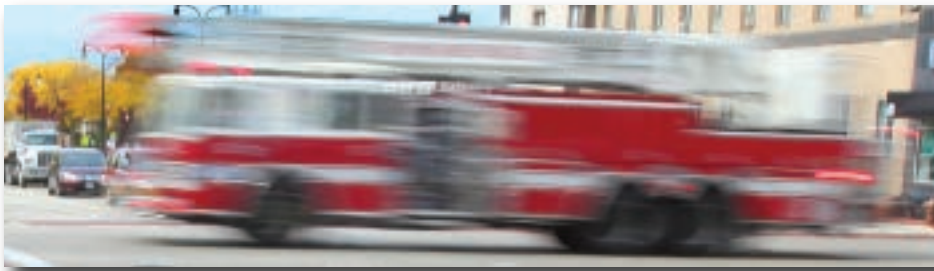
One of the NSFD's organization's values is: "We value the honor of being part of an organization and profession that is trusted by the community." It is good to remember that when the sirens are blaring, someone is anxiously listening for their arrival.

For more information, visit nsfire.org.



Using the NSFD's Fire Safety House, Capt. Maydak teaches children how to get safely out of a smoke-filled house.

"We respond to approximately 6,200 calls per year . . . Of those, 75% are medical related and 25% are fire or other service calls."



North Shore Fire Department Facts

- Entry level firefighters must have at minimum a Firefighter One certificate and an Emergency Medical Technician (EMT) license. College education and paramedic certification are a plus. Candidates must also pass a written test and a physical exam.
- Becoming an ambulance driver requires a year of field training with a peer mentor. Driving a fire truck requires state certification and proven performance. Becoming a fire truck driver is a promotion.
- The North Shore Fire/Rescue Foundation, a 501(c)(3) group formed shortly after consolidation, raises funds to assist the Department in areas that the operating budget cannot support. Their current priorities are to assist the Department in increasing the number of firefighters with paramedic licenses from the current 30 % to 50% to ensure there is a licensed paramedic on every call for service, and to achieve accreditation by the Center for Public Safety Excellence.

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Residents and guests enjoy the Friends of Atwater Beach Party.



Photos by John O'Hara

Atwater Park and Beach Improvements Enjoyed Thanks To Volunteers and Charitable Gifts

The Friends of Atwater Beach hosted its annual Beach Party on Saturday, August 8, complete with good food, children's games, and live musical entertainment. This year's celebration also included the annual community fireworks display that was canceled on the 4th of July due to unsafe drought conditions. The Friends group, under the direction of Shorewood resident Jay Urban, has worked hard to raise funds to improve

Atwater Beach, including new play equipment that was installed this summer. Many thanks are due to the Friends organization and to the Shorewood Foundation, which also contributed to beach improvements and to the purchase of the fireworks.

Visit the Friends of Atwater Beach website for more information about the group and how to get involved: friendsatwaterbeach.org.



Shorewood's annual fireworks display, presented by the Shorewood Foundation, were postponed from July 4 and staged instead at the Friends of Atwater Beach Party on August 8.



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Photo by John O'Hara

Shorewood Designated a "Walk-Friendly Community"

Walkable Shorewood" is a tagline we use frequently on Village marketing and promotional materials. But are we truly a walk-friendly community? The Village's Pedestrian and Bike Safety Committee decided to put our efforts to the test by applying to the Pedestrian and Bicycle Information Center (part of the National Transportation Agency) for a Walk-Friendly Community Award.

The Village of Shorewood received a Bronze Award for programs and plans currently in place. A Walk Friendly Community is a city or town that has shown a commitment to improving and sustaining walkability and pedestrian safety through comprehensive programs, plans and policies. *As of publication, Shorewood is the first and only community in Wisconsin to receive this award!*

COMMENTARY ACCOMPANYING THE AWARD STATES: *The Pedestrian/Bicycle Safety Intersection Plan is a great document and you have done an excellent job in implementing this plan. The redesign of Capitol Drive is a showcase project! The Safe Routes to School programs sound great. The walking kits for new residents are a terrific idea. The sidewalk coverage is outstanding and representative of a truly walkable environment! The design of your streets and crossings are up-to-date with best practices for creating a safe walking environment.*

The document also included a number of suggestions for improvement in education, encouragement and enforcement, and emphasized that any new community development projects should encourage more walking.

"We were pleased to receive the Bronze Award," says Pete Cahill, special projects coordinator for the Village. "It validates our work thus far. Now our committee will study the recommendations for further improvement and prioritize them."

The Pedestrian and Bike Safety Committee is composed of co-chairs Thomas Kuhlmann and Dan Boehm; members Jamie Harris, Bill Meeker, Alex Hill, Don Natzke and Maureen Gartzke; and staff liaison Peter Cahill.



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Shorewood Seniors Learn, Laugh and Get Involved

By Justine Leonard

You don't have to go far to find interesting people in Shorewood. The Senior Resource Center (SRC) is a good place to start. Since its founding in 2000, the SRC has offered hundreds of programs and events to enrich the lives of literally thousands of seniors. From singles to couples to regulars to newcomers, the Senior Center extends an invitation to come on in and join the seniors who believe there's still a lot of living to do.

Dzidra Benish is a Shorewood newcomer and her recent move to



Shorewood is the latest chapter in a life that reads like a novel: born in Latvia, growing up in refugee camps during World War II, coming to America, a

teaching career and a stint in the Peace Corp. "I love Shorewood," she says. "There's so much here, and I can walk everywhere including the amazing Senior Resource Center. You could fill your life with all that's offered there."

Cynthia Constantine also started a new life journey when she moved from a tiny town in New York to Shorewood to be



closer to a daughter and grandchildren. Now she's enjoying Shorewood's small village charm and special grandma popcorn and movie nights with the kids. In New York, senior activities were mostly trips to casinos. A former teacher, Cynthia needed more of a challenge, and she's found that and volunteer opportunities at the SRC. "There's something for everyone, and I'm meeting so many different people."

One of them has to be **Ken Payne**. Ken cares for his 43-year-old disabled son who lives at home. That hasn't kept him from being one of Shorewood's most involved citizens.



He's been honored for volunteer work with the SRC, the Shorewood Men's Club and

St. Robert Parish, and was named grand marshal of this year's Fourth of July Parade. An SRC regular, Ken loves socializing at the soup and sandwich lunches and "hamming it up" with the SRC Players.

Carol and Dan Espeseth are Wisconsinites who retired to Arkansas, but after 21 happy, active years there they returned to be closer to family. They chose Shorewood because it's so convenient and when they discovered the SRC was only a block



away, they started sampling the programs and volunteering, a long-time commitment. Over the years they've been entertaining at nursing and retirement homes with Don on banjo and harmonica and Carol on the washboard. At the SRC, Carol was in the student Pen Pal program and they are callers at the Bingo games.

Interesting people, enriching programs and just plain fun. Be part of it! Call the Shorewood Senior Resource Center today at 414.847.2727 for more information.

Shorewood Senior Resource Center: Upcoming Programs and Events

Please call the SRC at 414.847.2727 for details on any of the following programs. All classes meet in the Shorewood Village Center, 3920 N. Murray Ave. (lower level of the Shorewood Library).

Home Sweet Home Program

"Home Sweet Home" is a program that addresses the "age-friendliness" of Shorewood homes. It includes a Home Safety and Accessibility Self-Assessment Tool for residents interested in evaluating the age-friendliness of their homes; volunteers are available to help complete the assessment, if necessary. This program will help seniors find information to modify their homes, choose a contractor and access adaptive equipment, all to make it easier and safer to remain in their home. Contact the

Senior Resource Center for more information or to schedule a free home safety and accessibility assessment.

Shorewood Connects Yard Clean-Up Day Saturday, November 3, 9 a.m.-1 p.m.

At this annual event, teams of community volunteers will help their older or disabled neighbors get their yards ready for winter. Please call the Senior Resource Center if you or someone you know could use some help with raking or other small outdoor tasks on that day.

Shakespeare Musicalized Wednesday, November 7, 14, 21, 28; 1-3 p.m.

In these four sessions, Corliss Phillabaum, a UWM Emeritus Professor of Theatre who directed operatic productions for 20

years, will discuss operatic adaptations of "A Midsummer Night's Dream," "Romeo and Juliet," "The Merry Wives of Windsor," "Hamlet," and even a classic Broadway musical based on "The Taming of the Shrew." Video selections from the plays and from operas by Purcell, Britten, Gounod, Nicolai, Salieri, Verdi, Thomas and Cole Porter will be shown.

Residents: \$6 per class/\$20 for the series

Non-residents \$8/class/\$28 for the series

Elemental Pilates

Tuesdays, 11:15-11:45 a.m.

Claire Moore, who is a physical therapy assistant, a massage therapist and is certified with the Australian Physiotherapy and Pilates Institute, teaches the Elemental Pilates class at beginner and intermediate levels. The goal is to create core stabilization to improve balance and increase overall functioning. Gentle pacing and adapting the principles to an individual's limit allows for an impactful experience.

Residents \$5/Non-residents \$7 per session

North Shore School for Seniors: Improving Mind and Spirit Through Learning and Fellowship

The North Shore School for Seniors is open to all adults in the area over 50 years of age. It offers a wide variety of courses including foreign language, history, current events, literature, music and music appreciation, travelogues, art and art appreciation, and computer courses in a lab consisting of a number of individual work stations. The school operates 24 weeks during the year. The winter term starts in January with two six-week sessions. Classes meet on Mondays and Tuesdays at the United Methodist Church of Whitefish Bay.

The school was founded in 2001. It has a volunteer operating staff and advisory committee composed of representatives from various religious denominations in the North Shore suburbs including Shorewood. Catalogs, with a list of all the classes offered and additional information, are distributed to participating churches and other outlets in the North Shore area.

For more information, contact the North Shore School for Seniors at the United Methodist Church, 819 E. Silver Spring Dr., Whitefish Bay, WI 53217, or call 414.964.2424, ext. 133.

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Memorial Gift Benefits Shorewood Library

Our Shorewood Library is the new, permanent home for one of the spectacular custom-decorated hearts that was on display during this summer's "I Love Shorewood" public art event. This heart, also titled "I Love Shorewood," was painted by resident Jenny Steinman Heyden and was purchased with memorial gifts made in the memory of one of the Village's – and Library's – biggest fans, Barbara Bachman.



Barbara Bachman

Barbara was an active member of the Friends of Shorewood Library until cancer ended her life on July 22 at the age of 79. According to Library Director Beth Carey, "Barbara was a great supporter of using funds raised by the Friends to enhance the Library collection. She could always be relied on to volunteer at events such as the Summer Celebration and National Night Out."

Barbara relocated to Shorewood in the 1980s after raising four children. Drawn to the beautiful walking neighborhoods, interesting shops and restaurants, cultural diversity, the tranquility of Lake Michigan, and a vibrant library in the center of the Village, she was at home in her beloved Shorewood right from the start.

While Barbara's professional career included a 20+ year-tenure at the Bayshore Boston Store in the Fine China and Bridal Registry Departments, her heart was in community service. And her real love was for the Shorewood Library.

Beginning in her childhood, she was drawn to literature and the ability of a great story to transform the spirit. She loved to read and began her day with the morning paper and ended with one of several books in progress on her nightstand. Her knitting bag usually doubled as a book bag: she carried her books and magazines with her to work, to meetings and to gatherings, to read during a break, or to share with friends and family.

When she joined the Friends of the Shorewood Library Board in 2002, it was an opportunity for her to support the Library's mission and to spend a little bit more time in her "home away from home." Phone calls with her children were often filled with stories about upcoming author events, collaborative programs with schools, book sales and the summer ice cream social. Her colleagues on the Friends' Board became dear friends and cherished family to her.

When her children faced the sad task of writing her obituary, one line practically wrote itself: the designation of memorial gifts. Memorials in her name were to be sent to the Shorewood Library. At her funeral reception at The Big Bay Brewing Company, Barbara's sister casually mentioned to Beth Carey and President of the Friends Board Sue Ewens how much Barbara loved the "I Love Shorewood" public art event, and

Photo by John O'Hara



From left to right: Library Director Beth Carey and Friends of Library Board President Sue Ewens pose with artist Jenny Steinman Heyden (center) and her heart, along with two of Barbara Bachman's children, Robin Gonring and Steven Bachman.

how wonderful it would be should one of the hearts end up at the Library. When the memorial fund reached a level where the acquisition of a heart at the Village's heart auction in September seemed possible, Beth and Sue contacted Barbara's family, and put into motion the successful plan to acquire the "I Love Shorewood" heart for the Library. What a fitting legacy to a devoted resident whose own heart had been placed there many years ago.



Spaces and Traces Tour Coming to Shorewood


The 33rd annual Spaces and Traces tour, a neighborhood open house event sponsored by Historic Milwaukee Inc., will take place in Shorewood on May 18, 2013. It will be a great opportunity to tour Shorewood homes and to learn more about Shorewood history and architecture. The Shorewood Historical Society is participating in the planning process and providing research assistance.

"We are very pleased that Historic Milwaukee has decided to highlight Shorewood's eclectic architecture and well-maintained homes," says Historical Society President Karen de Hartog. "The event should shine a very positive light on our Village."

For more information about the event or to volunteer to help with the tour, call 414.277.7795 or visit historicmilwaukee.org



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Village Notes and Resources

Don't Throw Out the Water Bill!

The familiar, quarterly Shorewood utility postcard bills will be replaced in December by a letter-size bill that will arrive in a Village envelope. More information on usage and rates will be included on the bill, and it will be easier to read. Using an envelope makes it possible to include additional information, such as directions to sign up for e-billing or direct debit, without incurring extra postage costs.

Residents should have noticed an increase in water usage costs on their October bill. The increase was necessitated by three rate increases received from Milwaukee Water Works since the last rate review in 2008, and by the need to cover debt service on infrastructure investments of \$1.29 million to maintain the Shorewood water system.

For more information on both bill payment options and water rates, visit villageofshorewood.org or call 414.847.2700.

New Options for Paying Village Tax and Utilities Bills

In an effort to provide additional choices for paying real estate and personal property taxes, **beginning December 15**, the following payment options are available:

- Village Hall and North Shore Bank (Shorewood branches only) with cash, personal check, money order or cashier's check
- **NEW!** Online at villageofshorewood.org using credit card or electronic check. The credit card and electronic check options are new and may only be accessed through the Village's website at villageofshorewood.org. Credit card payments will incur a fee of 2.39% of the amount paid, with a minimum of \$1.50. Payment by electronic check will incur a fee of \$1.50 for payments up to \$5,000, and a \$5 fee for any amount over \$5,000.

Payment instructions can be found under the "online services" tab on the Village's website. When processing the payment request, if you provide your e-mail address, you will receive confirmation of the amount paid (including applicable fees), and the date and time of the payment.

When checking the Property Tax Bill web portal after payment, the message "*credit card payments may not be reflected in the balance due until they have been posted by the Treasurer's Office*" may be seen. Please allow 48 hours for posting and display of correct balance.

Plenty of Resources at Planning and Development Department

Permits, house inspections and zoning issues are just some of the detail-heavy issues that the Planning and Development Department oversees. To aid the public, written explanations of all programs are available both on the Village website and in brochure or flier form in easy-to-read and comprehensible formats.

Brochures are available in the Planning and Development Office at Village Hall or call 414.847.2640. For online viewing (villageofshorewood.org), click on Village Departments/Planning and Development.

New Survey to Assess Why People Move In – And Out – of Shorewood

As part of a larger effort by the Village and the Shorewood School District to address population and school enrollment changes and develop enrollment initiatives, the Village created a resident survey to obtain information from residents on their reasons for moving in or out of the Village. The purpose of the survey is to collect information that will help to manage the Village's housing supply, provide better community resources and aid in attracting and retaining residents in the future.

"We know general reasons that cause people to move in or out of the Village," says Planning and Zoning Administrator Ericka Lang, "but we are looking for the unique, and often passionate reasons that cause people to move."

The survey will be distributed to both home owners and renters through a variety of venues. It is also available on the home page of the Village website: villageofshorewood.org. For more information, call 414.847.2640.

Customer Satisfaction Surveys Now Online

To most effectively meet resident needs and expectations, the Village actively solicits feedback on provided services. Anyone who has experience with Village staff (DPW and customer service staff, building inspectors, police, etc.) is encouraged to complete a short survey about their experience. The survey is available online under the online services tab at villageofshorewood.org. Paper surveys are also available in Village offices and some are mailed directly to people who have received service.

"We do listen," says Customer Service Manager Diane DeWindt Hall. "We make service adjustments as necessary and pass along specific suggestions to the appropriate department."

New Assistant Director at DPW

Paul Wasemiller is the new Assistant Director at the Department of Public Works. He replaces Jim Swenson who retired in July. Wasemiller has worked for DPW since 1985, most recently as the chief mechanic and foreman of fleet and facilities. Wasemiller started his new job on September 24 and was quickly initiated into the new position due to three water main breaks on that first day!

Award-Winning Shorewood Today Magazine Celebrates 4-Year Anniversary

In an era of struggling print media, *Shorewood Today* magazine has defied the odds to become a phenomenal success and is proudly celebrating its 4-year anniversary with this fall 2012 issue. What started as a modest 20-page publication with a three-times-per-year schedule quickly expanded to 24, then 28 and now 36-40 pages. After only four issues, *Shorewood Today* went to quarterly distribution and since has published 15 magazines with a total of 464 pages.

Shorewood Today's attractive, quality format and appealing presentation of community information have made the magazine a winner. Even more important, it is an outstanding example of a successful collaboration that proves "it takes a village to make it work." *Shorewood Today* is managed by a committee of members representing each of the stakeholder groups: the Village, the Shorewood School District and the Shorewood Business Improvement District, members

representing the community at large and additional support from Shorewood's Marketing Program. The cost of publishing the magazine remains very reasonable to the stakeholders due to additional advertising revenue. Local businesses have discovered that it is a cost-effective advertising option for directly targeting Shorewood customers.

Shorewood Today has also achieved national acclaim. The magazine was recognized in 2010 by the Association for Women in Communications, a national organization of more than 7,000 women communicators based in Alexandria, Virginia, in its annual Clarion Award competition, as a national winner in the category "magazine series in a circulation of 100,000 or less."

As *Shorewood Today* celebrates a very happy birthday, we look forward to many more years of bringing you news about the people, places and special opportunities that make Shorewood a special place to live, work, shop and raise a family.



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See the Men's Club in action at these annual community events: Easter Egg Hunt • Memorial Day Weekend Celebration • Chicken Barbecue 4th of July Celebration • National Night Out

The new season of dinner meetings and special events starts September 1.

Call the Men's Club answering machine at 414.332.5999.

Visit shorewoodmensclub.org or e-mail shorewoodmensclub@wi.rr.com

A large section of Wilson Drive was resurfaced with new asphalt this summer.



Photos by John O'Hara

Construction Season Nears End Patience of Residents Appreciated

The big trucks started rolling at 7 a.m. most days this summer, rumbling under heavy loads of dirt and rock or beeping as they backed up to one of the many big holes along Kensington Blvd., Olive St. and Wilson Dr. The arrival of the trucks signaled another day of noisy, dusty construction for residents on Shorewood's northwest side. Truck noise was followed by scrapping, grinding and rhythmic pounding guaranteed to make the calmest pets skittish. Closed streets and loose gravel caused drivers to find alternate routes to Shorewood's business district.

Patience was necessary. "We can't thank the affected residents enough for their patience and understanding," says Village Manager Chris Swartz. There is no quiet way to install sewer pipe, but with memories of flooded basements in 2010 still vivid, most residents along the torn-up streets were willing to close their windows to the dust and put up with the noise.

"This is the biggest utility/sewer project the Village has undertaken in many years, particularly considering the number

of properties with frontage on the construction area," says DPW Director Leeann Butschlick. However, Olive St. (Basin 1) was completed in September and Kensington Blvd. (Basin 6) and adjacent streets from Wildwood Ave. east to Oakland Ave. are also done. (A portion of Wilson Dr. was also resurfaced.) The western half of Kensington Blvd. should be completed in November as originally planned.

The summer of 2013 should be much quieter. No major construction projects are planned. However, design and engineering work will take place for the second phase of Basin 6 improvements that are scheduled for 2014. Phase two will include a significant portion of Glendale Ave.

For further information, see the Comprehensive Sanitary and Storm Water Drainage Improvement Facility Plan on the Village website at villageofshorewood.org

Shorewood Waters Project Encourages Enjoyment and Protection of Water Resources



Dogs and their owners and friends enjoyed good food and music at Barktoberfest on September 29 in Estabrook Park. During the event, the Shorewood Waters Project promoted green solutions for dogs, people and the planet. The celebration was sponsored by the Village of Shorewood and the Estabrook Biergarten. Milwaukee County Parks, Friends of Estabrook Park and Residents for Off-Leash Milwaukee Parks also participated.

To encourage people of all ages to enjoy and connect to our waterways, the Shorewood Waters Project's summer activities included a cruise on a Lake Michigan EPA research vessel, a fly fishing clinic and a canoe trip on the river with the Urban Ecology Center. They provided special activities for children and dispersed information on protecting our water resources at the Atwater Beach Party and the Summer Concert series. The final event was Barktoberfest that took place on September 29 in Estabrook Park.

The Shorewood Waters Project was made possible by a grant from the Great Lakes Restoration Initiative. The grant is now concluded, but DPW Director Leeann Butschlick hopes to continue some of the activities, especially the educational programs for children. "We hope we can find ways to work with local groups to continue our educational efforts," she says. "Protecting our water systems is so important."

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From the Health Department

RADON AWARENESS: Is your house making you sick? Have you checked your home for radon?

Radon is a naturally occurring radioactive gas that enters buildings from the soil and is known to cause cancer. The U.S. Surgeon General and Environmental Protection Agency (EPA) recommend that all homes be tested, since 1 in 15 homes in the U.S. have elevated radon levels. Radon can enter a home through any opening between the building and soil, such as openings around water pipes, sump pumps and drains, as well as visible cracks. The only way to know if your home has a high level of radon is to test for it, since radon is colorless, odorless and tasteless.

Testing for radon is not difficult or expensive. The North Shore Health Department is selling short-term radon test kits for \$5 as part of a radon grant. Test kits can also be purchased at local home improvement stores for a slightly higher cost. Please contact the North Shore Health Department at 414.371.2980 for further information on radon, or stop in the Shorewood Health Department office, 2010 E. Shorewood Blvd., between 8 a.m. and 4:30 p.m. to purchase a kit.

North Shore Health Department Clinics at the Shorewood Office, 2010 E. Shorewood Blvd. Call 414.371.2980 for appointments and dates at other locations.

IMMUNIZATION CLINICS

2nd Thursday of the month 3 to 4:30 p.m. (by appointment)

3rd Tuesday of the month 7:30 to 9 a.m. (by appointment)

BLOOD PRESSURE SCREENINGS

4th Wednesday of the month 3:30 to 5:30 p.m.

(no appointment needed)

ADULT HEALTH RISK SCREENING

4th Tuesday of the month 8 to 10 a.m. (by appointment)

Flu shots are still available. Children under 18 years old are only \$5. Adult flu shots are \$30-35, depending on the type of flu shot.



And the Winner Is: Butterfly Weed

Among many projects sponsored by the Shorewood Waters Project this summer was a contest to choose Shorewood's favorite native plant. Butterfly Weed, a perennial species of the milkweed family that sprouts yellow-orange flowers all summer, was the winner. The plant gets its name from the butterflies that it attracts.

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Stress-Free Holiday Shopping Returns to Shorewood on Saturday, December 8

The Shorewood Business Improvement District (BID) will host its second annual Stop, Shop & Restore Holiday Shopping Event, on Saturday, Dec. 8. Offering the ultimate antidote to holiday stress, the BID invites shoppers to relax and have fun as they shop locally for holiday gifts and needs. Shoppers can once again de-stress at various “relaxation stations” throughout the business district – massage demonstrations, complimentary salon services, refreshments, free gift wrapping and more. Santa will visit with the smallest shoppers, and everyone can enjoy horse-and-carriage rides throughout the business district on Saturday afternoon. Sleigh bells will be ringing.

Shorewood’s diverse businesses offer many unique options for everyone on your holiday gift list, and shopping local is an easy way to make a positive impact in our community. Watch your mail for your official invitation to Stop, Shop & Restore on December 8. Details will also be posted around town and on the Shorewood BID’s website: shorewoodwi.com.



LIGHTHORSE 4041



LightHorse 4041 is a mixed-use luxury apartment community located in the heart of Shorewood Village. 84 apartment homes with 1, 2, & 3 bedroom floorplans as well as community amenity spaces such as a clubroom, fitness center and rooftop terrace. Apartments will feature condo-level finishes such as granite countertops, stainless-steel appliances and in-unit washer/dryer. Move in Fall 2013.

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Nehring's Sendik's: A Neighborhood Market for Today's Food Lovers



John and Anne Nehring

With its rich history, fresh food and check-out clerks who know your name, Nehring's Sendik's on Oakland blends the old world with the new – just like Shorewood.

In a walkable community, "What better place could you have than a little European market?" says John Nehring, who owns Sendik's with his wife of 16 years, Anne Finch-Nehring. "If you want to buy fresh every day, this store is where you can do it."

John and Anne both express a fondness for Shorewood, and were it not for finding the perfect house in Bay View some years ago, they likely would be residents here. Fortunately for local food lovers, they've signed a 21-year lease for the Sendik's store, so Shorewoodians will continue to find the fresh produce, fresh baked goods, extensive wine selection and made-from-scratch prepared foods that have earned this "little market" a loyal following.

The Nehrings bought the Oakland Ave.

store in 1998, shortly after "the wine guy" (John, who introduced and grew the wine department at Sendik's on Downer Ave., and is trusted by customers to pick the bottles they'd like) married "the ballerina" (Anne, who retired from the Milwaukee Ballet after a rewarding career to pursue a lifelong dream of owning her own food store).

"If you want to buy fresh every day, this store is where you can do it."

John says it was Anne who encouraged him to buy Sendik's (from Ted and Steve Balistreri, descendants of the store's Sicilian founder, who started in the early 1900s with just a produce truck on the site) and leverage his extensive grocery management experience for a store of his own.

"He said, 'I'm not going to do it unless you become my partner, because I'll be working crazy hours, and I'll never see you,'" Anne says. She agreed, helped secure investors and it's been a fruitful partnership ever since. In addition to Sendik's, the Nehrings own Brookfield's V. Richards, that supplies all of the fresh baked goods in the Oakland store's tempting display cases, and G. Groppi, a neighborhood market in Bay View. They also are opening a location this fall at the Milwaukee Public Market in the Historic Third Ward.

Some Things Change, Some Stay the Same

Dovetailing with the exterior construction of LightHorse 4041, exciting interior changes are coming to Sendik's. Some are tantalizingly apparent already: The formerly tiny bakery, for example, is now three times larger and has relocated within the store. The deli case is going to add 18 feet. The signature "hot case" area, patronized by busy Shorewoodians who

The new, convenient parking structure adjacent to Sendik's and the LightHorse 4041 construction is now open. Customers are encouraged to take advantage of this spacious lot.

crave Executive Chef Rob Daniels' popular dishes, will grow six feet. And Chef Rob will be working in a much larger kitchen area, to be installed where the former bakery case was located (next to the deli).

"You're going to be able to see back into that kitchen, and customers will have more options about how they want things grilled or prepared by the chef," Anne explains.

"These are good new changes that renegotiate the way we use the space," John says, mentioning also the planned new exterior entrance, which will be nearer to the new parking ramp built along N. Bartlett Ave. The Nehrings also plan to add a small tasting area and wine bar up front where people can sit with their salads or Panini and enjoy a glass of wine or other refreshment.

Amidst all the changes, the regular wine tastings (every Friday and Saturday), familiar faces and commitment to quality remain. "Javier, my produce buyer, still goes down to the markets, looks at the produce and tastes it, every day," John says. "We don't sit in the office and buy produce over the phone. He even goes to the Chicago produce market once a week. Nobody else does that. It's a real commitment."

John adds that Javier has worked for the Nehrings since they bought Sendik's – as has store manager Jean Knoeck, who will celebrate her 25th year at Sendik's on Oakland in 2013. Many employees have worked at Sendik's through high school, college, even graduate school, and they get to know the customers and their families well.

"Our customers get very personalized service," John says. "We know what people buy, what kind of wine they drink. That's not something you can get everywhere."

Groceries To Go!

Have you heard? Sendik's delivers! The market offers home delivery of grocery orders of more than \$25, with no delivery fees. Customers can call, fax or e-mail their orders, and have groceries delivered the same day!

For more information, call Jean or Brooks at 414.332.3140.



Work at the LightHorse 4041 site next to Sendik's continues to move forward.

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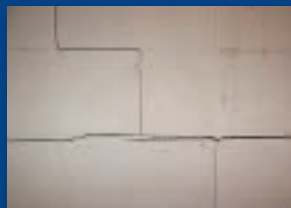
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Top: Ashley Weber shows off her tasty assortment of cupcakes and bakery items in her newly remodeled shop, Miss Cupcake.



Right: Brothers Sam and Ted Speerschnider have opened Falbo Bros. Pizzeria in the former Salvatore's location.

WELCOME NEW SHOREWOOD BUSINESSES

New Shorewood businesses are cropping up all over town! Please help us welcome them to our vibrant and growing commercial district!

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Camp Bar • Owner: Paul Hackbarth
4044 N. Oakland Ave. • 262.719.7655
Cabin-themed neighborhood tavern that will offer a full bar as well as LCD screens for sports fans

Falbo Bros. Pizzeria • Owners: Ted and Sam Speerschnider
2213 E. Capitol Dr. • 414.964.5560
Popular Madison-based pizzeria has moved into the former Salvatore's space

Fix Phone Land • Owner: Natalya Schilling
3555 N. Oakland Ave. • 414.737.4633
Cell phones and accessories and computer repair

Fresh Frame Photography • Owner: Sarah Schlicht
2321 E. Capitol Dr. • 507.304.1821
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Miss Cupcake Bakery • Owner: Ashley Weber
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Savvy Shorewood Businesses Promote Themselves with Social Media

Shorewood's brick and mortar business district continues to grow. But many local shops are also expanding their virtual storefronts through social media. Local business owners say leveraging sites like Facebook, Twitter and Pinterest is an effective, low-cost way to provide valuable information and special offers, and to create relationships with customers.

The Shorewood Business Improvement District (BID) itself began leveraging social media in earnest in 2011, establishing a presence on Twitter (@ShopShorewood) and holding promotions to build its Facebook following (facebook.com/ShopShorewood). Fans and followers can learn about District events, individual business promotions and Village happenings, and start or join a conversation about what's brewing in the Business District.

"Posting individual store sales and event information on Facebook and Twitter allows us to be timely in reaching our audience," says Shorewood BID Executive Director Jim Plaisted. "Those who 'like' the BID or follow us can keep up with what's happening, and in the process may see or be intrigued by something about a business that hasn't been on their radar."

Staying on people's radar is the impetus for savvy small businesses to build out their social media presence, and here's how a handful have made themselves visible online.

SHOP 1918 E. Capitol Dr.

Since Liz Sumner and her mother, Mary LeBlanc, opened SHOP in 2007, the boutique has earned more than 8,000 likes on Facebook.

"You have to figure that somehow, it went viral," Sumner says. "I think it has something to do with our name. When you Google search anywhere in the world

for our name, SHOP, we come up."

SHOP showcases its collection of stylish apparel and accessories with pictures on Facebook, Twitter and Tumblr. Sumner uses Instagram filters to "add ambience to the photos" of cozy sweaters, hats and gloves. Frequently, Sumner updates the pages from her smart phone. On a recent buying trip to New York, she earned likes for sharing tantalizing snapshots from the fall fashion exhibits.

Posting online played a critical role in drawing attention when construction on Capitol Dr. blocked SHOP's windows. "Social media is probably what saved our business during that time," says Sumner. "We were actively updating to let people know about new arrivals, and also about

"When you have a strong website and social media channels, it allows you to have a more professional appearance much more quickly."

where they could park." SHOP has thrived in spite of the construction and celebrated five years in business in October.

The Establishment Salon 4503 N. Oakland Ave.

When Howie Goldklang discovered Pinterest, he rejoiced. "We're a very visual business, so it was like, 'Hallelujah, this is great!'" he says. The co-owner of The Establishment salon shares pictures on Pinterest to help clients "see and be able to make decisions about a certain style of haircut or color."

Goldklang says social media allows The Establishment to keep a "T-shirt and jeans vibe, but still deliver high-end services."

The salon shows off the results via pictures of finished styles on Facebook.

"We showcase good work whenever it comes up," says Goldklang, "as long as the client is comfortable having their photo on our Facebook page."

The Establishment also shares stylists' availability on social outlets, and interested clients can book appointments on the salon's website.

Social media does more than just bring clients in the door. Goldklang calls Facebook "a big community bulletin board," that helps the salon become more involved in local events like Shorewood Buzz Cuts for Cancer.

"We'll do anything we can do to give back to a village that's really been awesome to our little salon," Goldklang says.

Three Lions Pub 4515 N. Oakland Ave.

Before Three Lions pub officially opened last February, the British-style bar already had a following on Facebook.

"We wanted to get a customer base before we even opened the doors," says David Price, adding that he and co-owner Chris Tinker shared pictures of the pub while it was under construction.

Price says he wants Three Lions to be a "community living room" like the pubs in his native England. "Facebook and Twitter are good because we get a lot of banter," Price says.

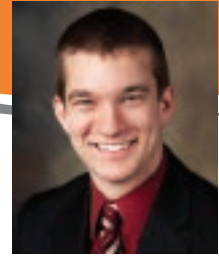
His English origins come across in social posts about food and drink specials, and of course, soccer ("football" to Price). "Some of our regular customers will try to take the mickey out of me because my team just went down a division," Price says with a laugh.

Three Lions launched a mobile application in September that has already earned hundreds of downloads. Price says the app is "literally unlimited," featuring the pub menu, sports listings, music

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selection and a photo gallery. Patrons can scan QR codes upon entering Three Lions to earn free drinks, a daily special or the grand prize: a trip for two to Las Vegas. The app also offers clues for Thursday Night Trivia and information about live music on Saturdays.

"We're integrating the social media as best we can with the whole experience of coming to Three Lions," Price says.

Serenity Financial Consulting

4447 N. Oakland Ave.

Serenity Financial Consulting was new to Shorewood this June, but the young business already has an established online presence.

"When you have a strong website and social media channels, it allows you to have a professional appearance much more quickly," says owner Alan Moore, a certified financial planner. He creates and shares video blogs and articles about financial advice on a multitude of platforms including Facebook, Twitter, Google+ and Patch.com.

"My overall social media marketing goal is to provide consumer education," Moore says. He offers information about everything from tracking daily spending to planning for retirement. He wants to reach people who are searching online for financial help. "They are asking Google questions," Moore says. "I'm hoping to be the person they get answers from."

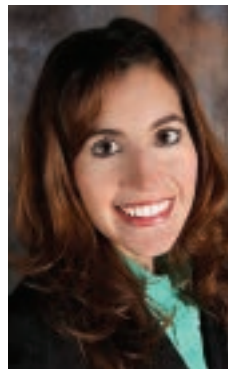
Moore believes that social media allows him to offer resources, and to create relationships with potential new clients.

"By the time we meet, they know what I'm all about. They've seen me. They know my voice." He also says social media has been essential in creating a presence for a service business tucked away in an office building. "For me, social media is my virtual storefront."

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Schools: facebook.com/ShorewoodSchools

Business District: facebook.com/shopshorewood

Out and About in the Village of Shorewood



The cool, crisp days of fall have arrived as we remember some of the summer's most interesting events and activities. There is always something going on in Shorewood – jump in and experience all that our community has to offer!

1. More than 650 tiles were created for the stunning fish tile mosaic that was spearheaded by art teacher Kevin Karman and has been permanently installed at the main entrance of Lake Bluff Elementary School. **2.** Eager bidders checked out the hearts on display during the “I Love Shorewood” public art auction in September. **3.** Nehring’s Sendik’s on Oakland and the Mandel Group recently co-sponsored a Hard Hat Day for Kids at the LightHorse 4041 construction site next to Sendik’s. **4.** Students in Kevin Karman’s Art Buddies class at Lake Bluff School work on the heart they created for the “I Love Shorewood” event. **5.** The Shorewood Historical Society staged a tour of Shorewood churches on September 16, when visitors to each of the four locations, St. Robert, Kingo Lutheran, Luther Memorial and North Shore Presbyterian, enjoyed the vaulted ceilings and the many lovely decorative elements in glass, wood and stone. Volunteers at each location recounted their congregation’s history.



Photo by John O'Hara



Photos by John O'Hara



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Shorewood Today Magazine Celebrates Its 4-Year Anniversary!

Community Calendar

- **November 1, 2, 3 & 4: "Lend Me a Tenor"** 7 p.m. Shorewood High School Auditorium, Sunday, November 4, 2 p.m.
- **November 2: SEED Fundraiser** 7 p.m., Sprecher Brewery, 701 W. Glendale Ave., Glendale
- **Sat. Nov. 3: Shorewood Foundation Annual Dinner/ Auction** 6 p.m. at Hubbard Park Lodge, 3565 N. Morris Blvd. Visit shorewoodfoundation.org.
- **Tuesday, November 6: Presidential Election** All Shorewood polling locations open 7 a.m.-8 p.m. Call 414.847.2700 for information.
- **November 13: SHS/8th Grade Band Concert** 7 p.m., Shorewood H.S. Auditorium
- **November 15: SHS Orchestra Concert** 7 p.m., Shorewood H.S. Auditorium
- **December 2: 33rd Annual Arts and Crafts Fair** 10 a.m.-4 p.m. in the Shorewood High School Arena and North Gym (see coupon below to save on admission).
- **December 7, 8 & 9: Shorewood Intermediate School Musical** Friday and Saturday, 7 p.m., Sunday 2 p.m.
- **December 8: Stop, Shop & Restore Holiday Shopping Event** in the Business District presented by the Shorewood Business Improvement District (visit shorewoodwi.com)
- **December 11: 7th Grade Winter Music Festival** 7 p.m., featuring Band, Choir and Orchestra, Shorewood H.S. Auditorium
- **December 13: 8th Grade Winter Music Festival** 7 p.m., featuring Band, Choir and Orchestra, Shorewood H.S. Auditorium
- **December 18: SHS Chamber Orchestra and Singers Concert** 7 p.m., Kingo Lutheran Church
- **December 20: Winter Choir Concert** 7 p.m., Shorewood H.S. Auditorium
- **January 5: Atwater/Lake Bluff Kindergarten Registration** for the 2013-2014 school year
- **February 7, 8, 9, 10: "Godspell" Winter Musical** 7 p.m. and Sunday, February 10, 2 p.m., Shorewood H.S. Auditorium
- **February 21: Band-O-Rama Concert** (Grades 4-12), 7 p.m., High School Arena
- **February 22 & 23 Shorewood Intermediate School: "Show Circle"** Shorewood H.S. Auditorium, 7 p.m. Feb. 22 and 2 p.m. Feb. 23

- 100+ Artists from the Midwest
- Silent Auction & Raffle Baskets
 - Bake Sale & Greyhound Café featuring soups and sandwiches
 - Shorewood and Greyhound Apparel and Accessories including "Retro Wear"

Order your fruit gift boxes and poinsettias!



Save \$1
with this ad!

33rd Annual Shorewood Arts & Craft Fair

Sun., December 2 • 10 a.m. to 4 p.m.
Shorewood High School Arena and North Gym
Park in the High School lot off of Oakland Ave.

Admission \$4

(the school is handicapped-accessible)

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