

SPRING 2021

# Shorewood

TODAY



## How to be a good neighbor

Meet the student volunteers behind new Village video series





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## Making progress together

As a Village manager, I get kind of excited about things that other people might find a bit ... boring. Infrastructure improvements, parking solutions, better Village services – these are the meat and potatoes of municipal work, and they get me out of bed in the morning.

We are tackling a number of major projects for Shorewood, from the southeast sewer project to improved transparency and training in our police department. These are complex issues, requiring bold investments, with long-term ramifications. To address them requires productive collaboration with plenty of active listening, thoughtful evaluation and seeking of common ground.

This can be challenging, but I find it helps to have generous assumptions about those at the table with me. Passionate engagement helps our community thrive, and we find the best solutions by working together.

I'm encouraged by our progress, and heartened to see young community members commit to civic engagement, like the Shorewood students volunteering to create our new Shorewood Shorts videos. I can't wait to see what they come up with, and I look forward to learning from their work.

–Rebecca Ewald  
Shorewood Village Manager



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

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

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

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*On the cover: Shorewood High School juniors Bella Peaslee, top, and Bella Glenn share some topics from the Village's new video series. The students volunteered to shoot the videos. Photo by Patrick Manning.*



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# Shorewood News

## Expanding capacity for SOUTHEASTERN SEWERS

The Milwaukee Metropolitan Sewerage District will begin a \$16 million capacity-improvement project within the East Edgewood Ave. corridor this fall. Shorewood's Department of Public Works has been heavily involved in the project's planning and design, which calls for installation of over 11,000 feet of additional sewer pipe. Increased system capacity will help reduce the risk of basement backups, which have particularly plagued this section of the Village during heavy rainstorms. When the project is completed in spring 2023, excess wastewater will flow from the existing sewer system into the new pipe to be conveyed to the Milwaukee Deep Tunnels for storage and treatment. For more information, visit [villageofshorewood.org/EdgewoodMMSD](http://villageofshorewood.org/EdgewoodMMSD).



**"This is one way  
the library is  
helping to bridge  
the digital  
divide."**

—Rachel Collins,  
LIBRARY DIRECTOR

## SPRING ELECTIONS TUESDAY, APRIL 6

### WHAT'S ON THE BALLOT?

Shorewood Village Board Trustee (2 seats)

Shorewood Village Board President

Shorewood School Board (1 seat)

Milwaukee County Circuit Court Judge,  
Branches 3, 6, 12, 15, 22, 30, 37, 42, 46

Court of Appeals Judge, District 1

State Superintendent,  
Department of Public Instruction

Residents may vote in-person absentee beginning March 23 at the Shorewood Village Center, request a mailed ballot through [myvote.wi.gov](http://myvote.wi.gov) or vote in person on election day. For information on your polling place, registration or any other election questions, visit [myvote.wi.gov](http://myvote.wi.gov) or [villageofshorewood.org](http://villageofshorewood.org).

## Library offers WI-FI HOTSPOT CHECKOUT

When the Shorewood Public Library scaled back to curbside-only service in late November, Teen/Young Adult Librarian Lisa Quintero worried about the effect on patrons who rely on the library's wi-fi.

Last summer and fall, with the library open to the public (at limited hours and capacity to help prevent coronavirus transmission), Quintero noticed steady use of the library's wi-fi by patrons of all ages. They were Zooming with loved ones, applying for jobs, attending college classes online or simply browsing and streaming content.

Knowing private wi-fi may be too costly for those on a

budget – and that pandemic-related job losses may put more people in that category – Quintero began researching options for lending out wi-fi hotspots.

"I'd heard of other libraries offering this ... Milwaukee Public Library started a program to do it and they were having trouble keeping (the hotspot devices) on the shelves," Quintero says. "Even before coronavirus, they were popular."

Quintero wrote a proposal and pitched the idea to the Friends of the Shorewood Public Library, whose trustees enthusiastically funded the project.

"Knowing how many people are struggling right now made me want to do this for our patrons," Quintero says.

Under a contract with Sprint, the library will start with five hotspot devices that can be checked out and taken home for up to three weeks by any patron age 18 or older with a library account in good standing. If the program proves popular, the Friends have agreed to fund five more devices.

"Internet access is an equity issue and we know some residents don't have reliable internet access or computers at home," says Library Director Rachel Collins. "This is one way the library is helping to bridge the digital divide."

## Shorewood Connects Yard Cleanup is Sat., May 1

Volunteers are needed for the next Shorewood Connects Yard Cleanup! The Yard Cleanup is a community-wide service project in which residents across the Village work together to help older and disabled neighbors clean up their yards for summer. No assignment takes more than two hours. This is an outdoor, physically distanced event. For more information or to sign up, email Vashti Lozier at [shorewoodconnects@gmail.com](mailto:shorewoodconnects@gmail.com).



## Police department makes progress on BOARD-APPROVED INITIATIVES

Shorewood Police Chief Peter Nimmer's February update to the Village Board Public Safety Committee detailed the police department's progress in taking Board-approved actions recommended by a 2020 external study.

One approved recommendation was to enhance data collection and reporting capabilities around traffic stops, for which Nimmer said the department is working with the combined North Shore records-management system. Beginning in January this data became part of the department's monthly reports, available at [villageofshorewood.org](http://villageofshorewood.org). In addition, police supervisors now routinely review body-camera and in-car video to ensure officers' professional conduct during traffic stops.

The chief also described some changes to the citizen complaint process, including new directives to regularly update complainants on related investigations and to strive to complete them within six weeks. Complainants are also no longer required to sign a complaint form. The police continue to work with the Public Safety Committee on additional changes.

Increased citizen engagement is another approved recommendation, which the department is addressing through its "Coffee with a Cop" events, a "Walk and Talk" program and a new requirement that a police officer visit all Shorewood block parties. The Citizens Academy program will also be reinstated when Covid-19 safety can be ensured, and more officers will do some or all patrols on foot or bike.

The chief and committee also discussed holding a town hall-style meeting exploring the impact of race on traffic stops and arrests, and improving police communication with community leaders and residents from underrepresented groups.

---

## Library prepares for 2022 INTERIOR REDESIGN

The Shorewood Public Library recently completed a Renovation Master Plan Study as part of an initiative to update and adjust its physical space to better meet patrons' needs.

HGA Architects, with input from library staff and stakeholders, conducted the study and leveraged its findings to develop a conceptual interior redesign.

Thanks to a \$5.5 million bequest from Larry and Elaine Lange, which was announced in 2019 and is the largest gift the library has ever received, it now has funds to help implement the redesign ideas.

The concept for a renovation study grew out of a need identified in 2018 to replace the library's carpeting in the near future. Ideas for improving the physical space were identified in the library's strategic planning process, in focus groups and in community survey feedback.

Library Director Rachel Collins is enthusiastic about the possibilities for achieving efficiencies and improvements, guided by the "fresh perspective" of the redesign plan. "We hope to proceed with the work of having detailed drawings drafted soon," she says, "so the renovation can begin in 2022, our 20-year anniversary in the Village Center building."



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## NEW BUSINESSES



### Signature Sweets

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signaturesweetsbakery.com  
414.539.3181

Like many of her generation, Kimberly Hall's love of baking began with the childhood gift of an Easy-Bake Oven. But unlike most kids who baked those unremarkable mini-cakes, Hall grew up to create cakes in the shape of the Milwaukee Bucks logo, a six-foot-high rocket ship and a terrifyingly lifelike killer clown.

"My passion is cake," says Hall, a Milwaukee native who has been in seven Food Network baking competitions, including *Cupcake Wars* and *Hometown Showdown*. Now she's brought that passion to Shorewood, opening Signature Sweets at the corner of North Oakland Ave. and East Beverly Rd. (in the space that formerly housed Miss Cupcake). Signature Sweets offers custom cakes in just about any design imaginable, as well as a sugar rush-inducing array of treats including cupcakes, doughnuts, French *macarons* and traditional Tennessee caramel cakes.

Hall plans to continue entering Food Network competitions, showcasing her master-baker skills to a wide audience. She also has some interesting side gigs: For the Bucks, she made 60 basketball cakes for the Fiserv Forum luxury boxes, as well as three massive "Fear the Deer" cakes complete with chocolate antlers.

"Opening my own shop during this time was definitely a risk," acknowledges Hall. "But Shorewood's been phenomenal and I couldn't be more grateful."

Food Network veteran competitor Kimberly Hall inside Signature Sweets, her new Shorewood space.

### SCOUT Wine Merchants

4512 N. Oakland Ave.  
scoutwinemERCHANTS.com  
414.252.0072

With the goal of bringing unique, delicious wines and other tasty fare to customers in a warm, inviting environment, Emily and Luke Laga have opened SCOUT Wine Merchants in the former Thief Wine space at 4512 N. Oakland Ave.

Along with over 200 varieties of wine, SCOUT offers hand-selected, locally sourced provisions like cheese, hot sauces and mixers for sale. Local on-tap beers, including one created especially for SCOUT by Gathering Place Brewing, are available by the glass or growler, and customers can also nibble from cheese and charcuterie boards while they sip.

While opening in the middle of a pandemic was not ideal, "We love the neighborhood and saw the potential of this space to be a wine shop and so much more," says Emily, who oversees SCOUT while Luke runs his business, Structural Elements, across the street. "It was the right mix of opportunity and desire by us to create this vibrant space where people could gather."

The space has been re-designed with a central bar to facilitate conversation and engagement with customers. The lounge is designed for tastings or private events and when the weather warms up, an outdoor patio will open for imbibing *al fresco*. Customers can also join the monthly wine club, which exposes members to an eclectic array of lesser-known labels selected by Jake Hansen, SCOUT's general manager.

Owners Emily and Luke Laga at the central bar inside SCOUT Wine.





Co-owner Mike Wroblewski at Fiddleheads Coffee in Shorewood.

## Fiddleheads Coffee Roasters

4334 N. Oakland Ave.  
414.763.3827  
fiddleheadscoffee.com

Fiddleheads Coffee Roasters has opened its latest café in Shorewood in the space that formerly housed Sherwin-Williams paint store. The family-owned company began 25 years ago with one café overlooking the Milwaukee River in Thiensville and has since grown to eight area locations. Fiddleheads also sells its coffee to wholesale and retail customers throughout the U.S. and operates its own bakery in Thiensville.

“We had been looking for a location in the Village for some time now,” says co-owner Ray Marcy. “Shorewood has been key to our expansion plans.”

Nothing felt right until the Sherwin-Williams space became available, giving Fiddleheads the opportunity to move into a classic Mediterranean Revival building in the heart of the Village’s business district. Marcy says the café’s design “gives a nod to the look and feel of an old-world coffee house.”

With nearly 2,000 square feet of space, the café is expansive with versatile seating options and ample room for customers to enjoy the small-batch roasted coffees, baked goods, and freshly made sandwiches and soups. An outdoor patio with a fire pit invites people to gather even in colder weather. The café also offers curbside service via the Fiddleheads app.

# SHOREWOOD LITTLE LEAGUE

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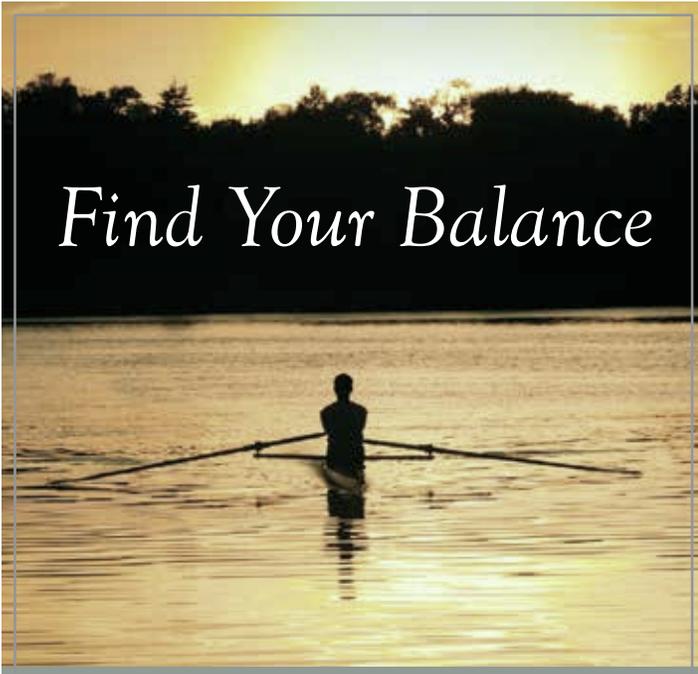
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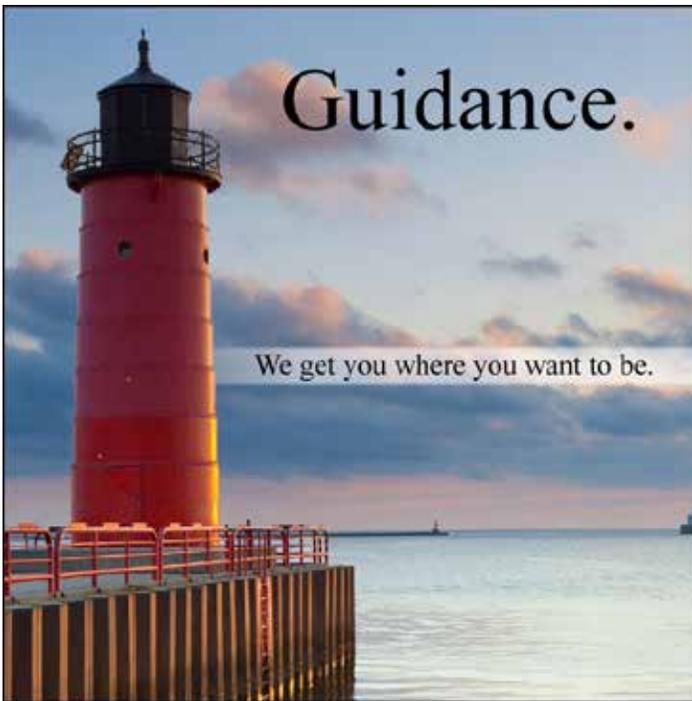
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# VOLUNTEER FOR A VILLAGE COMMITTEE



Shorewood has long enjoyed a high level of citizen engagement. Volunteering for one of the many Village committees or commissions is a great way for residents to explore issues important to them while effecting substantive change that positively impacts the community.

This insert provides more information on committee opportunities and an application form. Interested residents are encouraged to apply now, as the applications will be processed once the results of the April 6 election are verified and the new Village Board in place. Village staff will contact applicants by May or June with information about next steps in the appointment process. For more information, visit [villageofshorewood.org](http://villageofshorewood.org).



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## VOLUNTEER APPOINTMENT APPLICATION



<b>Name:</b>	
<b>Mailing Address:</b>	
<b>Email Address:</b>	
<b>Phone Number(s):</b>	
<b>Occupation:</b>	

**Instructions:** The Village is recruiting community members to serve on its Boards, Commissions and Committees. Please fill out the following form to apply. If you want information about the application process or a description of each volunteer body, go to [www.villageofshorewood.org/27/Boards-Committees](http://www.villageofshorewood.org/27/Boards-Committees). Return form to Shorewood Village Hall (Attn: Village Clerk) at 3930 N. Murray Ave., Shorewood, WI 53211.

For each Board, Commission and Committee you express interest, please rank your interest (with 1 being your highest interest followed by 2, 3, etc.) and identify if you've attended a previous meeting.

I am interested serving on the following volunteer Boards, Commissions or Committees:	Rank order <i>1 being highest</i>	Have you attended a previous meeting?
Board of Appeals		
Board of Review		
Business Improvement District Board		
Community Development Authority		
Conservation Committee		
Design Review Board		
Elder Services Advisory Board		
Human Relations Commission		
Library Board		
Marketing & Communications Advisory Committee		
Parks & Public Spaces Committee		
Plan Commission		
Police Commission		
Public Arts Committee		
Recreation & Community Services Advisory Committee		
4th of July Volunteers		

<b>How long have you been a Village of Shorewood resident?</b>	
<b>Are you familiar with the duties and responsibilities of this office?</b>	
<b>Do you hold an elected or appointed public position?</b>	
If yes, what office(s) or position(s):	
<b>Are there other activities that could interfere with your attendance or serve as a conflict of interest?</b>	
If yes, what activities could interfere or be seen as a conflict of interest?	

**General Interest**

*Explain why you would like to serve as a volunteer on each Board, Commission or Committee selected.*

**Education and Work Experience**

*Describe your education and any work experience which in your opinion would be beneficial in carrying out the responsibilities of each Board, Commission or Committee selected.*

**Diversity Experience**

*Identify any diverse experiences/perspectives. This could include (but limited to) race, religion, national origin, ethnicity, immigration status, sexual orientation, sexual or gender identity or a physical or mental disability.*

**Other Organizations**

*List other organizations or activities of which you are a member.*

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## COLLABORATE TO ADVANCE RACIAL JUSTICE

### Nine municipalities adopted 2021 proclamations for MLK Day



North Shore municipalities and organizations committed to advancing racial equity – including the Village of Shorewood, Shorewood Moving Forward, the Shorewood Public Library and the Shorewood Senior Resource Center – are teaming up to tackle social justice issues and coordinate efforts around education, inclusion and activism.

A driving force of this collaboration is Anne O'Connor of Whitefish Bay, who co-founded Bay Bridge in 2020 to raise awareness of racial and cultural bias in the community. Bay Bridge helped form the new North Shore Coalition, which connects networks that advocate for racial justice on Milwaukee's North Shore and throughout the region.

The NSC's first coordinated action resulted in nine North Shore communities, including Shorewood, signing a proclamation to encourage service in recognition of

Martin Luther King Jr. Day on Jan. 18, 2021. The coalition also organized a sandwich-making blitz for One More Ministry Food Drive and coordinated numerous educational events throughout January and early February, including a Zoom discussion on Frederick Douglass and a presentation from the Black Historical Society Museum about the history of Milwaukee's Bronzeville neighborhood.

O'Connor says Shorewood Moving Forward's participation in helping to form the coalition and draft the MLK Day proclamation "was fundamental, especially in this foundational year as we were first coming together as like-minded groups."

The group plans to continue its partnership in order to find ways to further address the racial inequities that exist within these predominantly white communities. For more information, visit [mlknsmk.com](http://mlknsmk.com).

### Priorities for new District Director for Equity:

## CONTINUED TRAINING, COMMUNITY ENGAGEMENT



Shari Tucker

In early December the Shorewood School District welcomed seasoned educator and administrator Shari Tucker as its new director for equity.

Tucker came to Shorewood from Glen Hills Middle School, where she was a teacher and assistant principal. There, she gained experience teaching, coaching and leading within the framework of Integrated Comprehensive Systems for Equity, the Milwaukee consulting agency engaged by the Shorewood School District in 2020.

ICS Equity delivers a proven framework and process to eliminate inequities comprehensively across educational systems. Shorewood's contract with them was a key attraction for Tucker, as it signaled a genuine willingness to create sustainable, positive change.

"The commitment I saw from the School Board, the community, the District – that was huge," Tucker says. "I say this to everyone I talk to: I cannot and will not do this work by myself, to dismantle and disrupt systems that have been in place for years to marginalize certain groups of people."

To that end, as District and school-level leaders move through and lead staff in the ICS Equity modules, ICS founder Dr. Colleen Capper plans to engage Shorewood community members in the District's work via the Community Equity Ally Academy, a monthly, four-session series beginning in mid-March.

"I think that's where a lot of people really struggle," Tucker says. "They start on this equity journey, and then they end up in a space where somebody says something overtly racist. And then you're sitting there, like,

'How do I address that? What do I say?'" With a solid understanding of the District's progress, community allies can better align with the District's "committed actions" for long-term impact.

The Ally Academy will initially comprise representatives from community groups already engaged in equity work including

the Village's Human Relations Commission, Shorewood Moving Forward, the Shorewood Public Library and community members who participated in

the 2019-2020 sessions to help the District create its equity framework.

"Equity is lifelong – you don't ever 'master' equity," Tucker says. "That's one of the core principles for Shorewood, and I reiterate it to staff all the time."

**"Equity is lifelong – you don't ever 'master' equity."**

–Shari Tucker  
DIRECTOR FOR EQUITY



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# FORM AND FUNCTION

Renovated fire station blends historic charm with interior upgrades

BY JENNIFER ANDERSON  
PHOTOS BY PATRICK MANNING

One standout benefit of the newly renovated Shorewood Fire Station may be a better-rested workforce: Firefighters trying to snatch a bit of shut-eye are no longer jolted awake by the gunfire of police officers at target practice in the basement shooting range.

That range and the police officers are gone, and the building that once housed both police and fire departments is now home only to the firefighters (and their equipment and apparatuses). Also, while once every corner of the basement, main and second floors were used, all activities are now consolidated on the main level, from the individual dorm-like rooms to the main kitchen and dining area where the crew gathers for family-style meals.

At nearly 100 years old, the Cream City brick-and-Lannon Stone building is a beloved local landmark, cherished by residents for its character and old-world charm. When the Police Department moved to its new location on North Wilson Dr., the building was long overdue for many upgrades, but few wanted to see the local icon demolished and replaced with a modern structure.

"New fire stations can be pretty cookie cutter," says Station 83 Captain Scott Kreuzer. "The community had a lot of pride in this building and we wanted to keep that, but at the same time there were so many maintenance issues that really needed to be addressed."

The new kitchen with modern appliances and spacious pantry, along with a TV room with comfy chairs, give the staff a chance to unwind comfortably in between duties during their 24-hour shifts. Updated HVAC



New red garage doors are the most visible exterior upgrade to the Shorewood Fire Station.

“**The refurbished and improved fire station looks terrific, and the community retained a very important piece of its history.**

—Bob Dean

was a vital improvement, as well as the construction of multiple bathrooms and individual sleeping rooms for each of the five staff members on duty at a time.

"In firehouses, we're all working together as one team, and having communal spaces where we can interact is important," says North Shore Fire Department Chief Robert Whitaker. "At the same time, having individual showers and bedrooms versus the traditional open sleeping area provides necessary privacy."

With its 14-foot, fire engine-red doors, rooftop solar panels and high-tech dispatch system, the fire station has taken a giant leap forward into the modern day while maintaining its much-loved historic exterior. For a community that

(continued on page 14)



The remodeled fire station artfully blends elements of the old and new. Clockwise from top left are new offices; a ladder firefighters once climbed to hang fire hoses that remains as a decorative element; the TV room with comfy lounge chairs and an emblem, painted by a fireman's daughter, on the back wall; lockers for firefighting gear; one of the new, private bedrooms for firefighters; a rolled-up fire hose; the front grille of Fire Truck 83; the station's stylish, modern kitchen.

prizes its local architectural character, this marriage of state-of-the-art enhancements and traditional appearance has been "an amazing success," says Bob Dean, president of the Shorewood Historical Society.

"We feared that the irreplaceable craftsmanship and architectural details would be lost to the wrecking ball," Dean says. "The refurbished and improved fire station looks terrific, and the community retained a very important piece of its history."

Early on, Rosie Bredeck was part of a devoted group of Village residents who advocated for keeping the original building in Village Board meetings, through flyers and on social media, and she is delighted with the finished result.

"I'm thrilled with the Shorewood Fire Station renovation," Bredeck says. "It really is a touchstone for the community, and I'm so grateful it has been preserved. That beautiful brick façade lives on, maybe for hundreds of years." ■

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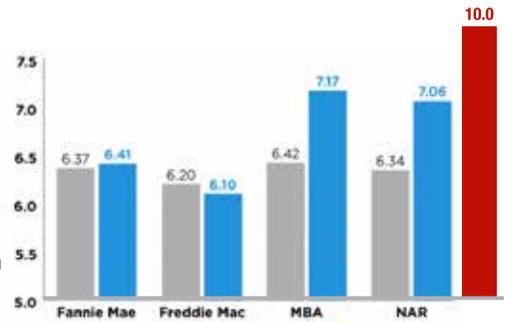
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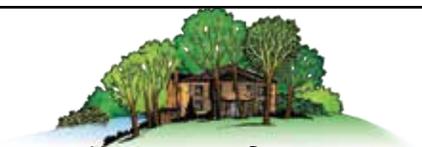


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# Mentoring for Leadership

District program creates connections for male students of color

BY KATELIN WATSON  
PHOTO BY PATRICK MANNING

When Shorewood Intermediate School teacher Sam Prystawik reviewed results of the annual School Perceptions Student Survey in Fall 2019, she noticed

an unsettling trend. The data showed that many Black male students did not feel they had a trusted adult they could turn to at SIS, and many indicated that they did not feel a sense of belonging at school.

Prystawik brainstormed with Sam Coleman, then the District's director for equity and currently its director of curriculum and instruction. Together, they began building the framework for a new program in alignment with SIS student wellness-related goals that proposed to connect students with adult advocates.

Mentoring for Leadership was formed to bring together male students of color with similar goals and aspirations, and to foster interaction with positive role models. Prystawik and Coleman recruited SIS students to participate during their weekly guided study time. They also enlisted Saan Blue, SHS '19, as a program mentor.

"After graduation, I was looking for answers in my own life," Blue says. "I reached out to Mr. Coleman expressing that a goal of mine was to find meaningful mentoring opportunities. When he approached me later on about the Mentoring for Leadership concept, I realized this was the perfect opportunity. I didn't have anything like this when I was going through school, though I wish I did, and I wanted to help these young men, who I could see so much of myself in."

Blue helped facilitate both the seventh- and eighth-grade groups last school year and now facilitates a group for high-school freshmen, who asked to continue with the



The ninth-grade Mentoring for Leadership group meets in January with District Director of Curriculum and Instruction Sam Coleman, far right.

program when they entered Shorewood High School.

"The fact that these students expressed their desire to continue shows just how important it is to have a protected space for them to connect," Coleman notes.

While Covid-19 has created some obstacles, the groups have still met virtually or in person. Meetings begin with a check-in, when members discuss anything on their minds such as current news, feelings or life events. The students then participate in a team challenge together that is designed to help develop confidence, improve leadership and teamwork skills, and support individual identity development. Following each challenge, the students take time to reflect, discuss lessons learned and explore relevance to real-world experience.

"The challenges are pretty fun and interesting," says SHS freshman Sam Hinshaw. "We get to know each other's strengths and weaknesses, and working together to complete a challenge helps strengthen our bond as a group. I've become much more open since being in this group and it truly has become a brotherhood."

Adds freshman Alex Holt, "If we need to have serious conversations, we will, and we know we have this safe space where we can just feel free to be ourselves, where we are

fully accepted for who we are."

Collectively, the members agree that being part of M4L has enhanced their school experiences.

"Having Saan with us every week is amazing, and he's such a huge part of this group," says freshman Caleb Hinshaw. "I know I can trust him and talk to him when I'm down, and I love having someone I can look up to who understands what I'm going through. I have become a much more confident person, and I speak up more in class."

Both Coleman and Blue say they have seen the young men make tremendous strides in the program. They anticipate this experience will follow the students through life after graduation from SHS.

"This is so much bigger than a school thing," Blue says. "It's a valuable life process of these young men realizing who they are, figuring out their identity and being proud of themselves for it."

"I've seen too many Black men navigating life in isolation," adds Coleman. "I truly hope that the bonds our students create now will be lifelong – that they will take mutual interest in each other's lives as they pursue new work opportunities and start their own families and that, someday, they will feel called to become a mentor themselves." ■



BID FEATURE STORY

# Keeping the Change

Some service innovations will stick around post-pandemic

BY JENNIFER ANDERSON | PHOTOS BY PATRICK MANNING

Forced to get creative to stay afloat amid the pandemic, some local business owners say the changes they've made are here to stay.

Last winter, prior to the pandemic, Colectivo Coffee's new app was rolled out, along with the promise of added convenience and efficiency for customers. The question was, would people use it?

"One of our main challenges was going to be driving adoption," says Scott Schwebel, Colectivo's vice president of brand, marketing and retail. "What we never could have foreseen was that with Covid came about a decade's leap forward in technology adoption."

Schwebel added that Shorewood customers have been among the fastest to convert to using the app and taking advantage of Colectivo's new curbside service.

"We had been thinking about offering curbside for a while because we know that a lot of parents stop by on their way to work, often with kids in the car, and it's just not convenient for them to park and bring everyone into the cafe," says Schwebel. "It was part of our master plan, but Covid accelerated it. Our ability to deliver products on demand is here to stay."

For many of us, alcohol and chocolates have become less of a treat and more of a staple over these past many months, so it seems fitting that Julie Waterman, founder and owner of Indulgence Chocolatiers, now offers prepared tasting kits of those very items.



Three Lions Pub, top, and Colectivo Coffee are two Shorewood businesses that will continue with services they created to stay viable amid the pandemic.

Based on the store's popular in-house tasting events, these take-home kits contain chocolates that have been carefully chosen to complement the included beverages, which range from bold red wines to down-home Old Fashioneds depending on the theme. Waterman then livestreams the tasting on Facebook, taking questions and educating viewers on the products.

"It's a nice way to interact when we can't be face to face," says Waterman. "I loved doing these in the stores, but it's also fun to do them virtually because we get people from all over who join in."

For David Price, who owns Three Lions Pub along with Chris Tinker, the main concern was keeping his staff on the job during the dramatic business downturn.

"Some of these people have been with us since we opened 10 years ago, and we needed to find ways to keep good people employed," Price explains.

One solution Price landed on was opening a "ghost kitchen," a newer concept whereby a chef uses an existing commercial kitchen to offer a separate menu exclusively for take-out and delivery, often through third-party apps like Door Dash or Grub Hub. Price took the idea to his cooks, several of whom had wowed him with their Mexican food in the past, and Taqueria de Leon was born.

"The cooks make very traditional Mexican food, all from scratch just the way their mums taught them," says Price, who hopes to keep the ghost kitchen going post-Covid in addition to the pub's usual fare. Working out the kinks in online ordering via the pub's website has also been helpful.

In addition to the ghost kitchen, Price recently purchased a Harley-Davidson golf cart, tricked out with four beer taps, to offer growler delivery. The pub will also offer margarita growlers crafted from their own blend of ingredients, and will have take-away family meal packages of traditional Irish fare and Guinness growlers available for the upcoming "Safe Patty's Day."

"In these times, we know we've got to adapt to survive," says Price. "We've got to keep trying new things to keep our heads above water." ■

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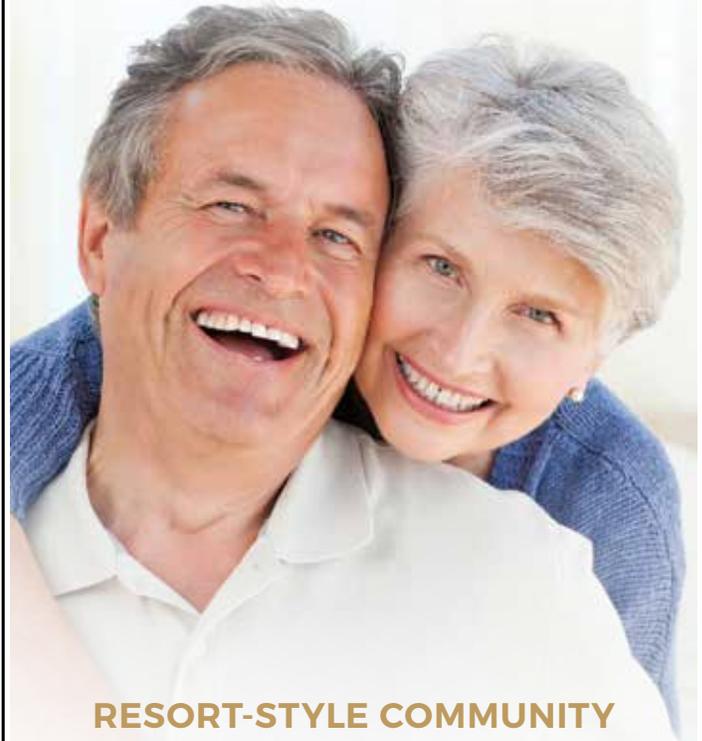
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Submitted photo

Local artist Rosy Petri with artwork she created as part of a Foundation-backed program called "Signaling History."

celebrating Shorewood's unique culture, connecting members of the community in a neighborly spirit, and sustaining the community's history, charm and cherished green spaces.

The Foundation has backed several high-profile projects pitched during the previous two Shark Tank Challenges. Foundation grants funded the new, reusable liner and sideboards at the Lake Bluff ice rink. Seed money to hold the Shorewood Feast in September 2019 led to a well-attended, unique and enjoyable community-wide event.

The Public Arts Committee's "Signaling History" project also got a big boost from the Foundation, and now residents and visitors can enjoy artwork reflecting aspects of Shorewood's rich history, installed throughout the Village. A variety of local artists were involved in the project, transforming 11 drab, metal signal boxes into things of beauty. Residents and visitors are encouraged to pick up a map at the Shorewood Public Library or Police Station or download one from the Public Arts Committee's page on the Village website, and take their own walking tour of these unique works.

"Shark Tank is a great way for the Village's many creative social entrepreneurs to increase awareness of issues and projects they want our community to get behind," says Alan Purinton, Foundation board president. "And thanks to last year's landmark gifts from the Gordon and Carol Habeck Trusts, the Shorewood Foundation has never been better positioned to support worthy causes." ■

SHOREWOOD FOUNDATION

## Jump into the Shark Tank

Shorewood Foundation's third competition invites ideas to improve the Village

BY JENNIFER ANDERSON

The Shorewood Foundation has brought back its popular Shark Tank Challenge and is hoping to entice residents to pitch their best ideas for enhancing the Village.

The upcoming Shark Tank, to be held virtually at 7p.m. on Thursday, April 8, will be the third time the Foundation has used this format to invite community members to share proposals designed to make Shorewood a better place to work, live and play. Winning projects, as determined by board members, receive grant money from the Foundation.

With this year's challenge being held online due to Covid-19, anyone who wants to watch residents pitch proposals is invited to do so. Residents are encouraged to visit the Foundation's website at [shorewoodfoundation.org](http://shorewoodfoundation.org) or its Facebook page for more information, to register and to familiarize themselves with the group's three primary areas of philanthropic focus:

DO-GOODER

## Neighbor Campaign

Student volunteers create short videos that encourage neighborly ways

BY JENNIFER ANDERSON  
PHOTO BY PATRICK MANNING

When the Village of Shorewood sought help to produce a series of short videos that inform and remind residents what makes a good neighbor, two Shorewood High School juniors jumped at the chance.

Bella Peaslee and Bella Glenn have volunteered to produce a series of one-minute videos on topics ranging from the importance of picking up after your dog to the negative effects of snow-melting rock salt on the local watershed.

The videos are part of an ongoing partnership with the Village, which engaged students to help produce a series of short videos in 2018. Those videos highlighted Village attributes, like the lakefront and the bike-friendly nature of the community. This new series is being done in partnership with the Shorewood Conservation Committee, for which Peaslee is the student representative.

"While the theme is 'How to be a better neighbor,' the broader goal is really to teach people how they can do their part to protect the environment at a local level," Peaslee says.

Both girls noted that this school year, with its distance learning and social isolation, has been a struggle and they view this volunteer opportunity as a way to break out of what is frequently a mind-numbing routine.

"Part of the reason I wanted to get involved in this project was because it would be a chance to engage with the community



Bella Glenn, left, and Bella Peaslee with the smartphones they are using to create a video series for the Village.

Videos will be released regularly and posted on the Village's Facebook page and at [villageofshorewood.org](http://villageofshorewood.org).

in a way we haven't been able to for so long," explains Glenn. "We have so much time, and I feel like I'm not really using it well."

The two primarily use their smartphones to capture videos and are enjoying researching the different topics they plan to cover. Both students have an artistic bent: Glenn enjoys drawing and painting and has been helping out at the short-staffed Sharon Lynne Wilson Center for the Arts during her free time, and Peaslee likes to sew dresses out of "unconventional materials."

From the Village perspective, the student engagement is much appreciated. "It's a pleasure working with such talented students who demonstrate a strong passion for this community," says Tyler Burkart, assistant Village manager. "These videos will be a fun medium for promoting the ways in which community members can help each other out." ■



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# A DAY IN THE LIFE

## DPW Employee John Mallum

BY JENNIFER ANDERSON

ILLUSTRATION BY JENNIFER COONEY VULPAS



Shorewood DPW's John Mallum on the job.

### 6:57 AM

It's still dark when Shorewood Department of Public Works employee John Mallum begins his Wednesday refuse collection route. The windchill is 10 degrees, but the truck cab is toasty.

### 7:03 AM

Mallum makes his way down North Larkin St., stopping at each house to deftly maneuver the blades of the side loader alongside each refuse cart, then elevating the arms to dump the contents into the truck. "You gotta 'knife it in,'" he explains. "It helps if people space the carts out a little bit."

### 7:15 AM

An older lady in a bright yellow scarf is out standing beside her cart. "Hey, how are you?" Mallum asks while he dumps the refuse and then steps out of the cab to roll the cart down her driveway for her. "She is a really nice lady," he explains when he returns. "She gives me vegetables from her garden in the summer. The best tomatoes."

### 7:47 AM

Mallum sings along to Bon Jovi's "Livin' on a Prayer" while a blond girl in a green snowsuit eyes him from the threshold of an impressive snowfort. A cart is precariously perched atop a frozen mountain of snow on the

parkway, a practice that violates Village ordinance, but Mallum empties and replaces it without too much hassle.

### 9:30 AM

A stretch along North Morris Blvd. in front of Lake Bluff Elementary School takes a little longer because people have parked their cars directly in front of the refuse carts. Mallum gets out at every house to roll the cart to the driveway so he can get at it with the truck blades.

### 9:58 AM

A dirty cloud billows up as a cart is dumped into the back, and the smell of smoke fills the cab. Against Village ordinance, someone has deposited fireplace ash in their cart. Mallum coughs and moves on.

### 10:23 AM

A moving truck blocks a skinny stretch of North Newhall St. Normally, Mallum has no problem negotiating the big truck through the Village's narrower streets, but there's no way. He'll have to double back later.

### 10:55 AM

Mallum finishes his route and pulls into the DPW lot while Heart's Wilson sisters wait on the radio. After a quick lunch, he'll dump the truck's garbage into a compactor, the contents of which then go to a landfill on Brown Deer Road. Mallum will spend the rest of his shift cleaning the compactor, doing maintenance on his truck and putting salt down at the bus stops. When the weather warms up, he'll add yard waste collection and pothole repair to his to-do list. While his duties may change with the seasons, one constant remains: the background soundtrack of '80s rock. ■

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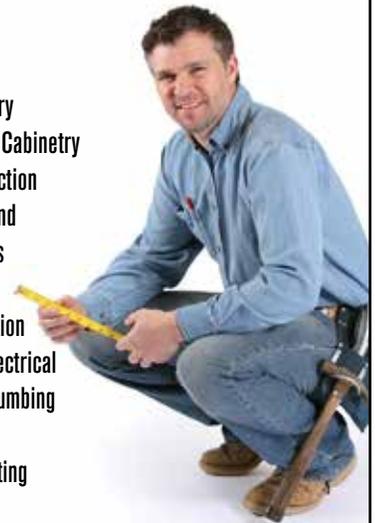
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Michelle Streng, left, leads a February group Zumba class at the Shorewood Intermediate School gym.

RECREATION

## Group Fitness is Back

Classes return with new precautions, protocols and virtual options

BY KATELIN WATSON | PHOTO BY PATRICK MANNING

Among the things people miss most about pre-Covid life, the ability to gather together undoubtedly rises to the top. While our lives are unavoidably different now, the Shorewood Recreation Department has made progress to return a sense of community to Shorewood by bringing back some group classes in a limited capacity, both virtually and in-person.

"We are excited to bring back these classes in a safe and comfortable environment," says Perry Perkins, recreation supervisor. "We feel like it's these little pleasures in life that will help restore a feeling of normalcy to the community. We understand that there are certain safety protocols that will never go away, so we are adapting our response, providing additional training and reducing the overall risk of exposure to Covid-19, while providing nourishment for the mind, body and soul."

To determine which classes would be reinstated in 2021, the department used feedback from community surveys sent in October and November 2020, along with assessments of each class's risk level.

Virtual group classes include Pilates, Pound Fitness and Senior Strength. Done via Zoom, the classes have no participant limits. While participants are muted during the workouts, time is intentionally carved out for them to interact with each other before and after the instruction.

"I can't tell you how great it is to be able to have a virtual class," says Senior Strength participant Patti Barleben. "I have such a great instructor, and I feel better and more energized already! I'm so thankful to have this option to interact and get a good workout while keeping safe."

In-person offerings include Zumba, Pound Fitness, Aqua Boot Camp and Group Swim Lessons. New procedures and protocols such as smaller class sizes, masks and proper social distancing have been incorporated. Swim instructors are required to wear face shields while in the water.

Longtime Recreation Department Zumba and Pound Instructor Michelle Streng says that while she has had to adjust her instruction slightly by allotting more rest time and low-intensity breaks to help everyone stay comfortable while working out in face masks, participants can still

expect the same energy and excitement for which her classes are known.

"Last year was tough on everyone, and it affected us all in different ways," Streng says. "Group fitness classes have always been a healthy way to help cope with life's ups and downs. To have an hour where you forget about the world, and just sweat and smile, is very healing for the body, but more importantly, the mind. My classes are a space where friendships are formed and we become more than a class, we become a family."

One longtime Zumba and Pound participant shares that she looks forward to getting her health back on track through these classes. "It's been hard (this past year) not having any of my usual activities, so seeing the other participants and my instructor is very comforting," says the participant, unnamed for professional reasons. "We have plenty of room to spread out, masks are required and I feel very safe." ■

The Recreation Department will re-evaluate the classes after each session and hopes to expand group programming. To stay up-to-date on which classes are running, visit [shorewoodrecreation.org](http://shorewoodrecreation.org) or call 414.963.6913.

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David & Christopher



To commemorate year 10 (and what a year it has been), we have released Take Out package deals. Scan this QR code to see our options!



During quarantine we launched our very own Ghost Kitchen, Taqueria De Leon (formerly Flaco's Tacos (see Flaco in the image to the right).

To try his authentic Mexican cuisine, scan the QR code.



# CHEERS FOR 10 YEARS!

# Energetic Expansion

As demand grows for holistic and integrative therapies, Golden Rey Energy Center adds space and an IV nutrient lounge

BY JENNIFER ANDERSON

## BUSINESS SPOTLIGHT

There's nothing like a global pandemic to remind us that our health and well-being – qualities often taken for granted – are paramount to our quality of life.

For Dr. Kristen Reynolds, who is triple trained in family medicine, integrative medicine and functional medicine and owns Shorewood's Golden Rey Energy Center, there's never been a better time to focus on optimizing our physical condition and healing.

Reynolds opened Golden Rey three years ago to provide treatment options not typically found within conventional health care. As a family practice doctor at a local health care system, "I have a foot in both worlds: conventional and holistic," she explains.

This combined background and experience gives her a unique perspective when traditional treatments fall flat, and at Golden Rey she is able to apply new technologies and therapies to help clients who have grown frustrated with conventional practices.

"The body has an innate ability to heal itself if we support it through the right practices," Reynolds says. "For many people, conventional medicine doesn't hold the answer to their health problems."

Now more than ever, people are taking advantage of Golden Rey's energy-based services, including hyperbaric oxygen therapy and bio-electromagnetic energy regulation. The therapies address myriad health concerns: Among Reynolds' patients are athletes recovering from injury or concussion, patients who suffer with chronic conditions of all types including fatigue and low energy, and those who simply seek to optimize their health.



Maddy Mallory Photography

Kristen Reynolds, M.D., owner of Golden Rey Energy Center.

With demand for Golden Rey's innovative methods having grown exponentially, the center is expanding into the adjacent street-level space recently vacated by Oakland Glow salon. Reynolds is overseeing the renovation with the goal of offering clients a "warm, inviting and healing space." The extra square footage will allow for additional equipment and the ability to run more patient treatments simultaneously. The expansion also includes the hiring of additional staff, including nurses and a nurse practitioner.

The new space will include a lounge where clients can receive "healing IV nutrients and therapies," says Reynolds, including vitamin C to strengthen immunity or a "Myer's Cocktail" of B vitamins and magnesium to help boost energy. All are administered by a nurse and delivered intravenously to provide the best whole-body nutrient absorption.

The expanded capacity and progressive treatments have made this a period of professional and personal growth for Reynolds. "This has honestly been one of the most rewarding times of my entire career," she says. "Being able to help more people and provide new therapies brings me great joy." ■



Submitted photo

Shelley Lazarus offers free tastings of Snarf Foods snacks for attendees at a Holiday Meals on Wheels brunch in suburban Chicago.

## Snacks for Snarfing

Shelley Lazarus, SHS '73, turned her love of a family recipe into a business

BY KATELIN WATSON

### EDUCATION SPOTLIGHT

When Shelley Lazarus, SHS '73, tried her father-in-law's family snack mix recipe for the first time, she knew it was something

special. "It was so good," she says, "that I always joke I had to marry his son just to get the recipe."

Fast forward to nearly 50 years since that first taste, and Lazarus now runs a successful snack food company founded on that recipe of seasoned pretzels, peanuts and cereal. It's called Snarf Foods.

Pursuing her own company was not necessarily something Lazarus envisioned during her years at Shorewood High School. Instead, she took a significant interest in theater, which is how she met her now-husband, David Pritchard, SHS '72.

"I was a drama nerd who worked on the tech crew," says Lazarus. "I still have lifelong friends from participating. We were there the first year Barbara Gensler did *Hello, Dolly!* and some of my fondest memories are from those times."

Lazarus was also very interested in political science and history classes,

and credits teacher Sonja Ivanovich for inspiring her to pursue those interests beyond high school. Lazarus majored in history and political science at the University of Wisconsin-Milwaukee and went on to graduate from Marquette Law School. Shortly after graduation, a job opportunity for her husband took them to Illinois, where Lazarus eventually settled in a job doing legal work for a travel agency and stayed with the company for 28 years.

It was not until her father-in-law's death in 2001 that she began to focus on creating a snack-food business.

She and her father-in-law had previously talked about starting a company and selling "The Mix," as they called it. "It took his death for me to finally become more serious about it," she says. "I made a promise to him that I would carry the dream further, and I began selling The Mix on the side whenever I could."

Lazarus named her company "Snarf Foods" on a whim. She spent many nights and weekends at trade shows and farmers markets, networking and perfecting variations of the original recipe. She says that if she learned anything from her experiences in Shorewood, it was the importance of perseverance, which she needed in spades to get the business off the ground.

She enlisted the help of her brother Lory, SHS '70, to create the artwork for the food labels. Her mother also accompanied her on her many ventures.

After more than 15 years of running Snarf Foods as a side gig, Lazarus eventually felt called to make it her full-time job.

"I realized I was not getting any younger and while it was not an easy decision to leave my job, I truly believed in the product I was providing and I took a leap of faith," she says.

Today, Snarf Foods offers a variety of snack mixes, nuts and truffles, though Bob's Jumble-Aya – the commercial name for "The Mix" – remains the tried-and-true favorite. Customers can even purchase an assortment of Snarf treats to be delivered to troops, first responders and front line workers, and a portion of those profits is donated to Operation Fetch, a non-profit dedicated to service dogs, PTSD advocacy and trauma recovery.

Additionally, Snarf donates a portion of its profits to organizations that feed the hungry, including Meals on Wheels.

"One of my favorite things about this job," says Lazarus, "is that people can enjoy our delicious, made-to-order family recipes and I can help people at the same time." ■ Learn more about Snarf Foods at [snarffoods.com](http://snarffoods.com).



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# Hi, Neighbor

## DANCE MUSIC, BUT DARKER

Lauryl Sulfate used a year without gigs to write a new dance album tinged with loss

BY PAULA WHEELER  
PHOTO BY PATRICK MANNING



Lauryl Sulfate and her Ladies of Leisure went into 2020 riding high.

The dance-pop band had celebrated the release of its first album, *Dance Music Saves Lives*, in early 2019. That summer, they played an energetic and well-received set at Summerfest. Local publications and radio stations were paying attention.

"We had a lot of really great shows lined up for this past summer, at festivals...we were going to be really busy," says Sulfate.

The pandemic, of course, put it all on pause. But Sulfate found a silver lining, using the time to pen a new album in collaboration with bandmate Mark Zbikowski.

"Pen" isn't quite right, as Sulfate creates much of her music using Garage Band, which she taught herself to use while at home with her first baby, missing the joys of making and playing music.

Pre-motherhood, Sulfate had flourished amid a supportive community of artists at Darling Hall, a Milwaukee underground theater where "we would hold illegal shows all the time," she says. Initially, she contributed fashion-oriented performance art, then shifted to writing and performing music. "I've tried a lot of different art forms in my life, but being in a band felt right," she says. Eventually, her music partner moved away and Darling Hall shut down.

Tinkering with Garage Band, Sulfate realized she could easily be a one-woman band. She gave herself a long moniker for fun. "I would call bars

▲  
Music artist Lauryl Sulfate in the attic studio of her Shorewood home.

and say, 'Do you guys take bands? I can come play for free!'" Sulfate says, then she'd show up with only an iPad, no Ladies of Leisure in tow. Eventually, she recruited bandmates; paid gigs and the debut album followed.

With no shows to book or play, Sulfate and Zbikowski focused on writing in 2020, collaborating over Zoom and sharing files via Dropbox.

"The new album is more mature and complex," says Sulfate. "The last one was definitely a party album. This one still has a party feel, because it is dance music, but it's a little darker. I've always liked the idea of talking about something heavy and balancing that with a real poppy dance beat. That dichotomy kind of thrills me." ■

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

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# Shorewood Resources



## SCHOOL DISTRICT ADDRESSES COVID-RELATED FAQs

As in-person instruction became an option for elementary students beginning January 25, the School District revamped the Covid-19 section of its website to include a significant list of FAQs and answers. The list is updated as needed and anyone can submit additional questions for suggested inclusion. District families are encouraged to check the FAQs regularly for updated information, and also to check the Covid-19 Data Dashboard for the most updated information on cases in the Village and in the District, as well as student cases by learning model and more.

[shorewood.k12.wi.us/apps/pages/covid19faq](https://shorewood.k12.wi.us/apps/pages/covid19faq)  
[shorewood.k12.wi.us/apps/pages/covid19dashboard](https://shorewood.k12.wi.us/apps/pages/covid19dashboard)

## NEW TO THE SHOREWOOD SCHOOL DISTRICT?

Enrollment for the 2021–2022 school year is ongoing for all resident families of students new to the Shorewood School District. Registering students as soon as possible helps the District balance class sizes and provide appropriate staffing. For complete information, visit [shorewoodschoools.org](https://shorewoodschoools.org), click on the Parent/Students tab and select Enrollment.

## LIBRARY CORNER

### BOOK CLUBS CONTINUE VIRTUALLY

The Library has two monthly book clubs that provide great opportunities to learn, discuss, meet new people and, of course, discover great books. Due to the pandemic, both book clubs now meet virtually via Zoom. The AM Book Club meets the third Thursday of every month at 11 a.m., and the PM Book Club meets the first Wednesday of every month at 7 p.m.



### FREE HOMEWORK HELP AND JOB ASSISTANCE FROM BRAINFUSE

The Shorewood Public Library now offers online homework help for students from elementary school through college, as well as free job-hunting and interview coaching resources, through a new partnership with online tutor provider Brainfuse.

Users with a library card in good standing can access the Brainfuse programs HelpNow and JobNow via a home computer, smartphone or tablet. Homework tutors and live job interview coaches are available from 2 p.m. to 11 p.m. daily, with other services available 24/7.

### TAKE & MAKE KITS FOR ALL

The Library offers free Take & Make Kits for children, teens and adults. Kits include Art Cart To Go, Family Fun Night To Go, Grown-Up Take & Make Kits, Teen Take & Make Thursdays, and Tinker Lab To Go. All kits include instructions and supplies necessary to complete the project, and they are packaged in an easy-to-grab bag for in-person or curbside pickup.

[shorewoodlibrary.org](https://shorewoodlibrary.org)

## PROPERTY REASSESSMENTS coming in 2021

This year, the Village of Shorewood will update inaccurate and outdated property value assessments with a comprehensive market assessment.

In Wisconsin, property assessments need to reflect the fair market value of comparable properties, within established parameters, to ensure each owner pays their fair share of taxes.

The Village has done market assessment revaluations every two to three years since 2015, using these factors to determine a home's fair market value:

- ▶ recent sale prices of comparable homes
- ▶ type of house
- ▶ neighborhood/location
- ▶ home improvements since last assessment

Assessors will only need to visit properties with completed permits or sales they need to review.

Homeowners may ask questions about their home's assessed value during Open Book sessions held June 9 and 10, after new assessments are mailed out. They can speak individually with one of the Accurate Appraisals assessors by appointment to see how their property assessment was determined and to share any additional information that could impact the assessed valuation. The property tax bills sent out in December 2021 will be based on the updated assessment values.

For more information, contact Accurate Appraisals at [info@accurateassessor.com](mailto:info@accurateassessor.com) or 1.800.770.3927.

# Senior Resource Center

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## ZOOM EVENTS

*Preregistration is required for all Zoom sessions. Contact the SRC for directions on how to download and use Zoom.*

### Zoom Qi Gong

**Ongoing Mondays, 10 a.m.**

Reduce stress and improve balance, general coordination and lively awareness. Designed so participants may join at any time. *Donations encouraged.*

### Zoom Gentle Yoga

**Ongoing Tuesdays, 10 a.m.**

Work all muscle groups, maintain spinal and joint flexibility, and practice breath work and relaxation. Designed so participants may join at any time. *Donations encouraged.*

### Zoom Time with Kelly

**Thursdays, 9:15-10:15 a.m. or 10:30-11:30 a.m.**

Connect virtually with Kelly Schroeder-Strong for activities including catch-up chat time, group activity, guided meditations and an opportunity to share a picture or story. *Free.*

### Tasty Bytes – A Zoom Circle for Foodies

**Mondays, March 1, April 5, May 3, 1-2 p.m.**

Explore topics with folks who share your desire to expand your culinary horizons. Led by May Klisch, a Shorewood resident, adventurous cook, artist and contributor to *Edible Milwaukee* and the *Milwaukee Journal Sentinel*. *Free.*

### Virtual Bingo with Kelly

**Mondays, March 8, April 12, May 10, 1-2 p.m.**

BINGO IS BACK! Get out your lucky Bingo chips or favorite charms. Each participant will receive three Bingo cards mailed or delivered to their home. On game day, click on the Zoom link or call the Zoom number to hear the calls and interact with other players. Prizes will be available for pick up at the SRC. *Free.*

### A Date with History

**Mondays, March 15, April 19, May 17, 1-2:30 p.m. Free.**

- March 15: Daniel Hoan, Milwaukee's first socialist mayor
- April 19: Alfred Dreyfus. Book: *The Dreyfus Affair: The Scandal that Tore France in Two* by Piers Paul Read
- May 17: Mary Todd Lincoln. Books: *Mrs. Lincoln: A Life* by Catherine Clinton and *The Madness of Mary Lincoln* by Jason Emerson

### Cyber Sillies - A Comedy of Our Own Creation

**Tuesdays, March 16, 23 & 30, 1-2:30 p.m.**

A ComedySportz professional facilitates our practice of comedy techniques! We strongly encourage participation in all three sessions. *\$15 for the series.*

### Medicare and Supplementary Insurance Made Easy

**Wednesday, March 24, 10-11:30 a.m.**

A counselor from the Wisconsin Medigap Helpline will help us unravel the many insurance coverage choices for Medicare-eligible individuals. *Free.*

### Planning your Retirement with Social Security

**Wednesday, April 28, 10-11:30 a.m.**

A workshop with a Social Security public affairs specialist to discuss retirement benefit eligibility, early retirement's impact on benefits, who qualifies for disability/survivors/spouse benefits and more! *Free.*

### Brain Health and Wellness

**Wednesday, May 12, 1:30-3 p.m.**

An interactive session on the main abilities of the brain and how to exercise them in novel ways, with Dawn Adler, R.T., director of Ovation Adult Day Services and Susan Carneol, MS, CCC-SLP speech-language pathologist. *Free.*

## IN-PERSON EVENTS

### Grab & Go Drive-Through Events

**Wednesdays, April 21 & May 19, 12-12:30 p.m.**

Stay safe while having some fun! All events take place in Hubbard Park's lower circle drive, where volunteers at multiple pit stops will provide games, prizes, delicious boxed lunches and the ever-popular swag bags. *\$10; pre-registration and masks required.*

### Memory "Car-fé"

**Thursdays, April 15 & May 20, 2:30-3 p.m.**

A drive-through event for individuals experiencing cognitive and memory issues and their care partners. Participants interact with volunteers from their cars for a half-hour of stimulating, fun and safe activities. *Free; pre-registration and masks required.*

### Walking Shorewood History

**Wednesday, May 5, 10-11 a.m.**

On this short, guided walk we will learn about the large, noisy cement mill once located east of the Milwaukee River in what is now Estabrook Park. *Free; pre-registration and masks required. Meeting location given upon registration.*

### Toe Nail Trimming Clinics

**Mondays, March 8, April 12, May 10**

Toe Nail Trimmers, L.L.C., provides safe, cost-effective toe nail trim, foot assessment, massage and moisturizer. Tips are appreciated. *\$29, cash or check. Contact the SRC office to schedule appointment. Masks required.*

**Contact us: 414.847.2727 | email: [src@villageofshorewood.org](mailto:src@villageofshorewood.org)  
[facebook.com/shorewoodSRC/](https://facebook.com/shorewoodSRC/)**

# Shorewood A Look Back

## DEMAND FOR DELIVERY

While the pandemic has brought more UPS, Fed-Ex and Amazon Prime vehicles than usual to Shorewood as residents stay close to home and place orders for what they need, delivery vehicles are not a new phenomenon here. They were relatively prevalent in the first half of the 20th century, before people became partial to jumping in their cars to go shopping. In addition to the vehicles pictured, Omar Bakery filled orders for bread and pastries, while dairies such as Luick, Gridey and Golden Guernsey delivered milk.\* Milk chutes can still be found in many Shorewood homes – usually near the back door and often thickly painted shut.

*\*The Shorewood Historical Society seeks a picture of a milk delivery vehicle on a Shorewood street! If you have one to donate or know of someone who does, please reach out to [shorewoodhistory@yahoo.com](mailto:shorewoodhistory@yahoo.com).*



When Shorewood incorporated as the Village of East Milwaukee in 1900, its first postal service was horse powered. The current Shorewood Post Office opened in 1937.



The former Hayek Drug Store (corner of Downer Avenue and Capitol Drive) used this 1934 truck to deliver prescriptions and ice cream.



H.C. Imse owned one of Shorewood's first grocery stores at 414 Atwater Road (1921 E. Capitol Dr. today). Here, a vehicle makes a grocery delivery in a developing residential area.



An employee of the former Shorewood Floral Shoppe at the southwest corner of East Capitol Drive and North Prospect Avenue loads the delivery vehicle in 1940.

*Photos and information courtesy of the Shorewood Historical Society.*

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