

Shorewood **TODAY** *magazine*

VILLAGE • SCHOOLS • BUSINESSES

**UTOPIA: A Collaborative
Art Effort**

**School District
Construction Update**

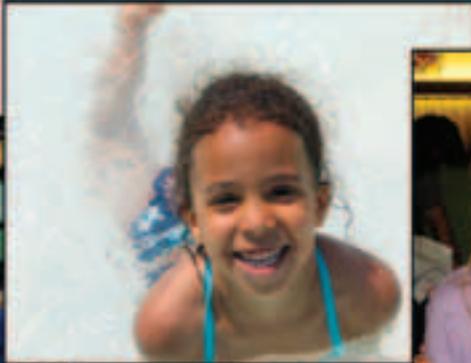
**Ten Gardens Tour Features
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This Summer With Public
Art Project**





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Shorewood
TODAY
magazine

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

Shorewood Today is jointly published three times a year by the Shorewood School District, the Village of Shorewood and the Shorewood Business Improvement District (BID).

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

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For advertising information, e-mail TODAY@shorewoodwi.com. The deadline for the October 2009 issue is September 9.



SHOREWOOD
·
JUST
TWO FEET
FROM
EVERYTHING



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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.

From the River to the Lake

On The Cover

Students such as Lake Bluff 5th grader, Henry Fowler, created large, colorful murals during the School District's first annual Young Artists' Conference held at UW-Milwaukee in March. (See related story on page 4.)

The cover photo was taken by John O'Hara. John is an award-winning photographer who has lived in Shorewood since 1981 and enjoys all the charms of the Village.



"I think what happened here today is a perfect example of how art changes the world. As I sit here and look at everybody as I write my reflection, I see so many different people getting along and having fun, all because of art." – Shorewood student

UTOPIA: A Collaborative Art Effort

UTOPIA. What does the word mean to you? How would you

visualize it? These questions were posed to 4th-12th grade students that participated in the Shorewood School District's first annual Young Artists' Conference held at UW-Milwaukee on a sunny Friday in March.

For many of the students, this was their first exposure to mural painting and the larger collaborative process. The process challenged the students to consider concepts and ideas such as group vs. individual, small scale vs. large scale, their creative process compared to others, and integration of philosophical ideas into artwork. The lessons about art, expression, collaboration, community and vision will have a lasting impact.

Sonja Juffer, Shorewood High School art teacher, generated the idea for students in the District who excel in arts to further foster their skills through a unique enrichment opportunity in the community. Each school's art teacher chose four students per grade to participate in the day-long experience. The 36 students prepared for the conference by researching and thinking about the concept of utopia. Students were also encouraged to bring a favorite pattern with them. Additionally, Ms. Juffer

and colleague Julie Grisar asked the high school students to consider the perspective of the younger students involved in the project and make sure that those students felt comfortable communicating their ideas with the larger group.

Raul Deal, UWM's Cultures and Communities Program Artist-in-Residence and Senior Lecturer at Peck School of the Arts, guided the students through the day-long conference that included planning, discussion periods, reflections, implementation and critiques.



"I thought the event was extraordinary. All of the students were enthusiastically engaged for the entire session." There were several opportunities throughout the day for students to share their views on the larger project; the collaborative process and their specific painting. Mr. Deal adds, "Both the art-making and the reflective critiques were fascinating. Shorewood students from all levels had much to contribute to the general discussions."

Students were divided into four groups that combined the grades. They shared their thoughts on utopia and how it could be expressed through painting. The students were challenged to use their patterns throughout the mural. The collaborative process required the students to listen to one another and find a way to unify individual ideas into a shared vision expressed through their mural. According to one student "... this experience has reminded me that art is a journey, as well as a product. I've learned to share the art of building and creating. Collaborative art takes a LOT of listening and cooperation. It also takes a certain level of acceptance and tolerance."

A community effort made this experience possible. Ms. Juffer and Ms. Grisar worked with Mr. Deal to plan the day including the theme and medium.

The whole Shorewood School District art team including Kevin Karman, Nancy Kampmeier and Ann Ruiz were actively involved in the process. Supplies and funds were generously donated by the Shorewood Men's Club, Shorewood Intermediate School, Lake Bluff PTOs, and our local Sherwin-Williams paint store and Pick 'n Save.

"This was a great enrichment experience for our students," states Ms. Juffer, adding, "students left inspired to continue to create art in all mediums."

The students' artwork was displayed at the Shorewood Public Library in April and each school within the district will eventually have one collaborative vision of utopia to share with all students, staff and guests in their building.

Mr. Deal summed up the project by saying, "Images were created, destroyed, rebuilt, transformed, and then it was time to stop. Both the process and the results were wonderful. The project reminded me that we have to be fearless in any type of creative endeavor – even in risky circumstances. My faith in collaborative art-making was enhanced as I observed these young people of all different ages work together with diligence and respect for one another."

Photos by John O'Hara



Village Provides Electronic Equipment Recycling

Are old computers, printers, cell phones, or microwave ovens littering your basement? As of March 7, 2009 Shorewood residents have a local option to recycle their electronic equipment free of charge. The Village is partnering with Midwest Computer Recyclers to provide a drop-off location at the Department of Public Works on the first and third Saturday of each month through October, and the first Saturday only in November and December.

The Public Works' yard (3801 N. Morris) is open from 8 a.m.-2 p.m. on the designated Saturdays. While there is a \$25 fee to dispose of television sets, an extensive list of electronic items are accepted with no fee for recycling. Visit the Village website at www.villageofshorewood for a complete list of recyclable items.



WELCOME NEW SHOREWOOD RESIDENTS!

If you are new to the Village, we extend a hearty welcome! Please pick up your copy of our "Welcome to Shorewood" brochure at Village Hall.

This publication is packed with noteworthy information about Village services. Please also visit www.walkshorewood.com where you can request a copy of our Walking Kit – and be sure to share the Kit with friends who may be considering a move to Shorewood!

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**From Blane McCann,
Superintendent of Schools**



2009-2010 Budget Considerations

The School Board and District Administration Team continue to develop the 2009-2010 budget. Once again, a gap exists between our projected revenue and expenses that amounts to \$1.03 million dollars. Many of the recommendations to balance the budget will impact our School District in ways that we have not experienced in the past.

The District held budget informational meetings during February and March to collect community input and to better understand the values and priorities of the community. We are working to maintain reasonable class size and unique programming that promotes the liberal arts education found in our wonderful School District. Thank you to the parents, staff and other community members who attended these meetings and shared their ideas.

Each year it becomes increasingly difficult to maintain the services and programming we are accustomed to in Shorewood. Next year, unfortunately, it is likely that you will see a decline in support services as we continue to invest our limited resources into the classroom and the educational experiences of our students.

Due to the focus on our classrooms, our School District continues to achieve at a high level. Our High School has been recognized as one of our nation's best by the U.S. Department of Education by receiving the Blue Ribbon Award. The Award is an acknowledgment of the entire School District and is indicative of the quality of our teaching and support staff throughout our School District.

Many people across this state realize that

public education is the backbone of our democracy and that we must educate our next generation of leaders to remain a strong state and country. The infrastructure of our public education system serves to graduate well-balanced students who will become Wisconsin's leaders. Our students deserve the investment of our community and state; in return as a community and state we reap the benefits of a well educated citizenship.

As stewards of the next generation, we must ensure our community members through strong accountability and planning systems that funds are used most efficiently and accomplish the purpose of graduating well-balanced citizens. The school district will continue to look for ways to generate additional revenue and areas to create more efficiency to stretch our revenue dollar.

School District Funding Sources

Schools in Wisconsin are funded through a complex formula that includes a combination of the local tax level and state aid. The state determines our tax levy. Aid is declining for two reasons: 1) As District enrollment declines so does state aid, and 2) Shorewood's property tax base has continued to rise and has, in fact, risen faster than the statewide average.

Since one of the goals of the state formula is to equalize the funds available to school districts across the state, the share of funds going to Shorewood is declining. Small grants, local revenue and donations are also sources of our revenue.



“The District wishes to thank students, staff, parents and the many community groups that use our spaces for being so accommodating as we perform necessary upgrades on our buildings.”

Students work on their graphics projects in the high school's new computer lab.

Photo by John O'Hara

School Maintenance and Construction To Continue Through Summer

As the school year draws to a close, so does another phase of our renovations, made possible by the 2008 referendum approval. The District wishes to thank students, staff, parents and the many community groups that use our space for being so accommodating as we perform necessary upgrades on our buildings. Students at Shorewood Intermediate School (SIS) and Shorewood High School (SHS) are already benefiting from technology upgrades completed this year. SIS has a modern computer lab and their own server. The SHS auditorium, used by all schools and several community groups within the District, has upgraded its lighting and sound system. Together we are creating a better and modernized learning environment for all.

Summer Construction A Busy Time

The construction teams will be busy this summer. By the time school starts in the fall, the Administration Building on the high school grounds will have a new energy-efficient heating and cooling system, new windows, a modernized computer lab and

library, and an updated nurse's office.

Continuing our efforts to reduce our carbon footprint and costs, the District will install solar panels on both the Intermediate School and High School administration buildings. This effort is made possible due to a grant from WE Energies.

Construction will also be completed on SHS's physical education building, including the swimming pool. The building is receiving a complete overhaul to make the space more useful and safe for our students and the community as a whole. Everyone who accesses the building will be asked to treat our facilities with great respect. The modernized facility will be energy-efficient and the solar PV will be installed on the pool. Our physical education staff and coaches are excited to begin the next school year in their new home.

In addition to impacting the High School and its programs, these much-needed renovations will require the Recreation Department to relocate for a while. Please check their website for the best way to contact them during the busy summer months.

Drive To Distinction Update

The District is pleased to share that the renovations included in Phase I and Phase II were completed ahead of schedule. Our students and coaches are excited to use the beautiful new regulation athletic field. This spring, the track, softball and soccer teams are enjoying their new home. Additionally, Shorewood has the only regulation Lacrosse field in the northshore area.

But our work is not yet over. The missing piece of the puzzle is a new permanent grandstand to replace the rented bleachers and Port-O-Lets from last season. In addition to providing seating for fans, the grandstand will include team rooms, restrooms, a concession stand and press box. Besides being a wonderful place to watch sporting events, we also envision it as a place for Shorewood residents to gather for farmers' markets, art fairs and other community-wide events.

Now is the time to finish this project – the price of steel is lower than it has been in years and contractors are eager for work. Please let the D2D team know if you would like to help with the last phase of the effort.

Teacher's Impact Will Be Felt Long After Retirement

Bonni Haber has touched the lives of many Shorewood residents.

After 30 years of service to the District, Ms. Haber is retiring! Throughout her career, she was always up for a new challenge and a new focus. She has served many valuable roles, including her first job as a 2nd grade teacher followed by teaching 1st, 4th, and 5th grades at Atwater and 14 years teaching language arts and social studies at SIS. She also served as the learning implementer (site-based curriculum coordinator for the four core curricular areas) for three years while also teaching. In 2003, Ms. Haber returned to Atwater as principal.

This lengthy period of service has allowed Ms. Haber to build a unique relationship with the Shorewood community. "I think the fact that I have a historical perspective on families and learned about the students and their families over these many years makes me feel that I have a stake in their lives even after they've grown – and become parents of Atwater students."

Ms. Haber was Superintendent Blane McCann's first administrative hire six years ago. "I will miss Bonni," shares Superintendent McCann. "She has served

as a critical friend throughout my tenure. She is leaving Atwater School a better place when she arrived and that is the mark of a true leader."

At heart, Ms. Haber will always be a teacher. "While there are many accomplishments I achieved as a principal or as a building curriculum person, I think the steps that students took to be better writers when I was in the classroom probably made me the proudest," she says. Ms. Haber recounts that the most heartwarming experience she had was the outpouring of love and support she received when she was undergoing breast cancer treatments. "I truly felt that the Shorewood community embraced my husband and me as a family would."

Throughout her tenure there have been many changes in the profession of education. One of the most positive trends is in the area of collaboration. One example is the Professional Learning Community where all faculty work toward a collective vision to help each and every student. "The focus on differentiation (teaching to the needs of each student) and assessment practices strengthens our District students' learning and achievement," she says.

Other positive developments cited by Ms. Haber include the mentoring and



Photo by Glass Photography Studios

coaching of new teachers in a systematic, pedagogical way and the strong emphasis on Character Education. Walking through Atwater, one can see how the students and staff are embodying the "Atwater Believes Character Counts" touchstone phrase. The Character Education initiative helps the community focus on respect, responsibility and citizenship.

As one door closes, another opens with new possibilities. Ms. Haber will remain involved in education by sharing her wisdom through the Southeastern Wisconsin New Teacher Project (SEWNTP) at Cardinal Stritch University. This will leave her with time to further pursue personal interests such as travel, fitness and reading. This year, Ms. Haber and her husband will do something she hasn't been able to do in decades – travel during the fall. While we are settling in for another school year, Ms. Haber will be exploring Italy's Amalfi Coast.

Ms. Haber's impact will be felt long after her retirement. The School District and community wish her well!

The Atwater PTO is hosting a thank you reception for Ms. Haber on Thursday, May 21, from 3:30-5:30 p.m. in the Atwater cafeteria. Community members are welcome.

Capitol and Oakland Property Developments

■ **Façade improvements** are in progress or have recently been completed on the Sherwin-Williams building (3500 North block of Oakland Ave.), the Mautz Paint building (4300 North block of Oakland Ave.), the Lakewood building (3575 North Oakland Ave.), and the City Market building (2200 East block of Capitol Dr.).

■ **The Mobil Gas property** at the corner of Kensington Blvd. and Oakland Ave. recently was sold to a developer and new construction of a mixed-use (apartments/retail) building will soon begin.

■ The Village and the developer of the proposed **Ravenna mixed-**

use property (4500 block of North Oakland) have agreed to postpone building until the condominium market improves.

■ The property at the west entrance to the Village (**Riverbrook Restaurant and adjoining property**) is for sale by the current owner who was unable to get financing to build a limited-care facility for senior citizens. Because of tight zoning restrictions, the Village will have to approve any potential buyer.

For further information, contact Village Manager Chris Swartz at 414.847.2700 or e-mail manager@villageofshorewood.org.

School District Short Notes

Important School Dates

- **April 27:** Registration begins for community-wide Shorewood summer recreation programs and summer school (see story on page 10).
- **May 8, 9, 10, 14, 15 and 16:** High School Musical "Into The Woods"
- **June 11:** High School Graduation
- **June 12:** Last Day of School
- **June 15:** Youth Summer School & Recreation Programs Begin
- **September 1:** First Day of School

"Swing with Shorewood" Event Resounding Success

The SEED Foundation's "Swing with Shorewood" event was held at the Wisconsin Club on Saturday, February 28, and more than 250 guests supported this important fundraiser. Proceeds from Swing with Shorewood will support grants for equipment purchases, curriculum enhancements and new projects in each of Shorewood's four public schools, as well as provide financial support to the District's General Education Fund. Thank you to everyone who helped to make this another successful event.

2009-2010 School Registration Details

If you are a new Shorewood resident, please make an appointment with the appropriate school office as soon as possible to formally enroll your child prior to the 2009-2010 school year.

Annual school registration for all students will take place at the end of August. At that time you will receive your child's class assignment, school calendar, pay school fees, meet members of the PTO, get your child's school picture taken and obtain other important information. Even if you have pre-registered you will want to attend.

REGISTRATION DATES AND TIMES

- **Atwater and Lake Bluff Schools**
August 18 from 12:30-7:00 p.m. and August 19 from 7:30 a.m.-12:30 p.m.
- **Shorewood Intermediate School**
August 18 and 19 • Exact times TBD, please refer to the SIS website (www.shorewoodschools.org) for registration times.
- **Shorewood High School**
August 17 and 18 • Exact times TBD, please refer to the SHS website (www.shorewoodschools.org) for registration times.

Shorewood Games Benefit MACC Fund

Congratulations to the Shorewood High School Student Council and their advisor, Mrs. Bromley, for the terrific effort put forth to organize the Shorewood Games benefiting the MACC (Midwest Athletes Against Childhood Cancer) Fund. This event, held approximately

every four years, takes months of planning and the efforts of many to coordinate two weeks worth of games, performances, challenges, and other activities district wide to raise awareness and funds. This year the students raised more than \$30,000! This is especially impressive given the current economic challenges. The spirit and heart of the students, staff and community at large was evident.

From left to right: Sophomores Hallie LeBell and Hannah Fergal receive a "buzz" cut to benefit the MACC Fund.



Photo: Sophie White, SHS Junior

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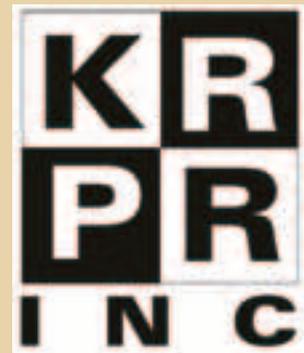
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Make Learning Fun This Summer!

Summer is right around the corner and the Shorewood School District is pleased to announce that this year it will be offering a myriad of new opportunities for the community. Choose from an engaging summer program with a wide array of enrichment, remediation and sports programming. There are programs to meet the interests and needs of all students across the community.



Students enjoy food choices they have created themselves in the summer class, "The Science of Food."

Within the **2009 Shorewood Summer Activity Guide**, you will find academic, enrichment, recreation and child-care classes. The School District and Recreation Department planned a flexible, diverse schedule of offerings to make any student and parent happy. Summer school and recreation classes can boost your child's academic achievement; foster a special interest in art, music, technology, sports, etc; and provide an opportunity to delve in-depth into a topic or a general overview of a new area.

Did you know that if your child attends the Recreation Department's affordable summer day care, he or she can still participate in Summer School classes and/or sporting activities? The recreation staff will escort your child to and from the programs. To further meet your need for flexibility, you can sign your student up for full- or partial-day coverage – or new this year is the ability to select certain days your student will participate in the Recreation Department's child-care program. "It is our goal to support the parents of Shorewood by offering great flexibility in our programs to meet the diverse needs of our families," explains Deb Stolz, Director of Shorewood Recreation Department.

The Summer School portion of the offerings are free, although some classes may have a nominal supply fee. Your student can build a Lego robot; explore great books; learn magic tricks; plan and perform a musical revue; develop an understanding of the principles of business; join a book club; and participate in many more engaging

classes. All classes are designed to complement the district's educational curriculum. Kelly Steiner, the creator and teacher of "The Science of Food" says, "Summer School creates a chance for students to really enjoy science in a different atmosphere."

Many of the classes provide students who struggle in math, reading or writing an opportunity to help solidify skills or concepts not yet mastered and to get a jump start into the coming year. Karen Alberty, District Teacher and Summer School Coordinator adds, "The staff makes sure the kids learn and have fun doing so in Summer School, and that makes it a nice experience for all involved." Small groups allow for more individual instruction focusing on specific student needs. In addition to helping improve academic progress, summer classes also build student confidence.

We ask that children attend classes from start to finish to assure they are receiving the full benefit of the experience. Non-resident students are welcome in any of the programs offered through the Shorewood Summer Activity Guide. The guide, including registration details, can be found at www.shorewoodschoools.org.

Join us this summer – there is something for everyone!



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Photo by John O'Hara

Shorewood's award-winning Drama Department staged "A Midsummer Night's Dream" this spring. Be sure to see the spring musical, "Into the Woods," on May 8, 9, 10, 14, 15 and 16.

From The Shorewood Health Department Immunizations Are Not Just For Children

Immunizations are not just for babies and adolescents. It is especially important for parents and grandparents (up to 64 years of age) to receive a booster of Tdap (Tetanus, diphtheria and acellular pertussis). Tdap is a new formulation of the Tetanus booster that also contains a small amount of pertussis. Parents and grandparents are the primary transmitters of pertussis (whooping cough) to infants. Therefore, parents staying current with their boosters help prevent the spread of whooping cough to our at-risk infants. Contact your physician or call the Health Department to schedule an appointment.

The Shorewood Health Department, located in the Shorewood Village Center (lower level of the library) holds two immunization clinics (2nd Monday and 3rd Tuesday) and an adult health clinic (4th Tuesday) by appointment each month, as well as a blood pressure clinic (4th Wednesday).

Visit www.villageofshorewood.org for further information or call 414.847.2710 for an appointment.

Shorewood Water Rates

The 2009 water utility rates (effective 4/1/2009) are as follows:
The charge per cubic foot = \$1.32

METER CONNECTION CHARGES

5/8 & 3/4"	\$15	4"	\$165
1"	\$24	6"	\$291
1-1/4"	\$33	8"	\$450
1-1/2"	\$42	10"	\$654
2"	\$66	12"	\$864
3"	\$108		

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Ten Gardens Tour To Feature “Plant Doctor” Melinda Myers



Shorewood is a treasure trove of some of the most fabulous private gardens on the north shore. Most of us only get a chance to get a peek at them once a year and that's coming up at the **4th annual Ten Gardens Tour on Saturday, July 25.** Whether you're a novice or an expert, you won't want to miss this adventure into exquisite gardens in full bloom, beautiful landscaping and unique, decorative garden art.

As part of this special day, Melinda Myers, Milwaukee's own "Plant Doctor," will be at the Eastwood Condominiums courtyard, 3942 N. Oakland, from 10 a.m.-3 p.m. to answer gardening questions. Myers, best known for her gardener-friendly and practical approach to landscaping, has more than 25 years of horticulture experience. She has authored 19 books, has been the host of "Great Lakes Gardener" on PBS, and appears regularly on network television and radio throughout the country. Her books will be available for sale and signing.

The focus of this year's tour is outdoor living. Some of Shorewood's most imaginative and talented gardeners will

graciously open their gardens to share their ideas in creating a seamless flow between outdoor and indoor living spaces. Tour-goers can pick-up innovative ideas for their own yards and see the new trend in creating spaces where families, friends, and neighbors play, relax, cook, entertain and celebrate.

“Melinda Myers is a wonderful attraction and tour-goers will get the added value of her expertise and viewing some of Shorewood's more unique gardens.”

Stops on the self-guided tour will include eight residential gardens, plus the rain garden adjacent to Village Hall and the St. Robert Parish Meditation Garden.

Tickets are \$10 and will be available about a month prior to the event at Village Hall, the Department of Public Works (DPW), 3801 N. Morris, and the Garden Room, 2701 E. Capitol Dr., or may

be purchased at any of the gardens on tour day. New this year! Custom-created cards, featuring colorful garden photos including some of the Shorewood gardens on the tour, will be available for purchase.

Tour and notecard proceeds will go to our sponsor, the Friends of DPW, and will be used to purchase annual flowers for Village boulevards and planters. Sue Ewens, DPW Friend's chair, says she is very pleased to have Melinda Myers as the special guest. "She's a wonderful attraction and tour-goers will get the added value of her expertise and viewing some of Shorewood's more unique gardens."



Melinda Myers' appearance is sponsored by Kanavas Landscape Management of Elm Grove. Professional staff from Kanavas will join Myers to answer landscaping questions.

Gardens on the Tour

These gardens were confirmed as we go to press. Please check the Village website for a complete list of the gardens.

- 2020 E. Kenmore Place
- 4113-4115 N. Bartlett Ave.
- 4433 N. Woodburn St.
- 3916 N. Oakland Ave.
- 3934 N. Murray Ave.
- St. Robert Meditation Garden
- Rain Garden at Village Center

Sustainability In Shorewood

The Shorewood Conservation Committee is working with the Village and other environmental groups to develop a long-range, comprehensive sustainability plan for Shorewood. The Committee is studying a model recommended by the UW-Extension program and is looking into plans that other municipalities in Wisconsin have adopted. For more information about this or other Conservation news, contact Lisa Noble at macnoble@sbcglobal.net

Village Seeks Expert Help To Recruit And Retain Businesses

The Village is aggressively seeking ways to improve the community's business district despite the current economy. Priorities include retaining current businesses and recruiting new ones, increasing overall street activity and property values, and providing goods and services desired by local shoppers.

Shorewood's Community Development Authority (CDA), which is responsible for strengthening the long-term economic viability of the Village, recently requested proposals from organizations that specialize in business recruitment and retention to provide a solid database of business information. "We need a database that will provide market analysis and urban shopping trends, as well as current costs of doing business in the Village to support and enhance our improvement efforts," says CDA Chair Pete Petrie.

"We want to be able to hit the ground running as the economy improves," says Village Manager Chris Swartz. "We are also looking for businesses that are currently strong and may be looking to expand into areas like Shorewood, but we have to be able to provide those businesses with enough information to prove it is worth their while to locate here."

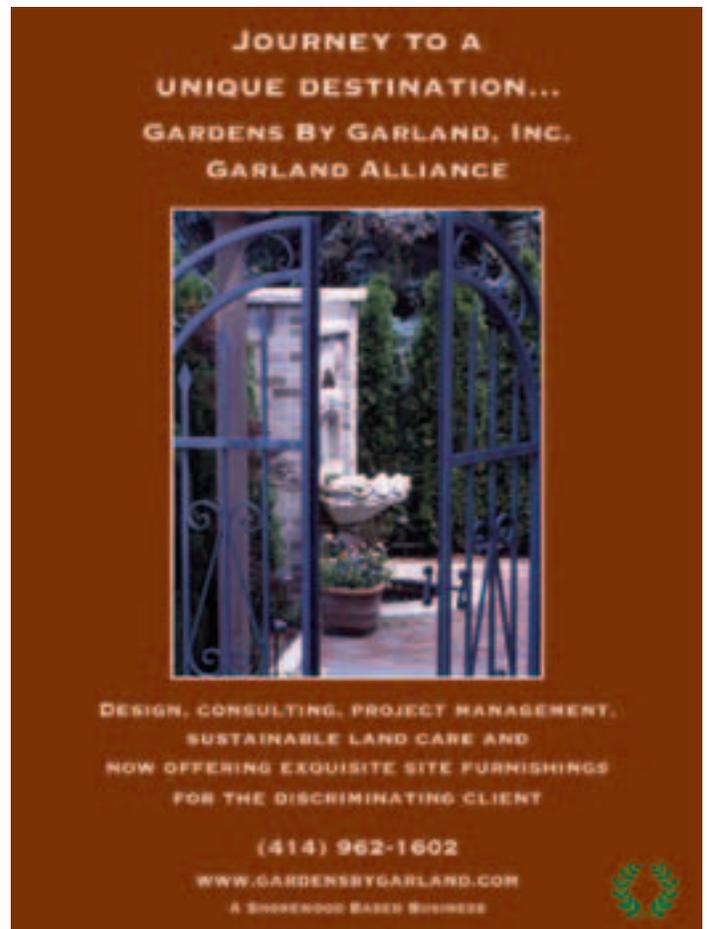


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Photo by John O'Hara

Ecological Study In Progress At Atwater Beach

Last year the Village was fortunate to receive a grant from the WIS Coastal Management Program to complete an Ecological Study and Management Plan for Atwater Park's beach area. UW-Milwaukee, in collaboration with The Great Lakes WATER Institute, was hired to examine the impact that nonpoint source runoff, invasive lake species and the three jetties have on the beach, shoreline and water quality.

Microbiological and molecular data were collected throughout the winter and spring at numerous locations to analyze the beach and water quality, specifically looking for nonpoint source pollutants. As the weather warms, consultants will collect various wave data, summarize Cladophora issues, and report on the condition and impact of the jetties.

Results of the Ecological Study will be reported at a public meeting in late summer along with recommendations for restoring and revitalizing Atwater Park beach areas.

Friends Supporting Atwater Beach Improvements

Jennifer Harvey, a member of the Friends of Atwater Beach, recently worked with Village planning and DPW staff to write a NOAA (National Oceanic and Atmospheric Administration) grant requesting funding for further improvements to Atwater bluff and beach and to handle storm water run-off. Local architects, Mark and Linda Keane, have drafted a concept drawing for potential improvements to the bluff and beach.

The Friends of Atwater Beach have scheduled a beach and bluff clean-up for May 24 and will hold their second annual Beach Party on Saturday, August 8. Visit their website (www.friendsatwaterbeach.org) for more information.

Request Partner: Customer Service Online

Request Partner is a brand new tool allowing Shorewood residents to submit requests for Village services completely online, 24/7. Request pothole repairs, report street light outages, ask for information and much more. Once submitted, the electronic requests go directly to the appropriate staff member's inbox and are scheduled for completion.

You can access Request Partner on the Village website at www.villageofshorewood.org (click on eServices). Because this is a new service, customer feedback and suggestions for future request forms and content are welcome. Send comments to manager@villageofshorewood.org.



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Streetscape Saturdays Wins Communicators' Award

Shorewood's **Streetscape Saturdays** marketing campaign received a Merit Award in the special event category of the 2009 Wisconsin Clarion Awards, sponsored by the Association for Women in Communications, Southeastern Wisconsin Chapter.



Streetscape Saturdays was a series of three special shopping days staged last spring to buoy up the commercial vitality of Shorewood's business district during the Oakland Avenue streetscaping project. The idea of the campaign was to neutralize the inconveniences of the construction and encourage buying locally to help our businesses not only survive, but thrive during that difficult time.

Implemented by the Shorewood Business Improvement District (BID) as part of their 2008 marketing plan, the effort was crafted by the BID marketing committee led by marketing director Barb Caprile. The BID regularly stages special events, including the Criterum International Cycling Classic, Showcase Shorewood and the Holiday Shopwalk, to establish Shorewood as a unique destination and attract more customers to our commercial district to Shop Shorewood: Spend the Day. Streetscape Saturdays was generously underwritten by a special grant from the Community Development Authority (CDA), whose goals include strengthening the long-term economic viability of the Village.



Barb Caprile (left) accepts her award on behalf of the Shorewood Business Improvement District from Jennifer Doolin, co-president of the Association for Women in Communications.

The Association for Women in Communications is a national organization of more than 7,000 women communicators. Their annual Clarion Awards' competition recognizes innovative communication ideas and their overall effectiveness. Caprile and the Shorewood BID were acknowledged at the Wisconsin Clarion Awards banquet held on Thursday, April 2 at the Wisconsin Club.

Shorewood Today Magazine An Important Communication Tool

As we publish our third issue of *Shorewood Today* magazine, we are very encouraged by the positive comments received from residents, business owners, community groups and government officials. What started last fall as a sample magazine has evolved into an exciting and visually appealing publication. The color format, interesting photos and expanded feature stories portray Village life in an attractive and appealing way, while enabling the Village, School District and Business District to share important information with the community. We are proud to tell you that we've achieved this "new look" with no additional tax dollars. The extra cost of publishing *Shorewood Today* is offset by paid advertising.

We will continue to be sensitive to keeping costs low in bringing you this high-quality, communication vehicle. We welcome your comments and impressions. Please keep us informed by e-mailing shorewoodtoday.com. Happy reading!

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Village Briefs

Capitol Drive Reconstruction

Pedestrian safety, traffic patterns, streetscapping and replacement of the Oak Leaf Trail bridge have been discussed at three public planning meetings held to address the 2010 renovation of Capitol Drive. Concern by residents about pollutants entering the Milwaukee River has led to an evaluation of the best management practices to reduce pollutants from storm water. One more community public meeting will be scheduled before the planning completion date in November. In addition, Shorewood business owners will meet with planners in May to discuss access, parking and closure issues. The Capitol Drive reconstruction is a joint project of the Village and the State of Wisconsin.

Permits Needed To Make Property Improvements

If you are making improvements to your property, don't forget the permit. Why is a permit needed? A permit generates an inspection, which, in turn, protects the health, safety and welfare of residents and the community. In most cases, contractors submit permit applications and receive a copy of the approved permits.

Examples of projects needing permits: building additions, decks, patios, fences, roofing, window replacement (if size changes), interior remodeling (e.g., kitchens and baths), accessory structures (e.g., garages, sheds and pergolas), recreation rooms, driveways, parking slabs and garage floors. Electrical permits are needed for new or replacement dishwashers and disposals, new installation or conversions of ranges and cook tops; new installation of electric dryers; new or replacement furnaces, central air conditioning, hot tubs, and fire alarm systems. Removal or replacement of plumbing fixtures also requires a permit.

For more information, visit the Village website at www.villageofshorewood.org (click on the Department of Planning and Development). You may also call the Department at 414.847.2640 or e-mail PAD@villageofshorewood.org

Village Vision Plan For 2015 Reviewed

The Shorewood 2015 Vision Plan (developed in 2006), was recently reviewed by interested citizens in focus groups and at a workshop to evaluate progress in implementing the vision and to suggest refinements needed due to current conditions. The group consensus was that the original Vision Plan is a good one and need not be changed.

However, the group felt there should be a priority on goals that address quality-of-life issues and that can help develop a sense of community. There was also strong support for sustainability (making the best use of resources) and maintenance issues.

The 2015 Vision Plan can be viewed on the Village website at www.villageofshorewood.org (under Village Department/Village Manager). A report on the recent workshop will also be posted after the Village Board has a chance to review the recommendations.

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Customer Service A Village Priority

Teri Repins and Ann Krechel are the two upbeat, positive people who staff the Customer Service desk at the Village Hall. They recently completed their first year of providing assistance to Village residents and businesses.

Optimizing staff productivity and providing excellent customer service are on-going Village goals. "Both goals were addressed by adding the Customer Service desk," explains Diane DeWindt-Hall, Assistant to the Village Manager and Customer Service Manager. "Our business staff is no longer constantly interrupted by visitors to the front desk. At the same time, Ann and Teri are providing a higher level and more complete package of services for residents and businesses. We want to make our customer's lives simpler," she says.

Along with establishing the new customer service desk, Ms. Dewindt-Hall has overseen training for all Village staff to increase interdepartmental communication and knowledge and reduce customer complaints. "We want residents to be able to walk into any Village office and get immediate service or referral to expert help. We aren't there yet, but we're definitely making progress," she says.

Teri and Ann do their best to answer questions and provide service to phone callers and counter customers. They collect tax payments, issue pet and bicycle licenses, issue parking permits, accept utility bills, and register new voters.

"I really love my job," says Teri. "I particularly enjoy assisting some of our senior citizens who prefer to pay their bills or get other assistance in person. They are delightful people who are full of good stories."

"People have been very appreciative of the help we can provide," says Ann. "They really like that they are talking to a live person on the phone rather than a machine, someone who can assist them immediately."

Ms. Repins and Ms. Krechel also alert customers to information that is available on the Village website. For instance, they get many calls for assessment information on particular Shorewood properties. That information is available on-line and either of the women will take the time to show customers how to access it.

"Our knowledge of the Village and the services we provide grows every day," says Teri. "If we can't answer a customer's question, we will refer them directly to someone who can."



Teri Repins, Ann Krechel and Diane DeWindt Hall are the Customer Service team at Village Hall.

Photo by Gloss Photography Studios

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The Shorewood Criterium International Cycling Classic

Biking All The Rage In Shorewood

Shorewood deserves its reputation of being “just two feet from everything.” But it’s no exaggeration to add “just two wheels from everything.” Bicycle wheels that is. Whether you are peddling to work, out for exercise, doing errands or on a family ride, Shorewood is a biker’s haven. Cyclists love Shorewood. And Shorewood loves cyclists.

Our little Village expresses that affection in many ways. We have two top-notch, independent bicycle shops. The annual Criterium International Cycling Classic, staged in our business district and some adjacent residential streets, has become a summer tradition. And Shorewood has its own Pedestrian Safety Committee to educate the community on pedestrian, bicycle and traffic safety laws.

Shorewood’s greatest appeal to cyclists is the ease of getting to, from and around our Village. With a quick ride to the west, bikers can escape to the pastoral beauty of the Oak Leaf Trail that leads all the way downtown. Cyclists heading east can take in spectacular views of Lake Michigan from the Atwater Park bluff and wheel along Lake Drive past some of the northshore’s most stately mansions. For family cyclists, Shorewood offers safe, quiet streets, lovely neighborhoods and friendly folks along the way. It’s no wonder so many people are choosing to leave their cars at home and experience Shorewood by bike.

If bicyclists are any indicator of a healthy community, Shorewood is more fit and vibrant than ever. Village resident Rod Dow, an attorney at a downtown law firm and former Village president, has been riding his

bike to work just about every day for 30 years, logging close to 40-50 miles a week. A year-around biker, Rod keeps three or four suits at the office with extra shoes, shirts and ties. “I started just for the exercise, but when I was younger I had serious lower back problems and regular biking helped build my core muscles and that helped relieve pressure on my back.”

Resident Keith Schmitz is another Shorewood biker. “Once the temperature heads toward 50 degrees, it’s time to abandon the gym and hit the streets. It’s easy to take a half hour and jump on my bike for some exercise, fresh air and people-interaction along the way,” Keith says.

Our love affair with bikes has been going on since the 1800s in Paris when a funny-looking wooden thingamajig called a walking machine was invented. It’s a wonder the species survived because all you could do was glide forward by pushing your feet along the ground. Since then, bikes have made an amazing leap forward in style and technology and are available in many models.

If you’re confused about the right bike for you, don’t be. Phil Cianciola of Newsradio 620 WTMJ, the honorary starter for Shorewood’s annual Criterium bike race, has been a biking enthusiast since his hip surgery in 2000, and has since ridden more than 25,000 miles. Cianciola recommends talking to someone at a bike shop who knows the sport and will listen to how you plan to use it. “Fit is everything. You need to buy the right type of bike and have it set up to fit you properly. It will make all the difference if you do it right,” he says.

That’s easy in Shorewood because two

excellent shops are located right here: Rainbow Jersey Bicycles and North Shore Wheels. Jerry Pearce, owner of Rainbow Jersey Bicycles, explains that there are two major types of bike riders today. Older adults want bikes that are easier to get on and off, comfortable seats, automatic gear shifting and higher handlebars. A new line of bikes, known as hybrid or comfort, works well for them. Recreational riders, on the other hand, are out for fitness and looking to take advantage of high styles and technology. Rainbow Jersey serves both markets with Trek bicycles and many bikes by “boutique” manufacturers.

Jerry speaks from experience. He has been in the bike business for 36 years, 18 of those here in Shorewood. He is passionate about his business and the sport, and has been a co-sponsor of Shorewood’s Criterium for the last few years. “Our customers come to us for knowledge,” says Jerry. “Our staff is

Jerry Pearce, owner of Rainbow Jersey Bicycles.

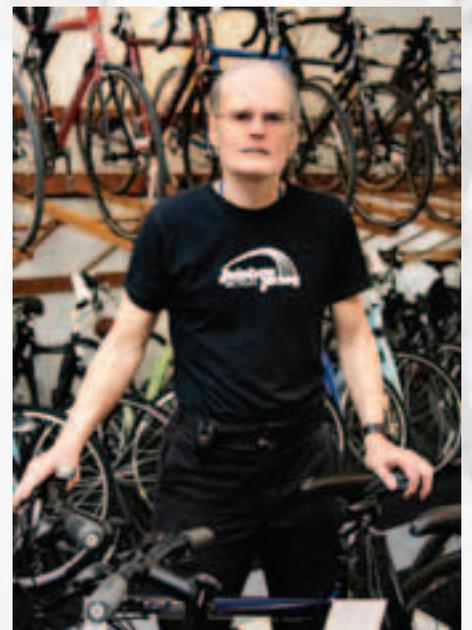


Photo Gloss Photography Studios



Jeff Swanson owns North Shore Wheels in Shorewood.

next to the City Market. Jeff Swanson, owner of North Shore Wheels, is co-owner of City Market, so the move will make it convenient to keep tabs on both businesses, while more than doubling display and storage space. What started three years ago as a small, custom-built bike shop in Jeff's basement is now an established, trendy store that attracts customers from as far away as Chicago and Iowa. "We are very lucky that our first year in Shorewood exceeded our expectations. To be expanding so soon is very rewarding," says Jeff.

thoroughly involved in the product. They're not just salespeople. They all know how to assemble bikes and properly fit them."

As the popularity in cycling continues to grow, Rainbow Jersey is also growing and soon will double its quarters with a move just one store front east to 4600-02 N. Wilson.

Shorewood's newest bike store is North Shore Wheels, also on the move to relocate from 1922 E. Capitol to a location

North Shore Wheels caters to a niche market of recumbent bikes, trikes and crankforwards, and also offers a variety of quality-made bikes from smaller, boutique manufacturers such as RANS (U.S.), Catrike (U.S.), Hase (Germany), ICE (Great Britain), Biria (Germany) and Greenspeed (Australia).

"There is huge growth taking place in specialty bikes and models for older adults with arthritis or back problems. We don't want to be your standard bike store," says Jeff. "We pride ourselves in

offering a selection unlike any other in an upscale setting. It's also important for us to promote and educate the public on the benefits of cycling."

Shorewood and biking were made for each other. And there's no better time to get into this fun, healthy lifestyle. See you on the streets, in the parks or the Oak Leaf Trail. And don't forget to wear your helmet!

Be Sure To Obey Bike Laws

Spring is here and we all want to ride our bikes! But remember that bicyclists are subject to numerous state laws and local ordinances while riding in Shorewood. Frequently violated regulations that can result in a fine include: bicycle registration required; one person per bike unless tandem or child seat; no person 12 years or older shall operate a bicycle on the sidewalk; lights and reflectors required during hours of darkness; violation of traffic control signal, e.g., red light; and failure to stop for stop sign.

For a complete list of ordinances and laws applicable to bicycles, visit the Village of Shorewood website at www.villageofshorewood.org/police.

criterium Cycling Classic Returns July 16

The Shorewood Criterium International Cycling Classic is proof that some of the best things in life are free. Now in its sixth year in Shorewood, biking enthusiasts will again to be in the thick of the action as some of the world's best athletes with their high-tech bikes compete in an explosion of power and speed through our business district on Thursday, July 16.

The afternoon and evening event is a Shorewood tradition that attracts thousands of residents and visitors. Loyal fans have become experts at staking out their favorite viewing points; many host parties or cookouts as they watch the bikers whiz past their homes. The Village comes alive with activity as race buffs linger on to enjoy the hospitality of our shops, restaurants and outdoor dining spots.

The event is presented by the Shorewood Foundation and Title Sponsors Tim Hart D.D.S and Rainbow Jersey Bicycles, and produced by the Shorewood Business Improvement District. "The Criterium has always been a favorite with families," says Tim Ryan, President of the Shorewood BID board. "It's also free

and at a time when everyone is keeping an eye on expenses, we're pleased to bring this great entertainment value back to Shorewood."

The Shorewood Criterium is part of the Point Premium International Cycling Classic Superweek Pro Tour, the longest-running, multi-day bicycle race in the United States. The 2009 series marks its 41st year, taking place from July 9-26 in more than a dozen cities in Wisconsin and Illinois. Sanctioned by the U.S. Cycling Federation, the race features top professional and elite amateur cyclists and teams from across the U.S. and throughout the world, including emerging stars from the European racing scene. The men's and women's Pro/Am races start at 4 p.m. and at approximately 5:30 p.m. there will be a Junior Bike Roll (with helmets) for children ages 3-7.

Don't miss one of the summer's best entertainment deals. Put the Criterium on your calendar now! Information about the race and sponsor packages is available by visiting www.shorewoodwi.com. For the complete two-week race schedule, visit www.internationalcycling.com.



Irish Dance Academy Adds To Culture And Diversity Of Shorewood

Irish dancing has been Aine McMenamin-Johnson's passion since she was four years old. She decided to share that love when she founded the McMenamin Irish Dance Academy in 2005. McMenamin-Johnson chose to locate in Shorewood because she saw a need in the north shore. Besides, she and her husband, Doug Johnson, live here and both love the community and family feeling of the Village. Aine especially enjoys walking to work.

Aine opened her first school in her basement with just five students. The school grew quickly and soon even their next location on East Capitol Drive was, as the Irish might say, "a wee-bit small." By November 2007, they were ready to make the next move to their current location at 3948 N. Maryland Ave. With remodeling and renovation, the studio comfortably accommodates the present enrollment of 120 students. Aine and a staff of six world medalists run the traditional, yet progressive, school with a program designed to teach both self-reliance and teamwork.

A dancer and teacher, Aine holds the certification of T.C.R.G. in Irish dance, the equivalent of a master's degree. She's been teaching since 2003 at the University of Wisconsin-Milwaukee, where she started their Irish Dance program. McMenamin-Johnson is

a performance pro with seven World Irish Dance competitions as a soloist, five in team competition, and she ranked 2nd at the 2000 Belfast World Championships.

"I started the academy to promote the Irish tradition," says Aine, "but Irish dance is much more. It allows dynamic expression in a way that can't be created elsewhere and it's something at which everyone can excel. It's very rewarding to see the dancers gain

"It allows dynamic expression in a way that can't be created elsewhere and it's something at which everyone can excel."

confidence as they master the steps, develop poise and learn to respect one another."

She emphasizes that Irish dancing isn't just about being Irish. "Our students are boys and girls ranging from four to 21 years of age with a blend of nationalities, religions and ethnicities. It's a great place for children to make friends outside of school, and begin lifelong friendships."

McMenamin-Johnson credits the academy's continued success to their philosophy of excellence and inclusion. "Some of our students want to compete at the world championships, and others simply want to learn to dance and

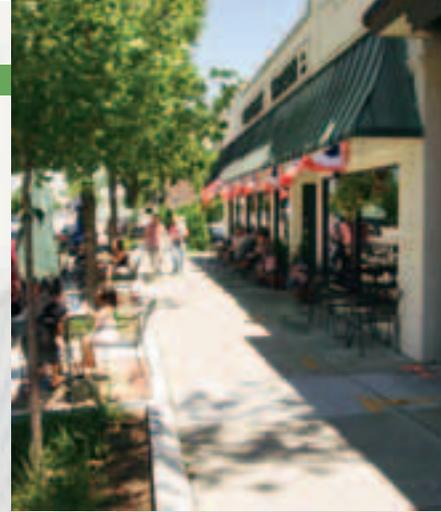
stay fit. Whatever your goal, we'll take you there, and you'll have fun along the way. That approach, coupled with supportive parents, has been a hit," she explains.

Part of that support is in turning out to cheer on the dancers when they are in a feis (pronounced "fesh"), a festival where participants compete in categories, going from beginner to open championship. In days gone by, Irish dancers would just wear their "Sunday Best" and curl their hair for performances. Today the dancers wear beautiful wigs and each school selects colors and designs its own original costume to represent them, like a sports uniform that distinguishes a team.

The McMenamin Academy competes all over the world. In February, they placed 16th in the All-Ireland Championships in the senior Ladies Division. They've also performed for President George W. Bush, Archbishop Timothy Dolan, and other dignitaries, as well as at weddings, special occasions and corporate events.

Looking to the future, the McMenamin Academy is already starting enrollment for their new Mequon location, scheduled to open in late spring. "But don't worry," says Aine, "we're not leaving Shorewood. I'd miss walking to work."

Passion For Outdoor Dining In Village Heats Up This Season



What's the first sign that warm weather has finally arrived in Shorewood? Of course, it's al fresco dining, better known as "out in the fresh air." After our long winter, folks are more than ready to resume their love affair with outdoor dining, and Shorewood boasts more choices than just about any community in these parts. Our handsome new streetscaping is all the more reason to get out and enjoy the sights and the sounds of the Village. And there's no extra charge for interesting "people-watching." Grab the kids and the dog, and walk (or even ride your bike) to wonderful outdoor dining right here in Shorewood.

BRIT INN

4473 N. Oakland Ave. • 755.2357 • Hours: Mon.-Thurs. 4 p.m.-2 a.m., Fri. and Sat. 4 p.m.-2:30 a.m., Sun. 4-10 p.m. (no food served on Sundays)

Shorewood's version of an English pub is a great meeting place to catch up on the latest happenings around the village. The Brit Inn's barkeepers are experts who'll help you select just the right British or local brew to go with your appetizer or sandwich. Outdoor tables expand seating in the warmer months.

CITY MARKET

2205 E. Capitol Dr. • 962.0100 • Hours: Mon.-Sat. 6:30 a.m.-8 p.m., Sun. 7:30 a.m.-6 p.m.

This cozy deli with a casual bistro feel has been a mainstay in Shorewood for more than a decade. City Market is known for deli-style sandwiches, savory soups, salads and daily quiche specials. Tempting bakery items like muffins, scones, cakes and tarts are all homemade. The market's pretty outdoor patio adds a continental touch.

CULVER'S

1325 E. Capitol Dr., 962.4444, Hours: Daily, 9:30 a.m.-10 p.m.

Culver's signature bright blue roof is your invitation to visit this family-friendly restaurant. Mouth-watering burgers and a tantalizing selection of sandwiches, garden fresh salads and tasty dinner entrees will satisfy even the heartiest appetites. Add a velvety smooth custard sundae for dessert. On warm sunny days you can enjoy patio dining at one of the outdoor tables.

EINSTEIN BROTHERS BAGELS

4301 N. Oakland Ave., 962.9888, Hours: Mon-Fri. 5:30 a.m.-4 p.m., Sat. 6 a.m.-4 p.m.-Sun. 6 a.m.-3 p.m.

Einstein's isn't just about bagels anymore, although they're still as good as ever. The new, expanded menu offers made-to-order sandwiches, pizzas, salads and many lower calorie options. As always, Einstein's remains true to its slogan: Darn Good Food. Darn Good Coffee. Outdoor seating is limited, but folks often don't linger, so you can usually find a seat.

HARRY'S BAR & GRILL

3549 N. Oakland Ave., 964.6800, Hours: Daily 11 a.m.-Midnight, Sunday brunch 9 a.m.-2 p.m.

Harry's combines neighborhood charm with big city sophistication. The fast, friendly service and a menu diverse enough to satisfy any lunch or dinner craving make Harry's a Shorewood favorite. Summer's a great time to enjoy Sunday brunch under a colorful umbrella at outdoor sidewalk seating.

LAST DROP COFFEE & SANDWICH SHOPPE

3801 N. Oakland Ave., 967.9911, Hours: Mon.-Fri. 7 a.m.-7 p.m., Sat. and Sun. 9 a.m.-5 p.m.

The Last Drop's specialty is preparing everything exactly to your order. The menu includes breakfast items, salads and sandwiches. Add their freshly made vanilla bean sauce to your favorite beverage from their huge selection of coffee, tea and other specialty drinks. It's a favorite stop for neighborhood regulars enjoying the awesome art or perhaps a game of chess.

NORTH STAR AMERICAN BISTRO

4515 N. Oakland Ave., 964.4663, Hours: Mon.-Sat. 4:30-10 p.m., Sun. 4:30-9 p.m.

This award-winning restaurant features elegant indoor or outdoor dining with classic American cuisine, including sandwiches, salads, burgers, gourmet pizzas and a variety of entrees and daily specials. North Star has been chosen as one of Milwaukee's Top 25 restaurants by the *Journal Sentinel* numerous times. You'll understand why once you've tried their fabulous crab cakes, butternut squash ravioli, bourbon salmon or Friday night fish fry dinners.

OAKCREST TAVERN

4022 N. Oakland Ave., 967.0222, Hours: Mon.-Wed. 11 a.m.-10 p.m., Thurs.-Sat. 11 a.m.-11 p.m., Sun. 10:30 a.m.-9 p.m.

The Oakcrest Tavern offers tasty pub food served at comfortable sidewalk seating along Oakland Ave. Food favorites include burgers, salads and wraps. Daily specials and weekend entertainment make this casual spot a great choice in any season. Oakcrest Tavern is celebrating its two-year anniversary May 14, 15 and 16 with live music, raffles and food specials.

STARBUCKS

4170 N. Oakland Ave., 962.0132, Hours: Mon.-Fri. 5 a.m.-10 p.m., Sat. 5:30 a.m.-10 p.m., Sun. 5:30 a.m.-9 p.m.

For early starters or for that last coffee of the evening, Shorewood's Starbucks is just the right spot. An expanded menu now includes more breakfast choices (the oatmeal is yummy) and their frosty coffee drinks and non-coffee frappuccino drinks are perfect for cooling off any time of the day. The outdoor patio may be small, but tables turn over quickly.

STONE CREEK COFFEE

4106 N. Oakland Ave., 964.1608, Hours: Mon.-Thurs. 6:30 a.m.-9 p.m., Fri.-Sat. 6:30 a.m.-10 p.m., Sun. 7 a.m.-7 p.m.

This popular, independent coffee shop was founded in 1993, and has seven other locations throughout the metro Milwaukee area. Enjoy free Internet access with your cup of joe and delicious City Market bakery items to complement your beverage. There's also fresh water

and doggie biscuits for your pooch. Get there early because the limited number of outdoor tables is quickly grabbed up.

VILLAGE PUB AND GRILL

4488 N. Oakland Ave., 961.9879, Hours: Mon.-Fri. 4 p.m.-2 a.m., Sat. 2 p.m.-2:30 a.m., Sun. 2 p.m.-Midnight

The Village Pub has been a Shorewood landmark since 1963. So you can expect to meet someone you know at this northshore landmark. There are nightly dining specials, and traditional pub food gets a new dimension prepared on the indoor grill.

Note: The Village of Shorewood requires a permit to offer outdoor dining. Based on permits requested from the Village last year, we anticipate that these businesses will again offer outdoor dining this summer.

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Shorewood Resident To Be Inducted Into Hall of Fame



When Shorewood resident Shirley Spelt gets involved in a community issue, you can be sure it will be a success. To honor her outstanding efforts as an advocate for older adults, Shirley will be inducted into the Milwaukee County Senior Citizens Hall of Fame on May 22.

Shirley is being recognized for her leadership with the Shorewood Elder Services Advisory Board, the Shorewood Historical Society and her volunteer efforts with many organizations including Shoo the Flu, the Urban Ecology Center, Central Library Book Sellers and the Mortar Board Alumni Club.

"Shirley Spelt is a community treasure," says Carol Eschner, Executive Director, Interfaith Older Adult Programs. "Volunteering

is an integral part of who she is. Shirley sets very high standards for herself and encourages everyone involved to reach for the same level of excellence."

Established in 1997, the Senior Hall of Fame annually honors five outstanding seniors in Milwaukee County who have served the community as volunteers and as advocates on behalf of the elderly. Nominees must be at least 60 years of age, residents of Milwaukee County and demonstrate distinguished volunteer service. The finalists are selected by the Senior Hall of Fame committee of the Milwaukee County Commission on Aging.

Shorewood Connects Provides Important Services For Shorewood Seniors

Shorewood Connects (formerly the Connecting Caring Communities Partnership) celebrated its first anniversary on April 2 by reviewing the past year's accomplishments. Led by the Shorewood Elder Services Advisory Board, Shorewood Connects is a partnership that includes Village residents, the Shorewood Senior Resource Center, the School District, the Police Department, the Health Department, area businesses and other organizations.

"The ultimate goal of Shorewood Connects is to have neighbors helping neighbors. In the coming year, the group will focus on creating a greater awareness among residents of older adults living in their neighborhoods."

The first year's activities included a yard clean-up day last November 8 matching 80 volunteers with older adult households that needed help; placement of two countdown timer lights (donated by the Shorewood Men's Club) at intersections used heavily by older adults; creation of a Shorewood Senior Resource Center informational brochure and magnet; discussions with property managers and first responders on how to reach especially vulnerable older adults;

and an intergenerational performing arts program at Shorewood High School with free admission.

The ultimate goal of Shorewood Connects is to have neighbors helping neighbors. In the coming year, the group will focus on creating a greater awareness among residents of older adults living in their neighborhoods. This may include working with programs such as Neighborhood Watch. Michelle Boehm reported that her East Newton Avenue block club shares crime report information and news of neighbors who may be recovering from an illness and in need of help. Kris Peterka added that her club on North Ardmore Avenue also shares resources and plans social gatherings. "I would love every block in Shorewood to feel this connection."

Shorewood Connects is helping Shoreline Interfaith to recruit volunteers to assist older adults needing rides to medical appointments, grocery shopping, or perhaps a visit or call. Please contact Project Facilitator Sue Kelley at 414.961.7262 for more information.



Thanks to Jaci Sumner, owner of Gloss Photography Studios, Shorewood's Premier Portrait Studio, for taking the photos of Atwater Principal Bonni Haber, the Customer Service staff at Village Hall, and the bike store photos of Rainbow Jersey and North Shore Wheels. Visit Gloss at www.glossphotographystudios.com.

Promoting Safe, Healthy and Enriching Lifestyles for Shorewood Residents Age 60 and Older

Shorewood Senior Resource Center Bulletin Board

Contact the Senior Resource Center at 414.847.2727 to obtain information on the following trips and special events.

Art History Series On Impressionism With Martha Bolles

June 11, 18 & 25 at the Shorewood Village Center, 10-11 a.m. Residents: \$3/class or \$8 for all three; nonresidents: \$4/class or \$10 for all three. Pre-registration is required.

River Cultures

July 22 Learn about Indian and other cultures that lived along the Milwaukee River and their role in the development of Milwaukee. The tour includes a 60-minute documentary film, lunch and a 45-minute Edelweiss boat tour on the Milwaukee River. Cost: Residents \$41, nonresidents: \$43.

Arlington Race Track Tour

August 13 Escorted tour includes deluxe motorcoach, racing program book, Senior Day discount rate (Thursdays only) on general admission, and free access to the walking ring or paddock area to observe the race horses up close before each of the races. Cost: \$33.

SRC International Crane Foundation Tour on June 3



The Shorewood Senior Resource Center is offering a trip to the International Crane Foundation in Baraboo, Wisconsin on Wednesday, June 3. Participants (age 60 and older) will enjoy a guided tour of the world's foremost organization dedicated to the study and conservation of the world's 15 species of cranes.

Lunch will be served in the Garden Party Café in historic downtown Baraboo with some time provided to browse and shop. A deluxe motor coach will leave from the Shorewood Library at 8:15 a.m. and will return at approximately 6:30 p.m. The cost of the trip is \$60. Please register through the SRC office – call 414.847.2727.

KEEP A LEVEL HEAD IN AN UP-AND-DOWN MARKET

Amid recent market volatility, we've seen substantial upswings and downturns. But when the market reacts one way, it doesn't mean you should, too. The actions you take today can significantly impact your financial future. So before you alter your investment strategy, schedule a financial review. We can help you stay focused despite the market's recent disappointments and find opportunities for the long term.

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

Shorewood Men's Club

38th Annual Chicken BBQ

Saturday, June 13

11:30 a.m. to 7:30 p.m.

Atwater Park – Upper Level

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

Special parking for carry-out orders

LIVE ENTERTAINMENT ALL-DAY!

1-4 p.m. • Johnny Padilla Quartet Jazz to the Limit

4:30 P.M. • Shorewood Concert Band

6 p.m. • Blarney

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

Questions? Want advance tickets?

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



½ CHICKEN DINNER

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

¼ CHICKEN DINNER

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

WHOLE MEAL DEAL

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

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All chicken prepared by Rupena's

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

Unique Public Art Project Takes Center Stage This Summer

Shorewood will be all a-flutter this summer with "Butterflies in Flight," a public art project designed to celebrate the uniqueness of our Village. The "butterflies" are part of an exhibition of custom-decorated forms that will be on display throughout the business district from mid-June to mid-August. Designs for the forms are being created by local artists, art students and individuals who submitted design proposals to the Shorewood Business Improvement District (BID), which is managing and producing the event.

The decorated fiberglass butterflies will be mounted on pedestals and placed outside storefronts or other locations of participating sponsors. Cash prizes will be awarded by a judging committee for the three best designs. A grand finale will be held in late August-early September (date to be determined) with a voice auction where the public will be invited to bid on the decorated butterfly forms. Proceeds will benefit the Shorewood Foundation.



This mosaic butterfly design by Penny Stark will be featured in the "Butterflies in Flight" exhibition this summer.

The idea for public art displays began a decade ago with successful programs such as "Cows on Parade" in Chicago and Milwaukee's "Beastie" exhibition. "Public art projects enrich communities culturally while creating a synergy among residents, community groups, businesses and artists," says Barb Caprile, BID Marketing Director. "This exhibition is also a natural extension of our business district beautification that began with last summer's Oakland Avenue streetscaping project. It's a terrific opportunity to build community pride and attract visitors and shoppers."

Proceeds from the auction will go to the Shorewood Foundation, whose generous gift made "Butterflies in Flight" possible. "We're very enthusiastic about partnering with the Shorewood BID on this inaugural event," says Catherine Flaherty, Shorewood Foundation board member. "It's a wonderful opportunity to draw attention to our Village in a fun and creative way and engage the entire community."

For more information on "Butterflies in Flight," please e-mail today@shorewoodwi.com or visit www.shorewoodwi.com.

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Dogs Soon To Be Welcome In Estabrook Park

The Shorewood Village Board recently approved a contribution of \$25,000 to Milwaukee County to help create a dog park within Estabrook Park. The dog park, which will be located across the road from the lagoon, will be a fenced play area for dogs. Dog owners will pay a fee to use the park to help defray maintenance costs.

“Estabrook Park is a wonderful recreational resource for Shorewood residents,” says Village Manager Chris Swartz. “We welcome and support County efforts to make it more vibrant and enjoyable for our residents.”

Estabrook History: Did You Know?

- Estabrook was the location of a Civilian Conservation Corp (CCC) camp in the 1930s. CCC members cleared park area for playing fields, worked on construction of the dam and park buildings and planted thousands of spring flowering bulbs.
- There were cement factories on both sides of the River until the early 1900s. They left behind a “blue hole” quarry where young people were discouraged from swimming, but did anyway (current UW-M parking area). Quarry tunnels on the east side of the river occasionally collapsed and left “sinkholes” in the new road through Estabrook.

- There was a beach in the park. The water was deep enough for swimming when the North Avenue dam was still in place. Sand was hauled in to make a beach. Most people stopped swimming in the River in the 1950s during the polio epidemic when it was believed there was some connection between outdoor water and contraction of the disease.
- The Kilbourntown House, located at the south end of the park, was built in Milwaukee’s Kilbourntown by Benjamin Church in 1844 and moved to Estabrook in 1938. The house, which is maintained by the Milwaukee County Historical Society, is a fine example of Greek revival architecture. It is open to the public on Tuesday, Thursday, Saturday and Sunday afternoons from June 5-August 31.



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– A Shorewood Business –



THE SHOREWOOD FOUNDATION

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

**The Shorewood Foundation is proud to
sponsor these upcoming summer events
in our community:**

- "Butterfiles in Flight" Public Art Project
mid-June to mid-August
- 4th of July Fireworks at Atwater Beach
- Shorewood Criterium International Cycling Classic,
Thursday, July 16
- Ten Gardens Tour, Saturday, July 25

How YOU can help:

- Join us for the above events!
- Make a tax-deductible donation
- Buy a butterfly at the live auction in September
- Attend the Annual Shorewood Foundation Dinner
on Saturday, November 7

MAKE YOUR RESERVATION TODAY FOR THE ANNUAL DINNER ON NOVEMBER 7

Join us at Hubbard Park Lodge for a silent auction
at 6 p.m. and dinner at 7 p.m. Reservations and
payment are required by **July 15** (\$100/person).
Please return the completed reservation form with
check payable to Shorewood Foundation. Space
limited to the first 130 paid respondents.

Name(s) _____

Address _____

of people at \$100 per person _____

Amount enclosed \$ _____

*Mail to Shorewood Foundation, 3930 N. Murray Ave.,
Shorewood, WI 53211, Attn: Annual Dinner*

Visit us at www.shorewoodfoundation.org



3930 N. Murray Ave.
Shorewood, Wisconsin 53211

Summer in Shorewood – It doesn't get any better than this!

Shorewood Community Calendar

Summer in the Village

- **Saturday, May 16: Senior Center Rummage Sale**, 9 a.m.-2 p.m. Village Center (lower level of library). Free to the public.
- **Sunday, May 23: Memorial Day Weekend Celebration**, 4 p.m., Atwater Park, Lake Dr. and Capitol Dr.
- **Saturday and Sunday, June 6-7: St. Robert Fair**, 2214 E. Capitol Dr., Saturday, 12 Noon-10 p.m., Sunday, 10 a.m.-7 p.m.
- **Saturday, June 13: 38th Annual Men's Club Chicken Barbecue**, 11:30 a.m.-7:30 p.m. at Atwater Park, Lake Dr. and Capitol Dr. (see ad on pg. 24).
- **Shorewood Band Concert Performances** Saturday, June 13, 4:30 p.m., Thursday, June 25, 7 p.m., Saturday, July 4, 6:30 p.m., and Thursday, July 16, 7 p.m. All concerts are scheduled for Atwater Park.
- **Saturday, June 20: Opening of "Butterflies in Flight" Public Art Project.** View 28 custom-decorated butterfly forms on display throughout the business district along Oakland Ave. and Capitol Dr. (see article on page 25).
- **Saturday, July 4: 4th of July Celebration** Parade along Oakland Ave. from Lake Bluff Blvd. to Edgewood Ave. at 3:30 p.m., followed by ice cream and children's games at Spector Park. Evening activities including food, music, flag ceremony, and introduction of grand marshals start at 6 p.m. at Atwater Park; fireworks at 9:30 p.m.
- **Thursday, July 16: Criterium International Cycling Classic**, 4-8 p.m. along Oakland Ave. at the northern end of the business district and on some residential streets (see article on page 19).
- **Saturday, July 25: Ten Gardens Tour**, 10 a.m.-3 p.m. to benefit the Shorewood DPW (see article on page 12).
- **Wednesday, July 22: The 11th annual Shorewood Library Summer Celebration**, 6-8 p.m. at the Shorewood Library. Everyone is invited to enjoy free ice cream sundaes, trolley rides, music, games, and more.

- **Saturday, August 1: Woof 'n Hoof Dog & People Walk** to benefit Gilda's Club of Southeastern Wisconsin. Visit www.gildasclubsewi.org for detailed information.
- **Tuesday, August 4: National Night Out**, a community crime and drug-prevention event on the Atwater School grounds, 4:30-7:30 p.m.
- **Saturday, August 8: Second Annual Atwater Beach Party** Sponsored by the Friends of Atwater Beach. See www.friendsatwaterbeach.org for further information.
- **Tuesday, August 18: Free Outdoor Community Concert**, 5:30 p.m. at Hubbard Park featuring Streetlife with Warren Wiegatz. Food and beverages for sale. Visit www.walkshorewood.com for more information. Sponsored by the Village of Shorewood and the Shorewood Marketing Initiative (see ad on page 5 for details).
- **Saturday, September 26: Showcase Shorewood**, 10 a.m.-5 p.m., on the lawn of Shorewood High School, 1701 E. Capitol Dr. and throughout the business district along Oakland Ave. and Capitol Drive. Sponsored by the Shorewood Business Improvement District.
- **Saturday, October 31, Halloween Trick or Treat**, 2-4 p.m.

VISIT THE SHOREWOOD LIBRARY

Library use is up all over the country. In this time of economic recession, libraries are more vital than ever. Circulation figures for books, CDs and DVDs continue to increase, and borrowing often makes more sense than buying. What's more, libraries have become a rich source of information for those seeking jobs, and library computers are a valuable tool for those who do not have, or cannot afford, Internet service.

Summer is a busy time at Shorewood's library. Visit www.shorewoodlibrary.org for a complete schedule of library special events.



4TH OF JULY FIREWORKS

Sponsored by the
Shorewood Foundation

Don't miss the action at
Atwater Park at 9:30 p.m.

Shorewood's 4th of July activities include a parade at 3:30 p.m. followed by ice cream and children's games at Spector Field. Visit villageofshorewood.org for complete information.