

Shorewood **TODAY** *magazine*

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Shorewood Connects Neighbors
New Horizons Charter School
Prepares Next Generation as
Environmental Stewards
School District Construction
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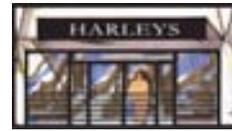
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magazine

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 Village of Shorewood, the Shorewood School District and the Shorewood Business Improvement District (BID), with additional financial support from the Shorewood Marketing Program.

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

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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

One of Shorewood's best-kept secrets, Hubbard Park, was the site of a free summer concert sponsored by the Village of Shorewood and its marketing program on August 18. Village residents and guests delighted in a warm summer evening under the stars as they listened to the cool jazz sounds of Streetlife with Warren Wiegatz.

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.



All About Our Parks: Preservation and Maintenance of Green Space a Community Priority

Despite our small size, Shorewood is blessed with two wonderful natural resources, Lake Michigan and the Milwaukee River. Preserving and enhancing Shorewood's parks adjacent to the River and the Lake, as well as other green spaces, is a Village priority. The parks provide us with space for recreation and community gatherings, and quiet spaces to enjoy beautiful vistas and the wonders of nature.

However, preserving and enhancing green spaces for the enjoyment of both present and future residents doesn't just happen. Many committed Shorewood volunteers have spent countless hours reviewing current conditions and planning for the future. With support from the Village Board, the Parks Commission and other community groups, plans are taking shape and, in some cases, are being implemented. In the meantime, we enjoyed another summer of activities in our parks.

Atwater Beach and Park

Swimmers, sun bathers and people who attended the Friends of Atwater Beach Second Annual Beach Party in August enjoyed the results of having three seasonal DPW employees work almost exclusively at Atwater Park and beach this summer – the sand was kept clean, algae

was removed from the beach and improvements were made to the bluff path, including removal of invasive species. The Village hopes to continue the seasonal staffing next summer.

Behind the scenes an ecological study of Atwater beach and adjacent land was in progress, assessing water quality, shoreline and beach erosion, impact of the jetties, non-source beach pollution, and best practices for maintenance and improvements. Results of the study should be available later this fall. The ecological study is financed by a Coastal Management Grant, the Shorewood Foundation, Friends of Atwater Beach and the Village.

Milwaukee River Bluff

Forked asters, an endangered species, are growing under the trees adjacent to the Milwaukee River in Shorewood. A plan to protect the asters, along with other native plants and trees, stabilize the river bluff and provide public access to the beautiful area from Capitol Drive south to Hubbard Park, was approved by the Village Board in August.

Marek Landscaping developed the River District Riparian Restoration and Trail Planning/Design Plan, which noted invasive species such as garlic mustard and buckthorn will have to be removed and replaced with native plants. The forked asters are in an area north of

Hubbard Lodge that has been relatively undisturbed.

The Village Board approved Marek's design plan because it preserves the bluff and also will make the area more accessible to residents. The plan calls for focusing visitors onto designated trails while discouraging use of the social trails that are contributing to the degraded condition of the bluff. It also calls for enhancing the vegetative quality, providing better access to Hubbard Park and the Oak Leaf Trail, and connecting to the regional Milwaukee River trail system.

Crews from Shorewood's Department of Public Works spruced up the entrance to the Oak Leaf Trail from River Park. With the help of the Friends of DPW, native wildflowers were planted.



"The Parks Commission supports the River Bluff Reparation plan. With better connectivity of River Park, the Oak Leaf Trail bike path and Hubbard Park (including walkable paths along the Milwaukee River), there will be better utilization of these recreation areas," says Parks Commission Chair Dan Ford. The plan calls for a canoe launch and overlook to be constructed in Hubbard Park.

Marek's complete report can be viewed on the Village website. Implementation will begin in areas currently under Village management.

Walking, Biking and Jogging Along the Oak Leaf Trail

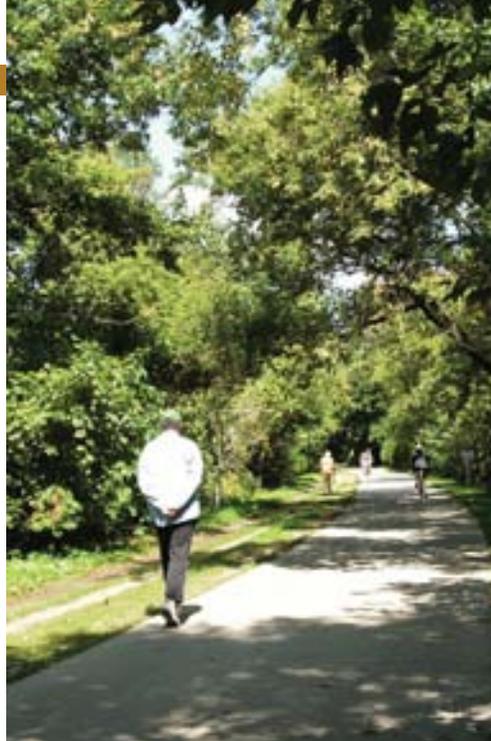
The beautiful Oak Leaf Trail at the west border of Shorewood is used by bikers on their way to and from work, roller blade enthusiasts enjoying the smooth asphalt, and joggers and walkers improving their health and appetites. Often, on weekends, people stroll slowly enjoying the beauty of the trees and wild flowers. The trail can be accessed from a number of paths along Wilson Drive, behind Baker's Square restaurant, and at Hubbard and River Parks. Trail walkers, riders and joggers will be "detoured" early next summer when the trestle bridge over Capitol Drive is replaced as part of the Capitol Drive street reconstruction.

Estabrook, Home of New Dog Park

With all the trees and shrubbery bordering the west side of Wilson Drive, it is easy to forget that beyond the trees is the Oak Leaf Trail and Estabrook Park. Although it is almost completely within the Village limits, Estabrook Park is maintained by Milwaukee County. However, the County recently solicited Village help to develop a dog park in Estabrook and the Village agreed to help in order to encourage Shorewood residents to make use of the larger park area. The dog park opened in late September and is located across the road from the duck pond.

The Shorewood Parks Commission

The current Shorewood Parks Commission was established by the Village Board in 2008 and charged with implementing



Walkers enjoy a sunny day along the Oak Leaf Trail.

elements of the Comprehensive Outdoor Recreation Plan that was adopted by the Board in December 2007. The plan encourages the physical improvement, maintenance and use of all Village parks and facilities.

Parks Commission members, who work closely with the Village, School District, Recreation Department and other groups are Dan Ford (Chair), Diane Buck (Vice Chair), Ann Brumett, Holly Morris, Chris Gallagher, Sam Essak and Ann McKaig.

Our Parks Are "Reclaimed" Space

Carving out green space for recreation and relaxation in Shorewood is a challenge. Many of Shorewood's current parks are "reclaimed" space: Atwater Park was once a dumping ground. River Park was the Oakland Avenue Railyard for the Milwaukee Electric Railway and Light Company. The Oak Leaf Trail is a converted rail corridor. And tiny Humble Park (corner of Edgewood and Oakland) was once the location for a gas station. Hubbard Park has been in recreational use since the late 1800s when it was a private amusement park.

Photo (top left): Our parks were the perfect summer setting for ball games, fireworks, barbecues, hiking, picnics and music. New this summer was the concert in Hubbard Park on August 18, sponsored by the Village marketing program and featuring Streetlife with Warren Wiegatz (the Milwaukee Bucks house band). A large crowd brought lawn chairs and picnic food and enjoyed the live jazz performance on a perfect summer evening. Given the enthusiastic crowd, the concert could become another annual Shorewood event.

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Promoting Eco-Friendly Practices and Sustainability in Village

As the leaves fall on your yard, please mulch! Mulching leaves adds nutrients to your lawn soil, helps soil retain moisture around shrubs and garden plants, and acts as insulation. The Village does pick up leaves at curbside, but it costs taxpayers money for manpower, gas, maintenance/replacement of equipment and transportation of leaves to composting facilities. For more information about mulching leaves or about the Shorewood Conservation Committee, contact Lisa Noble at 414.963.9727 or macnoble@sbcglobal.net.

Disconnecting Downspouts Approved but Permit Necessary

For the past few years, Shorewood has partnered with the MMSD to disconnect residential downspouts in the combined sewer system areas east of Oakland, and to install rain gardens and rain barrels to help reduce the volume of water flowing to the

treatment plant and alleviate overflows and basement backups. This past April, the Village Board amended the Village code [415-18B(2)] to allow all residents to disconnect their downspouts. However, a building permit is required to disconnect in order to ensure that the piping to the storm sewer is closed off correctly and that the storm water will not inundate neighbors or create wet or icy sidewalks.

Call the Village Department of Planning and Development at 414.847.2640 for permit information before you disconnect.



What Is Village "Sustainability?"

Sustainability is broadly defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. From a local government perspective, this has implications for policies relating to energy, buildings, transportation and procurement.

A Village Sustainability Task Force, comprised of members from the Conservation Committee, Village Manager Chris Swartz and intern Mike Hawes, has been meeting since March to research and recommend a sustainability plan for the Village.

The Task Force is researching "The Natural Step" approach to sustainability, which

follows four primary objectives:

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

The Task Force will be presenting its ideas, as well as some background on sustainability and the Natural Step, to the Village Board later this fall. For more information, contact Village Manager Chris Swartz at 414.847.2701.



DPW crew member Barb Hoch inoculates a large Village ash tree to protect it from emerald ash borer.

Small Beetle Can Cause Big Problems: Village Board Approves Ash Tree Plan

The emerald ash borer (EAB), an exotic, half-inch-long metallic green beetle that is native to Southeast Asia, is making its way into the Midwest. In late August, the first confirmed larvae infested tree in Milwaukee County was identified in Franklin, Wis.

The larvae of the EAB feeds exclusively on tissue under the bark of the ash tree, starving the tree of water and nutrients and killing the tree. The adult beetle emerges in the early summer, only lives for about three weeks and doesn't travel far. Restrictions have been put on moving firewood because moving infested wood will spread the disease more quickly than the beetle itself.

The Shorewood Village Board has approved a pro-active approach to save Village ash trees recommended by the Department of Public Works (DPW). The largest and healthiest of the Village's 1,814 ash trees will be inoculated to ward off the beetle. Small trees and those that already have a less than 50% condition rating will be removed and replaced with another variety of tree. Inoculations began in August on the largest and healthiest ash trees. DPW crews hope to inoculate close to 300 this fall. Inoculations and tree replacement will continue next year. Priority will be given to those trees that are 24 or more inches in diameter.

The inoculation method of treating the trees was chosen as the safest and most effective available treatment. The injectable formulation delivers small amounts of nutrition, disease suppression and insect control directly into the tree without impacting the surrounding environment so there is virtually no chemical exposure to residents, pets or the surrounding area.

Removal of a mature tree is an obvious aesthetic loss. However, loss of a large number of urban trees can also cause major ecological and economic problems. A mature tree can capture more than 500 gallons of water annually. In addition, removing and replacing a large number of diseased trees would be costly and time-consuming.

The Village is treating trees on boulevards and on other Village property. Residents who are concerned about ash trees in their yard should consult an arborist. Further information about the ash tree program is available on the Village website or residents may call Shorewood's Department of Public Works at 414. 847.2650.

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Flu Isn't Business As Usual This Year – Be Informed

The Shorewood/Whitefish Bay Health Department is preparing for the arrival of H1N1 influenza vaccine this fall. The Center for Disease Control (CDC) recommends protection with both seasonal and the novel H1N1 vaccine.

When the H1N1 vaccine is available, the first clinics will be held for school-age children and their families. The clinics will be held at a school and will not be open to the general public unless they have children or are in one of the target groups. Target groups for H1N1 (also known as “swine flu”) are pregnant women, parents of infants under six months, children six months to 24 years, healthcare workers and adults 24-64 years of age with a chronic health condition/immuno-compromised.

Clinics for the healthy adult population will be scheduled when sufficient vaccine is available. Updated information on the key groups and vaccine availability can be accessed:

- On the Village website at www.villageofshorewood.org
- At www.cdc.gov or www.pandemic.wisconsin.gov/
- By contacting the Shorewood/Whitefish Bay Health Department at 414.847.2710.

There are steps that everyone can take to avoid getting the flu:

covering your cough, washing your hands and staying home when ill. If you have a fever, cough or sore throat, call your healthcare provider to discuss possible anti-viral medication.

The Shorewood/Whitefish Bay Health Department, 2010 E. Shorewood Blvd., offers a variety of preventative health services, including a blood pressure clinic on the fourth Wednesday of each month and an immunization clinic on the second

Monday and third Tuesday of each month in the Village Center (lower level of the Shorewood Library). Please refer to the Health Department Clinic schedules on the Village website or call the Shorewood/Whitefish Bay Health Department directly to verify dates and times of services.



Village of Shorewood Briefs

Capitol Drive Reconstruction Getting Closer

Reconstruction of Capitol Drive (State Highway 190) from the Milwaukee River to Lake Drive is scheduled to take place from April to November of 2010. State and Village officials have been working closely together to plan schedules and identify potential problems.

Current engineering recommendations include first reconstructing Capitol Drive east of Oakland Avenue. The Oak Leaf Trail Bridge will also be replaced before work begins on the road west of Oakland Ave. Two lanes of traffic should remain open throughout the construction from Oakland Ave. west to the river, but will be limited to one lane (eastbound) from Oakland Ave. east to Lake Drive. Contracts for the road construction will be awarded in the spring by the state and the contractor may make adjustments to the engineer's recommendations. A final meeting to solicit public input may be scheduled in March after the contracts are awarded.

First Leaves, Then Snow

DPW crews will begin picking up leaves raked to the curb on the third Monday in October and will continue to the second Friday in

December. Visit the Village website (Department of Public Works page), for a map of day of the week collection in your neighborhood. Note: early snow may disrupt or end leaf pick-up days. Rake leaves onto the boulevard for pick up – *not* into the street. (For information on leaf mulching, see page 6.)

The Shorewood Pedestrian Safety Committee reminds residents that Village code requires all property owners or occupants to clear sidewalks of snow and ice within 12 hours of snow falling and ice forming so that pedestrians can travel in reasonable safety. Unshoveled walks may be reported to the Shorewood Police Department at 414.847.2610. Residents will be fined if the Department of Public Works has to shovel their sidewalk.

Village To Complete Comprehensive Land Use Plan

The State of Wisconsin “Smart Growth” land use legislation requires that all communities develop a comprehensive plan that includes a shared vision and create an essential framework for land use decisions and policy, thus promoting orderly development. Shorewood's already adopted Vision Plan, Comprehensive Outdoor Recreation Plan, and Central Business District Master Plan comprise the bulk of the Village's Comprehensive Plan which

should be completed and submitted to the State near the end of the year. A meeting will be scheduled to solicit public reaction to the overall document before it is submitted to the State.

New Polling Locations for 2010 Elections

Shorewood is moving its polling locations for elections scheduled to take place in 2010 on February 16, April 6, September 14, and November 2. In order to make the voting experience more convenient for Shorewood residents and less disruptive for schools, the Village is relocating two of its polling locations:

- **Voters in Wards 1, 2, 3 and 4** will continue to vote in the Village Center (lower level of the Shorewood Library).
- **Voters in Wards 5, 6, 7 and 8** (who previously voted at Atwater Elementary School) will vote at Shorewood High School, 1701 E. Capitol Drive, in the recently renovated Physical Education Building.
- **Voters in Wards 9, 10, 11 and 12** (who previously voted at Lake Bluff Elementary School) will vote at the Shorewood Intermediate School, 3830 N. Morris Blvd.

If you are new to Shorewood and do not know your Ward number, call the Customer Service Desk at Village Hall at 414.847.2700. A Village map outlining the different Shorewood Wards is located at the back of the Village of Shorewood Community Directory.

2010 Village Budget

A series of planning meetings have been held to develop the 2010 Village budget. The completed proposal, which calls for a 2.93% levy increase, will be the subject of a public hearing at the Village Board meeting on November 16 at 7:30 p.m. A summary of the proposed budget is posted on the Village website. Contact the Village Manager at 414.847.2601 if you have questions about the budget.

Village Vision for 2015 Reviewed

The Village Vision for 2015 was developed in 2005. A recent review of the Vision by residents and Village Board and staff determined that the Vision is still viable. To continue movement toward the Vision, a long list of initiatives was reviewed. "Protect and enhance property values" was identified as the highest priority action item going forward because it encompasses so many other strategies, such as encouraging home owners to invest in improving their property, implementing more aggressive and large scale re-development projects, protecting and enhancing public green spaces, and delivering quality services.

The complete report on the Vision review meetings is posted on the Village website.

New Village Assessor

Associated Appraisal of Appleton, Wis., is now providing municipal assessment services for the Village. Assessor Mark Brown and his staff have weekly office hours at Village Hall on Mondays and Wednesdays, from 9 a.m. to 3 p.m., where they are available for walk-ins and telephone calls (414.847.2720). Full assessment assistance is also available on Monday-Friday, 8 a.m. to 4 p.m. from Associated Appraisal's Help Desk at 1.800.721.4157 or info@apraz.com.

Making Property Tax Payments

Shorewood property taxes can be paid at North Shore Bank in Shorewood or Village Hall. North Shore Bank has two Shorewood locations: 3970 N. Oakland Ave. and 4414 N. Oakland Ave. Tax statements will be mailed in December.

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Won't You Be My Neighbor?

Connecting Neighbors Via Block Parties, E-Mail and More Promotes Communications

Neighbors in the 2400-2500 block of East Newton Ave. enjoy a recent block party that brought dozens of residents together for an afternoon of good food, conversation and children's activities.

In the 2400-2500 block of East Newton Ave., resident Michelle Boehm is known as the “keeper of the list.” Michelle is the go-to person when it comes to keeping neighbors informed about happenings on the block since she maintains a list of her neighbors’ e-mail addresses and phone numbers. The list is used for a variety of purposes such as organizing block parties, book groups and rummage sales, coordinating meals for someone just home from the hospital, and alerting neighbors about safety concerns passed on by the Shorewood Police Department.

Michelle believes that this ongoing communication is a big part of why the 2400-2500 block of East Newton Ave. has such a high sense of community spirit. “We feel more connected to each other, safer and part of a larger group that cares. When there’s a specific request for help or advice, people think, there’s my chance to be more helpful and be a good neighbor,” says Michelle. “Keeping the scope of the group small makes it more real and more useful to people.”

On the other side of Shorewood, longtime Shorewood resident, Alex Hill (who is a former resident of the 4200 block of North Ardmore), recently attended the annual Ardmore block party, which has expanded in size and scope in recent years to accommodate

surrounding blocks. Though Alex and his wife, Barb, moved to the Eastwood Condominiums three years ago, they remain connected to the Ardmore neighborhood through its e-mail network. Alex notes, “People love to live in Shorewood because of the community spirit . . . e-mail networking does a lot to help tie things together.”

Following the recent block party, Alex says that a family who had just moved to the neighborhood sent out an e-mail to the neighborhood group asking for recommendations on a dentist, locksmith and veterinarian. “Within a short amount of time, they had a half dozen responses from their neighbors.”

“We feel more connected to each other, safer and part of a larger group that cares. When there’s a specific request for help or advice, people think, there’s my chance to be more helpful and be a good neighbor.”

Michelle and Alex are both active in the Shorewood Connects Neighbors initiative, which seeks to connect residents of all ages with small block groups in order to enhance the quality of life by promoting neighborliness. Essentially, the initiative helps residents organize their blocks and develop a means of communicating, usually through e-mail, with the help of some general guidelines.

Michelle has shared her expertise in setting up and maintaining a block group through the development of a Shorewood Connects Neighbors kit, now available on the Village's website at www.villageofshorewood.org or by calling 414.847.2727.

As it seeks to expand the initiative, the newly formed work group behind Shorewood Connects Neighbors is interested in learning about other active block groups in Shorewood. Please

contact Project Facilitator Sue Kelley at 414.961.7262 or skelley1@wi.rr.com.



Children in the 2400-2500 block of East Newton Ave. enjoy the afternoon at their block party.

Photo by John O'Hara

Second Annual Shorewood Connects Yard Clean-Up Morning on November 7

The second annual Shorewood Connects Neighbors fall yard clean-up day will be held November 7, from 9:00 a.m. until 12 noon. Families, scout troops, soccer teams and church groups will gather at North Shore Presbyterian Church, 4048 N. Bartlett Ave., for their assignments and then spread out through the Village to clean up the yards of their older and disabled neighbors.

Last year, 80 volunteers ranging in age from four to 60 spent a Saturday morning raking, cleaning up flower beds, putting away garden hoses and performing other tasks which helped prepare homes for the winter of 20 very appreciative older and disabled adults.

For more information, or to volunteer for the project, contact Project Facilitator Sue Kelley 414.961.7262 or skelley1@wi.rr.com. Older and disabled adults in need of yard work should contact Elizabeth Price of the Shorewood Senior Resource Center at 414.847.2727 or eprice@villageofshorewood.org.

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A TALE OF TWO JOE'S

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Joe Passer

What would Shorewood do without our Joe's?

This is the tale of two guys named Joe. It's the story of determination, the willingness to change and the courage to take on new challenges. If this sounds like something you wouldn't expect to hear about a barber and a shoe repair man, you're in for a surprise.

Our Joe's are Joe D'Aquisto, owner of Joe's North Shore Barber Shop and Joe Passer, owner of Shorewood Shoe Repair. D'Aquisto's journey to Shorewood began in Sicily in a small fishing village near Palermo. Passer lived in Russia, now the Ukraine. Both men had good trades, D'Aquisto a barber and Passer a civil engineer. But the 1970s were a time of change and although both men were in their 30s and married with children, they decided to start new lives in the U.S. Friends and family here convinced them that Milwaukee was a welcoming city.

This is where the determination, courage and challenges come in. Both men wanted to be their own bosses and that took lots of work. D'Aquisto went back to school so he could get a Wisconsin barber's license. Passer had to start from scratch and learn a new trade. And while they were at it, they both had to improve their English.

Passer lives in Shorewood and when he got the opportunity to buy his Oakland Ave. shoe repair shop from the retiring owner in 1980, he grabbed the chance. When he started in the business 29 years ago, there were more than 80 shoe repair shops in the Milwaukee area – today there are just 16. So Joe draws customers from all sides of town. He even gets mail orders shipped from as far away as Superior.

Joe Passer's honesty, quality work and fair prices have kept customers coming back for years. "I'll tell people if it's not worth fixing." He says that happens often these days because many shoes are manufactured from cheap, harder-to-repair, man-made products. But Joe adds that there are still many good quality shoes that are well-worth the upkeep and will last for years with good repair.

Joe D'Aquisto's dream of owning his own shop didn't happen until 1992 when a business that had been a Shorewood landmark since just after World War II became available. "Shorewood is where I wanted to be. It's a good, safe place to do business," he says. Many of Joe's customers followed him from a downtown shop where he had worked and he then inherited some of the Shorewood shop's customers, like Jim Middleton. "Joe is a full-service barber," says Jim. "He does everything – ears, nose, eyebrows, mustache. When I leave here my friends tell me I look like I've lost 10 pounds. I call Joe my sculptor." Sometimes the "chair" talk in the shop gets pretty lively – sports, the latest news. "But mostly Joe likes to talk about ordinary people," Jim says.

Through the years, the Joe's have seen changes in styles and fashions. In shoes, spiky heels are now in. "They make the ladies look beautiful, but they're so tiny and wear out fast," says Joe the shoe man. Joe the barber has seen hairstyles go from short to long and back to short and he doesn't do many shaves these days.

Both Joes agree that Shorewood has changed a lot over the years – and for the better. "When I first came here it was like a village. Now it's a town," says Joe Passer. "Wider streets, more restaurants, more stores. When people ask me what side of town I live on I always say the trendy side." Joe D'Aquisto loves good Italian food and says you can get some of the best right down on Oakland Ave. at Carini's. "Try the swordfish," he says, "it's just like in Sicily."

Although their lives are remarkably parallel and they've both operated businesses in Shorewood for many years, Joe Passer and Joe D'Aquisto have never met. So maybe it's time for these Joe's to get together for a cup of "joe." Hey, Joe, call Joe! And you may want to stop by to thank them for adding to the diversity of people and variety of businesses that make Shorewood a great community.

Joe's North Shore Barber Shop
4417 N. Oakland Ave. • 414.332.3580

Shorewood Shoe Repair Shop
3815 N. Oakland Ave. • 414.962.6060

Butterflies in Flight Public Art Event A Huge Success

This summer, our business district was enhanced by the beauty of 30 custom-decorated butterfly forms created by talented local artists. This first-time public art event, "Butterflies in Flight," engaged the entire community as residents and guests took walking, biking and driving tours of the business district to see and enjoy all the colorful butterflies.

At the butterfly auction held on August 30 at Shorewood's Hubbard Park Lodge, guests bid fast and furiously on their favorite butterflies. Twenty-nine of the forms were sold, some for as much as \$1,500 each – with the proceeds benefitting the Shorewood Foundation, the event's presenting sponsor. One remaining butterfly, the one sponsored by the Foundation Board and formerly on display at the Police Department, was saved to auction off at the Foundation Annual Dinner/Auction on Saturday, November 7 (see below).

Many thanks again to the event's major sponsors: the Shorewood Foundation, the Shorewood Business Improvement District, the Shorewood Marketing Initiative, the Shorewood Men's



Our butterflies fluttered off at a lively auction at Hubbard Park Lodge on August 30 resulting in an \$8,000+ profit for the Shorewood Foundation.

Club, the Shorewood Department of Public Works, and Gloss Photography. Additional thanks go to all our business sponsors and our talented artists. We are already thinking ahead to next year's exhibition!

Join us for the Shorewood Foundation Annual Dinner/Auction



You could own this butterfly!

MAKE YOUR RESERVATION TODAY FOR THIS POPULAR EVENT TO BE HELD ON NOVEMBER 7

Join your friends and neighbors at Hubbard Park Lodge on Saturday, November 7, for an exciting evening of delicious dining and bidding on unique auction items, all to benefit the Shorewood Foundation. Cocktails and silent auction at 6 p.m. and dinner at 7 p.m. Cost is \$100 per person. For details, call Shorewood Foundation board members Mike McCauley at 414.964.8103 or Jane Hawes at 414.964.6898.

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



Doris Kitazaki and Jamey Johnston
of North Cape Acupuncture

Alternative Health Care Choices Easy to Find in Shorewood

Patients Choose Complementary Medicine in Combination with Conventional Treatments

by Justine Leonard

Health care is the hottest topic in the country today. And as medical care gets more expensive and more complicated, Americans are taking a closer look at all of their options. That's easy to do in Shorewood. For mind and body, from head to toe, Shorewood health practitioners offer just about every service for wellness, better health and leading an active, longer life.

While mainstream medical techniques are the accepted choice, more and more health consumers are investigating the benefits of complementary medicine in combination with conventional treatments. Interest is growing in alternative medicine including naturopathy, chiropractic, herbal remedies, diet-based therapies, meditation, massage and yoga.

And Oriental medicine, also known as Traditional Chinese Medicine (TCM), rooted

in the ancient philosophies of the Chinese culture, is being used as a treatment for a variety of ailments at all stages of life.

Acupuncture, once considered to be alternative medicine, has proven to be a valuable addition to standard treatment for many common health problems. The major use of acupuncture today is for pain relief, such as for headaches, backaches, carpal tunnel syndrome, menstrual and arthritic pains. There are other success stories for respiratory problems, including asthma and digestive disorders. Studies also have found that acupuncture can be an effective treatment for infertility.

Although the thought of treatment with needles makes some people apprehensive, it's a very safe procedure and most patients actually experience a profound feeling of relaxation and well-being during and after acupuncture therapy. By stimulating specific areas of the body with hair-thin, pre-sterilized needles an acupuncturist activates natural mechanisms in the patient's body which can help to overcome specific symptoms, creating feelings such as warmth, tingling, pressure or sometimes just a slight ache.

Barbara Bittinger, a state-licensed acupuncturist with Shorewood Family

Chiropractic, whose credentials also include degrees in nutrition and Oriental medicine, explains that acupuncture is based on the premise that the human body is an integrated system, with every part connected through an intricate network. "It's like a miniature ecosystem, so symptoms in one part of the body are often treated by stimulating a completely different area. Knee pain, for example, may be treated by stimulating a point on the elbow. Nausea can be treated by stimulating a point on the forearm. A headache might be treated by stimulating a point on the foot."

Many people who have experienced the therapeutic effects of acupuncture will attest to its effectiveness. Kirsten, diagnosed with fibromyalgia and adrenal burnout, says she was in constant pain and too exhausted to do even typical household tasks like washing dishes. With no results from several doctors and other medical professionals she decided to try acupuncture. "After only several months of working with Barb Bittinger I now have many days with no pain at all which means I can sleep through the night. My energy continues to increase and I have resumed exercising."



Barb Bittinger
of Shorewood
Family Chiropractic

Dr. Meredith Young is the founding director of Integrative Health Services in Shorewood. She holds degrees in Oriental medicine, integrative medicine and chemistry, and is a state-certified



Dr. Meredith Young
of Integrative
Health Services

acupuncturist and board-certified naturopath. Naturopathic medicine is based on the simple philosophy that nature cures. "It's important to maintain and restore balance, wellness and harmony in a non-invasive, natural way," Dr. Young says.

Bruce, a Shorewood resident, was skeptical of treatments that involved needles. But conventional medical methods, including medication and physical therapy, weren't giving him much relief for his severe headaches triggered by arthritis in his neck. "As a patient of Dr. Young, I had my first experience with acupuncture and after a few visits I was feeling much better," he says. "I credit

the treatments with not only helping to eliminate my headache pain but making me feel more relaxed, balanced and stress-free."

At North Cape Acupuncture, certified acupuncturists Doris Kitazaki and Jamey Johnston take patients through the healing journey with Oriental medicine and a combination of other services including herbal medicine and acupuncture. Doris graduated magna cum laude with a master's of science degree in Oriental medicine. "My personal mission is to use my patience, spirit and creativity to nurture growth and well-being," she says.

Jamey, who also has a master's of science degree in Oriental medicine, began his career in acupuncture because of a personal experience. "A year after injuring my knee in a car accident I was still experiencing significant pain. I didn't want the side effects of medication, so I tried acupuncture. I experienced over 90% improvement with only three treatments. I was hooked and I wanted to be able to help people like myself."

Other alternative therapies are frequently offered with acupuncture. For example, Jan, a North Cape Acupuncture patient, says "they have included herbal remedies, recommendations for diet changes and a variety of solutions for my problems."

Is acupuncture or other alternative health treatment right for you? A talk with your doctor and a consultation with a qualified practitioner right here in Shorewood is the best way to find out. You may get a different perspective on how to heal and live life in a healthier way. (Note: For patient confidentiality Shorewood Today is not using the full names of the individuals quoted.) Photos by John O'Hara

For more information on acupuncture and alternative medical options in Shorewood, contact:

Integrative Health Services
4465 N. Oakland Ave., Suite 200S
414.906.0285
www.inhealthservices.com

North Cape Acupuncture
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Things Are POPPIN' at Goody Gourmet's

Sometimes it's the little things in life that make a big difference. For Jacquie Chesser it was homemade candy. Jacquie always loved baking and 10 years ago, when she was working in the corporate world, she perfected her skills by making cakes for her family and friends in her spare time. Her dream was to start her own bakery. One day, that plan changed when she ran out of decorative flowers for a wedding cake and improvised with her homemade candy.

When everyone wanted to know who made the candy, Jacquie decided to take a new business path that would lead her to opening Goody Gourmet's in Shorewood three years ago. "I've always loved Shorewood. It reminds me of the way the world was when I was a kid, and we all watched out for one another. You don't find that in a lot of communities," says Jacquie. The store got its name because, as its motto says, it offers "something for everyone" with goodies from delicious homemade confections to gourmet popcorn. "When you put the word gourmet in your name, you'd better have quality products made with the best ingredients. I won't ever buy a cheap seed," says Jacquie.

In a village like Shorewood, where family values and friendly neighbors are important, Goody's fits right in. Kids love Jacquie's warm smile and patience in helping them pick just the right treats

at the right price for their allowance. Business neighbors look forward to dropping in for a candy or popcorn break. Some seniors visit every day and they're especially welcome. "I'm a huge fan because I spent so much time growing up with my grandparents," Jacquie recalls.

"When you put the word gourmet in your name, you better have quality products made with the best ingredients."

"They're gone now and while no one can take their place, my senior customers help fill their space." Jane Paulson, one of the regulars, says it seems she has known Jacquie forever. "She is truly one of my sisters. Besides, I love her popcorn and double-dipped graham crackers."

Goody's handmade confections are always favorites, but Jacquie says that popcorn sales at Goody's have surged in popularity. Maybe that's because of Jacquie's special recipe and the wide variety of flavors most local places don't offer. With more than 13 different flavors, including lemonade, bacon and white chocolate, and probably more to come, sampling popcorn at Goody's is fun. "I love it when customers try the jalapeño thinking it's like cheese popcorn. Then it hits and they say, my goodness – that IS hot!" Goody's newest innovation is "hull-less" popcorn, an alternative Jacquie came up with for customers with digestive concerns like diverticulitis.

Even when the store looks quiet, Goody's is busy behind the scenes filling Internet and business orders for incentives, promotions or special gifts personalized with logos or photographs. That's when family and friends pitch in to help Jacquie make sure every order is filled properly, backed up by the excellent customer service for which Goody's is well-known.

Jacquie Chesser and her family have become part of the Shorewood family. And Goody Gourmet's is another business that makes our Village unique. Pop in and see for yourself!



Photo by John O'Hara

Goody Gourmet's • 4425 N. Oakland Ave. • 414.906.1042 • www.goodygourmets.com

New Shorewood Bookstore Almost a Reality

Book Cooperative To Open in Former Schwartz Location

As *Shorewood Today* goes to press, plans are in place to open a new bookstore, Open Book, in the Village on November 1. The Open Book cooperative is a store for the community, by the community. Dedicated neighbors – hundreds of people, mainly in Shorewood – have signed up to be supporting members.

The proposed Open Book store will be in a familiar location, the former Harry W. Schwartz site at 4093 N. Oakland Ave., which closed earlier this year. As customers walk through the doors, many good memories will return as they catch the aroma of freshly brewed coffee coming from the cafe. The store will have an open layout with an arrangement of sofas and chairs so browsers can leisurely leaf through selections from an inventory that will be a combination of two-thirds new books and one-third quality used titles. There will be an order desk so customers can get what they can't find on the shelves. Many of the people who worked at the Schwartz store, including Lisa Zupke, the store manager, will be back on the staff to serve customers in the same helpful, knowledgeable way.

Like so many residents, Micki Gartzke really misses the former Harry Schwartz bookstore. "It was typical of the convenience of living in Shorewood. You could walk or bike over and get the book you wanted or have it ordered in no time. Everyone I know is really looking forward to Open Book."

Judy Smith, a volunteer at the Shorewood Senior Resource Center, agrees. "Older residents will especially appreciate the return of a bookstore. For them, it's a wonderful community asset. A book store, a meeting place and a coffee shop all rolled into an easy-to-get-to, one-stop destination."

The Open Book cooperative needs your support to get started and continue its successful operation. You can join today by visiting their website at www.openbookcoop.com or by calling Keith Schmitz at 414.963.0847. Open Book also will be accepting memberships when it opens for business. And the store is already collecting donations of quality used books – bring them into the store right now and receive a coupon for a future purchase.

Just in time for the holidays, Open Book will be a welcome gift to the Village of Shorewood.



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Growing Green Businesses in Shorewood

By Leah Dobkin, Shorewood Conservation Committee

As consumers become more socially conscious, they are looking to support green businesses. And businesses are beginning to recognize that going green can give them a competitive edge. Implementing green practices creates a healthier work environment, reduces sick days and healthcare costs, and improves staff retention. Businesses are also making changes that often are low or no cost and can save money. For example, turning off power strips connected to computers, fax machines and coffeemakers when not in use can save up to 73% of the energy used for each device. Also, 25-50% can be saved on annual paper costs just by printing on both sides and using scrap paper – plus, it's helping the planet, too. Shorewood residents may want to pick up on some of these good ideas in their own homes.

The Establishment Salon at 4503 N. Oakland Ave. is a Shorewood business that is already implementing a variety of green business practices. The salon is partnering with Matter of Trust, a nonprofit eco-company based in San Francisco, by contributing its natural surplus of hair clippings toward the development of oil spill hairmats. In 2007, Matter of Trust hairmats helped with the clean-up of 2,600 oil spills worldwide. "Our salon is always looking for innovative ways to be eco-conscious and recycle," says salon co-owner Carly Flynn. "It feels good

to find an effective use for a natural surplus from our industry." Other ways the salon operates as an eco-friendly business include being a member of the WE Energies Energy For Tomorrow Wind-Powered Business Program, promoting awareness of reusable bags and using compact fluorescent light bulbs in the salon. The Establishment also promotes and sells beauty products that are 90-99% natural and feature packaging that is made with 80-95% post-consumer waste.

Tips on going green will be shared with local businesses through a new project sponsored by the Village of Shorewood Conservation Committee called the Green Leaf Award. The goal is to promote green practices among local businesses. Only in its infancy, the project hopes to recruit and train volunteers to conduct green business audits for Shorewood building owners and business tenants. Topics covered in the audit will include energy, transportation, waste reduction, water and air quality, responsible purchasing, building and remodeling, food, and education. When a Shorewood business meets specified criteria it will receive a Green Leaf Award.

The Conservation Committee is seeking local Shorewood business owners who are interested in helping plan the project and possibly being a "guinea pig" to test the new green business audit tool. For more information, contact Leah Dobkin at leahdobkin@aol.com.



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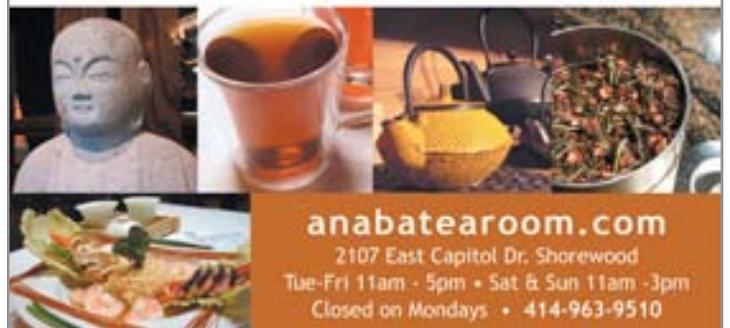
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From Blane McCann,
Superintendent of Schools



A Focus on Good Stewardship

As I take a moment to contemplate my tenure in the District, I am struck by the willingness of our residents and staff to invest in this fine community and its students. I am fortunate to work with a School Board and administrative team who understand the importance of being good stewards of community funds, facilities and, most importantly, the Shorewood educational vision.

Over the past six years, the School Board and administration, with the support of many community members, embarked on a journey of renewal and engagement by investing in our School District. During this time, we not only provided outstanding educational experiences to our students, we also devoted time to cultivating our faculty and staff members through professional development. The District has also reached out to the community through the creation of a variety of advisory boards that provide us with their insight and expert guidance on a wide array of topics. Additionally, the School Board employs an open and transparent budget process that listens to and values the opinion of community members. It is through this type of engagement that we are able to align the values of the community with those of the School District.

Under the stewardship of the School Board and Administration and along with the community's approval, the District has concentrated on improving our facilities and has implemented efficiency measures to save money on utilities and other expenditures, all the while providing a safe environment in which to teach our students. Once the High School renovations are complete, each one of our schools will have been updated and/or renovated over the last 15 years. The School District needs your

help as we complete these renovations. It is important that each of us act as good stewards and care for our historic buildings and grounds as if they were our own.

In addition, we are improving the environment by incorporating "green" technologies such as photo voltaic, solar thermal heating, and storm water management in our current projects. More importantly, however, we also are integrating environmental issues into our curriculum. For example, the New Horizon Charter School located at Shorewood High School was instrumental in the urban agriculture initiative now underway at the High School and works in partnership with the Urban Ecology Center on several projects. The Milwaukee Business Journal

"It is important that each of us act as good stewards and care for our historic buildings and grounds as if they were our own."

recently awarded their initial "Green School Award" to the New Horizons Charter School.

As we continue to move forward as a District, using the educational vision established nearly 100 years ago as our guide, we will continue to review and update our curriculum and improve our teaching practices through allocated professional development time which includes the newly designated Wednesday early dismissal time. Again, our careful stewardship for the liberal arts educational philosophy is critical and connects directly to the many achievements of our students. The entire staff of our School District accepts the responsibility for maintaining and sustaining the success of our students. I am

excited about the direction being set by our School Board, staff and faculty. We can only remain current in our field when our community supports our work and allows us to practice and engage with emerging educational ideas in our classrooms. We understand the many challenges facing our District but we continue to adapt and develop programming that allows us to sustain the liberal arts philosophy so dear to our community.

We take the idea of stewardship very seriously. However, being a steward in Shorewood is easier than in my previous districts where I served as an educator. I attribute this to the intergenerational model so evident in Shorewood. Truly everyone in Shorewood is a learner, teacher and supporter of the School District and its mission. However, if the School District is to continue to earn that support it is important that we use our funding in ways that reinforce the Shorewood educational vision established and expressed since 1912.

Next and more importantly, we seek to be a good steward for our student body and the "Shorewood Experience." I have been given the opportunity to lead alumni reunions, an activity I thoroughly enjoy. I am so impressed by the people who graduated from this School District. They all speak so fondly of Shorewood and credit the "Shorewood Experience" for their success. Consequently, I feel responsible for that legacy and commit my effort to sustain and improve our ability to develop students who are critical thinkers, problem solvers, empathetic listeners and advocates for their opinion, and who exhibit strong positive character and are aware of the world around them. We seek to produce the next generation of leaders in our region, state and country so that in 50 years they can credit their success to the "Shorewood Experience."



PACKERS VS. VIKINGS FOOTBALL TICKET RAFFLE

To Benefit D2D

Do you want to see the Packers vs. Vikings rematch in person? D2D is raffling off two tickets to the Packers/Vikings game on Sunday, Nov. 1 in Green Bay! Raffle tickets are \$5 each or 5 for \$20.

HOW TO PURCHASE:

- **Oct. 24 from 10:30 a.m.-1 p.m.** outside Sendik's, 4027 N. Oakland Ave.
- **Oct. 24-25 from 10:30 a.m.-1 p.m.** at Pick 'N Save, 4145 N. Oakland Ave.
- **Oct. 19-28 from 3:15-3:45 p.m.** at Atwater/Lake Bluff schools.
- **Oct. 19-28** at the Shorewood Intermediate School or High School from student council members during lunch.

You can also contact Laura Gough at LGough@rwbaird.com.

The drawing will be held at 8 p.m. on Oct. 28 at Atwater School at the end of Monster Mash. You do not need to be present to win.

Many thanks to Ticket King for the donation!

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Construction Projects: The "Green" Factor

The construction teams at the High School were busy this summer. The goal of the renovation projects is to make the High School more useful for our students and the community as a whole. The modernization of the facilities is also helping reduce our carbon footprint through the use of energy-efficient and environmentally friendly technologies that also reduce costs.

A sampling of the sustainable features in the Shorewood High School Physical Education, Administrative and Shorewood Intermediate School buildings include:

- **Windows** New energy-efficient, Low-E window systems will be operable and allow for fresh air.
- **Lighting** New high-efficiency, T-8 fixtures replaced old florescent lights and occupancy sensors were installed.
- **HVAC** New high-efficiency chiller unit and modern unit ventilators have been installed. In the P.E. Building an energy recovery unit was installed to harvest energy from exhaust air, greatly reducing energy consumption.
- **Finishes** Low VOC paints and carpet adhesives were used throughout the P.E. building to improve air quality.
- **Solar Panels** Photo voltaic solar panels were installed on the Administrative and Shorewood Intermediate School buildings. A kiosk will be placed in the Shorewood High School library to track our energy savings. A grant from WE Energies made this project possible.

Parking Lot Renovation Almost Complete

The construction on the High School parking lot is part of a storm water management project that includes rain gardens and rainwater drains. The rain gardens will naturally filter rainwater before it enters the sewer system. This project is in partnership with the Milwaukee Metropolitan Sewerage District (MMSD).

Please note: The parking lot will be closed Oct. 29-Nov. 1 for resealing. A new configuration and traffic pattern will be introduced when the lot reopens.



Solar panels have been installed on the roof of the Shorewood Intermediate School.

New Horizons' students work on their garden at Shorewood High School.



New Horizons Charter School Prepares Next Generation as Environmental Stewards

New Horizons, Shorewood's acclaimed charter school, continues to be recognized for its achievements. In June, New Horizons, along with partner Urban Ecology Center, received the *Business Journal* of Milwaukee's first Green Educational Program of the Year Award.

In announcing the award, the *Business Journal* noted that "students and educators have shaken up the traditional educational model and in return have found a deeper connection with their surroundings." Chartered by the School District in 2005, and located in our High School, New Horizons was designed to engage at-risk students by moving away from the teacher-centered approach to working in a collaborative setting to increase academic performance, develop self-confidence and take ownership of the future.

Through classroom and extra-curricular activities, New Horizons' students are making choices that positively impact our environment. Driving by the High School this summer and fall, it was impressive to see the beautiful harvest in the new community garden. New Horizons' students were

involved in every aspect of the project, including researching how to turn the idea into a reality and creating an action plan. Along the way, they built community partnerships, presented their idea to the School Administration and School Board, researched community gardens, planned the construction of the beds – then built and planted. Perhaps the idea caught on because this summer, residents across our Village were

"This program provides students with an avenue of learning based on their strengths, while equipping them with the ability to impact a community, and develop the competencies and characteristics essential to becoming productive adults in the 21st century."

growing herbs, tomatoes, peppers, squash, cabbage and much more. "It was good to be a part of a project that turned unused lawn space into a producing garden," says student

Peter Emmiti. Class photographer Clint Hayes, who documented all stages of the pilot process, adds, "New Horizons blends education with life." This year, the students will plan for phase two of the pilot project, including learning how to winterize plants, extracting seeds for use next season, expanding the gardens and planning for a composting site.

Throughout the year, New Horizons' students participate in a wide array of other environmental-based projects.

Highlights include:

- **River Connections Program** Through partnership with the Urban Ecology Center, students learned about our watershed and studied pollutants affecting the ecosystem. Using that knowledge they then taught younger MPS students (who also study at the Urban Ecology Center) about the watershed and helped with various projects.
- **Wisconsin Beach Clean-Up** New Horizons' students joined schools across the state to help map the lakeshore and monitor pollutants to assist with the creation of a statewide database for pollutant indicators.
- **Adopt-A-Beach** In partnership with the Alliance of Great Lakes the students assisted

in a water-quality testing project along the beaches of Shorewood and Whitefish Bay. As part of the project, they presented their findings earlier this year at a Great Lakes conference held at Discovery World.

• **Green and Healthy School Certification for the District** Students began the multi-dimensional process of seeking certification for the School District from the Wisconsin Department of Natural Resources. They researched, gathered information and applied for the various phases of certification, including energy, water, waste and recycling, chemical management, mercury levels, pest management and transportation, and, where necessary, made recommendations for improvements. This work is influencing current District construction.

These programs encourage shared ownership of the outcomes and support the personal growth of the whole student. "New Horizons provides students with an avenue of learning based on their strengths while equipping them with the ability to impact a community, and develop the competencies and characteristics essential to becoming productive adults in the 21st century," says teacher Bohdan Nedilsky.

"Someday I hope to teach and coach," says student Evan Clinkenbeard. "Through the River Connections project, I was exposed to that. I especially enjoyed working with the younger students from other schools. New Horizons is a success story for all of us!"

New Horizons' teacher Bohdan Nedilsky (right) and student Clint Hayes harvest vegetables from the High School garden.



Students studied pollutants affecting the river ecosystem.

SHOREWOOD'S BEST-KEPT SECRET!

The Award-Winning



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Scenic dining in Hubbard Park along the Milwaukee River. Enjoy Friday Night Dinner from 5-10 and Sunday Brunch from 11-2

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DIRECTED BY
Terry Grazer

Nov. 13, 14, 20, 21 at 7:30 pm
Nov. 15, 22 at 2:00 pm

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Tickets: 414.737.3421
www.ShorewoodPlayers.org

Sustaining Excellence in Our Schools: Professional Development of Teachers Leads the Way

Striving to be the very best is a hallmark of the Shorewood School District. We are committed to continually changing, evolving and improving in every classroom throughout the system – not just for today but for tomorrow and beyond.

One of our most important challenges is sustaining excellence, and that begins with our teachers. Our educators are the starting point of quality learning and a critical element in a student's learning experience. In order to be current and effective, it is imperative for them to continually update their skills and capabilities. "It is important to examine our own practices to ensure that each child is healthy and making progress toward our mission of fostering a love of learning," says Shorewood School District Superintendent Blane McCann.

Interim Co-Directors of Instruction, Dee Bauman and Dean Schultz, have created a professional development plan that connects the learning of the School District faculty to student learning, achievement and performance. This new professional development calendar is a collaborative effort that provides opportunities and tools to further develop our teachers' knowledge

of best instructional practices and assure continuity among classes, grades and levels.

On Wednesday afternoons, teachers meet, share, explore and grow. The plan includes working with reading in all areas and strengthening how writing is taught across the elementary level. Other professional development efforts provide time for the staff to work on the development of curriculum, enhance/improve instruction practice, discuss solutions to specific student needs, and learn new practices related to the art of teaching.

"Great teams can't just show up and play a game. Practice is the key to winning... We can't stand still and expect to sustain excellence."

Two professional development days will focus on the relationship of the teacher to those they teach and the relationship of instructional technology to student achievement. In January, the faculty will address understanding and developing relationships with specific groups, including English Language Learners (ELL), Attention Deficit Hyperactivity Disorder (ADHD) students, and other students facing personal loss or depression. In February, teachers will dedicate a day to exploring computer technology in the classroom, research in an information-rich society, new communication styles and responsible technology.

The opportunity for School District staff to explore and continue to improve their skills assures our students of effective and passionate teachers who are providing instructional continuity and a high-quality education in every grade and at every level. This investment of time benefits all – the student, the teacher, the District and the entire community. "We are dedicated to improving our District's long-term sustainability as a high-performing, fiscally responsible District and as a multifaceted community asset," says School Board President Paul Zovic.

Dean Schultz, Interim Co-Director of Curriculum, summarizes the value of professional development to an educational institution by likening the Shorewood faculty to a great sports team. "Great teams can't just show up and play a game. Practice is the key to winning," he explains. This philosophy epitomizes the District belief: We can't stand still and expect to sustain excellence.

30th Annual Shorewood Arts & Craft Fair Sun., December 6 • 10 a.m. to 4 p.m.

Atwater School • 2100 E. Capitol Dr.

Admission \$3.50

(the school is handicapped-accessible)

**SPONSORED BY THE SHOREWOOD BOOSTER CLUB
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or call Bonnie Adams at 414.332.3982



School District Notes

Dates To Remember

- **October 29-30, Teacher's Convention** (No school)
- **November 4, Masterworks Concert**, SHS Music Department, 7 p.m. at St. Robert's Church, 2214 E. Capitol Dr.
- **November 21, 15th Annual Turkey Trot**, the Recreation Department's Annual Walk/Run benefiting SHS Cross Country Teams, 10:00 a.m. at River Park.
- **November 24-25, Parent/Teacher Conferences**
- **November 25-27, Thanksgiving Break** (No school)

Halloweentown! on Saturday, October 31

Please join the Shorewood School District Recreation Department, the SEED Foundation and the Shorewood Business Improvement District for a day of fun for families:

- **12-2 p.m.** Trick or Treat in Business District
- **2-4 p.m.** Neighborhood Trick or Treat
- **4:30-6 p.m.** Community costume party and contest at Lake Bluff School, light refreshments provided. Contest open to all ages.
- **7:00 p.m.** Free community movie, "Twilight," in the Shorewood High School Auditorium, Oakland Ave. and Capitol Dr.

Entertainment Books For Sale

Help support the Recreation and Community Services Department by purchasing an Entertainment Book. This book provides 50% off and 2-for-1 discounts on a wide array of food, entertainment, sports, travel and other services. The books cost \$35 and the coupons are good through October 2010.

H1N1 Influenza: Basic Precautions

This is an important time to plan and prepare for a possible influenza illness – both seasonal and H1N1 strains. Parents should **not** send their children to school if they are ill. Children should stay home at least 24 hours **after** there is no longer a fever or signs of a fever (without the use of fever-reducing medicine). Keeping sick students at home means that they keep their viruses to themselves rather than sharing them with others.

Please remind your students to practice good hand-washing techniques and, in lieu of a kleenex, to cough into their sleeve to help prevent the transmission of germs. For more information on H1N1 or to find additional resources, please refer to the District's health page on their website, accessible from the home page at www.shorewoodschoools.org.

Stay Connected to the District

Information related to current events that are taking place at the District can be viewed online at www.shorewoodschoools.org. You can also sign-up for our listserve/newsletter. To sign-up, please visit the website and sign-up on the lower left column of the home page. You can also follow the District on Twitter at www.twitter.com/ShorewoodLearns.

INTERNET AND CELL PHONE SAFETY PRESENTATION

A CAN'T-MISS Event for Shorewood Parents

An SHS/SIS Parent Forum Wednesday, October 21 • 7-9 p.m. Shorewood Intermediate School Commons

Don't miss this dynamic and informative presentation for parents featuring Mr. Eric Szatkowski, one of the nation's leading officers in apprehending sexual predators who use the Internet to seduce or exploit children. You will leave fully armed with information and action steps that will help you prevent your child from becoming a victim.

Please note: This presentation is for PARENTS ONLY.
Due to the content, Mr. Szatkowski does not allow students to attend.

For more information, please visit the District website at www.shorewoodschoools.org.



Shorewood Recreation and Community Services

Offering recreational and educational classes for children, teens, adults, seniors and families

I CAN'T WAIT FOR WEDNESDAYS!

Atwater and Lake Bluff Schools dismiss at 2:15 p.m. on Wednesdays. Do you have child-care needs? "I Can't Wait for Wednesdays" is a special after-school program from 2:30-3:30 p.m. for students. Please see the Fall 2009 Bulletin for more details or visit the School District website at www.shorewoodschoools.org and click on "Recreation and Community Services."

Watch for the Winter/Spring 2010 Bulletin in your mailbox by the end of November. Registration for winter/spring classes for Shorewood residents starts on Monday, December 14.

Visit www.shorewoodschoools.org for more information or call 414.963.6913, ext. 4.

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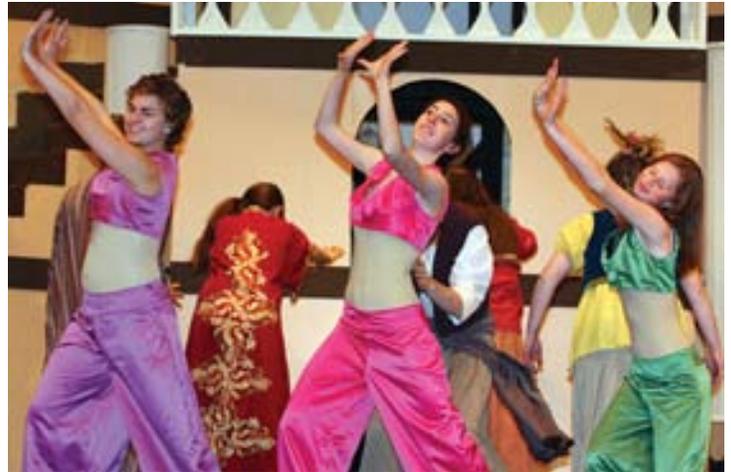
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Shorewood Drama Presents Disney's Aladdin

October 23 & 24 at 7:30 p.m., Oct 24 & 25 at 2:00 p.m. in the High School Auditorium

Welcome to Agrabah, City of Enchantment, where every beggar has a story and every camel has a tail!

All of the favorite characters are here in this stage adaptation of the Disney hit, including Aladdin, Jasmine, and of course, the Genie. Filled with magical music, mystical mayhem and perhaps a flying carpet ride, our spirits will soar with excitement once the house lights dim. The story captures our imagination and our hearts. In addition, the Academy award-winning score includes "A Whole New World" and "Friend Like Me." You won't want to miss the fall production of Disney's *Aladdin*, presented by the Shorewood High School Drama Department

Tickets are \$6 for adults and \$5 for children. The performance will last 75 minutes. Please call the box office at 414.963-6940 to reserve your seats.



WE INVITE YOU TO VISIT AND LEARN MORE!

Luther Memorial Chapel & University Student Center

3833 N. Maryland Ave. • Shorewood

A congregation of the Lutheran Church, Missouri Synod one block south of Capitol Dr. and six blocks north of UW-Milwaukee's Sandburg Hall

Serving Shorewood for more than 90 years



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Rev. Kenneth Wieting, Pastor

Kyle Krueger, Vicar

Rachel Ploetz, Student Coordinator

- Divine Service: Sunday 9 a.m. • Monday 7 p.m.
- Sunday Bible Classes for Youth, High School, University, and Adult Study: Sunday 10:30 a.m.
- Wednesday Morning Prayer 8:30 a.m.
- Foreign mission outreach and local charitable efforts
- UWM Campus Ministry Center

Other instruction, Bible study, and service opportunities are available on a seasonal basis. For more information please call 414.332.5732 or visit www.Lmcusc.org.

We have several congregational groups for people of all ages: Altar Guild, Christ Choir, Dorcas Mission Guild, Youth Group, Lutheran Student Fellowship

Out and About in the Village of Shorewood



Our Village is always alive with a wealth of special activities and events for residents and guests. This past summer was no exception, as we experienced the many reasons Shorewood is a great place to live, work and raise a family.



1. The Grand Opening ribbon-cutting ceremony at the new home of Harleys: The Store for Men, 3565 N. Oakland Ave., on September 25. **2.** CYGA, a spinning and yoga studio, at 3575 N. Oakland Ave., also celebrated its grand opening on September 25. **3.** Musicians set the tone for Showcase Shorewood, a Village-wide celebration held each fall on the lawn of Shorewood High School and throughout the business district. **4.** Members of the High School Drama Department delighted Showcase attendees with their face-painting talents. **5.** Shorewood was all a-flutter this summer during the "Butterflies in Flight" public art event presented by the Shorewood Foundation and produced by the Shorewood Business Improvement District. **6.** The annual Shorewood International Cycling Classic held each summer attracted world-class cyclists from the U.S. and abroad. **7.** Shorewood neighbors and guests were thrilled with the annual 4th of July Fireworks display at Atwater Park, presented by the Shorewood Foundation.





3930 N. Murray Ave.
Shorewood, Wisconsin 53211

Get ready for the fall season in Shorewood!

Shorewood Community Calendar

• **Thursday, Oct. 22: Five-week Art History Series** with art historian Martha Bolles begins at the Senior Resource Center. Call 414.847.2727 for information on this and other Senior Resource Center programs.

• **Shorewood Drama presents Disney's Aladdin October 23 & 24 at 7:30 p.m., Oct 24 & 25 at 2 p.m.** Call the box office at 414.963.6940 to reserve your seats.

• **Tuesday, October 27: Adult Health Risk Screening** at the Shorewood/Whitefish Bay Health Department (lower level of the Shorewood Library). One half-hour appointments from 8 a.m.-12 p.m. Consultation with a registered nurse includes blood analysis, blood pressure check and weight check. Cost \$25 (cash and checks only).

• **Wednesday, October 28: Blood Pressure Screening** at the Shorewood/Whitefish Bay Health Department (lower level of the Shorewood Library) from 4-6 p.m. No charge.

• **Friday, October 30: Halloween Happening** at the Shorewood Public Library, 2-4 p.m. Make a "bootiful" craft, play some ghoulish games, enjoy creepy face painting, trick or treat in the haunted halls. Wear a costume if you like, no registration necessary. Call the Library at 414.847.2670 or visit www.shorewoodlibrary.org for a complete schedule of Library special events.

• **Saturday, October 31: Halloweentown** in the Village, sponsored by the Shorewood School District Recreation Department, the SEED Foundation and the Shorewood Business Improvement District
 – **12-2 p.m. Trick or Treating** in business district
 – **2-4 p.m. Trick or Treating** in the residential district
 – **4:30-6 p.m. Community Costume Party and Contest** at Lake Bluff School, 1600 E. Lake Bluff
 – **7 p.m. Community Movie Night** in the High School Auditorium featuring "Twilight"

• **Saturday, October 31: Shorewood Historical Society Program** Chicago and Northwestern railway is the subject of this special presentation at

10 a.m. in the Village Center, 3920 N. Murray. Railroad historian Jim Yanke will share stories and pictures about the 22 stops on the "Airline" route from Milwaukee to Fond du Lac which included Shorewood. Visit www.shorewoodhistory.org for more information. Admission is free.

• **November 2-17: Holiday Food Drive** organized by Village staff to benefit the Hunger Task Force. Residents can drop off their donations at Village Hall or the Shorewood Library during regular business hours, or at the Shorewood Police Department (open 24 hours every day).

• **Saturday, November 7: Annual Shorewood Foundation Dinner/Auction** at Hubbard Park Lodge (see page13 for details).

• **Saturday, November 7: Second Annual Shorewood Connects Yard Clean-Up Morning** See page 11 for more information.

• **Wednesday, November 11: Men's Morning at the Senior Resource Center**, 10 a.m. in the Village Center, 3920 N. Murray. Celebrate Veteran's Day! Come and learn the fascinating story of the development of the U.S. flag. Coffee and donuts will be served. Call 414.847.2727 for more information.

• **Shorewood Players present The Producers, November 13, 14, 20 and 21 at 7:30 p.m.; November 15 and 22 at 2 p.m.** Call 414.737.3421 or visit www.shorewoodplayers.org.

• **Saturday, December 5: Holiday Shopwalk** presented by the Shorewood Business Improvement District, all day along Oakland Ave. and Capitol Dr. featuring free trolley rides, a visit from Santa, strolling carolers, special offers from local businesses. Special attraction: ice-carving exhibition by professional ice carvers who will sculpt 300-lb. blocks of ice into dazzling creations in front of select businesses.

• **Sunday, December 6: 30th Annual Arts and Crafts Fair** sponsored by the Shorewood Booster Club to benefit Shorewood student-athletes, Atwater School, 2100 E. Capitol Dr., 10 a.m.-4 p.m.

SHOP SHOREWOOD

Holiday Shopwalk Sat., Dec. 5 • 10-5

ALL DAY THROUGHOUT THE SHOREWOOD BUSINESS DISTRICT OAKLAND AVE. AND CAPITOL DR.



RIDE THE TROLLEY AND SEE ALL THE ICE CARVERS AT SELECT BUSINESSES!

- Free trolley rides from 11-3
 - Visit with Santa
- Professional ice carvers create amazing ice sculptures
 - Strolling carolers
- Special offers from local businesses



The Holiday Shopwalk is presented by the Shorewood Business Improvement District
www.shorewoodwi.com