

Shorewood **TODAY** *magazine*

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Shorewood Offers Variety
of Fitness Options

A New Era Begins at
Hubbard Park Lodge

Capitol Drive Renovations
Begin in May

Shorewood Schools Continue
Tradition of Excellence

Educational Development:
Partnering with the Community

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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 or four times a year by the Village of Shorewood, the Shorewood School District and the Shorewood Business Improvement District (BID), with additional financial support from the Shorewood Marketing Program.

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

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FOR UP-TO-DATE INFORMATION on Shorewood news, events and services, please visit:

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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.



Shorewood is a "Fair Housing Community" with fair and equal access to housing in the Village regardless of sex, race, color, sexual orientation, religion, national origin, marital status, lawful source of income, area ancestry, disability, or familial status.

From the River to the Lake

Throughout the year, Shorewood enjoys its status as a walking community, and the winter months are no exception. During the holiday season, shoppers take advantage of our vibrant business district, including specialty boutiques and festive lighting.

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.



Shorewood's Community Fitness Center offers a full range of cardiovascular and weight-training equipment. All photos in this article by John O'Hara.

The Little Village That's BIG on Fitness

Shorewood Offers Variety of Options To Help Keep Those Healthy New Year's Resolutions

Medical experts don't always share an opinion, but they all solidly agree on one thing: exercise is good for you. Physical activity can make you feel better, give you more energy, control weight, improve sleep, relieve stress and perhaps even help you live longer. The benefits are endless. And, surprise, surprise, it can even be fun!

Keeping fit has become a way of life in Shorewood and the business corridor is dotted with healthy choices for getting in shape and staying there. No matter what your age, physical condition or budget, you don't have to go far to find a fitness facility with the ambiance, comfort zone

Curves for Women in Shorewood provides positive reinforcement for individual fitness goals within a warm, welcoming environment.

and equipment that's right for you.

With the Wisconsin winter upon us, now's the time to get moving. And this quick guide will help get you started.

Curves, which was created specifically for women, has nearly 10,000 locations in over 70 countries – a Curves membership is good at any location worldwide. Curves members become part of a friendly, social community while getting the benefits of the Curves 30 minute workout, a proven program of strength training, cardio and stretching that exercises every major muscle group and burns up to 500 calories. Curves also has a diet program that's been proven in numerous and ongoing university research studies to raise metabolism and end the need for perpetual dieting. The Curves weight loss plan is free and available to everyone.

Curves membership is free to women who belong to Medicare health plans or Medicare Supplement carriers that offer The SilverSneakers® Fitness Program.

CYGA Cycling + Yoga unites the benefits of cycling and yoga into a balanced, athletic workout. This fresh, fun exercise routine for men and women combines 30 minutes of indoor cycling with 30 minutes of yoga to optimize endurance, balance, flexibility

and strength. To enhance personal practice and fitness levels, CYGA also offers a variety of yoga- and- cycling only classes. The CYGA studio is open, bright, eco-friendly and designed specifically for indoor cycling and yoga. Classes are conducted by knowledgeable, certified instructors and CycleOps® bikes are used exclusively for a smoother, more realistic ride. A computer power console with optional USB stick records your ride, your cadence, how much power you're exerting, calorie burn, and monitors what's going on with your body as you ride. You work at your own pace, so anyone can participate.

The **Milwaukee Yoga Center (MYC)** specializes in Lyengar Yoga, a method with an emphasis on body alignment and postures that help connect the mind and the body. Lyengar uses props or aids such as mats, blocks and rope walls that allow everyone, regardless of gender, age or physical ability, to achieve maximum results and work toward feeling better and living a fuller life. Classes offer close personal attention and concentrate on improving balance, flexibility and strength. MYC has two fully equipped studios and is run by certified, highly dedicated instructors. Classes range from introductory to advanced, including special classes for persons with Parkinson's disease, MS or other disabilities. Milwaukee Yoga was named Best Yoga Studio in the



Shepherd Express 2008 Best of Milwaukee Survey.

The **Shorewood Community Fitness Center** was made possible by generous gifts from Larry and Jane Gellman and Bill and Marian Nasgovitz, and other families, individuals, and community groups. Opened in 1998 as a cooperative venture between the Shorewood School District and the community, the center is a convenient and affordable fitness facility where adults, seniors and teenagers work comfortably side-by-side. A full range of cardiovascular and weight-training equipment is available and members have access to the Shorewood High School swimming pool, whirlpool and sauna during scheduled hours. Fitlinx, a popular feature at the center, is a computerized system that provides users with a detailed history of their strength and cardio workouts to motivate them to meet their fitness goals. Personal trainers are available for an additional fee.

The **Shorewood Recreation Department** offers a wide variety of classes from yoga, neuromuscular integrative action (NIA), pilates, aerobics, strength and tone, water aerobics, arthritis exercise program, zumba, boot camp and much, much more. Classes are for everyone from high school to senior citizens.



Shorewood seniors enjoy a variety of fitness programs offered through the Senior Resource Center.

The **Shorewood Senior Resource Center** offers something new every day for seniors (60 years of age or older). *Mondays:* Qi Gong, similar to T'ai Chi. *Tuesdays:* Gentle Yoga, offered jointly by SRC and the Milwaukee Yoga Center. The classes do not require

participants to get down on the floor or work beyond their physical limits. *Wednesdays:* Zumba Gold, a "feel-happy" workout using motivating music. *Thursdays:* Stretch & Strengthen, taught by a physical therapist. Classes are all safe, effective ways to improve



Improving balance, flexibility and strength are objectives of the classes offered by the Milwaukee Yoga Center.

the mind, body and overall health.

The first class at the SRC is free and future costs are just \$5 (per class) for residents and \$6 for non-residents. Yoga classes for seniors are also taught at the MYC on Fridays and Mondays at a cost of \$5-6.



CYGA Cycling + Yoga is Shorewood's newest fitness business, offering indoor cycling with yoga as a fresh alternative to working out.

Anytime Fitness, the newest addition to Shorewood's health and wellness scene, is scheduled to open in February 2010. The center will offer a full range of cardio, strength and free-weight equipment and each piece of cardio equipment will have a 15-inch LCD. The center will have private bathrooms with showers; tanning and personal trainers will be available on an appointment basis. Created to fit busy schedules and on-the-go lifestyles, the center will be open 7 days a week, 365 days

a year. (Shorewood code requires the center to be closed between 1 and 5 a.m.) A specially designed entrance and security system allows safe, convenient access, not only at the Shorewood center but at thousands

of Anytime Fitness locations across the United States.

The merits of regular physical activity are hard to ignore, but before starting any exercise program it's a good idea to talk with your doctor. Then plan to visit Shorewood's excellent fitness centers. You'll discover that each facility has its own personality, its own social network and a support community to encourage your progress, enjoy your success, understand your setbacks – or just leave you alone, if you prefer. They'll welcome your visit and will be happy to give you a free demonstration of their services and explain pricing or membership requirements.

Choose From Shorewood's Fitness Options

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Anytime Fitness (opening in February 2010)

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The partners of McDermott, Foley, Johnson & Wilson LLP include (from left): Aaron Foley, Jeff Wilson, Tim Johnson and Dan McDermott.

Young Law Firm at Home in Shorewood

They didn't know one another when they started at Marquette University Law School almost six years ago. But soon after they met, Dan McDermott, Aaron Foley, Tim Johnson and Jeff Wilson realized they had a lot in common. "We had the same philosophies and entrepreneurial spirit. Our mutual goal was to create our own small business and build a reputable and dependable law firm," explains Dan McDermott.

Many young professionals have that goal, but taking a shot at it right out of school is a pretty bold move. After two years of planning and many conversations with professors, practicing attorneys and family members, they felt they could do it. "After all the preparation, we were confident we could build a successful law firm that could effectively serve families, individuals and businesses alike," says Aaron Foley.

As they pushed forward with their planning, one concern was where to locate. They wanted to be in a community where they could live, become involved and make a positive impact. "As we looked, we learned that Shorewood has a good energy from its families and small businesses. It's a community that's going in the right direction and we wanted to be part of it and try to contribute," says Tim Johnson.

Graduation was in May of 2007. That summer, McDermott, Foley, Johnson & Wilson, LLP, also known as MFJW Law, opened its offices on East Capitol Drive in Shorewood.

The firm's primary focus is on estate planning, family law and business consulting and litigation. "We're in a unique position to serve small to mid-sized businesses because we can relate. We've been there ourselves, and we can provide real-life advice and experience," says Jeff Wilson. The firm also practices Alternative Dispute Resolution, a growing area of law that works to resolve disputes more efficiently through mediation, arbitration and negotiation.

MFJW Law emphasizes personal attention and client satisfaction. "In building strong relationships with our clients, we've learned that we offer both a refreshing and an economical alternative to those seeking legal counsel," says Dan. "We realize that our value as legal advisors and as fellow business owners stems from a foundation of trust and sincerity, and we're dedicated to providing that to our clients and community."

That's certainly evident from their involvement in Shorewood. Aaron is on the board of directors of the Shorewood Business Improvement District (BID). "It's a terrific organization that fosters camaraderie among business owners and provides outreach to the Shorewood community by bringing people together for special events such as the annual bike race, Holiday Shopwalk and the butterfly public art exhibit," he explains. The MFJW Law team

"We're dedicated to building strong relationships and cultivating trust and good will with our clients and the community."

participates in Shorewood Connects, an organization that helps older adults stay active and connected with the community. The organization's fall project was helping older homeowners clean up and prepare their yards for winter. The firm also provides estate planning seminars through the Shorewood Recreation and Community Services Department.

Since the day they opened their doors, Dan, Aaron, Tim and Jeff have enjoyed everything Shorewood has to offer -- the dining, the recreation and the retail. The MFJW Law verdict is in and it's unanimous. Shorewood is a great place to work and an ideal place to live.

*McDermott, Foley, Johnson & Wilson, LLP
1572 E. Capitol Dr., 4th Floor • 414.967.8981 • www.MFJWlaw.com*

Leading the Way with No-Smoking Policy

Take a deep breath. Now hold it and savor some clean, fresh Shorewood air. Ever since the Village went smoke-free on July 1, 2009, residents have been enjoying a healthier, safer environment. Now that the smoke has cleared and the ash trays have been tossed, it's time to take a look back with pride on how Shorewood became the first community in Southeastern Wisconsin to implement a comprehensive, smoke-free ordinance.

The journey began in 2006 when Village President Guy Johnson held a series of meetings with Shorewood residents, businesses and employees to gather opinions on a smoke-free community. After months of careful listening, Village leaders got the signal that the community was saying yes to non-smoking. By March 2008, the ordinance was approved and scheduled to go into effect on July 1, 2009 to give businesses time to prepare for the change.

The new regulation was bold – encompassing indoor public places and workplaces, including restaurants, bars, and other places of employment and designated areas of public parks. Shorewood's leadership didn't go unnoticed. Praising the Village as an example, Governor Jim Doyle, accompanied by world-champion cyclist Lance Armstrong, brought his push for a statewide smoking ban to Shorewood's Oakcrest Tavern in March 2008. Oakcrest owner Rick Schmidt was pleased that his restaurant was chosen for the event. "We've been non-smoking since the day we opened our doors in 2007, and not a day goes by when someone doesn't thank me."

The smoke-free ball was rolling and other businesses began to join in. Elias Chedid, part owner of Harry's Bar & Grill, initially opposed a smoking ban in Shorewood. But as the percentage of smoking customers continued to decline, he enacted a ban of his own at Harry's months before the ordinance went into effect.

As the day of the ban drew closer, Sue Marten, North Shore Tobacco-Free Coalition Coordinator decided a kick-off celebration was in order, and the The Village Pub and Grill, a Shorewood institution since 1963 and a popular haven for smokers, was chosen. "They were a business very affected by the change and we wanted to be sure they embraced it," Sue says.

Village Pub owner Dennis Cox definitely did. The pub began preparing with clean-up, repainting and refreshing. "We were looking forward to the change and it's been great!" According to Dennis, the pub's old patrons have remained loyal, new customers and families, who wouldn't think of stepping into a smoking establishment, are coming in and the pub's food business has increased. What's more, employees appreciate working in the clean smoke-free environment.

As Wisconsin prepares for the statewide smoking ban in July, Shorewood has a message: You're going to like it.

The Wisconsin Smoke-Free Air Implementation website is currently under development. For more information, contact Sue Marten at 414.659.6147 or smartenlsw@wi.rr.com.

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Shorewood Welcomes New Mixed-Use Development

Luxury Apartments and Premier Retail Space Included in Plan

Shorewood and WiRED Properties announced the construction of a new, mixed-use development at Oakland Ave. and Kensington Blvd. at the official groundbreaking ceremonies last December 8. Village officials and the developer unveiled full plans for the new building to the public at the ceremony.

The Cornerstone will be a luxury, mixed-use development, featuring three and four stories with 25 apartments, a courtyard and approximately 11,000 sq. ft. of first floor retail space. Anchored by Alterra Coffee and also including a bar/restaurant, wine retailer/wine bar and a woman's clothing boutique, the retail space will act as a community gathering place. When completed, this development at Shorewood's most northern border will literally provide "the cornerstone" for the gateway into Shorewood's vibrant business district.

The Cornerstone, Shorewood's first new apartment building in 40 years, will include one-, two- and three-bedroom apartments with condominium-quality finishes such as granite countertops, stainless appliances and gracious floor plans. The building includes 47 underground parking stalls for apartment residents and additional surface parking for retailers. Construction has already begun, with the retailers and first apartments anticipated to open in early fall 2010. The building is expected to be completed by December 2010.

The 0.7-acre site was formerly occupied by a Mobil gas station, which closed in 2008. Since that time, the State Department of Commerce provided a \$100,000 grant to remove contamination from the property. In addition, more than 90 percent of the plumbing, wiring, pavement and other building materials were recycled, rather than going into a landfill, supporting Shorewood's ongoing commitment to a greener community.

Originally, the municipal boundary between the Village of Whitefish Bay and the Village of Shorewood

bisected the property. As a result of unprecedented cooperative effort and public/private partnership, the two villages and the developer negotiated and executed a series of agreements. Whitefish Bay detached the parcels from Whitefish Bay in return for fair compensation – then Shorewood attached the parcels to Shorewood and amended the Tax Incremental Finance District (TIF) to include the new parcels. Finally, Shorewood and the developer executed a Developer's Agreement including \$920,000 of tax incremental financing.

The Cornerstone is being developed by WiRED Properties, a competition-winning development firm based in Milwaukee that includes in its mission a commitment to developing high-quality, dynamic real estate developments that engage the community. The architectural firm is Engberg Anderson in Milwaukee. According to WiRED owner Blair Williams, "Construction of The Cornerstone is an exceptional opportunity to create an innovative development that brings together upscale apartment living and retail space under one roof. This unique property at the northern gateway to Shorewood is truly a cornerstone of fine living and shopping."



The Cornerstone, a new luxury, mixed-use development, is being constructed at the corner of Oakland Ave. and Kensington Blvd.



Photo by John O'Hara

Open Book: Shorewood's Reading and Meeting Place

The biggest news in the Village last fall was the opening of the Open Book, Shorewood's community book store. Residents enthusiastically welcomed the return of a book store to the community and very quickly made it not only a favorite store to browse and buy books, but the perfect place to get out of the house and enjoy a change of scenery.

The Café at Open Book was designed as a spot to relax, meet friends, have a cup of coffee or tea, play a game of chess, or bring a laptop – there's free WI-FI. The Café and the comfortable couches throughout the store are ideal for small business meetings. More and more moms and dads are discovering they can take a break in the Café while the kids listen to a story in the Open Book's Garden of Readin', every Thursday and Saturday at 10:30 am.

Special programs featuring authors and musical events add to the vitality of Open Book. Events are being added regularly, so make a point to visit the website at www.openbookcoop.com for new additions. If you're interested in bringing your event to the store, please call 414.431.3170. Open Book is located at 4093 N. Oakland.

Shorewood Welcomes Other New Businesses

- **Anytime Fitness** (opening in February) 4009 N. Oakland Ave.
- **CYGA Cycling + Yoga Center** 3575 N. Oakland Ave.
- **Hubbard Park Lodge Restaurant and Private Catering** (under new ownership) 3565 N. Morris Blvd.
- **Run With Scissors** New hair salon at 3610 N. Oakland Ave.
- **So-Solace** Skincare and massage at 4405 N. Oakland Ave.
- **Sweet and Associates Law Firm** 2510 E. Capitol Dr.
- **The Soup Market** (opening soon) 4413 N. Oakland Ave.
- **Thirst and Vine Wine and Cheese Bar and Bistro** (former site of JP's Cafe) 4330 N. Oakland Ave.
- **Wisconsin Gazette** LGBT newspaper publisher at 3956 N. Murray Ave.

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Shorewood

New Era Begins for Hubbard Park Lodge

Hubbard Park Lodge, Shorewood's much-loved treasure and historic landmark, has a new proprietor. Milwaukee restaurateur Russ Davis has signed a 10-year lease with the Village to operate the Lodge and the nearby Shorewood River Club. Davis brings extensive expertise to the venture with his experience as owner of the Vecchio Entertainment Group, which includes Lakefront Palm Garden (inside the Lakefront Brewery on Commerce St.), Rio West Cantina (on Humboldt Ave. in the Riverwest neighborhood), and The Red Accordion (in downtown Milwaukee).



Russ Davis, and his wife, Dina, are the new proprietors of Hubbard Park Lodge.

Davis, a Shorewood resident, has some exciting plans for the Lodge. He says his goal is to attract families on a more regular basis. On his agenda is a Sunday morning family-friendly, lumberjack breakfast with pancakes and an omelet bar. Friday nights will bring the fun, quality and affordability of Captain Rusty's popular fish fries along with The Brewhaus Polka Kings, already famous at the Lakefront Palm Garden.

Davis is looking forward to the new restaurant. "My wife and I are thrilled to take over operations at Hubbard Park Lodge. This historic building is an absolute gem and we are honored to begin a new era of restaurant operations that we hope will please our neighbors. Bringing the community together for good food and exceptional service in a family-friendly atmosphere are our primary goals," he says.

The Lodge will keep its tradition of being open to the public on weekends and closed for private affairs during the week – plus the special buffet on Mother's Day, Father's Day and Easter. And as always, it will remain a beautiful setting for Saturday afternoon and evening weddings.

Hubbard Park celebrated 71 years last fall – it is one of 13 identical structures built across the U.S. as a Federal Works Progress Administration (WPA) Project initiated by Franklin D. Roosevelt's administration during the Great Depression. Our Hubbard Park Lodge is one of only two of the original buildings left standing (the other is in Washington, D.C.)

As we welcome Russ, we also thank Margaret Cibulka of Culinary Artists Ltd., who operated the Lodge since 1986. With help from the Village and other community groups, Margaret lovingly restored the Lodge and carefully maintained this historic landmark. We wish her well as she and her husband begin the next chapter of their lives in Washington, D.C.



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Putting Our Best Face Forward

Facade Improvements Preserve Integrity of Shorewood Commercial Buildings and Improve Aesthetics

The front or main face of a business building, often referred to as the “facade,” conveys an important first impression to a prospective customer. Is this a place I want to do business? Does it appear to be stable and thriving? Can I safely access the building? Does there appear to be pride in ownership as well as sensitivity to the needs of the surrounding community?



The Shorewood Press/Robert Laurence Salon building at 4060 N. Oakland Ave. was one of the first to receive a “makeover” with help from Shorewood’s facade improvement program.

Faced with the question of how to encourage store owners to maintain their property attractively and at the same time help the owner to generate more economic activity, the Shorewood Business Improvement District (BID) in cooperation with the Village of Shorewood Community Development Authority (CDA), created a grant program to help property owners upgrade the facade of their business or commercial property.

Since its inception about six years ago, the TID (Tax Incremental Finance District) has allocated more than \$300,000 to match owner investments in their properties in 32 facade improvement projects. The Village expects to benefit from the shared

investments through additional property taxes associated with the increased valuation of the improved buildings and adjacent properties.

One of the first grant recipients was Noah Christiansen of Shorewood Press, 4060 N. Oakland Ave. Christiansen’s building, the former home of North Shore Presbyterian Church, now houses his printing business and Robert Laurence Hair Salon and Spa. “Availability of grant money provided both motivation and the financial assistance I needed to make the facade of my building attractive and almost maintenance free,” says Christiansen.

Two types of grants have been established and administered through the BID to stimulate exterior building improvements to existing commercial buildings in the Central Business District. A Conceptual Design Grant may provide 90% of the cost of developing a conceptual design and cost estimate for improvement of a building façade up to \$2,000.

A Facade Improvement Grant shares in the actual cost of implementing the improvements. An approved applicant receives an amount equal to 50% of the implementation costs up to \$25,000.

Grant applications will continue to be accepted and funded on a first-come, first-served basis. “Building owners who are still considering applying for a facade grant should do so in 2010 as funding long-term is not guaranteed,” says BID Executive Director Jim Plaisted.

In addition, BID and the CDA have partnered to provide funding to complete some larger projects, such as the Sherwin Williams building, 3510 N. Oakland, and the Mautz Paint/EYEZ boutique

building, 4312-4334 N. Oakland. Significant, positive changes have been made to their respective facades. Another large project currently in the planning stage is North Shore Bank at 3970 N. Oakland Ave.

Both the BID and the Village are pleased with the results of the program thus far. “Facade improvements have added to the attractiveness of the Central Business District and are helping to maintain, or improve, existing property values,” says Village Manager Chris Swartz.

The following buildings are examples of other facade improvements completed or in progress. The work has included everything from new signs and fresh paint to repair or replacement of original building materials and doors and windows:

- **4000 N. Oakland: Stein Optical Building**
- **4022 N. Oakland: Oakcrest Tavern**
- **4060 N. Oakland: Shorewood Press**
- **1572 E. Capitol: Catholic Family Life Insurance**

The architectural rendering below (by KINDNESS Architect + Planning) shows the new proposed facade for the North Shore Bank building at the corner of Oakland Ave. and Capitol Dr.





The 3510 N. Oakland Ave. building (above) underwent a "facelift" in 2009. Note the significant improvements made to the building by comparing to the "before" photo (left).

- 1918 E. Capitol: SHOP Women's Boutique
- 2317-2323 E. Capitol: Michael Schramm Properties Building
- 2510 E. Capitol: Sweet Law Offices (formerly Coldwell Banker)
- 1720 E. Lake Bluff: Dental Office of Dr. Timothy Hart

For more information on the facade program, visit www.shorewoodwi.com.

Photo by Glass Photography Studios



Shorewood Welcomes New Finance Director

Stephanie Walker is the new finance director for the Village of Shorewood. Walker, who previously was the comptroller and treasurer for the Village of Brown Deer, began her new duties on November 2. She will be supervising all Village financial functions, including development of the budget and long-term planning and investments. "The finance director position is a good fit with my background and interests," says Walker, "and the camaraderie of the staff should make this an enjoyable, as well as challenging, place to work."

Walker replaces Sheree Reiningner who resigned last summer to accept a position with Sheboygan County.

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Capitol Drive Renovation To Begin in May

The last pre-construction public information meeting regarding Capitol Dr. renovation will be held on April 1 (5-7 p.m. in the Village Center, lower level of library) with construction scheduled to begin in May. In order to minimize disruptions, work on the Oak Leaf Trail bridge and on the road surface east of Oakland will be completed before work begins on the road surface and median west of Oakland. Traffic lanes will be kept open in at least one direction throughout the construction and detours are planned. More information on the project is posted on the Village website at www.villageofshorewood.org and at www.capitoldrive.info.



Construction techniques were a little different when the picture at left was taken in front of Atwater School in 1948. Attempting to keep a traffic lane open through the mud was obviously impossible. At that time, Capitol Dr. east of Oakland Ave. was widened, so torn-up boulevards and sidewalks added to the muddy mess. Photo courtesy of the Shorewood Historical Society.

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Historical Shorewood: Dueling Drug Stores

Look closely at the middle of the above picture and you will see the #15 street car rattling down the rails southbound on Oakland Ave. It will soon pass between two drug stores on the corner of Oakland and Capitol. This photo, from the Shorewood Historical Society archives, is not dated, but car styles suggest the early 1940s.

The building on the right (currently occupied by Stein Optical and painted white) is the older of the two corner buildings and was occupied by Flynn Drugs, then Laber's drugstore and Glenmore Drugs. Nearby was Burke's Grocery.

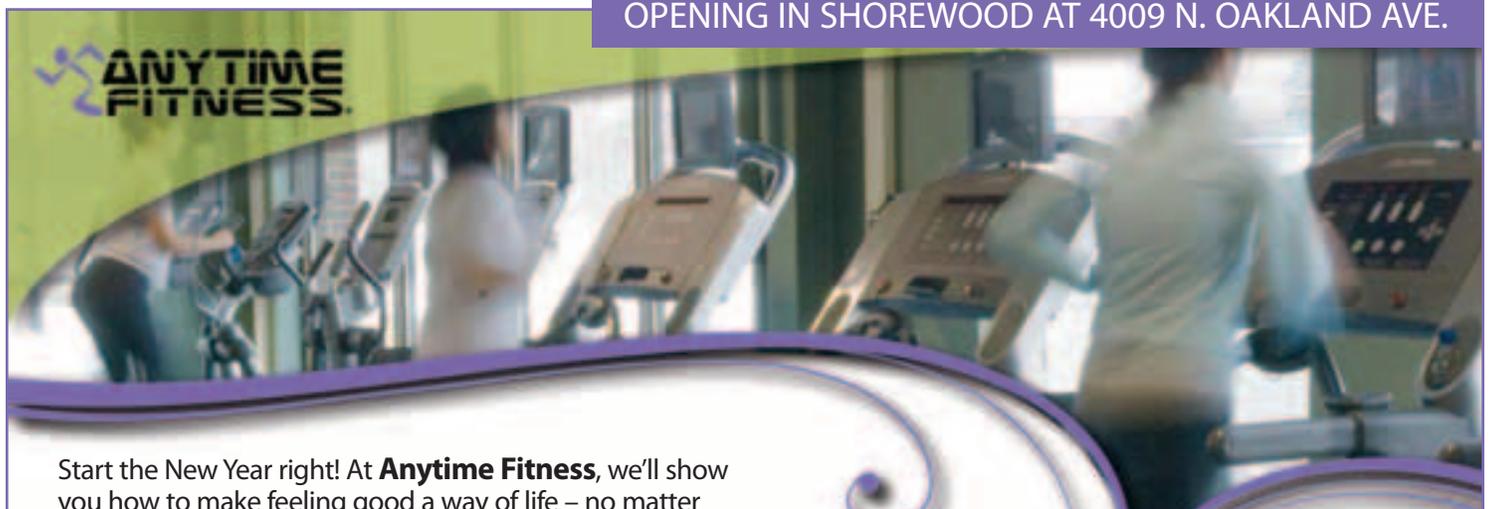
The building on the left was constructed in the early 1930s in the Art Deco style. Look up at the south side of the building

or over the entrance to the current Wells Fargo Bank and note the decorative concrete and metal decorations that were typical of the style. Earlier, Capitol Drugs had occupied the corner store space. By the time of this picture, it was Clancy Drugs, a Walgreens' agency. North from Clancy Drugs was a Ben Franklin and a Heinemann's Bakery in approximately the space recently vacated by Harleys: The Store for Men. The upper floors have always been apartments.

A stop-and-go light was added to this corner in 1924 because it was considered "the most dangerous crossing in the community!"

Photo and information from the Shorewood Historical Society.

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U.S. Census Day: April 1, 2010

Every 10 years since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living in the United States. April 1 is Census Day for 2010.

All Shorewood residents will receive a census form in late March to be returned by April 1. The census form will include just 10 simple questions and should take only a few minutes to complete. The name, age and race of everyone living at a particular address as of April 1 must be recorded. See the complete list of questions at <http://2010.census.gov>.

Shorewood residents are strongly urged to fill out the census form as soon as it arrives. The answers to each question help to determine how more than \$300 billion will be allocated to communities across the country, including Shorewood. Determining congressional seats and federal funding are two of the many important uses of census data.

PLEASE NOTE:

- **Answers provided on the census form are protected by law and are strictly confidential.** Personal information may not be shared with any other government agency or court of law.
- **The census counts people wherever they are living as of April 1.** Consequently, college students who are away at school should not be included; students who are attending UWM or other area schools and living in Shorewood should be included.
- **Residents who do not fill out the first card will receive a second copy.** Non-responders will be contacted by census takers to collect the information. Fill out the first card and save taxpayer money!

Police Department To Host Citizens' Academy

Shorewood's Police Department will kick-off its 8th Citizens' Academy session on March 4.

The program, which began in 2004, has been well received. Since its inception, more than 70 people have graduated from the program.

"Many people think that the citizens' academy is about how to become a neighborhood vigilante, but it's not like that at all," says Shorewood Police Sergeant Jeff Schmidt, who heads the program. "It's really about bringing average people into the police environment to learn a little about the way things are done and why – and to make people feel more comfortable with the police."

The academy consists of a series of classroom instruction and some hands-on applications of several different topics, including traffic and OWI enforcement, drug enforcement, domestic violence, defensive and arrest tactics, criminal investigations, the criminal justice system, crime prevention, and other issues.

"If people can relate to police officers just as they would to a good neighbor, it's going to encourage better awareness of what people need from the police department and what the police department needs from them," explains Sgt. Schmidt.

In addition, students get to spend a shift

or two as a ride-along observer with a Shorewood Police officer. Participants even get instruction on firearms and, if they choose, can take a turn on the range actually firing department weapons under the guidance of a range officer.

Participants in the Citizens' Academy must be 17 years of age or older and live, work or own property in Shorewood. "This is not a physically demanding program whatsoever," says Sgt. Schmidt. "Older citizens or those with disabilities are more than encouraged to attend."

The Citizens' Academy meets every Thursday night for 10 weeks from 7 until 10 p.m. in the Village Center. Registration applications are available at the Shorewood Police Department or can be downloaded from the department's website at www.villageofshorewood.com/police.

Feedback on the Academy has been very complimentary. Shorewood resident Jay Jorgensen, a graduate of the 2007 Academy, states, "I have been a Shorewood resident and homeowner for more than 30 years. I would have to say that no single experience has made me feel more connected and committed to this community than having attended the SPD Citizens' Police Academy."

Contact Sgt. Schmidt between 3-11 p.m. for more information (414.847.2610 or e-mail jschmidt@villageofshorewood.org).

Police Department To Start Texting, E-mailing Important Community Safety Messages

On February 1, 2010, the Shorewood Police Department will start posting and texting important public safety issues through the Nixle Community Safety Information Service.

"It's a way to get information out to the people who want and need it – and it's absolutely free," says Shorewood Police Chief David Banaszynski.

Subscribers will be able to receive the free alerts over a cell phone via text message (standard text message rates will apply) or by e-mail. They will be able to choose the information they want, from urgent public safety advisories to less time-sensitive advisories and community information.

Sign up for the program at www.nixle.com or through the Police Department's website at www.villageofshorewood.org/police. Registration is simple, quick and secure.



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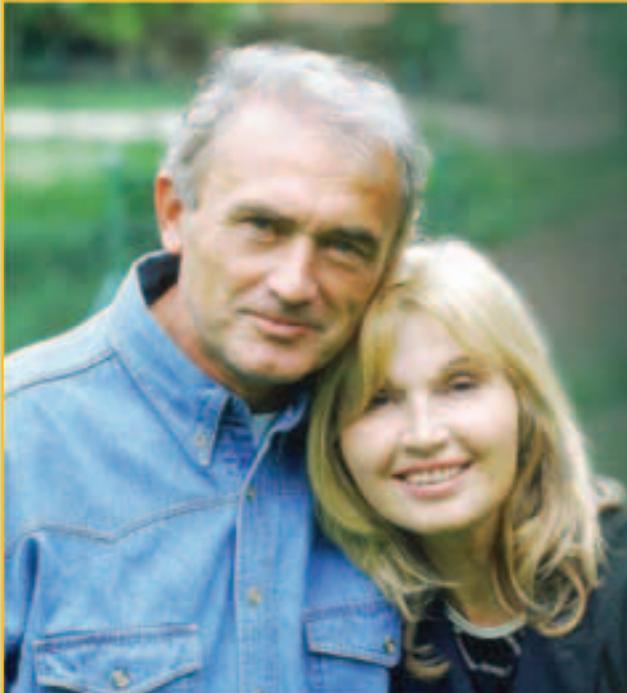


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Block Group Makes Larkin Street A Special Place To Live

The 4000-4200 block of North Larkin St. is no longer one of Shorewood's best kept secrets. The March 2009 issue of *Milwaukee Magazine* called it, "the most desired entry point into this highly desirable north shore village." The Larkin St. block group celebrated its 30th year of organization in



2007, marking the event with a float in the Shorewood 4th of July parade decorated by children on the block and ridden by the block's oldest resident, June Morris.

From May to September, the group holds Friday night appetizer parties. Neighbors sign-up to host these

potlucks at the beginning of summer with attendance ranging between 10-30 people, adults and kids alike. When someone is sick and needs some temporary help or a friendly visit, a neighbor will send an e-mail to notify others. Other block activities include Trick-or-Treat with nighttime activities, and a winter progressive dinner.

Capitalizing on years of successful potlucks and progressive dinners, block organizer Alice Eckes coordinated the production of a Larkin Street cookbook in 2008. Over 160 copies were sold. The block group uses emails to do most of its communication, supplemented by fliers. Alice estimates that at least 60 - 70% of the block's residents participate in any one function. When asked what makes her block so special, Alice replies, "I guess it's the spirit of community. It's involving everyone, regardless of age."

Shorewood Connects Neighbors, an offshoot of the Shorewood Connects Partnership, is seeking stories about other organized block groups around the Village. Please contact Project Facilitator Sue Kelley (skelley1@wi.rr.com) to share your block's story and be sure to become a "fan" of the Shorewood Connects page on Facebook to read more about the partnership.

From the Shorewood Health Department

For information on Shorewood/Whitefish Bay Health Department scheduled clinics (adult health screening, immunizations and blood pressure), please call 414.847.2710 or refer to the schedule on the Village website at www.villageofshorewood.org.

Radon Awareness: Is Your House Making You Sick?

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

How Can You Test Your Home?

Testing for radon is not difficult or expensive. The Shorewood/Whitefish Bay Health Department is selling short-term radon test kits for \$5 as part of a radon grant. Test kits can also be purchased at local home improvement stores for a slightly higher cost. Please contact the Shorewood/Whitefish Bay Health Department at 414.847.2710 if you would like to pick up a test kit, or for further information on radon.

CURRENT WATER RATES

The 2010 water utility rates (effective 4/1/2009) are as follows. The charge per cubic foot = \$1.32. Meter connection charges:

5/8 and 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		

Spring Elections Include School and Village Board Races

An election will be held in Shorewood on April 6 to elect two Village Trustees and two School Board members. There will *not* be a primary election in February.

Candidates running for the School Board are John Carlton (inc.), Linda Jacobi, Colin Plese and Rob Reinholfer. The seats are currently held by Carlton and long-time Board member Nancy Bornstein who has chosen not to run again.

Candidates for the Village Board are Ellen Eckman (inc.), Donald Ford, Patrick Linnane and Tim Wick. Two will be chosen to fill the seats currently held by Eckman and Sean Cummings (who is not running for re-election).

Reminder: Voting Locations To Change

- Voters in Wards 1, 2, 3 and 4 will continue to vote in the Village Center, 3920 N. Murray
- Voters in Wards 5, 6, 7 and 8 (who previously voted at Atwater Elementary School) will vote at Shorewood High School, 1701 E. Capitol Dr., in the 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. in the gymnasium.

Please call Village Customer Service at 414.847.2700 if you are unsure of your ward or voting location.

Village Streetscaping Includes High School Pillars

Pillars and fencing are currently being added to the high school parking lot entrance on Oakland Ave. They are similar in design to the Capitol Dr. entrance to the athletic field. Funding for both of the impressive entrance structures was provided by the Village of Shorewood as part of its streetscaping improvement program.

Streetscaping will also be part of the Capitol Drive renovation project. Planned enhancements include decorative crosswalks, additional street trees, curbside planters, and various amenities such as benches, plant pots, and bike racks. Street lighting will be replaced with decorative poles that match the Oakland Ave. facilities.

Village E-Tools at www.villageofshorewood.org

One way Shorewood ensures property values and quality neighborhoods is through the long-established Code Compliance Program, requiring all residential and multi-family properties to be inspected by a Village building inspector before a property is sold. Applications are available on the Village's website, as well as in an informational brochure providing program details. Staff are available to take questions when you have made a decision to sell. Assessment data and property tax bills are also available.

Village codes are also on-line and available in a searchable format, including information on licensing, block parties and parking regulations.

In addition, Shorewood has an on-line Geographic Information System mapping tool available to the public. The mapping system provides various property information, such as parcel zoning, dimensions, topography and land use. The Village continues to identify attributes that increase staff efficiency, and in turn, provide information of interest to the public.



Comprehensive Parking Proposal To Be Presented March 8

Automobiles and their need for parking space were not much of a consideration when the majority of Shorewood's apartments and duplexes were built. Even some of our single family homes have no garage, nor room to build one. Obviously, times have changed and parking is a chronic problem for residents and visitors, Shorewood Police, and Village Trustees.

At the request of the Village Board, Police Chief David Banaszynski and his staff have developed a comprehensive parking plan for the Village after carefully examining day and night parking patterns, the number and location of requested permits, and citations issued.

Although the plan addresses parking issues in the entire Village, particular focus is on the southeast quadrant of the Village (bordered by Capitol, Lake, Edgewood and Oakland), the business district and nearby residential areas, and single-family homes and duplexes that have no parking space on their own property.

Chief Banaszynski's recommendations will be presented to solicit community comment and questions at a meeting on Monday, March 8 at 6:30 p.m. in the Village Center (lower level of the library).

More information concerning the parking proposal can be found at www.villageofshorewood.com/police.



From Paul Zovic, President-
Shorewood School Board

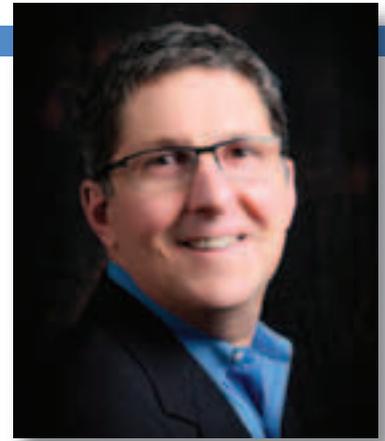


Photo by Gloss Photography Studios

Shorewood Schools Continue Tradition of Excellence

Since joining Shorewood's School Board in 2001, I've participated in hundreds of meetings, heard thousands of hours of presentations, and read countless reports on topics ranging from curriculum design and textbook selection to professional development and facilities matters. Lately however, it seems like financial pressures and funding challenges require the Board and administrative team to spend more and more time on budgeting efforts and cost-reduction measures. It was, therefore, both

reassuring and energizing to receive Superintendent Dr. Blane McCann's District Profile report last month, a report which reaffirmed that despite the myriad financial challenges we face, our District remains strong, committed to continual improvement, and focused on the development and success of our children.

The report highlighted the accomplishments that resulted from the collaborative efforts of the entire organization, efforts guided by the long-range planning and District goals.

The report, which can be found at www.shorewoodschoools.org, addresses all five goals developed in 2004.

1. Improve student achievement

Shorewood's student achievement remains among the highest of any district in Wisconsin. The report noted the District's gains in narrowing the achievement gap and also identified the High School's 2008 Blue Ribbon Award from the U.S. Department of Education as evidence of improved achievement.

2. Develop technology

The technology improvements in our schools over the past five years have been significant. Using referendum funds and donations (from SEED and our PTOs), the District has made infrastructure improvements (servers, networks, etc.), overseen updates in classroom hardware and software (projectors, laptop labs, etc.), and increased professional development.

3. Create a positive, safe, and healthy environment

This goal included shared responsibility issues, improving the District's overall learning environment (as well as increasing the District's safety) and environmental performance. Dr. McCann's report notes that increased staff engagement across all schools, improved communication and increased collaboration have been critical to the continued improvement in District cohesion and unity.

4. Build community partnerships

Partnerships with other community organizations have grown. The Village Board's support of the school District as well as the work of the SEED Foundation, D2D, parent groups, the alumni association, and



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the Shorewood Foundation have all helped the District raise money and fund various initiatives. An ongoing collaboration with Messmer High School on football, drama and robotics is another example of a successful community partnership.

5. Maintain and clean facilities

We are very fortunate to have a community that supports and appreciates our historic buildings, approving two maintenance referenda in the past eight years. The additional funds allowed every building to

be updated and all facilities to be improved. Although there are yet some improvements to be made (playgrounds and green spaces), the District must now focus on maintenance and on keeping all facilities clean and in good shape.

What's next?

This is an exciting time for the School District of Shorewood. Despite the challenges posed by declining enrollment and increased financial burdens, our schools continue to provide outstanding

educational experiences for all students. Superintendent McCann, the administrators and all of the teachers and staff exemplify the leadership and dedication needed to maintain excellence. As we begin to draft our over-arching goals for the next half-decade, the District Profile will serve as a solid foundation on which our continued growth and development can be built, and reaffirms that our schools provide opportunities for the success of all Shorewood students.

Character Counts Cultivating Virtue and What's Good For Society

It's great! It's wonderful! Keep it going! We love it! That's what Shorewood School District parents are saying about the explicit character education occurring in our schools.

Dr. Thomas Lickona, a major advocate for school-based, planned character education, describes character education as, "The deliberate effort to cultivate virtue. That is, objectively good human qualities that are good for the individual person and good for the whole society. That doesn't happen accidentally or automatically. It happens as a result of great and diligent effort."

Character education in the District began as a teacher-led initiative during the 2006-2007 school year when a group of elementary teachers attended a conference led by Dr. Lickona. Shortly after the conference, Lake Bluff and Atwater Elementary Schools identified important character traits and shared them with the school communities. Important traits such as courage, honesty, kindness, perseverance, respect, sharing, and citizenship were identified.

Since then, teachers and administrators have received training from noted national character education experts Dr. Marvin Berkowitz, University of Missouri-St. Louis, and Dr. Hal Urban, a master teacher from

California. Dr. Berkowitz is adamant in teaching that character education doesn't happen by hanging up posters. It only happens when adults in school and at home demonstrate these traits in real life and give the students the practice, coaching and encouragement they need to make the traits an integral and valued aspect of their lives.

The elementary schools use frequent

"I can't imagine our schools without character education. It has become who we are. It is us working as a community to explore the essential questions of what it means to be a good person in the world."

class meetings and assemblies to highlight the traits. The events and expectations of each day become a laboratory for the cultivation of good character. Shorewood elementary teacher, Maureen Creed, notes that "character education has created a stronger sense of community in the schools with students frequently discussing

character and dedicating themselves to common values."

Character education has become a long-term commitment in Shorewood schools and is a component of our wellness plan. Our educational philosophy is to serve the whole child. In addition to supporting their character development, the vision includes cognitive, spiritual, physical, occupational, social, emotional and environmental wellness. These elements are integrated into the District curriculum, clubs and activities, nutritional services, student services, and other District programming. It is our mission to graduate students with a perspective that is focused on academics, but also on being a good steward for their community, state, country and beyond. The traits reinforced through our character education programming have a lasting impact on students' lives.

Guidance counselor Brenda Dell sums up our commitment, "I can't imagine our schools without character education. It has become who we are. It is us working as a community to explore the essential questions of what it means to be a good person in the world."

Thank you to Dr. Kirk Juffer and the Lake Bluff staff for their leadership with character education in Shorewood.



Valuable work experiences are offered to Shorewood students by local businesses that participate in the School District's Transition Program.

Engaging in Educational Development – A Partnership with the Community

The School District of Shorewood is committed to promoting the most meaningful and relevant educational experiences for all of our students. Our Transition Program, for example, serves students with cognitive disabilities or autism to prepare them to meet the challenges of their future. The program works in partnership with families and the community to provide an education responsive to each student's talents and abilities.

This year, the Transition Program expanded its job preparedness for students from the ages of 16-21 through a volunteer work program in community businesses. Bakers Square, Culver's, Nehring's Sendik's on Oakland and Shorewood Auto were the first to join our effort. These businesses offer work experiences that help develop problem-solving and communication skills while reinforcing academic and social concepts learned in school. The skills obtained through these real-life

learning experiences are helping to develop job skills and a foundation for success in life. "Shorewood is a strong and supportive community. The program is a testament to the people who live here and their support of educational opportunities for all of our students," says Anthony Strancke, District Administrator of Special Education.

To begin placement, students develop resumes and complete interviews with perspective employers. Onsite job coaches facilitate training and assist students with their goals. As the student's comfort level increases, the role of the job coach changes to situational learning, such as problem solving. "Shorewood is unique in offering the support from an onsite job coach. It is what makes the program so special and assures that the students will succeed," shares Shorewood Transition Teacher Christina Gagne.

Students like John C. are flourishing. On his biweekly walk to his job, John and his job coach discuss the week's goal and strategies

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Photography by Jaci Sumner of Gloss Photography Studios



John C. has learned a variety of life skills while working at Shorewood Auto.

needed to meet it. At work, John focuses on data entry related to invoices and job tickets. "This has been a positive experience for both of us. I look forward to the days John works. He is a hard worker and a pleasure to have around," says Keith Lasanske, owner of Shorewood Auto. Many of the skills learned at Shorewood Auto can be transferred to a variety of work environments. When John is ready, he will interview for a different position with another business partner to continue his exploration of various business cultures. His job coach notes, "I am impressed with how he has taken classroom discussions and applied the lessons learned to his work. And I can see John's confidence growing as he sees the value of his work."

Christina adds, "The students are discovering what they are good at and the exposure to different work environments enables them to assess their likes and dislikes and determine their talents." By the time the students graduate, they will have real life experiences to draw from when making career choices. Along the way, they are breaking stereotypes and proving that not all disabilities are the same and that they are reliable, valuable workers.

Kudos to our business partners participating in this program. If you are a local business who wishes to participate, please contact Christina Gagne at cgagne@shorewood.k12.wi.us.

School District Facts: Did You Know?

- **Our ACT composite score** is 25.9 – vs. the Wisconsin average of 22.3 and a national average of 21.1. Shorewood consistently has one of the highest scores in the Greater Milwaukee area.
- **In 2008, the U.S. Department of Education named Shorewood High School as a Blue Ribbon School** for consistently high test scores and narrowing the achievement gap. This is a reflection of the quality of our curriculum and teaching across all of our schools.
- **Shorewood High School has nine Advanced Placement course offerings as part of our strong academic curriculum.** The courses include English, statistics, calculus, biology, chemistry, physics, Spanish, French and studio art.
- **Each year, more than 200 Advanced Placement (AP) tests are administered to high school students.** 85% of the tests taken result in scores high enough to earn college credit.
- **The District has students from 36 countries who speak 32 languages.** Our English Language Learners program supports the whole family.
- **In a 2007 report, Milwaukee Magazine cited the School District of Shorewood as one of the best school districts for "the best bang for the buck."** Average or below-average spending per pupil resulted in higher achievement test scores than expected given income level of students.

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- **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

Answering Your Questions About School Funding

The School District of Shorewood, like so many districts around our state, faces the challenge of how to continue to provide high-quality education with less financial resources. Given local, state and national conditions, this important issue is receiving attention in communities across the state.

Q: How are public schools funded?

A: Public schools in Wisconsin are funded primarily by a combination of state and local funds. Since 1993, the State has provided roughly two-thirds of statewide funding, and local governments have raised the remainder. The State allocates its share to school districts based on student enrollment and relative property valuation, in order to equalize the funds available to educate children across the state.

Important points to keep in mind are:

1. Wisconsin law caps the amount of public revenue available to school districts for education. The amount a school district is allowed to raise in public revenue each year is based on the following funding formula: Last year's spending per pupil amount is added to the statewide inflation adjustment per pupil amount and then multiplied by our District resident enrollment number.

It is important to note that the statewide inflation adjustment amount was reduced from the 2008-2009 amount of \$275 per pupil to \$200 per pupil this year which goes back to the 1995-1996 year rate.

2. Wisconsin does not limit spending by school districts, only public revenue raised. Public revenue is essentially the sum of state aid for education and local property taxes raised for education.

3. School districts are free to raise money outside a district's revenue limit through grants, fees and donations.

4. The percentage of funds provided by the state is decreasing.

Q: Why has state aid to Shorewood declined by so much recently?

A: Aid has declined for two reasons. First, as District resident enrollment has declined, so has state aid. District resident enrollment (1,598 students) has declined by approximately 300 students since its peak in 1998. Second, 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, this means that the share of funds going to Shorewood has declined.

Interestingly, despite the difficult economic conditions in 2009, Shorewood property values rose 2.75%. By comparison Whitefish Bay's rose .038% and most of the state's property values actually declined. Our high-achieving School District helps to contribute to the increase in property values.

Q: If the revenue limit is not increasing, why does the tax levy continue to increase?

A: There are two funding sources that are part of the revenue limit. One is general state aid, and the other is the tax levy. The District has seen its general state aid reduced over the last several years. The revenue lost in state aid is made up with an increase to the tax levy. There is also a levy increase due to the recent capital improvement and maintenance referendum that was passed in 2008. In 2009, the State reduced state aid, thereby increasing the levy by nearly 3%.

Q: What factors affect next year's budget?

A: The budget reflects several factors. First, it is projected that resident enrollment will slightly decline. While some expenses will decline with enrollment, many expenses are fixed and will most likely increase. Second, the Administration



and the School Board continue to seek efficiencies and cost savings to reduce spending without negatively affecting student education.

To date, many changes have been made to increase efficiencies. Among the possibilities being pursued are:

- Savings on all insurance, including health through negotiations.
- Moving non-instructional items to the Recreation Department (which is not under the revenue cap, but part of the overall Village tax levy).
- Marketing the rental of our facilities.
- Sharing services among school districts and, possibly, with the Village.

Finally, the District continues to seek alternative funding sources, primarily through federal, state and private grants, that support specialized programs.

Q: What can I do to help?

A: To become involved in the process, contact Kit Behling of SAFE (Shorewood Action for Education), a local education and advocacy group at trainkit@sbcglobal.net or the SEED (Supporters of Excellence in Education) Foundation at www.shorewoodseed.org. For more detailed information on school funding and other relevant District and community topics, visit the website www.shorewoodschoools.org.

School District Notes

Bright Beginnings Preschool – Registration Now Open

Sign-up for the 2010-2011 school year! Bright Beginnings focuses on the individual child and provides an educational environment that stimulates and nurtures each child's potential. For more information, contact the Recreation Dept. at 414.963.6913, ext. 4.

Parenting Is Prevention Forum: February 2 • 7 p.m.

Milton Creagh, a nationally recognized motivational speaker on drug prevention strategies, will present "Parenting Is Prevention" to local parents at 7 p.m. in the Whitefish Bay Auditorium. The program reaffirms parents as the most critical component in their child's development and ability to remain drug free. Mr. Creagh will discuss practical, common sense ideas for parents that really work. The program is sponsored by a group of school districts and parent organizations brought together by Bay United.

A Few Good Men Shorewood High School Winter Drama Production: February 19-20 and 26-27 • 8 p.m.

In a U.S. military courthouse in the heart of the nation's capitol, one man will stop at nothing to keep his honor and one man will stop at nothing to find the truth. The play is written by Aaron Sorkin. Call the box office at 414.963.6940 beginning Feb. 1 to order tickets – then stop at the box office beginning Feb. 13 (Mon.-Fri. from 3:30-5:30 p.m. and Sat. from 10 a.m.-1 p.m.).

"Food, Inc." Movie Screening and Discussion: March 5

You are invited to attend a screening of the critically acclaimed movie "Food, Inc." (by award-winning director Robert Kenner) at 7 p.m. on March 5 in the SHS Auditorium. The movie reveals surprising truths about what we eat, how our food is produced, what we have become as a nation and where we are going from here. The Shorewood Nutrition and Physical Activity Advisory Committee will host a panel discussion after the movie. Sample healthy snacks and visit vendor tables before the show.

School Funding – What Every Resident Should Know: March 17

Join SAFE (Shorewood Action for Education) for a discussion on the school funding formula, how it has affected our District and the potential impact of recent decisions made in Madison. The meeting will be held in Lake Bluff's Little Theater, Room 207, at 7 p.m.

5th Annual Jugglefest Variety Show: March 28

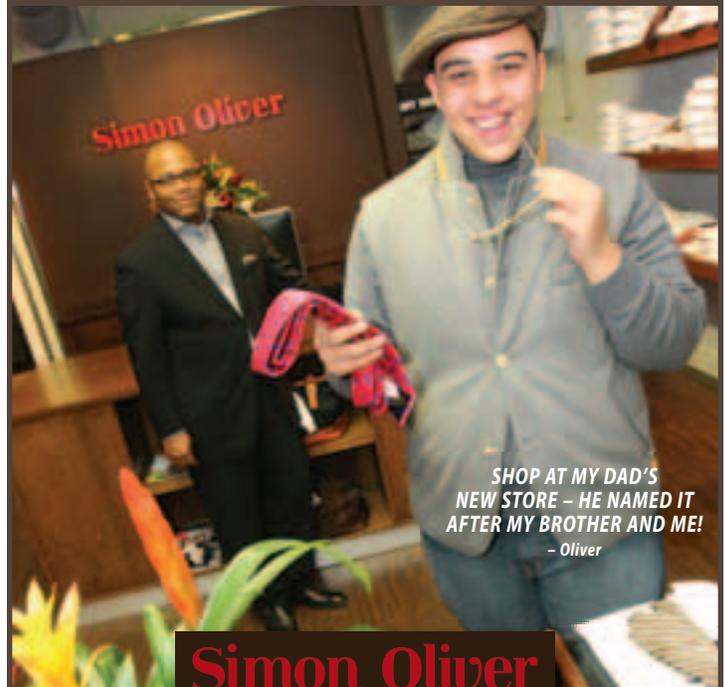
Bring the whole family to our extravaganza of flying clubs, knives, balls and more! Professional jugglers will anchor this fun show that also features local talent. Admission is \$5 per person (children under 5 are free). The show begins at 1 p.m. in the SHS Auditorium. Open juggling follows the performance in the North Gym.

Stay Connected to the District Online

Information related to School District current events can be viewed on the website www.shorewoodschools.org. You can also sign-up for our listserve/newsletter on the lower left column of the home page. Plus, follow the District on Twitter at www.twitter.com/ShorewoodLearns.

It is the policy of the Shorewood School District that there shall be no discrimination on the basis of age, race, religion, creed, color, handicap, marital status, disability, sex, national origin, ancestry, sexual orientation, or membership in the national guard, state defense force, or any other reserve component of the military forces of the United States.

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Simon Oliver

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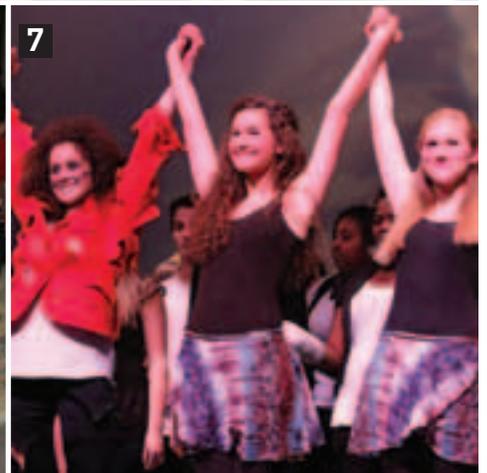
Out and About in the Village of Shorewood



We welcome the new year by sharing news about the many exciting events and activities that are continually staged for our residents and guests. We are pleased to keep you informed – Shorewood is, indeed, a great place to live, work, play and shop!



1. Santa made his annual visit to Shorewood on December 5 during the annual Holiday Shopwalk, presented by the Shorewood Business Improvement District. **2.** Lovely holiday music was provided during the Holiday Shopwalk by the Shorewood Players. **3.** Shorewood's new bookstore, Open Book, officially opened in early November 2009. **4.** Groundbreaking for The Cornerstone, a new luxury, mixed-use development at Oakland Ave. and Capitol Dr., took place on December 8. **5.** Talented ice carvers sculpted 300-lb. blocks of ice into stunning masterpieces throughout the business district during the Holiday Shopwalk. **6.** Members of the Shorewood Senior Resource Center enjoyed their 8th annual holiday luncheon at Northshore Funeral Services where they concentrated on creating holiday floral arrangements courtesy of Jim Brown and Regency Florist of Shorewood. **7.** "Circle of Life" was the title of the 2009 Showcase program, performed December 11-12, 2009 at the High School Auditorium. The annual Showcase production is a student-directed variety show with a cast and crew of more than 100.



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Shorewood Community Calendar

- **February 2:** Parenting Is Prevention Forum, Whitefish Bay Auditorium at 7 p.m.
- **February 19-20 and 26-27:** *A Few Good Men*, SHS Winter Drama Production, SHS Auditorium. Contact the box office at 414.963.6940 for ticket information.
- **March 5:** "Food, Inc." movie screening and discussion, SHS Auditorium at 7 p.m.
- **March 8:** Community meeting on Comprehensive Parking Plan, 6:30 p.m. in the Village Center (see page 19 inside).
- **March 17:** School Funding – What Every Resident Should Know, Lake Bluff's Little Theater, Room 207 at 7 p.m.
- **March 28:** 5th Annual Jugglefest Variety Show, SHS Auditorium at 1 p.m.
- **April 1:** Public information meeting for Capitol Dr. construction, 5-7 p.m. at the Village Center (lower level of library).

SHOREWOOD SENIOR RESOURCE CENTER PROGRAMS

- **Feb. 4-25:** Computer Classes on E-mail and Internet Basics. Pre-registration is necessary. Contact the Senior Resource Center for a complete schedule of upcoming programs and special events: 414.847.2727.
- **March 31,** 1-2:30 p.m. "All About Powers of Attorney" presented by Nicole Zimmer, an attorney with Legal Action of Wisconsin.

SHOREWOOD LIBRARY PROGRAMS

The Spring Activity Schedule includes activities for children of all ages: Lap-Sit Story Times for children 6-23 months, a book group for 9th-12th grade students,

and a number of craft, movie and reading activities for everyone in between.

- **February 13, 10:30-11:15 a.m.** Sing-along Saturday with the Wisconsin Conservatory of Music.
- **February 13, 1-3 p.m.** Family gaming
- **March 13, 1-3 p.m.** Wii tournament, grades 6-12.
- **Wednesday, May 5, 7 p.m.** Family Night including a performance by McMenamin Irish Dance Academy.
For a complete list of story hours, book groups and other activities, visit www.shorewoodlibrary.org.

FREE COMMUNITY PROGRAMS AT OPEN BOOK, 4093 N. OAKLAND AVE. For a complete calendar of author events and other programs offered to the public, please visit the Open Book website at www.openbookcoop.com

- **Tuesday, February 2, 6 p.m.** John Gurda: "History of Jewish Milwaukee."
- **Sunday, February 7, 2:30 p.m.** Kath Bornheimer and Jeffrey Percival: "Work Makes Me Sick."
- **Friday February 12, 8 p.m.** Tango Night with live music/dancing featuring Nina Tatarowicz, former Shorewood resident who has danced tango all around the world.
- **Saturday, February 20, 2 p.m.** John Schissler: "The Making of an American Family."

EDITOR'S NOTE: In the October issue of the TODAY magazine, the phone number for Joe's North Shore Barber Shop at 4417 N. Oakland Ave. was printed incorrectly. The correct phone number is 414.332.3560.

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