

# Shorewood **TODAY** *magazine*

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**SPECIAL  
ISSUE:**  
Shorewood Today  
Celebrates  
Its 2-Year  
Anniversary!



## **INSIDE ...**

**Attracting New Businesses  
to Shorewood**

**Shorewood Connects Neighbors**

**Celebrating 60 Years of AFS  
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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 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.

**Contributing writers:** Barb Caprile, Karen de Hartog, Justine Leonard and Kim Robinson.

**Contributing photographers:** John O'Hara/John O'Hara Photography, Jaci Sumner/Gloss Photography Studios, Barb Caprile and Karen de Hartog.

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**Shorewood Business Improvement District**

**Board President:** Tim Ryan, 414.332.3404

For up-to-date information on Shorewood news, events and services, please visit:

**VILLAGE OF SHOREWOOD**  
www.villageofshorewood.org • www.shorewoodtoday.com

**SHOREWOOD SCHOOL DISTRICT**  
www.shorewoodschoools.org

**SHOREWOOD BUSINESS IMPROVEMENT DISTRICT**  
www.shorewoodwi.com

The deadline for the February 2011 issue of *Shorewood Today* is January 7 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



WATCH OUR NEW VIDEOS ON-LINE!

www.shorewoodtoday.com

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



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**On the Cover:** Spanish artist Jaume Plensa poses with his sculpture, "Spillover II," during its dedication in September at Atwater Park. This extraordinary gift to the Village of Shorewood was made possible by a generous anonymous gift and other sponsors. Read more on page 13. Photo by John O'Hara.

## Shorewood Today Magazine Offers Cost-Effective Communications

Shorewood Today offers an attractive and appealing way for the Village, School District and Business District to share important information with the community. The cost of publishing Shorewood Today is very reasonable, thanks to the advertising support of local businesses. We will continue to be sensitive to keeping costs low in bringing you this high-quality communication vehicle. We welcome your comments and impressions. Please keep us informed by e-mailing TODAY@shorewoodwi.com.



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From Guy Johnson, Village President

# 2010 A Challenging Summer



## Dear Shorewood Residents,

We look forward to summer in Shorewood knowing we will enjoy concerts in our parks, the Men's Club Chicken BBQ and the 4th of July celebration. This past summer's highlights also included the "Best Seats in the House" public art event, unveiling of the Plensa sculpture, major improvements to our business district, including construction of The Cornerstone mixed-use building (at Oakland Ave. and Kensington Blvd.), and the Capitol Dr. reconstruction.

However, for many of us in Shorewood, the heavy rains of July 15 and July 22 made the summer of 2010 a challenge as well. More than 800 homes and businesses in Shorewood had various degrees of either sanitary sewer back-ups or flooding, resulting in the regrettable loss of appliances, furnaces, personal property, and, in many cases, irreplaceable family possessions.

The storms also impacted our public buildings and parks. The police station, Village Hall, public works building and Village Center each had varying degrees of flood damage. The floodwaters caused significant erosion to the Atwater Park bluff and the Hubbard Park riverbed.

### Community Response Strong

The immediate community response to these events, including neighbors helping neighbors and the hard work of our public safety officers and public works crews, was remarkable. From 5 p.m. on July 22 to 8 a.m. on July 23, the North Shore Fire Department responded to 140 calls for service in the Northshore.

In the days and weeks that followed, DPW crews picked up two million pounds of flood-damaged debris from the curbs of residents and businesses. Communities like

Bayside, Franklin and St. Francis provided equipment and manpower to help with the debris collection. The front office staff at the DPW and Village Hall handled hundreds of request for help and information. And our Health Department answered numerous resident clean-up questions and administered free tetanus shots.

*"While the Village is making strides toward improving the sewer system, we are also trying to make resources available for residents and building owners to make necessary improvements on their own properties."*

### Infrastructure Improvements Planned

While much of the storm damage across the Village has been cleaned up, we recognize the need to improve our storm and sanitary sewer infrastructure in order to prepare for future storm events. A series of public meetings was held in August to discuss the concerns within each of the four unique areas of our sewer system. I was impressed by the large number of residents who attended each of the meetings to hear the presentations and provide thoughtful questions and input on the flooding and sewer back-ups.

In response to the concerns of our residents, the Village Board has made it a top priority to address the problems with our storm and sanitary sewer infrastructure.

On August 23, the Board approved a nine-step action plan recommended by our Village Manager. The action steps include developing a Comprehensive Sanitary Sewer, Storm and Drainage System Facility Plan, that will be the primary source document for recommendations required to establish infrastructure improvement priorities, costs and timetable.

Given the expertise of our consultant engineer from Bonestroo and his experience specific to Shorewood's infrastructure, we have hired Bonestroo to complete the sewer facility plan. The Village has also hired an internationally regarded third-party engineering firm to critically review the facility plan and develop alternative recommendations. When the plan is complete, the Village Board will be responsible for developing a community consensus around the preferred alternatives and related cost.

### Resources Outlined for Property Owners

While the Village is making strides toward improving the sewer system, we are also trying to make resources available for residents and building owners to make necessary improvements on their own properties. In early October, the Planning and Development Department, in conjunction with professionals from Mid-City Plumbing, coordinated a Sewer Back-Up and Basement Flooding Prevention Workshop.

Mid-City Plumbing has also worked with the Village to publish a report and answer frequently asked questions, that are available on the Village website. In addition, Shorewood is partnering with the Metropolitan Milwaukee Sewerage District (MMSD) to most effectively utilize available

grant monies for reducing private property inflow and infiltration and assisting residents with technical issues relating to private sewer back-up prevention.

In addition, the Village has issued information and forms for filing a claim against the Village's No-Fault Sewer Back-up coverage for damage to properties caused by sewage back-up. The Federal Emergency Management Agency (FEMA) is now providing assistance to those affected by the July 22 storm.

As troubling as the July storms were for many residents and businesses, I am very encouraged by the resilience of our community and the direction of our Village in response to the storms. There is still a lot of work to be done and residents should continue to be involved by expressing concerns and questions, attending public meetings, and staying up-to-date through the Village website ([www.villageofshorewood.org/floodinfo](http://www.villageofshorewood.org/floodinfo)) and other communications.

On behalf of the Village Board, thank you for your concern and cooperation. Working together, we will find the best solutions for our community.

*More than one hundred residents attended an informative Sewer Back-Up and Basement Flooding Prevention Workshop in early October, conducted by the Shorewood Planning and Development Department in partnership with Mid-City Plumbing.*



## More Flood/Sewer-Related Information Can Be Found on the Village Website

Visit [www.villageofshorewood.org/floodinfo](http://www.villageofshorewood.org/floodinfo).

Print copies of much of the following are available at the Library and Village Hall.

- Presentation materials and transcripts from August community meetings.
- Answers to dozens of frequently asked questions, updated as more information becomes available.
- Information on application for FEMA funds and filing claims against the Village's No-Fault Sewer Back-up coverage.
- Schedule of upcoming flood and sewer-related meetings.
- Solutions for building owners.
- Action Plan approved by the Village Board.
- Links to related resources, e.g., MMSD

If you cannot find the information you are seeking, contact Mike Hawes, Special Projects Coordinator, at 414.847.2706 or [mhawes@villageofshorewood.org](mailto:mhawes@villageofshorewood.org).

**NEXT MEETING: THURSDAY, NOV. 4  
6:30 P.M. IN THE VILLAGE CENTER**

Update on sewer facility planning including an outline of alternatives by Bonestroo, an engineering and environmental science firm.



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*North Star American Bistro restaurant has recently relocated to the new Cornerstone mixed-use development at the corner of Kensington Blvd. and Oakland Ave.*



# Attracting New Businesses to Shorewood

By Jim Plaisted, Executive Director-Shorewood Business Improvement District

**F**or more than 10 years, the Shorewood Business Improvement District (BID) has been active in promoting the Village as a fantastic place to locate a business. We are home to many local retail shops, boutiques and salons. We have a unique position in the regional marketplace due to dense population, excellent traffic counts, and the soon-to-be completed improved streetscapes on Oakland Ave. and Capitol Dr.

With the downturn in the economy, we now are experiencing some high-profile, and a few long-term, vacancies.

However, a recent inventory of available space showed that the vacancy rate is only 14%. Compared to some of our outlying suburban neighbors, the Shorewood marketplace is holding its own.

I'm happy to report that several vacancies will soon be filled in the business district. PNC Bank will be opening its first branch in Shorewood in the former Hollywood Video store at 4231 N. Oakland Ave. Subway will be opening soon in the Katz Properties building at the northwest corner of Oakland Ave. and Capitol Dr. And, locally owned Big Bay Brewing Company will be opening a retail beer and merchandise store at 4517 N. Oakland later this fall. (See page 27 for other new Shorewood businesses.)

Our most exciting news is the upcoming opening of the retailers locating in the

stunning Cornerstone development at the north end of the Village. The mixed-used property is the new home to the award-winning North Star American Bistro restaurant, Thief Wine (their second location in the Milwaukee area), Boutique B'Lou (a women's apparel store) and Alterra Coffee Roasters.

Last year, the Community Development Authority (CDA) and the Shorewood BID hired a consultant to conduct a retail development study of the Shorewood commercial corridors. The consultant worked closely with area businesses to study the marketplace and offer a unique, retail specific snapshot of Shorewood's vitality for business.

The study concluded that Shorewood offers specialized commercial clusters where new businesses share customers with locally owned and community-serving businesses. Shorewood's unique architecture and small-town scale offer vintage spaces in a variety of sizes suitable for nearly any specialty retail or restaurant business. Our densely populated Village and proximity to Milwaukee's East Side and Downtown offer a marketplace that supports businesses of all types. Shorewood's Village government is working with the BID to fund and attract businesses via façade improvement grants, business incentive low-interest loans, and assistance for new development. Finally, and most unique, Shorewood's customers

experience the pleasure of a very walkable shopping district.

As vacancies occur in Shorewood, we are all concerned until a lease is signed and "open for business" signs appear in the storefront windows. We must understand that every vacancy that occurs in our Village is not a reflection on the marketplace in general. Every business that closes has its own story to tell. We have a rich and vibrant history of successful businesses in our community and the future looks bright.

Based on the study, we are armed with very good market research – and the Shorewood BID and Village staff have embarked on a retail recruitment effort to bring new and specialized businesses to Shorewood. We will continue to work with area property owners to fill available space with businesses that are ready to thrive in Shorewood.

As we look toward the 2010 holiday shopping season and a new year, we all need to remember to support our local businesses for our specialty shopping desires and everyday needs. Our Village is one-of-a-kind and our business and property owners are working to continue Shorewood's tradition as one of southeastern Wisconsin's special communities in which to live, work and play. Remember, every day is a Shop Shorewood Day!

# Shorewood Today Celebrates 2-Year Anniversary

## Village Magazine Receives National Communications Award

**W**ith this October issue of *Shorewood Today*, the magazine proudly celebrates its 2-year anniversary! In the span of two short years, we took a simple idea of finding a way to more regularly link our schools, businesses and Village government with our residents and the community at large with a quality communication tool and create a Village-wide magazine. The rest, as they say, is history.

Starting in October 2008 with an inaugural issue of 20 pages, the magazine quickly took hold and grew to 24 pages, then 28 pages – and this expanded Autumn 2010 issue features 32 pages of vital information of interest to our residents and business owners. We started with the production/distribution of three issues per year, and have now added a fourth issue funded by an increase in advertising.

*Shorewood Today* is managed by a committee of members representing each of the stakeholder groups: the Village, the Shorewood School District and the Shorewood Business Improvement District. We applaud the efforts of Barb Caprile, Karen de Hartog, Kim Robinson, Justine Leonard, Diane deWindt-Hall, Dawn Anderson, Michael Mishlove, Jaci Sumner and John O'Hara, who worked in various capacities of designer, writer, editor, production artist, proofreader, ad sales, photographer and magazine committee member during the last two years to make sure each issue was the best it could be.

But there's more! We are pleased to announce that *Shorewood Today* recently received a national communication award. The magazine was recognized in August by the Association for Women in Communications, a national organization of more than 7,000 women communicators based in Alexandria, Virginia, in its annual Clarion Award competition. *Shorewood Today* was the national winner in the category "magazine series in a circulation of 100,000 or less." Competing against entries from all over the world, Shorewood's village-wide magazine took top honors in this category.

*Shorewood Today* is an important example of successful collaboration between the Shorewood School District, Village government and the Shorewood Business Improvement District, with additional support from Shorewood's Marketing Program. At its September 7 board meeting, the Village of Shorewood Board of Trustees congratulated the magazine's planning committee with a proclamation that recognized their efforts on behalf of this successful and vital communication tool. We look forward to bringing you many more issues of *Shorewood Today* in the future.



## Join the Shorewood Men's Club



Join this group of civic-minded men who give back to the community and support important Village causes.

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or call 414.332.5999

[www.shorewoodmensclub.org](http://www.shorewoodmensclub.org)



## WELCOME NEW SHOREWOOD RESIDENTS!

If you are new to the Village, we extend a hearty welcome! Please pick up your copy of our "Welcome to Shorewood" brochure at Village Hall. This publication is packed with noteworthy information about Village services.

Please also visit

[shorewoodtoday.com](http://shorewoodtoday.com)

where you can request a copy of our Informational "Walking Kit" – and be sure to share the kit with friends who may be considering a move to Shorewood!

**QUESTIONS?**

**Call Customer Service at 414.847.2700**



## Shorewood Connects To Recognize Strong Neighborhoods

**S**trong neighborhoods where residents take time to get to know each other, find reason to celebrate together and support each other in time of need are the building blocks of a strong community. Shorewood Connects Neighbors, a Village-sponsored initiative designed to increase a sense of neighborliness and community on a block-by-block basis, is seeking nominations for its first annual "Neighborhood of the Year" competition.

"We know there are a number of Shorewood blocks that have organized to plan social occasions like block parties and

to alert everyone when assistance is needed by an elderly or ill neighbor. We hope that recognition of a 'Neighborhood of the Year' will inspire others to organize," says project coordinator Sue Kelley.

Nominations will be accepted until December 31. A volunteer panel will review and assess the applications, looking for:

- The degree the neighborhood group includes, or reaches out, to all residents.
- Communication methods and frequency, e.g., telephone tree, e-mail, neighborhood news.
- Service elements either for other

neighbors or outside of the neighborhood.

The winning neighborhood will have the opportunity to march behind a "Shorewood Neighborhood of the Year" banner in the annual 4th of July parade and will be featured in an issue of *Shorewood Today*. For more information on the competition and a nomination form, visit the Village's website ([www.villageofshorewood.org](http://www.villageofshorewood.org)) and click on "Shorewood Connects Neighbors," or contact Sue Kelley at [skelley1@wi.rr.com](mailto:skelley1@wi.rr.com) or call 414.961.7262.

## Shorewood Connects Neighbors Yard Clean-up Day November 6: Call for Assistance/Volunteer To Help



The 3rd annual Shorewood Connects Yard Clean-Up Day, scheduled for Saturday, November 6, will link neighborhood volunteers with older and disabled adults who need help winterizing their yards. Volunteers are needed between 9 a.m. and 12 noon to rake or mulch leaves, clean out garden beds, trim hedges and empty hoses.

Older adults or others who need assistance with yard clean-up should contact Elizabeth Price at the Shorewood Senior Resource Center at 414.847.2727 or e-mail [src@villageofshorewood.org](mailto:src@villageofshorewood.org). Village residents interested in volunteering should contact Sue Kelley at [skelley1@wi.rr.com](mailto:skelley1@wi.rr.com) or call 414.961.7262. The clean-up day is sponsored by Shorewood Connects Neighbors which seeks to improve the ability of older adults to live in, and contribute to, the community.

# Senior Center A Great Community Resource

**T**he Shorewood Senior Resource Center, true to its name and mission, promotes lifelong learning, encourages wellness, provides aging-related information and creates opportunities to meet new people. The following list is a sampling of upcoming activities that take place in Shorewood's Village Center (unless otherwise noted). Call 414.847.2727 to register for programs and to receive a calendar of Resource Center events, or view the calendar online at [www.villageofshorewood.org](http://www.villageofshorewood.org) (click on Village Departments/Senior Resource Center).

■ **Wed., Oct. 27, 12 noon • Halloween Party** Enjoy lunch at Hubbard Park Lodge, music by Joe Magnino and Rob Moore, and a costume contest. Costumes are optional, but reservations are due by Oct. 22; residents \$15 /nonresidents \$17.

■ **Thur., Oct. 28, November 4, 11, and 18, 1-2:30 p.m.**  
**Four-week art history series with art historian Martha Bolles**  
 Program: "Looted, Stolen and Damaged Art." Residents \$6/class or \$20 for all four; nonresidents \$8/class or \$28 for all four.

■ **Wed., Nov. 3, 10-11:30 a.m. • Relaxation techniques with certified stress management consultant Elizabeth Lewis**  
 Program: Soulful Aging. If you're looking to embrace the aging process rather than deny or defy it, this workshop is for you. Cost \$3 for residents; \$4 for nonresidents. Pre-registration is appreciated.

■ **Tuesday, Nov. 9, 10 a.m.-12:30 p.m. • Color Dynamic with Eriks Johnson** Learn basic color mixing, creating secondary and tertiary colors and see how they interact with each other. We will look at the works of Bonnard, Rothko and Seurat in the process of making a color chart. Residents \$5; nonresidents \$6.

■ **Wed., Nov. 10, 10-11:30 a.m. • Men's Morning**  
 Featured guest Mike Gousha will talk about the changing nature of news. Donuts, coffee, fruit and juice will be served. Please pre-register and then pay \$2 at the door. Bring a friend!

■ **Wed., Nov. 17, 12 Noon • Lunch prepared by Boston Market, music by Ralph Kohn on piano, and a program by Mark Denning entitled "More than Beads, Feathers and Fur! American Indians in Wisconsin."** Residents: \$10; nonresidents \$11 due no later than Nov. 11.

■ **Thur., Dec. 2, 10 a.m.-12 noon • Milwaukee Symphony Orchestra Trip – Vivaldi: Gloria** Conducted by Lee Erickson and featuring guest choruses from Wisconsin high schools. The bus will leave the SRC at 10 am. Residents \$10; nonresidents \$12.

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### TOPICS INCLUDE:

- Providing for loved ones using a will or trust • Avoiding probate
  - Planning with minor children • Utilizing powers of attorney for finances and health care • Planning for business owners.
- Topics may vary with each workshop, and will be driven by individual questions.  
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## New Health Officer: Jamie Berg

**J**amie Berg started her new job as health officer for the Shorewood /Whitefish Bay Health Department just before the July floods. "It was a challenging start," she says. "We handled lot of questions about how to clean up after the flood and what items could be saved, and we gave free tetanus shots during the week after the July 22 flood."

Berg is not new to Shorewood. She previously was employed as the sanitarian for Shorewood and other Northshore communities. In that position, she was involved with environmental health issues such as testing beach water, doing restaurant inspections and testing for rabies.

Berg, who is originally from Appleton, has a degree in nutritional science and dietetics from the University of Wisconsin. She replaced Cindy Tomasello who retired. Other changes in the department include moving Kathleen Demien, who is a registered nurse, from part-time to full-time hours.

Over the next year, Berg will be working on a strategic plan for the department, which is responsible for the overall health of the community. She and her staff have lots of ideas for making improvements. However, the small size of the department makes changes difficult. "One of the things we will be looking at is the possibility of merging with the North Shore Health Department," says Berg. "It is possible we would be more productive as one larger department with more people and resources."



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# Flavors of Fall

Hot Apple Cider, Pumpkin Pie, Caramel Apple Pie, Pecan Pie,  
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2205 E. Capitol Dr; Shorewood, WI | 8725 W North Ave, Wauwatosa, WI  
8700 Watertown Plank Road, Wauwatosa, WI | Whitefish Bay COMING WINTER 2011

The advertisement features a warm, golden-brown color palette. It includes a circular logo for 'THE CITY MARKET european bakery & café' on the left. The main title 'Flavors of Fall' is prominently displayed in a large, serif font. Below the title, a list of food items is provided. The background of the ad shows a silhouette of trees and a flock of birds flying against a light sky. At the bottom, the event locations and dates are listed.

# Village of Shorewood Community News

## Capitol Drive Reconstruction

After a summer of planning trips around the Village to avoid orange cones, detours and "road closed" signs, Shorewood residents will be pleased to see major construction coming to an end over the next month to six weeks.

▪ **East of Oakland Ave.** Work on sidewalks, curbs, decorative brick work and sod placement should be completed near the end of October. Some benches and garbage cans will be installed.

▪ **West of Oakland Ave.** The last piece of major excavation and reconstruction began on the north side of Capitol Dr. at the end of September and is due to be completed in November.

## Where's The Bridge?

The second week in November is the projected installment date for the Capitol Dr. bridge that will serve as a welcoming gateway into the Village and allow bikers and hikers to once again enjoy the full length of the Oak Leaf Trail. Wisconsin Department of Transportation (WisDOT) representatives note that bad weather or other unforeseen difficulties could still affect the timetable. Once the bridge is in place, it will still have to be paved before it is officially ready for use.

Road construction crews are currently working six days a week and occasional Sundays to complete reconstruction of Capitol Dr. by the end of November.

Landscaping of the entire stretch of Capitol Dr. will be completed in 2011.

## General Election November 2: National, State and County Races on the Ballot

The Tuesday, November 2 general election includes races for State and Federal offices, including governor, State senator and representative, and Milwaukee County sheriff.

Shorewood polls will be open from 7 a.m.-8 p.m. in the following locations:

- Village Center: Wards 1, 2, 3 and 4

- Shorewood High School North Gym: Wards 5, 6, 7 and 8
- Shorewood Intermediate School Gym: Wards 9, 10, 11 and 12.

Absentee ballots are available at Village Hall. Residents may vote early at Village Hall during normal working hours, Monday-Friday 8 a.m.-5 p.m., or may request a ballot be mailed to them. Visit [www.villageofshorewood.org](http://www.villageofshorewood.org) for more voter information (click on Village Departments/Clerk Treasurer).

New residents may register to vote at Village Hall prior to election day, or at their polling location on the day of the election. New residents must prove that they have been Shorewood residents for at least 10 days. A list of acceptable proof-of-residence documents is posted on the website.

## Electronics Banned from State Landfills

As of September 1, the State of Wisconsin's new electronic recycling law bans the disposal of a wide range of consumer electronics in state landfills. The following items must now be recycled:

- Computers (desktop and laptop)
- Computer monitors and accessories
- Television sets
- VCRs and DVD players
- Fax machines
- Cell phones

### ***The Village of Shorewood will no longer collect or dispose of these items.***

E-Cycle Wisconsin, a statewide recycling program administered by the Wisconsin Department of Natural Resources, has developed a list of certified recycling collection sites, including a number in the Greater Milwaukee area. View the list on the Village of Shorewood website, [www.villageofshorewood.org](http://www.villageofshorewood.org), and click on Village Departments/Public Works/Recycling.

## Shorewood/Whitefish Bay Health Department Clinics

Visit [www.villageofshorewood.org](http://www.villageofshorewood.org) and click on Village Departments/Health to view other Shorewood/Whitefish Bay Health Department services.

## Adult Health Risk Screening

**4th Tuesday of the month 8 a.m.-12 noon • October 26 and November 23**  
**No clinic in December.**

This program includes blood analysis for total cholesterol, HDL, LDL, triglycerides, and glucose; blood pressure and weight check; plus consultation with a registered nurse. The cost is \$25 (cash or check only). Call 414.847.2710 to make an appointment.

## Blood Pressure Clinic

**October 27 and December 1, 4-6 p.m.,**  
Village Health Dept. (lower level of the Village Center). No appointment necessary.

## Immunization Clinics

**2nd Monday 2-4 p.m.**  
**3rd Tuesday 7:30-9:30 a.m.**  
**October 11 & 19, November 8 & 16, December 13 & 21**

Call 414.847.2710 for an appointment. Immunization Clinic for all age groups includes most childhood immunizations: Meningococcal: \$5 and HPV: \$15  
Pneumonia vaccine: \$45 (if age-appropriate, we will bill Medicare)  
Tetanus: \$25  
Hepatitis A (series of 2) and B (series of three) are available for adults.  
TB tests: \$10

## Wisconsin Well-Woman Program

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Call or e-mail Barbara Hill-President,  
414.964.8448 or barbill@milwpc.com  
Lynn Sager-Vice President  
414.964.5940 or ilsag10@yahoo.com

## First Phase of Atwater Park Boardwalk Construction Slated for 2011

### Funding and Storm Damage Have Slowed Plan Development

**A**twater Park has long been regarded as "The Jewel of Shorewood" and has not been designed, or re-designed, in the modern era. The Atwater Park Boardwalk concept started as an idea by the special interest group, Friends of Atwater Beach (FAB). After a Wisconsin Coastal Grant was awarded in the amount of \$20,000 (with a matching amount requirement), and accepted by the Village Board, members of the Village Parks Commission decided to approach the boardwalk from a larger perspective by developing a Master Plan for the entire park.

With the completion of the Atwater Park Master Plan, the Parks Commission initiated the first phase of the Master Plan with the design of the boardwalk by Garland Alliance, headed by Shorewood landscape architect, Tim Garland.

Garland Alliance developed three preliminary design concepts. Feedback from residents, Parks Commission and Village staff resulted in the final concept, an amalgam of

features from the preliminary design concepts.

The final concept features a combination of boardwalk and post-consumer, recycled glass-paving material. The plan calls for deck-like rest platforms with seating and a platform on the beach at the terminus of the staircase. There will be a protective landscape berm (beach community vegetative border) to prevent seasonal damage to the boardwalk, plantings for shade, and technical bioswales to collect bluff run-off water with culverts to drain it to Lake Michigan. Ramps will provide easy access to the beach. Other options being considered include seasonal shade structure(s), lighting and decorative banner flagpoles. A geo-technical substrate will be installed to provide stability for the boardwalk.

Future maintenance costs are a prime consideration in design, and construction will be done in phases because of funding limitations. The first phase will be from the staircase, including platform, north to the

proposed new playground area. This is approximately 1/3 of the proposed complete boardwalk.

FAB has been involved in a fundraising campaign by allowing supporters to purchase personalized boards.

Due to damage from the July 22, 2010 storm, the service access drive on the bluff requires repair in order for materials and equipment to reach the beach. The Village is currently working on a plan to stabilize the bluff and repair/rebuild the service access drive. Construction is slated to begin in 2011.





Artist Jaume Plensa (foreground) with Dick Eschner, Chair of Shorewood's Public Art Committee, at the "Plensa in the Park" dedication on September 21.



## Shorewood Celebrates Installation of Sculpture by Internationally Known Artist

**A** rainy evening in September could not dampen the spirits of residents, guests and Village officials as Shorewood celebrated and dedicated a gift of sculpture created by Spanish artist Jaume Plensa during "Plensa in the Park." The artist made a personal appearance as members of Shorewood's Public Art Committee unveiled "Spillover II" at Atwater Park to the delight of an excited crowd. This new public art acquisition, made possible by a generous anonymous donor, has been permanently installed at the east end of Capitol Dr., our Village's busiest street, acting as a glowing beacon when lit at night.

We hope this piece of public art will be the first of many to be acquired and displayed in Shorewood for all to enjoy. Many thanks to the anonymous donor, the Shorewood Foundation, the Shorewood Men's Club and the Village Marketing Program for helping to underwrite the costs of this extraordinary gift. Exclusive sponsors of the dedication event on September 21 were Coalesse, offering innovative furnishings (coalesse.com), and Bentley Prince Street, offering unique flooring solutions (bentleyprincestreet.com).

Shorewood's Public Art Committee has done an outstanding job over the past several years making this project a reality. If you are interested in knowing more about the Committee's work, contact Dick Eschner, Public Art Chair, at rceschner@sbcglobal.net or call 414.964.4504. And make sure you visit Atwater Park soon to experience this magnificent sculpture in person.

**We invite you to join our family. . .**



The Family Club provides an informal social time for parents and caregivers, and children from birth to age 5, to play in a safe, nurturing place. We are a place where parents and caregivers can get out of the house for a few hours, enjoy the company of other adults, and share the joys and challenges of raising children. The Family Club is an independent, non-profit community organization.

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### The Family Club

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 414-297-9220 • [www.thefamilyclub.org](http://www.thefamilyclub.org)

*Note: The Family Club is not affiliated with the church.*



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## From Dr. Blane McCann Superintendent, Shorewood School District



# A Bright Future Together Part I: Transforming Educational Priorities

**I**t is increasingly evident that the School District of Shorewood, like all public education, is at an important crossroad. When I consider our journey I see that we have accomplished a great deal. However, we did not do it alone, and owe much of our success to the strong support we receive from the community. I am proud of all that we have achieved together and very aware of the fact that our continued success will be determined by the decisions we make today. The District is at an intersection where we must examine our past, understand our future, and act in the present to maintain the success of our schools and to achieve our desired goals as a School District in this new era of public education.

Last year, the rapidly changing landscape of education prompted Southeastern Wisconsin superintendents to work together to create a document describing how public education could transform the educational experiences of our children. This "Call to Action" outlines the issues, challenges and core purposes of public education in our region. It also begins to explain the nature of transformation needed to create the type of schools that our society is calling for now.

The timing was perfect for us to use the "Call to Action" document as a starting point for conversation. A group of staff, parents, students and community members met in August to discuss the "future of schooling" in Shorewood. The group discussed the broad and local context of change, examined our vision, mission, and core beliefs, and compared our current practices to the practices highlighted in the document.

The volunteers identified five educational components that our District should examine, maintain, improve, implement and institutionalize by 2016:

1. Integration of literacy skills, critical thinking, and authentic learning experiences across our curriculum.
2. Individual student educational options, including access to technology.
3. Teaching practices that include learning-based groups, flexible groups of students, and customized educational plans based on student need and interest.
4. Strong curriculum alignment so that each staff member understands key ideas being taught across the curriculum and that each staff member has access to these areas.

5. Shifting graduation requirements to include more "whole child" skill sets. The idea that education goes deeper than just academics – what is a "well" adult and how can they contribute to society?

The work of this group will ultimately result in a set of overarching goals that provide direction to the District through the year 2016. These clear and measurable goals will guide us through our journey of educational transformation.

It is important that we hold ourselves accountable for our outcomes while reviewing our practices, to ensure that we constantly provide the best educational experiences for our students. Our staff is full of people who are deeply committed to

***"Our work will include thinking of ways to expand current practices and to implement new strategies to educate our current and future students."***

helping our students find their way in an ever-changing world. Our work will include thinking of ways to expand current practices and to implement new strategies to educate our current and future students. It will include strong professional development focused on the outcomes of our students, so that our staff is constantly using the best strategies and practices.

I know how fortunate the District is to have a community that supports public education at such a high level. Shorewood has never shirked from a challenge when it comes to our schools, so I am excited at the opportunity to work with our community as we develop the best way(s) to sustain our wonderful School District.

In the next issue of *Shorewood Today*, I will address our financial vision.

**Note: The Southeastern Wisconsin Superintendents report, "Call to Action," can be found on the Shorewood School District website homepage at [www.shorewoodschooldistrict.org](http://www.shorewoodschooldistrict.org).**

# Helping Shorewood Homeowners Recover from the Floods

**Q:** I live in Shorewood and am worried about my basement. How do I know if have problems? What do I need to look for?

**A:** Using a flashlight, look closely at your basement walls and floor. Do you see interior cracks, cracked mortar joints, seepage where the floor and walls meet, seepage through the cracks, damp spots on the walls, unlevelled floors or mold/mildew? If you answered "yes" to any of these questions, you should have your basement inspected by a professional.

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## Serving Families In Shorewood For Over 30 Years!



Milestones, Programs for Children, is one of the largest and most respected licensed child care providers in southeast Wisconsin and the Greater Milwaukee Area, serving children 3 months to 13 years of age. Since its inception in 1979, Milestones has been at the forefront of School Age and Early Childhood programming. Our programs have been named among the **top 10 in the country** by *Child* magazine. Milestones offer a diverse range of programs designed to suit the individual needs of children and the concerns of parents. They include:



Full Day Child Care and Pre-School Programs serving 3 months - 4 years



Before and After School Programs serving K3 - 5th grades



Summer Day Camps serving K5 - 8th grades

414-964-5545 [www.milestonesprograms.org](http://www.milestonesprograms.org)



Students Kwanchanok Sooksanit (left) from Thailand and Fatima Mohammed from Ghana are part of this year's AFS Program at Shorewood High School. Missing from photo is Kim von der Heide from Germany.

Right: Celebrating 60 years of AFS are Richard Sinclair '43, Guy Martin '53 Minna Smith and Sonja Ivanovich.



## Celebrating 60 Years of AFS in Shorewood

**O**n Sunday, September 26, Shorewood's longstanding commitment to fostering understanding among individuals across the world through the AFS-USA Program for 60 years was celebrated. Through AFS (originally known as American Field Service), hundreds of Shorewood students have traveled abroad and become global citizens. Also because of AFS, hundreds of students from more than 40 countries have come to Shorewood to live, enriching their own lives as well as the lives of everyone they touch.

The one-on-one relationships developed, along with the immersion in a different culture, truly fosters a greater connection and appreciation of our neighbors from all corners of the globe. The experiences of our students and AFS families last a lifetime. "I have heard wonderful stories from our students and families about the lasting impact on the individual – how involvement in AFS has shaped their personal views, friendships, career choices and future volunteerism," says Shorewood High School AFS co-advisor Brian Schulteis. The AFS experience, whether you are a host family or a traveling student, permanently expands the concept of family with a lifelong addition.

This is the type of impact the founders – American volunteers who drove ambulances to carry the wounded from the battlefields of World War I and World War II – envisioned. These drivers, seeing the worst of war, believed there had to be a way to foster understanding and respect among cultures at an early age. Special attendees at Shorewood's celebration included Dick Sinclair, class of '43, who was one of the original ambulance drivers who helped establish AFS, and Guy Martin, class of '53, who was in the first group of SHS students who studied abroad. Mr. Martin notes, "Today we live in a much more connected world than when I went to Europe. AFS provides an important opportunity to expand one's view by awakening you to how big the world is and also helps one develop an appreciation for your own community and culture."

Who better to fulfill the AFS mission than high school students? They are inquisitive, curious, accepting and open – all important traits that enable a student to bridge differences and find similarities among individuals and cultures. The opportunity to directly connect with people transcends geopolitical governmental views and international conflicts hopefully leading to more peaceful times. Shorewood High School AFS co-advisor Kathleen Kopperud explains, "I can think of no other program that impacts students' lives, as well

as the community, the way AFS does. I feel so fortunate that our High School and Shorewood continues to embrace AFS."

Sixty years ago, Shorewood's first AFS student was from Germany and was hosted by Dorothy and Ralph von Briessen. Today, the District is as committed as ever to the mission – and fortunate to host students from Thailand and Ghana, in addition to Germany. This year, two high schoolers are studying abroad in Germany and France, and one will depart for Panama in January. The relationships and experiences that occur today will alter perceptions for a lifetime. Through our participation in the program we are positively impacting the individual, our student body, the community and the world.



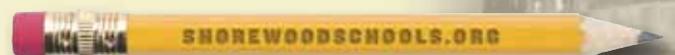
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**Shorewood School District – Go Public!**



# School District & Recreation Department Notes

## DATES TO REMEMBER:

**October 28 & 29:** No School, Teachers' Convention

See the complete Village Calendar of Events on back cover.

## Community Halloween Party on October 31

Fun for families of all ages! Join SEED for its Second Annual Community Halloween Party on October 31. The celebration begins at 4 p.m. after Village trick or treating and runs until 6 p.m. in the Shorewood High School North Gym. Join your friends for a costume parade, fortune tellers, themed tattoos and other fun activities. There will be a grand prize drawing donated by Shorewood Recreation Department.

## Annual Turkey Trot

Grab your running/walking shoes and sign up for the 16th annual Turkey Trot 5K run/walk on Saturday, November 13 (the location is changing due to the Capitol Dr. construction). You can pre-register in person, by mail or online at [www.shorewoodrecreation.org](http://www.shorewoodrecreation.org). Race day registration is also available. Proceeds benefit Boys and Girls Cross Country teams.

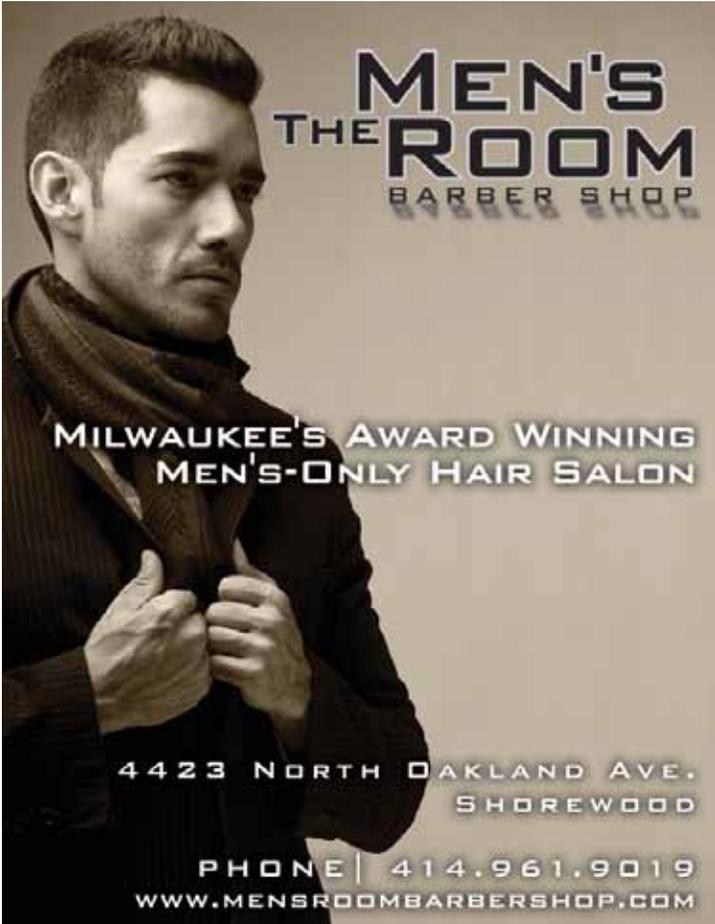
## Adult Men's Basketball League Seeks Participants

Recruit your friends and join our men's basketball league. The Recreation Department has two leagues: age 21+ and age group 35+. Games are played on Thursday nights between 7:45-10:45 pm. Leagues run from November through March and each team will play approximately 14 games at Shorewood High School. For more details, contact the Recreation Department at 414.963.6913.

## Holiday Shopping Via Chicago Your Way

Enjoy a day in downtown Chicago without the hassle of driving and parking! You will have the day to shop, visit the museums or just people watch. Leave Saturday, December 4 at 8:15 a.m. and we will have you back home by 7 p.m. The bus will drop you off and pick you up at the corner of Rush and Superior. Cost is \$25 per person for Shorewood residents and \$30 for non-residents. For more details, contact the Recreation Department at 414.963.6913.

.....  
*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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# SHS Graphic Design Program: A True Design Studio

**G**raphic design is an ever-present aspect of today's culture. The cereal box scanned at the breakfast table, the billboards and store signs we can't help but read as we drive by, the frequent ad inserts in our mailboxes, a myriad of popular magazines and even the decal on your teen's T-shirts are all examples of the influences of visual media in today's society. The art and practice of graphic design is all around us and impacts us every day in both obvious and subtle ways.

The visual world is rapidly becoming more complex – especially with the growth of the Internet – and career opportunities are multiplying. The world's job market has a need for talented and skilled individuals to meet the ever-growing and changing needs of the advertising and design environment.

## Numerous Opportunities for Students

Shorewood High School recently expanded its graphic design curriculum to better prepare students to pursue a career path in this growing field, as well as to provide important skills to students preparing for careers in communications, business and other mass media focuses. In addition, students preparing for fields such as architecture or engineering can benefit from skills obtained in the graphic design classroom.

The graphic design class has grown from a single semester offering introductory, intermediate and advanced classes for our students. The curriculum focuses on developing technical skills, including the Adobe software suite of Photoshop, Illustrator and InDesign – all respected tools of the trade. The advanced level class is structured so serious students of art and/or graphic design can take the class multiple times and learn new skills each time.

"The students have embraced the graphic arts program, and are challenging themselves and pushing their limits," says Sonja Juffer, SHS Introductory Graphics Art teacher. Enthusiasm for the curriculum has reached the high school's yearbook class, transforming it into a desktop publishing class – essentially a graphic design class expressly for the purposes of creating the school's yearbook, the *Copperdome*.

## Design Studio: Serving Client Needs

A unique aspect of the graphic design program is the real-world client experience students receive in the intermediate and advanced graphic classes. In addition to formal instruction,

students learn through their design studio where they market their services to outside businesses who, if interested, become clients. Initially, clients were school-based organizations such as Student Support Services (Guidance) and the SHS Drama Department. However, word of mouth spread about the quality of work offered, and last year the program expanded to include outside businesses. Students meet with prospective clients and develop marketing materials (logos, brochures, cover art, etc.) that reflect their needs.

"The students are applying their knowledge of design concepts, typography, elements and principals of design, branding and layout techniques in real-world experiences," explains Julie Grisar, SHS Intermediate and Advanced Graphics teacher.

Usually, the process begins with an initial client meeting where students listen and then ask questions to understand the business and its needs. The needs of the client then guide the student's design work. A second meeting follows that allows clients to assess the design development and provide feedback for artists to use to finesse their design products. The client returns again for a meeting to approve the final product – this meeting also includes time for the students to solicit feedback on their product and performance.

"I was very impressed by the subtleties and the amount of information that the students processed during the initial presentation," notes Karen Jahnke, president & chief innovations officer, Triumvirate Consulting Group (and a satisfied SHS client). She adds, "I opened the doors to my company . . . and was still developing my business model and brand. So I really give the students a great deal of credit for developing a concept that was not yet even clear to me! The students did an awesome job."

The Shorewood High School Graphic Design program is a wonderful opportunity to understand possible careers in graphic design and other related industries, and to integrate necessary real-world experience into the classroom.

Do you have a business that could take advantage of the talents of students? To assess whether the SHS Graphic Design Program can meet your design needs, contact Julie Grisar at [jgrisar@shorewood.k12.wi.us](mailto:jgrisar@shorewood.k12.wi.us).

# Shorewood Alumni Notes

## All-Class Picnic Reunion Update

Hollywood producer and writer (and Shorewood alum), David Zucker, is working on the video footage from this summer's All-Class Reunion and plans to create a DVD to be placed on iTunes for all to enjoy. Stay tuned for information on when the DVD will be available.

**Reminder:** The next All-Class Reunion is scheduled for July 9, 2011 at Shorewood High School. Mark your calendars and secure your tickets – this should be quite a party!

## Endowment Fund

The Shorewood High School Alumni Association has established an Endowment Fund with \$5,000 from the proceeds of the All-Class Reunion. The Association encourages classes to donate to this long-term fund to benefit the School District of Shorewood.

## October Reunions

Congratulations to the Classes of 1950 and 1985 who celebrated their 60th and 25th graduation years, respectively, in early October.

## Reunions in 2011

The Class of 1961 has announced it will hold its 50th reunion during the weekend of September 9, 2011. Activities are currently being planned at venues in and around the Shorewood area. Class members who have not yet heard from the reunion committee should contact Ronda Schiff Channing at [ronda\\_channing@yahoo.com](mailto:ronda_channing@yahoo.com) or Jill Stone Jensen at [jillsjensen@yahoo.com](mailto:jillsjensen@yahoo.com).

## Fun For All Alumni

Dinks and Varsity Replacement Letters will be available soon. E-mail [shorewoodalumni@gmail.com](mailto:shorewoodalumni@gmail.com) to order or inquire.

## School District Facts: Did You Know?

- The Shorewood School District embraces diversity. Currently, Shorewood is ranked 10th among the 50 school districts in Southeastern Wisconsin for diversity.
- Peggy James, the administrative assistant at Lake Bluff School, recently released a new CD: "Joan of Arc" (see pg. 21).
- This school year, Shorewood High School welcomes three AFS students – from Germany, Ghana and Thailand.
- The Shorewood Recreation Department offers four great children's birthday party packages: Imagination, Game Room, Sports and Pool parties. Contact the Recreation Department at 414.963.6913, ext. 4 for more information.

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# Shorewood School District Short Notes

## Rent School Edition Is SHS Fall Musical

The Shorewood High School Drama Department is excited to announce *Rent* as its fall musical. Jonathan Larson's Pulitzer-prize-winning Broadway musical is based loosely on Puccini's opera *La Bohème*. It follows a year in the lives of seven friends living the disappearing Bohemian lifestyle in New York's East Village. *Rent* follows the lives of artists who dwell in the shadow of AIDS, drugs, poverty and homelessness. Relationships intertwine in a complex web made mostly of love, which neither death nor despair can tear



Rehearsing for *RENT*.

apart. Love and music are their salvations from hardship in this exhilarating and vital theater experience. SHS drama students were asked what show would truly make their year. The answer was *Rent*.

*Rent* will be performed on November 5, 6, 7, 12 and 13. The Sunday matinee will begin at 3 p.m. and all other performances begin at 8 p.m. Please contact the box office at 414.963.6904

for ticket information. Tickets may also be purchased online at [www.shorewooddrama.org](http://www.shorewooddrama.org) or at the box office prior to each performance. Tickets are \$10 for adults and there will be a discount for students. Please note that *Rent* is a mature musical and parental discretion is advised.

## Shorewood Recreation Department Debuts New Cinematic Series

The School District of Shorewood is pleased to announce the debut of a new cinematic series for the 2010-2011 school year. The District is partnering with several community organizations that will present films that relate to their mission. On September 28, the first film of the series was shown – the award-winning environmental documentary "A Chemical Reaction." The film was presented by the Healthy Communities Project of Milwaukee in partnership with the Shorewood Conservation Committee.

The next film, Stanley Kubrick's *2001: A Space Odyssey*, presented by the Shorewood High School Film Club, will screen on Tuesday, November 2 at 7 p.m. in the High School Auditorium (Capitol Dr. and Oakland Ave.). All community members are welcome. Plus, join us on the following Tuesdays – February 1, March 8 and May 17 – to enjoy other diverse cinematic screenings. Other film partners include the Shorewood High School Student Council, Film Club and World Language Clubs, and SNACPAC. More details will be posted on the District's website at [www.shorewoodschoools.org](http://www.shorewoodschoools.org).

The new cinematic series is possible due in part to the upgrade of the High School Auditorium projection system. The new equipment enables the District to provide a high-definition viewing experience.

## 13th Annual Masterworks Concert October 26

Please join the musicians of Shorewood High School and the Shorewood Choral Arts Society for a very special collaborative concert. The 13th Annual Masterworks Concert begins at 7 p.m. on October 26 at St. Robert Church.

This concert will feature the Shorewood High School Wind Ensemble performing the overture to the opera, "Martha" by Friedrich von Flotow, the Symphony Strings performing Felix Mendelssohn's Sinfonia No. 12 in G Minor, and the Chamber Singers performing works by Jan Sweelinck, Philip Stopford, and Z. Randall Stroope. Mr. Stroope will be the conductor at the International Choral Festival this summer in Rome where our Shorewood Choir students will perform.

In addition to these works, the combined Shorewood High School Choirs, Shorewood Choral Arts Society, and the Shorewood High School Chamber Orchestra will present portions of Joseph Haydn's "Creation," a major work for chorus and orchestra from the classical era and one of Haydn's greatest compositional achievements. This performance will also feature all the music faculty of the School District of Shorewood. It is open to the public and admission is free. It truly will be a wonderful evening of music!

## Assuring Safe Buildings For Youngest Students

Since our students' safety is of primary concern, the District is pleased to share news about a wonderful new security system that has been installed at Atwater and Lake Bluff Elementary Schools.

This system allows us to maintain the open and welcome feel that we value in our school community while securing all of the exterior doors to assure student safety.

School entrances have been outfitted with keypads and intercom systems. Each school family has a unique code that allows them to utilize a keypad to enter the school from 8 a.m. through 4 p.m. A visitor to school can push the doorbell button and connect with the secretarial staff in the main office who can provide access.

"I am pleased that the District has made this investment in safety," says Tim Kenney, Atwater Principal and District Safety Coordinator. "This system balances the need for safety precautions while assuring our families have easy access to our schools."





Peggy James and husband, Jim Eannelli, performed with her band during her CD release party at the Marcus Center.

# Local Talent Debuts New CD



Photo: Deone Jahnke

**B**y day, you may know her as Mrs. Eannelli, the administrative assistant at Lake Bluff School. But at night, this talented woman is Peggy James, an accomplished singer, songwriter and musician who recently launched a new CD, "Joan of Arc." Peggy introduced the CD on Friday, September 17 during a special performance at the

Marcus Center for the Performing Arts in downtown Milwaukee. The audience enjoyed an evening of superior musicianship as Peggy and her band, including husband Jim Eannelli, played many songs from the new CD, as well as some old favorites from her prior recordings.

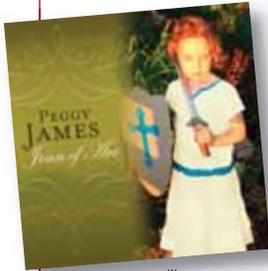


Photo: Jim Eannelli

So how did this multi-talented woman come to be called "one of the best singer/songwriters" in the area? Peggy was born on Milwaukee's east side (delivered by her father in their home during a snowstorm), but moved at the age of 10 and spent her formative years in Arizona. It was her dad – a preacher, musician and songwriter – who had the most influence on her music as she was growing up.

She began singing and writing songs at the age of 13, but it was not until the early '90s after she had returned to Milwaukee that she started thinking about music as a "business." It was at that time that her brother-in-law recognized her talents, hooked her up with a producer and helped fund a demo album that took off. She has since produced three recordings: "Help Me Out," "Crossroads Moment" and "Joan of Arc." They can be purchased at Peggy's website: [peggyjamesrocks.com](http://peggyjamesrocks.com). Peggy has opened for many popular bands, including the BoDeans and Eddie Money, and especially enjoys performing alongside her husband, Jim, with whom she has a unique connection since they are both in the music business.

Peggy's roots run deep in the Shorewood School District. She has been working at Lake Bluff School for 27 years – and not only did three of her children attend the school, she now has three grandchildren at Lake Bluff! Peggy is proud to call Milwaukee her hometown – and Shorewood is proud of her many talents and accomplishments. Catch her band on November 19 at the Bayview Brewhaus.



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Leonard Sobczak and Deborah Sobczak, brother and sister co-owners of Eastmore Real Estate.

## Making People Feel at Home a Family Tradition

**W**hen you think about it, the real estate business isn't just about buildings. It's also about the people who live in them. Maybe that's why Eastmore Real Estate is so successful. The company has been providing quality apartment living to the Milwaukee area for more than 60 years.

Leonard Sobczak and his sister, Deborah, grew up in the family business and became co-owners in the mid-1980s. It's a complementary partnership with Leonard overseeing the management of the portfolio and Deborah heading the brokerage division, that specializes in commercial investment.

The charm of Shorewood is in our wonderful variety of beautiful homes and classic apartment buildings that have stood the test of time thanks to the loving and responsible care of owners such as Eastmore. "These are vintage buildings in cherished neighborhoods and we want to keep their original flavor as much as possible," says Leonard.

Eastmore is also a forward-looking company that believes in adaptive reuse in housing – that is, restoring existing properties and continually striving to reduce their carbon footprint by using energy-efficient materials and practices. "We're very much aware of the impact we have on the community and we take great pride in ownership."

But the real story is people and ensuring that renters enjoy all the benefits of apartment living and feel truly at home in an Eastmore apartment. That takes personal attention, friendly, experienced staff and responsive customer service. Eastmore has been keeping tenants happy and satisfied with that approach for decades and Leonard says that's never going to change.

Eastmore is a strong advocate of efforts to improve our neighborhoods and business district. "Shorewood has the qualities we like in a community – neighbors close to one another, interesting architecture, walking convenience and customer-friendly local government," says Leonard. Deborah agrees.

"We share and admire the vision of Village leaders in their

pro-active approach with initiatives such as the Façade Improvement Program and grants and incentives to encourage and attract new businesses to Shorewood."

The Sobczaks bring their combined years of professional expertise to many community efforts. Leonard is vice president of the Shorewood Business Improvement District Board of Directors. He is also the owner of the Wisconsin Gazette, a new LGBT (lesbian, gay, bisexual and transgender) newspaper that recently located its headquarters to the Village. "We're proud to be in Shorewood. It reflects the community's inclusiveness and welcoming of diversity," he says.

***"Shorewood has the qualities we like in a community – neighbors close to one another, interesting architecture, walking convenience and customer-friendly local government."***

Deborah also serves on numerous boards and committees. Plus, Eastmore supports many special events staged by the Shorewood Business Improvement District (BID), including the Criterium Cycling Classic and the public art event, "Best Seats in the House." In 2009, Eastmore was the recipient of a Showcase Award from the BID, honoring them for their outstanding commitment to Shorewood's business district.

Leonard describes Eastmore as a three-poodle office. His poodle, Roman, and Deborah's dogs Hattie and Titus (a rescue dog), never miss a day at work. These days when Deborah and her husband walk their dogs in Shorewood it's a journey of discovery. "With the construction, we're taking different routes, finding new streets and neighborhoods, and meeting new people. It's an adventure!" As the construction continues, that's a positive thought we can all borrow from Deborah.



Brothers Peter (left) and George Dimitropoulos and staff are proud to serve the Shorewood community.

## Shorewood's Favorite Foods Served with a Smile

**W**hat's blue and white and loved by everyone? That's easy. It's Culver's! Their welcoming blue and white sign is an invitation to delicious dining with something to please everyone. From their famous Butter Burger to irresistible frozen custard to a traditional Wisconsin fish fry served every day, Culver's dishes it all out with friendly service and a guarantee of quality and cleanliness.

Brothers George and Peter Dimitropoulos are owners of the Shorewood Culver's and although they grew up in the restaurant business, it didn't look like their careers were headed that way. The brothers are

engineering grad, was the first to return to his restaurant roots when he opened a Culver's on Milwaukee's south side at Sixth and Layton.

George and Peter helped manage that restaurant and when their East Side friends started coming in for a Culver's fix, they knew it was time for them to open a location on this side of town. "We chose Shorewood because it resembled the little towns that helped make Culver's successful – small, tightly knit and friendly," explains George. "We felt welcomed from the day we opened our doors. We knew we had made a great choice."

That was July 15, 2002. Since then, George and Peter have been hands-on owners working in the restaurant every day. Their personal dedication shows. "We have high expectations of ourselves and that comes through in our business approach," Peter says. "We are very fortunate to be working with a phenomenal team. They're a reflection of this great community where we are pleased to do business."

"It's been a fast eight years," says George. But long enough for Culver's to become an important part of the community and to say thanks in many ways, by supporting National Night Out, the 4th of July Parade and numerous

in-store school fundraisers. Culver's is especially proud to be one of the participating employers in the Transitions Program that enables Shorewood High School students enrolled in the program to work twice a week during the school day to learn valuable job skills that can be used in their future careers.

Culver's commitment to excellence continues to bring them awards. They've been honored with the GM Culver Award, Culver's highest honor for outstanding operations, presented to only one Culver's restaurant each year. They've also received Culver's Top Ops – recognizing top operations – and Green Thumb, for summer landscaping efforts each year since they've been open.

Culver's is a strong Shorewood business anchor. And like so many of our businesses, the Capitol Dr. construction has put them and their customers to the test. "We thank our guests for continuing to support us during this inconvenience," says George. "The improvements are much-needed and the long-term benefits will be well worth it. We know Shorewood will be even better when the work is completed."

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A Shorewood student works at Culver's as part of the School District's Transitions Program.

UW- Milwaukee graduates – George in marketing and Peter in architecture. Another brother, Dimitri, a UWM

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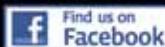
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*Matt Hayek (left), store manager, and Bill Quandt, owner/pharmacist of Hayek's Pharmacy.*

## Shorewood's Independent Pharmacies Know the Meaning of Customer Service

**R**emember the good old days of customer service? Clerks knew your name. Service was pleasant and prompt. Gone forever? Not at Shorewood's three independent pharmacies. Their tradition of dedicated customer care has never changed. It's why they continue to be an important part of our Village life and health and contributors to the vitality of our business district.

**Hayek's Pharmacy** has been serving the North Shore community from its original location at the corner of Downer Ave. and Capitol Dr. since it opened in 1918. Bill Quandt, chief pharmacist and owner, and his staff are dedicated to providing dependable pharmaceutical products. Matt Hayek, store manager, is the third generation of Hayek's to continue the proud tradition of excellent customer service.

"We always remember our customers are people, not numbers," says Bill. "Personal attention is very important to us. So we listen and take extra time to counsel people on their medical conditions or advise them on over-the-counter medications." Hayek's delivery service is exceptional – twice a day, and Saturday and Sunday. Bill also makes house calls to administer flu shots to customers who are home-bound.

**Thompson's Serv-U Pharmacy** on Capitol Dr. has been providing reliable pharmaceutical services and products for more than 40 years, and Jeff Lawless has been the owner/manager and chief pharmacist since 1984. "I really like the small town feel of Shorewood," Jeff says. "It gives me the opportunity to meet people and customize our services to their needs. I know just about every customer by name so when doctors call in I recognize immediately who they're talking about."

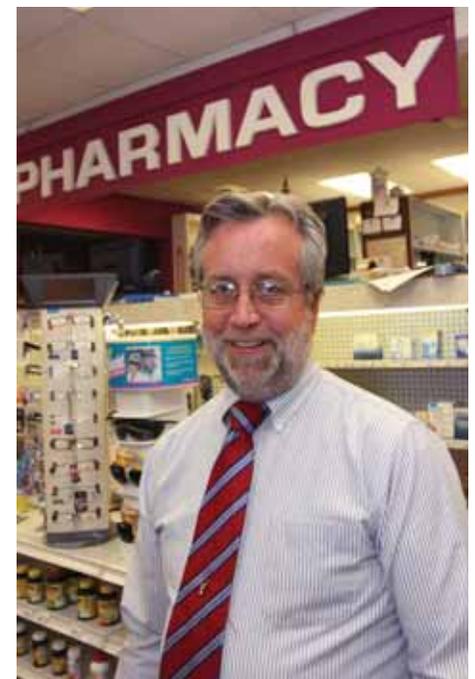
Even Thompson's free delivery services have a personal touch. "Sometimes when we're delivering to an elderly customer they need help with tasks like changing a light bulb or locating a misplaced item," he says. "It's a small thing for us to do, but big for them." Customers also benefit from the close working relationship between Bill Quandt at Hayek's and Jeff. "We can rely on one another when one of us needs something the other has. It saves the time of special ordering and customers get what they need more quickly," Jeff explains.

**Family Pharmacy**, Shorewood's newest independent, opened in 2006. Owner Russel Shtivelberg was born in Ukraine and has lived in the North Shore area for more than 21 years. He manages a team of pharmacists supported by pharmacy technicians who speak several languages. "Shorewood is home to many

nationalities, and we provide a much-needed service by helping our customers communicate with our pharmacists and even their doctors." Russel explains.

Like the other independents, personal service is very important at Family Pharmacy. Recently, they found a solution for a customer in the beginning stages of Alzheimer's disease who was having trouble keeping track of his medication. "We recommended Medicine-on-Time, a system that dispenses medication in bubble packs, and we deliver it as part of our free delivery service. The man's family has thanked us for making their lives so much easier," says Russel.

*Jeff Lawless, owner of Thompson's Serv-U Pharmacy.*





The multi-lingual staff at Family Pharmacy on Oakland Ave.

Besides providing pharmaceutical products and services, all three stores have prescription delivery and a variety of over-the-counter products and sundries. Mobility equipment and devices and orthopedic products are available at Hayek's and Family Pharmacy.

**Hayek's Pharmacy**  
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**Thompson's Serv-U Pharmacy**  
 1427 E. Capitol Dr. • 414.962.9665  
 Hours: Mon.-Fri. 9 a.m.-p.m. • Sat. 9 a.m.-5 p.m. • Sun. 9 a.m.-3 p.m.

**Family Pharmacy**  
 3512 N. Oakland Ave. • 414.332.9300  
 Hours: Mon.-Fri 9 a.m.-6 p.m. • Sat. 9 a.m.-2 p.m.

## Welcome New Shorewood Businesses

Shorewood is pleased to welcome the following new businesses to our community. Make sure you stop by and say hello, and check out their services and merchandise. We encourage everyone to shop locally in our Village!

- **Alterra Coffee Roasters** 4500 N. Oakland Ave., soon to open in the new Cornerstone mixed-use property • Local coffee roastery plus cafe.
- **Big Bay Brewing Company** soon to open at 4517 N. Oakland Ave. • Specialty craft beers made locally in Milwaukee.
- **Boutique B'Lou** 4508 N. Oakland Ave. opening in the new Cornerstone mixed-use property • Upscale women's boutique.
- **Import Design** 3817 N. Oakland Ave. • European boutique featuring women's dresses, shoes, bags and jewelry.
- **R.J. Builders** 4316 N. Oakland Ave. • Full-service design and remodeling services.
- **Subway** 4005 N. Oakland Ave. • Submarine sandwich shop.
- **Thief Wine** 4512 N. Oakland Ave. opening soon in the new Cornerstone mixed-use property • Boutique wine store and wine bar.

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Dr. Jagmohan Singh (left), owner of Bayshore Veterinary Clinic, with Perry Coloroso, office manager and Chuck, their resident cat.

## Loving and Caring For Our Pets in Shorewood

**W**e love our pets in Shorewood. We proudly walk our dogs. We pamper our cats. And most important of all, we give our animals the professional care and attention they need to keep them healthy, content and with us as our best friends for a long, long time.

Northshore pet owners don't have to go far to find excellent animal care because Shorewood is home to two well-established and respected veterinary facilities: Bayshore Veterinary Clinic and Shorewood Animal Hospital.

Dr. David Rosene founded the Shorewood Animal Hospital on East Capitol Dr. in 1988. The hospital is designed to provide the highest-quality care with the latest advances in modern veterinary medicine. "Our philosophy is to treat everyone with the same respect and concern – our patients, our clients and our staff. Clients appreciate that we try to take good care of them as well as their animals," says Dr. Rosene.

That's why Andrea Kenealey, a first-time pet owner from Whitefish Bay, selected Shorewood Animal Hospital for her Portuguese Water Dog, Luna. "I did a lot of research, almost like looking for a family doctor. I liked that they took the time to learn about my lifestyle and what I wanted for my pet. Luna and I feel very comfortable with the doctors and the staff is friendly and helpful."

The Bayshore Veterinary Clinic, which has been in Shorewood since 1994, moved to a new location on Oakland Ave. south of Capitol Dr. last April. "People do love their animals here and our clinic has been growing consistently. So we needed more space to expand our services and capabilities," says owner Dr. Jagmohan Singh. "We've already added an exotic pet examining room and we'll be bringing in a specialist."

Bayshore clients are served by caring veterinarians and their assistants with more than 35 years of combined veterinary medicine experience. "Choosing the right vet is like a bonding. The owner and pet must both feel comfortable," says Dr. Singh.

Dr. Rosene and Dr. Singh are very proud of their veterinary legacies. Dr. Rosene is a familiar and popular visitor to the Shorewood schools teaching the importance of animal care and respect. Dr. Singh encourages parents to include their children in visits to his office with their pets. "It is important for them to learn early on about the proper care of animals," he explains.

Dr. Singh's son, Sushant Rana, now attending UWM, is planning to follow his father in his career. He will be attending the University of Wisconsin School of Veterinary Medicine in Madison next fall.

Shorewood Animal Hospital and Bayshore Veterinary Clinic offer a full range of medical, dental and surgical services – everything you need for the well-being and comfort of your pet – including

compassion and understanding when the time comes for you to say goodbye. If you're considering veterinary services, start by checking their informative websites: [www.shorewoodanimalhospital.com](http://www.shorewoodanimalhospital.com) and [www.bayshorevets.com](http://www.bayshorevets.com). Then stop in with your pet and make your vet choice together.

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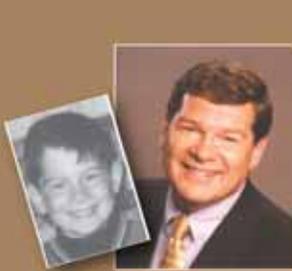
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Dr. David Rosene of Shorewood Animal Hospital.

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- That it has supported a wide range of community organizations and activities including:
  - Shorewood Public Art Event: "Best Seats in the House" and "Butterflies in Flight"
  - Shorewood High School Scholarships
  - Shorewood Concert Band
  - Seasonal Lighting throughout the Business District
  - Lake Bluff and Atwater Promethean "Smart" Boards
  - D2D (Drive to Distinction Athletic Field)
  - Hubbard Park Community Concerts
  - Friends of Atwater Beach
  - Shorewood High School Arena Sound System
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  - Shorewood Senior Center via The Benjamin Fund?
- That it combines your individual donations to make a meaningful impact on the whole Shorewood community?
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- That you can apply for a grant, make a donation or become an active member by visiting shorewoodfoundation.org?

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# Out and About in the Village of Shorewood



As we move into the fall season, we remember all the exciting happenings this summer in our great Village. Shorewood offers amenities like no other community, and continues to be a great place to live, work, play and shop!

**1.** "Community Pet Day" at North Shore Bank, Oakland Ave. and Lake Bluff Blvd., brought customers, staff and their dogs together for a fun experience this summer to benefit the Wisconsin Humane Society.

**2.** The auction for the "Best Seats in the House" public art event included lively bidding on the popular benches to benefit the Shorewood Foundation. **3.** Shorewood celebrated the gift of sculpture in September when "Spillover II" by international artist Jaume Plensa was unveiled during the dedication ceremony at Atwater Park. **4.** A Shorewood Summer School student demonstrates the use of his custom-made rocket. (Photo: C. T. Kruger)

**5.** North Star American Bistro restaurant celebrated its grand re-opening at the new Cornerstone property directly across the street from North Star's original location on Oakland Ave. **6.** Shorewood High School students display their talents as they perform during the Plensa in the Park dedication at Atwater Park in September.





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Milwaukee, WI

## SHOREWOOD TODAY MAGAZINE CELEBRATES ITS 2-YEAR ANNIVERSARY!

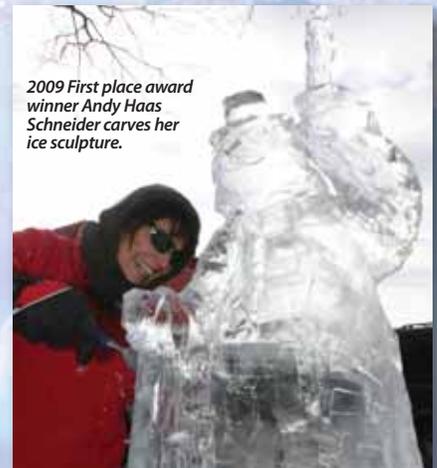
### Shorewood Community Calendar

- **Thur., October 26:** Masterworks Concert St. Robert Church, 7 p.m.
- **Sun., October 31:** Trick or Treat from 2-4 p.m. in the Shorewood residential community.
- **Sun., October 31:** SEED's 2nd Annual Community Halloween Party. See pg. 17.
- **Tue., November 2:** REMEMBER TO VOTE!
- **Tue., November 2:** Film Series, *2001: A Space Odyssey*, Shorewood High School Auditorium, 7 p.m. See pg. 20.
- **Fri., November 5:** SEED's Second Annual Sprecher Tasting & Tour Night, 7-10 p.m.
- **Fri. & Sat., November 5 & 6:** Rent, 8 p.m., Shorewood High School Auditorium. See pg. 20.
- **Sat., November 6 •** Shorewood Connects Neighbors Yard Clean Up Day 9 a.m.-12 Noon. See pg. 8.
- **Sat., November 6 •** Shorewood Foundation Annual Dinner at Hubbard Park Lodge. Featuring a gourmet dinner, music by Shorewood students, and voice and silent auctions. For reservations and information, contact Mike McCauley at 414.277.5525 (msm@quarles.com) or Jane Hawes at 414.964.6898 (jahawes@yahoo.com).
- **Sun., November 7:** Rent, 3 p.m., Shorewood High School Auditorium
- **Fri. & Sat., November 12 & 13:** Rent, 8 p.m., Shorewood High School Auditorium
- **Sat., November 13:** 16th Annual Turkey Trot Fitness Center Run/Walk. See pg. 17.
- **Sat., November 20 •** Book talk and signing, 10:30 a.m. in the Shorewood Village Center. "Wisconsin's Own Twenty Remarkable Homes" by Shorewood residents, architects and authors Caren Connolly and Louis Wasserman. Sponsored by the Shorewood Historical Society and the Friends of the Shorewood Library – open to the public. "Wisconsin's Own" is a publication of the Wisconsin State Historical Society.
- **Sat., December 4 •** Holiday Shopwalk, 10 a.m.-5 p.m. throughout the business district, presented by the Shorewood BID.
- **Sun., December 5:** 31st Arts & Crafts Fair to benefit the Booster Club, Shorewood High School Arena, 10 a.m.- 4 p.m.

### SHOP SHOREWOOD: SPEND THE DAY

## Holiday Shopwalk

**Sat., December 4**  
10-5 THROUGHOUT THE SHOREWOOD  
BUSINESS DISTRICT – OAKLAND & CAPITOL



2009 First place award  
winner Andy Haas  
Schneider carves her  
ice sculpture.

- Free trolley rides from 11-3
- Visit with Santa
- Professional ice carving exhibition
- Strolling carolers
- Special offers from local businesses

The Holiday Shopwalk is presented by the Shorewood Business Improvement District  
[www.shorewoodwi.com](http://www.shorewoodwi.com)



### 31st Annual Shorewood Arts & Craft Fair

Sun., December 5 • 10 a.m. to 4 p.m.

Shorewood High School Arena  
Park in the High School lot off of Oakland Ave.

Admission \$4 (save \$1 with this ad!)  
(the school is handicapped-accessible)

SPONSORED BY THE SHOREWOOD BOOSTER CLUB  
ALL PROCEEDS BENEFIT SHOREWOOD  
SCHOOLS ATHLETICS

Visit [www.shorewoodschools.org](http://www.shorewoodschools.org)  
or call Bonnie Adams at 414.332.3982

- 80+ Artists from the Midwest
- Silent Auction & Raffle Baskets
- Bake Sale & Greyhound Café
  - Greyhound Apparel & Accessories
- Order your fruit gift boxes & poinsettias!