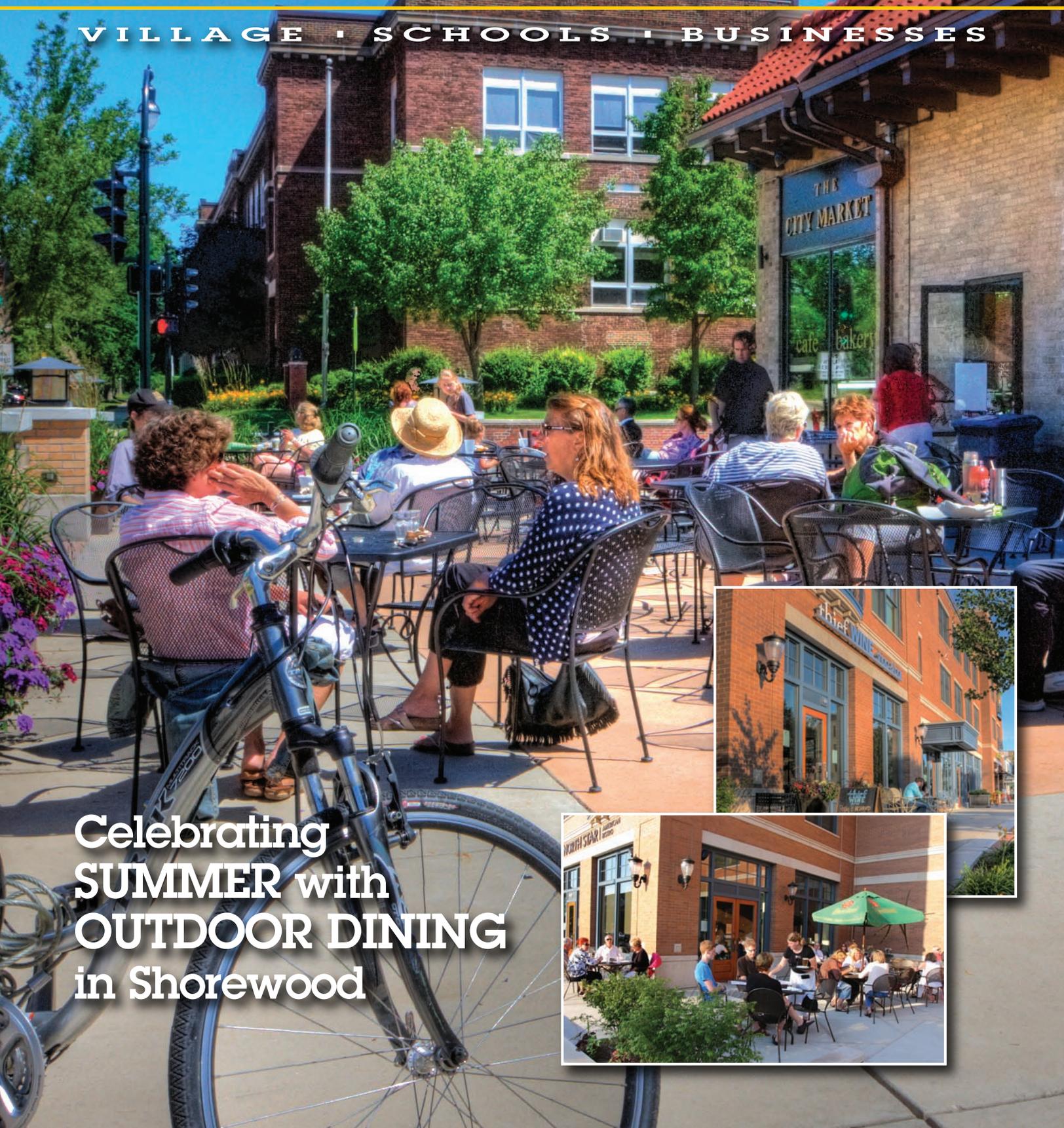


Shorewood **TODAY** *magazine*

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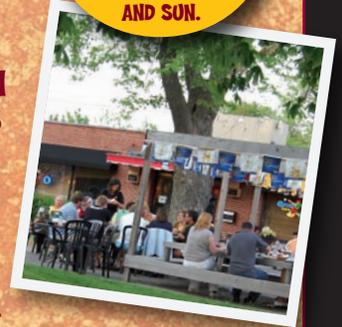
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Shorewood TODAY magazine

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, Kim Robinson, Justine Leonard and Paula Wheeler.

Contributing photographers: John O'Hara/John O'Hara Photography, Kim Robinson and Barb Caprile.

Design/Production: Caprile Marketing/Design

Shorewood Village Manager: Chris Swartz, 414.847.2700

Shorewood School Superintendent: Dr. Blane McCann, 414.963.6901

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 October 2011 issue of *Shorewood Today* is September 26 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



WATCH OUR NEW VIDEOS ON-LINE & LEARN MORE ABOUT SHOREWOOD LIVING

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: Shorewood offers a variety of outdoor dining choices to satisfy anyone's palate. Read about numerous al fresco dining options on page 26.

Photos 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.



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.

Village Marketing Program Promotes Benefits of Shorewood Living



Shorewood living includes many benefits not available in other communities. There's always something exciting going on here and always something interesting taking place. But it doesn't just happen. Shorewood owes its high quality of life to dedicated residents, government and school representatives, and community group leaders who believe passionately in our community. They show their commitment with their participation and involvement in the many volunteer boards, commissions and committees that help make our Village unique.

One of Shorewood's most enthusiastic groups, the Marketing Committee, was created about five years ago to promote the benefits of living and working in the Village. This 15-member committee includes representatives from Village government, the School District, the Shorewood Business District (BID), Community Development Authority (CDA), community groups and residents.

"We recognized that things were happening very rapidly all around us and that it was important to harness our energies and unite our resources," explains Mike O'Brien, committee chairperson and owner of Edward Jones in Shorewood. O'Brien is a good fit for the committee's leadership because his business experience, two terms on the Village Board and participation on the BID board give him valuable insights into the workings of the various community entities. And, coincidentally, his profile is an almost perfect match to the audience the Marketing Committee is targeting.

"When my family and I decided to relocate from Chicago 14 years ago, we deliberately chose Shorewood because we were attracted by the excellent schools.

We also wanted a place with a sense of community, an eclectic community with diversity among its residents and its architecture. We loved the proximity to Milwaukee, the lake and the river. And we wanted sidewalks so we could walk everywhere. Shorewood had it all. But back then there were no houses available here so we had to live in another community for about a year. It was worth the wait," he says.

The strength and professionalism of the Marketing Committee was forged by linking members with wide areas of

"Shorewood offers an incomparable quality of life. And the Marketing Committee keeps working hard to deliver that message."

expertise and knowledge. The result is a dynamic and highly effective in-house marketing department with a single focus of **Selling Shorewood**. Included in this committee's objectives are:

- Attracting new families and other residents to choose Shorewood as their home.
- Reinforcing/maintaining loyalty of current residents.
- Increasing awareness of the strengths of Village government, the School District and the Business District.
- Building bridges with realtors to be advocates for more home sales in Shorewood.

- Differentiating the Village from other communities as an incomparable place to live, work, shop and raise a family.

The Village Marketing Committee creates an annual marketing plan and meets quarterly to strategize. They focus on the many themes that support and promote Shorewood living, including an energized and vibrant business district, a safe, walkable community just "two feet from everything", an economical commute with quick, easy access to downtown Milwaukee, an attractive location to establish a business, and a desirable location for commercial development.

The agenda is ambitious but the results have been impressive and far-reaching. Their many efforts to attract new residents and build community pride include print and online advertising (like the recent "Fascinating People" of Shorewood campaign, see sample ad to right), special events (such as the free community concerts at Hubbard Park), complimentary walking kits for new residents (see sidebar on page 5), a series of promotional videos, a newly designed website (shorewoodtoday.com), and underwriting for the *Shorewood Today* magazine.

Shorewood is growing, thriving and more vital than ever. You can see it in the surge of commercial development in the business district. It's evident in our School District and its award-winning curriculum, in our diverse housing that continues to be a solid real estate investment, our convenient location to everything, and the variety and vitality of community groups and special events. Shorewood offers an incomparable quality of life. And the Shorewood Marketing Committee keeps working hard to deliver that message.

Marketing Program Launches New Website: shorewoodtoday.com

Shorewood's Marketing Committee is pleased to launch a newly redesigned marketing website*, shorewoodtoday.com. This fresh new site will improve communications with current residents, as well as reach out to those who are considering a move to our Village, with information about the benefits of Shorewood living.

Stop by shorewoodtoday.com and check out the expanded photo gallery to see images of recent Shorewood activities. There is also an expanded calendar section to keep you better informed about special events in the Village. No matter what the season, there is always something fun and exciting taking place in Shorewood. Visit shorewoodtoday.com often to keep up-to-date on all that is happening in one of Wisconsin's most vibrant and desirable locations to live, work, play and shop.

*You can still visit the villageofshorewood.org website for other important Shorewood information.



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**Questions? Call the Village Customer Service Desk
414.847.2700 • shorewoodtoday.com**



The Shorewood Walking Kit A Step-By Step Guide to Discovering One of Wisconsin's Great Villages

Shorewood's Walking Kit, one of the Village's most valuable marketing resources, is available at no charge to new or potential residents. Besides highlighting Shorewood's unique, eclectic charm, it's filled with information about our community, schools, homes, architecture, and businesses. For quick and easy reference there are fact sheets, answers to frequently asked questions and coupons to introduce newcomers to Shorewood businesses.

An important insert in the kit is a guide that compares costs of living between Shorewood and other communities. The research substantiates that with the lowest level of both user fees and commute cost/time of any of the communities studied, Shorewood is a more attractive option from a financial standpoint than indicated by looking at tax rates alone.

Local realtors are our best ambassadors and advocates for bringing new home buyers to Shorewood. Members of our Marketing Committee visit with them regularly to update them on what's new in the Village and keep them well-supplied with Walking Kits for their clients.

If you are new to the Village, be sure to request a complimentary Walking Kit from the Customer Service Desk at Village Hall. Call 414.847.2700.

VILLAGE OF SHOREWOOD, WIS. "WE WOULDN'T LIVE ANYWHERE ELSE"



"We moved here from Los Angeles to raise our family in a diverse, walkable and affordable community. We chose Shorewood, Wis. because of its superior school system, beautiful landmark homes and its close proximity to downtown Milwaukee.

"Our family enjoys all the benefits of a closely knit community with small-town charm, yet convenient to big-city attractions. We are extremely lucky to live in Shorewood and wouldn't live anywhere else."

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Fabulous living...
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*Matt Parlow and Janie Kim
Shorewood residents
and law professors,
Marquette Law School*

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Visit shorewoodtoday.com or call 414.847.2700

Construction work continues on the new
walkway leading down to Atwater Beach.

Shorewood Waters Project Builds on Village Interest in Freshwater Resources

Shorewood is currently experiencing a welcome renewal of positive local interest in both Lake Michigan and the Milwaukee River and the surrounding Village park areas. In 2010 the Village was awarded a \$240,000 EPA grant through the Great Lakes Restoration Initiative (GLRI) to continue work to improve the water quality at Atwater Beach. The grant includes a sizeable education and outreach program component, that the **Shorewood Waters Project** will use to communicate the importance of our freshwater resources and how residents can become part of the solution to protect and preserve them.

In our early history, Lake Michigan and the Milwaukee River were abundant food sources for Native Americans and a wonderful home for wildlife. These waters became highways, bringing new settlers and supplies from the east and moving them inland. Lumber businesses and a cement factory were located on the river and sent their product downstream. In the winter, ice was cut from the river and hauled to residential ice boxes and to the breweries. Later, high school hockey games were played on the river.

Parents hauled in sand to make a small beach in Estabrook Park so that their children could swim in the river because the lake water was so cold. But in the 1930s, with the aid of WPA (Work Projects Administration) workers, a winding road was constructed down the lake bluff and jetties were added to Atwater Beach. A pavilion was constructed with a rooftop that was a great place for sun bathing, even when the water was cold.

Today, water defines Shorewood's eastern and western borders. Lake Michigan is the source of our drinking water and both the lake and the river provide idyllic backgrounds for solitary

contemplation, family gatherings, concerts and community fireworks.

A number of current Village projects speak to community interest in, and concern about, our freshwater resources and adjacent parkland:

Atwater Beach Restoration

- The Friends of Atwater Beach formed to encourage Village interest in focusing attention on the park and beach so that they would once again be safe, clean and enjoyable locations for family recreation. An Atwater Park Master Plan was created to provide a vision and direction for restoration. This summer, crews are working on bluff stabilization, construction of a new access road and a boardwalk.
- In 2009, the Atwater Beach ecological study of the beach water and sand determined that human waste markers were present in storm sewer discharge at outfalls. An initial search for damaged laterals did not locate the source of the problem. This summer, funds from the GLRI grant will support smoke testing and dye water flooding to isolate the contamination source.

The Milwaukee River

- The Capitol Drive construction project included installation of 11 filtration devices, that use water tolerant native plants to filter storm water and reduce the amount of pollutants the water contains before it is discharged into the river. In addition, better public access to the river (in the form of sturdy stairs) was constructed just south of the bridge.
- A study completed in winter of 2010 defined the development requirements for the prime acreage next to the river. The goal is to ensure the development is done in a manner that protects the water and shore of the river.
- The B-4 River District Riparian Restoration and Trail Planning and Design Project is



defining ways to provide public access through the wilderness area next to the river. Protecting native plant and animal life is a major goal.

The Shorewood Waters Project will encourage recreational and educational use of our water and adjacent park resources. Printed materials outlining simple steps that residents can take to improve water quality will be distributed. Interpretive signs will be placed at Atwater Beach and lesson plans will be developed for Shorewood schools that will focus on preservation and promotion of our fresh water resources.

"Shorewood is bordered by two amazing water resources," says Leeann Butschlick, Director of Public Works for the Village of Shorewood. "The Shorewood Waters Project will partner with local groups to educate the public on these important resources and how everyone can be part of the solution to improve water quality."

Visit villageofshorewood.org/watersproject for more information.

Did You Know?

- Lake Michigan is the largest lake within the U.S. and the 5th largest in the world. It provides drinking water for more than 13 million people.
- Michigan is a Native American name meaning 'great water.'
- The Milwaukee River basin, that covers 900 square miles, is home to 1 million people. The basin is located over seven counties and includes Cedar Creek and the Menomonee and Kinnickinnic Rivers.

Daytime Parking Limited to Two Hours in Southeast Shorewood Restrictions a Response to Resident Complaints: August 4 Meeting Scheduled

Although signs are already in place, new two-hour parking restrictions limiting on-street parking on all streets in the southeast quadrant of the Village will not be enforced before August 15. The area includes streets bounded by Oakland Ave., Capitol Dr., Lake Dr. and Edgewood. The restrictions will be enforced Monday-Friday, 8 a.m. to 6 p.m.

Village officials have been studying the parking problems in this area for more than two years in response to resident complaints. Because non-Shorewood vehicles are frequently parked on the streets, residents have been unable to park in front of their own homes.

"There is no ideal solution to this problem," says Police Chief David Banaszynski, "but the two-hour restriction appears to be the best way to discourage long-term parking by non-Shorewood residents and allow home owners to park in front of their own homes. It will bring the most relief to the most people." Residents who live in the area can purchase a residential congested area permit, allowing them to park on the street for unlimited hours during the day.

Questions from businesses regarding parking for their employees, as well as some resident concerns, have caused the Village to schedule a special community meeting on parking in the southeast quadrant on Thursday, August 4 at 6 p.m. in the lower level of the Village Center. The Village Board will continue the discussion at their regular meeting on August 8. A committee meeting will be held at 6 p.m. followed by the regular Board meeting at 7:30 p.m. in the Village Hall. Visit the Village website (www.villageofshorewood.org) for parking information updates.

SHOREWOOD HEALTH DEPARTMENT CLINICS SUMMER/FALL 2011

Call 414.847.2710 for appointments and information

Adult Health Risk Screening

Aug. 23, Sept. 27, Oct. 25, 8 a.m.-Noon

Includes blood analysis, blood pressure and weight check, and consultation with a registered nurse. Appointment necessary; cost \$25.

Blood Pressure Clinic

Aug. 24, Sept. 28, Oct. 26, 4-6 p.m.

Held in the Shorewood Health Department, 2010 E. Shorewood Blvd.

Immunization Clinics

Aug. 8, Sept. 19, Oct. 10, 2-4 p.m.

Aug. 16, Sept. 20, Oct. 18, 7:30-9:30 a.m.

Most immunizations are \$5 except Pneumonia and Hepatitis A and B for adults. Appointments are necessary.

Visit the Village website (villageofshorewood.org) for a complete list of Health Department services.



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Village of Shorewood Community News

Welcome New Village Board Members

The Village Board welcomes new members Don Ford and Thad Nation. Ford was elected to a three-year term along with incumbent Mike Maher in April. Nation was recently appointed by the Board to fill the seat left open when former board member Margaret Hickey moved out of the Village. That seat will be up for election in 2012. Other Village Board members are Jeff Hanewall, Ellen Eckman, Patrick Linnane and President Guy Johnson.

Capitol Drive Construction Complete: It's Time To Celebrate!

Shorewood's "Capitol Celebration" to celebrate the end of construction and landscaping on Capitol Drive is set for Mon., August 15 at 6 p.m. (at the base of the new bridge at Capitol Dr. and Wilson Dr.) "Village residents put up with a lot of dust, noise and traffic congestion for over a year," says Village Manager Chris Swartz. "It is fitting that we not only celebrate the completion of the construction, but also take the time to pause, recognize what has been accomplished, and appreciate both the utility and beauty of our new street." Further details regarding this community event will be published in the Village Manager's Memo and on the Village website (villageofshorewood.org).

Village Receives GFOA Distinguished Budget Presentation Award for 2011 Budget

The Village of Shorewood has received the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award for its 2011 Village budget. In order to receive the budget award, the Village had to satisfy nationally recognized guidelines for effective budget presentation. Congratulations and thanks go to our Finance Director Stephanie Walker, the Village Board and all of our

staff who had a role in developing the 2011 budget.

Newest Development To Be Called Kenmore Place

Plans for Kenmore Place, a mixed-use business (Walgreens) and apartment complex on the corner of Oakland and Kenmore, plus a parking structure to be located in the current parking lot behind Sendik's, have been carefully scrutinized over the past few months.

The developer, Mandel Group Inc. and RE Enterprises LLC, have received approval from the Village Planning Commission, the Design Review Board and the Village Board. A joint review board (a temporary committee representing each of the taxing jurisdictions) approved a new Tax Increment Financing District (TID) to support the project. Plans for the new development can be viewed on the Village website.

Construction on the parking structure, with access from Bartlett Ave., could begin as early as this fall.

Recall Election: August 9

Sandy Pasch (who is currently a State Representative) is challenging State Senator Alberta Darling in the August 9 recall election. All Shorewood voting locations will be open from 7 a.m. to 8 p.m. Wards 1-4 vote in the Village Center, Wards 5-8 vote at Shorewood High School and Wards 9-12 vote at the Intermediate School.

New voter registration and absentee voting laws will apply to this election. Residency rules have increased from 10 to 28 days. To vote in the August 9 election, potential voters must have moved into the Village no later than July 12. Registration of new voters will take place at the Village Hall until the Friday before the election, August 5. New voters may also register at their polling place on the day of the election with proof of residency.

In-person absentee ballots will be available at the Village Hall from the third

Monday before an election (in this case, July 25) until the Friday before the election (August 5). Please see the Village website for more information on proof of residency or call 414.847.2700 with questions.

Don't Forget Your Permits

Village permits are necessary for a number of home remodeling and addition projects. The Village Planning and Development Department has detailed information available on permit-necessary projects both on the Village website and in pamphlet form at their office in Village Hall. Call 414.847.2640 if you have questions.

Village Customer Service: How Are We Doing?

In 2007, the Village of Shorewood implemented a customer service program with the goal of delivering "every customer, every time" service to our residents. It is now time to check in and see how we are progressing.

To that end, the Village will schedule one or two focus group sessions in October. The sessions will last no longer than two hours. We would like to invite between eight and 12 residents for each session. Participants will have had an encounter with any of Shorewood's departments, (e.g., Customer Service, Health, Library, Manager's Office, Planning and Development, Police Department, Public Works or the Senior Resource Center), during the previous six months (April-September).

Residents interested in participating should contact Diane Hall at dhall@villageofshorewood.org or 414.847.2702 by August 15. Participants will be selected randomly to include equal representation from Shorewood's diverse population. Thank you in advance for your interest.

Village Board Soliciting Opinions on Financing of Sewer Improvement Plan

A planning document for proceeding with sewer improvements across the Village was approved by the Village Board on May 23. The Comprehensive Sanitary Sewer, Stormwater and Drainage Facility Plan is the result of over 8 months of investigation and review of project alternatives. The plan provides recommendations for the most cost-effective solutions, which would be expected to be implemented over the course of 10 years at a cost of approximately \$34.4 million.

In addition, on May 31 the Board approved engineering contracts for the design of initial sewer projects. This is the first step in implementing the Facility Plan. The contracts were approved for design work in five areas specific to a particular area or problem (see Village website for details).

“The Village has mailed a survey to all residents to solicit input on the sewer financing plan before a final plan is adopted. Residents are encouraged to respond to the survey by August 19.”

The current financing plan uses a variety of sources to pay for these projects, including property taxes, sanitary sewer utility user fees, stormwater utility user fees and MMSD grants. Under the current proposal, property owners would expect phased increases to their property tax bills and sewer related user fees, including the possible creation of a stormwater utility fund. At the peak year in 13 years (or 2025), an owner of a home valued at \$300,000 would expect to pay \$140 more in property taxes and \$527 more in user fees than what they pay in 2011 due to implementation of identified sewer projects.

The Village has mailed a survey to all residents to solicit input on the sewer financing plan before a final plan is adopted. Residents are encouraged to respond to the survey by August 19.

As part of the 2011 road improvement program, construction has already begun on new storm sewer along parts of North Downer Ave. and surrounding road segments located north of East Capitol Dr. The project will include several segments of water main relay, new storm sewer and collection system construction, installation of new street lighting conduit, and cable and storm sewer extensions and improvements.

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Milwaukee Journal Sentinel 2011

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Health Department and Dispatch Center Added to Growing List of Consolidated Services

Shorewood and other North Shore suburbs are discovering practical ways to consolidate services. The increase in cooperative efforts is driven by the need to improve services, eliminate duplication of effort and equipment, and cut costs.

The first major consolidation was creation of the North Shore Fire Department (NSFD) in 1994. NSFD serves seven communities: Shorewood, Whitefish Bay, Fox Point, Bayside, Brown Deer, River Hills and Glendale. Consolidation benefits included unified command and training, vehicle maintenance and consistent fire codes.

Agreements are currently being completed to merge health departments and an emergency dispatch center, both of which will serve the same seven communities as NSFD. The Shorewood/Whitefish Bay Health Department will merge with the North Shore Health Department, that currently serves the other five communities. The merger should be completed this fall although some sharing of staff has already begun. Offices will remain open in both Shorewood and Brown

Deer, but one administrator's position will be eliminated.

According to interim Public Health Director, Jamie Berg, nurses from both locations will be moved around to staff clinics, which will improve efficiency and increase the number of people who can be served. Berg also envisions opportunities to offer clinics at new locations and add new services.

“The Village has a tradition of cooperation and service efficiency. We will continue to look for ways to cooperate with one or more of our neighbors for the benefit of Shorewood residents.”

Shorewood, Whitefish Bay and Glendale already share police and fire emergency dispatch service. This spring, the other four communities agreed to a merger. The consolidated service will be housed in a new facility in Bayside that should be completed in 2012. Although the merger will provide some cost savings to the individual communities, improvement of service was a bigger motivation. New technology will make it possible for the dispatch center to receive 911 calls from cell phones as well as land lines. Currently, cell phone calls are routed through the Sheriff's Department. Dispatch staffing will also be improved with the addition of administrative supervision on all three shifts.

Cooperation also extends to equipment such as the street sweeper that is currently shared by Shorewood and Whitefish Bay.

Shorewood will continue to look for other opportunities for consolidation where they make sense from both service and economic stand points. For example, there is potential for cooperation in police service.

“The Village has a tradition of cooperation and service efficiency,” says Shorewood Village Manager Chris Swartz. “We will continue to look for ways to cooperate with one or more of our neighbors for the benefit of Shorewood residents.”

WORKER'S COMPENSATION

Helping Injured Workers

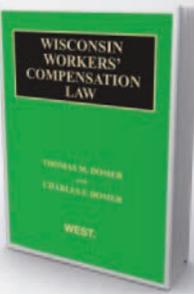
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Interfaith Volunteers Make Life Easier for Shorewood Seniors

Shoreline Interfaith Director Anne Bina and her volunteers hear, "I really appreciate what you do," just about every day from grateful older adults. For 25 years, North Shore seniors have been turning to Shoreline to help them maintain an active, independent lifestyle and to remain safely in their homes.

Bina works closely with Elizabeth Price, director of the Shorewood Senior Resource Center. They meet regularly with the Shorewood Health Department to keep tabs on the needs of seniors in the Village. "It's wonderful to see this kind of concern. Shorewood seniors are very fortunate to be part of community where people care about one another," says Bina.

The non-profit Interfaith program links North Shore adults (age 60 and over) in need of help to neighborhood volunteers. In 2010, Shoreline provided more than 1,600 rides to medical appointments and almost 600 grocery trips, the two most requested services.

"We always need drivers but there are so many other ways to help," says Bina. Volunteers assist in the office, help clients with their mail or brighten the lives of the lonely or housebound with telephone reassurance calls. Almost a thousand calls and 925 friendly visits were made last year.

These are impressive statistics – especially when you consider Shoreline relies on a small band of committed volunteers and operates on a shoestring budget from office space generously provided by Bay Shore Lutheran Church, one of 13 churches in the Northshore area that enable Shoreline to continue its work. St. Robert Catholic and North Shore Presbyterian in Shorewood are part of the network. The services are provided free, regardless of religious affiliation or income.

"Volunteers are the heart of our organization. For busy folks, Shoreline is an ideal volunteer opportunity..."

"Volunteers are the real heart of our organization. For busy folks, Shoreline is an ideal volunteer opportunity because the times are flexible. You can work once a month, once a week or whatever works best for you," says Bina.

Shoreline Interfaith serves clients from Shorewood to County Line Rd. in the area east of Green Bay Rd. Other Interfaith programs serve areas in Milwaukee and Ozaukee counties. If you'd like to volunteer or if you are a senior who needs assistance, contact Shoreline Interfaith Director Anne Bina at 414.962.9950 or abina@interfaithmilw.org.

Fall Activities at Shorewood's Senior Resource Center

- **Men's Morning** (women are also welcome) resumes Wednesday, September 14: "A Look at Egypt About to Erupt" will be the subject addressed by Carolyn Stephens who will share her experiences just before the revolution in Egypt.
- **Four-week classes in basic and intermediate computers** start September 1.
- **Bus tour into the northern Kettle Moraine area** takes place on Wednesday, September 28. Stops will include a cheese factory, an apple orchard and a charming gift shop that was originally a barn built in 1885.

Contact the Senior Resource Center at 414.847.2727 for more information on any of the above programs. A complete list of calendar events is available by request.

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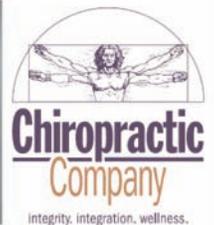
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Photo by John O'Hara

Shorewood Residents and Students All Reading "Montana 1948"

Larry Watson's *Montana 1948* likely will be the most popular book in Shorewood this summer, as Village residents read the novel for the Friends of the Shorewood Library's first annual "Shorewood Reads" community-wide literary event. Come September, those residents will be joined by ninth graders at Shorewood High School, for whom the book is required reading.

"It's a great book that really resonates with kids," says Eric Gietzen, chairman of the SHS English Department. "But I think it will appeal to adults as well because its themes are universal."

Encouraging residents to read the same book simultaneously and then come together to learn about and discuss it is the aim of Shorewood Reads, which is sponsored by the Friends group in conjunction with Shorewood High School and with support from the Shorewood Foundation. Everyone who reads the book is urged to pick up and wear a green promotional Shorewood Reads bracelet. The rubber bracelets are available at the Library.

Gietzen says it is the first time in his memory that such an event has taken place in the Village. "The Library came to us with the idea and we thought it was wonderful," he explains. Gietzen, along with fellow English teachers Michael Halloran, Sheila Mooney and William Wiswall, will be talking about and leading community discussions on *Montana 1948* in mid-September at the Shorewood Library.

Shorewood Reads will culminate with afternoon and evening appearances by Watson on October 5 at the Village Center. A native of North Dakota, he has been a visiting professor at Marquette University since 2003. Prior to that he taught writing and literature for 25 years at UW-Stevens Point. Watson is expected to discuss not only *Montana 1948*, winner of the Milkweed National Fiction Prize, but also his new novel, *American*

Boy, due to be released September 13.

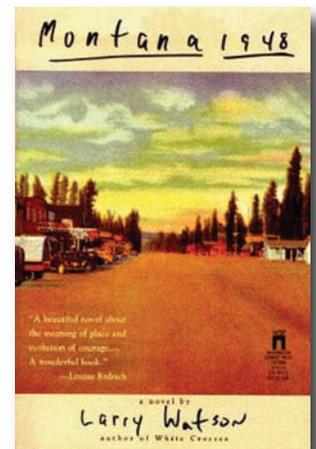
Gietzen says he loves teaching a class about *Montana 1948* largely because its plot and themes spark great classroom discussions. Published in 1993, it is the story of a family crisis as seen through the eyes of 12-year-old David Hayden. In the course of events, David must confront issues such as racism and the abuse of power. Gietzen notes one question raised in the novel truly resonates with students: "Does family loyalty ever trump justice? They can really identify with that," he explains. "And for some kids, it does."

According to Gietzen, another strength of the book is the way Watson uses "simple and evocative language to describe a mythical Western landscape while grounding the story in the true complexity of a flawed culture."

This year, "For the students to be studying a novel that the whole community is reading will be great," Gietzen says. "And the idea of so many people in a community taking pleasure in discourse around a book is a wonderful thing."

Copies of *Montana 1948* are available at the Shorewood Public Library, 3920 N. Murray Ave., and at Boswell Book Company, 2559 N. Downer Ave. in Milwaukee. Boswell customers who mention that they are participating in Shorewood Reads will receive 10% off the purchase price.

For more information on Shorewood Reads events, visit the Shorewood Library website at www.shorewoodlibrary.org.





Recycling Tips from the Shorewood Conservation Committee

Shorewood's Conservation Committee is actively involved building community partnerships to educate residents, business owners and Village government about the benefits and value of environmentally friendly, sustainable practices. Their work includes a variety of important initiatives, including working with the business district on the Green Leaf Award program, staging educational workshops (e.g., Rain Gardens/ Rain Barrels), hosting an Earth Day event, and sponsoring environmentally themed movie screenings. Most recently, the committee conducted a tour of the Germantown Waste Management Facility, where they learned some interesting and valuable recycling tips (itemized below). To receive the monthly Conservation e-newsletter, e-mail Lisa Noble at macnoble@sbcglobal.net.

Valuable Recycling Tips

- 90% of our garbage can be composted or recycled.
- Do not put recyclables in plastic bags. These plastic bags cannot be recycled and go to the landfill. Use paper bags instead.
- Foam packaging cannot be recycled, even if it has a number. Please avoid buying eggs and meats in foam containers or accepting take-out containers made from foam.
- Bottle tops can be recycled but it's best if left ON the bottles.
- Aluminum trays can be recycled, but not aluminum foil.
- Please clean out food containers. If you don't do this, the company using it for another product will have to – and that cost will be passed on to the consumer.
- Plastic bags can only be recycled at specific receptacles.
- Pizza boxes can be recycled if there's no cheese/food on the box.



Bike Safety in Shorewood

Shorewood is a biker's haven. The beauty of cycling in Shorewood is the ease of getting to, from and around our community, whether its the pastoral beauty of the Oak Leaf Trail, a spectacular view of Lake Michigan along Lake Dr. or a quiet ride through our safe, lovely neighborhoods.

Please keep in mind that bicycles are considered "vehicles" on Wisconsin roadways and are regulated by Wisconsin State Statutes and Shorewood Village Ordinance 207. Bicycles must act like, and be treated as, equal users by all other vehicles.

Here are a few highlights of the statutes and ordinance that apply to cycling in Shorewood. You can pick up a bike brochure that includes more detailed information at the Shorewood Police Department.

- **Bicyclists must obey the rules of the road like any other vehicle**, including obeying stop signs, red lights and official signs such as one-way street and riding on the same side of the road as other traffic going in the same direction.
- **No person 12 years of age or older may operate a bicycle on the sidewalk.** Exceptions are a bicycle equipped with a child seat and carrying a child.
- **Any person legally operating a bicycle on a sidewalk must yield the right-of-way to pedestrians** and give an audible signal when passing a bicycle, an electric personal assistive mobility device or a pedestrian proceeding in the same direction.
- **During hours of darkness, a light visible from a distance of at least 500 foot in front is required.**

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Writing From the Heart Promotes Intergenerational Friendships Pen Pal Program Popular at Lake Bluff School

For more than 20 years, Alice Keane's Lake Bluff first grade classes have been corresponding with senior citizens at Trinity Village and the Village at Manor Park.

After the students learn the basics of writing in the fall, they begin formally corresponding with their pen pals in January. The students send an initial letter of introduction that includes a photo. The residents then choose their pen pal and write back. This develops into regular correspondence between the pals. All letters are read aloud in Ms. Keane's class. As the months progress the students learn the value of writing and how to develop relationships by asking questions, finding similarities and appreciating differences.

The students continue to hone their writing and reading skills throughout the duration of the program. Additionally, they learn the invaluable lessons of history told through story. The students often inquire about the pen pals' childhoods and young adult life. They develop an understanding of how life was 60-80 years ago. Additionally, they learn about the diverse and rich lives the seniors enjoy now, all resulting in invaluable life lessons.

After months of corresponding, the students finally meet their pen pals in May at a much-anticipated party. Pen pals, students and parents celebrate the new friendships at a



Students share special moments with their pen pals.

heartwarming event hosted by Trinity Village. The students perform special songs and poems for their new friends and each pen pal receives a book written and illustrated by his or her student. For many, the relationship will continue beyond the school year.

As it turns out, many of the pen pals have connections to Shorewood and the School District. "My students and I have learned a lot about the history of Lake Bluff from many of our pen pals who lived in the community many, many years ago," shares Ms. Keane. "The students discover how small the world is and how we are connected, even through there are many decades between their ages." This year, one student discovered that she is distantly related to her pen pal. One pen pal, Margret Smith, has been corresponding with Lake Bluff students since the program began more than 20 years ago!

"This is a wonderful intergenerational experience for both parties. I love to see the faces of the pen pals when they meet for the first time at the party. This program is truly beneficial for all," adds Jan Blackburn, director of senior community services at Manor Park.

The program is a great tradition that has created lasting memories for all the pen pals.





Teacher Alice Keane (right) shares a moment with Dorothy Meilenner, a Lake Bluff pen pal.

Best Wishes and Thanks to Lake Bluff Teacher

After more than 20 years teaching at Lake Bluff Elementary School, Alice Keane retired at the end of the school year. She joined the Lake Bluff staff after her children attended the school.

"When I came to Shorewood 36 years ago as a single parent with two little girls and walked into Lake Bluff School, I felt like I had come home. I never could have imagined I would work here someday," explains Ms. Keane. "I am very aware of how lucky I was to land a job here and I have treasured every minute of this career. It has been a huge part of my life."

While Ms. Keane will greatly miss the Lake Bluff community, she is looking forward to spending a lot more time with her five grandchildren. Many thanks to this devoted teacher for her hard work, dedication and caring nature.

Shorewood Alumni News

Thank you to all alumni and community members who attended the annual All-Class and Community Picnic on Saturday, July 9. It was a fun afternoon reacquainting with old friends and sharing plenty of stories. More photos and information can be found on the SHS Alumni Association website: www.shosalumni.org or on Facebook or Twitter at SHSAlumAssoc. Next year's annual alumni celebration will be held on July 14, 2012 and is open to all.

Dave Miller, SHS Class of '79, and Todd Pearson, Class of '81, treat alumni and the community to blues favorites and original tunes on the front lawn of their alma mater, Shorewood High School.



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District Retirees Proud of Accomplishments And Will Miss Students

Congratulations to Mary Kay Anderson, Candy Bar-Lev, Lynn Duvall, Pam Eversfield, Louis Gelina, Donna Gruetzmacher, Connie Hustad, Alice Keane, Mitch Ost, and Renee Tegge on their retirement from the Shorewood School District. Together, they retire with more than 300 combined years of service in education. Several of the retirees recently shared their impressions about education, memories of their time in the School District and their goals for retirement.

Q: How has education changed during your career?

Mitch Ost: The biggest changes have been in the amount of differentiation and adaptations required to meet the needs of all students. Plus, technology has had a huge impact on education. Resources available online far surpass what used to be available in school libraries. Computers have helped students edit their writing, but technology has also become a distraction to education as students want to have their questions answered instantly.

Donna Gruetzmacher: I agree, the advancements in technology have changed education. Research has become so much easier. I hate to admit it, but there was no internet when I began my career. Now we rely on the internet daily. My notes are now presented in Power Point, I use a document camera daily, refer to YouTube and recently had a smart board installed in my classroom. All of these advancements keep a teacher fresh and constantly learning new teaching methods. That is great.

Q: What will you miss the most?

Pam Eversfield: What I will most miss about teaching is, of course, the students. I love 5th graders. They are old enough to have the reading, speaking and thinking skills to explore subjects in-depth and feed their curiosity. I love to help them understand a difficult concept and to see the flash of accomplishment and pride when they conquer it. I love helping them understand that “character” is what they do when they think no one is watching. I love sharing my love of reading with them and hearing about which book they think I should read next. I love their goofy sense of humor and really don't mind when they giggle each time we mention Uranus.

Renee Tegge: I will miss the excitement of the high school environment. Working with teenagers has challenged me to stay current in music, slang and technology. I am a better person for the contact I have had with my students.

Q: What are you looking forward to in your retirement?

Lynn Duvall: I plan to spend a lot of time with my two-year-old grandson, plant in my garden and read lots of books. I'm also looking forward to the adventures life will bring my way. I have more time to explore a myriad of possibilities.

Mary Kay Anderson: I am looking forward to traveling (mostly camping) with my husband in the fall and spring. I am also looking forward to spending quality time with my 85-year-old parents.

Renee Tegge: I am looking forward to sleeping past 5:45 in the morning, exploring volunteer opportunities at the Urban Ecology Center, Growing Power and the Friends of the Rep, and learning how to use my camera.

Q: Any final thoughts?

Alice Keane: Shorewood has been, and still is, an amazing place to live, raise children and teach. The parents of the children I teach have always been caring and supportive. They see educating their children as a partnership. We collaborate and communicate to do our best for their children. It is a dream when it works this way. The students come ready to learn and know they are supported by their parents and the staff here. Learning is highly valued by home and school making us a highly effective team.

Connie Hustad: It has been a pleasure to work in Shorewood with such great students and supportive parents. I will really miss seeing the children each day. It also has been wonderful working with a positive and capable staff through the years.

Pam Eversfield: I truly believe that I am most myself when I am with my students – my goofy, nerdy, sincere, kind self – I will miss that. I have loved my time at Atwater, and I am very proud of my career as a teacher.

Mary Kay Anderson: I have always been proud to say that I taught at Shorewood. This is a unique community that really supports and celebrates the school system.

Many thank yous to all our retirees for their service. The Shorewood School District will miss you!

School District Facts: Did You Know?

- For the first time in our SHS Choir's history, every vocal event received a Division 1 (Gold) rating at the Wisconsin School Music Association State Solo & Ensemble Festival. Band and Orchestra students also excelled.
- SHS Student Celia Carroll won Milwaukee Film's Collaborative Screen Writing Contest and her screenplay will be filmed during the month of July. Milwaukee Film will debut “The Magical Camera” during the Milwaukee Film Festival this fall, and the film will be shown at the District later in the fall or early winter.
- Every incoming high school freshman is assigned a peer mentor (an upper classman) who works with them to ensure a positive and supportive transition into high school.

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School District and Recreation Department Notes



Registration and School District Opening Dates

- **August 15:** SHS Registration 8 a.m.-12 p.m.
- **August 16:** Atwater and Lake Bluff Registration 1-7 p.m.
- **August 16:** SIS Registration, 3-7 p.m.
- **August 16:** SHS Registration 8 a.m.-12 p.m.
- **August 17:** Atwater and Lake Bluff Registration 7:30 a.m.-1 p.m.
- **August 17:** SIS Registration, 3-7 p.m.
- **August 17:** SHS Freshman and New Student Orientation, 7 p.m. in the SHS Auditorium
- **August 18:** Summer Strings Final Performance, SHS Auditorium, 7 p.m.
- **September 1:** First Day of School



Thank you Shorewood Community for Supporting the 7th Annual Buzz Cuts for Cancer!

Students and faculty members buzz cut their hair on May 19 as part of a unique fundraiser to support the fight against childhood cancer through the MACC Fund. Students raised \$17,000 through generous pledges from family and community members. Additionally, a number of students with longer hair donated the first cut to Locks of Love, an organization that creates hairpieces for children who lose their hair due to childhood illnesses. Many thanks to the hair stylists from Shorewood and the region who donated their time to help with the haircuts – and to our

generous donors and supporters who helped raise such a significant amount of money to support the fight against cancer.



Get Fit This Fall at the Shorewood Community Fitness Center

The Community Fitness Center is offering a reduced membership fee this fall – only \$30. Join now, the benefits are endless! For more information, please call the Fitness Center at 414.961.3100.

Start Your Child on the Right Path: Enroll in Bright Beginnings Preschool

There are openings for the 2011-2012 school year at the District's Bright Beginnings Preschool. Our program focuses on the individual child and provides an educational environment that stimulates and nurtures each child's potential. For more information, please contact the Recreation Department at 414.963.6913, ext. 4.

Recreation, Exercise, Education and Enrichment Classes Abound

The Shorewood Recreation Department offers a wide selection of programs to meet the needs of infants through senior citizens. New this fall are adult education classes that are available online. Increase your knowledge, obtain career certifications or pursue an interest from your own home. Check out the fall activity guide for a listing of the online classes being offered. Remember, you can also register for recreation classes online at

www.shorewoodschools.org. For more information, please call the Recreation Department at 414.963.6913, ext 4.

Stay Connected to the District

Information related to current events that are taking place in the School District can be obtained online at on the District website: www.shorewoodschools.org. You can also sign-up for our listserve/newsletter. To sign-up, please visit our website and sign-up on the lower left column of the home page. You can also keep up with District happenings and learn fun facts by following the District on Twitter: www.twitter.com/ShorewoodLearns.

Special Thanks from School Superintendent Blane McCann

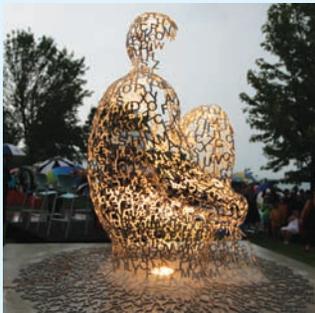
In this issue, you will see a thank you (pg. 21) to the many community members, alumni and Village government who generously donated to the "Drive to Distinction (D2D) project to renovate community athletic facilities. Their support and generosity exemplify the spirit of Shorewood that continues to support the common spaces used by all community members.

In addition, I am proud to work in a community that values public education. Shorewood Schools are truly the center of our wonderful community, and the emotional and financial support we receive from you is greatly appreciated and something I take very seriously. You may know that our High School was ranked as one of "America's Best High Schools" by *Newsweek*. Thank you, Shorewood, for your support and encouragement as we continue to provide an outstanding educational experience for all students.





THE SHOREWOOD FOUNDATION
Supporting Shorewood's Culture, Community Celebrations and Recreation Since 1964



Photos by John O'Hara

The Shorewood Foundation gives back to the community in a variety of ways. Thanks to generous donors, the Foundation funded the following projects over the last 12 months:

- The annual 4th of July Fireworks
- Plensa sculpture lighting and landscaping
- Friends of the Shorewood Library "Shorewood Reads" project
- Hubbard Park concert series "Summer Sounds"
- Shorewood Concert Band
- Gardens Tour
- Public Art Event: Best Seats in the House (summer 2010 benches)
- Friends of Atwater Beach boardwalk
- Shorewood High School Arena sound system, Post-Prom Party and student scholarships
- D2D bleacher seats
- Technology support for all four Shorewood Public Schools

Donations and grant requests to the Shorewood Foundation are welcome. If your organization needs funding for a project that will benefit Shorewood, visit shorewoodfoundation.org and download the grant guidelines and an application.

Volunteers Honored at Annual Recognition Event



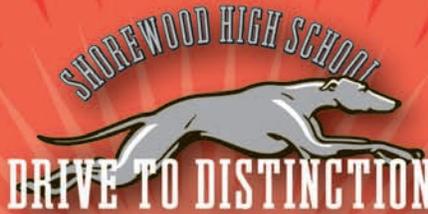
Businesses that received recognition for their participation in the School District's Transition Program were acknowledged at the annual volunteer recognition event on May 6. Included in this year's participants was Jacqueline Chesser (far left), owner of Goody Gourmet's in Shorewood.

The School District's Transition Program serves students ages 16-21 with cognitive disabilities and prepares them to meet the challenges of the future. The program works in partnership with families and the community and includes a job-preparedness component.



Shorewood is a community that depends and thrives on volunteerism. The Spirit of Shorewood Award was introduced in 2008 by both the Village and School District to honor volunteer stand-outs who have made an exceptional contribution to our community's quality of life. The 2011 Spirit of Shorewood recipients, chosen by the Village Board and School District Board, are pictured above (from left to right): Sue Ewens, Melissa Nelsen, Robert Probst and Barb Hill. They were also acknowledged at the annual volunteer recognition event.

.....
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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The Drive to Distinction (D2D) Committee would like to thank these individuals and businesses for their support and generosity. Their gifts have helped to create an award-winning field that will be used and enjoyed by students and Shorewood residents for many years to come. **Our efforts continue** as we work to raise the funds necessary to build a set of permanent bleachers that will be a fitting complement to the new field. We hope we can rely on the continued support of these individuals and others interested in completing this first-rate facility and getting us to the finish line!

Our apologies to any individual or organization whose name was inadvertently omitted, listed incorrectly, or whose contribution was received after this publication.

www.drivetodistinction.org

The SEED Board of Directors would like to thank the many donors who made a contribution this year to SEED. Their commitment to education has kept our Foundation growing and relevant to the Shorewood School District.

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We would like to thank the sponsors below of our signature event "Swing with Shorewood." And thank you to the many donors of over 300 fabulous auction items and all attendees who made the evening a great success. Please mark your calendars for next year's event on March 10, 2012.

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Leadership at Stowell Associates includes (from left to right): Co-Founder Phyllis Brostoff, Executive Director Kari Klatt and Co-Founder Valerie Stefanich.



Shorewood Business Ranks as Top Midsize Employer in Journal Sentinel Workplace Survey

Stowell Associates is all about caring and people. So it isn't surprising to see the company take first place among midsize employers in a *Journal Sentinel* Top Workplaces survey to determine the area's top workplaces. The company received high marks from its employees as a place to work. The survey also showed their employees had the highest level of confidence in the company's leadership among midsize firms.

Stowell provides a wide range of professional care management and care-giving services to older and disabled adults and their families. "Employee trust is crucial to providing effective at-home care for the elderly," according to Phyllis Mensh Brostoff and Valerie Stefanich, co-founders of Stowell Associates. Professional care management services include assessment, consultation and individualized care plans by nationally certified social workers and registered nurses. Caregiver services range from shopping, cooking and housekeeping to helping clients bathe and dress, to monitoring medications and assisting someone who has dementia or Alzheimer's disease.

Stowell has earned a solid reputation for finding employees with just the right temperament, commitment and skill to provide quality home care in these difficult situations. "We take a lot of steps to reassure

our clients and their families that all of our employees are attentive, respectful, high-quality professionals," Brostoff says.

Brostoff and Stefanich, both social workers educated in geriatric care, founded the company in 1983 when they recognized a need in a rapidly expanding market segment of people living longer with their families scattered across the country.

"Stowell very much appreciates its employees and demonstrates that in many ways."

At first, they provided only professional care management, relying on outside companies for caregivers. In the mid-1990s, they realized that in order to ensure the best care, they needed to hire their own people. Stowell has continued to grow and now employs almost 200 full-time and part-time employees – care managers, qualified nursing assistants and office staff.

Besides professionalism, Stowell looks for extra special qualities in its employees, such as compassion, patience, sensitivity, kindness and warmth. That's important because the work can be demanding, even sometimes stressful. But it also can be very rewarding in the wonderful ways the

caregivers become part of the day-to-day lives of their clients in a relationship that may last for years.

While employees place a high value on Stowell as a place to work, that honor goes two ways. Stowell very much appreciates its employees and demonstrates that in a variety of ways. The company places a heavy emphasis on training programs and continuing education, ensuring that Stowell employees are always trained in the latest and highest standards of care. Excellent benefits provided by Stowell Associates include vacation and sick days. And little things that mean a lot are remembered with thank you cards and birthday and holiday gifts.

A few years ago, Stowell made a major investment in the Shorewood community with the purchase of space for their headquarters in The Metropolitan mixed-use residential/commercial property at the corner of Oakland Ave. and Kensington Blvd.

Congratulations to Stowell Associates as they celebrate their 28th anniversary in business with this well-deserved recognition. Shorewood is very proud that Stowell Associates is a vital part of its business district.

Stowell Associates is located at 4485 N. Oakland Ave. • 414.963.2600 www.caremanagedhomecare.com



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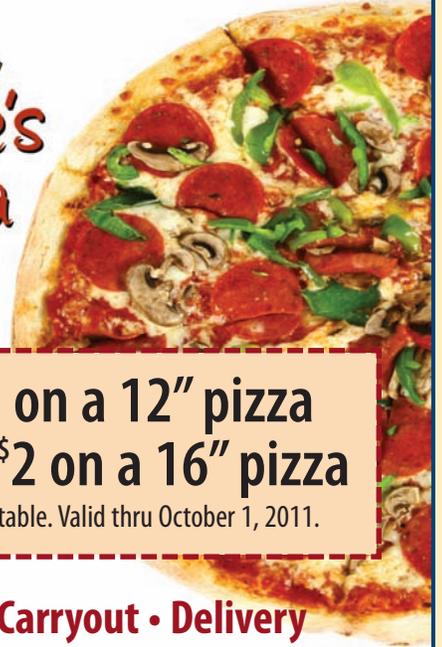
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Diners enjoy the convenient seating outside the new Alterra Coffee Roasters on North Oakland Ave.

'Tis the Season for Outdoor Dining in Shorewood

Delicious smells, hearty laughter, the clinking of glasses – al fresco dining really is cooler by the lake. Shorewood offers diverse outdoor dining experiences for all ages and tastes, and we've got the scoop on what you'll find if you go scouting for a table.

Alterra Coffee Roasters

At last, Shorewood has an Alterra to call its own! We've embraced it as a veritable neighborhood clubhouse, meeting the needs of students, families and business associates. Order inside and dine outside – grab your drink and your number, and your food will be brought out to you. Outdoor dining is arranged in tables for one, two or groups, which makes it an inconspicuous spot to bring a book, then be joined by friends. Care was taken to create interesting and comfortable outdoor space, and there is extra parking in the back for customers.

4500 N. Oakland Ave. • 414.312.8295
Open Mon.-Fri. 6 a.m.-9 p.m. • Sat.-Sun. 6:30 a.m.-9 p.m.

Anaba Tea Room

The stunning, glass-enclosed rooftop dining area on the second floor of Anaba is a peaceful destination with beautiful views for relaxing and savoring unique, well-prepared dishes. "Like" Anaba on Facebook to get a daily update on the tantalizing daily specials, described in enough detail to please even foodies and vegans. Stop downstairs first to marvel at the tea selection, view the current local art display and confirm the availability of rooftop seating. After your lunch, tea or dinner, check out the Garden Room on the first

floor, an interesting space filled with plants, gardener's delights and gifts.

2107 E. Capitol Dr. • 414.963.9510
Open Tues. Lunch & Tea Service 11 a.m.-3 p.m., Limited menu 3-5 p.m. • Wed.-Sat. Lunch & Tea 11 a.m.-3 p.m., Limited menu 3-5 p.m. Dinner 5-9 p.m. • Sun. Lunch/Brunch & Tea 11 a.m.-3 p.m. Closed on Monday.

Bakers Square

Variety, good value, quality food and efficient service keep diners coming back. The eave offers sun protection for the few outdoor tables, where diners can take in the view of the new Oak Leaf Trail bridge. Service is efficient, drinks are refilled (try the pomegranate limeade) and pie slices are free on Wednesdays. Diners from 3-6 p.m. daily will enjoy soup or salad, an entrée and a slice of pie for less than \$10.

1305 E. Capitol Dr. • 414.963.9880
Open Sun.-Thurs. 7 a.m.-11 p.m. • Fri. 7 a.m.-midnight

City Market

This restaurant, with a full in-house bakery, attracts neighbors, regulars and groups of all generations to its plentiful outdoor seating. For a first date, family pow-wow, interview or professional neutral-ground meeting spot, it offers breakfast, lunch and dinner – and everything in between, from fresh fruit smoothies to banana cream pie. The new courtyard fence and planters softly but effectively separate the outdoor dining from the pedestrian traffic. Bike racks encourage pedaled patronage (complementing the new bike lanes on Capitol Dr.). Order inside from the a la carte menu, fetch your accoutrements and settle in to enjoy. Stop by each Thursday from 6-8 p.m. to enjoy their new Tunes on the

Terrace musical series.

2205 E. Capitol Dr. • 414.962.4679
Open Mon.-Sat. 6:30 a.m.-8 p.m. • Sun 7:30 a.m.-6 p.m.

Culver's

As soon as Culver's opens each day, people begin arriving by bicycle, car, bus or on foot. Culver's accommodates custard cravers, to be sure, but it's also great for grabbing a quick meal and then sitting outside to enjoy it. Couples meet for lunch, families congregate and even the mailman can be spotted stopping to relax, eat and check his e-mail on a hectic summer day.

1325 E. Capitol Dr. • 414.962.4444
Open daily 10:30 a.m.-10 p.m.

Einstein Bros. Bagels

Although Einstein is a good morning breakfast option for early birds, it is a great stop anytime. The small outdoor courtyard with umbrellas is attractive – the food is delicious and ordering is easy to navigate. Food and drinks are portable from inside to out – or back inside, in case the weather or your lunch date change course. A new "happy hour" means you can enjoy a free baked item from 2 p.m. to close with any beverage.

4301 N. Oakland Ave. • 414.962.9888
Open Mon.-Fri. 5 a.m.-4 p.m. • Sat. 6 a.m.-4 p.m. Sun. 6 a.m.-3 p.m.

Harry's Bar & Grill

Al fresco dining here will change when the drive is widened and the back patio is built, but for now, dining out front feels like an urban oasis. Bring a light sweater – even if it is warm elsewhere, it might feel cool outside here, as the umbrellas and building location provide shade after

noon. The menu is varied and dependable, and many entrees feature a delightful side salad. The children's menu is a parent's dream (for \$5, their meal includes fries and a fun "kiddie cocktail"). Save room for dessert, for the day's delicacies dazzle on the tray presented to your table.

3549 N. Oakland Ave. • 414.964.6800

Open Daily, 11 a.m.-midnight (Sunday Brunch served 9 a.m.-2 p.m.)

Hubbard Park Lodge

Hubbard Park Lodge is a rustic, yet elegant log structure nestled in the woods along the Milwaukee River. Take a seat on the veranda on a Sunday morning and "Tweet" to your friends that you've "gone up north for breakfast." The Lodge features Captain Rusty's Friday Fish Fry with live polka music and a family-friendly Lumberjack brunch on Sunday. Little lumberjacks (age 2 and under) eat free.

3565 N. Morris Blvd. • 414.332.4207

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Unique rooftop dining at Anaba Tea Room.

favorites, and the store stocks individual drinks including fancy seltzers and smoothies. With a complete grocery store at your disposal, you can create a custom picnic to enjoy at the outdoor tables (wash fresh fruit/veggies in-store). It will satisfy those looking for a specific food item, please picky eaters and relieve those with food allergies who need to see labels,

allowing for a quality and satisfying lunch over-looking central Oakland Ave.

4027 N. Oakland Ave.

414.332.3140

Open Mon.-Fri. 7:30 a.m.-8 p.m. • Sat.-Sun. 8 a.m.-8 p.m.

North Star American Bistro

A chic yet relaxed crowd enjoys this tranquil setting at Shorewood's north end. If there's a place to "be seen" in Shorewood, this is it. Outdoor seating is ample and you'll find friendly, attentive service. Happy hour specials run 4:30-6:30 p.m. On Thursdays, enjoy \$1 appetizers. Friday's Fish Fry is popular, and the Bistro offers a nice \$5 children's menu (meals include a no-spill cup and a treat of vanilla ice cream with sprinkles). Kids eat free on Sundays.

4518 N. Oakland Ave. • 414.964.4663

Open Mon., Tues. & Sat. 4:30-10 p.m. • Wed.-Fri.

11 a.m.-10 p.m. • Sun. 10 a.m.-9 p.m.

Oakcrest Tavern

Heaping appetizer platters and quality food at lunch and dinner keep people coming back to Oakcrest. No one's a stranger at this easy Shorewood spot, where a higher-traffic outdoor setting mixes diners and plentiful passers-by. Drink specials abound, including \$5 Bloody Marys on weekends and all-day Sunday happy hour. A variety of hearty tavern favorites and a \$5.95 Kids' Menu make this a great option for diners of all ages.

4022 N. Oakland Ave. • 414.967.0222

Open daily 11 a.m.-11 p.m.

Starbucks

With a location that invites walking or biking, Starbucks is open early and has tables outside that are slightly elevated from street level to allow for a break from passers-by. Bring your empty Starbucks coffee bag from Pick 'n Save for a free cup of coffee. Bakery and food items include a sausage-egg-cheese English muffin and an egg white-spinach-feta wrap. This is an easy place to refuel during your Oakland Ave. errands, and a good centralized point to meet for coffee.

4170 N. Oakland Ave. • 414.962.0132

Open Mon.-Fri. 5 a.m.-10 p.m.; Sat. 5:30 a.m.-10 p.m. • Sun. 5:30 a.m.-9 p.m.

Stone Creek Coffee Roasters

Inside, Stone Creek is a working hub for Shorewood's self-employed plus those



Outdoor dining is always popular at Oakcrest Tavern.

poring over the complimentary *New York Times* and local newspapers. Outside, it's a place to unplug and tune into the person you've walked with to get there, or for quiet meditation on your way to other activities. A ramp makes wheelchair and stroller access easy. There is not a full menu – but a full coffee bar and enough bakery items to satisfy snack cravings. You'll find daily coffee specials for you, and a big water bowl outside for your pet.

4106 N. Oakland Ave. • 414.964.1608

Open Mon.-Thurs. 6:30 a.m.-9 p.m. • Fri.-Sat. 6:30 a.m.-10 p.m. • Sun. 7 a.m.-7 p.m.

Thief Wine Shop & Bar

Thief Wine is known for its extensive wine list and shares its outdoor dining courtyard with North Star. Here, the menu is lighter, offering North Star appetizers plus a few house specialties (including an olive plate and a locally sourced cheese plate). The modern décor and view of the artful wine bottle display inside Thief add a simple sophistication to the al fresco experience.

4512 N. Oakland Ave. • 414.906.1906

Open Mon.-Thurs. 11 a.m.-10 p.m. • Fri.-Sat. 11 a.m.-midnight • Sun. 11 a.m.-8 p.m.

Thirst & Vine

This charming wine bar and bistro run by the Nehrings (your local Sendik's proprietors) offers plentiful patio seating. The romance of the interior extends outdoors with help from the elegant food and drink options. The menu itself is an interesting delicacy, with an assortment of cheese plates, burgers featuring local ingredients (Scortino's buns, Neuske's bacon), crepes, salads and entrees. Lobster Mac 'n' Cheese is a favorite, as are the Sunday brunch offerings. The vast wine selection includes flights for those who like

continued on page 29

Shorewood BID Introduces Map of Central Business District

Did you know Shorewood has more than 225 businesses packed into its 1.5 square miles? You may have your favorites, and new businesses continue to pop up as the business district develops. To help both Shorewood residents and visitors navigate all that the business district has to offer, the Shorewood Business Improvement District (BID) has created a map that is available at Shorewood businesses, Village Hall and the Shorewood Library.

“Residents may not be aware that they can stay in Shorewood for a lot of the services they need or use regularly.”

The map lists businesses by category (for example: retail, restaurants/cafes/taverns, salon and grooming services, health and wellness, financial and insurance, and more) and each business has a number next to it that corresponds to the block in which it is located (most are along North Oakland Ave. or East Capitol Dr.).

“Our objective with the map is to make it easier for residents and visitors to find the services and stores they need in Shorewood,” says BID Executive Director Jim Plaisted. “Many people may not be aware of all that Shorewood has to offer, or aware of how truly diverse our business district really is.”

Pat Algiers, a member of the Shorewood BID Board, says the map will help people begin to understand how Shorewood’s retail “clusters” – both geographical and categorical – are key to economic vitality in the business district.

“We have a wonderful offering in women’s boutique clothing in Shorewood, for example,” Algiers says. “Women looking to update their wardrobes can get a lot accomplished in Shorewood. In addition, we have many businesses and services that shoppers can ‘piggyback’ onto one another. So not only can you shop for new clothing, but get your hair done, drop off your drycleaning, pick up a gift and then meet a friend for coffee – all without having to leave Shorewood.”

She continues, “The BID Board is proactively doing everything it can to encourage the kinds of business ‘clusters’ that create synergy, making the experience of shopping and securing professional services in Shorewood as easy and as memorable as possible.”

“Shorewood’s retail locations are often the most visible businesses, but the business district includes a significant population of professional service providers as well. The BID map includes these,” Plaisted says, “to help people find the type of service they may be looking for.”

“Residents may not be aware that they can stay in Shorewood for a lot of the services they need or use regularly,” he explains. “The map also can help people visiting from other communities to recognize that Shorewood’s business district can meet many of their needs.”

Residents are encouraged to pick up a free map of Shorewood’s business district that will help shoppers locate services and products in the Village.



Welcome New Shorewood Businesses

Shorewood’s vibrant commercial district continues to attract new businesses to the community. An active recruiting program means we will soon see even more new businesses popping up all over town, especially with the completion of the Capitol Dr. reconstruction project. After all, who wouldn’t want to locate their business in walkable Shorewood, where residents have “two feet from everything” convenience to get to their favorite spots, complemented by a supportive Business Improvement District and Village government. We are pleased to welcome these two new businesses to Shorewood!

▪ **McMurray Law Office, 4465 N. Oakland Ave., Suite 100A** ▪ **Q-ticles Salon and Spa, 2127 E. Capitol Dr. (opening in September)**

Shorewood Residents and Visitors Win Tour de Shops Prizes

The Shorewood Business Improvement District's first Tour de Shops event (June 11-15) had resident shoppers and visitors checking out Shorewood's businesses, taking advantage of great special offers and collecting passport stamps to be eligible for prize drawings. Prizes included a spa package from The Establishment Salon, a portrait session with Gloss Photography Studios and the grand prize of two round-trip airline tickets, courtesy of Tim Hart D.D.S. (Shoppers who collected all 22 stamps on the Tour de Shops were eligible for the grand prize.) Winners – two from Shorewood, one from Glendale – were announced on June 16 at the 8th Annual Shorewood Criterium Cycling Classic.

Outdoor Dining in Shorewood continued from page 27

variety, and bottle prices are retail plus \$5 corkage (waived Tuesdays and Sundays).

4330 N. Oakland Ave. • 414.763.7340

Open Tues.-Thurs. 11 a.m.-10 p.m. • Fri.-Sat. 11 a.m.-11 p.m. • Sun. 10 a.m.-9 p.m. Closed Monday.

Three Lions Pub

This Shorewood newcomer has become a popular hotspot with its decidedly British atmosphere and strong selection of tap beers. There's an increasing focus on the menu, which the owners are expanding to include brunch. Renovation plans to open the storefront window wall and remove the awning bode well for al fresco lovers. Beef lovers, rejoice – you'll find Shepherd's Pie, Bangers & Mash and a host of other hearty dishes. Owners take care to source food locally. On busy nights, dining outdoors is a bit more difficult – but worth trying for a table, as late-night menu items are only \$5.

4515 N. Oakland Ave. • 414.870.3315

Open Mon.-Fri. 4 p.m.-2 a.m. • Sat.-Sun. 9-2:30 a.m.

Village Pub and Grill

Pop into this longtime Shorewood favorite, order a pitcher and food, and make yourself at home. Outdoor seating is unpretentious and you'll find an eclectic mix of folks that often includes Shorewood High School alumni from back in the day. Al fresco diners may particularly relish the refreshing orange slices accompanying their Blue Moon. Village Pub offers a full bar, daily happy hour, evening drink specials and a Friday fish fry. After the kitchen closes, frozen pizza is available.

4488 N. Oakland Ave. • 414.961.9879

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Out and About in the Village of Shorewood



Summer in Shorewood means there's lots of activity and plenty going on to satisfy every age group. In particular, summer dining and special Village events keep our residents and guests busy throughout the season. Savor these special summer days and experience everything Shorewood!

1. During "First Ride" on June 11 (at the Atwater School playground), young bike riders learned how to ride their bikes safely without their training wheels. The successful program was organized by Police Sergeant Mike Kerr with support from the Shorewood Business Improvement District and Rainbow Jersey Bicycles. **2.** Attendees at the recent Waste Management Recycling Tour, sponsored by the Conservation Committee, were fascinated by the exhibits at the Menomonee Falls facility. **3.** The Shorewood Men's Club BBQ, held each year at Atwater Park on the second Saturday of June, is considered the kick-off to Shorewood's summer season. **4. & 5.** Shorewood's Recreation Department is in full swing with plenty of classes, including a drama program and tennis for kids. **6.** Bike taxis transport shoppers through the Shorewood Business District during June's "Tour de Shops" retail event.



Stop by our branch to hear about our special offers!



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& North Oakland Avenue)

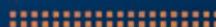
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Photos by John O'Hara

Community Calendar

- **Thur., Aug. 4: Special Community Parking Meeting** 6 p.m., Village Community Room (lower level of Shorewood Library, 3920 N. Murray Ave. (see article on pg. 7).
- **Thur., Aug. 4: Free Community Concert** at Hubbard Park featuring MRS. FUN. Bring a picnic supper or purchase food and beverages in the park. The park opens at 5 p.m. – concert starts at 6:30 p.m. Sponsored by PNC Bank, Hubbard Park Lodge, Shorewood Men's Club, Shorewood Foundation, Big Bay Brewing Company, Culver's of Shorewood and presented by the Shorewood Marketing Committee.
- **Thur., Aug. 11: Free Community Concert** at Hubbard Park featuring The Gleasons. Concert 6:30-8:30 p.m.
- **Mon., Aug. 15: Capitol Drive and Oak Leaf Trail Bridge Grand Opening Celebration** 6 p.m., Wilson Drive and Capitol Dr. (see article on pg. 8).
- **Starting Mon., Aug. 15: Shorewood School District Registration** Please see page 19 for specific dates for various age groups/schools.
- **Thur., Aug. 18: Summer Strings Final Performance** 7 p.m. in the High School Auditorium.
- **Sat., Sept. 10: 4th Annual Atwater Beach Party** Sponsored by the Friends of Atwater Beach from 2-10 p.m. Live music, sand volleyball and children's games. Food and beverages for sale. All proceeds to benefit the restoration of Atwater Beach. Visit www.friendsatwaterbeach.org. *Please note this event has been moved from its original date of August 13.*
- **Wed., Oct. 5: Larry Watson, author of Montana 1948,** will speak at the Village Center in both the morning and afternoon. Visit www.shorewoodlibrary.org for more information.