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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

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**SHOREWOOD SCHOOL DISTRICT**  
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The deadline for the February 2012 issue of *Shorewood Today* is January 6 on a space-available basis. For advertising information, e-mail TODAY@shorewoodwi.com.



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**On the Cover:** Atwater 6th grade students help clean up Hubbard Park and conduct water tests in the Milwaukee River, part of the Shorewood Waters school curriculum (see article on page 29). 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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Photo by John O'Hara

## FresHounds and Peer Mentors Ensure Smooth Transition Into High School

**T**he adjustment from middle school to high school can be an intimidating one that has a lasting impact on a child's life. To assist in this transition, Shorewood High School created the FresHounds and Peer Mentoring Program, a first-of-its-kind initiative in the North Shore area that kicked off in 2011.



Peer mentors pass out freshman class T-shirts at the FresHounds picnic.

### FresHounds: Creating a Smooth Transition

While assessing academic progress of students, it became apparent to the Student Support Services Department that a large percent of freshmen were struggling in their first semester classes.

Further analysis revealed that students faced challenges adjusting beyond the classroom as well.

"Freshman year sets the tone for a student's whole high school career," explains Mandy Kluck, SHS support services director. "A difficult freshman adjustment can snowball, and we want to prevent that from happening."

To address the freshman transition into high school, the Student Support Services Department, together with a few SHS teachers and administrators, created a more comprehensive transition program: FresHounds. FresHounds provides a summer-long orientation for incoming freshmen that blends online and face-to-face activities designed to ease the transition into high school. Staff developed a website with content-relevant student interests including games, anime and target levels.

Eighth grade students are introduced to the program and website during their tour of the high school in the spring. Throughout the summer (and on their own schedule), incoming freshmen participate online in a variety of activities designed to introduce them to the high school campus, staff and other students. Along the way, they

address challenges they will face as new students. Each activity builds upon the other. For example, answers to initial questions helped FresHounds staff to match all freshman students with a mentor.

Mentors are introduced online on the FresHounds site and through "wikis" (mini websites that allow the creation and editing of interlinked conversations) that enable students to privately discuss topics of interest. Freshman Grace Hayes says, "The program really helped me to adapt to the high school culture." Students are also encouraged to participate in a movie night and a campus-wide scavenger hunt. The program culminates with a cookout the day before school begins. This year, 90 freshmen enjoyed a lunch hosted by their mentors and student council members. "Success of these programs also depends on parental engagement and support," explains Debra Schwin, SHS Teacher.

### The Peer Mentor Component

Once school begins, freshmen transition out of the FresHounds program into a formal Peer Mentor Program. Students meet during lunch in small groups once a week for the first five weeks of school. They discuss a variety of topics – ranging from

Left: Mentors in the new FreshHounds Peer Mentor program will be working with freshmen during the 2011-12 school year.

academics to social issues – integral to a successful freshman year.

The Peer Mentor Program serves students at a critical time of transition that can affect the student's ability to learn. Peer Mentors help their mentee to develop quality study skills, process the methods of good decision-making, develop healthy relationships with peers, and build trust and confidence in themselves and with peers, teachers, and school staff. During parent/teacher conferences, early grades and assimilation into high school are discussed and some students will continue the mentee/mentor relationship.

Upperclassmen volunteer to be mentors. They receive training that includes a two-day summer session addressing communication skills such as listening, decision-making, broader health and well-being topics such as depression, alcohol and other drug awareness.

"If I had this program when I was a freshman, I would have reached my potential as a student much quicker than I did," adds Zach George, senior and peer mentor.

Peer mentors and students sign an anti-bullying T-shirt.



Photo by John O'Hara

## School District Facts: Did You Know?

- *Newsweek* Magazine designated Shorewood High School one of the Best High Schools in America 2011.
- Our energy-efficient projects are working. To date, the Shorewood School District has found energy efficiencies through the investment in new lights, an environmentally friendly parking lot, solar panels that add energy back to the grid, new windows, a high-efficiency HVAC system, and solar thermal heating of the pools. The result? A savings of \$80,000 that has enabled the District to continue to make energy-efficient upgrades.
- This year's School District enrollment exceeded projections for the 6th straight year – and it was the largest enrollment increase in 15 years.
- The Shorewood School District embraces diversity. Currently, Shorewood is ranked 9th among the 50 districts in Southeastern Wisconsin for diversity.

## The Tradition Continues



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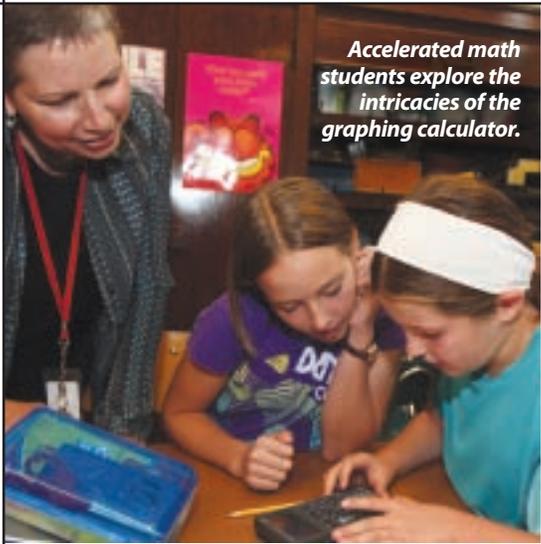


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*Accelerated math students explore the intricacies of the graphing calculator.*



Photos by John O'Hara

## Advanced Learning in Shorewood Schools: Inclusive, Enriching, Exciting

**T**hrough the Advanced Learning Department within the Shorewood School District, students have the opportunity to explore and be involved in numerous enrichment opportunities that expand their minds and spark their imaginations.

Advanced Learning (or "Gifted and Talented Education" as it is commonly referred to in the educational world) looks different in Shorewood than it does in many other districts. Some testing and programs require students to qualify based on their test scores or other criteria. However, unique to Shorewood is that most Advanced Learning opportunities are open to anyone with a particular interest in a given subject.

Jennifer Cosgrove, Advanced Learning coordinator, explains, "We recognize that all students have certain interests and abilities, and it is our goal to help students discover and explore these talents."

For example, students in grades 1-6 can participate in a series of lunch-time History Club meetings where they learn about historical events and people. Then, students select a famous historical person and complete a research project on them. In May, students share what they have learned by preparing a poster, interactive display or dressing up as their famous person. They tell their peers, teachers and parents about their projects at the History Fair or display their projects in the "History Hall of Fame."

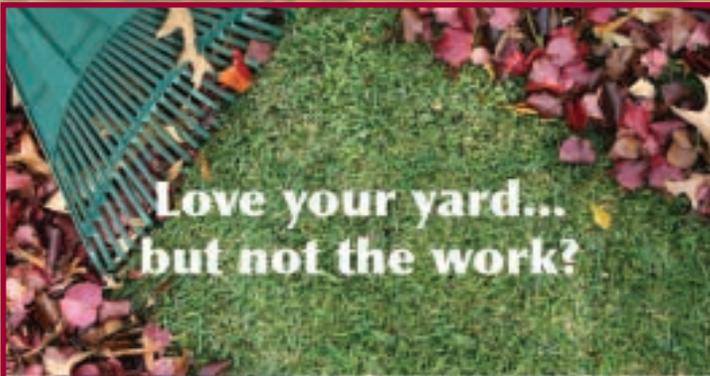
Are students required to attend History Club meetings and complete a project? Do students get a grade for

their work? Extra credit? Surprisingly, the answer to all of these questions is "no!" Despite the fact that this is all optional, more than 150 children at Atwater and Lake Bluff Elementary participated in History Club last year.

History Club is just one of many enrichment opportunities available to students as part of the Advanced Learning Program. For the avid readers, there are offerings such as the Junior Great Books program that consists of parent-led book discussion groups, the friendly Battle of the Books reading competition, and Contemporary Classics, an enrichment reading seminar for middle school students. The Junior Art Docent program is open to students in grades 3-5 and involves a total of 10 trips to the Milwaukee Art Museum where students are led on docent-guided tours and learn about the elements of art, art history, and more. Math Olympiad competitions take place throughout the school year, as well as a vocabulary challenge called "WordMasters."

At the elementary and middle school levels, more than 30 different enrichment opportunities are available to students. At the high school level, students are challenged through Advanced Placement classes, courses offered through the University of Wisconsin-Milwaukee, and more than 40 co-curricular clubs that meet throughout the year.

Shorewood's Advanced Learning Program continues to develop as the District seeks to find innovative ways to challenge and inspire our students.



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# Accountability Through Data for School District

**C**ontinuous improvement is embedded in our actions as a learning organization. School districts strive to help students grow and learn and therefore as an institution, we must do the same.

As a school district we seek to build the capacity of our School Board, staff, parents and community members by asking them to be data-informed when making key organizational decisions. To support this, the Shorewood School District has been developing a data and accountability system. Currently, we are beginning to collect data in the following four quadrants to assure that we understand both the qualitative and quantitative aspects of our work:

- **Demographics** so we may disaggregate our data.
- **Community and organizational perceptions** so we may build the context around other data collected.
- **Student learning data** that informs us of our students' achievement and performance.
- **Processes and programs** that help us to understand the value-added components of these District programs and initiatives.

As a District, we are studying various database options to integrate data and create access to information that will assist us as we evaluate our programming. This will also allow staff members to know our students better as they monitor their individual progress. By doing this we not only meet the federal mandate that requires schools to monitor student response to interventions, but also provide much-needed data for our District to make informed decisions in every area.

## An Example In Action

The Shorewood School District recently conducted two very important surveys to shine additional light on areas where we can improve. Through a third-party survey partner, the District asked our students to share their thoughts on engagement at school. Some great news gleaned from the engagement survey showed that 88% of the students who responded indicated they are engaged in the learning process. Even more importantly, the survey provided specific areas that we can focus on to reach out and involve the 12% of students shown by the survey to not be engaged at school. If we work to create an environment where

every child wants to come to school, where they feel like they belong at school and they have the support they need, we can get more children actively engaged in their education. We will work toward those goals, and will continue to survey our students in future years to make sure we are making progress.

"I am so proud to lead a school district that is fully committed to preparing our children to meet the challenges of tomorrow and to equip our children with the skills and knowledge necessary for a lifetime of learning," says Superintendent Blane McCann. "While our students, teachers and staff have made many great accomplishments, we must always remain focused on continuous improvement."

## Everyone Has A Voice

As the District moves forward with this commitment to have a serious data-driven dialogue on ways to continue improving our schools, parents and community members will be contacted about taking part in additional surveys to capture the thoughts, dreams and aspirations of our entire community.

There is much to celebrate at the Shorewood School District. We have four high-performing schools, including Shorewood High School that recently was named one of the top 500 high schools in the nation by *Newsweek* magazine. We have kept our commitment to small class sizes, provided counselors and ongoing student support, offered regular physical education and foreign language instruction, and maintained a performing arts program that is the envy of the State.

But we also know we can continue to improve, and we must. This full-scale effort to engage our students, teachers and the community about how to maintain higher-performing schools will be central to the effort to make sure that all our children have the best in public education.

Please stay tuned in the coming months as the Shorewood School District conducts important surveys of parents and the community as we strive to make our schools the very best they can be.

*Note: If you would like to see a copy of the full survey reports, please contact Superintendent McCann at [bkmccann@shorewood.k12.wi.us](mailto:bkmccann@shorewood.k12.wi.us).*

# Advocacy Matters

By Dr. Blane McCann  
Superintendent,  
Shorewood School District



Photo by Gloss Photography Studios

**A**fter reflecting on the excellent resident turnout for our annual meeting, I realized I am fortunate to serve as superintendent in a community that values public education. Many community members willingly volunteer to serve the School District in a variety of roles including School Board members, advisory council members, building team members and participation on a wide array of other committees.

In my role as superintendent, I am asked to serve on a variety of state and local committees to advocate and educate about public education. It is important that I provide a voice for my community in the conversations and discussions that impact public education in our state. I am proud to be an active member in these organizations and groups which advocate for our children and their educational opportunities.

- **Southeast Wisconsin School Alliance (SWSA)**

SWSA advocates for public education in our area. I attend a monthly meeting that keeps superintendents and school board members abreast of the changing political landscape and its possible impact on individual school districts. As a group and in conjunction with local boards, we are then able to respond in a non-partisan manner with our local and state legislators and administrations.

- **Cooperative Education Service Agency (CESA #1) for Southeast Wisconsin**

I serve on the executive committee that represents 45 school

districts and works with them to efficiently offer services to meet the needs of students. This organization helps bring an economy of scale to a variety of services that save money for these school districts.

In this capacity, I have been working with the Southeast Wisconsin Congressional Delegation regarding an issue important to all members of our CESA. I am asking for their assistance in securing a waiver via legislation from the U.S. Department of Education regarding special education maintenance of effort (MOE) regulations due to recent changes in state law. These regulations require that school districts maintain their funding for special education from year to year with very few exceptions.

The group also created the "Blueprint for Education in 2020" document that discusses necessary transformations of our system to meet the needs of our future students.

- **American Association of School Administrators**

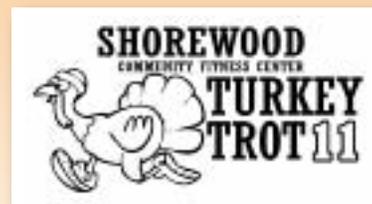
Membership in this group also includes membership in the Wisconsin Association of District Administrators. Both organizations advocate for the highest-quality public education for all students, and develop and support school system leaders through extensive professional development for superintendents.

My involvement as an active participant in these groups ensures that Shorewood is represented and that local, state and national decision makers hear our voice.

## 17th Annual Turkey Trot To Benefit Cross Country Teams

Join the Shorewood Community Fitness Center's 17th Annual Turkey Trot 5K off-road run/walk on the scenic Oak Leaf Trail on Saturday, November 19. Proceeds will benefit the Shorewood High School boys' and girls' cross country teams.

Register online at [www.ShorewoodRecreation.org](http://www.ShorewoodRecreation.org) (course #1970.1). Race day registration and mandatory packet pick-up begins at 8:30 a.m. in the Shorewood Intermediate School Commons. Race starts at 10 a.m. at River Park. Entry fee is \$15 for adults; children under 12 are \$10. Day of run registration is \$20 for everyone. Questions? Call 414.961.3100.



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## Join the Shorewood Men's Club



Popular community events include the Barbecue and Easter Egg Hunt.

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Talented elementary school students in the Shorewood School District's Summer Strings program perform during their final concert.



# School District Notes

## SEED + Sprecher = A Fun Evening

Join SEED and friends on **Friday, November 4** for the Sprecher Tour and Tasting Event. Enjoy locally crafted beer and soda, tour the brewery and enter the bean-bag toss tournament, all to benefit the Shorewood Supporters of Excellence in Educational Development Foundation. Tickets are \$20 per person. For more information, visit [www.shorewoodseed.org](http://www.shorewoodseed.org).



The Laramie Project

## The Laramie Project: A Compelling Drama

The SHS Drama Department is pleased to present "The Laramie Project" on **November 3, 4 and 5**. The play by Moises Kaufman explores the reaction to the 1998 murder of a homosexual University of Wyoming student, Matthew Shepard. The compelling play draws on hundreds of interviews conducted by Mr. Kaufman along with published news reports. Mr. Kaufman and the writers explore what kind of culture would create citizens who would commit this terrible hate crime. A discussion with the actors will be held after each production. The play will help us sort out the ramifications of irrational bullying and judgmental thinking. Tickets are \$6 for students and \$8 for adults and can be purchased prior to each show or online at [www.shorewooddrama.org](http://www.shorewooddrama.org).

## Another Successful Year for Summer Strings

More than 180 elementary students were involved in this year's Summer Strings Program, presented by the Recreation Department. Students ages 9-12 and in

grades 4-7 participated in one of four classes, including: beginning violin and viola, beginning cello and bass, and the elementary orchestra for students with at least one year of experience. After four weeks of instruction, all the string players gave a concert in the High School Auditorium, attended by a large crowd of supportive family and friends. These young musicians will continue their instruction this fall as members of the Shorewood Schools Orchestra Program.

## Cinematic Series presents "INGREDIENTS"

The School District's 2nd annual Cinematic Series kicks off on **Friday, November 18 at 7 p.m.** in the SHS Auditorium when the District partners with the SNACPAC to present the documentary, "INGREDIENTS." As our world becomes a more flavorless, disconnected and dangerous place to eat, this film explores a thriving local food movement to discover better flavor and nutrition. Learn how to bring good food back to the table and health back to our communities. The movie is free and open to the public.

Visit the District website for details about other upcoming films on 1/20, 2/24, 3/16 and 5/18.

## The Winter Bulletin Is On Its Way: Stay Engaged and Moving

The Shorewood Recreation and Community Services Department offers numerous enrichment and fitness programs for students of all ages – from children to seniors. Look for the Winter Bulletin in your mailbox by late November. On-line registration for residents begins **December 5** and resident registration by mail, fax, drop box or in-person starts December 19. Contact the Recreation Department at 414.963.6913, ext. 4. or register online at [shorewoodschoools.org](http://shorewoodschoools.org)

## Fitness Center Special Offer

To help Shorewood residents stay fit and healthy during the winter, the Shorewood Fitness Center is offering "buy one – get one free" personal training sessions if purchased now through November. The Fitness Center has also reduced its enrollment fee to \$30 for annual membership contracts purchased in November.

## Alumni News

Numerous class reunions were held in Shorewood this summer and early fall, including the Class of 1961's 50th reunion and the Class of 1941's 70th reunion in September.

If your class is planning a reunion, "dinks" and shirts are available through the Alumni Association at [shorewoodalumni.org](http://shorewoodalumni.org) (or e-mail [shorewoodalumni@gmail.com](mailto:shorewoodalumni@gmail.com)). Outfit your whole group for a discount!

- **Join:** Alumni memberships are available on the website – you are encouraged to join and help this nonprofit organization.
- **Get Involved!** There are plenty of opportunities to volunteer for the annual reunion picnic in July as well as the membership and fundraising committees. E-mail [shorewoodalumni@gmail.com](mailto:shorewoodalumni@gmail.com) to get involved!

.....  
*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.*

# Salon Round-Up:

## Pamper Yourself in Shorewood

If it's beauty you seek, look no further than Shorewood. With more than 20 salons offering everything from haircuts to waxing to indestructible shellac manicures, the Village boasts enough variety to meet the needs of residents of all ages, skin types and hair textures. Our guide to grooming can help you choose your next experience. Happy pampering!

### Alex's Salon & Beauty Supply

Convenient, central location offers haircuts, perms and color, waxing, and nails including the newer "shellac" process that lasts at least two weeks. Walk-ins welcome – manicure/ pedicure only \$30 for new customers. **4042 N. Oakland Ave. • 414.332.0000**

### Bella Salon

Call to schedule your hair or waxing appointment – and Gina, Deb and Lana will make you and your children feel welcome in their intimate shop. Parking is free in the lot and there is easy wheelchair access to the salon, and to Nick's, Bella's next-door neighbor. **1522 E. Capitol Dr. • 414.964.1767**

### Brian Houston

Well-known Milwaukee hair artist Brian Houston cuts by appointment only in his airy, spacious and discretely unnamed Shorewood studio. Stop in and browse the exclusive Philip B product line, and set up a special appointment with Brian or nail technician Mila. **4479 N. Oakland Ave. • 414.967.1637**

### Creative Concepts

Five stylists at this sunny salon do hair, facial waxing and nails. A loyal following comes for anything from a weekly roller set to a cut and color with Randy, who never fails to entertain. Off the beaten path, ample free lot parking, regular hours and a nice view of the trees across Wilson Dr. as you relax in the chair.

**4610 N. Wilson Dr.**

**414.964.HAIR (4247)**

**[creativeconceptshairdesign.com](http://creativeconceptshairdesign.com)**

### The Establishment

Masters of hipness with an enviable area following. Shorewood native Carly Flynn's Aveda studio stays current not only with hair but with social media. Flynn divides her time between her new L.A. branch and the Shorewood studio (her seasoned staff keeps it humming in her absence). Facebook specials abound; convenient online booking at [establishmentproductions.com](http://establishmentproductions.com). **4503 N. Oakland Ave. • 414.963.4300**  
**[establishmentproductions.com](http://establishmentproductions.com)**

### Great Clips

Reasonably priced haircuts have replaced frozen yummys at the former Baskin Robbins location. Friendly and bright, this newer Shorewood salon gives you a walk-in option before coffee with a client, or whenever you or the kids feel like a trim. Open seven days; free online check-ins at [greatclips.com/salons/9004](http://greatclips.com/salons/9004). **4164 N. Oakland Ave. • 414.963.9301**

### Joe's North Shore Barbershop

Step into Joe's and step back in time. A Shorewood barber who emigrated here in the '70s, Joe has stories, vintage chairs, big red cans of shaving cream and Sinatra. He won't ask questions if that's how you want it, and he need not keep you on file. But he will coif you for only \$15. **4413 N. Oakland Ave. 414.332.3560**

### Luxe The Salon

Shorewood's own organic salon prides itself on customer service. Newer to Shorewood with a strong following, Luxe delights with honeycomb-shaped lamps, a deep teal-and-black color scheme, and ergonomic chairs. Four experienced stylists schedule appointments; nail care is also available. Facial treatment rooms are in the works. Facebook page offers deals, discussions and before/after client pics. **2221 E. Capitol Dr.**  
**414.332.LUXE (5893)**  
**[luxe-the-salon.com](http://luxe-the-salon.com)**

### Main Salon Studios

You may feel like you've walked into a B & B in Main's sunny waiting room with overstuffed chairs and plush carpet. A winding hallway leads to tastefully appointed treatment rooms, where independent stylists and technicians offer hair and nail services. Find one you'd like to try on the entryway's list (or below) and book a consultation.

**1928-32 E. Capitol Dr.**

• **Hair by KLZ** Suite 101 • 414.967.9020

• **Diane's Studio II**

Suite 102 • 414.750.1930

• **Hair Design by Elvera**

Suite 103 • 414.964.4457

• **Gigi Cahill's Beauty Salon**

Suite 104 • 414.962.4004

• **Mary Bonfiglio**

Suite 104 • 414.870.9855

• **Jeri Vatne Haircraft**

Suite 105 • 414.273.5555

• **Kristina's** Suite 105 • 414.403.2855

• **Pat's Color & Design Studio**

Suite 106 • 414.416.4200

• **Emma Nail Salon & Skin**

Suite 107 • 414.962.6426

• **Nancy Hahn Hair Design**

Suite 108 • 414.962.1580

• **Finally Fran's**

Suite 109 • 414.967.5649

• **Hair & Design by Dawn Graf**

Suite 110 • 414.881.9362

**The Men's Room**

A fully masculine experience that has been called a "dude sanctuary" by fans. The currently all-female staff is specially trained in barbering. Enjoy a soft drink and tasty snack mix while you wait, then watch what you want as you're sheared – each styling station has a flat-screen. Stock up on American Crew, Aveda for Men and other quality products, including several that combat hair loss.  
**4423 N. Oakland Ave. • 414.961.9019**  
[mensroombarbershop.com](http://mensroombarbershop.com)

**Nick's Barber Shop**

Call and Pete will schedule your appointment, or walk in during business hours. Adjacent to Bella, this three-chair barbershop is perfect for reading the paper and getting a haircut, or indulging in a straight-edge shave. Bring your son or grandson for a truly retro experience. Haircuts \$18, \$14 for seniors (62+) and children.  
**1520 E. Capitol Dr. • 414.961.9853**

**North Shore Nails**

This no-frills nail salon takes both walk-ins and appointments. During pedicures, bubbly jets surround your feet while the big leather massage chair goes to work on your aching back. Feet receive their due in time and attention – worth going even throughout winter boot season.  
**4011 N. Oakland Ave. • 414.967.1011**

**Oakland Glow Salon**

Mary Roffers's personally designed salon evokes a tiki theme. Ergonomic chairs allow for full relaxation and Mary's easy conversation and décor

make your time here feel like an in-home visit. Schedule with Mary for hair services (color line is Vero), Lona for nails (414.412.0527), or "Big Don" (Donna), who also does hair.  
**4208 N. Oakland Ave. • 414.964.4569**

**Q-ticles**

The newly opened Q-ticles offers a relaxing aesthetic, fastidious cleanliness and personalized service. The luxe leather massage chairs make pedicures special, and facial treatments (for the face, neck, hands and feet!) feature organic, chemical-free sea salt products. Nail services include shellac, gels and one-of-a-kind acrylic nails by the owner, Ali, who teaches classes in the area.  
**2127 E. Capitol Dr. • 414.332.9999**  
[q-ticles.com](http://q-ticles.com)

**Robert Laurence Hair Studio, Inc.**

Arrive in grand style when you step up to this airy, second-floor Aveda salon above Shorewood Press. This salon's slogan is "be worshipped" – a nod to the building's past life as a church – and that starts with the helpful front desk. This full-service salon has it all, from the "fit for a king" massage by Cassandra to Tammy's Elemental Nature facial and warm-mitten hand massage. Wig services from Kevin (the 19-year wigmaster for the Milwaukee Rep) provide private consultation, measurement, ordering and fitting.  
**4060 N. Oakland Ave. • 414.961.7000**  
[robertlaurence.com](http://robertlaurence.com)

**Run with Scissors**

Call to schedule your appointment with salon owner Nancy Ralph or other stylists, including Develan Andryczak with L'Art de Cheveux and Edith with Edith's Head. Featured are haircut, color, style and special occasion up-dos. Nails by appointment. Newly remodeled, floor to ceiling, with free parking lot in front. Walk-ins welcome.  
**3610 N. Oakland Ave. • 414.220.9093**

**Salon Divine**

The bright red interior, funky music and hot-pink vintage drying hoods are matched by a collection of stylists with colorful personalities, as well as skill and experience. Owner Liv Mueller shares this space with independents Kelton, Kevin, TJ and Geri Beth, who operate "like a family." Brazilian blowouts, feather and highlight extensions, smoothing treatments and more.  
**4312 N. Oakland Ave. 414.915.4114**

**Scenario Hair Design**

Scenario has been operating for more than 25 years. Whether you walk in or book an appointment with one of the seven experienced hair, nail and waxing pros, you'll enjoy quiet music and tea or coffee as you wait on the comfortable leather couch. Scenario provides a special permit for parking on Capitol Dr., to allow for color, cut, wax and nail services. Shellac artist and educator Hilary Fry is newly available by appointment.  
**2317 E. Capitol Dr. • 414.964.9311**  
[scenariohairdesign.com](http://scenariohairdesign.com)

**So-Solace**

This attractive, delicate salon is a skin-treatment haven, with massage, facials and waxing done in a private setting. As a neighborly treat, owner Ann Marie Tillman offers a 20 percent discount to customers of next-door's Zen the Salon.  
**4405 N. Oakland Ave. • 414.303.6376**

**St. Moritz Salon**

The newest entry in Shorewood salons was opened by seasoned stylist Lynn Moritz, who specializes in precision cuts, curly hair and color. Customers will soon see local artwork on the walls, with rotating shows. The salon does take walk-ins – the tall windows let you see from the street if someone's behind a chair and ready to provide service.  
**3955 N. Prospect Ave. • 414.519.2500**

*(continued on page 15)*

# Performance Running Outfitters Fits Customers for Active Lifestyle

## Local Shop Caters To New and Seasoned Runners

The desire to jump on the fitness bandwagon is infectious at Performance Running Outfitters (PRO). Jessica and Trey Hoepner, both competitive runners and running coaches at Brookfield Central High School, have successfully grown their Brookfield store for the past five years, opened a location in Oconomowoc, and fortunately for our Village, have recently brought their good fit to their newest location in Shorewood. Since opening in February, they have made great strides in attracting new and seasoned runners for shoes, gear, fun runs and camaraderie.

If you're a fitness walker or novice runner, PRO's employees will care for you as they would the most hooked-up, gung-ho zealot. Jessica and Trey's team is highly trained, with a high level of product knowledge and customer service, not to mention running experience.

New customers are encouraged to complete PRO's three-step, 20-minute fitting process, which is extremely educational and worth every penny (it's free).

First, feet are examined and any problems discussed with the staff person. Second, a one-footed squat on each foot reveals the foot's arch, flexibility and splay. A pair of shoes (and fancy running socks!) is provided and you're directed to the in-store treadmill, which is outfitted with a camera that records knee-to-foot movement. You and the sales staff

watch live on the flat-screen monitor as you walk or run – amusing for you, and helpful for the staffer's assessment of your gait and possible pronation tendencies. It all results in a recommendation of several shoes that will work best for you.

PRO has a wide selection and can special order any size you need. They even carry the Vibram Five-Finger shoe (you've seen it – it looks like a glove for your feet!), as well as a variety of running gear, and injury-prevention and physical-therapy tools. PRO plans to eventually move north to Shorewood's new Ravenna mixed-use development (soon to break ground across the street from The Cornerstone on Oakland Ave.), when it will expand to carry children's shoes.

Jessica Hoepner says the latest trend is for runners to wear arm and calf sleeves as it gets colder. Originally designed for diabetics, these compression sleeves help with warmth as well as circulation. The bright pink and green compression socks also are popular with pregnant women.

To nurture new runners, the store offers training clinics for a nominal fee, teaching proper form and beginning running techniques. Tuesday Night Fun Runs (for all abilities, three to six miles) also leave from the store weekly at 6 p.m.

This gem of a store on Oakland Ave. has received fantastic reviews by locals and more far-flung

customers – all of whom can jump a little higher knowing that Performance Running Outfitters is here to stay.



Photo by John O'Hara

**“To nurture new runners, the store offers training clinics ... teaching proper form and beginning running techniques.”**

## Congratulations To Businesses That Have Gone Greener!



The Village of Shorewood's Conservation Committee has awarded two businesses its unique Green Leaf Award for 2011.

Stowell Associates (4485 N. Oakland Ave.) and Allstate Insurance/Andrew McCabe Agency (4451 N. Oakland Ave.) have both met the Committee's criteria for operating in a more sustainable way. This is the second year for this unique local award – six Shorewood businesses received it in 2010.

Allstate's Andrew McCabe says the process was not difficult, and the Conservation Committee representatives were very helpful in providing a "green checklist" and pointing out ways that he could reduce his office's carbon footprint. Kari Klatt, executive director of Stowell Associates, adds: "Our entire agency is committed to respecting and caring for our environment."

Any building owner renting to a Shorewood business, or any business owner renting space, is eligible to participate in this program. Small changes can have a meaningful impact for a business, its customers and the community. Learn more, and peruse the checklist, at the Shorewood Business Improvement District's website: shorewoodwi.com.

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## Salon Round-Up Continued

### SuperCuts

Friendly, clean and kid-friendly, SuperCuts is great solution for a tight budget or a last-minute haircut necessity, even on Sunday. Check the website for online specials. Bring that oversized down comforter to My Laundromat down the street while you get a trim, highlights or color, or meet friends for a drink at Harry's afterward to show off your new look.

3551 N. Oakland Ave. • 414.332.0222 • [supercuts.com](http://supercuts.com)

### Tête à Tête Salon

Tatyana and her staff have a devoted following in this salon south on Oakland Ave. Hair and nail services receive positive reviews, with the mani/pedis touted as "very long lasting." Walk-ins are welcome; appointments recommended.

3809 N. Oakland Ave. • 414.332.1017 • [sites.google.com/site/tatsalon/](http://sites.google.com/site/tatsalon/)

### Zen the Salon

Elif Sen is the energy behind Zen. She treats hair like the crowning glory it should be, and is particularly skilled with curly/textured hair. Customer satisfaction is paramount – each visit starts with a full consultation and specific suggestions to suit all hair types. Services include cuts, color, brow wax and makeup application. So-Solace customers receive a 20 percent discount. Ask Elif about her custom, embroidered satin pillows that preserve healthy hair.

4403 N. Oakland Ave. • 414.967.7977

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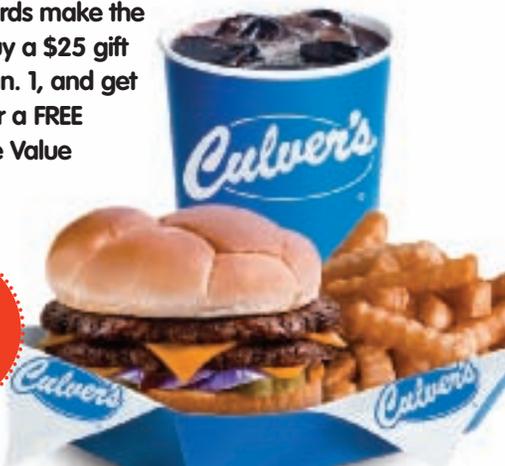


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Culver's gift cards make the perfect gift! Buy a \$25 gift card Nov. 7-Jan. 1, and get a certificate for a FREE Double Deluxe Value Basket.

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# Businesses Take Stress Out of Holiday Shopping

**H**aving just wrapped Thanksgiving entertaining for the extended family, the last thing many people feel like doing is fighting pre-dawn crowds for the best Black Friday bargains.

This year, Shorewood's Business Improvement District (BID) offers an antidote to the madness. The Stop, Shop & Restore Holiday Shopping Event, December 3-8, invites shoppers to relax, shop local and have fun as they accomplish their holiday shopping.

Kicking off on Saturday, December 3, Stop, Shop & Restore offers something for everyone, with events on different days tailored to different demographics – families, nightlife lovers, the young and young at heart. Relaxation stations, special refreshments, free gift-wrapping stations and fun holiday-themed events are just some of the reasons you'll want to throw on your warmest boots and head into the Shorewood Business District.

With many salons (see story, pages 12-13), coffee shops and other types of outlets that encourage you and your family and friends to relax and restore, Shorewood's Business District also

offers unique gift options for even the most discerning people on your holiday gift list.

Shopping local is a great way to make a positive impact in our community. According to Our Milwaukee, a group that advocates for independent, locally owned businesses, for every \$1 you spend at a locally owned business, more than 68 cents remains in the community. Contrast that

with just 43 cents for your \$1 purchase at a national, big-box chain store.

Our Milwaukee also notes that shopping local helps reduce environmental impact, helps create local jobs, supports community groups and helps retain the character that makes a city or village unique (which can also help boost tourism). These are things we may not always think about as our purchases are rung up, but in a challenging economy, it's particularly meaningful.

Watch your mail for your official invitation to Stop, Shop & Restore in Shorewood. Details will also be posted around town and on the Shorewood BID's website: [shorewoodwi.com](http://shorewoodwi.com).

For more information about shopping local, visit Our Milwaukee at [ourmilwaukee.net](http://ourmilwaukee.net).





*Harry's Bar & Grill boasts a brand new updated look that includes chic wood paneling and wood floors, high-top tables and comfy upholstered chairs, and an outdoor deck with gas fire pit.*



## New Look for Harry's Bar & Grill

Everyone's just wild about Harry's new look. The long-time Shorewood "go to" spot for relaxed dining just got a sleek, sophisticated and comfortable re-do. The attractive new décor gives Harry's the style of an upscale Chicago or New York eatery with the casual feel that has made it a favorite for family gatherings, power business lunches, date night dinners, late night dining and drinks, and Sunday brunch. The updated décor includes spectacular wood paneling and floors, new upholstered seating and cozy booths perfect to slip into for intimate dining. New high-top tables are just right for a drink, dinner and a chat. Wide-slat, wood window blinds and sophisticated bar lighting create a chic ambiance.

Harry's secret to success has always been the great food. Traditional, signature menu items are now partnered with tempting new additions. And while our Wisconsin weather is still cooperating, there's time to enjoy a drink or meal on Harry's newly added outdoor patio deck. On those nippy nights, there's a fire pit to put you in a mellow mood and outdoor heaters to take the chill away.

The word is out – more than ever Harry's is THE place to eat, drink and be seen! Stop by soon to see what the talk is all about.

3549 N. Oakland Ave. • 414.964.6800 • Open Daily, 11 a.m.-midnight (Sunday brunch served 9 a.m.-2 p.m.)

## WELCOME NEW SHOREWOOD BUSINESSES

Be sure and stop in to visit these new Shorewood businesses!

**THE WORKROOM** 2221 E. Capitol Dr. • 414.520.5497 Featuring tailored home decor by Shorewood residents Amy and Mike Mueller. Enhance your space with gorgeous custom-made slipcovers, pillows, cushions, Roman shades and panels.

**PSYCHIC BOUTIQUE** 3811 N. Oakland Ave. Providing astrological charts, karma cleansing and chakra balancing, plus a retail store offering candles, crystals, oils and more.

## There's no place like Shorewood

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**THEN AND NOW . . .**  
The Shorewood Police Department is housed in a landmark 1929 building at 3936 N. Murray Ave.



# To Serve and Protect: A Focus on the Shorewood Police Department

**W**e tend to take our Shorewood Police and the work that they do for granted. We see them passing by in a patrol car, down a side street or through an alley, and may vaguely wonder what they are up to, where they are going. Yet when we really need their service, we presume they will be close by and ready to respond immediately.

A patrol officer's day can reflect our perception. Although they are always on the alert and have particular things they are looking for, driving around all day in a patrol car can be monotonous. However, when a call comes in, it is necessary to switch to super alert in seconds. Officers

must immediately start thinking about what they might have to handle and what procedures to follow. "We are constantly thinking and reverting back to our training for positive outcomes," says Lt. Kevin Carini.

Chief of Police, David Banaszynski, encourages all residents to be more alert and aware of their surroundings, like the patrol officers. "The Shorewood Police Department believes in community policing," he says. "Our focus is on service delivery at the local level, and community partnerships. Community policing is based on the theory that the prevention of crime is the responsibility of the total community and that police and the community share ownership,

responsibility and accountability for the prevention of crime."

To encourage cooperation, the department offers a wide variety of programs including the neighborhood watch program, personal safety seminars, residential and business surveys, property identification program, and a 10-week Citizens' Police Academy.

In addition, crimes committed in the Village are quickly posted on crimereports.com to encourage community assistance in both solving crimes and preventing additional problems in the same area.

*Standard equipment in a Shorewood police car includes a rifle, computer, radar unit and camera.*



*Shorewood police officers patrol our community on bikes, as well as in cars and on foot.*



Photos by John O'Hara

## Who are the Shorewood Police?

Currently, the Department has 25 sworn officers and a support staff of five full-time and four part-time personnel to cover three shifts. They are led by Chief Banaszynski, a lifelong Shorewood resident who joined the Department in 1981 as a patrol officer. Since then he has worked his way up through the department and continued his education, graduating from the Northwestern University School of Police Staff and Command and from the FBI Academy in Quantico, Virginia. He is also an active community volunteer, particularly with the Shorewood Men's Club.

### HISTORICAL NOTES

The Shorewood Police Department began its operations on June 17, 1920. The Department originally was located in the basement of Village Hall. In 1929, a building was constructed north of Village Hall to house the Shorewood PD and the newly formed Shorewood Fire Department. When constructed, the building had a special refrigeration unit installed for housing stolen chickens!

The actual hiring and promotion of new officers is done by the Shorewood Police Commission, a group of volunteers appointed by the Village Board. The Police Department deals directly with the Village Board on contractual and department funding issues.

New hires must have at least a two-year college degree plus some relevant experience or a bachelor's degree. "When we are hiring new patrol officers, we look for people who have strong customer service and communication skills, as well as common sense," says Chief Banaszynski. "We can teach them the necessary policing skills."

All staff members participate in continuing education classes, but they are encouraged to pursue a career path rather than just take random classes. For example, patrol officers interested in

becoming detectives should take classes in evidence collection, finger-printing analysis and interrogation skills.

A common misconception about Shorewood Police is that they spend most of their day writing traffic tickets to generate revenue. In actuality, far more time is spent looking for root causes of ticket-provoking behavior. The number of hours spent trying to find an equitable solution for Shorewood's legendary parking problems is enormous. On a smaller scale, when complaints about drivers making illegal left turns from west bound Capitol Dr. onto southbound Oakland Ave. increased, signage was checked and changed to increase visibility.

#### 2010 statistics help to define Shorewood Police activity:

- Responded to 8,441 calls for service.
- Responded to 242 traffic crashes.
- Issued 2,151 traffic citations
- Issued 32 operating while intoxicated citations
- Issued 26 controlled substance citations
- Issued 10 failure to yield to pedestrians

In addition, Shorewood Police cooperated with other agencies on drug-related issues and assisted with Capitol Dr. construction, many community events and the 2010 flooding aftermath.

There are rewards for good police work. Individuals become police officers because they want to make a difference and serve the public. The rewards for doing a good job are not always obvious. "Good people may do bad things, but that doesn't make them bad people," says the Chief. "If we treat them with respect and help them to understand what they did wrong, we have done our job – and occasionally, they will come back to thank us. Kids, especially, may just need a little direction."

Providing unexpected service can also be rewarding. Recently, third-shift patrol officers found a homeless family in Estabrook Park huddled in their car for the night. After a few phone calls, they found the family a place to sleep. Even on

third shift, when the rest of us are asleep, there are the unexpected pleasures of witnessing the undisturbed snow after the first snow fall of the season, or coming upon coyote, fox or even deer that roam the Village in the dark.

Shorewood resident Bruce Krajcir recently participated in a Citizens' Police Academy. "The officers took great pride in presenting a fascinating look at police work, and provided insights into our own department's day-to-day operations," he explains. "One of the best parts of the program was the opportunity to personally ride throughout Shorewood with some of the officers during their shifts. You got a hands-on feel for how officers deal with the public and developed a better understanding of the challenges of the job. My respect for our police officers only deepened when I learned the details of their jobs and their commitment to Shorewood," Krajcir adds.

For more information on the 10-week Citizen's Police Academy as well as other Police Department information, visit the Village website: [villageofshorewood.com](http://villageofshorewood.com).

### What is the difference between a theft, a robbery and a burglary?

**A THEFT** involves taking property from a place open to the public.

**A ROBBERY** is taking something directly from a person.

**A BURGLARY** is breaking into a dwelling to deprive someone of something. In 2010, there were 359 thefts, 31 burglaries and 9 robberies in Shorewood.

### Solving crimes

The CSI television series gives a distorted view of the time it takes to solve a crime. Shorewood detectives have all the equipment necessary to collect information about a crime scene, and they can do some finger-print analysis, but samples of things like DNA have to be sent to a lab for processing and the results may not be known for months.

In the first 6 months of 2011, the Shorewood Police Department's arrest/clearance rate was 47%, well above national average.

# Majority of Property Owners Support Comprehensive Sewer Plan and Funding Proposal

Community Meeting on Monday, November 14 ■ 6 p.m.

**J**ust a year ago, Village residents and DPW crews were completing the clean-up necessitated by summer floods, and the Village Board had begun looking for options to prevent future flooding. Since then, considerable progress has been made. Engineering for initial sewer projects is already underway, and construction of certain projects could begin in Spring 2012. The Village also began implementing stormwater system improvements as part of the 2011 Downer Ave. pavement reconstruction.

Village residents have been given many opportunities to help define the problems and weigh in on the possible solutions. Most recently, a Village-wide survey was conducted to gather feedback on a proposed plan for funding the projects outlined in the Comprehensive Sanitary Sewer, Stormwater and Drainage Facility Plan. A total of 1,295 property owners responded for an effective response rate of 39.5%

According to survey results, 78% of Shorewood property owners are either very or somewhat supportive of the Village implementing its sanitary sewer and stormwater improvement plan. A majority (55%) of respondents also indicated support for the Village's proposed plan for financing the 10-year, \$34.4 million program, which utilizes a mixture of funding sources, including

property taxes, sanitary sewer utility user fees, a newly created stormwater utility fund and Milwaukee Metropolitan Sewerage District Grants. Under the plan, property owners would expect phased increases to their property tax bills and sewer-related user fees, with a peak repayment year in 2025.

Other survey results:

- Nearly two-thirds of property owners are either very or somewhat concerned about basement back-ups.
- When asked their preference about using property taxes, user fees or a combination of both to fund sewer projects, the most popular option was to use a mixture of both (45%).
- A majority of property owners (58%) also agreed with the proposed plan to not use special assessments to fund sewer projects.
- Thirty-four percent (34%) favor the current 10-year construction timeline, while 37% prefer a longer construction period and 12% prefer a shorter period of construction.

**A special Village Board meeting is scheduled for Monday, November 14 at 6 p.m.** in the Village Center to discuss the survey results and for the Board to possibly finalize a funding plan. For more information, visit [villageofshorewood.org/sewer](http://villageofshorewood.org/sewer).

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## Ravenna Will Be Next Addition To North End of Oakland

**Groundbreaking:** Mid-October • **Location:** 4521-4551 N. Oakland Ave.

**Architecture:** Four-story, Mediterranean-influenced design

**Mixed-use apartment/retail development:** Four street-level businesses including Performance Running Outfitters, plus 22 apartments including one-, two- and three-bedroom units.

**Developer:** WiRED Properties, LLC

**Background:** Ravenna was originally conceived as a condominium project in 2007. The difficult economy postponed the project. The strategy was recently changed to apartments in order to make the development economically feasible in the current market. The Village Board approved the change. When completed, the assessed value of Ravenna should be at least \$6.9 million and will generate about \$180,000 per year in additional property tax revenues to all Village taxing entities.

**Name:** The name Ravenna is derived from Shorewood's old Ravenna amusement park (circa 1909), that was located on the Milwaukee River in the current River Park area, as well as the Italian city of Ravenna, because of the building's Mediterranean-influenced architecture.



## Basin 6 Sewer Repair Part of 2012 Road Re-Surfacing Program

Smoke testing and storm sewer flooding investigations were completed this summer in Basin 6 (northwest side of Village). Along with many defects, cracks and broken pipes, several locations where storm water was infiltrating sewers were identified. Smoke testing revealed three locations where catch basins are leaking or connected to the sewers.

A number of these problems will be addressed in 2012 as part of street re-construction projects in the area. Sewer improvements will be made on Kensington from Bartlett to Wildwood, and on Wildwood from Kensington to Glendale.

Road re-surfacing in the area will include all of Kensington from Oakland to Wilson, Bartlett from Lake Bluff to Glendale, and shorter portions of Newhall, Larkin, Wildwood and Woodruff.

Additional sewer work will be scheduled in the Basin 6 area over a period of years.

## SHOREWOOD HEALTH DEPARTMENT CLINICS FALL 2011

Call 414.847.2710 for appointments and information

### Health Department Clinics: November-January Adult Health Risk Screening

Nov. 22, Jan. 24 • 8 a.m.-12 noon

Includes blood analysis, blood pressure and weight check and consultation with a registered nurse.

Appointment necessary; cost \$25.

### Blood Pressure Clinic

Nov. 30, Dec. 28 • Jan. 25, 4-6 p.m.

Held in the Shorewood Health Dept.

### Immunization Clinics

Nov. 14, Dec. 12 • Jan. 9, 2-4 p.m.

Nov. 15, Dec. 20 • Jan. 17, 7:30-9:30 a.m.

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

The Health Department also has kits for checking for radon in your home and lead in your water. Visit the Village website for a complete list of Health Department services.

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# Shorewood Seniors and Milwaukee Yoga Center Partner for Better Living



**W**hat in the world is going on in that Tuesday morning class at the Senior Center? Sometimes the participants sound like a pride of roaring lions, or attendees at an enjoyable party – but the noise is followed by periods of silence and concentration.

It's a popular Gentle Yoga class, that got its start several years ago when SRC Director Elizabeth Price asked Meredith Watts, a certified Iyengar yoga instructor at the Milwaukee Yoga Center, to tailor a class for the Senior Center.

MYC offers classes in the Iyengar tradition, which has modifications that make yoga accessible for mature bodies, addressing the physical issues that sometimes come with age: stiff or injured shoulders and other joints, carpal tunnel, arthritis, muscle and tendon difficulties, and problems of balance and flexibility. Gentle Yoga students are not required to get down on the floor, and the yoga postures are adapted with the support of walls, chairs, tables and the use of belts or straps.

The program has now expanded to include classes at the Milwaukee Yoga Center, where two fully equipped studios enable participants to use a wider range of props and equipment. Classes are taught by MYC instructors Linda Murphy and Karen Chandler, as well as Watts.

Classes do not provide physical therapy, but instead offer yoga adapted to help strengthen and tone. Many participants also feel

the classes have better prepared them for medical procedures, or have made their recovery smoother and faster, or that they are in better mental and physical shape. They all agree that the class is a wonderful way to spend some time with active, vibrant people who are determined to make the most of their mature years.

Mike Drew, 78, a retired *Milwaukee Journal Sentinel* writer, is a good example. "If all of those yoga activities aren't fighting off senility – my goal – they surely are enhancing my quality of life." Else Ankel, 80, a retired scientist, credits her yoga training for helping her with normal – and not so normal – activities like digging out her car after last winter's blizzard and having the flexibility to crawl in through the hatch back to by-pass the frozen door!

Those interested in Gentle Yoga should consult their doctor to make sure the classes are appropriate for them. When you get the go-ahead, join this congenial environment of active seniors who are having fun working to increase their flexibility, balance, body awareness and concentration. You might say they're roaring like lions so that they'll always feel like spring chickens.

## Schedule for Gentle Yoga Classes

- **Shorewood Village Center** 3920 N. Murray, Tuesdays 10-11 a.m.
- **Milwaukee Yoga Center** 3514 N. Oakland, Wednesdays 9:30-10:30 a.m. and Fridays 10:30-11:30 a.m.

All classes are \$5 for Shorewood residents; \$6 for non-residents.

*Bottom left: At the Milwaukee Yoga Center, Gentle Yoga students use ropes for support as they work to increase flexibility in their back and leg muscles.*

*Bottom right: Gentle Yoga participants use tables as support as they stretch and strengthen their leg muscles.*



# Senior Resource Center Calendar of Events

Located at 3920 North Murray Ave. in Shorewood  
(lower level of the Shorewood Library)

For more information about programs, classes and  
special events, or to join the mailing list at no  
charge, call 414.847.2727.

## Monthly Men's Group (Women are welcome)

Second Wednesday of the month at 10 a.m. in the lower level  
of the Shorewood Library

**November 9:** Guest speaker Reverend Ray Stubbe, Vietnam War  
chaplain. Donuts, coffee and juice are served. \$2 at the door.

## Monthly Relaxation Classes

with Elizabeth Lewis, certified stress management consultant.  
Second Wednesday of the month, 10-11:30 a.m.

Residents \$3/nonresidents \$4. Preregistration is appreciated.

**November 9:** Topic – "The Attitude of Gratitude"

## Adventures in History

A different topic is discussed on the third Monday of each  
month from 1-2:30 p.m. The program is free and no pre-  
registration is required.

**Monday, November 14:** Cleopatra: suggested reading:  
"Cleopatra: A Life" by Stacy Schiff.

**Monday, December 19:** Lynn Fontaine and Alfred Lunt:  
suggested reading: "A Design for Living: Alfred Lunt and  
Lynn Fontaine" by Margot Peters.

## Balance Screening

**Thursday, November 10: 10 a.m.-12 p.m.** Free balance  
screening on the "Balance Master" provided by Health Reach  
Rehabilitation Services. The assessment takes just a few  
minutes. Pre-register by calling 414.847.2727.

## Milwaukee Symphony Bus Trip

**Thursday, December 1: 10 a.m.-12 p.m.** Symphony  
performance conducted by Lee Erickson and featuring guest  
choruses from Wisconsin High Schools. Residents \$10/  
nonresidents \$12. Seats are limited. Register no later than  
November 23.

## Medicare Dates Change for Enrollment in Part D and Medicare Advantage Plans

This year, the annual enrollment period to choose and join a  
private health or drug plan for 2012 will wrap up on December 7.  
The new coverage will take effect on January 1, 2012.

• **Changes** All plans have contracts with Medicare that change  
from year to year. Watch the mail and do some investigating  
into any changes from this year's plans.

• **Senior Resource Center staff** (414.847.2727) or a family  
member can compare Drug (Part D) Plans using the plan finder  
at medicare.gov.



## Welcome New Village Staff

Joe Jacobs has joined the Village of Shorewood  
Planning and Development Department as a  
building/electrical inspector. Joe is a Master  
electrician and has been serving as the Village's  
part-time contracted electrical inspector since  
last September.



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## Markets Change. Are You Prepared?

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## Shorewood Named Bicycle Friendly Community



The League of American Bicyclists recognized the Village of Shorewood as a bronze level Bicycle Friendly Community during their Fall 2011 awards announcement. The award recognizes Shorewood's commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure and pro-bicycling policies.

Judges were particularly impressed with Shorewood's commitment to redeveloping the Oak Leaf Trail bridge across Capitol Drive, providing new accesses from the trail to the bridge, and adding dedicated bike lanes and bike accommodations along Capitol Dr. and Oakland Ave. Only four other Wisconsin communities have earned this designation: Milwaukee, Madison, LaCrosse and Eau Claire.



DPW staff Judy Kaiser and the new Kubota tractor.

## Garden Tour Proceeds Used To Purchase Kubota Tractor

Thanks to the Friends of DPW (Department of Public Works) and all who attended their annual Garden Tour in July, the DPW has a new Kubota tractor that is being used as a watering vehicle.

"The number of pots and other areas that need regular watering has increased significantly since the Capitol Dr. construction was completed," says Director of Public Works, LEEANNE BUTSCHLICK. "Our small 'gater' watering vehicles do not hold enough water to be efficient. The Kubota will help ensure that we get around to watering all of our beautiful plants in a timely manner."

# Village Notes and Resources

## RESIDENTS ARE RESPONSIBLE FOR TIMELY SNOW AND ICE REMOVAL

On the recommendation of the Pedestrian and Bicycle Safety Committee, the Village Board has approved an aggressive snow and ice clean-up policy. Residents who fail to shovel their walks and allow for safe pedestrian access will first be warned that clean-up is necessary. If the warning is not heeded, the Village will arrange to have the sidewalks cleaned and the homeowner will be charged for the service.

### Rake Leaves To Curb Only – Not Into the Street

Leaf collection by vacuum machines began on the third Monday in October and will continue through the first Friday in December. The neighborhood pick-up schedule can be viewed on the Village website: [villageofshorewood.org](http://villageofshorewood.org). (click on Departments/Department of Public Works). Please assist the crews by raking leaves **just to the edge of the parkway, not in the street**, and do not include other yard waste in the leaf piles.

### Village Working with State Representatives To Address TIF Valuation Error

Village staff are working with state legislators to address a valuation error that was published in the State's Equalized Value Report. Staff are working to address the error by decreasing operating levy in 2012 so that taxpayers do not have to fund this burden. In order to do this, special legislation is needed to allow the Village's levy to be restored in 2013.

The data entry error was made when the Village assessor filed the TIF assessment report into the State's new electronic filing system. The error was identified by Village staff shortly after the report was published on August 15. Please visit the Village website for current information on this issue: [villageofshorewood.org](http://villageofshorewood.org)

### Village Board Approves Creation of Commercial Occupancy Renewal Program

At the Village Board meeting on September 19, the Board approved the creation of a commercial occupancy renewal program that would require all businesses in Shorewood to renew their occupancy permit every five years. The reasons for the renewal program are to maintain and ensure the safety of Shorewood's aging commercial buildings, to improve Village staff efficiency and time management, and to

verify businesses are operating under a certificate of occupancy.

The occupancy permit program is the Village's way of ensuring the maintenance of commercial buildings, which is directly related to the commercial district's vibrancy. Currently, businesses have a one-time inspection when they first open. Unless new work is completed under a permit, inspectors do not re-enter the businesses. Under the renewal program, it is estimated that about 20 businesses per year would be due for renewal.

Staff is developing a plan for implementing the renewal program in January. Businesses will be receiving more information this fall.

### From the North Shore Fire Department: Knox Box Program Provides Emergency Access

The North Shore Fire Department's Residential Knox Box Program is providing emergency access and reassurance to North Shore residents. The Knox Box is similar to the lock boxes used by realtors, but even more secure.

Residents who are experiencing frequent falls, are disabled, are part of a pendant or emergency alert program, or simply want reassurance for themselves and concerned family members are utilizing the Knox Box. In the event of a fire or medical emergency, if the resident is unable to open their door to allow emergency personnel entry, the Knox Box is accessed allowing emergency personnel quick access to the resident in order to render needed care.

Contact Jill Glanz, public education specialist by e-mail at [jglanz@nsfire.org](mailto:jglanz@nsfire.org) or call 414.228.0292, with questions or to purchase a Knox Box.

### Planting on Public Right of Way (PROW)

When residents want to do landscaping in their front yards, close to the sidewalk, it is commonly understood that the area between

the street curb and sidewalk is public property. However, front yard residential property boundaries often start several feet beyond the interior sidewalk edge, toward the interior of the property. The area from the street curb to the private property boundary is called the public right-of-way, or PROW. A PROW is dedicated to a public use and is considered a form of easement.

Shorewood's municipal code does not allow any temporary or permanent objects or materials in the PROW without an approved special privilege permit issued by the Village Board. Historically, the Village has not required a permit for minor, low plantings (such as hostas) around trees in the parkway. But due to an increase in interest by residents to utilize greenspace within the public right of way, the Village is compelled to enforce the ban against significant plantings in the PROW.

The Village encourages residents to keep the public way free of any plantings or structures. Contact Planning and Zoning Administrator Ericka Lang at 414.847.2647 (or [PAD@villageofshorewood.org](mailto:PAD@villageofshorewood.org)) with questions.





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Shorewood's first "Park (ing) Day" brought together students from the UWM School of Architecture in a collaborative experience to create public art displays that fit in parking spaces along Capitol Dr.

Photos by John O'Hara

## Shorewood Park(ing) Day: Public Art in Parking Spaces

**P**ark(ing) Day, an annual worldwide celebration of public art, was staged for the first time in Shorewood on September 16. Students from the UWM School of Architecture created displays in parking spaces along Capitol Dr.

Shorewood's Public Art Committee and the Shorewood Historical Society provided the students with background information on a number of areas in the Village where a permanent public art installation would be possible. The students had less than two weeks to develop a public art idea for one of the locations and to build a representation of their idea that would fit in a parking space.

**"... someone with a passion for public art may have seen the germ of an idea in the student installations they would like to ... see developed."**

Seven installations were displayed. Among them was a plan for the corner of Oakland Ave. and Capitol Dr. entitled "Windows Into the Past" that used old windows as frames for historic pictures. Fresh water fountains were suggested for Humble Park (corner of Oakland Ave. and Edgewood Blvd.) to emphasize both our location between the lake and the river, and the importance of fresh water research to the area.

Professor Mo Zell, the students and the Public Art Committee all hope that residents who had an opportunity to view the installations left with a better appreciation for how public art can enhance the community. "Ideally," says Committee Chair Dick Eschner, "someone with a passion for public art may have seen the germ of an idea in the student installations they would like to support and see developed."

For more information on the mission of Shorewood's Public Art Committee, contact Eschner at 414.964.4504.



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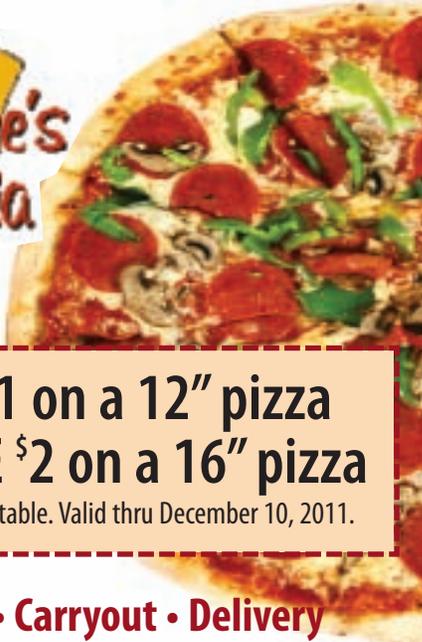
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## Shorewood Waters Project Combines Water Activities with Education

Educational programming coincided with the Shorewood Waters Project when 6th grade students at Atwater Elementary School helped clean-up Hubbard Park and conducted water tests in the River. Earlier the students visited River Edge Nature Center in West Bend to study the Milwaukee River in a more rural setting.

Sailing and canoe trips, a fishing clinic and a rain garden demonstration have been highlights of the Shorewood Waters Project. The activities were supported by a Great



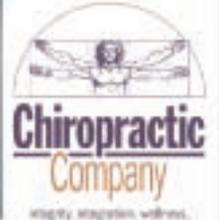
Photo by John O'Hara

Lakes Restoration grant. Curriculum that was developed for our grade schools will continue throughout the year and interpretive signs will soon be placed in Atwater Park.

Kae DonLevy, coordinator of grant activities, particularly enjoyed working with the students. "My goal is to help students realize where their drinking water is coming from – and to understand that everyone must work to keep that water source clean," says DonLevy.



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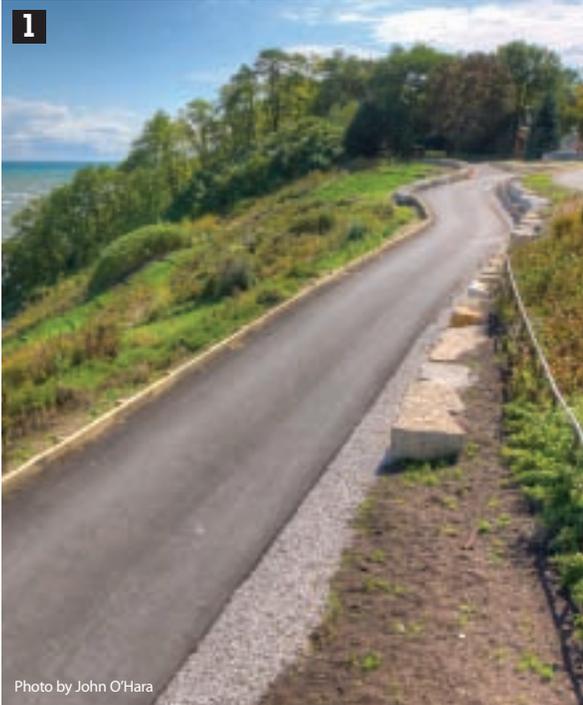


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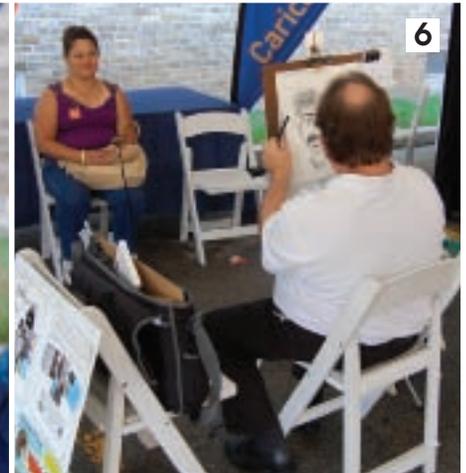
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# Out and About in the Village of Shorewood



There is plenty of activity in Shorewood – no matter what the season. With shorter days and cooler temperatures now on the horizon, we remember a summer of fun events and attractions and look ahead with anticipation to the holidays. There are so many reasons to say, “I love Shorewood.”

**1.** Significant progress has been made to the new path leading down to Atwater Beach. **2.** The contemporary paintings of artist Mark Nash (pictured with Deborah Kern, owner of Garden Room and Anaba Tea Room) were featured in a solo exhibit at the restaurant during September-October. **3.** A public “bike chain” cutting ceremony was held on August 15 as Village President Guy Johnson did the honors to officially open the new Oak Leaf Trail bridge and celebrate the completion of the Capitol Dr. construction project. **4.** Dogs were treated to tasty snacks this summer at North Shore Bank’s annual Pet Day. **5-6.** PNC Bank offered plenty of fun family activities, including face painting and caricature portraits, during its Grand Opening Celebration.



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## Community Calendar

- **November 4, 5 & 6: The Laramie Project** 8 p.m. in the Shorewood High School Auditorium (see page 11 for details).
- **Saturday, November 5: Shorewood Connects Yard Clean-Up Day** From 9 a.m.-1 p.m. teams of community volunteers will help their older or disabled neighbors get their yards ready for winter. Call the Senior Resource Center (414.847.2727) if you or someone you know could use help with raking or other small outdoor tasks. To volunteer, contact Sue Kelley at 414.961.7262 or e-mail skelley1@wi.rr.com,
- **Monday, November 14: Community Meeting on Funding Sewer Projects** 6 p.m. in the Village Center (lower level of Shorewood Library – see page 20).
- **Tuesday, November 15: Shorewood Historical Society Preservation Program** 7 p.m. in the Village Center. An historical survey was recently conducted to identify Shorewood neighborhoods, homes and other buildings with potential for listing on the National Register of Historic Places. Learn about survey results and potential tax credits for historic home and neighborhood preservation.
- **Friday, November 18: SDS Cinematic Series "INGREDIENTS"** 8 p.m. in the Shorewood High School Auditorium.
- **Saturday, November 19: 17th Annual Turkey Trot Fitness Center Run/Walk** See page 8 for details.
- **Saturday, December 3: 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 at 8:15 a.m. and return to Shorewood by 7 p.m. The bus will drop you off and pick you up at the corner of Rush and Superior in Chicago. Cost is \$32 per person for Shorewood residents and \$48 for non-residents. For more details, contact the Recreation Department at 414.963.6913.
- **December 3-8: Stop, Shop & Restore Holiday Shopping Event** Throughout the Shorewood Business District. Presented by the Shorewood BID (see page 16 for details) or visit shorewoodwi.com.
- **Sunday, December 4: 32nd Annual Booster Club Arts & Crafts Fair** 10 a.m.-4 p.m. in the Shorewood High School Arena (see ad below).
- **Friday-Saturday, December 9-10: AFS Drama Showcase** 8 p.m. in the Shorewood High School Auditorium.

- 80+ Artists from the Midwest
- Silent Auction & Raffle Baskets
- Bake Sale & Greyhound Café
  - Greyhound Apparel and Accessories

Order your fruit gift boxes and poinsettias!



Save \$1  
with this ad!

## 32nd Annual Shorewood Arts & Craft Fair

Sun., December 4 • 10 a.m. to 4 p.m.

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

Admission \$4

(the school is handicapped-accessible)

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

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