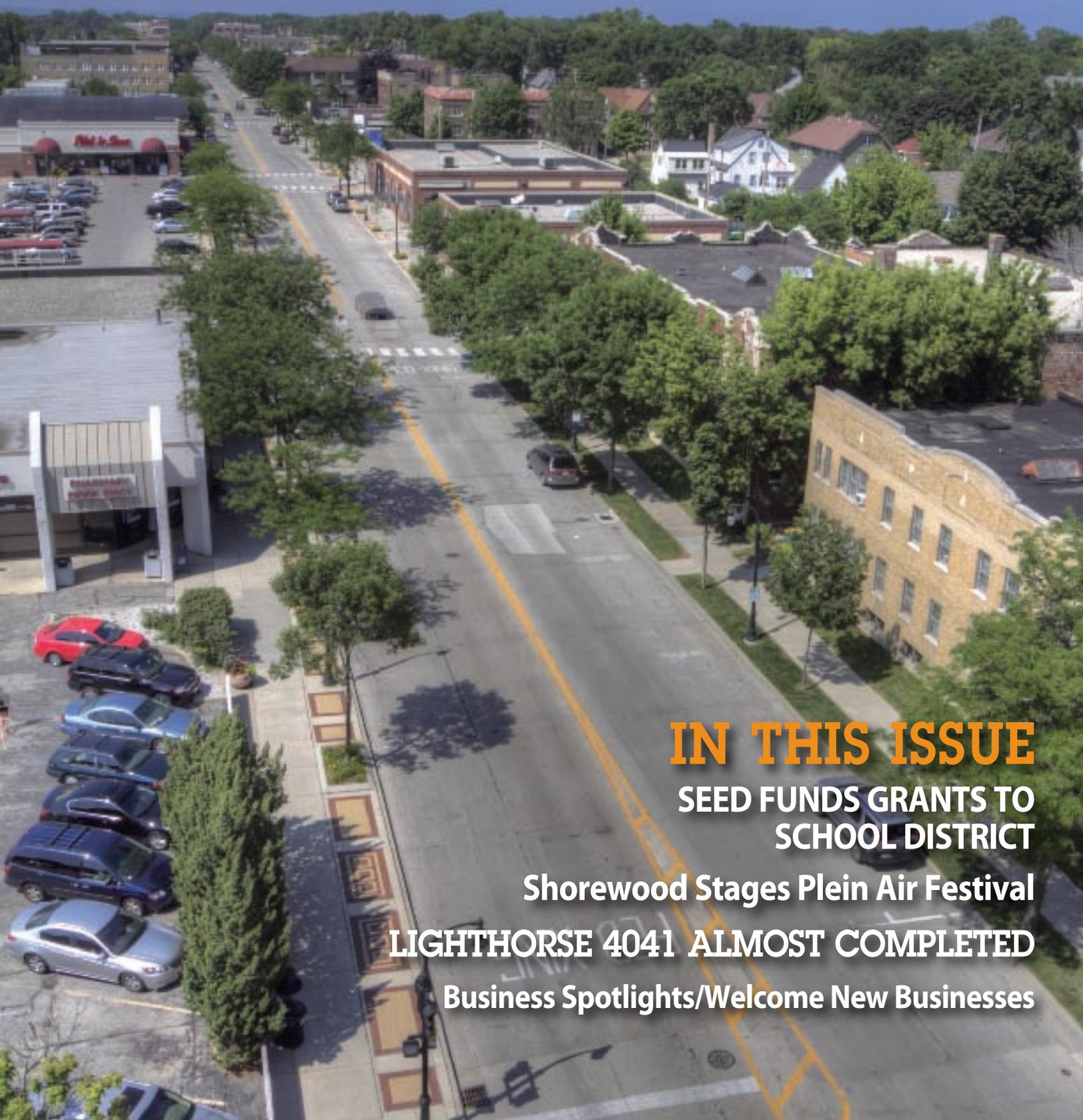


Shorewood

SUMMER 2013

TODAY

magazine



IN THIS ISSUE

SEED FUNDS GRANTS TO
SCHOOL DISTRICT

Shorewood Stages Plein Air Festival

LIGHTHORSE 4041 ALMOST COMPLETED

Business Spotlights/Welcome New Businesses

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On the Cover: Looking over the Village of Shorewood as seen from the top floor of the new LightHorse 4041 mixed-used property. For more news on Shorewood's economic development, see story on page 18. For more information on LightHorse 4041, see story on page 28.

Photos by John O'Hara

The advertising deadline for the Fall 2013 issue of *Shorewood Today* is September 27 on a space-available basis. For advertising rates, e-mail info@shorewoodtoday.com.

Shorewood Today Magazine Offers Cost-Effective Communications

Shorewood Today offers an attractive, 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.



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.

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. The magazine 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.

Shorewood Today welcomes story ideas, content suggestions and advertising inquiries, but reserves 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 info@shorewoodtoday.com.

Shorewood Today is guided by a professional advisory committee composed of representatives from stakeholder groups and Shorewood residents. Current members are Barb Caprile, Karen de Hartog, Diane DeWindt-Hall, Patrick Linnane, Colin Plese, Rebecca Reinhardt, Jenny Steinman Heyden, Karen Strom and Rachel Vesco.

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

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Don't miss Shorewood's first annual Plein Air Festival featuring 50 professional artists painting throughout the community, including meet-and-greet artist events each day. Attend the artist reception and auction on Saturday night at the Village Center/Shorewood Public Library and bid on your favorite paintings! Visit pleinairshorewood.com for details.



See article on page 22.

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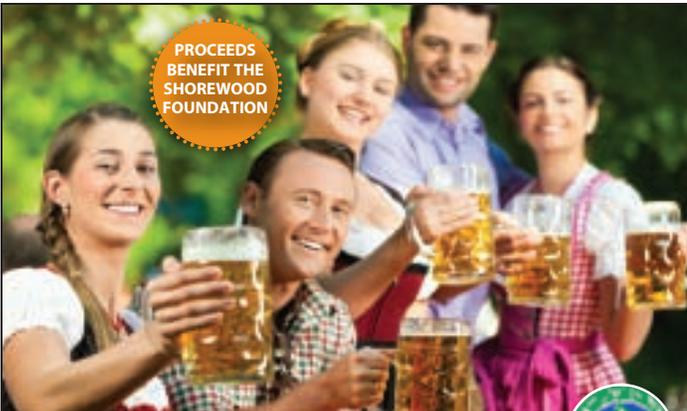
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For more information, visit shorewoodfoundation.org.

VILLAGE OF SHOREWOOD



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Our free **Welcome New Neighbors Program** is designed to connect you to Village services, businesses, schools, recreation options and volunteer opportunities. Let us help you learn everything you need to know about our vibrant Village!

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Shorewood Family Chiropractic
4433 N. Oakland Ave.
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- **Thursday, October 17, 6-8 p.m.**
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4517 N. Oakland Ave.
with an "Oktoberfest" theme.



Contact our Program Director Jenny Heyden to find out more. Call **414.847.2721** or e-mail welcome@villageofshorewood.org.

See story on page 14.

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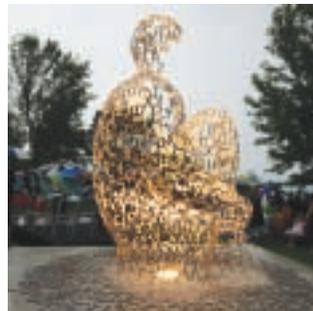
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The Shorewood Foundation gives back to the Shorewood community in a variety of ways. Thanks to our generous donors, the Shorewood Foundation has recently supported the following events and activities: July 4th Fireworks, Hubbard Park "Summer Sounds" concert series, Shorewood Concert Band, Shorewood Plein Air Festival, Historic Milwaukee's Shorewood Spaces & Traces Tour, SHS Scholarships, SHS Band and Orchestra Programs, Welcome New Neighbors Program, Shorewood Swim Club, and the Senior Resource Center.

Donations and grant requests to the Shorewood Foundation are welcome. Please visit shorewoodfoundation.org for more details.



Photo by John O'Hara

SEED Funds More Than \$92,000 in School District Grants

Over the past 10 years, Shorewood SEED (an organization dedicated to Supporting Excellence in Educational Development in the Shorewood School District) has donated extensively to Shorewood Schools. The 2012-2013 school year was no exception. This school year, SEED donated more than \$92,000 in grants to the District, and has also earmarked a donation of \$150,000 to the District's general fund that can be used, if necessary.

Many of the SEED grants focused on improving District technology, including grants totaling more than \$63,000 for new mobile computer labs at Atwater and Lake Bluff Elementary Schools, as well as at Shorewood Intermediate School (SIS) and Shorewood High School (SHS). A grant was also approved for new iMac computers at SHS to enhance the school's Instrumental Music Program through Smart Technology.

SEED grants also funded materials to support the addition of an Advanced Placement (AP) French class at SHS, additional training, materials and instruction for the Watershed Wisdom program, and new materials for the Literacy Lab at SHS. Smaller grants partially funded other District projects, including \$1,500 to purchase instructional materials and supplies designed to help prepare students for the State Science Olympiad and \$5,000 to help support the building of safe and secure instrument cabinets to house orchestra instruments at SHS.

According to SEED, the mobile labs stood out among the more than \$169,000 in grant requests the organization received because they would get extensive student use and also fit within the District's curriculum goals. SEED coordinated the purchase of the mobile labs with the District's Technology Department. Overall, SEED raised just over \$300,000 during the 2012-2013

school year, with one-third of the total coming from a single donor, another third coming from funds raised at seven special events, while the final third was the result of the organization's annual campaign efforts. This school year was the organization's best since the group was founded in 2003, with more than 230 individuals donating to the cause.

"We are so thankful to all of our donors who have helped to maintain and enhance the value of a Shorewood education. . ."

SEED was started by 10 Shorewood School District parents so that the District could maintain its quality programming while enhancing the overall educational experience for Shorewood students. That year, the organization only held one event. The following school year (2004), "Swing with SEED" was held for the first time, a dinner and music fundraiser that would go on to become the organization's marquee event. That first Swing event, held at Lakefront Brewery, raised \$50,000. In early 2013, the organization held the event at Discovery World and raised more than \$97,000.

"It's been wonderful to see the community support for Shorewood Schools grow throughout the past 10 years," SEED President Melissa Nelsen says. "We are so thankful to all of our donors who have helped to maintain and enhance the value of a Shorewood education, and are looking forward to another successful decade."

Thank You 2012-2013 Annual Fund Donors You Helped SEED Raise a Record \$300,000

SEED will fund \$92,000 in grants to **SHOREWOOD SCHOOLS** and allocate an additional \$150,000 to the General Education Fund.

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The Laura Proschka & Dan Felix Family
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Wells Fargo Educational Matching Gift Program

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Marie & Carl Douglas
Nancy & Tom Fushner
Dr. & Mrs. Curtis Fowler
Lynette & Larry Fowler
Mary Jean & Ward Fowler
Alison & Brian Frantz
Beryl Hagstrom & Susan Kala
Diana Helms
Sheila Jensen & John Jensen
Matthew & Catherine Kamm
Suzie & Barry Kessel
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John & Shirley Lammert
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Melissa & Paul Nelson
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Janet & Bob Theisen
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Jason Ricciardi & Sarah Johnson
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Linda Frank
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Sue & Tom Kelley
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Jack Lineman Family
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Greg & Janet Br Anderson
Anonymous
Ellen Bahr
Aron Baeding
Richard Baum
Jodi Baumann
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Stephan & Mikely & Margie Schmitt
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Sandra Brubaker
Anne Brown & Dale Ecker
Glenn Brown & Anne Brownwood
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Amy & Kevin Calahan
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Margaret & David Coy
The Curry Family
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Jill & Susan DeBart
Diane Senzala & Eben Gilgert
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Jay Dent
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Tara & Mary Devere
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Amy York
Sheridan & Wendy Wozniak
Amy & Lucy Wozniak
Suzanne West & Don & Chiquita
Doreen Wenzelberger & Michael & Angel Family

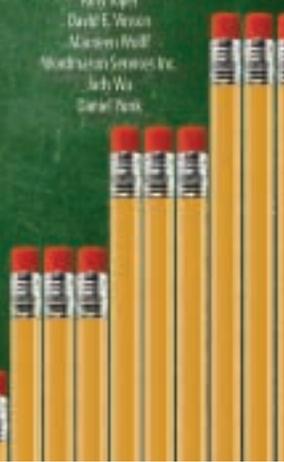
Cedar Society (up to \$99)

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Nancy Appel
Jocelyn Batty
Arlene Bator-Brosnan
Diane David Berry
Mary Beth
Jessica Baska
Mary Beth & Leslie Basso
Dorey & Natalie Carroll
Fran Brewer
Linda & Terence Cooley
John & Carolyn Coyle
Robert & Elaine Dean
Karen & John DeKorke
Fay Deepenbach & Susan Foster
Sara & Paul Dye
Hilma & Dennis Ecker
Tully Engstrom
Ellen & Fred Eskola
Wes & Lynn Evans
Rebecca Fagan-Lutz
Catherine Flaherty & Charles Gaidiga
Jocelyn Fligel
Jennifer Fryk
Stephanie Glavina
Tina & Colleen Galt
Carolyn Galt
Peggy Grammes
Nancy Grossman & John Gross
Jennifer Greenwald
Aran - Marika Heggie
Ed & Beth Hoken
Derek & Margaret Herman
The Higgins-Ladies Family
Mary Holte
Susan Holfield
Arlene & Bill Jacobs
Sony Johnson
Tiffany Gilman
Andrew Kennedy & Lois Weeber
Dana & Tracee Lopez

Ann & Andrea Khan
Russell & Barbara Kettiger
Teresa Koss
Grace Kwoy
Theresa & Marc Robinson
Laurie Lindsey & Scott Maroney
Mary Lang
Jo Larson & Jeff Hatch
Sarah Lehmann
The Locke Family
Dor Loring & Diane Gulbranson
Suzanne Lundy
Doreen & Larry Lynch
Michael Mayer & Sade Black
Janet Robinson & Greg Swanson
Bob & Catherine Meehan
Richard & Karen Merlein
The Miller-Thompson Family
Joseph & Maria Moroney
Lore & Kenneth Mueser
Linda & Stanantly Pharis
Phyllis Poole
Patricia Popper
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Wesley Sill
Michelle Sorenson
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Carmel & Mark Sweet
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Judy Wu
Sandra York

www.shorewoodseed.org

The organizers of any individual or family whose name was inadvertently omitted or listed incorrectly.





Student art work was displayed in June at the Shorewood Men's Club BBQ at Atwater Park.

Shorewood Schools Hold First Young Artists Conference

On Monday, May 20, Shorewood School District students from all grade levels and each school gathered in the Shorewood High School North Gym to take part in the first Young Artists Conference. As part of the conference, younger students partnered with older students to paint small murals highlighting their interests, hobbies or likes.

SHS freshman Celeste Carrol, for example, partnered with Atwater student Juliet Loomis to paint a mural on travel, an interest shared by both girls. As Carrol explains, the girls painted four small images and then incorporated the theme of travel into each of them.

The conference was organized by the District's art teachers: Angela Hayes, Kevin Karman, Ann Bauer de Ruiz, Emily Towner, Sonja Juffer and Jeff Zimpel. The Shorewood Men's Club also gave its support after member (and Shorewood School District parent) Dillon Grimes came up with the idea while speaking to Lake Bluff art teacher Kevin Karman. According to Grimes, he thought the project would be a great way for both the Men's Club and students to get involved and give back to the community. The Men's Club also purchased the art supplies that were used by the students during the conference.

After the murals were completed, they were displayed at the Men's Club Annual Chicken BBQ event on Saturday, June 8, at Atwater Park. Following the BBQ, the murals were moved to the Shorewood Library, where they will remain on display throughout the summer.

This fall, the murals will be auctioned off, with a portion of the proceeds going to charity. More information about the auction will be released in the coming weeks.



High School Garners Multiple Awards

Shorewood High School (SHS) recently celebrated a very successful spring filled with numerous awards, honors and recognitions.

In late April, SHS was named the top high school in Wisconsin by *U.S. News and World Report*. Based on the factors used to rank high schools throughout the nation, Shorewood received the honor because of its Advanced Placement (AP) scores, with 52% of students taking an AP exam and 45% of those students earning scores high enough to gain college credit. Shorewood students also received high math and reading scores on the state's Wisconsin Knowledge and Concepts exam (WKCE) that is administered each fall.

Nationally, Shorewood was ranked the 476th best high school in the country, and was the only Wisconsin high school to receive a gold medal from the publication.

According to Shorewood Intermediate School Principal Mark Harris, the school's whole student approach is a major factor in Shorewood's success. "At SHS, we're about more than just test scores and AP credit," Harris says. "Our arts, athletics and wide range of co-curricular activities ensure that our students are well-rounded and ready to take on the real-world challenges they'll face after graduation."

The success at the high school didn't end there, though, as the school's art and athletic programs also celebrated many successes this spring.

Members of the SHS orchestra, band and choir took part in the Wisconsin School Music (WSMA) State Solo and Ensemble Festival at the University of Wisconsin-Milwaukee on Saturday, April 27. Fifty-three events from SHS (27 from orchestra, 19 from choir and seven from band for a total of 70 SHS students) participated in the festival. Of those, 39 SHS events received a Gold Medal rating, including 18 from choir and orchestra, and three from band.

In May, Shorewood Drama received multiple honors from the Tommy Awards program, run through the Overture Center for the Arts in Madison. As part of the program, a panel of educators, theater experts and industry professionals reviewed the musicals of participating schools. Based on their assessments, productions and individuals received awards in specific categories.

Shorewood garnered many awards for its production of "Spring Awakening" including:

- Outstanding musical, director, set design, musical director/orchestra, choreography, costume design, lighting design
- Stage manager Brendan Eder
- Lead performer Henry Cummings as Melchoir

- Lead performer Martha Hellermann as Wendla
- Lead performer Story Sandy as Moritz
- Supporting performer Connor Hopkins as Hanschen
- Cummings was also named outstanding lead performer for his role as Jesus in the winter production of "Godspell." In addition to the many honors awarded, both shows were also nominated for numerous other titles, such as outstanding musical number and supporting performer.

Finally, in late May, 12 Shorewood athletes (four girls and eight boys), traveled to LaCrosse, Wis., and took part in the WIAA State Track meet. SHS celebrated a major athletic accomplishment as the boys' track and field team won the Division II State Championship for the first time in school history. During the meet, numerous Shorewood athletes earned top individual and team finishes, including a first-place finish by the boys 4 x 400 meter relay team of Alec Grimmer, Taylor Dennis, Jacob Goldberg and Justin Rabon. The team also set a new Division II state record in the event.

"Overall, we had a wonderful, successful spring at SHS," Shorewood Superintendent Dr. Marty Lexmond says. "It was a great season to be a Greyhound."





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LIGHTHORSE 4041



LightHorse 4041 is a mixed-use luxury apartment community located in the heart of Shorewood Village. 84 apartment homes with 1, 2, & 3 bedroom floorplans as well as community amenity spaces such as a clubroom, fitness center and rooftop terrace. Apartments will feature condo-level finishes such as granite countertops, stainless-steel appliances and in-unit washer/dryer. Move in Fall 2013.

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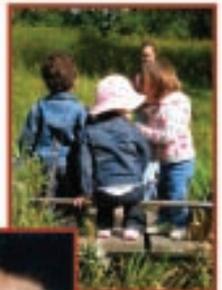


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Junior and Senior Kindergarten Classes Return to Early Education Center Buildings

As part of the 2013-2014 School District budget, the Shorewood School Board voted to move the junior kindergarten and some senior kindergarten classes at Lake Bluff and Atwater Elementary Schools into each school's Early Education Center. (The senior kindergarten classes will remain in the main building at Lake Bluff.) The centers, or EEC buildings, were designed to support the District's play curriculum for its youngest learners. The District's Bright Beginnings Preschool program is also housed in the EEC buildings.

Although play is not usually something that individuals associate with traditional preschool and kindergarten activities (like learning to count or read), play is actually a necessity for young children, as they learn best through play. For example, giving students a chance to play and experiment with hands-on building materials may spark a lifelong love of engineering, while still providing children an opportunity to practice important age-appropriate social skills, including listening, cooperation, negotiation and more.

Previously, junior and senior kindergarten classes were held in regular classrooms in each school's main building. However, after reevaluating the structure of the classes, Board members decided to move the classes into the EEC buildings to ensure students would receive all the tools necessary to succeed at their young ages.

"Our EEC buildings give our students and teachers the space needed to fully implement the play curriculum," says Dr. Tabia Nicholas, Executive Director of Curriculum Instruction and Pupil Services. "Our students will now be prepared for a long educational career in Shorewood and beyond."

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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ALUMNI NEWS

Special Thanks to Alumni Volunteers!

This year's All-Class Reunion on Sat., July 13, was a tremendous success because of the commitment and planning by the SHS Alumni Board and input from volunteers all over the world. We would not be able to host such an annual grand event without their hard work and the work of volunteers like Carol McWade '70, Mike Stillwell '79 and the class captains running concurrent reunions.

Hats off to musicians Jason Braun '88; Dave Miller '79; Greg Anderson '13; School Board member Colin Plese and Freddy Bliffert '66. George Darrow and Nancy Peske '80 brought us light and sparkle with the addition of the disco ball for the Sock Hop. Thanks to SHS administrators and Drama Director Patrick Spreadbury for helping everything to run smoothly.

Special thanks to the Three Lions Pub, Lakefront Brewery and ESG by Honeywell for your sponsorships of the SHS All-Class and Community Picnic and Sock Hop.



Reunions

It was wonderful seeing so many alums who returned this summer for SHS reunions! The SHS Alumni Board appreciates the scheduling of individual class year reunions on the same weekend as the All-Class Reunion (second Saturday in July every year), because we can leverage more school resources and create dedicated tours and services for our alumni on that Saturday. Please give this some consideration when planning your future class reunions.

Class of 1993: Your reunion is coming up this fall! Contact Drew Hornbeck at Dhornbeck@newvisionwilderness.com.

Fundraising Effort: Swimming Pool Upgrades

Congratulations to the Shorewood Swim Club for a successful collaborative swim meet fundraiser to generate support for new timing pads, starting blocks and scoreboard in the VHE Pool. If you are interested in making a donation, please contact Paul and Doris Dix at shoreswimfundraising@gmail.com.

Fundraising Effort: SHS Alumni Scholarship Fund

The Association counts on its alumni to fund its \$1,000 per year grant to an outstanding graduating senior. This year's recipient is Anna Coffaro, who plans to attend UWM in the fall.



Photo by John O'Hara

Calling All Greyhounds!

Freshly updated membership information, gear, an In Memoriam section and news are on our website at shorewoodalumni.org.

Check out the SHS Alumni Association on Facebook to connect with Friends and share reunion details and photos here:

[Facebook.com/ShorewoodAlumniWi](https://www.facebook.com/ShorewoodAlumniWi)

Contact the SHS Alumni Association at shorewoodalumni@gmail.com, or mail to P.O. Box 11427, Shorewood, WI 53211.

Thanks For Your Donations!

The Shorewood High School Alumni Association is a 501 (c)3 charitable organization with an EIN 35-2198274.

Word to the Wise

Don't be fooled by AlumniClass.com "Lifetime Membership" solicitations. This is a separate organization that is not affiliated in any way with Shorewood, Wis., its schools or its nonprofit SHS Alumni Association.

SHS Alumni Board and Officers

Please contact your SHS Alumni about your interest in being on the Alumni Board. Term limits are expiring for many officers in 2014.

- President, Jenny Steinman Heyden '86
- Vice President, Bill Trost '53
- Secretary, Jennifer Kringel '86
- Treasurer, Christopher Trost '78
- Merchandise Director, Rachel de Hartog '95
- Musical Director, William Hindin '72
- Desty Lorino '75
- Doris Kitazaki '86
- Nancy Peske '80



All-Community Events and Recreation Department News

Shorewood Recreation Flag Football League

The Shorewood Recreation Flag Football League is open to students in grades 1-6. The new format will include parent volunteer coaches and instruction from SHS football players. Participants will be placed on a team that will practice one night each week, with games held on Saturday afternoons on the SHS football field. Before the games kickoff, SHS players will lead 15 minutes of instruction. Parents interested in coaching can contact Nick Phalin at NPhalin@shorewood.k12.wi.us.

Dates: Saturday, August 31-September 28 • 1:15-2:45 p.m.

Location: SHS Football Field

Fee: Resident \$40 / Non-Resident \$60

Registration Deadline: Friday, August 9

Wisconsin Senior Olympics

Come watch the 2013 Wisconsin Senior Olympics swimming event at the VHE pool (located inside the science building on the high school campus). For more information, visit wiseniorolympics.com

Date: Saturday, September 14 • 1-5 p.m.

Location: VHE Pool

Fee: FREE

5th Annual Shorewood Community-Wide Halloween Party

Join SEED and the Recreation Department for a night of Halloween fun and games. This event will feature family-friendly activities and games, including bowling in the SHS bowling lanes, a haunted hallway and more. Be sure to wear your Halloween costume!

Date: Thursday, October 31 • 4-5:15 p.m.

Location: Shorewood High School Youth Center

Shorewood Recreation Department To Offer Fall Classes

- **Full Body Overhaul:** This exercise class uses a variety of workouts and workout equipment to challenge your entire body. Classes will start in August and September, with sessions throughout the week at various times.
- **Arthritis Exercise Program:** This program uses gentle movements and activities designed to increase mobility and range of motion. Participants should be prepared to start feeling better, gain energy and have the ability to accomplish daily tasks with ease.

Save the Date: Shorewood Fowl 5K Run/Walk

This annual 5K run/walk in November supports the State Champion Cross Country team at Shorewood High School. Register online at shorewoodrecreation.org.

Date: November 23 • 10 a.m.

Meet at Shorewood Intermediate School



www.edwardjones.com

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OR [facebook.com/shorewoodgov](https://www.facebook.com/shorewoodgov)**

Schools: [facebook.com/ShorewoodSchools](https://www.facebook.com/ShorewoodSchools)

Business District: [facebook.com/shopshorewood](https://www.facebook.com/shopshorewood)



Program Director Jenny Heyden (left) greets new resident Christine Updegraff at the recent Welcome New Neighbors reception at the Waxwing Gallery.



Photos by John O'Hara

Welcome New Neighbors Program Launches in Shorewood

Focus on linking new residents to Village programs and services

Welcome New Neighbors is a free program from the Village of Shorewood designed to connect new residents with Village services, businesses, schools, recreation and volunteer opportunities.

Welcome New Neighbors' receptions that are open to all are also being staged to bring new neighbors and residents together to meet and greet each other. Read on!

The New Welcome Wagon

Saturday mornings have become popular for new residents to meet with the Program Director Jenny Heyden – replacing the former “Welcome Wagon” parlor visit with a power hour at a location in Shorewood that provides caffeine and friendly “hellos.”

The program is an immediate success. “I cannot believe how warm, friendly and welcoming this community is! Our neighbors have been so kind, but it was my meeting with Jenny that made me realize this community is special. The fact that there is a point person in the Village office for me to bounce off initial questions made me immediately feel right at home,” says Maggie Joos, a new Shorewood resident.

Every new household is invited to meet with Heyden in a one-on-one setting, and can set up that first meeting by calling, e-mailing, or signing up at Village Hall.

At the meeting, Heyden goes through the contents of the “goodie bag” – a Conservation Committee reusable green bag brimming with information provided by the Village, School District, local businesses and volunteer organizations to share with the new neighbors.

Christine Updegraff, who recently moved from Virginia for work in Milwaukee, chose Shorewood for the schools and community. She expresses her gratitude for the program: “Moving to a new city where you have no family or friends can be a daunting task. It really helps to have not only a great source of information about the new community, but friendly,

welcoming people who learn about your family and provide fantastic advice that is tailored to your specific needs and interests. Even though I knew Shorewood was a great choice of communities, the Welcome New Neighbors Program has helped me settle in so much more comfortably than I anticipated. Thank you!”

Ariane Strombom has also enjoyed her experience with Welcome New Neighbors. “Even though we moved here from downtown Milwaukee, Shorewood is a friendly little world apart from the city, and the program was invaluable to us in acclimating to Shorewood! From introducing us to neighbors, to encouraging our attendance at fun, local events, to helping us take care of administrative tasks (like registering our miniature schnauzers and getting library cards), the program has helped us feel like we are part of the Village. After looking at nearly every home for sale in our price range on the North Shore, it is comforting to know that we found a home in such a welcoming community.”

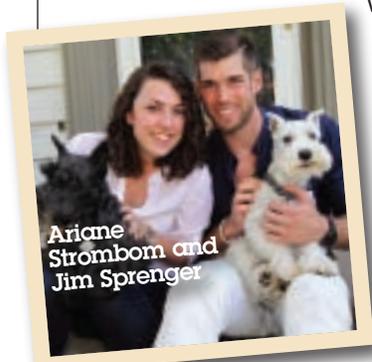
Village, Business and School Collaboration

Shorewood Village Manager Chris Swartz is happy to see the program working. “The New Neighbors program was developed to encourage and retain families in Shorewood Schools, and that includes sharing the great track record of our Shorewood graduates, the #1 school status in the state (according to *U.S. News and World Report*), and our award-winning Village amenities and services. We’re happy to see such a positive response to the program and encourage new residents to take advantage of it.”

It's a Sweet Business

Businesses have provided great content such as mugs, free services, cookies and valuable information. Miss Cupcake on Oakland provides fresh bakery for the program. Says owner Ashley Weber, “Miss Cupcake jumped at the opportunity to welcome new residents in Shorewood. Fresh baked goodies give you a warm sense of home and that is exactly how we want our new neighbors to feel.”

All businesses are welcome to provide something of value to the Welcome New Neighbors program by calling 414.847.2721, e-mailing welcome@villageofshorewood.org, or dropping off materials at Village Hall, 3930 N. Murray Ave.



Ariane Strombom and Jim Sprenger



Jill Compton and her two sons



Maggie and Randy Joos

Evening Receptions Make Meeting Convenient

To meet the demand for the program, find a time that is often convenient for busy people and create an opportunity for residents to welcome new friends, the Welcome New Neighbors Program has launched a series of free receptions that are open to the public and geared toward giving our new friends a warm welcome. The first reception was held on June 27 and was sponsored by proprietor Steph Davies at the Waxwing Gallery, 4415 N. Oakland Ave. Because of its success, other receptions have been scheduled.

Colleen Heffron and her husband Adam from St. Paul, Minn. learned about the Fitness Center and pool, which are open to the community but housed in the high school campus. According to Deb Stolz, Recreation and Community Services Director, "It is wonderful to see this program being implemented. What a great way to welcome new individuals and families to Shorewood by informing them of the many opportunities Shorewood has to offer."

The main theme among new neighbors at the reception seemed to be one single hurdle – finding a house to buy. Says newcomer Maggie Joos, "We used a realtor to help us find our home. While I did a lot of online research myself, he actually brought us to this house before it had even hit the Internet. I'd highly recommend using a realtor who is familiar with the area to snag the perfect home for you."

Upcoming Welcome Receptions

- **Wednesday, September 25 • 6:30-8 p.m.**
at Shorewood Family Chiropractic, 4433 N. Oakland Ave.
"Back to School" theme with complimentary chair massages.
- **Thursday, October 17 • 6-8 p.m.** at Big Bay Brewing Company, 4517 N. Oakland Ave. with an "Oktoberfest" theme.

If your business, organization or department would like to host a Welcome New Neighbors' reception, please contact the program director to enroll (414.847.2721).

Seeking Dedicated Volunteers

Because of the volume of interest in the program, volunteers from Shorewood are being sought to meet with new neighbors and provide the same focused orientation provided by the program's director. If you are interested in helping out, contact Jenny Heyden at 414.847.2721 or welcome@villageofshorewood.org.

You can also connect to the Welcome New Neighbors Program via Twitter: Twitter: @NewNeighborShwd or Facebook at [Facebook.com/WelcomeNewNeighborsShorewoodWi](https://www.facebook.com/WelcomeNewNeighborsShorewoodWi)

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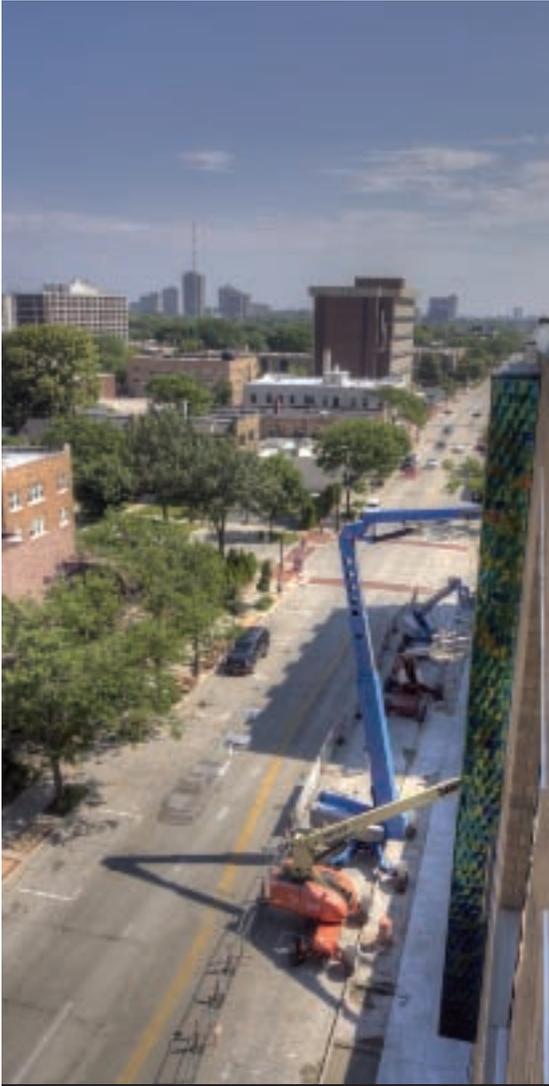


Photo by John O'Hara

Shorewood in 2025: Envisioning and Planning for Our Future

“We hope everyone will see this process as an opportunity to be involved in planning the future of our Village.”

What should our Village look like in 2025? What services and amenities do residents consider a priority? Have resident issues and perceptions changed over time? This fall, the Village Board, with much assistance from residents, community groups and Village staff, will begin a new “visioning” process to answer the those questions.

“Visioning” is a term used to describe a strategic planning process that develops an image of what a community would like to be in the future and an implementation plan to get there. It is a process that is not prescriptive, but provides guidance. It brings together diverse sectors of the community and seeks to gather information in order to understand the answers to four important questions:

1. Where are we now?
2. Where are we going?
3. Where do we want to be?
4. How do we get there?

The last visioning project took place in Shorewood in 2005, projecting to 2015. The completed 2015 vision document contained a list of statements and implementation plans for each vision. Village Board members have routinely questioned the merit of projects and services relative to vision statements. In the last budget process, all department managers had to identify accomplishments and place them under a vision statement.

One of the vision implementation plans was “protect and enhance public green spaces.” According to Trustee Michael Maher, this statement inspired and validated all of the work that has been done at Atwater Park and Beach, planning for the Milwaukee River Greenway, support for Estabrook Park’s dog park and working with the School

District to improve playing fields at the grade schools.

Another implementation plan was “promote vibrant urban housing.” This plan drove both the Neighborhood Loan Program to encourage enhancement of single-family homes and support for “architecturally appealing, pedestrian-scale, multi-family development” (The Cornerstone, Ravenna and LightHorse buildings).

Now, however, it is time to renew the visioning process. “We have had changes in population and buildings since 2005, and we have had dramatic, unanticipated events like floods that affected our service priorities,” says Trustee Patrick Linnane. “We really want to know what folks are thinking right now. Are we paying attention to issues that arose in 2005? Have perceptions changed? Are we taking advantage of new technologies to both listen and respond to the public? To make sure we are current with our population, we have to come back and do check-ins.”

There will be a number of opportunities for residents to become involved in the new visioning process starting with a community-wide survey (see page 17). “We want to take full advantage of our committees and active Village volunteers, and we are looking at ways to engage hard-to-reach groups like our renters,” says Linnane. “We hope everyone will see this process as an opportunity to be involved in planning the future of our Village.”

To further understand the visioning process, see the 2015 documents on the Village website: villageofshorewood.org. Also check the website and the Village Manager’s Weekly Memo for planned meetings/focus groups and other opportunities to be involved in the planning process.

Village Survey To Measure Resident Priorities and Perceptions

The Village Board wants to know what Shorewood residents think about Village services as well as current and future initiatives. To that end, a survey will be conducted this fall to provide guidance for the Board to meet the needs of Shorewood residents.

The Center for Urban Initiatives and Research at the University of Wisconsin-Milwaukee is helping Village staff design the survey, that is tentatively set to begin on September 13. The survey will be accessible online and on paper. A postcard will be mailed to all residents indicating the dates of the survey and the web address to access the survey.

Residents are strongly encouraged to complete the survey online to increase accuracy and minimize staff time. For the convenience of those who do not have home computers, terminals will be set up in Village Hall and the Library specifically for completing the survey online. Paper copies will also be available at the Library and Village Hall and at the Senior Resource Center.

The tentative completion date for the survey is October 18. The last Village-wide survey was conducted in 2008.

BIKERS TAKE NOTE!

Do NOT ride your bike on the sidewalk in Shorewood

If you are 12 years of age and older, it is against Village ordinance to ride your bike on any sidewalk in Shorewood. Please take note of this important rule. The only exception is a bicycle equipped with a child seat AND carrying a child.

In addition, only ONE person per bike is allowed, unless the bike is tandem or has a child's seat.

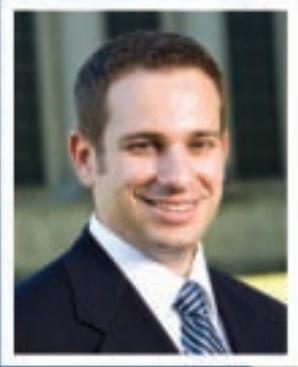
Please familiarize yourself with all the biking rules by picking up a bike brochure at Village Hall or the Shorewood Police Department. You also need to register your bike in Shorewood. Stop at the Customer Service Desk at Village Hall Monday-Friday between 8-5.

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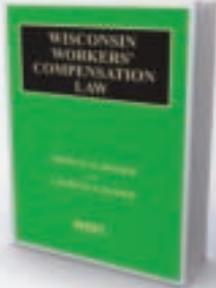
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FROM VISION TO REALITY

Building Proposals Are Scrutinized and Refined

Harbor Retirement Associates (HRA), an organization with extensive experience in senior living facilities, has submitted a proposal to build a new facility in the 1100 block of E. Capitol Dr. (former Riverbrook/Pig and Whistle location). HRA has agreed to participate in the Village of Shorewood's extensive evaluation and approval process in order to obtain Village approval to build a new facility, that would include both assisted-living and memory-care units.

All new business proposals for Capitol Dr. and Oakland Ave. are reviewed by Village staff and committees before construction is approved, a process that may take three months or more. The careful review and refinement of plans by all concerned parties should lead to a "win/win" situation that will allow the project to go forward within the spirit of the rules.

"Our comprehensive review process is meant to assure that new development projects meet Shorewood standards for appearance, zoning and physical construction, while facilitating desirable objectives of the developer," says Pete Petrie, Chair of the Community Development Authority (CDA).

Like all new business proposals, HRA's proposal will be reviewed by the following entities, each of which has a specific purpose.

1. Community Development Authority

The CDA's role is to enhance attractiveness, vitality and property values in the business district. Using Shorewood's Master Plan for the business district, and with guidance from the CDA, Village staff pursue development projects that will serve those objectives.

Some projects that meet those objectives request Village financial support, in the form of grants and/or loans, to produce a fair return on investment for the developer or owner. In those cases, the CDA oversees a rigorous review of the project's finances to assure that the developer's costs are accurate, that the developer's rate of return is not excessive, and that the payback to the Village in the form of increased property taxes is assured. Responsibilities of the Village and the developer are documented in the form of a Development Agreement.

2. Design Review Board

The Design Review Board reviews architectural plans for the proposed building including quality of materials, the height and massing of the building, lighting, colors, landscaping and exterior signage. They use the Village's Design Guidelines, adopted in 2006, to support their subjective decisions. The goal of the Guidelines is to maintain and encourage architectural diversity, retain Shorewood's "small town," pedestrian-oriented context, and allow for new building technologies and architectural styles while retaining the human scale and charm of the business district.

3. The Plan Commission

The Plan Commission conducts a review of any requested zoning amendments and conditional use permits and performs a broad site plan review. Commission members will ask questions such as "Given the daily traffic volume, will the request have a serious impact on traffic circulation?" and "Is the proposal consistent with the Village Comprehensive Plan and Central District Master Plan?" Because the site is along the Milwaukee River bluff, a careful review of the Shoreland Ordinance will be an important part of the HRA proposal discussion.

"All new business proposals along Capitol Dr. and Oakland Ave. are reviewed by Village staff and committees before construction is approved."

4. Village Board

Ultimately, the Village Board must review staff and commission recommendations and approve the Development Agreement, as well as any proposed zoning changes for the property.

In addition to the board and commission reviews, Village staff complete an extensive site plan review prior to the beginning of any construction.

Comments and questions from Shorewood residents are welcome at a number of points along the way. "We will solicit reaction from neighbors and from representatives of the Conservation Committee, the Greenway Coalition and the Pedestrian and Bicycle Safety Committee," says Village Manager Chris Swartz. "It is in everyone's best interest – developer, builder, and most of all our residents – that we follow our guidelines, identify any potential problems and refine the plans before approving new development."

Harbor Retirement Associates has developed or renovated more than 1,400 senior living units across the country. The company specializes in independent living, assisted living, Alzheimer's/dementia and skilled nursing communities under the Regency Park and HarborChase names. (For more information, visit HRA seniorliving.com.)

The Village anticipates that at least one additional major development proposal will be submitted this summer. Further information on proposals, drawings as they become available, and opportunities for resident participation in the review process will be posted on the Village website and included in the Village Manager's Weekly Memo. To subscribe to the e-mailed memo, contact manager@villageofshorewood.org.

The new season of dinner meetings and special events starts Sept. 1



Shorewood Men's Club

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4th of July Celebration • National Night Out

The image shows the interior of a rustic bar. A large red banner across the top reads "VOTED 'BEST NEW BARS IN AMERICA' BY DETAILS MAGAZINE". In the foreground, a wooden sign on a post says "OPENING IN MAY: CABIN" and "THE CABIN WILL OFFER ADDITIONAL SEATING, PLUS ROOM FOR PRIVATE PARTIES!". The bar has a wooden counter, stools, and a large antler chandelier. A sign on the wall says "POST OFFICE PENWOOD WIS". The AMP logo is visible in the bottom right corner.

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The tree at 2420 E. Olive St.

Photo by John O'Hara

Check Out Our "Most Distinguished Trees"

Shorewood – by its very name – is defined by its urban forest and has been designated a Tree City USA by the National Arbor Foundation every year since 1996. The Village of Shorewood owns and maintains 6,226 street, boulevard and other public trees. DPW Forestry personnel manage the Village's urban forest through tree pruning, inspection, treatment, removal and replacement. Based upon accepted urban forestry valuation methods, the dollar value of Shorewood's urban forest is estimated at more than \$15 million.

Department of Public Works (DPW) staff recently completed a walking tour guide of Shorewood's "Most Distinguished Trees." The free guide is available at Village Hall and at the DPW office. Ten of our oldest, biggest and best examples of native trees are identified.

Top honors go to a White Ash at 1116-18 E. Glendale, a tree that is nearly 45 inches in diameter and is estimated to be more than 90 years old.

Pick up the Distinguished Tree guide (see tree locations below) and enjoy a good walk under Shorewood's canopy of trees.

- 3700-02/3704-06 N. Murray Ave.
- Intersection of Murray/Newton Ave.
- 3921 N. Prospect Ave.
- 2401 E. Olive St.
- 2420 E. Olive St.
- 2401 E. Lake Bluff Blvd.
- 4444 N. Farwell Ave.
- 4212 N. Murray Ave.
- 1712-14 E. Marion St.
- 1116-18 E. Glendale Ave.

Former Bookshop Becomes Art Studio to Benefit Breast Cancer Fundraiser



The next time you're out for a Shorewood stroll on a Tuesday evening, peek into the windows of the former Open Book/ Schwartz Bookshop on N. Oakland Avenue. You'll be surprised to see the place alive with female "artists" working on an amazing project. The women are breast cancer survivors expressing and confirming their

survivorship by transforming old chairs, tables, bookcases, stools and other objects into works of art for auction at the Wisconsin Breast Cancer Coalition's Annual Rare Chair Affair. Most of these women have never done anything "artistic" before, but under the guidance of artist advisors they are finding a creative way to release very personal emotions that have special meaning for them.

The Rare Chair Affair fundraiser dinner, now in its 14th year, will be held Friday, September 27, at the Hyatt Regency Hotel in downtown Milwaukee. The heart and highlight of the evening is the unique and moving live auction of the survivor-created pieces. Guests will also have the opportunity to bid on chairs created and donated by professional artists, as well as sports memorabilia, gift certificates, jewelry and more. Donations to the silent auction from businesses are welcome and anyone who wishes to support the work of the WBCC is invited to attend. The money raised for this very inspirational event stays in Wisconsin. For more information, please call 414.963.2103 or visit rarechairaffair.org.

Wisconsin Breast Cancer Coalition (WBCC) is a non-partisan and nonprofit statewide advocacy organization that focuses on areas not addressed by other breast cancer organizations – such as policy to ensure all women have access to screening and treatment options, or educating policy makers and the public about environmental links to breast cancer.

According to WBCC Executive Director Dawn Anderson, "We appreciate the community's involvement and support and look forward to a successful event this September." You can learn more at wbcc@standupandspeakout.org

Many thanks to Roundy's Supermarkets (which operates the Pick 'n Save stores and owns the former bookstore building), for generously donating the studio work space.



Pat Skowronski

Moira Leonhardt

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Milwaukee Journal Sentinel 2011, 2012, 2013



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Three-Day Plein Air Festival Planned for September 19-21

Come September you'll wonder if you're in Paris, Greenwich Village or a thriving art colony. Surprise! It's Shorewood's first annual "Plein Air Shorewood" Festival where 50 talented professional artists will paint outdoors throughout the Village on Thursday, Friday and Saturday, September 19-21, as part of a weekend of enjoyable community events.

Plein air is a French expression that means "in the open air" and describes painting outdoors in natural light. The festival coincides with the third anniversary of the installation of the Village's first major art acquisition, "Spillover II," by internationally known artist Jaume Plensa. It is a cooperative venture of the Public Art Committee and the Village of Shorewood. "Wisconsin is a leader in the most number of plein art events taking place each year, and now Shorewood proudly joins their ranks," says Dick Eschner, Chair of the Public Art Committee.

In the mid-19th century, French impressionist painters such as Claude Monet, Camille Pissarro and Pierre-Auguste Renoir popularized plein air painting making it an important art movement. These famous artists would have loved setting up their easels in Shorewood to portray the charm and ambiance of the Village. The 2013 festival painters are already combing the Village to search out their favorite spots.

"As artists, we will be exploring the entire landscape of Shorewood," says James Hempel, a Shorewood resident and professional plein air artist who will be participating in the event. "We want to capture the most beautiful, interesting and evocative views – from the stony beaches of Lake Michigan, to neighborhoods of bungalows and quaint storefronts, to the wooded river park land. I believe plein air is the perfect bridge to bring art to the community."

Watching plein air painters is fascinating because the artists must work quickly to catch the fleeting natural light effects. Typically, the initial painting is completed in two to three hours before the quality of the light changes. The artist may return to the same location another day, at the same time, to complete the work or make adjustments. Art fans of all ages will enjoy following this intriguing process.

A variety of special artist meet-and-greet events will complement the 3-day event, including a Thursday breakfast and dinner, a Friday night street festival with live music and a Saturday breakfast – all open to the community. The paintings created will then be included in a silent auction at the Saturday night public reception. A percentage of sales will benefit



Shorewood's Public Art Program.

Cash prizes for best of show and first, second and third place will be awarded by a jury of nationally known painters: David Lenz, James Maki and Nancie King Mertz, and author/art historian Diane Buck. Lenz, Maki and Buck are all Shorewood residents.

Plein Air Shorewood is an excellent opportunity for sponsorship and community involvement. A variety of sponsorship packages is available, including underwriting for artists' receptions and awards, musical entertainment and the end-of-event gala. Volunteers are also needed for help for activities throughout the event weekend.

The Shorewood Foundation is the Major Presenting Sponsor of Plein Air Shorewood. Additional support is being provided by a number of community organizations and groups, including the Shorewood Woman's Club, the Village of Shorewood Marketing Program and the Shorewood Business Improvement District.

PLEIN AIR SHOREWOOD SCHEDULE (RAIN OR SHINE)

Thursday, September 19

10 a.m.-5 p.m. 50 professional artists painting throughout the Village

6-9 p.m. Artist and Community Celebration at Hubbard Park Lodge with live music, beer and brats

Friday, September 20

7 a.m.-5 p.m. 50 professional artists painting throughout the Village

7-9 a.m. Join community leaders in celebrating the third anniversary of the installation of "Spillover II," the Plensa sculpture at Atwater Park (Lake Dr. and Capitol Dr.) with refreshments

6-10 p.m. Street festival at north end of Oakland Ave. (4500 North) with live music, artists and refreshments for purchase

Saturday, September 21

8-10 a.m. Coffee and refreshments with the artists at the Village Center (lower level of Library)

10 a.m.-12 noon Collectors' sneak preview and sale at Library

12 noon-2:30 p.m. Quick Paint throughout the community

6-6:30 p.m. Awards Ceremony at the Village Center

6:30-9 p.m. Party and Silent Auction. Meet and greet the artists, bid on your favorite paintings, refreshments, Village Center/ Shorewood Public Library (free and open to the public)

For more information on sponsorships, volunteering or the festival, please e-mail info@pleinairshorewood.com or visit pleinairshorewood.com.



ADA-accessible playground equipment



Chill lounge for Atwater Park



Outdoor ping pong table

Leave a Lasting Impression on the Community You Love



Most often when you make a donation, you get a letter of thanks, your name listed in a program and a tax deduction.

Nothing wrong with that. But wouldn't it be even more special to be recognized in a way that has a very personal and long-lasting meaning for you, your family and loved ones?

The Shorewood Foundation has partnered with the Shorewood Parks Commission and the Shorewood School District to enable you to enhance and preserve the beauty and quality of our community by donating to a variety of useful amenities and be recognized for your generosity.

It's called the Shorewood Foundation Amenity Fund and it offers numerous giving opportunities. "We are thrilled to offer this comprehensive giving program for our residents and business owners," says Ann McKaig, Chair of the Shorewood Parks Commission. "Many people have already stepped forward with a commitment. And all gifts, no matter how big or small, are welcome, appreciated and will go directly back to support our community."

There are many ways you can participate. For example, you can help fund a new lounge bench (\$875) for Atwater Park, a picnic table (\$275) for Hubbard Park, or a bike rack for Shorewood High School (\$500). Atwater School can use a pyramid net climber (\$8,295-17,295), and several outdoor ping pong tables (\$2,800 each) are needed for various locations. Individual boards for the Atwater Beach Boardwalk can be purchased for \$250 each. Larger items, such as ADA-accessible

playground equipment or a shade structure for Atwater Beach, can be purchased by combining smaller donations to create the funds needed. To acknowledge your gift, whenever possible, memorial plaques can be attached to the item and donors will be recognized in the Manager's Memo and in the *Shorewood Today* magazine.

A brochure listing additional suggested items will be available soon at Village Hall and posted on the Village and School District websites. If you have other giving ideas and suggestions, please contact the Village Manager's Office at 414.847.2700.

The Shorewood Foundation is the receiver of all funds designated toward specific items. The Foundation is a non-profit organization enhancing the Shorewood community since 1964. By combining individual donations together, the Foundation has made a meaningful impact on the community. Some of the Foundation's most noteworthy contributions include the annual 4th of July fireworks at Atwater Park, the Summer Sounds concert series at Hubbard Park, the Shorewood Plein Air Festival, Shorewood High School scholarships and Post-Prom, and the Welcome New Neighbors Program.

The Shorewood Foundation Amenity Fund is a wonderful way to make a difference and a lasting impression in the community we all love. The Foundation would be happy to assist you in making an individual donation or a group donation through your neighborhood group or organization. For more information, please e-mail info@shorewoodfoundation.org

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Village Notes and Resources

Changes to OnLine Utility Payments (on Village website)

Residents may notice a different look to the online utility payment site accessed through the Village website (click "Online Services" then "Utility Payments"). The "search by address" and "search by customer name" options are no longer available. To access the utility bill information and/or pay the utility bill online, by credit card or e-check, residents must enter the utility bill account number. Please contact Customer Service at 414.847.2700 if you have any questions or concerns.

Yard Clean-Up Volunteer Program Has New Coordinator

The fall Yard Clean-Up will take place in Shorewood on Saturday, November 2 from 9 a.m.-12 noon. Volunteers will assist elderly and disabled residents with fall chores such as raking and putting away hoses and other tools in preparation for winter. Kim Apfelbach is the new Yard Clean-Up coordinator and will match volunteers with requests for assistance. Please contact Kim directly at kapfelbach@wi.rr.com or 414.559.0919.

FROM THE PLANNING AND DEVELOPMENT DEPARTMENT:

Home Remodeling and Sale Reminders

- A printed Guide to Village Permits plus information on basement rec room and garage construction, replacing driveways, and disconnecting downspouts is available at villageofshorewood.org/pad. If in doubt about work requiring a permit, please call 414.847.2640.
- Before attempting to sell your home, correct these common home violations: no smoke or carbon monoxide detectors; no backflow devices on hoses and laundry tubs; reverse polarity in outlets; addresses missing on garages if in alley.
- Given the density of our neighborhoods and diminished green space to absorb storm water runoff, adding a driveway

edge helps direct water into the street and away from foundations.

Please Clear Overgrown Vegetation from Sidewalks for Pedestrians

Village inspectors have been identifying many properties where bushes are growing onto the sidewalk and obstructing a clear path for pedestrians or children (under age 12) on bicycles. Overgrown bushes at the entrances to alleys can also be a problem when they obstruct the view of vehicles existing the alley (and drivers cannot see approaching walkers). Please make sure your bushes and other plantings are not hanging over and obstructing sidewalks.

Summer Time Is Construction Time

Along with the usual summer activities like planting and park and tree maintenance, staff at the Department of Public Works are involved in a number of special projects:

• Private Laterals

Lining of lateral pipes on portions of Wildwood Ave., Bartlett Ave. and Newhall St. began in July. Laterals are the connection pipes between homes and the street. Lining the pipes helps to eliminate leaks from storm sewers into sanitary sewers. The affected area was chosen for the lining project because its connection pipes are delivering more water to Milwaukee Metropolitan Sewage District than they should be, given the number of residents in that area. The Village will consider lining pipes in other Village problem areas in the future.

• Construction Program

On July 8, the Village Board approved maintenance of Village streets including Congress St., Olsen Ave. and parts of Ardmore Ave. and Woodburn St. The Pavement Maintenance Program is a resurfacing, not a reconstruction program. Resurfacing can be done quickly with minimum disruption of traffic. It greatly improves the driving surface on otherwise bumpy streets that are not yet scheduled for complete

reconstruction.

• Planning and Design

Two projects scheduled for 2014 are currently in the planning and design stage:

- Phase 2 of the Basin 6 sewer project (Glendale)
- Complete reconstruction of Murray Ave. from Capitol Dr. north to Lake Bluff Blvd. Many of the cross streets, one block in either direction, will be included in the project which is scheduled to last all summer in 2014.

Remember To License Your Pets

Pet licenses are required within 30 days of ownership for dogs and cats ages five months and older. Licenses may be obtained at Village Hall and require proof of rabies vaccination and verification that the animal has been spayed or neutered, if applicable. Be sure to license your dog before taking it to play at Estabrook's dog park along the west border of the Village.

New Surfing Event Coming to Atwater Beach

On Saturday, August 17, Shorewoodians are invited to gather with family, friends and neighbors to enjoy their love of the lake at a new surfing event. Enjoy a multitude of water-related activities at Atwater Beach to benefit the Surfrider Foundation.

From 5-10 p.m., Surf @ Water has something for everyone! Enjoy surfing lessons and demonstrations, water safety, picnics and a beach film festival. This unique celebration is presented by the Great Lakes Surf Collective with local sponsorships from the Shorewood Men's Club and Alterra Coffee Roasters. Join in the fun and learn more about the Surfrider Foundation Wisconsin Great Lakes Chapter, a non-profit grassroots organization protecting our oceans, waves, beaches, lakes and waterways.

An after-party celebration will be held at Camp Bar at 4044 N. Oakland Ave.

For more information, visit greatlakessurfcollective.com.

Improving Community Health

The North Shore Health Department is currently working on a community health improvement plan for Shorewood and the six other north shore suburbs that it serves. To develop the plan, they are taking a close look at available health data and interacting with residents to determine what the perceived health needs are within the North Shore communities. Three meetings have been scheduled to discuss public health-related concerns. The sessions will be held:

- **Thursday, September 12, at 6:30 p.m.** at the Shorewood Village Center
- **Thursday, September 19, at 6:30 p.m.** at the Brown Deer Public Library
- **Saturday, September 21, at 10:30 a.m.** at the North Shore Library in Glendale

The North Shore Health Department encourages all residents to attend one of these sessions to voice concerns and learn more about the community health improvement process. More information can be found on the health department's website at: nshealthdept.org or by calling 414.371.2980.

North Shore Health Department Clinics

Clinics are held in Shorewood, Brown Deer and at the North Shore Library. Following is the Shorewood schedule. Visit nshealthdept.org or call 414.371.2980 for dates at other locations and to make an appointment.

Immunization Clinics

Appointments are required

Thurs., Aug. 8, Sept. 12 and Oct. 10, 3-4:30 p.m.

Tues., Aug. 20, Sept. 17 and Oct. 15, 7:30-90 a.m.

Adult Health Screening

Appointments are required

Tues., Aug. 27, Sept. 24 and Oct. 22, 8-10 a.m.

Blood Pressure Screening

No appointment needed, free of charge

Wed., Aug. 28, Sept. 25 and Oct. 23, 3:30-5:30 p.m.

North Shore Community Cookbook Offers Healthy Recipes

A new North Shore recipe book "From Market to Table" is chock full of healthy recipes all featuring one or more ingredients you can find at local farmers' markets (our North Shore community farmers' markets include Whitefish Bay, Fox Point and Brown Deer). Copies of the booklet can be purchased (\$5) at the farmers' markets or at the Health Department Offices in Shorewood and Brown Deer.



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Shorewood SRC participants recently enjoyed an intergenerational art day project at Lake Bluff School.



Learning Never Ends at Senior Resource Center

Trips and Workshops Offer Enjoyment and Education

For more detailed information about programming at Shorewood's Senior Resource Center, call 414.847.2727 or visit villageofshorewood.org/src. To make a class or trip reservation, call or stop in at the SRC Office, 3910 N. Murray Ave. (lower level of the Shorewood Library in the Village Center).

DAY TRIPS

Lost Milwaukee Tour

Wed. Aug. 28 • 10:30 a.m.-2:30 p.m.

Explore Milwaukee's ethnic past on a mini-coach bus. We'll visit Forest Home Cemetery and our urban anthropologist docent will verbally excavate sites that are now extinct, such as early Indian settlements, the Jones Island Fishing Village, the Irish and Italian roots in the Historic Third Ward and Bronzeville, a once-vibrant African-American neighborhood. Lunch is on your own at Riverfront Pizzeria. The cost of the tour is \$45. Registrations will continue at the SRC until the bus is full. Board the bus at Shorewood High School parking lot at 10:30 a.m. or the Bavarian Inn (700 W Lexington Boulevard) at 10:45 a.m.

Westown Farmer's Market

Wed., Sept. 4 • 10 a.m.-1:30 p.m.

Music, people-watching, fresh produce, flowers and lots of vendor choices for lunch make for a fun trip. Board the bus at the Lydell Center, 5205 N. Lydell Ave. (9:45 a.m.) or the SRC (10 a.m.) Residents: \$3/nonresidents: \$5. Please sign up by August 29.

MEN'S MORNING

Wed. Sept. 11 • 10-11:30 a.m.

"The First Manned, Powered Flight: Why the Wright Brothers Were Successful" presented by David Eigsti.

Wed., Oct. 9 • 10-11:30 a.m.

"WASPS: the Women's Airforce Service Pilots"

Donuts, coffee and juice will be served. Please pay \$3 at the door. Women welcome.

CLASSES

Handwriting Analysis

Thurs. Sept. 5 • 1:30-3 p.m.

Learn how handwriting can reveal a person's basic personality traits including giving insight into your own behavior. Pre-registration is required. Residents: \$7/nonresidents: \$9. Please make payment by September 4.

The Operas of Giuseppe Verdi

Tues., Sept. 10, 17, 24 and Oct. 1 • 1:30-3:30 p.m.

Opera authority Corliss Phillabaum will focus on a selection of Giuseppe Verdi operas. Residents: \$6 per class or \$20 for the four-week series/non-residents \$8 per class or \$28 for the series.

Windows 8 for Beginners

Thur. Sept. 12, 19 and 26 • 1-2:30 p.m.

Learn how to use and navigate the new Windows 8 format and eliminate some of the confusion. Bring your laptop containing Windows 8 to class. The cost for residents is \$36/nonresidents \$40. Payment is due one week prior to the start date. Class is limited to eight students.

Chair Massage with Claire Moore, LMT

Tuesday Oct. 1 • 9-11 a.m.

With pressure applied as deep as you desire, chair massage can help increase and restore ease of movement, naturally reduce blood pressure and increase immune resistance. Cost is \$1/minute with a 15 minute minimum. Schedule an appointment at the SRC office and pay the day of your massage.

17th, 18th and 19th Century Art

Thur., October 3, 10, 17 & 24 • 1:30-3 p.m.

This popular program returns with a new series of art history lectures by art historian Martha Bolles. Residents \$6 per class or \$20 for the series/nonresidents; \$8 per class or \$28 for the series. Pre-registration is required.

Making a Choice: Medicare and Supplementary Insurance

Wednesday, October 9 • 1-2:30 p.m.

Sam Johnson, a counselor from the State of Wisconsin Medigap Helpline, will help unravel the myriad choices seniors face when choosing insurance coverage for those 65 and older. We will look at Medicare and Supplementary policies, Medicare Advantage plans, Prescription Drug Coverage options like Seniorcare and Medicare Part D plans, Employer/Retiree Group Health plans and Medical Assistance Programs.



Kudos to Shorewood Volunteers

Alex Hill and Vida Langencamp were presented with the Village's 2013 Spirit of Shorewood awards at the annual Volunteer Recognition Reception on May 23 at Hubbard Park Lodge. Alex was recognized for his service on the Elder Services Advisory Board and, in particular, for his involvement with AARP's income tax assistance program. He also is a member of the Pedestrian and Bicycle Safety Committee.

Vida is a former Village Board member. While on the Board she led a successful drive to establish a Shorewood Library Board of Trustees. She later served on that Board and continues to be an active member of the Friends of the Shorewood Library.

In presenting the awards, Village President Guy Johnson noted that both Alex and Vida have been involved in numerous community and church projects and are wonderful assets to our community.

Many thanks to all Shorewood volunteers who give so much back to the community!

Practice Sun Safety!

Now that summer is in full bloom, we can enjoy all our favorite outdoor pasttimes like walking, biking and "beaching." Shorewood is making a dedicated community effort to support skin cancer prevention.

Remember to practice sun safety by applying sunscreen often, wearing protective clothing such as hats, sleeves and sunglasses, and seeking shade during peak sun hours between 10 a.m.-4 p.m. For more information about sun safety, check out the Sunwise program at epa.gov/sunwise.

A grant from the American Dermatology Association will help fund a shade structure for Atwater Beach to make it a healthier place for beach-goers.



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New Neighbors on North Oakland Avenue Shorewood Welcomes LightHorse 4041

As residents begin moving into Mandel Group's LightHorse 4041 apartments in September, Shorewoodians can look forward to both greeting new neighbors and visiting a brand-new Walgreens on the building's ground floor.

LightHorse features 84 apartments (ranging in size from one bedroom to three bedrooms plus den) with covered parking for residents, as well as modern amenities such as an onsite fitness room and entertainment room. Developer Mandel Group has been working diligently to complete the six-story building since last August, after first building a new parking garage between Nehring's Sendik's and N. Bartlett Ave.



A new look to Walgreens' pharmacy department

The "Well Experience"

While the southeast corner of LightHorse will feature a small kiosk leased by Sendik's for seasonal items and extra services, the mixed-use building's retail anchor is Walgreens, which is relocating from its current space at 4081 N. Oakland Ave.

This Walgreens will follow one of the newer store models the company has been rolling out in a number of states, and will be the first of its kind in Wisconsin. Centered on what Walgreens calls the "Well Experience," it will feature significantly enhanced pharmacy services, says Shorewood store manager Oleg Gershteyn, who will also manage the new store.

The pharmacists' role is evolving at Walgreens, with these healthcare professionals working more closely with patients for a greater understanding of how medications are working for them, Gershteyn explains. "The pharmacist will actually sit at a desk outside of the pharmacy closer to customers," he says.

Walgreens will also offer more robust travel immunization services, providing vaccines for any country savvy travelers are planning to visit. An express kiosk for prescription pick-up adds convenience, as does a drive-thru option for drop-off and pick-up during open pharmacy hours.

Gershteyn also notes that the cosmetics department will undergo

some dramatic changes and that more state-of-the-art equipment in the photo lab will enable a wider range of printing services, such as posters, canvas prints, foldable greeting cards and more.

Gershteyn, who started his career with Walgreens as a clerk in the Shorewood store 23 years ago (and moved up the ranks working at various Milwaukee locations, and has spent more than three years as Shorewood store manager), is excited for the changes. He is glad Walgreens is staying in Shorewood, as he appreciates the relationships he and the staff have formed with people in the community.

Walgreens had been working for several years to find a replacement for its aging store on Oakland Ave., as the lease on its current location will soon expire, says Jeffrey Metz, principal of RE Enterprises, a co-developer of LightHorse. "I showed (Walgreens) over a dozen possible location alternatives before partnering with Mandel Group to create the mixed-use design that has become LightHorse," Metz says.

Says Laura Kleczkowski, management services director with Mandel Group who is in charge of LightHorse apartment leasing, "Everyone's very excited about Walgreens being (downstairs). It will attract a lot of business and it drives the residential leasing business for us to have them there. The two most requested retail services mentioned by our residents throughout our portfolio are a nearby, high-quality food store and a nearby pharmacy. LightHorse has both!"

Urban Feel, Suburban Comforts

Kleczkowski says the building is expected to be 50 percent leased by August, and ready for top-floor residents to move in by early September. All units are expected to be leased and completed by late November.

Through a partnership with the Wisconsin Housing and Economic Development Authority, 20 percent of LightHorse's units are designated as "affordable housing" and leased to qualified renters based on income. "These 17 units have all been reserved for quite some time, by a very diverse group of future tenants," Kleczkowski says. "While 25 percent are moving into Shorewood, we're excited that 75 percent are moving from within Shorewood and upgrading to a new residence."

The remaining 67 market-rate units are in demand by what Kleczkowski calls an equally diverse mix of people, some from Shorewood and some who look forward to moving to the area. Kleczkowski says her tenants include young professionals moving into their first apartment, empty nesters selling their homes, seniors moving from other areas of Shorewood to gain underground parking and an elevator-serviced building, and residents of downtown moving into a more suburban location without sacrificing the amenities of a walkable community.



Modern fixtures display merchandise at Walgreens

Among people looking for lifestyles requiring them to drive less, a community's "walk score" is becoming increasingly important. Walkscore.com is a popular site that rates neighborhoods' walkability, and this location within Shorewood scores a 78 on a scale for which 100 is considered a "walker's paradise."

"A 78 is a very high score for a suburban location, which illustrates just how many things are nearby to LightHorse," Kleczkowski says.

Excited Tenants

Chris McAuliffe, who has sold her home in Fox Point and will be renting one of LightHorse's largest units on the 6th floor, says she is "excited about being in a situation where I can walk to everything – that's very attractive." A field planning consultant at Northwestern Mutual, McAuliffe has lived in Shorewood before, in a duplex on N. Downer Ave., and enjoyed being in the Village. She is downsizing from a single-family home and seeking less upkeep than a house requires. "I'm a big fan of Barry Mandel's developments," she says, "because he is conscious of what a community needs, and what will be positive for a community."

For example, mindful of Shorewood's designation as a Bicycle-Friendly Community, Mandel Group is including ample bike storage and designated space and tools in the garage so that residents can work on their bikes. In addition, the entire project incorporates Energy Star-rated technology, from the windows to the HVAC to the LED lighting and in-unit appliances.

Chuck Lund and his wife Paula are moving into LightHorse from the western suburbs of Detroit to be closer to family and friends in the Milwaukee area. They have lived in a variety of Milwaukee neighborhoods and suburbs, including two homes in Shorewood.

"Shorewood is appealing to us because it's a pretty diverse community, it's semi urban, and very close and convenient to downtown Milwaukee," Lund says.

This will be the Lunds' fourth move into a Mandel development. "He gets it, in terms of useful living space," Lund says of Barry Mandel, "and he changes the approach based on what people are looking for" in a contemporary floor plan.

"Sendik's right next door is probably the top draw from my perspective," Lund says. "I can go in there and get a gourmet dinner. And then there's the Starbucks up the street. And being five blocks from the lakefront. We've got a wonderful setup in a beautiful new development."

Kleczkowski, herself a former Shorewood resident, understands why her tenants are so enthusiastic about their decision to lease at LightHorse. "The common thread is partly an affinity for the Mandel brand, but really also the location on the Oakland corridor, with it being so revitalized," she says. "Shorewood's got some swagger"

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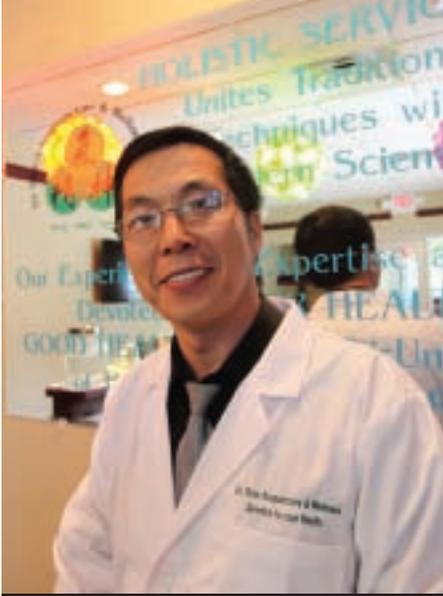
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East and West Meet in Shorewood

Dr. Xiping Zhou Blends Medical Approaches To Ease Pain, Improve Health

“Shorewood is very welcoming... I feel very lucky to be here.”

One of Wisconsin's most prominent doctors of acupuncture and Traditional Chinese Medicine (TCM) is now practicing right here in Shorewood.

Dr. Xiping Zhou bought the building at 4601 N. Oakland Ave. and opened the Acupuncture, Pain Management and Wellness Clinic. He and his five-person staff are now busy treating patients with a unique approach that applies the best of both Eastern and Western medicine.

Zhou studied TCM and acupuncture at HeilongJiang University in China, graduating at the top of his class and going on to serve as chief physician and a full professor at that school. Invited in 1993 to speak at a U.S. acupuncture conference about his success treating paralysis in stroke patients, Zhou decided to stay and share his expertise in a country he saw as beginning to embrace acupuncture.

He began teaching at Racine's Midwest College of Acupuncture and Chinese Medicine in 1994. He opened his first clinic in Madison in 1996, and another above the Outpost grocery store on E. Capitol Dr. in Milwaukee in 1997. He even briefly joined the staff of Columbia St. Mary's Hospital.

In 2000, Zhou opened the East-West Healing Arts Institute, an accredited school in Madison that has certified more than 460 students in Zhou's unique approach to massage therapy and prepared them to sit for the state licensure exam.

With the school and his Madison clinic taking much of his time, Zhou eventually closed his Milwaukee location. But patients from the area continued to travel to Madison to see him, imploring him to return to a Milwaukee-area practice.

The stars seemed to align when a broker led him to the Shorewood building at N. Oakland and E. Glendale Aves. “It was a very upscale, modern medical building,” Zhou says. “I looked at it and looked at the Shorewood area, driving around along the lake and on Oakland Ave., and I thought, ‘Oh my goodness, what a beautiful location. I should purchase the building.’”

After four months of remodeling, Zhou hosted a grand opening on May 18 for about 150 attendees that featured a martial arts performance, a peace ceremony and free chair massage. “Shorewood is very welcoming,” Zhou says. “Village President Guy Johnson came to my opening, and Village Manager Chris Swartz was there, too. I feel very lucky to be here.”

Zhou specializes in traditional TCM, acupuncture and acupressure medical massage, taking a holistic approach that can also include herbal medicine and elements of Western medicine. Many of his clients come seeking relief of chronic pain, but he also helps people with allergies, infertility, nutritional needs and even “facial rejuvenation,” which is acupuncture's answer to Botox.

Zhou's patients sing his praises on his website and frequently refer friends and family to the doctor who has finally helped them feel better. Fred Saigh, 64, is a dentist from upper Michigan who recently drove more than four hours for Zhou's help with pain from a meniscus knee injury, having been referred by both his son-in-law and his wife after Zhou helped relieve their headaches.

“He's now saying he wants to cancel his knee surgery,” Zhou says, “because he said he doesn't feel pain. I told him not to cancel yet. But he and his family members wouldn't drive this far if they didn't get results.”

Zhou sees patients in Shorewood on Thursdays and Sundays and spends his other days practicing in Madison and teaching at his Institute. “I really have a passion for teaching, I like to do public speaking,” he says. “I work 70 to 80 hours a week, but I still have all this energy, because I really like what I am doing.”

*Dr. Zhou's Acupuncture, Pain Management and Natural Wellness Clinic
4601 N. Oakland Ave. • 414.962.5249
Hours: Tues. and Thur. 10:30 a.m.-6:30 p.m.
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*Northwoods' staff (from left to right):
Managing Director Fred Pike, President Pat Bieser
and Sales Manager Rick Fessenbecker.*

Northwoods Web Solutions Relocates to Shorewood

Web solutions firm Northwoods has moved its 32 employees from the Brown Deer Business Park to Shorewood, and the company is negotiating to buy the four-story building at 1572 E. Capitol Dr.

Northwoods moved in during Memorial Day weekend and is already occupying two floors of what Shorewoodians know as the former Catholic Family Life building.

The office, says Northwoods founder and CEO Patrick Bieser, is well suited for the firm and enables room for growth. "We were pleased to be able to find this space," Bieser says. "It's a very nice improvement for us, it's in a great neighborhood, and it's a building we can grow into."

Managing Director Fred Pike adds that both he and Bieser are Shorewood residents who happen to live within walking distance of the office, but that this was not the driving factor for the move.

For the Shorewood business district, having Northwoods here is a win-win. An empty office space has been filled, and the move brings daytime office workers to the Village who are likely to grab coffee, dine and shop locally.

"That's definitely happening," Pike says. "We've sent a lot of traffic to Sendik's, I know that for sure, and to Harry's and Oakcrest Tavern."

Relaxed Culture

While you wait for a meeting at Northwoods, you can practice your putting on the lobby's artificial green. Once you are buzzed

through the secure door, a friendly St. Bernard is likely to greet you, as Northwoods' production director brings his dog to work daily.

"Our culture transferred over with the move," Bieser says. "We let employees here do what they want with their office space, dress the way they want, bring their dog . . . it's very free and relaxed. It's a Google-like work environment."

Employees can relieve stress with a few rounds of ping-pong, and a large popcorn machine is humming every Thursday to provide employees with a snack.



Comprehensive Approach

Bieser founded Northwoods 16 years ago, differentiating his approach to website production by focusing on overall website strategy, rather than leading with either technology or design.

"We're a design agency, website software development firm, and web strategy research consulting firm all under one roof," he

explains. "Our approach encompasses the strategy and marketing plan, the design, as well as connecting the site to back office systems and databases. As a result, we are able to do very complex and challenging websites."

Notable clients include Briggs & Stratton, Snap-On, Vollrath, Heartland Funds, Manpower, Baird and the Medical College of Wisconsin.

"Business has been very good," Bieser says. "With the move, we're also stepping up our marketing, reaching out nationally. We just signed clients in both Iowa and California. Both found us through web search."



Free workshops are offered by Northwoods on current web topics.

Knowledge Sharing

As part of its outreach, Northwoods runs regular workshops on current web topics, including Google Analytics, Responsive Web Design Strategies, Better Nonprofit Websites, and The ABCs of SEO.

The workshops, held at the company's headquarters, are free and open to anyone who wishes to attend. Bieser says all are appropriate for small business. A dedicated website, learnatnorthwoods.com, lists dates and details, and takes registrations.

Pike and Bieser say they also hope to eventually support business development through an incubator program, the "Shorewood Innovation Center," on the top two floors of their building. "We'd like to make it available for entrepreneurs, and we could provide support and assistance, network bandwidth and mentoring opportunities for them," Pike explains.

Bieser says he looks forward to leveraging the proximity to University of Wisconsin-Milwaukee as well as Shorewood High School, to develop a talent pipeline and build a robust internship program. "Companies like ours often struggle to find enough talent, so (these initiatives) are about finding smart kids and other smart professionals in the area."

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Keep up with business district events at [Facebook.com/ShopShorewoodWI](https://www.facebook.com/ShopShorewoodWI) and through the Business Improvement District website at shorewoodwi.com.



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Announcing Ladies' Night Out!

Save the Date and Shop Shorewood!

The Shorewood Business Improvement District will host its first Ladies' Night Out on Thursday, September 12. Ladies shopping in Shorewood that evening should prepare to be pampered, with participating businesses offering samples, specials, sales, free services and more! This fun evening of shopping and socializing will end at a to-be-determined local establishment where ladies can enjoy drink specials. Fabulous prizes from local businesses will be awarded to lucky winners. Visit enough businesses to be in the drawing, and you could be one of them!

Watch your mail for an official invitation with more details, and keep up with this and other business district events at [Facebook.com/ShopShorewoodWI](https://www.facebook.com/ShopShorewoodWI) and through the BID website at shorewoodwi.com.

Shorewood's 10th annual Criterium Cycling Classic took center stage in the community in June.



Photo by John O'Hara



Runaway Meatball

Welcome New Businesses

■ Northwoods (see page 32)

Owner: Patrick Bieser

1572 E. Capitol Dr. • 414.914.9100

northwoodssoft.com

Web design and development, web applications and contact management.

■ The Runaway Meatball

Owner: Tom Drilias

3592 N. Oakland Ave. • 414.316.2100

runawaymeatball.com

Pizza and sandwiches for takeout and delivery.

■ Sweet Nutrition Counseling & Wellness

Owner: Carmel Sweet

2501 E. Capitol Dr. • 414. 828.1287

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UNDER NEW OWNERSHIP

■ Get Dolled Up

Owner: Geribeth Stigen

4312 N. Oakland Ave. • 414.943.9456

getdolledupmke.com

Steigen has bought the former Salon Divine and given it a new look, offering hair care and waxing services.

■ North Shore Nails

Owner: Hoang Nguyen

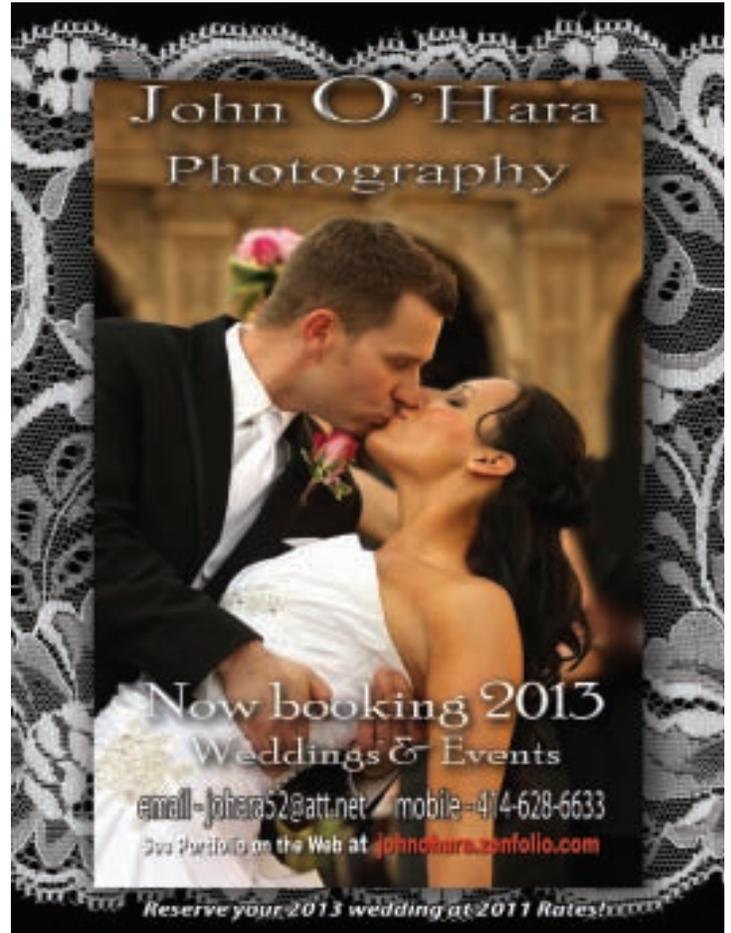
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Milestone Anniversaries

for these Shorewood Businesses

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- Hayek's, 95 years
- North Shore Bank, 90 years
- Stowell Associates, 30 years
- Swanky Seconds, one year



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Passion for Fashion Puts Shorewood Designer in National TV Spotlight

Photo by John O'Hara

For as long as she can remember, Miranda Kay Levy has had a passion for fashion. Textiles and fibers, fashion history and trends have always fascinated her and eventually led to her career as a fashion designer. It wasn't long before the talented, emerging artist's designs were wowing audiences at local fashion shows, including shows at the Milwaukee Art Museum and numerous gala and charity events.

This summer she stepped into the national spotlight on Season 12 of "Project Runway" to compete against 15 other designers for a prize package worth more than a half million dollars. The popular television show airs Thursday nights on Lifetime at 8 p.m. (CST), and premiered on July 18.

Miranda says her designs reflect her personal views. "My work emphasizes tailored, well-structured, classic silhouettes. My designs parallel the motifs and ideas that first appeared in post-WWII garments with modern cut, fit and structure. My use of cotton, wool, leather and other durable fabrics is inspired by those used in most military uniforms. The elegant look, timeless style and vintage fabric inspire me, and I deliberately try to integrate those ideas into a modern woman's wardrobe."

Miranda hit the mark on the "Project Runway" season premiere with the creation of a smartly tailored, two-piece black suit that used bright orange and red parachute fabric as an accent. The judges were impressed, calling Miranda's piece "incredibly modern" and "the most polished" piece on the runway.

Miranda has come a long way from the tiny town of Wilton, Wis., where she grew up. The daughter of an Army soldier and the oldest of three children, she decided to follow in her father's footsteps. After eight years of active duty in the U.S. Army as an equipment mechanic, she was ready to pursue her never-forgotten dream. She returned to Wisconsin to attend the University of Wisconsin-Milwaukee, where she earned a B.F.A. in photography and fibers. Her career soon blossomed with her award-winning designs being

showcased on the cover of *M Magazine* and *Info Magazine*, among others. She has held positions as a curator for Tenth Street Gallery, adjunct professor at The Art Institute of Milwaukee and color specialist for Kohl's Department Stores.

Through her opportunity on "Project Runway," Miranda hopes to inspire women in the military and other aspiring fashion designers. "I find that many of my ideas are products of my unique experience as a woman in the military and my subsequent attempts to create a 'tailored uniform' for myself as a civilian woman. Miranda explains that the military teaches you to live by seven core values: LDRSHIP is the acronym and it stands for Loyalty, Duty, Respect, Selfless Service, Honor, Integrity and Personal Courage. "I still live by these values. They are guidelines that encourage me to treat others as I would like to be treated, and to try to work harder than anyone else."

Win or lose on "Project Runway," Miranda is already mapping out her niche in the fashion world. One of her goals is to create a non-profit organization for female veterans struggling with military sexual trauma. "I believe that the process of creating a civilian identity and separating your daily uniform from your military uniform is a beautiful and inspiring way of healing, empowering and developing renewed confidence." Another goal is to eventually mass produce her work using local pattern makers, designers and promotion specialists to market it through independent boutiques across the country and online.

And she plans to stay right here in Shorewood, where she has lived since 2009. "I love this community. It's safe, and feels young and stylish. I'm trying to convince all my friends to move here. The many new restaurants and boutiques that have opened in the past few years have changed the landscape. Now if someone would open a fabric store in the Village I'd never want to leave," she laughs.

Shorewood congratulates Miranda on her success. We are very proud she is part of our community.



Braille Menus Now Available in Shorewood

Men's Club Donation Helps with Funding

Braille menus are providing Shorewood restaurants with a new tool to welcome a small, but important group of guests. Those of us who can easily read restaurant menus know that they include a great deal of information, including description of ingredients, portion size and cost.

"To be able to read all of that information on their own will delight braille readers," says Shorewood resident Cheryl Orgas who has been blind since birth. "It will allow them to dine independently without the aid of an interpreter or busy wait staff."

Orgas, who is also the Executive Director of Audio and Braille Literacy Enhancement, Inc. (ABLE), approached the Shorewood Men's Club for assistance with the braille menu program. They approved a \$500 grant to cover all Shorewood restaurants. Currently 15 restaurants have the braille menus.

Men's Club member John Hickman notes that the grant was approved for a number of reasons.

- The menus provide braille-reading diners with all of the information needed to make an independent choice.
- Shorewood restaurants should draw new diners from the entire Milwaukee area who appreciate the braille menus.
- It is a nice distinction for the Village to have the menus in all of our restaurants, by request.

The entire process of translating, formatting and printing the menus takes place in ABLE's office. ABLE's mission is to provide alternative ways for people with print disabilities to read. A small number of staff are assisted by 50 extensively trained volunteers who transcribe printed text into braille and audio formats.

Volunteer Pat Diel translated the menu for the Oakcrest Tavern. The Tavern's six-page menu is 24 pages in braille and captures all of the detail and formatting of the original.

"When I know a restaurant is welcoming to me, I'll go there," says ABLE board president Cheri McGrath. "A wonderful braille menu says welcome."



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Out and About in the Village of Shorewood



1

SUMMER IS HERE in Shorewood! There is plenty to see and do and we invite you to enjoy our safe, walkable community. As we look back at some of our most recent special events, we encourage you to spread the word to others who might be considering a move. Shorewood has it all!

1. Shorewood's 4th of July parade is always a crowd-pleaser as hundreds of residents line Oakland Ave. to enjoy this colorful celebration! 2. The boys' track and field team won the Division II State Championship (in May) for the first time in school history (see page 9). 3. Senior Lexie Lanphere was the soloist on bassoon during the Finale Band Concert (featuring the Shorewood Concert Band, Wind Ensemble and combined SHS bands) in May at the High School Auditorium. 4. The annual Men's Club Chicken BBQ, held each June, benefitted from perfect weather this year and a sellout of chicken dinners! 5. Suzanne Powers recently celebrated the grand opening of her new realty office at 4214 N. Oakland Ave.



2



4



3



5

Photos by John O'Hara

Amy Campbell

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Shorewood Community Calendar

AUGUST

- **Wed., August 7: Summer Sounds Free Community Concert** featuring Tweed Funk, 6-9 p.m. at Hubbard Park. Bring a lawn chair or blanket; refreshments for sale (shorewoodtoday.com).
- **Thur., Aug. 8: SHS and SIS Student Registration**, 3-7 p.m.
- **Fri., Aug. 9: SIS Student Registration**, 12-5 p.m.
- **Fri., Aug. 9: SHS Student Registration**, 8-12 p.m.
- **Wed., August 14: Summer Sounds Free Community Concert** featuring Mood Swing Orchestra, 6-9 p.m. at Hubbard Park. Bring a lawn chair or blanket; refreshments for sale (shorewoodtoday.com).
- **Wed., Aug. 14: Summer Strings Concert**, 7 p.m., Shorewood High School Auditorium
- **Tue., Aug. 20: Lake Bluff and Atwater Student Registration**, 7:30 a.m.-1 p.m.
- **Wed., Aug. 21: Lake Bluff and Atwater Student Registration**, 1-7 p.m.
- **Tue.-Wed., Aug. 27 & 28: Bright Beginnings Parent/Student Visitation**, 9-11 a.m.

SEPTEMBER

- **Tue., Sept. 3: First Day of School**
- **Thur., Sept. 5: Bright Beginnings Parent Orientation**, 6:30-7:30 p.m.
- **Fri., Sept. 6: Atwater Back to School Picnic**, 5-8 p.m.

- **Thur., Sept. 12: Atwater and Lake Bluff Parent Orientation**, Time to be announced
- **Thur., Sept. 12, Meeting on Public Health Concerns** sponsored by the North Shore Health Department, 6:30 p.m. in the Village Center
- **Thurs., Sept. 12: Ladies' Night Out** Presented by the Shorewood Business Improvement District (shorewoodwi.com)
- **Tue., Sept. 17: Shorewood Intermediate School Open House**, 7-9 p.m.
- **Thur., Sept. 26: Shorewood High School Open House**, 6 p.m.
- **Mon.-Sat., Sept. 30-October 5: Homecoming Week**

OCTOBER

- **Fri., Oct. 4: Shorewood High School Homecoming parade and game**
- **Sat., Oct. 5: Shorewood Woman's Club Big Rummage Sale**, 9 a.m.-3 p.m. to benefit the High School Scholarship Fund
- **Sat., Oct. 5: Shorewood High School Homecoming Dance**, 7 p.m., SHS Arena
- **Thur., Oct. 10: Half-day of classes** (11:30 a.m. early dismissal) for all schools
- **Thur., Oct. 10: School District Teacher Conferences**, 12:30-8 p.m.
- **Fri., Oct. 11: No School** All Shorewood School District Schools
- **Fri., Oct. 11: School District Teacher Conferences**, 8-11:30 a.m.
- **Sun., Oct. 27: Neighborhood Trick or Treat**, 2-4 p.m.