

Shorewood

AUTUMN 2014

TODAY

**ANNIVERSARY
ISSUE:
SHOREWOOD
TODAY
CELEBRATES
SIX YEARS!**

SHOREWOOD PUBLIC SCHOOL

2100



**Atwater Elementary
School Celebrates
100 Years**

**SHOREWOOD BUSINESSES
CELEBRATE MILESTONE
BIRTHDAYS**

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On the Cover: Students at Atwater Elementary show their enthusiasm for their school, which is celebrating its 100th anniversary in 2015. See page 16 for news about this milestone birthday, including historic photos.

Photo by John O'Hara.

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.



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Shorewood **TODAY**

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 Michelle Boehm, Barb Caprile, Karen de Hartog, Diane DeWindt-Hall, Ann McKaig, Colin Plese, Rebecca Reinhardt, Karen Strom and Katelin Watson.

Contributing writers: Michelle Boehm, Barb Caprile, Karen de Hartog, Justine Leonard, Molly Loucks, Jenny Steinman-Heyden and Katelin Watson.

Photography: John O'Hara

Design/Production: Caprile Marketing/Design

Shorewood Village Manager: Chris Swartz, 414.847.2700

Shorewood School District Superintendent: Martin Lexmond, 414.963.6901

Shorewood Business Improvement District Board President: Tim Ryan, 414.332.3404

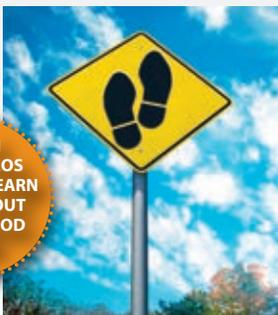
For up-to-date information on Shorewood news, events and services, please visit:

VILLAGE OF SHOREWOOD
villageofshorewood.org • shorewoodtoday.com

SHOREWOOD SCHOOL DISTRICT
shorewoodschoools.org

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT
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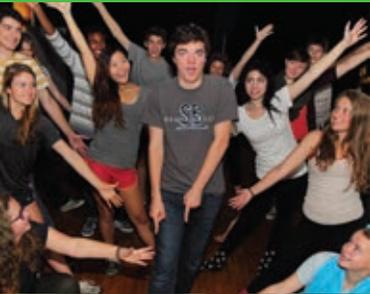


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A Multitude of Reasons To Celebrate!

Shorewood Today Anniversary and Many Other Salutes in This Issue

With this issue of *Shorewood Today*, the magazine is celebrating its 6-year anniversary! We're very proud of our award-winning community publication and the opportunity to bring you news, information and stories about the people, places and events that make our Village a very special place to live, do business and raise a family. We'll take a quick bow and then share the spotlight with other community landmarks that are celebrating anniversaries.

Congratulations and thanks to the businesses that have been serving Shorewood for many, many years. Feerick Funeral Home takes the lead at 118 years. Hayek's Pharmacy is next in line at 96 years, with North Shore Bank following at 91 years. We also recognize and appreciate the many other businesses marking milestones of 20 or more years in the Village (see pages 6-7).

Our excellent schools are also represented with Atwater Elementary School celebrating 100 years in 2015 (see page 16), and Lake Bluff Elementary School close behind at 90 years. These schools are the foundation of Shorewood's commitment to educational excellence, which was reinforced in 2013. In its annual ranking of schools, *U.S. News & World Report* rated Shorewood High School not only the best high school in the state, but one of the top 500 in the nation.

Our very own Shorewood Foundation is celebrating its golden anniversary with 50 years of generously giving back to the community. This 501 (c)3 philanthropic organization supports Shorewood's quality of life with gifts to a multitude of community groups and special events (read more on page 28).

Another birthday was celebrated this September as part of the Plein Air Shorewood

event (see page 31). A special breakfast on the scenic bluff of Atwater Park commemorated the 2010 installation of "Spillover II," the famous sculpture by internationally known Spanish artist Jaume Plensa that resides at the park.

Browsing through the past six years of *Shorewood Today* magazines is like taking a mini-journey through Village history. Since our first issue in October 2008, we've been reporting progress that has refreshed and renewed our community virtually from border to border: the new streetscaping in our central business district, the completion of a new High School athletic field, and the restoration of Atwater Beach with a new access road and boardwalk. At the Village's western gateway, the new Oak Leaf Trail Bridge has become a handsome addition and an affirmation of Shorewood being named a bicycle-friendly community by the League of American Bicyclists.

New mixed-use commercial developments along Oakland Avenue have increased the vibrancy of our entire business district. The Cornerstone and Ravenna properties have attracted new shops and restaurants to the "north end" (now referred to as Kensington Square), making it the place to be. Mid-Village, the LightHorse 4041 apartment complex, with Walgreens as its anchor, is another hub in an already flourishing commercial area. Just down the street, construction will begin soon on a new mixed-use Metro Market complex. And at the west end of the Village on Capitol Drive at Wilson Drive, construction is already underway on HarborChase, a new assisted-living and memory care facility.

While we are grateful for the success of *Shorewood Today*, it's important to acknowledge that there would be no magazine without an



investment and support from our stakeholder groups: the Village of Shorewood, the Shorewood School District, the Shorewood Business Improvement District and the Village Marketing Program. We also acknowledge the dedicated advisory committee that meets quarterly to shape each issue – and we greatly appreciate the interest and encouragement of our avid readers and our dedicated advertisers.

“...we are determined to uphold the highest standards of publishing and reporting as we continue to serve as a forum and a reliable resource for Village, School District and Business District information ...”

We take pride in reporting community information in an attractive, appealing, quality format. Local businesses have discovered our magazine as a cost-effective advertising option for directly targeting customers. This advertising revenue enables us to maintain reasonable publishing costs and to grow.

Shorewood is on the move! And we are determined to uphold the highest standards of publishing and reporting as we continue to serve as a forum and a reliable resource for Village, School District and Business District information – and showcase the businesses, neighborhoods and people of our community. We look forward to reporting the history and future of Shorewood as it happens.

Village leaders, staff and guests celebrate the fourth anniversary of Shorewood's Plensa sculpture in September during the Plein Air event.



With frost on the pumpkin and autumn in full glory, our thoughts turn to raking leaves and clearing snow. Ideal can help!

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• **Oakland and Edgewood, Shorewood**
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Ice Carving • Sat., Dec. 6 • 11 a.m.-3 p.m.
Reindeer Visit • Sun., Dec. 7 • 9 a.m.-12 p.m.

• **Bay Ridge and Silver Spring, Whitefish Bay**
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Shorewood is home to many businesses that have been around longer than most of us! Test your Shorewood knowledge and pick which business has been here the longest: Feerick Funeral Home • Hayek's Pharmacy • North Shore Bank • Hubbard Park Lodge • Northshore Funeral Service • Harleys: The Store for Men • Goldi. Then, check your answers with the anniversary years listed on the following page!

Long-Term Businesses in Shorewood

The Secrets of Success and Advice to the Newcomer

In the spirit of camaraderie, a number of local, long-time (20 years and more) businesses share their "secrets of success," and offer a piece of advice to new businesses in Shorewood.

Hayek's Pharmacy turns 96 this year. Owners William Quandt and Matthew Hayek are familiar faces – they both started in 1968, Matthew as a toddler with his dad and grandfather, and Bill as the business partner and pharmacist in the loft over the store. They both agree that a close relationship with customers has made their time on the corner of Downer Ave. and Capitol Dr. a true family affair. (See spotlight story on page 8.)

Up the street, the North Shore Building & Loan Association of Shorewood (now **North Shore Bank**) opened in 1923 with \$13,700, one location and 10 employees from the back of the Perkins Hardware Store. Since then, it weathered the stock market crash of 1929, the Great Depression, five wars, and even today's economic challenges, and evolved to become a full-service financial institution with 47 locations and a staff of more than 500 people. The secret?

According to Business Relationship Manager Becky Reinhardt, that secret is a combination of strong industry knowledge and a customer advocate approach. "North Shore Bank is dedicated to sponsoring community events." In addition, Reinhardt touts a quick adaptation to technology paired with a traditional, in-person banking experience for keeping the customers satisfied.

"Newcomers," suggests Reinhardt, "should reach out to the bank

as a business partner. Take advantage of the guidance that can help them financially grow and prosper."

Harleys: The Store for Men is 66 but doesn't look a day over 39. Owner Tim Ryan keeps the inventory fresh for men's fashion. Ryan and his team of dedicated, knowledgeable, friendly and professional staff create lasting relationships with customers – over four generations of them. Harleys is a proud supporter of the Village and Schools of Shorewood.

Ryan's advice to new businesses in Shorewood is to "make sure you utilize the expertise of the Village staff, the Community Development Authority and the Business Improvement District while you explore opening your business in Shorewood."

Jerry Pearce opened **Rainbow Jersey Bicycles** in 1973 and is as excited about bikes as ever. "We just added Electra Bikes to our bicycle inventory. It's a fun, creative and extensive collection." He also has become a community partner with many biking-related events, such as the Estabrook Park Beer Garden Cyclocross Classic held on November 1 and promoted by Hampshire Cycle Club.

Noah Christensen's **Shorewood Press** is finally 21! He praises his staff for the good rapport with customers, and cites adapting to new technologies as a secret to his success. He says email, scanners and digital technology have replaced many of the old standards. "But first and foremost, our quality, our prices and our non-corporate way of doing business have worked for us. We have house accounts for almost everyone and some pay with checks

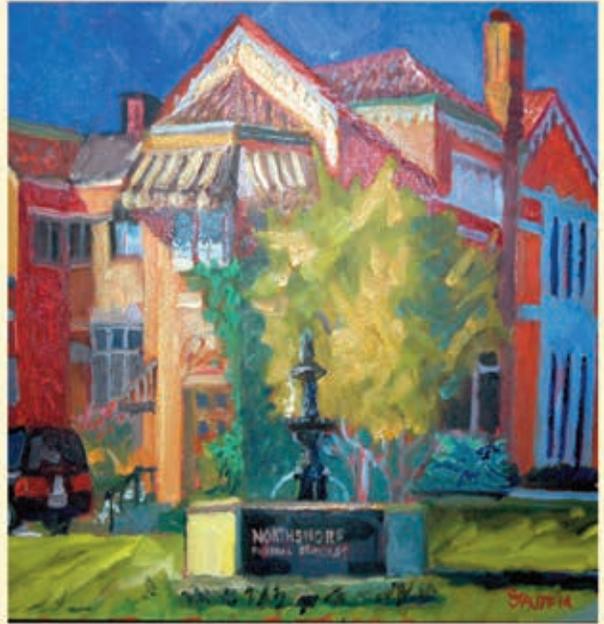
and others with lemon squares." His advice to new businesses is a state of mind. Half-jokingly, he suggests, "Think Mayberry, not Chicago."

Kehri Stowers at **Goldi** keeps up on women's fashion trends in order to relay them to customers. "And in Shorewood," Stowers says, "because we have such a repeat customer base, we are constantly changing and moving our displays and furnishings for our shoppers." One aspect of the success of the shop is that customers can come in and relax in the environment: "They like our warm inviting atmosphere as well as the variety and selection. They get to know us, so then when they need that last-minute gift or outfit, they know they can do it quickly and with our help if they'd like it."

Advice to a new shop? "Be authentic and genuine in what you will offer to your Shorewood customer, whether it is a product or service. They'll appreciate you for that."



We're not just in your neighborhood.



Painting by Daniel Stauff entitled "Northshore" during Plein Air Shorewood September 17-20, 2014

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Jody Michael Armata, Director

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Business	Year Opened	Address	Anniversary
Feerik Funeral Home	1896	2025 E. Capitol Dr.	118 years
Hayek's Pharmacy	1918	4001 N. Downer Ave.	96 years
North Shore Bank	1923	3970 N. Oakland Ave.	91 years
Hubbard Park Lodge	1938	3565 N. Morris Blvd.	76 years
Northshore Funeral Services	1939	3601 N. Oakland Ave.	75 years
Harleys: The Store for Men	1948	3565 N. Oakland Ave.	66 years
Benji's Deli & Restaurant	1963	4160 N. Oakland Ave.	51 years
Loyda & Associates Insurance	1970	4414 N. Oakland Ave.	44 years
Chattel Changers	1972	2520 E. Capitol Dr.	42 years
Rainbow Jersey Bicycles	1973	4600 N. Wilson Dr.	41 years
Shorewood Queensway	1977	4300 N. Oakland Ave.	37 years
East Garden	1983	3600 N. Oakland Ave.	31 years
Stowell Associates	1983	4485 N. Oakland Ave.	31 years
Scenario Hair Design	1984	2317 E. Capitol Dr.	30 years
Shorewood Press	1993	4060 N. Oakland Ave.	21 years
Goldi	1994	4114 N. Oakland Ave.	20 years
Robert Laurence Salon	1994	4060 N. Oakland Ave.	20 years



Top: An important service of the business has always been deliveries.

Far right: The original pharmacy was housed in a loft above the main floor.

Below: In its early days, Hayek's offered a very popular soda fountain to the delight of the community.



Another Anniversary: Hayek's Turns 96

It is a testament to the community that Hayek's Pharmacy has welcomed customers since 1918. It continues to stand as the tallest building on the northwest corner of Capitol Dr. and Downer Ave. as it has for 96 years, and represents a continuity of care and concern for the community it serves under the guidance of owner and pharmacist, William Quandt, who has worked there since 1968. "Hayek's started the same year as the Green Bay Packers," he proudly announces.

Manager Matthew Hayek grew up in the store. He is the grandson to founder Ernie Hayek and son of Robert Hayek, longtime business partner with Quandt.

While the focus in the early years was "cigars, liquor, ice cream and pharmacy services," the store maintains a robust pharmacy and its signature care and customer focus. The store is now cigarette free (since 1998 – they even have a proclamation from the Village) and has a limited supply of libations.

"Some things have remained consistent since 1918 – keeping a house account is still possible, and the pharmacy will help customers special order medical supplies or durable medical equipment."

In the '70s Hayek's was the local place to purchase all school supplies – from Car Ferry, a brand and service that no longer exists. Hayek recalls, "There was no Target, no Office Max. You had to order paper and everything from Car Ferry and boxes and boxes would arrive for all the local kids to come pick up their school supplies."

Some things have remained consistent since 1918 – keeping a house account is still possible, and the pharmacy will help customers special order medical supplies or durable medical equipment. A store expansion in the '70s widened the pharmacy

and brought it to the main floor, out of the loft above the former counter. Quandt remembers when the pharmacy was still housed up in the loft and medications were sent down via a dumbwaiter fashioned out of a brass pole with a basket. "I still have that pole," says Hayek. "It's a piece of our history."

Delivery Started in 1918

"We still do deliveries, just like my grandfather Ernie Hayek started in 1918. He would flip the sign on the door to 'Back in Ten!' and hop on his motorcycle and deliver a quart of ice cream," says Hayek, a class of '85 Shorewood High School graduate who started working in the store in high school. "Now we do deliveries twice a day," says Quandt, "and we serve a large area, north to Ozaukee County and south to downtown Milwaukee."

Free Smells and Nostalgia

Customers span four generations, and know Quandt and Hayek well. "We have people visit with their children and grandchildren, and remember Bill and me, and say it smells the same as they remember." Many smile when they see the familiar array of 10-cent candy and "almost everyone asks about the soda fountain," Hayek explains. Hayek's had a very popular soda fountain along the main wall where soda still stands – only now it's bottled and ready to go, for the next generation.

**Hayek's • 4001 N. Downer Ave. • 414.332.8870
Mon.-Fri. 9 a.m.-7p.m. • Sat.-Sun 9 a.m.-3 p.m.**

Above: Shorewood resident and professional artist James Hempel painted this rendition of Hayek's Pharmacy during last year's Plein Air event.



Photo by John O'Hara



Introducing Mod Gen: A Modern General Store

Garden Room changed into Mod Gen on Friday, October 10. Manager Doug McDonald says the decision to change the name to a Modern General Store (Mod Gen) will provide “clarity and focus to what we have been offering for many years.” The change is a result of very organic growth over the past few years toward becoming more than just a garden store.

“People often call thinking we are a florist or a big landscape garden center,” McDonald adds, “and are surprised to see all we offer when they get here. Branding as a ‘general store’ will bring a much needed focus to our customer outreach.”

McDonald says it will bring a diversity of goods for everyday living in a creative, casual setting. “We are taking inspiration from a really local, community-based type of store idea as well as the garden and plant items we’ve always had.”

“We will continue to change and/or expand products in our current departments such as houseplants, paper goods and gifts, linens, kitchen wares, and entertaining service wares, as well as add to a department we call “Market Goods.” These are goods from local, regional and U.S.-made small-batch makers. We will offer foods like jams and preserves, honey, pickles, mustards, sauces, and candies as well as handmade soaps.”

Mod Gen Facts:

- The restaurant, Tochi, in the lower level of the building, has its own entrance (inside the doors that is separate from Mod Gen).
- The ownership and management of Mod Gen remains the same.
- Mod Gen will continue to carry many of the Garden Room classics and add new items.
- A new focus will be on local and regional goods for the home and garden.
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Sensational Salons

Get Your Style On This Holiday Season

Shorewood has no shortage of salons and spas to get you styled up, and looking and feeling your best for the holidays! Here is a recap in alphabetical order of where you can find the right places for all of your beauty needs. Be sure to visit shorewoodwi.com for more details on these full-service Shorewood salons.

Brian Houston Salon
4479 N. Oakland Ave. • 414.967.1637
 brianhouston salon@gmail.com
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The Establishment
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 jill_miller40@yahoo.com
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 luxe-the-salon.com
 info@luxe-the-salon.com
 Find them on Facebook. Full-service organic lifestyle salon and spa.

The Men's Room Barber Shop
4423 N Oakland Ave. • 414.961.9019
 mensroombarbershop.com
 info@mensroombarbershop.com
 Find them on Facebook. For the past 14+ years as a place JUST for guys providing full service men's haircuts, boy's haircuts, straight razor wet shaves, Dermatological skin treatments, complimentary neck clean-ups between haircuts, facial and ear hair removal, and grey blending/coloring services.

Nick's Barber Shop
1520 E. Capitol Dr. • 414.961.9853
 Last traditional barber shop in Shorewood providing haircuts, shaves and facials from Pete, Karen or Roman. Appointments preferred.

North Shore Nails
4011 N. Oakland Ave. • 414.967.1011
 northshorenails@yahoo.com
 Nail services and eyebrow waxing.

Oakland Glow Salon
4208 N. Oakland Ave. • 414.964.4569
 tazyglow@gmail.com
 Provides all hair services. Contact TAZ for hair color and permanent straightening.



From top to bottom: Robert Laurence Salon co-owners (and mother and son team) Kevin McElroy and Bev Sullivan are celebrating their 20th anniversary in Shorewood.

New to the Shorewood salon scene is Groom for Men, at 3575 N. Oakland Ave., conveniently located next to Harleys: The Store for Men.

Rodica Stoica is the owner of Scenario Hair Design, a longstanding Shorewood salon at 2317 E. Capitol Dr.

Q-ticles

2127 E. Capitol Dr. • 414.332.9999

q-ticles.com • qticles@gmail.com

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Robert Laurence Hair Studio

4060 N. Oakland Ave. • 414.961.7000

robertlaurence.com

info@robertlaurence.com

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Full Aveda concept salon providing hair services, massage, facials, waxing, manicures, pedicures, and wigs for more than 20 years.

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Nancydralph@gmail.com

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scenariohairdesign.com

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3955 N. Prospect Ave. • 414.519.2500

stmoritzsalon.com st.moritzhair@gmail.com

Find them on Facebook.

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Trilogy Hair Salon

1425 E. Capitol Dr. • 414.269.9434

trilogyhairsalon.com

trilogyhairsalonmke@gmail.com

Find them on Facebook.

Another new salon in Shorewood providing haircuts and hair color.

Zen the Salon

4407 N. Oakland Ave. 414.967.7977

myzensalon.com

zenthosalon@yahoo.com

Find them on Facebook, Twitter, Google+ and Pinterest.

Offers the latest style trends and state of the art techniques in women's and men's haircuts, color, keratin treatment, tape-in

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Main Salon Studios

1928-1932 E. Capitol Dr./

4005 N. Murray Ave.

mainsalonstudios.com

• **Mary Bonfiglio** 1928 E. Capitol Dr., #104
414.870.9855

mary.bonfiglio@hotmail.com

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• **Edith's Heads** 1928 E. Capitol Dr., #102
414.291.0209 • edith1535@gmail.com

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• **Gigi Cahill's Beauty Salon**

1928 E. Capitol Dr., #104 • 414.962.4004

• **Haircraft** 4005 N. Murray Ave., #105

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GROOMING

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4429 N. Oakland Ave. • 414.962.4240
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Cori Bliesner opened this grooming and specialty pet goods shop on her brother's birthday, November 8, 2008, and has enjoyed six years of watching her clients (and their owners) trot past the picture window every morning along Oakland. "I really have enjoyed the small community feel," says Cori, "and it's fun watching the kids growing up. The dogs like the front window, too," she says. Offering full and a la carte services like nail trims (\$8), Vanity Fur sports four groomers who work on dogs, cats and small animals, as needed. Call to schedule an appointment, available Monday through Saturday.

April and Aaron's 4 Paw

1518 E. Capitol Dr. • 414.332.4729

Since 2009, the last five years have made this groomer a true mom and pop shop, with April and Aaron Lynch getting married after they opened, and now expecting their first child this October. They handle dogs only – no cats. 4 Paw offers extended hours during the holiday season. Call for an appointment Monday through Saturday.



Photos by John O'Hara

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Shorewood Animal Hospital

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Dr. David S. Rosene opened the practice in 1988 and appreciates his staff, many of whom have been with him for more than 15 years. The hospital is AA Hospital-certified, meaning it passes a rigorous annual set of criteria. Dr. Rosene says he focuses on providing the highest quality medical, dental and surgical care for his patients – small dogs and cats. He believes strongly in promoting quality of life with patients and families, because he knows his patients are part of the family. They now offer ultrasound, digital dental radiography and digital radiography. There are four vets on staff, and they and the rest of the practice enjoy the community and working in Shorewood. Call for an appointment.

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Shorewood has many resources for your pet supplies – even local places like Walgreens and Pick 'n Save have the basics, where you can find kitty litter, leashes, occasional pet beds, and basic dog and cat food. Plus, don't forget to register your dog and cat at the Shorewood Village Hall, Monday-Friday, 8 a.m. to 5 p.m., 3930 N. Murray Ave.

.....
Keep up with Business District events through the Business Improvement District website at shorewoodwi.com.
.....



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Atwater School when it was first built in 1915.

Atwater Elementary To Celebrate 100 Years Lake Bluff Elementary Recently Turned 90 Years

With the 2014-2015 school year in full swing, there is much cause for celebration in the Shorewood School District, as both of the District's elementary schools are celebrating monumental anniversaries.

Atwater Elementary will be officially turning 100 years old in 2015, and the District has already begun preparations to commemorate the school's centennial. An Atwater 100th Anniversary committee has been formed to organize a series of events in the upcoming year, and has been brainstorming ways to get as much of the Shorewood community involved in the celebration as possible. While plans are still in their early stages, one thing is set in stone – the committee has determined that the kickoff event will be the Atwater Winter Sing on January 21-22. This annual music event is almost completely run by the students; each grade level participates in either vocal or instrumental performances, and the students introduce their own pieces to the audience.

"There are so many exciting ideas in the works, and I feel extremely lucky to be the principal during this important time," says Atwater Principal Kayla Russick. "One of our biggest goals for this year is to try and get the building back to its original state as much as possible. This means working to restore some of the beautiful woodwork around the school and cleaning up the WPA mural in the main hallway that was painted in the 1930s."

According to the planning committee, some of the proposed anniversary ideas include staging an Atwater classroom to look like an original classroom from the old school house in 1915, hosting an evening event where 100 pieces of art are sold for \$100, inviting individuals to make philanthropic donations to support Atwater programs, and having a large back-to-school picnic next fall.

"Throughout this whole process, I am most excited to find out

just how wide Atwater's reach is ... to see how many people went to school here, to see the effect that Atwater has had on their lives, and to see how the students, teachers and community members alike will step up this year to honor the school," says Russick.

"A few notable graduates from Atwater include Supreme Court Chief Justice William Renquist, Leading Economist Walter Heller and U.S. Representative Les Aspin."

Atwater Elementary was originally built when the four-room Murray Avenue Elementary (now Village Hall) could no longer hold the influx of students. According to a book published by the Shorewood Historical Society, the School Board purchased a seven-acre tract in 1913 (on what is now Capitol Dr.), and began construction immediately on the Georgian-style building that was to be called Atwater. Atwater opened its doors as a K-8 school on September 7, 1915, and nearly 200 students were enrolled that year. The front half of the school contained 11 rooms, and later in 1919, the back half was completed with 11 more classrooms and an auditorium-gymnasium.

Over the years, Atwater School went through many more changes including adding high school enrollment for a short period between 1921-1925, and adding on the current cafeteria and library in the 1990s. The school has always remained strong in its mission.

Atwater continues to thrive today, and currently serves 509 students from K4 to 6th grade. With more than 20 classrooms

Lake Bluff Elementary School in the 1920s.



and 34 teachers, the curriculum is constantly expanding and improving, as the school now offers band, orchestra, Spanish, ACE program, Urban Ecology Connections, after-school tutoring, personalized learning, character education and much more.

Suzi Dixon, who worked at Atwater for more than 23 years and had two children and a grandson attend the school, has this to say: "I couldn't have chosen a better school for my boys. You can just tell when you walk on campus that Atwater teachers care so deeply about the progress of their students, and will do anything to help them reach their academic potential. So many people in the Shorewood community have been touched by an Atwater education." A few notable graduates from Atwater include Supreme Court Chief Justice William Rehnquist, Leading Economist Walter Heller and U.S. Representative Les Aspin.



Lake Bluff Elementary School today

In addition to Atwater, the other District Elementary School, Lake Bluff, recently turned 90 years old. The school officially opened its doors on September 8, 1924, when the Village recognized the growing need for

another elementary, and it has been a staple in the Shorewood community ever since.

It won't be too long before plans are underway for Lake Bluff's 100th Anniversary (in 2024) and right behind that, Shorewood High School's 100th Anniversary (in 2025).

To find out more information on the Atwater 100th Anniversary festivities, please visit shorewoodschoools.org. The District will be providing frequent updates as the celebrations gets closer.

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Maylan Thomas

DRUM ROLL, PLEASE!

World-Class Tech Theater Professional Joins Shorewood High School Team

Shorewood High School is excited to welcome multidisciplinary designer and tech theater "guru" Maylan Thomas to the Drama Department. Thomas replaces previous tech theater specialist, Patrick Spreadbury, who left over the summer. Thomas brings 15 years of professional industry experience, including projects with major rock and country tours, Broadway scenery and stage mechanics, and musical superstars.

"We are very excited to add Maylan to the performing arts and drama staff," says SHS Drama Director Joe King. "He brings an incredible wealth of knowledge and experiences from the professional technical theater world, and I know that he is going to be able to hit the ground running on day one to continue the excellence in technical theater that the Shorewood community has come to expect."

Thomas initially showed an interest in the technical arts after viewing a community theater production of "Jesus Christ Superstar" in which impressive special effects were being used during a crucifixion scene. While pursuing a B.A. in both performance and voice at Kirkwood Community College in Cedar Rapids, Ia., Maylan was invited to work in the theater shop.

"Because of my performative background, I was very sensitive to the application of storytelling and the environment," Thomas explains.

Post-college, Thomas found himself walking away from the arts, and decided to join the U.S. Army. Four years into his enlistment, he received a phone call asking if he would be interested in working in Washington, D.C., behind the scenes of the historical U.S. Army Soldier Show. Thomas toured around the world with the show for four years, acting as technical director, scenic designer and performance manager.

Once his enlistment ended, Thomas went back to college and earned a M.F.A. from the University of Iowa. Due to his unique touring experience, Thomas was immediately hired by Tait Towers, a world-class stage and set design production company that has engineered high-caliber award shows and concerts for the likes of the Rolling Stones, Beyoncé, Taylor Swift, Cher and Garth Brooks.

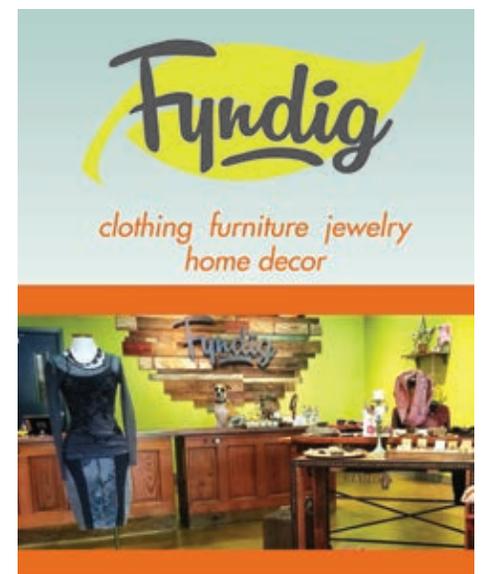
"I was in the track and rigging department, and our focus was everything in the air, anything that hung from something. So that

was just this whole myriad of things, from scenery for Britney Spears for her Las Vegas show, to helping Cher fly," Thomas explains.

Despite the prestige and glamor of working on such high-profile set designs, Thomas was often on the road and away from his family. Additionally, he began to see a decline in the arts programs in his own kids' schools, which is something he found "terrifying." Having come from a family of educators, Thomas' interest was peaked when he saw the open position at Shorewood High School.

"I didn't know how to become involved other than offering my skill sets," Thomas says. "One day I was flipping through a website for entertainment people and I saw this opportunity that I thought fit all of our desires."

This year at Shorewood High School, Thomas will get to showcase his work in upcoming drama productions including "Little Shop of Horrors," "Rumors" and "Cabaret." When not creating theater, Thomas can be found spending time with his family, which includes Hannah, Sullivan and Jonas, who all started at Shorewood Schools this fall.



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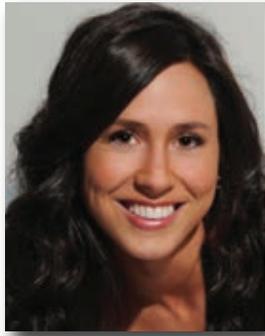
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Ted Knight

Katelin Watson



School District Welcomes New External Relations Team

The Shorewood School District has hired Ted Knight as its chief advancement officer, a new full-time position that will focus on fundraising and outreach.

Knight started the position June 30 after serving for nearly 10 years at the University of Maryland where he worked as assistant dean to develop new partnerships with corporations, foundations and government organizations, secure new funding for new programs and student learning experiences, and craft strategic communications to support research initiatives.

According to Shorewood School Board President Rob Reinholfer, the idea of adding professional fundraising capacity to the District began a number of years ago.

"The Board came to the realization that maintaining the variety and quality of programming and learning experiences we provide was not realistic if we continued to rely solely on our regular sources of revenue from the state and local property taxpayers. In fact, the Board set a goal of raising 1.5% of the District's annual budget through donations and grants," Reinholfer says.

While hiring a professional fundraiser for a public school district may seem unusual, it's not unheard of. "The model is popular in California, as well as successful public charter schools," Reinholfer explains. "Many people are familiar with development offices at private schools and colleges or universities, but recently, public schools have begun adding similar positions in an effort to secure resources to support their missions."

Knight's role will concentrate on bringing the District's fundraising efforts to the next level through professional coordination. Much of his work will focus on major gifts through alumni outreach, as well as corporate, foundation and government grants.

"I believe this is a very special community, one that cares deeply about the quality of education available to kids," said Knight, who moved his family to Shorewood and enrolled his children in the Shorewood School District. "I think there is an opportunity here to establish a national model for what we can do to advance public schools. I am excited to help support Dr. Lexmond's vision to "Build Community, Focus on Growth, and Transform Learning," developing advanced-level programs that prepare students for challenges we will face 40 years from now. We can do that by expanding STEM (science, technology, engineering, math) education for students, combining it with art/design (STEAM, see pg. 24), as well as advancing hands-on, project-based learning experiences for students. Creative activities and team-based

projects are amazing ways to learn and to build problem-solving skills. These kinds of programs require new funding, and I am planning on reaching out to alumni, corporate partners and foundations to find support to help make these student experiences possible."

During his time at the University of Maryland, Knight helped to establish new programs for students through innovative partnerships, including the nation's first undergraduate honors program in cyber security.

"I think there is an opportunity here to establish a national model for what we can do to advance public schools. I am excited to support Dr. Lexmond's vision ..."

"Ted has extensive background in development, communications, and corporate and government relations. We are happy to have him on our team," Reinholfer says.

In addition to bringing Knight on board, Shorewood also added another key player to the District team this year – Communications and Advancement Coordinator Katelin Watson. Watson, a graduate of Elon University in North Carolina with a B.A. in broadcast journalism, joins the District from St. Thomas More High School where she served as the interactive marketing coordinator for two years. Prior to St. Thomas More, she spent two years in Tulsa, Okla., as a corps member for Teach For America, a national movement of leaders who work to ensure that kids growing up in poverty get an excellent education.

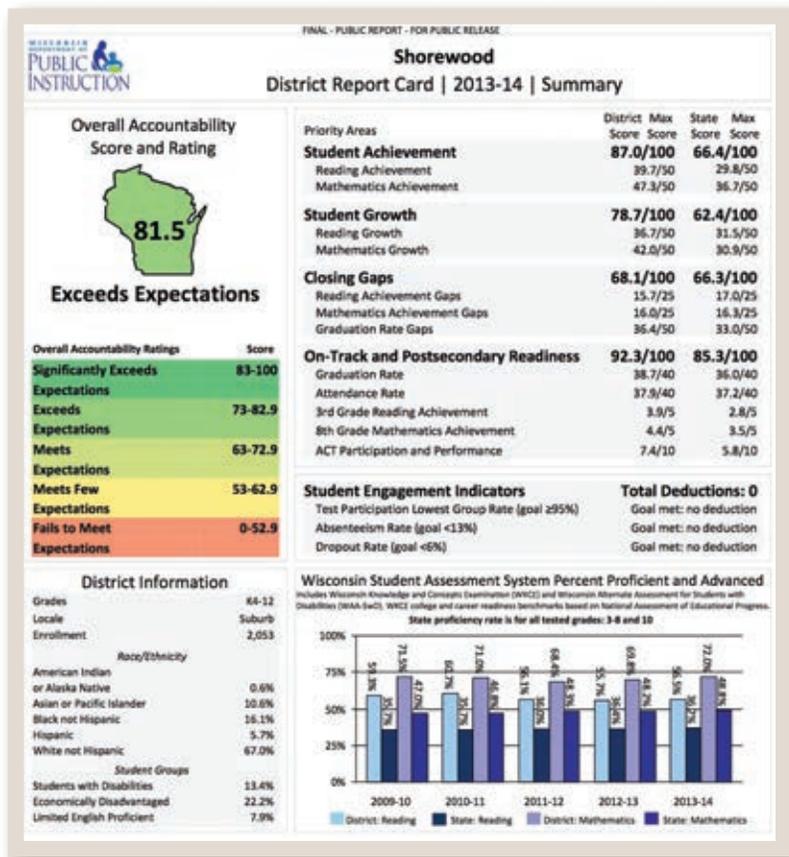
In her new role, Watson will work to strengthen and advance the District's identity and reputation through social media, public relations, web and various other marketing tactics.

"I sought out [this position] because Shorewood is a place where I would send my own children if I had any," Watson says. "I have heard about and seen so many amazing things coming out of the Shorewood community that I knew I wanted to be a part of it. I can't wait to contribute this year and in future years to the District's continued success."

With some new personnel in place, the District looks forward to making great strides in the 2014-15 school year.



Shorewood Schools Continue To “Exceed Expectations”



School District Improves in All Report Card Categories

Each year, the Wisconsin Department of Public Instruction (DPI) releases an individualized report card detailing the performance of all school districts throughout Wisconsin. This year, Shorewood School District continues to “exceed expectations” with scores up in all areas, according to the new District report card data, released on September 16.

The District improved in all four report card categories, including Student Achievement, Student Growth, Closing Gaps, and On-Track and Post-Secondary Readiness. As a result, the District went up 2.3 points in the Overall Accountability Score and Rating, from 79.2 to 81.5, ranking as one of the top districts in the state.

While each of the District's schools earned “exceeds expectations” marks this year, Shorewood Intermediate School (SIS) made the biggest gain among the schools, jumping almost two points from 74.4 to 76.3. A large contributing factor to this jump is the increase in the SIS Student Growth category from 59.5 to 69. Another impressive District highlight includes Lake Bluff’s large jump this year in Closing Gaps, from 63.8 to 73.

“We are very pleased that the Shorewood School District improved in all categories on the state report card,” Shorewood Superintendent Dr. Marty Lexmond says. “We know that this is a direct result of the hard work from our principals, teachers, aides, students and parents. Using this new DPI data, we look forward to working with our teachers to focus on individual student needs.

While we want our students to perform at the highest levels on state tests, our commitment to educating the whole child means we also know our students are more than test scores. This means we will continue to offer robust art, music, drama, physical education, and world languages programs to deliver on the promise of unique learning experiences for students in Shorewood Schools.”

Similar to the school report cards, which were released for the first time by the state two years ago, the District report cards are based upon four main categories:

- **Student Achievement** Proficiency in reading and mathematics on state assessments.
- **Student Growth** Measured by year-to-year improvements in achievement.
- **Closing Gaps in Performance** Between specific student groups (comparing English language learners, low-income students, students with disabilities, and members of a racial or an ethnic group with their peers).
- **On-Track and Post-Secondary Readiness** A measurement using reliable predictors of high school graduation and potential post high school success.

Schools and districts are also evaluated on measures of student engagement, including their test participation rates, chronic absenteeism rates and dropout rates.

Photo by John O'Hara



In addition to the improvements seen across the District report card, Shorewood High School was pleased to see a 16.4% increase in African-American students considered to be "college ready," according to the ACT college readiness letter. While administrators aren't certain what specifically caused the jump in percentage, SHS Principal Tim Kenney gives credit to educators.

"I think this really showcases our collective effort to educate all students, and ensure each graduate is a well-rounded, lifelong learner," Kenney says.

2013 Advanced Placement (AP) test scores of 3 or more (the highest being 5) also saw a two point jump over the previous year, while global scores remained the same.



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The Welcoming Table at Shorewood Intermediate School is a comfortable, welcoming spot for new students to have lunch with their peers.



A FRIENDLY INTRODUCTION

Students Go Above and Beyond To Welcome New SIS Families

Moving to a new place can be daunting, but thanks to a group of girls from Shorewood Intermediate School (SIS), the transition for families relocating to Shorewood this summer was not so scary. Incoming 8th graders Karly Lamoreaux, Josie Lang and Julia Papineau spent a few of their summer vacation days personally welcoming new 7th and 8th grade students to the District by making house calls by bike. Armed with cookies and kindness, the girls were able to help shed a little light on life at SIS before the big first day on September 2.

"First we heard that there were going to be kids from a couple different countries, and we thought it would be cool to visit them," says Josie Lang.

After contacting the SIS principal's office to obtain contact information about the new families, they learned that the number of new students was much greater than they originally anticipated. Seventeen new students have enrolled at SIS since the end of last school year.

"We just wanted to give them a good first impression of Shorewood," says Karly Lamoreaux. "One day we visited about 10 people, and we just went to their houses and talked about the school a little bit, just so they knew what it's like. I know that if I was going to a new school, I wouldn't want to go in not knowing anyone."

Another factor that inspired the girls' drive to make new students feel at home was the thoughtfulness brought on by last spring's Courage Retreat. The daylong retreat was held in the SIS gymnasium last March, and included activities to help students build character, inspire responsible decision-making and take positive risks.

According to Julia Papineau, "It helped open your eyes and see the problems [that can develop when kids feel isolated]."

Though Karly, Josie and Julia, all lifelong Shorewood residents, were only able to visit families of SIS this year, they are hoping the effort can carry on with next year's 8th graders, and perhaps even expand to the other schools in Shorewood.

"We were thinking . . . this could be a new thing for the schools,"

Papineau says. "It shouldn't just be this year . . . we were talking about how we should get some of the 7th graders to do it next year and keep passing it on, and we could also start it at the elementary schools. We can start small first and then get bigger."

Their effort has already made an impact. During the first few days of school, the girls made sure to check in with the new students, helping them find classes, answer questions and navigate the hallways. Thanks to their initial introduction, new students were also able to approach all three girls in the hallways to ask for help when needed.

As any new student knows, one of the most stressful times during the school day is lunchtime. With this in mind, 8th graders Callie Cade and Owen Manion created a space where all new students are guaranteed to find a free seat and a friendly face.

"It's called the Welcoming Table. There's a sign on the table so everyone knows where it is, and it has some of the guidelines that we follow," says Callie Cade.

Upon sitting down at the Welcoming Table, everyone has to shake hands, greet one another with a warm welcome, make eye contact and ensure that everyone is included in the conversation. Within just a few days of its inception, Cade noticed that students who sat at the table were already forming friendships and beginning to branch off on their own.

"I did the 7th grade lunches last week, and it was just really fun to see kids ask about school and talk about, 'Who's your favorite teacher?' and all that stuff. And now I see them in the halls together and I think wow – it really works!" exclaims Owen Manion.

While the idea was originally spurred by SIS science teacher Kelly Steiner, Cade was most excited about the idea of mixing students up and getting to know new people. Unexpected friendships, she says, can often be the best kind.

Though it is early in the school year, some 7th grade students have already expressed interest in taking the lead on these welcoming endeavors next year. The current 8th grade leaders are very optimistic that the trend will continue.

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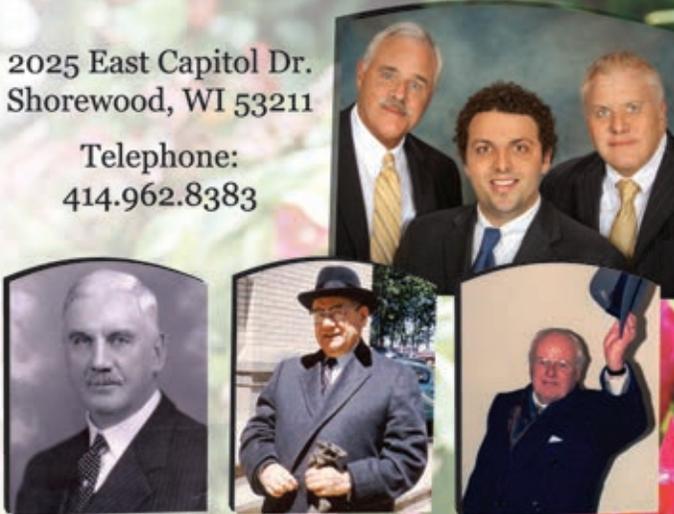
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Shorewood students enjoy the hands-on experiences offered at the inaugural Maker Faire in September at State Fair Park.

Inaugural Maker Faire Milwaukee Introduces Hands-On Experiences for Students

As part of the District-wide focus on expanding STEAM (science, technology, engineering, arts and mathematics) learning experiences this year, the Shorewood School District invited the community to attend the inaugural Maker Faire Milwaukee event at Wisconsin State Fair Park on Saturday, September 27.

"We are looking for more interactive activities for our community to be involved in and the Maker Faire, making its debut this year in Milwaukee, provided a perfect opportunity for us," says Superintendent Marty Lexmond. "The event showed students and parents how hands-on learning experiences pertain to real-world problem solving, and what students can achieve with a background in science, technology, engineering and math – as well as the arts. We are working now to add more STEAM learning experiences for students inside and outside of the classroom."

To encourage participation, the District provided free transportation to and from the fair grounds for the event. Nearly 50 students, staff, parents and community members took the bus to Maker Faire Milwaukee, and many more drove separately to take in the activities over the weekend.

Co-hosted by the Betty Brinn Children's Museum and the Milwaukee Makerspace, the Maker Faire was a family-friendly interactive festival that showcased the "maker movement," a growing global community of do-it-yourselfers that is pushing the

boundaries of creativity, product development and manufacturing through technology, innovation and entrepreneurship. The event featured more than 100 makers who demonstrated 3D printing, microcomputers, robotics, lasers, alternative energy, blacksmithing, indie crafts and more. It also offered hands-on instructional workshops, competitions and activity areas for visitors of all ages and interests.

Shorewood School District's Chief Advancement Officer Ted Knight, who helped organize the trip, had nothing but great things to say about the Maker Faire. "It was great to see the creativity, problem-solving, and ingenuity that comes from giving students access to advanced tools," said Knight. "Great things happen when kids are given the chance to build things and use their hands to innovate. I will be working to find support for these tools to make these learning experiences possible for Shorewood students, from K-12."

Because of the value the District places on STEAM, and the incredible turnout from this year's event, the District plans to continue to facilitate student participation in these kinds of activities in the future.

To learn more about how you can support hands-on learning experiences in Shorewood Schools, contact Ted Knight at tknight@shorewood.k12.wi.us. For more information on Maker Faire Milwaukee, visit makerfairemilwaukee.com.

Alumni News

The Shorewood Alumni Association is still searching for leadership. The presidency role is vacant, and we are seeking additional new board members to help coordinate outreach and alumni-related events. For more information, contact Chris Trost at 414.526.4730 or email shorewoodalumni@gmail.com.

Are you a Shorewood High School graduate planning an upcoming reunion? All reunion leaders should contact Ted Knight at tknight@shorewood.k12.wi.us or 414.961.3161 for classmate contact information and class lists, and additional support or ideas. When planning a reunion, classes are also welcome to schedule a tour of the high school campus. Tours can be arranged through Shorewood Communications Coordinator Katelin Watson at kwatson@shorewood.k12.wi.us or 414.963.6931.

Classes planning a reunion are encouraged to establish a Facebook presence for their class, and should link to the SHS Alumni Association Facebook page (facebook.com/ShorewoodAlumniWi) for additional outreach and networking.

Additional alumni information, including information about upcoming events, can be found at shorewoodalumni.org.

Alumni Involvement in Atwater's 100th Anniversary

Atwater Elementary is celebrating its 100th anniversary in 2015 (see pg. 16). We invite alumni to join in our celebrations by sharing memories, photos and memorabilia, and offering support to the school. Interested alumni can contact Ted Knight at tknight@shorewood.k12.wi.us or 414.961.3161.

Stay Connected to the District: Follow Our Social Media Outlets

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facebook.com/ShorewoodRecreation
facebook.com/ShorewoodFitness
facebook.com/ShorewoodDrama
facebook.com/ShorewoodAlumniWi

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Shorewood Recreation (@Shorewood_Rec)
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ALL-COMMUNITY EVENTS AND RECREATION DEPARTMENT NEWS

Fowl 5K Run/Walk on Saturday, November 15

The 20th annual 5K off-road run/walk will take participants through the streets of Shorewood, down the scenic bike path and finish on the Shorewood High School track. Proceeds will benefit the state champion Shorewood High School boys' and girls' cross country teams.

Race-day registration and mandatory packet pick-up begins at 8:30 a.m. at the Shorewood Intermediate School Commons. The run/walk begins at 10 a.m. at the Shorewood High School track. All pre-and-post-race activities will be held in the Shorewood Intermediate School Commons.

Random drawings for prizes (must be present to win) will take place and refreshments will be served after the run/walk. Awards will be presented to the top three men, women boys (12 and under), and girls (12 and under). Be sure to check your time at the finish.

Chicago, Your Way! Holiday Shopping on Saturday, December 13

Join us for a fun-filled day in Chicago! You will have the day to yourself to shop, visit museums or people watch. You will be dropped off and picked up at the corner of

Rush and Superior. Invite your family and friends to join you! All payments are non-refundable. An adult must accompany children under 16 years old.

DATE: Saturday, December 13

TIME: Leave at 8:15 a.m. and return at approximately 7 p.m.

LOCATION: Shorewood High School Parking Lot

FEE: \$32 resident/\$48 non-resident

COURSE #: 1951.1

To register, call 414.963.6913, ext. 4 or visit the Recreation page at shorewoodschoools.org.

Ski and Snowboard Club at Sunburst for Grades 4-12

Whether you are an experienced skier/snowboarder or have never tried it, this program is for you. Each session includes one hour of lessons with the remaining time for open skiing or snowboarding. Participant who complete the lessons will receive a Sunburst Ski Club membership, allowing them to come back any time after completing the program and ski for the day for a nominal fee.

This is a great program to sign up with a friend. All registrations and Sunburst paperwork must be completed no later than Friday, December 12. All participants must rent a helmet if they do not bring

their own. Helmet rental is \$20 for the 4-week session.

DATES: Tuesdays, January 6-February 3 (No class January 27)

TIME: 3:30 p.m. departure from Shorewood High School parking lot; return at 8:30 p.m.

FEE: Ranges from \$150-\$225 for residents

To register, call 414.963.6913, ext. 4 or visit the Recreation page at shorewoodschoools.org.

Shorewood Arts & Craft Fair

Join us for the 35th Annual Shorewood Arts & Craft Fair on Sunday, December 7, from 10 a.m. to 4 p.m. This popular fine arts and craft show will take place at Shorewood High School, 1701 E. Capitol Dr. Parking is free in the SHS parking lot, and an off-site shuttle service is available should the lot be filled. All proceeds benefit the Shorewood Booster Club, which supports the athletic programs in Shorewood. Please contact Lynn Frieseke at 414.403.8771 or 414.332.2987 with any questions.

If you are interested in being a vendor, visit shorewoodschoools.org for more information.

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Left: Purchase of the Atwater Beach tramcars, "Able Cable" and "Twinkle Toes," was supported by the Shorewood Civic Improvement Foundation (now the Shorewood Foundation) shortly after its incorporation in 1964.

Right: The Shorewood Foundation was the presenting sponsor of Plein Air Shorewood in September.



Shorewood Foundation Celebrates 50th Anniversary

Foundation's Focus: Improving and Maintaining Shorewood's Quality of Life

On April 6, 1964, the Shorewood Village Board approved a resolution to:

RESOLVE, that there be and is hereby created and established the Shorewood Civic Improvement Foundation for the purpose of receiving gifts of money or property and endowments to be used to support, aid, accelerate, augment, implement and enhance cultural, educational, recreational, civic and public improvement programs in the Village of Shorewood.

A steering committee was appointed, bylaws were quickly drawn up, and by June 1964 a board was appointed to begin soliciting donations and grant applications. Their mission was to support projects and activities that would add to the overall quality of life in the Village but were not likely to be included in either Village or School District budgets.

By 1970, grants had supported park improvements, installation of the Atwater Beach Tramway, a presentation by the Milwaukee Symphony in the Shorewood Auditorium for all school children, playground equipment and roller skates for a popular recreation program.

"Our mission has not changed," says current Foundation President Alicia Domack. "We continue to solicit and appreciate donations, both large and small, and combine the donations in order to make significant grants. We give out as much as we receive, and we strive to be good stewards of the public's gifts."

Foundation Board member Michelle Boehm notes that everyone currently on the Board is passionate about supporting

Shorewood's quality of life. "We keep detailed records and try hard to keep a balance in our support of Village, School District and other organizations," she says. "We want to be in the middle of the community and reflect its diversity."

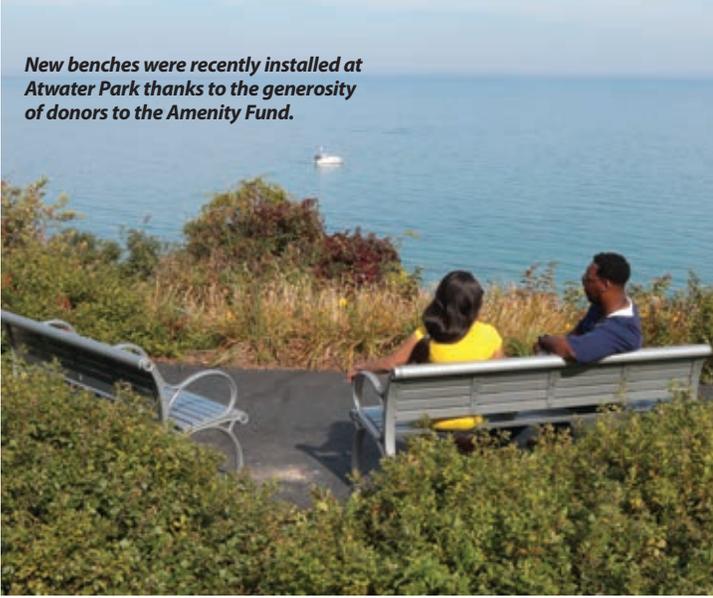
Examples of recent grants approved by the Foundation include Atwater Park playground equipment and erosion study (\$40,000); Plein Air event (\$10,000), crosswalk solar signs (\$1,600); and the D2D high school athletic field (\$75,000). Annually, the Foundation supports the 4th of July Fireworks (\$11,500), as well as the Shorewood Concert Band and the Summer Sounds concert series at Hubbard Park.

Although the Foundation welcomes donations for specific items (see pg. 29), they particularly appreciate unrestricted donations that allow them to bundle donations together to meet a significant need. "We also welcome bequests," says Domack, "as a means for people to give back to the community in a more substantial way."

The Shorewood Civic Improvement Foundation shortened its name to Shorewood Foundation in 2002. The Foundation conducts an annual appeal and hosts special events to solicit funds. All donations are tax deductible. Further donation information and the grant application form are available at shorewoodfoundation.org.

The Foundation is also actively seeking board members who reflect the diversity of Shorewood. An application is available on the website.

New benches were recently installed at Atwater Park thanks to the generosity of donors to the Amenity Fund.



Photos by John O'Hara

Celebrate Shorewood! Leave a Lasting Impression on the Community You Love

The Shorewood Foundation recently partnered with the Shorewood Parks Commission and the Shorewood School District to create an Amenity Fund to encourage planned giving or donations in honor of a loved one. New benches and a shade structure were recently added to Atwater Park, thanks to the following memorial donations:

- Frank Daily in honor of his wife Julianna Ebert
- Friends of Abby Goldberg in memory of Abby Goldberg
- The Gravelle family and friends in memory of Catherine Spahn Gravelle

A brochure is available that lists the numerous needs in the community and associated costs. To acknowledge each gift, whenever possible, memorial plaques can be attached to the item. The Village Giving brochure can be picked up from Village Hall or can be viewed on the Village website at villageofshorewood.org or the Shorewood Foundation website at shorewoodfoundation.org.



New equipment can now be found at Atwater Beach, thanks to the generosity of those who contributed to the Shorewood Foundation.

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October 19, 1923 Copyright 1923 Lake Shore Publishing Co. Page 3.

Shorewood's Dream Coming True University High School will Soon be a Reality

If present plans materialize Shorewood and White Fish Bay, combined in one joint district, will have one of the finest and most unique high school plants in the entire nation. Shorewood's school board first received its inspiration as to this new type of high school from Prof. Thompson and facing Atwater Road. A curved walk or drive will lead up to it from both sides of the depression in front. The tunnels carrying the steam mains will be laid under these and a skating rink in winter. This long cloisters.

The conventional single unit high school combines all school activities in one large building costing nearly as much as a group of several buildings. In it boys at forges, or with axes and hammers distract the classes reciting in other rooms. Other classes in music and gymnasium work fill the corridors with a medley of sound. Laboratories, domestic science rooms and cafeterias mingle their odors which permeate the "Latin Quarter".

The village of Shorewood has acquired thirteen acres of land across the street from the armory, bounded by Oakland Ave. and Atwater road, and has since voted to purchase an additional tract adjoining this ground on the west. This will make a very generous site for the ultimate group of five or more buildings, with space for athletic grounds and experimental gardens. The first building to be erected will be the one designed to house the junior high school and the library after the quarters in the main building have become too cramped. Administration building and will stand upon the slight knoll well back from the walk or drive which will lead up to it from both sides of the depression in front. The tunnels carrying the steam mains will be laid under these and a skating rink in winter. This long cloisters.

Another building which will face on Oakland will be the one designed to house the junior high school and the library after the quarters in the main building have become too cramped. Administration building and will stand upon the slight knoll well back from the walk or drive which will lead up to it from both sides of the depression in front. The tunnels carrying the steam mains will be laid under these and a skating rink in winter. This long cloisters.

The western part of the grounds will be taken up by the athletic plant, a circular cinder track will inclose a football field, whose bleachers will face the east so that the afternoon sun will not blind the gaze of the onlookers watching their grilles burn here.

The second building to be constructed will be what a university would term a science hall, for in it will be the laboratories for biology, chemistry and physics, also the domestic science department and a cafeteria. This building will be situated to the south, near to and facing Oakland Ave. In the northeast corner near the administration building will stand a spacious auditorium. It will be a one story building, its main hall capable of seating 1500 people. It will be used for public as well as school use. The lavatories will be adjacent to the main hall, and will be the manual training department, a one story building where the boys can hammer away without disturbing the delicate sensibilities of the followers of music, art, or science.

The Parent-Teachers association of St. Robert's School will meet Frisky either in one building or else in two attached buildings will occupy a place principal of the Hartford Ave. School, will be the speaker.



Effective communication, as the saying goes, is a two-way street. An articulate message is conveyed to a receptive listener. Roles are reversed to make sure the message was received and correctly interpreted. And therein lies the problem for the Village or any large entity that is trying to convey information to a large, diverse group of potential listeners. We often don't know if our message was received or understood until there is a complaint. But we keep trying.

The Village has numerous communication tools at its disposal. Trying to decide which tool is most effective in any given situation is a 21st century problem.

Background

A communication problem drew a few disgruntled Town of Milwaukee residents to Pete Mead's Tavern on Oakland Ave. in March of 1900 to plan for incorporation of the area we now know as Shorewood. The amusement park across the street from the bar was generating tax revenue for the Town of Milwaukee, but the Town apparently didn't hear residents' requests to use some of that revenue to improve the muddy, rutted roads.

By October of 1923, Village population had grown sufficiently to justify a community newspaper, the "Shorewood Radio." The first edition of the Radio (which looked more like a magazine) featured an article on plans for the new high school: "Shorewood's Dream Coming True, University High School will Soon be a Reality."

The "Shorewood Radio" grew in size until 1929 when the name was changed to the "Shorewood Herald." For more than 70 years, the "Shorewood Herald" was a timely, weekly publication that focused on our Village. A few years ago, the "Shorewood Herald" was combined with other community newspapers into the "North Shore Herald" (now called North Shore NOW) which greatly reduced the newspaper's effectiveness as a Village communication tool.

Although we no longer have a community newspaper, today we have many other communication tools at our disposal. Selecting the best tool for the message and the audience is the challenge.

Currently, the Village uses a variety of communication tools to connect residents and keep them informed:

- **Website: villageofshorewood.org**

A new site was launched on September 16. A tremendous amount of information on current Village projects is organized by department; a calendar of events makes the site timely, and a new section entitled "I Want To . . ." provides answers to dozens of frequently asked questions.

- **Village Manager's Weekly Memo**

This emailed newsletter is the single best resource for timely information. Village Board agendas, short reviews of current projects and the latest information on issues such as parking and voting are covered in the memo. To receive the weekly memo, sign up via the Village website. Choose the "Notify Me" button in the top menu bar and then "Click Here" to sign up.

Various communication tools, including a website and the Shorewood Today magazine, are used by the Village to keep residents informed. The "Shorewood Radio" (above) was the first community newspaper, introduced more than 90 years ago in 1923.



• **Direct Mail**

Letters are used for major issues that require detailed information; post cards alert residents to meetings and other special events.

• **Email**

Along with the Village Manager’s memo, residents can also receive alerts by subject type or area of interest. Information for signing up can be found on the Village website.

• **Fliers**

Door handle notices alert residents to water and sewer work; notes on garbage cans include DPW garbage and recycling information. (Note: notices on garbage cans were the second most effective form of communication at 45.3%, behind the *Shorewood Today* magazine, according to a November 2013 Village poll).

• **Twitter**

Short notices on meetings and other special event dates are Twitter specialties (@ShorewoodGov).

• **Facebook**

The Village Facebook page (facebook.com/shorewoodgov) contains a variety of short informational pieces and photos.

• **Other miscellaneous communication tools** include a monitor in the Library and bulletin board signs.

• **Shorewood Today magazine**

Publication of the *Shorewood Today* magazine is a collaborative effort by the Village, School District, Business Improvement District and the Village Marketing Program. With additional support from local advertisers, four issues are produced each year. On the most recent community-wide Village survey (November 2013), 46.5% of respondents reported that the magazine was a very useful communication tool, the highest rating of all Village communication efforts.

The magazine fills an important niche in Village communications. Background information on issues that are of interest to most residents and that should prove helpful to making informed decisions is provided. Community successes and good news about the people and places that make our Village so special are featured – stories that are seldom available in other formats.

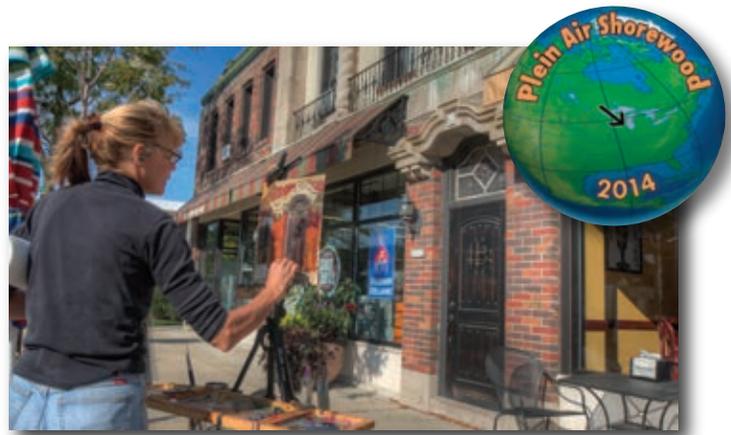
Are we using the right tools?

We are all deluged with information and trying to be attentive for the things that really matter is hard work. However, some of the comments that Village staff hear make us wonder:

- *I never see notices you leave on my front door – we only use the back door.*
- *I didn't open the letter you sent about water testing because I didn't know what it was about.*
- *Putting notices on the garbage cans is unsanitary.*

Communication is a two-way street. Complaints about Village communication are as old as the Village itself. At times, the complaints may be deserved. But too often, sources of information are ignored by residents.

Please let us know your thoughts! Are we using the right tools effectively? We would like to know what residents think. Send your comments to manager@villageofshorewood.org.



Plein Air Shorewood Another Successful Community Arts Celebration!

September’s Plein Air event, produced by the Village Public Art Program, brought more than 60 professional artists to the community to paint the beautiful vistas of Shorewood in the “open air.” Four full days of arts activities culminated with a Saturday night Gala when the finished paintings were auctioned off to the highest bidders.

What a wonderful community arts celebration!

Visit pleinairshorewood.com.



Public *art* Shorewood



Photos by John O'Hara



*Village of Shorewood Board of Trustees
(back row left to right): Jeff Hanewall,
President Guy Johnson, Mike Maher,
Patrick Linnane and Thad Nation.
Front: Ann McKaig and Tammy Bockhorst.*

Fresh Eyes Assess Long-Range Sewer Plan

On Wednesday, August 13, the Village Board held a special meeting to review the Shorewood's Long-Range Comprehensive Sanitation and Storm Water, Sewage, and Drainage Plan.

Highlights included:

- Work on Basin One is complete.
- Basin Six is complete except for placement of a storm sewer outfall draining Glendale Ave. directly to the Milwaukee River, a project that will not involve major road work.
- Disconnection of rain spouts, installation of rain gardens, and placement of underground storage and filtration systems under parking lots has taken place in various areas throughout the Village.
- New storm sewer extensions were installed to expand the existing system to switch flows from combined sewers to storm sewers in the northeast, combined sewer service area.
- Combined sewer resizing and rerouting to improve capacity was completed on portions of Jarvis St. and Richland Ct.

However, the portion of the plan with the highest price tag (sewer construction in the combined service area, approximately

\$16 million), still remains to be done.

The Village decided to take a look at the original plans and asked the Metropolitan Sewage District (MMSD) to provide a "fresh set of eyes" on the problems and possible solutions for the southeast portion of the Village. MMSD was asked specific questions related to the effectiveness of proposed plans. While the MMSD review reaffirms the basic approach for the southeast area as outlined in the Facility Plan, it also raises some points that require additional consideration. The Village remains committed to crafting a solution that provides the greatest benefit at a reasonable cost. Staff is reviewing the alternatives and will make a recommendation to the board early in 2015.

"Even with all the money in the world, we would never be able to install pipes big enough to handle a catastrophic rain like we had in 2010," says Department of Public Works Director Leeann Butschlick. "We can't physically get pipes that large under our streets. However, we are in much better shape than we were in 2010."

Please call Village Manager Chris Swartz at 414.847.2701 if you have any questions about plans for future sewer work.

Collaborative Effort Behind Storm Water Management Projects

As part of this year's street reconstruction program, the Village and School District collaborated to improve the parking lot at Atwater School. The lot now sports new asphalt and fresh stall markings, but this beauty is more than skin deep. With the help of a Municipal Best Management Practices program grant from the Milwaukee Metropolitan Sewerage District (MMSD), an underground storage and filtration system was installed to collect, store and slowly release runoff from the Atwater School parking lot. This storm water management system will provide both water quality improvement and combined sewer system performance benefits as runoff from the lot will discharge at a far slower rate. This is similar to the system installed in the Village Hall parking lot in 2013.

At Lake Bluff School, a rain garden was constructed near the Bartlett Ave. parking lot entrance. The Shorewood Waters project received a very generous grant from the Shorewood Men's Club to construct the garden, which was designed by Judy Kaiser, DPW horticulturalist. Kaiser and her crew installed the garden which captures runoff from the school parking lot and adjacent areas. With the plants provided at reduced cost through MMSD's rain garden program and the garden to be maintained by School District personnel, the project is truly a collaborative effort. Special thanks goes to the Shorewood Men's Club for making the Lake Bluff project possible.



Reconstruction of a portion of Murray Ave. was completed this past summer.

Street Repair Making Significant Progress – Alleys To Be Added to Repair Plans

In 2005, many Shorewood streets were crumbling and challenged the driving and hole dodging skills of both automobile drivers and bicycle riders. Since 2005, almost half of Shorewood's streets have been resurfaced or re-constructed. This past summer, a long stretch of Murray Ave. and its near cross streets were reconstructed. "We've made significant progress on road repair," says Department of Public Works (DPW) Director Leeann Butschlick, "though there is still much to be done."

Public streets in Shorewood must be evaluated for their condition every other year as required by the Wisconsin Department of Transportation. The condition number is one of the factors considered when planning for street resurfacing or reconstruction (water and sewer projects are also considered). Condition numbers range from 1 (worst) to 10 (best).

In 2013 all alley segments in the Village were also given a condition rating by DPW staff. They are currently working with the Village's consulting transportation engineer to develop a comprehensive alley reconstruction and maintenance plan for presentation to the Village Board. That plan will include funding alternatives for Village Board consideration. Most of the alleys are on the northwest side of the Village.

To view maps that detail the condition ratings and future repairs, see the Pavement Management Plan Update (February 2014) at villageofshorewood.org/documentcenter/view/688.



Neighbors on the corner of Olive and Murray enjoyed a block party on their new street and expressed their thanks for the reconstruction.



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Members of the Senior Resource Center practice for their holiday production.



Photos by John O'Hara

Senior Resource Center Calendar of Events

For more information and a complete calendar of events, call the SRC at 414.847.2727. Send reservations with payment to 2010 E. Shorewood Blvd., Shorewood, WI 53211.

One-to-One Tech Support Fridays **Fridays from Nov. 7-Dec. 5, then resuming** **Feb. 6-April 24 • 9-11 a.m.**

Here's a chance to learn more about your gadgets. Bring in your cell phone, laptop, iPad, camera, etc. and get one-on-one support from a UWM student volunteer. The program is free!

If It Goes Beep **Most Fridays throughout the year • 9-10 a.m.**

An informal discussion of things like computers, digital cameras, telephones and anything that beeps.

Men's Morning **Wednesday, Nov. 12 • 10-11:30 a.m.**

"A Day on the Honor Flight" presented by Stars and Stripes Honor Flight with a guest appearance by WWII POW vet Joe Demler, one of the featured veterans in the movie "Honor Flight." Donuts, coffee and juice will be served. Pay \$3 at the door. All proceeds from this program will be donated to Honor Flight.

Getting a Good Night's Rest **Wednesday, Nov. 12 • 1-2 p.m.**

Christine Foran, certified sleep technologist, will tell us about good sleep hygiene, how our sleep needs change as we age and why it is a good idea to get help if quality of life is affected by poor sleep. Ms. Foran will discuss the types of testing and treatments available. Pre-register by calling or emailing the SRC office. This program is free.

Boston Market Lunch followed by Shorewood History Program • Wednesday, Nov. 19 • 12 noon

Our Boston Market lunch includes an individual pastry-topped chicken pot pie, cornbread, fruit and dessert. Our program, "Before There Was Shorewood: The Muddy Road to Incorporation" will be presented by Karen de Hartog, president of the Shorewood

Historical Society, who will help us visualize what life was like in the area we now know as Shorewood in the late 19th and early 20th centuries. The cost is \$9 for Shorewood residents and \$11 for nonresidents. Please make your reservation with payment by 12 noon on November 17.

NEW 8-week series: Beginning Bridge **Thursdays, Jan. 15-March 5 • 1-3 p.m.**

Strengthen and build your cognitive ability by learning a new and challenging skill, Bridge! Bruno Wolff, certified by the American Contract Bridge League, will teach us the terminology, rules, bidding and strategies of the game. Residents \$75 for the series and nonresidents \$80. Registration and prepayment required by January 8.

Traditional Robert Burns Supper **Wednesday, Jan. 21 • 12 Noon**

This classic Scottish celebration will commemorate the birthday, life and work of Robert Burns, Scotland's beloved poet. Dust off your favorite tartan – be it a scarf, tam, tie or even something as bold as a kilt – and join in the spirit, fun, food and charm of bonnie Scotland. The festivities begin with the piping in of the iconic haggis. Guests will have a chance to sample a wee bit after the recitation of Address to a Haggis, a famous Burns poem.

Our bountiful supper, prepared by Riversedge Catering, includes roasted beef, champit tatties (mashed potatoes with gravy), bashed neeps (mashed rutabaga), and peas – with tipsy laird (trifle) for dessert. After lunch, host Ian Day will share an entertaining look at Scottish culture, and we'll celebrate the great poet with songs and poetry. Special door prizes will be drawn for tartan clad party-goers. And we'll end the party with Burns' immortal "Auld Lang Syne." Make your reservation early for this one-of-a-kind, very special event. Residents \$10/nonresidents \$12 due no later than January 19 at noon.



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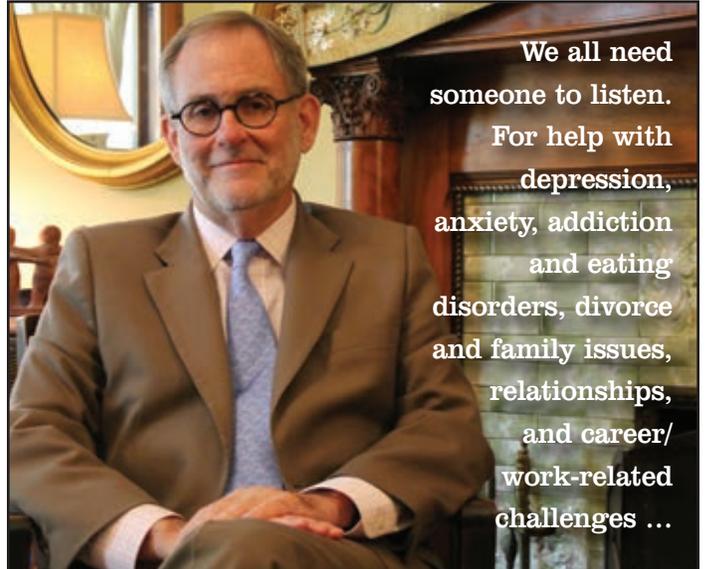


The Shorewood Foundation gives back to the Shorewood community in a variety of ways. Thanks to our generous donors, the Shorewood Foundation has recently supported the following events and activities:

July 4th Fireworks, Hubbard Park "Summer Sounds" concert series, Shorewood Concert Band, Shorewood Plein Air Festival, SHS Scholarships, SHS Band, 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.



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November Is National Alzheimer's Disease Awareness Month and National Caregiver Month

Knowing that the proportion of older adults is increasing and that the greatest predictor for dementia is age, Shorewood Connects has recently created a Dementia Awareness Work Group to increase awareness of Alzheimer's disease and other types of dementias and to promote available resources to people with the disease and their caregivers. Dementia is a general term for a decline in mental ability severe enough to interfere with daily life. Memory loss is an example. Alzheimer's is the most common type of dementia.

Of Americans age 65 and older, one in nine has Alzheimer's and one in three people age 85 and older has the disease. Today, more than 5 million Americans are living with Alzheimer's disease, including an estimated 200,000 under the age of 65. These numbers will increase dramatically in the coming years.

Learn more about the early warning signs of the disease, the differences between normal, age-related problems and dementia, and a list of things to discuss with your doctor if you suspect that dementia might be an issue. Please visit alz.org/alzheimers_disease_10_signs_of_alzheimers.asp.

Funds Available to Shorewood Seniors for Home Safety Repair

The Village of Shorewood is committed to providing our senior residents with programs, services and resources that will enable them to live comfortably, safely and independently at home and in the community for as long as possible.

The Shorewood Senior Safety Repair Program is an important resource. In this joint program with the Milwaukee County Housing Division, income-eligible Shorewood seniors (63+), may qualify for a \$2,000 grant. Since this is a grant, not a loan, it does not need to be repaid. Five grants will be available through 2014 to be used for smaller, safety-related repairs in owner-occupied residences. Just about everything qualifies as safety-related: smoke and CO monoxide alarms, installation of deadbolt locks, hand rail installation, porch repairs and much more.

The grants are special incentives to encourage Shorewood seniors to also consider the County Home Loan Repair Program, which offers loans up to \$40,000, at low or no interest, for larger projects such as siding, windows, roofing, porches, heating,

electrical, plumbing, foundation work and other major repairs including municipal ordinance compliance. Income qualifications are reasonable: Single person household \$39,400; two person household \$45,000. The County also takes into account 2% of assets that can be liquidated.

The grant program is available only until the end of 2014. So now is the time to get started. Pick up a do-it-yourself home safety check list at the Senior Resource Center. Residents who need help with the assessment can request a free home visit from a qualified Shorewood volunteer. When you know what's needed, you can begin the process by calling the Milwaukee County Dept. of Health & Human Services Home Repair Program at 414.278.4917. They'll assist you in completing a phone application to determine your eligibility.

In the meantime, if you need more information, call the Shorewood Senior Resource Center at 414.847.2727.



Village residents and guests enjoyed a full day of fun at Hubbard Park this fall as they experienced the great outdoors and the Milwaukee River with special activities for the whole family.



Fish and Feather Festival

October 11 ■ Hubbard Park





Gardens Thrived During Mild Summer

The LiveWell garden thrived! Researched and planned by DPW horticulturist Judy Kaiser (above), the multi-level garden hung on the side of the Shorewood Library and produced tomatoes, herbs, nasturtiums and more this growing season. Senior Resource Center volunteers assisted DPW staff with maintenance of the garden and were the recipients of the garden produce.

Gladys Gores' Flowers Live On

Before the Ravenna was built on the west side of the 4500 block of North Oakland Ave., there was a little white house surrounded by lovely gardens on the site. Gladys Gore, the home owner, was an expert gardener and the beauty of her lot brought seasonal enjoyment to passers-by for dozens of years.

Before digging began for the Ravenna, Judy Kaiser and DPW staff retrieved and saved bulbs and other perennial flowers from the property. The plants are now thriving in the small gardens in front of Ravenna, in Hubbard Park and in other Village gardens. Flowers in front of the Ravenna include White Bearded Iris, Asters, Purple Coneflower, Phlox and Stella d'Oro Daylilies. Gladys Gore would be pleased!



Flowers from Gladys Gore's property now thrive at the Ravenna site.

Get a second opinion while enjoying a cup of coffee with me



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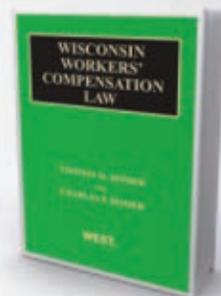
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VILLAGE NOTES AND RESOURCES

Leaf and Snow Removal

Leaf collection by DPW crews using the leaf vacuum machine have already begun and will continue until the first week in December. All areas of the Village should be covered once per week. Rake leaves into piles at the edge of the curb on the parkway. **DO NOT RAKE LEAVES INTO THE STREET** where they are more likely to clog inlet drains and cause street flooding. Also, do not include any other yard waste in the leaf pile.

Leaf collection will end early if we experience any frozen precipitation. The vacuum will be removed and plows will be attached to the trucks. The Village will continue to pick up bagged leaves and other yard waste.

Snow removal is the property owners' responsibility. Sidewalks must be cleaned 12 hours after snow commences. Residents who fail to clean their walks will be given notice that they have an additional 12 hours to finish shoveling. If still not done, the Green Team will be called in to shovel and the homeowner will receive a Village citation and an invoice for cleaning charges.

Safety of Drinking Water Is Aim of Cross-Connection Control Program

The Village of Shorewood Public Water Utility system delivers safe, high-quality drinking water every day. To continue to protect the public health and keep the water system safe from contaminants and pollutants, the Utility is required by the Wisconsin Department of Natural Resources and the Village of Shorewood Municipal code to maintain a cross-connection control program.

A cross-connection is a direct or potential connection between any part of the public water supply system and a source of contamination or pollution. Water normally flows in one direction, from the public water system through the customer's cold or hot water plumbing system to a faucet or other plumbing

fixture. Under certain conditions, water can flow in the reverse direction. This is known as backflow and it occurs when backsiphonage or backpressure is created in a waterline.

Shorewood's Cross-Connection Control program began this past summer with inspections conducted by Hydro Designs and Village staff from both the Water Utility and Inspection Departments. Approximately 100 residential and 15 commercial inspections have been completed. A few problems were found and are being addressed by the Village and property owners.

A Cross-Connection inspection requires inspector access to the residence or business. Property owners are contacted by mail to schedule the inspection.

Pre-Sale Code Compliance

Having your property inspected for code compliance is a Village requirement before the property can be sold. More than 80% of Shorewood homes are over 50 years old. Preserving the integrity of our buildings is a top Village priority. That is why carefully crafted procedures and guidelines have been put in place to ensure that our older buildings continue to be well-maintained.

Call for an appointment as soon as you start thinking about selling your house to avoid sale delays.

Call 414.847.2640 for further information or see the Village website: villageofshorewood.org/183/Code-Compliance.

Community Development Grant Awarded to Village for Northwoods Software

Northwoods Software Development, Inc. has purchased and is renovating the former Catholic Life Insurance building at 1572 E. Capitol Dr. with assistance from the Village. The Village was awarded a Community Development Investment Grant for \$200,000 from the Wisconsin Economic Development Corporation to be used by Northwoods for heating and

air conditioning and other internal improvements to the building.

Northwoods also received an additional \$200,000 Village of Shorewood installment loan that is funded through the Village's Business Incentive Loan Program.

Village Manager Chris Swartz indicated that the Village was pleased that Northwoods was able to purchase this notable Shorewood building and that the Village could assist with necessary renovation.

Northwoods currently occupies the first two floors of the four-story building. The upper floors are available for rent. The building was originally constructed in 1952 as the home for the American Bowling Congress (ABC). ABC moved to Greendale in 1972 and the building was owned and occupied by Catholic Family Life Insurance until they merged with Catholic Knights in 2009.

North Shore Health Department Clinic Dates and Times

Shorewood residents can make appointments at any North Shore Office. See nshealthdept.org for clinic dates at all locations. Please call 414.371.2980 for more information or to make an appointment.

Immunization Clinics Shorewood Office

- 2nd Thursday of the month 3-4:30 p.m. (by appointment) on Nov. 13 and Dec. 11, 2014 and Jan. 8, 2015
- 3rd Tuesday of the month 7:30-9 a.m. (by appointment) on Nov. 18 and Dec. 16, 2014 and Jan. 20, 2015.

Blood Pressure Screenings

Shorewood Office: 4th Wednesday of the month 3:30-5:30 p.m. (no appointment) on Nov. 26, 2014 and Jan. 28, 2015.

Adult Health Risk Screening

Shorewood Office: 4th Tuesday of the month 8-10 a.m. (by appointment) on Nov. 25 and Dec. 23, 2014 and Jan 27, 2015.

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Out and About in the Village of Shorewood



Another beautiful season unfolds in Shorewood as we remember sunny summer days and think ahead to the holidays! Keep in touch with all the latest happenings by visiting shorewoodtoday.com, shorewoodwi.com, villageofshorewood.org and shorewoodschoools.org.

1. Mod Gen (formerly Garden Room), a modern general store, has opened at 2107 E. Capitol Dr. (see pg. 9 for details). **2.** “Dear Mrs. Griggs,” a program about the *Milwaukee Journal* columnist Lone Quinby Griggs, was sponsored by the Shorewood Historical Society, Friends of the Shorewood Library and the Shorewood Woman’s Club. Attendees wore hats as did Mrs. Griggs who was a *Journal* columnist for more than 50 years. **3.** Construction work continues to shape the new HarborChase assisted-living complex at the western border of Shorewood (Wilson Dr. and Capitol Dr.). **4.** The Customer Service area at Village Hall has recently undergone a makeover with an updated, attractive counter that makes it easier to serve residents, plus new carpeting and paint. Historic Village photos will be reframed and hung in the near future. Stop by and check out the new look!



Photos by John O'Hara

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- Energetic business district with an eclectic mix of shops and restaurants
- Parks and recreation options
- Shorewood Public Library
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 - Senior Resource Center
 - Volunteer opportunities

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Left: Steven Koutnik D.D.S., M.S.
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Shorewood Community Calendar

NOVEMBER

- **Sat., Nov. 8: Shorewood Connects Fall Yard Clean-Up** 9 a.m.-12 noon throughout the Village. Volunteers help their Shorewood neighbors get their yards ready for winter. Email michelle.boehm@sbcglobal.net.
- **Sat., Nov. 8: Welcome New Neighbors Open House** 9 a.m. at the Village Center (lower level of Shorewood Library), in conjunction with the kick-off of the Fall Yard Clean-Up. If you are a new Shorewood resident, stop by and introduce yourself! Receive a welcome kit by sending an RSVP in advance to welcome@villageofshorewood.org.
- **Fri., Nov. 14 and Sat., Nov. 15: SIS Show Circle** 7 p.m., Shorewood High School Auditorium/Gensler Theater. Students \$5/Adults \$8. Visit shorewooddrama.org.
- **Sat., Nov. 15: Shorewood Fowl 5K Run/Walk** Along the streets of Shorewood and scenic bike path to benefit the Shorewood boys' and girls' cross country teams. See pg. 26 for more information.
- **Fri.-Sat., Nov. 21-22: AFS Showcase** 7 p.m., Shorewood High School Auditorium, Capitol Dr. and Oakland Ave. Students \$10/Adults \$15.
- **Wed.-Fri., Nov. 26-28: No School** School District offices closed

DECEMBER

- **Thur., Dec. 4: SHS Orchestra Concert** 7 p.m., Shorewood High School Auditorium/Gensler Theater, Capitol Dr. and Oakland Ave.
- **Fri., Dec. 5: Village Tree Lighting Ceremony** 6-7 p.m. at City Market Cafe, 2205 E. Capitol Dr. Holiday dining and

drink specials throughout the neighborhood from 6-10 p.m. (see pg. 13). Sponsored by the Shorewood Business Improvement District. Visit shorewoodwi.com.

- **Sat., Dec. 6: Stop, Shop & Restore Holiday Event** 10 a.m.-5 p.m. throughout the business district. Holiday music, free gift wrapping, ice carving and free trolley rides (see pg. 13). Sponsored by the Shorewood Business Improvement District. Visit shorewoodwi.com.
- **Sat., Dec. 6: Welcome New Neighbors Open House** 10-11 a.m. at Mod Gen (formerly Garden Room), 2107 E. Capitol Dr. Receive a welcome kit by sending an RSVP in advance to welcome@villageofshorewood.org.
- **Sun., Dec. 7: 35th Annual Arts and Crafts Fair** 10 a.m.-4 p.m. at Shorewood High School to benefit the Shorewood Booster Club. See pg. 26 for details and a discount coupon for admission.
- **Sun., Dec. 7: SHS Chamber Orchestra and Singers Concert** 7 p.m., Kingo Lutheran Church, 1225 E. Olive St.
- **Tues., Dec. 9: Winter Music Festival** (Grade 7 Band and Orchestra) 7 p.m., Shorewood High School Auditorium/Gensler Theater
- **Thur., Dec. 11: Winter Music Festival** 7 p.m., Shorewood High School Auditorium/Gensler Theater, Capitol Dr. and Oakland Ave. (Grade 8 Band and Orchestra, Grades 7 and 8 Choir)
- **Sat., Dec. 13: Chicago Holiday Shopping Bus Trip** Bus leaves the Shorewood High School parking lot at 8:15 a.m. for a full day of shopping or whatever suits you in the Windy City! See pg. 26 for details.
- **Mon., Dec. 15: Lake Bluff Music Event** 7 p.m., Shorewood High School Auditorium/Gensler Theater,

Capitol Dr. and Oakland Ave.

- **Tues., Dec. 16: SHS Choir Concert** 7 p.m., Shorewood High School Auditorium/Gensler Theater, Capitol Dr. and Oakland Ave.
- **Mon.-Fri., Dec. 22-Jan. 2: Winter Break/No School**
- **Wed.-Thur., Dec. 24-25; Wed., Dec. 31 and Thur., Jan. 1:** School District offices closed

JANUARY

- **Mon., Jan. 5: School Resumes**
- **Thur., Jan. 15: Bright Beginnings Open House** 6:30-7:30 p.m. at both Lake Bluff and Atwater Elementary Schools
- **Thur., Jan. 15: Atwater School Open House** Junior and Senior Kindergarten 6-7 p.m., Grades 1-6 6:30-7:30 p.m.
- **Thur.-Sat., Jan. 15-17: SHS Winter Drama Show** "Rumors" by Neil Simon 7 p.m., Shorewood High School Auditorium/Gensler Theater, Capitol Dr. and Oakland Ave. Students \$5/Adults \$10. Visit shorewooddrama.org.
- **Mon., Jan. 19: No School** Teacher In-Service Day
- **Wed.-Thur., Jan 21-22: Atwater Winter Sing** 6:15-8:30 p.m. for Grades 4-6 on Wednesday and Grades 1-3 on Thursday.
- **Fri., Jan. 30: Atwater School and Lake Bluff School Movie Nights** 7 p.m., Atwater Cafetorium and Lake Bluff Cafetorium, sponsored by the PTOs. Popcorn and drinks available for \$1 each. Bring a pillow, blanket or sleeping bag for comfort. Parents must accompany children. Free to all.