

Shorewood **TODAY** *magazine*

VILLAGE • SCHOOLS • BUSINESSES

**Businesses Celebrate
Milestone Anniversaries**

**River Bluff Stabilization
and Restoration**

**SHS a "Blue Ribbon"
School**



PREMIERE ISSUE

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The Bank of You

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*Celebrating
60 Years of
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1948-2008*

Shorewood TODAY magazine

Shorewood Today is a joint publication of the Shorewood School District, the Village of Shorewood and the Shorewood Business Improvement District (BID). It contains feature stories and information to promote the quality of life in our Village and to provide useful, accurate information for Shorewood residents and business owners.

Shorewood Today is published three times per year, and production costs are shared by the Shorewood School District, the Village of Shorewood and the Shorewood Business Improvement District, with additional financial support from local advertisers. Suggestions for content in future issues are welcome, but we retain the right to reject or edit copy that is incompatible with our purpose or too long for available space.

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FOR UP-TO-DATE INFORMATION on Shorewood news, events and services, please visit:

VILLAGE OF SHOREWOOD:
www.villageofshorewood.org
www.walkshorewood.com

SHOREWOOD SCHOOL DISTRICT:
www.shorewoodschoools.org

SHOREWOOD BUSINESS IMPROVEMENT DISTRICT:
www.shorewoodwi.com

If you have news to be considered for the Winter 2009 issue of *Shorewood Today*, or would like to purchase a display ad, e-mail TODAY@shorewoodwi.com. The deadline for the February 2009 issue is January 15.



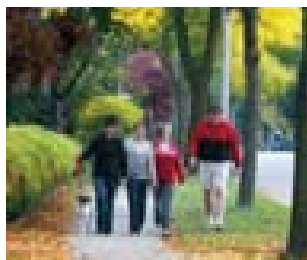
SHOREWOOD
 .
 JUST
 TWO FEET
 FROM
 EVERYTHING



Welcome to Shorewood Today!

Welcome to the premiere edition of *Shorewood Today*. We are pleased to introduce a bright, fresh approach to an old favorite, the former *Shorewood Bulletin*.

Shorewood Today is a lifestyle magazine that expands the horizons of the *Bulletin* in many ways: appealing, full-color printing and more pages with more articles that discover and explore the quality of life and the pleasures of living in our great Village. This publication will feature celebrations of success and milestone achievements, profiles of people who make a difference in our community, and interesting stories about Shorewood businesses.



Keeping our residents up-to-date about the Village is very important to us. So as always, you'll find "need-to-know" information on our websites designed to quickly share changes and the latest Village news. We encourage you to use them regularly to check meeting dates, department contact information, clinic dates, agendas and meeting minutes, hours of operation, license, fees, and service details. All Village websites are listed in the column on the

left. We understand that the Internet may not be available to everyone, and that's why we will continue to answer questions by phone and provide printed copies of information on request.

Shorewood Today is a unique publication produced and supported by the Shorewood School District, the Village of Shorewood, the Shorewood Business Improvement District, and further supported by local advertising. As we work together to refine future issues, we welcome your suggestions. Please send your comments to TODAY@shorewoodwi.com, or mail to Shorewood Today, c/o Shorewood Village Hall, 3930 N. Murray. The second edition of Shorewood Today will be published in February 2009 and mailed to all Shorewood households.

Now sit down, relax and enjoy the first issue of *Shorewood Today*.

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

From the River to the Lake

On The Cover

From the river to the lake, everything in Shorewood is within walking distance. And Shorewood residents often take advantage of the walkability of the Village. Pictured are Rebecca and Patrick McKeown, daughters Emma and Addy, and dog, Emmett. *The cover photo was taken by John O'Hara. John is an award-winning photographer who has lived in Shorewood since 1981 and enjoys all the charms of the Village.*



Hubbard Park Lodge Celebrates 70 Years!

Hubbard Park Lodge, one of our community's most treasured assets, is celebrating 70 years as a favorite gathering place for generations of Milwaukeeans.

The Lodge is nestled in a lovely setting in Hubbard Park, which meanders along almost five acres of terraced, wooded terrain on the east bank of the Milwaukee River in Shorewood. Part of the charm of getting there is entering through a pedestrian tunnel (where it's a tradition to give a holler and test the echo effect!).

In just a short walk – almost magically – visitors step into a secluded, north woods, river retreat setting. Stately oak trees flatter the landscape, beautifully manicured lawns roll down to the glistening Milwaukee River, and benches and tables tempt visitors to linger awhile and enjoy the lovely scene. In the heart of it all is the enchanting and rustic Hubbard Park Lodge.

The history of the Lodge and the park is a fascinating story that dates back more than a century to the 1870s. Long before anyone thought of water parks, Milwaukeeans were enjoying entertainment along the river. One of the most popular spots was Luedemann's-on-the-River, which featured a beer garden that extended from the inn down to the river. The next owner came along in

1876 to create Mineral Spring Park, promoting a nearby spring used to make soft drinks. Through the years, there were always amusement parks – Coney Island, Wonderland and Ravenna Park – boasting attractions such as a scenic railway, Ferris wheel, zoo, ostrich farm, shooting gallery, circus acts, and even a giant water slide.

In those days, you could choose to arrive in style by horse and buggy, hop a streetcar or take a leisurely cruise on the passenger launch that carried passengers from Conner's docks (just below the North

“We loved the music drifting out of the Lodge as we hung out down by the bridge.”

Avenue bridge) to stops along the river. In 1913, there was even more to see and do when the Milwaukee Metrodome for motorcycle racers was built – a bathing beach also was constructed and you could watch women students from Milwaukee Downer College rowing up and down the river in racing sculls.

By 1916 competition from show houses, dance halls and other city attractions forced the amusement park to close. But the valuable property was soon

put to use. Part of the land was acquired by the Electric Company for a terminal yard and cow barns. The Village of Shorewood purchased some of the property for a park and named it in honor of William J. Hubbard, a highly respected Village Board President. The remaining land was subdivided for private buyers.

In the mid-1930s an exciting new addition came to the park when Hubbard Park Lodge was constructed. Building began in 1936, during the years of the Great Depression as a Federal Works Progress Administration (WPA) project initiated by Franklin D. Roosevelt's administration. It was one of numerous WPA projects in Shorewood sponsored by the federal government. The Lodge was designed by architect Henry C. Hengles and completed in 1938 at a cost of about \$30,000.

The Lodge building was originally designed for use by the Boy Scouts and Girl Scouts and first called the Scout Cabin. Erected in a blockhouse style reminiscent of pioneer days, the building's bricks were salvaged from the Lighthouse Squadron Armory, which had been dismantled in 1929. The building included an observation tower for scout signaling, and the remnants of an archery range once located in the basement can still be seen.

Hubbard Lodge was one of 13 identical structures built across the United States



Hubbard Park Lodge has been a favorite gathering place for generations.

during this era, and it is one of only two left standing (the other houses the United States Department of Agriculture's research station outside Washington, D.C.)

Over the years, Hubbard Park Lodge became a place where memories were made at dances, teas and other special events. In the 1940s on Friday nights, young people would pay 50 cents to \$1 to dance to the music of red-haired DJ Pinky Mueller and his timeless collection of 78s. The rhythmic strains of such tunes as "In the Mood," "Dipsy Doodle" and "Stardust" filled the Lodge and flowed out to fill the park with happy sounds. Just to the north and on the west of the Lodge, a spring cascaded under an arched wooden bridge to meet the river. Lifelong Shorewood resident Dorothy Hoffmann remembers the Lodge in all its grandeur. "We loved the music drifting out of the Lodge as we hung out down by the bridge," Dorothy recalls.



This rustic setting with its moonlit shadows was the traditional spot for teenagers to wander off while attending a sock hop or dance. For couples, it was often the place to get "pinned." USO dances were also held in the Lodge during World War II, and couples swayed to "I'll Be

Seeing You," "I'll Walk Alone" and other sentimental favorites.

Another lifelong Shorewood resident, Virginia Palmer, remembers the band concerts held in the park and the old boathouse along the river. "We enjoyed the many races along the river," she says, "and picnics and cooking out in the little fireplaces located just south of the Lodge."


The Village of Shorewood managed the Lodge for many years working with a number of concessionaires. Since 1986, the Lodge has been operated by Margaret Cibulka, owner of Culinary Artists Ltd., a specialty catering service well-known for excellent catering for weddings, meetings, business functions and other events (such as weekly meetings of the Shorewood Men's Club and the North Shore Kiwanis). The Lodge is also open to the public for Sunday Brunch and Friday dinner.

Partnering with a variety of Village groups, including the Shorewood Foundation, the Village of Shorewood and the Shorewood Men's Club, the Lodge has been lovingly restored by Margaret Cibulka to include new lighting, an outdoor veranda, interior upgrades and new landscaping. Secluded and private, yet centrally located, the Lodge's architectural details are complemented by a gorgeous river view; the cathedral ceiling, stone fireplace and balcony add a rustic, yet elegant touch.

The Village of Shorewood is honored to be part of the restoration and preservation of Hubbard Lodge. We are proud to be the home of one of the country's architectural treasures. For over seven decades the Lodge has been a place for fun and happy times. We look forward to Hubbard Lodge being part of our community for many generations to come.



To commemorate Hubbard Park Lodge's 70th anniversary, the public was invited to an open house at the Lodge on Thursday, October 9. Guests were treated to complimentary birthday cake and ice cream while they enjoyed the story of the Lodge through the years in a special photo display, compliments of the Shorewood Historical Society. Many thanks to Margaret Cibulka (shown above with Executive Chef Nicholas Goring) and Culinary Artists for hosting this special celebration for the community.



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HARLEYS: The Store for Men

SETTING HIGH STANDARDS IN
MEN'S FASHION FOR 60 YEARS

A 60-year birthday is always a milestone.

And it's even more significant when an independent business turns 60. This year, Harleys: The Store for Men in Shorewood is celebrating six decades as a Milwaukee destination for fashion-conscious men. Located in its original location on North Oakland Avenue, Harleys was founded in 1948 by brothers Harold and Stanley Dubman (who combined their first names to christen their store).

Tim Ryan, Harleys' current owner, was born the same year Harleys was founded, and started working in the store in 1968 while a student at the University of Wisconsin-Milwaukee. Ryan worked his way up the retail ranks gaining a thorough understanding of selling, merchandising and buying. By 1987, when the Dubmans were ready to sell, he was well-prepared to

take over and Ryan and former business partner, Tom Brill, jumped at the opportunity to be co-owners. When Brill retired in 1999, Ryan became president and sole owner.

Today Harleys is one of the leading men's specialty stores in Wisconsin. While men's fashions have seen some crazy

"My dad bought me my first suit at Harleys when I was 12 years old – and that was 47 years ago."

trends, Harleys has succeeded by staying the course and offering the finest menswear for office, casual or formal occasions. Harleys describes its merchandise as "handsome, quality garments that have no fear of time."

The shop has a complete selection of men's apparel: shirts to shoes, outerwear to underwear, suits and sweaters, slacks and sport coats and everything in between, including formal wear and tuxedo rentals.

The cornerstone of Harleys' success is personal attention.

"We have an unwavering commitment to superior customer service," Ryan explains. "I don't think any store provides the kind of special treatment we give our customers. We have services most stores just don't offer any more – such as our own in-house tailors who have crafted garments for Harleys for years."

Harleys takes a creative approach to marketing and exploring new services. "We keep evolving to meet our customers' needs and buying patterns," says Ryan. A unique idea is personal consultation to assess needs and helping customers build a wardrobe that avoids duplication, increasing the versatility of pieces. Consultations can be arranged during or after work, in the office, at home or at the store.

With exceptional services and a long-tenured professional staff, Harleys has developed multi-generational relationships with customers – many have been shopping at the store since the early '50s. Terry Wakefield, chief executive officer of the Wakefield Company in Grafton, Wis. recalls, "My dad bought me my first suit at Harleys when I was 12 years old – and that was 47 years ago! I have been shopping there ever since. Wakefield says the quality of Harleys merchandise is superb and their service is unbeatable. "When I walk into Harleys, they know my size, the styles I prefer, and what I have previously purchased. I can select several outfits and be out of there in less than 30 minutes. That's service!"

Another important part of Harleys'



mission is supporting the community. The store stages its own annual golf outing to benefit the Great Lakes Hemophilia Foundation, and participates in numerous fashion shows to benefit causes including the Boys and Girls Club of Milwaukee, the Milwaukee Symphony and Gilda's Club. Ryan is currently the president of the Shorewood Business Improvement District, committed to maintaining a vibrant and successful business area in his hometown.

Although Harleys is Ryan's professional passion, he has a very full personal life. He enjoys spending time with his wife, Janet, a business technology consultant, and their 7th-grade daughter, Melanie. He's an active sport enthusiast and also has a reputation as an excellent cook and a wine connoisseur with a custom wine cellar holding 600 bottles.



Harleys' professional team includes (from left): Joel Saucedo, Bob Norris, owner Tim Ryan and Jeff Brand.

So what do the next years hold for Harleys? "My own personal goal is to continue offering excellent customer service and quality products to the community that has supported the business for more than three generations. I'm very grateful for our success. The Harleys' name has become synonymous with excellence in men's fashion and style and I'm committed to carrying that legacy into the future."

OTHER BUSINESS MILESTONES

Shorewood's business district is alive and thriving with a diverse mix of shops, boutiques, restaurants and professional services. As we salute the success of all our businesses, we celebrate and recognize several long-standing companies marking milestone anniversaries.

Catholic Family Life Insurance: 140 Years of Commitment

In 1868, Catholic Family Life Insurance became America's first Catholic fraternal benefit society founded on the ground-breaking concept that combined the philosophy of brotherhood with life insurance. Today, the society offers a portfolio of insurance and financial products designed specifically to meet a family's financial security needs. Over the years, members have had a positive impact on society by raising millions of dollars and volunteering thousands of hours to benefit Catholic parishes, schools and communities. The national headquarters of Catholic Family Life Insurance has been located in Shorewood at 1572 E. Capitol Drive for more than three decades.



Hayek's Pharmacy: 90 Years of the Finest

"Shorewood's Finest Drug Store" has been Hayek's slogan for 90 years. The pharmacy has been serving the North Shore community from its original location at the corner of Downer Avenue and Capitol Drive since it opened in 1918. Bill Quandt, chief pharmacist and owner, and his staff are dedicated to providing dependable pharmaceutical products. One of the store's special

benefits is delivery service, reaching out to downtown residents and all the way to Ozaukee County. Matt Hayek, store manager, is the third generation of Hayeks to continue the family's proud tradition of excellent customer service.

North Shore Bank: 85 Years and Going Strong

North Shore Bank has come a long way from humble beginnings in the early 1920s in the back of a Shorewood hardware store on East Capitol Drive. The bank now has 42 offices throughout northeastern Wisconsin, and assets have reached \$1.7 billion. With sound fiscal management, an eye to the future, innovative products and incomparable customer service, it is one of the strongest banks in the Midwest and a nationally respected leader in the banking community. North Shore Bank has two Shorewood locations: one at Oakland Avenue and Capitol Drive and the other at Oakland Avenue and Lake Bluff Drive.



Stowell Associates SelectStaff: 25 Years of Caring Services



Stowell Associates SelectStaff is one of those quiet companies that you don't know much about – until you need them. The company provides professional care management and care-giving services to elderly and disabled adults and their families. Co-founders Phyllis Brostoff and Valerie Stefanich and their staff work together with sensitivity and respect to assist clients in making informed decisions for their loved ones.

Understanding, professional care managers have a depth of experience in health care, social service, retirement facilities, and home care options as well as financial, legal and medical issues. Stowell Associates SelectStaff is located at 4485 N. Oakland Avenue.



FROM
SHOREWOOD
TO THE
WORLD



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Tickets: 414-737-3421
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From the Superintendent: The Public's Trust



f necessity, I must begin this article on public trust

by listing numerical facts. Please bear with me. At the School District Annual Meeting on September 23, the proposed budget for the 2008-2009 school year was approved.

- It calls for a \$11.74 mil rate/\$1,000 of equalized valuation which is a \$.14 increase. This is a 3.27% tax levy increase over last year.
- The actual daily operating budget increased very little. Fund 10, which covers 80% of the District's daily operation, increased by only .5% over last year.
- The reason that our levy increased 3.27% is because of the approved referendum and, more importantly, the loss of about \$200,000 in state aide.

I relay these facts to you because I want the community to know that we are working very hard to be good stewards of the public's resources and trust as we educate the youth of Shorewood.

Developing a balanced budget for 2008-2009 was just as difficult as it has been for the past eight years due to the constant deficits caused in part by declining enrollment. Throughout our planning, we have worked hard to find ways to reduce costs and still preserve the community's priorities of reasonable class size and unique programs. We have done this in most cases and classrooms.

We are pleased to report that the interest rate on the referendum-approved borrowing we have done thus far is lower than expected. We anticipated a \$.29 mil rate increase as a cost of borrowing; the cost is actually less than \$.14 on the \$6,480,000 we have borrowed thus far. We will borrow the remainder of the voter-approved \$9.75 million in a year or

two depending on favorable interest rates and how quickly we can address the approved projects.

- We have begun work on the renovation of the high school physical education building. As with many older building remodeling projects, the first order of business was the removal of asbestos. Renovation work will continue for the next several months with a hoped for completion date in March. Other referendum-funded projects currently underway.
- We are addressing maintenance issues – doors, windows, electrical plumbing and heating.
 - New equipment has been installed to support our computer network infrastructure, band width is increasing, and the path for network connectivity between the high school and elementary schools has been laid.
 - Auditorium lighting upgrades have begun.



The 2008-2009 school year is off to a good start. Both staff and students are working hard. We continue to fine tune our programs and make adjustments to help every student be successful.

Finally, another piece of good news: our enrollment is up, particularly at the entry level grades of Kindergarten and 7th and 9th grades. It is my belief that the many improvements of District and Village facilities are helping to promote our schools and increase our enrollment. We sincerely hope this is a turning point.

*Dr. Blane McCann,
Shorewood Superintendent of Schools*

Sports Teams, Marching Band and Community Enjoy New Field



After months of preparatory work that included demolition of the old field and buildings, moving mountains of dirt and installing a drain field, the new bright green field turf was finally unrolled on the SHS Athletic Field at the end of July. Members of the Drive To Distinction (D2D) committee, who did much of the fundraising for the new field, proudly watched as the 10-yard-wide roles of turf were unrolled and literally sewed together to create the 100-yard field and surrounding area.

Retaining walls, new lights and pillars at the field entrance were also in place by the time school started. Football and soccer teams began using and enjoying the field immediately. Winning their games was an extra bonus. Even the marching band raved about the quality of the field surface.

The top layer of the new track was laid in early October. Construction crews will continue to work on the softball field and landscaping throughout the fall. The big pile of leftover dirt that was sitting next to the high school all summer was moved to Lake Bluff where it will be used to rectify drainage problems.

Temporary bleachers and bathroom facilities have been put up on the west side of the field. The D2D committee will continue with fundraising activities to complete the stadium and the baseball field. But they took time to celebrate the completion of this first step with special activities on October 18. The community was invited to come and check out the new field, enjoy a soccer game, walk the track, and enjoy this new school and community resource. The number-one comment: "It's so green!"

For the latest information on the field renovation, visit www.drivetodistinction.org.

"Football and soccer teams began using and enjoying the field immediately. Winning their games was an extra bonus. Even the marching band raved about the quality of the field surface."



Guatemala: A Life-Changing Experience

This past June, 27 Shorewood High School students left home to spend two weeks in Guatemala with a goal of learning a little about a new country and improving their Spanish language skills. Two weeks later, they returned, amazed by how much they had learned about the daily life and culture of the Guatemalan people and proud of the assistance they were able to provide. They also returned with a better understanding of themselves and what is important to them because they took advantage of opportunities to step outside their comfort zone. SHS senior, Tyler Lipo-Zovic said, "Anyone who goes on this kind of trip must be open minded and realize that you will come back a different person."

All of the students spent a week in the ancient capitol city of Antigua where they stayed with families and visited historical sites and experienced some of the natural wonders of a tropical country. For most of the students, the highlight of their trip was a week at Hojar Guadalupe, an orphanage that provides a home for children from birth through high school.

"The structure provided during the stay at the orphanage created space for personal risk-taking, and they rose to the challenge," said Mary Pat Clasen an SHS Spanish teacher who, along with Shelli Albertson, accompanied the students. "They bonded quickly with the younger

children where language barriers were less of a challenge, but they also reached out to older students and adults trying hard to understand their slang."

The students also realized that they could be helpful. Sophomore Isaac Flegal-Mishlove was disturbed by the large pile of wood and loose nails in the children's play area, so he organized a crew of students to



Sophomores Chloe Staub and Isaac Flegal-Mishlove lead the clean-up of the orphanage playground.

move the pile of wood half way up a mountain. "It was really great to see the play area clean for the kids," said Isaac. Other students helped in the communal garden by digging an irrigation ditch on a very hot day.

Each morning, the travelers were greeted by the big smiles of the youngest orphanage residents who were eager to play. The children appeared to be well cared for, but they obviously relished the increase in human attention and affection.

Returning to Shorewood was also part of the learning experience.

"I came home and realized I have too much stuff," said Caitlin Peterson. "I was really aware of wasting water and how much better our air quality is." The students were also frustrated in their attempts to communicate their experience to Shorewood friends. Consequently, maintaining the friendships they made on the trip with fellow students has become a very important way to remember the richness of their experience and to continue processing what they learned.

Along with their teachers, the students were accompanied by Shorewood graduates Tomas Clasen and Becky Wymann, both of whom have been to Guatemala several times and were a great help to everyone.

Hojar Guadalupe is run by the School Sisters of St. Francis who have their mother house in Milwaukee. Two of the nuns, Sr. Julia and Sr. Marietta (who was a founder of the orphanage), visited with the students about their experience. After listening to the travelers talk about the high points of their trip and how they addressed potential problems, Sr. Marietta decided that our future is in good hands with these students. "They are a very caring, and their willingness to be open and learn so much from their experience is remarkable," she said.

As for improving their Spanish, Taylor Lipo-Zovic was very excited to realize she actually had a dream in Spanish while at the orphanage. "That's progress!" she said.

Shorewood grad Becky Wyman, junior Taylor Lipo-Zovic and sophomore Maren Banda spent some quality time with the children of Hojar Guadalupe orphanage.

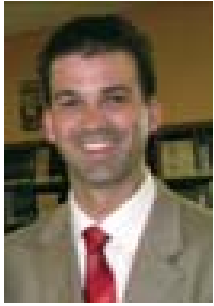


Tomas Clasen, member of the SHS class of 2007, proved to be a great resource to both students and chaperons and a friend to the children due to several previous trips to Guatemala.



School District Staff News

Twenty new teachers and an administrator were welcomed to Shorewood this fall. The exceptionally large number was necessitated by 10 retirements, a number of short-term vacancies and a few resignations.



• **Matt Joynt** officially began his duties as principal of Shorewood High School on July 1. He was warmly welcomed by students and staff, and has been pleasantly surprised by the close working

relationship between the school and the community. Along with his high school duties, he also oversees guidance services district-wide. Mr. Joynt previously taught in the Mequon Thiensville school district and was an assistant principal at Homestead High School. He is currently pursuing his doctoral degree at UW-Milwaukee.

• **Amy Girard** is teaching 3rd grade at Atwater, replacing Peg Lightner who retired. Ms. Girard is in her first year of teaching, but her second career. She graduated from Winona State with a degree in marketing and worked in that field for non-profit organizations before deciding she wanted a change. She obtained a teaching degree from Cardinal Stritch in January and was lucky enough to pick up a long-term sub job for the rest of the school year. Ms. Girard is very happy at Atwater. "The principal, teachers, families and my students have all been so welcoming," she said.

• **Ashlyn Martinek**, the new senior kindergarten teacher at Lake Bluff, expresses a similar sentiment. "I love coming to work each morning," she says. Ms. Martinek, who is a graduate of UW-Madison and Cardinal Stritch, also noted that the support from both staff and families has been terrific.

OTHER NEW STAFF:

• **New Shorewood High School Teachers**
Nicole Benkers (science), Jessica Braun (economics), Julie Cabaniss (science), Leah Illingworth (Chinese), Mandy Kluck (guidance), Brian Schulteis, (social studies), Debra Schwinn (social studies), Paul Sivanich (physics), Valerie Swanson (math), and Michael Tennessen (French).

• New Shorewood Intermediate Teachers

Alan Dust (band), Bethany Kavanagh (cognitively disabled), Kristina Klepatz, (language arts/social studies)

• Atwater Elementary School:

Amy Sedlar (grade 1) and Sean Kuczynsik (grade 5).

• **Jennifer Cosgrove** is the new District Advanced Learning Coordinator and **Beth Skinner** and **Julie Newby** are teaching costumes and drama respectively.

• Teacher in New Position

Roxanne Tibbits moved from her 5th grade classroom to take over the English Language Learners 4th-6th grade program at Atwater School. Ms. Tibbits replaces Ruth Hoenick who retired.



Atwater continues to have a sizeable population of students who speak a first language other than English. The percentage of English Language Learners at Atwater is 13.5%. Atwater students speak 23 languages and come from 24 countries – a wonderfully diverse demographic.

• School District Retirements

Two veteran members of the high school social studies staff, Luke Groser and Marcia Singer, announced their retirement at the end of the last school year. Mr. Groser came to Shorewood in 1971. He taught economics, coached basketball and football, and served as senior class advisor. Beyond his assigned subject, Mr. Groser helped students realize that many of life's problems could be solved by applying a little common sense.

Marcia Singer came to Shorewood in 1968. She taught anthropology and was advisor to the Student Council for many years where she helped students develop their leadership and organizational skills.

Other retirees who were featured in the spring *Shorewood Bulletin* are Fred Brady, Nancy Behrens, Sue Borkon, Ruth Hoenick, Peg Lightner, Jane Lessac, Dorothy Shasko and Bill Poznanski.

SHOREWOOD'S BEST-KEPT SECRET!

The Award-Winning



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Shorewood High a "Blue Ribbon School"

Shorewood High School has been awarded a Blue Ribbon for 2008 by the U.S. Department of Education for their

consistently high test scores and progress in closing achievement gaps.

The high school was nominated for the award by the Wisconsin Department of

Education. SHS Assistant Principal Tim Kenney and former Director of Instruction, Dr. Deb Taylor, spearheaded the application process for Shorewood. Dr. Taylor noted that SHS was nominated and chosen because of overall high

achievement in reading and math.

Superintendent Blane McCann said that the high school's award would not be possible without the strong academic background our students bring to the high school. "We are very pleased to have our high school recognized as a high achieving school," said McCann, "but we know that closing achievement gaps and maintaining our level of academic excellence would not be possible without the consistent hard work of all district students and staff and the support of our community."

The Blue Ribbon winners were announced by Secretary of Education, Margaret Spelling. This year's 320 national winners were honored at an award ceremony in Washington D.C. on Oct. 20-21.

Kristine Cohn, regional representative for the Department of Education, visited Shorewood on Sept. 25 to congratulate staff and students on their outstanding achievement and to tour the high school. She particularly thanked Assistant Principal Tim Kenney for all of the time he devoted to the application process which included an intensive review and interpretation of test scores.

U.S. Department of Education Regional Representative Kristine Cohn presents a certificate in recognition of Shorewood High School's Blue Ribbon Award to students, staff and parent representatives. Pictured are Assistant Principal Tim Kenney, Mark Keane (parent), Sami Ghani (student council president), Franny Corry (student council member), Ms. Cohn, Eston Bennett (student council member), Marcia Frankiewicz (teacher), Karen Frink (teacher) and Principal Matt Joynt.

MORE PERFORMANCE NEWS

Performance Report

The high school's Blue Ribbon Award was based on comparisons of four years of Wisconsin Knowledge and Concepts Exam (WKCE) results and other data. The School District administers standardized tests to students in the 3rd-8th and 10th grades each year in November. Last year's results can be viewed on the district website (www.shorewoodschoools.org)

Shorewood consistently scores in the top 10 percent of Wisconsin schools on state tests.

Advanced Placement Tests

In May, 132 Shorewood students took 257 Advanced Placement tests and scored 3 or better on 82% of the tests taken. Students who score a three or better on a test may be eligible to receive college credit for the advanced placement class they took in high school.

National Merit Announces Semi-Finalists and Commended Students

SHS semifinalists in the 2008 Merit Scholarship Competition are seniors Samuel Dupuis, Adam Hansen, Helen Schwartz, and Charles Stephenson. Semi-finalists are among the top one-half of one percent of the students who took the Preliminary Scholastic Aptitude Test (PSAT) last October. These four students applied for finalist status in October.

Commended students are Amanda Armstrong, Frances Corry, Lillian Cummings, Karl Gaebler, Sami Ghani, Timothy Lancina, Mark Bradisse, Calum McMillan, Daniel Schneider, Hazel Shapiro, Ariana Stillman and John Weisling. Commended students scored in the top 5% of test takers nationwide. In addition, Pierra Wallace was named an Outstanding Participant in the National Achievement Scholarship Program for finishing in the top 4% of Black American test takers.

Where Is the Class of 2008?

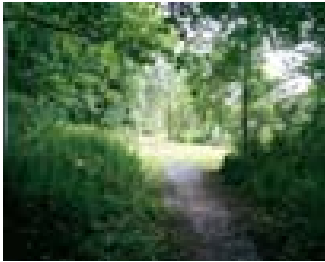
The Shorewood High School Class of 2008 was comprised of 154 students who graduated in June. Of that number, more than 93% are continuing their education at two- or four-year colleges, and 37% are attending Wisconsin public schools (including 16 students at the University of Wisconsin-Madison and 36 at UW-Milwaukee.) Close to 40% of the class have chosen to attend schools outside of the state at 50 different colleges and universities.

River Bluff Restoration To Keep It Natural



The Shorewood Master Plan is largely intended to modernize the Central Business District. However, another portion of this project preserves part of the Village that pre-dates its settlement, focusing on the rustic trails that run along the Milwaukee River on the Shorewood bank.

In September, the Village Board approved a plan laid out by trail design experts from Marek Landscaping LLC of Milwaukee to improve the trail and the Milwaukee River bluff it runs along. There are two targeted areas: one starting from the pending Sunrise of Shorewood Assisted Living Facility that leads about



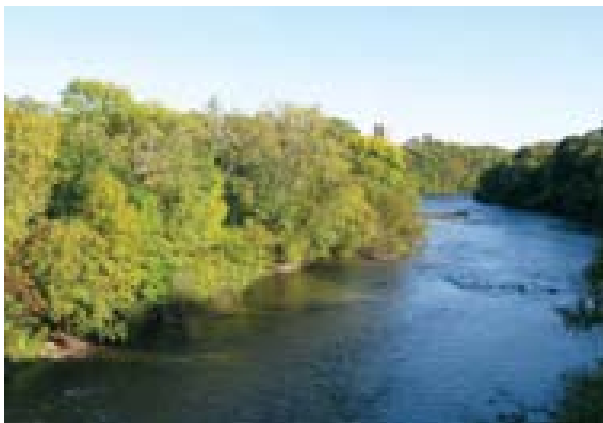
500 ft. to the Oak Leaf multi-use trail, and the other going along the

east bank of the river from Capitol Dr. to the south end of Hubbard Park. Several connections will be made between the Oak Leaf Trail and the River. This project also fits in with Milwaukee County's overall plans for the park system.

Part of the path from Sunrise to the Oak Leaf multi-use trail will be hard-surfaced and rated ADA-accessible. The other path that takes walkers into the forested portion of the trail will be naturally surfaced.

A canoe launch is also a part of the plan.

"We recognized," relates Village Manager Chris Swartz, "that the river bank is a tremendous asset to the Village and the Sunrise project encouraged our interest in the environmental mission of bluff stabilization and protection of the river bank foliage."



Michael Marek, the founder of Marek Landscaping, noted the fragility of the ecosystem along the river bluff. "In this slice of the Milwaukee metro area you have a mix of vegetation that one might expect only to see in the northwoods. Under the huge oaks, the hickory and basswood there is a threatened species – forked aster. There's less than a percent of the original populations of this species left in the world, and we have it right here in Shorewood."

The bluff stabilization and vegetation management will protect these rare plants, as will improving the drainage on the trail surface. "This work discourages people going off the trail and enables them to enjoy the experience without impacting the surrounding forest," says Marek.

Kim Forbeck of the Shorewood Conservation Committee, who is also active with the Urban Ecology Center, recalls that when this organization did similar work off of the Oakleaf Trail it opened up the area to hikers while protecting the plant life along the route.

Following Village board approval, fundraising will begin through private donations and grants. After funding is secured, bids will go out to trail building firms to execute the plan. The initial trail rehabilitation and vegetation restoration work will take roughly three months. Ongoing vegetation management would follow over the next five to seven years.

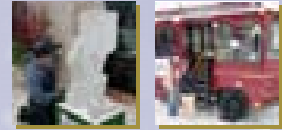
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Shorewood Senior Resource Center:

Promoting Safe, Healthy and Enriching Lifestyles for Shorewood Residents Age 60 and Older

Since it opened in April 2000, the Shorewood Senior Resource Center (SRC) has grown steadily and now has more than 500 people attending programs and activities each month.

Maintaining physical strength, balance and agility are stressed in fitness classes such as Monday morning Qi Gong (slow-paced, Tai Chi-like), Tuesday morning Gentle Yoga (Iyengar Method), and Thursday morning Stretch and Strengthen (a full-body exercise with aerobic component).

Other popular programs provide an opportunity for stimulating conversation and entertainment among friends. Regular programs include Adventures in History with Jo McReynolds-Blochowiak who shares a different historical topic or reviews a book each month, and Men's Morning (women welcome) which offers a different program every month geared toward science, technology, local and national

issues and sports. Meditation and Relaxation with Elizabeth Lewis, a monthly catered lunch with entertainment, and day trips in Milwaukee and around Wisconsin and Illinois are among other popular programs.

The SRC also offer many other enjoyable activities such as a Performance Art Workshop to hone hidden talents, Sheepshead, Bridge, Quiddler, Scrabble, arts and crafts, and a monthly soup luncheon.

As an information and resource center, the SRC helps seniors remain active and safe in their homes and the community, and provides opportunities for them to keep up-to-date on topics such as Medicare and Prescription D plans. Staff is available by telephone or in person to help access the best available resources to meet changing needs. Significant service opportunities are available for individuals willing to take on leadership roles.

The SRC is a great place to keep your mind and body healthy and make new



SRC members Arleen Hutcherson and Nancy Mack enjoy a recent lunch meeting.

friends. Stop by and visit or add your name and address to their mailing list to receive a calendar of events. Some programs have a fee; many are free.

The SRC is located in the Village Center (lower level of the Shorewood Library). Call 414.847.2727 for more information and to sign up for the mailing list.

Shorewood's Caring Community

Connecting Caring Communities Partnership is a long name that identifies a group of people working to enhance the ability of older Shorewood residents to remain in their neighborhoods and contribute to the life of the Village. Shorewood's Elder Services Advisory Board is working with Milwaukee County to provide leadership and support for four work groups that have been formed to address some of the initial concerns of older adults (as identified in a Village survey in 2007). To date, more than 50 people have been involved in the partnership, including residents, government, churches and businesses.

Thus far, the planning groups have addressed issues such as crosswalk timers and handicap access at voting sites. A "Shorewood Connects" morning of yard work is planned for November 8, linking students and other volunteers with older adults in need of assistance. Planning for a door-to door outreach program to connect vulnerable, isolated older adults with people and resources is in the planning stage.

According to Elizabeth Price, Director of the Senior Resource Center, "What we are really hoping to accomplish is to encourage all Shorewood residents to be more aware of the needs of their older neighbors, provide assistance if they can or direct their neighbors to other

resources for assistance."

Residents who would like more information about the Shorewood Connects yard clean-up program on November 8, or Shorewood's Caring Community should contact Ms. Price at 414.847.2727, or e-mail src@villageofshorewood.org.

A Caring Neighbor

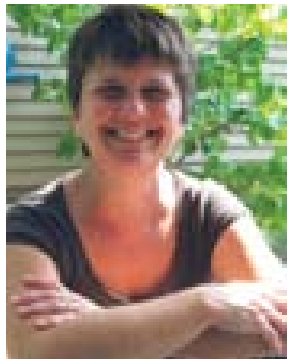
Linda Murphy is a good example of a caring neighbor. She and her family have lived on the corner of Murray and Shorewood Blvd. for 24 years. "We have a history here – we know our neighbors and we all are good about looking out for each other," Linda said. "It's important to us."

Linda realizes that many elderly

(continued on next page)

SHOREWOOD'S CARING COMMUNITY CONTINUED

residents are very independent people who don't wish to ask for help. She encourages potential helpers to establish a friendship first, do small things. "Occasionally picking up something at the store for one of my elderly neighbors led to more regular grocery shopping," she said. "You don't always have to ask permission to be helpful. Be light hearted in your approach. If your neighbor



tells you that you don't have to shovel their snow, tell them you are enjoying the fresh air!" Linda also said that you can provide service just by being aware of the habits of close neighbors, noting that lights are turned off and on, and curtains are opened.

Linda is one of many Shorewood residents who keep a friendly eye on and provide assistance to their elderly or disabled neighbors. More help is needed, particularly to reach those who are shut-ins and may be in need of professional help as well as neighborly assistance. "You don't need to be part of a program to be a good neighbor," says Elizabeth Price, "but I am happy to talk to anyone who is wondering who they can help and how." (Contact Elizabeth at 414.847.2727.)

Dust Off Those Shovels

Winter is coming. And that means shoveling season will soon be here. Time to get out the shovels and stock up on salt and sand.

The Shorewood Pedestrian Safety Committee reminds you that the Village code on snow shoveling says: As a property owner or occupant, it is your responsibility to clear your property's sidewalks of snow and ice within 12 hours of the snow falling or ice forming, so that pedestrians can travel in reasonable safety. For those of you living on corners, this may mean extra work. Those "curb cuts" (where your sidewalk meets the street) have to be kept clear of snow and ice as well.

Why Shovel?

For the safety of your fellow Village residents and neighbors, some of whom use the sidewalks as their primary means of transportation. You shovel for schoolchildren, for seniors, for dog-walkers, for the disabled, and for all who live in Shorewood because it is a walkable community.

One more good reason to shovel: To avoid a fine if the Village has to shovel for you!

If you see an unshoveled property, what should you do? Call the Shorewood Police Department non-emergency line at 414.847.2610.



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New Village Clerk

Sherry Grant wanted to work in a community with unique and friendly residents and she found it as she takes over as Shorewood's new Village clerk.

"I'm very big on personal contact with the residents," says Grant, who moves into the position after 3-1/2 years as deputy clerk in New Berlin.



Succeeding long-time Village clerk Kathy Greig who retired last spring, Grant looks forward to making the Village website more user friendly and assisting residents in the voter registration process.

Grant notes, "People here are very proud of their community and I want to be part of that." She can be reached in person at Village Hall or at 414.847.2601.

New GIS System Now On-Line

Talking to a landscaping contractor about your yard and need the dimensions of your property? Interested in where your assessment stands?

You no longer have to pace off your plot boundaries or take a trip to Village Hall. Just go directly to your computer, thanks to a new web-based GIS (global informational system) and visit www.villageofshorewood.org.

For current residents or someone looking to buy property in Shorewood, the GIS system puts an array of information at their fingertips. Records such as plot dimensions, topography, assessment values or even the kind of trees in the parkway are just a click away. Users can choose either a graphical or satellite

view. While property ownership information is available, the database cannot be searched by owner name, nor can ownership lists be generated.

This is the same website the Village Planning and Development Department uses to track and update information on Shorewood properties. From the standpoint of Village Hall, department administrator Ericka Lang points out the new system will boost both their productivity and accuracy. Now records can be computerized and system upgrades happen automatically with information provided in a digital format. According to Lang, "The system cuts a property search for the Plan Commission or Board of Appeals from up to two hours down to five minutes."

Celebration Brings TID #2 To A Close

All good things must come to an end and when it is the wrap up of a TID (tax incremental financing district) that is indeed a good thing.

On September 18, the Village marked the closing of TID #2, which was created to facilitate the 1998 development of the attractive Edgewood Place condominiums on the south end of the Village. The closing event took place with a get-together of Village residents and officials at the green space within the complex that residents and neighbors now enjoy.

There was plenty to celebrate. "The closing of the TID," according to Community Development Authority



(CDA) Chair Pete Petrie, "adds \$19 million to the Shorewood tax base."

"Moreover," says Village Manager Chris Swartz, "thanks to a well-managed development project, in conjunction with Shorewood's rising property values, an additional half-million dollars in annual tax revenue becomes available to

Shorewood's taxing entities, including the Village and the Schools. This is 13 years earlier than originally expected."

Beyond enhancing the Village economy, the project also preserved much of the natural environment of the location. "I appreciate that the green space has just about all of the trees that

the original owner planted, including some rare varieties such as a Chinese Dawn Redwood," observes Edgewood Place resident Norma Gilson.



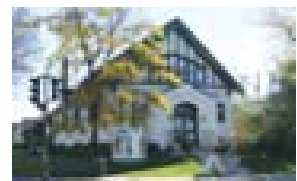
From left to right: Village President Guy Johnson, Village Manager Chris Swartz, CDA Chair Pete Petrie and former CDA Chair Bob Probst present checks at the TID closing celebration.

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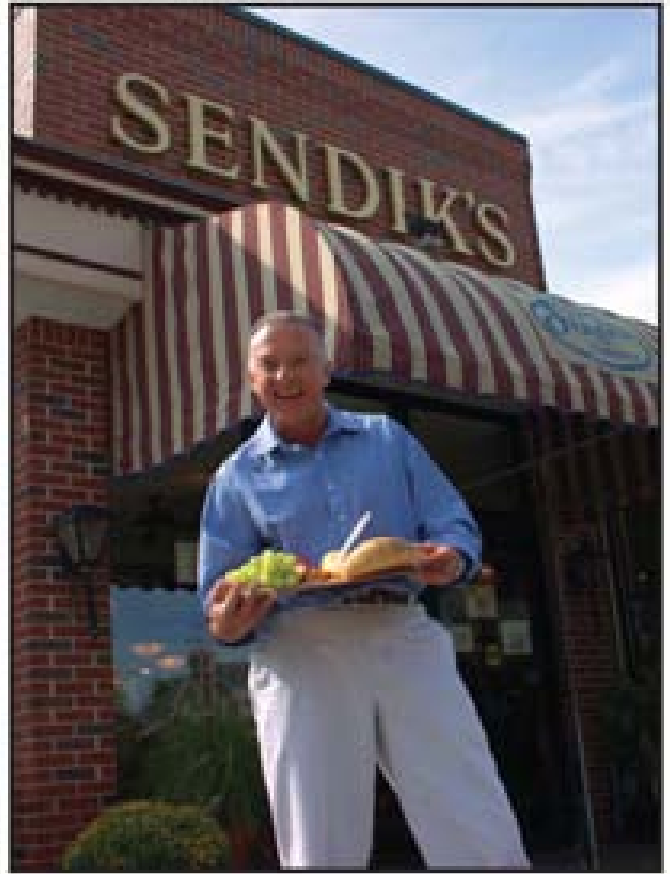
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WELCOME NEW SHOREWOOD RESIDENTS!

If you are new to the Village, we extend a hearty welcome! Please pick up your copy of our "Welcome to Shorewood" brochure at Village Hall.

This publication is packed with noteworthy information about Village services. Please also visit www.walkshorewood.com where you can request a copy of our Walking Kit – and be sure to share the Kit with friends who may be considering a move to Shorewood!

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Conservation Committee Ends First Year with a Bag!

In its first year the Shorewood Conservation Committee began to turn vision into reality. It increased the number of recycling containers throughout the Village and the number of pesticide-free test areas in public green spaces, decreased the use of toxic cleaners in Village buildings, and received a grant to install a green alley made of porous concrete. Most notably, the Committee introduced itself to residents – and the world – by designing and distributing reusable shopping bags to all 6,900 Shorewood households.

The bag project was possible thanks to local businesses who sponsored it, the Village staff who supported it, and the dozens of residents who volunteered to collate inserts, stuff the bags, and deliver them. Unexpected support also came from the Associated Press and other media outlets leading to local, state, national and even international coverage! Additional bags can be purchased at Nehring's Sendik's on Oakland, Luxe Salon on Capitol Drive, and Beans and Barley in Milwaukee. More information on the project is available at www.sustainableshorewood.org

The Conservation Committee raised environmental awareness and now will work to get residents to act on that knowledge: to use the bags when they shop, use non-toxic methods of cleaning and lawn care, recycle whenever possible, and cut down on energy and water usage. Conservation members will continue to work with the Village on short-term projects and long-term policies.

To volunteer to help on committee projects, please contact Lisa Noble at macnoble@sbcglobal.net.



Offering, recreational and educational classes for children, teens, adults, seniors and families

Watch for the Winter/Spring 2009 Bulletin in your mailbox by the end of November.

Registration for winter/spring classes for Shorewood residents starts on December 15.

REGISTER FOR THE ANNUAL FITNESS CENTER RUN/WALK ON NOVEMBER 15.

Visit www.shorewoodschoools.org for more information or call 414.963.6913.



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Shorewood Water Rates

Water rates for the Village of Shorewood are published twice a year as required by the Public Service Commission. Rates are effective 11/15/08 for 04/01/09 billing: \$1.32 per 100 cubic feet.

Quarterly service charges are:

- 5/8" meter \$15
- 3/4" meter \$15
- 1" meter \$24
- 1-1/4" meter \$33
- 1-1/2" meter \$42
- 2" meter \$66
- 3" meter \$108
- 4" meter \$165
- 6" meter \$291

Request Partner Coming in January! Request Shorewood Services and Information On-Line

Request Partner is a citizen request management tool offered by the company GovPartner. Request Partner is a web-based system that allows residents to submit requests for service and information online. Village staff receive the requests and then use Request Partner as a database to manage them when the requested service is completed and an automatic notification can be sent to the resident.

Watch for this new on-line tool coming in January!

Library Survey Needs Your Responses!

We need YOUR help to improve your community library. The Shorewood Library Board is planning for the future and wants to have input from Shorewood residents. They have created a survey about library services and programs to aid them in making decisions. Please take a few minutes to complete the survey and share your thoughts. You can find the survey at the library's website at www.shorewoodlibrary.org or pick up a copy of the survey at the library or Village Hall. Many thanks for your input – please let us know your thoughts!



29th Annual Shorewood Arts & Craft Fair

Sunday, December 7 • 10 a.m. to 4 p.m.

Featuring 80+ Artists from the Midwest

Sponsored by the Shorewood Booster Club
All Proceeds Benefit Shorewood Schools Athletics

NEW LOCATION!

Atwater School • 2100 E. Capitol Dr. • Admission: \$3.50
(the school is handicapped-accessible)

Silent Auction & Raffle Baskets

Tickets are 1 for \$2, 3 for \$5, 7 for \$10 (need not be present to win)

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Shorewood Community Calendar

• **Presidential Election: November 4**

Polls open 7 a.m.-8 p.m. Visit the Village website at www.villageofshorewood.org for Ward information.

• **Shorewood Community Fitness**

Center Run Walk: November 15, 10 a.m. 5K off-road run/walk on the scenic bike path. Call 414.961.3100 for race and registration information.

• **“Big, The Musical” presented by the Shorewood Players: November 7-9, 14-16** at the Auditorium. For tickets, call 414.737.3421 (see ad on page 7).

• **SHS Showcase: December 5-6** at 8 p.m. in the Auditorium. Talent show to benefit AFS and Shorewood Drama. Tickets available at the door.

• **Shorewood Holiday Shopwalk:**

Saturday, December 6, 10 a.m.-5 p.m. throughout the Shorewood Business District. Free trolley rides, visit with Santa at Gilda’s Club from 12 noon-3 p.m., ice-carving competition at select businesses.

• **29th Annual Booster Club Arts and Crafts Fair: Sunday, December 7, 10 a.m.-4 p.m.** New location: Atwater School, 2100 E. Capitol Dr. \$3.50 admission (see ad on page 18).

• **Winter Music Festivals: December 9, 11, and 18** at 7 p.m. in the Auditorium.

Concerts feature Intermediate and High School choirs, bands and orchestras. Free admission.

• **Kindergarten Registration: January 20, 2009, 6 p.m.** at the Lake Bluff and Atwater Early Education Centers. Register junior kindergarten students for the 2009-2010 school year. Call 414.963.6962 (Atwater) or 414.963.6972 (Lake Bluff) for more information.

• **Shorewood Drama Winter Show:**

February 20-21, 27-28, 8 p.m. in the Auditorium. Call 414.963.6940 for ticket information.

• **Shorewood Library** Special programs (movies and Story Times for pre-school and toddlers, and teen book groups). Visit the Shorewood Library website at www.shorewoodlibrary.org for dates and times.

• **The Shorewood Senior Resource Center** has a full schedule of events to help seniors get through the winter months, including exercise, educational programs, soup lunches and more. See the article on page 17 or call 414.847.2727 for more information.



A garden on the tour (photo by John O'Hara).

Shorewood Gardens Tour

The third annual “Gardens Tour” was held on the last Saturday in July – a perfect day for 264 people to marvel, appreciate and enjoy the creativity of the generous gardeners who invited visitors to tour their yards. The event raised \$2,622 to benefit the Shorewood Department of Public Works (DPW) for the beautification of Shorewood. That amount will be matched by the Shorewood Foundation to purchase an abundance of bulbs and perennials for planting throughout the Village.

Looking ahead: Melinda Meyers, “The Plant Doctor,” will attend next year’s tour which will take place on July 25, 2009. Ms. Meyers will answer questions and sign copies of her books.



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Welcome to the Premiere Issue of Shorewood Today

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