

NORTHSIDE NEWS

Vol. 16, No. 1, Issue 91

August / September 2010

NPC and SOHO partner on entrepreneurial program

By Scott Heinig
NPC Executive Director

The Northside Planning Council is working with members of the Small Office, Home Office Group to implement a newly proposed “Entrepreneurial Assistance Program” for the Northside. NPC submitted an application for a City of Madison Community Development Block Grant to fund the program in 2011 and 2012.

In line with NPC’s community-based economic development mission, this new program would help invest in job growth and opportunities for low- and moderate-income individuals by creating a new revolving loan fund with significant technical assistance to promote micro-enterprise start-ups. For small businesses to succeed, especially those whose owners have little business experience, technical help and mentoring are crucial. A carefully structured and managed revolving micro-loan program, coupled with technical assistance, can make an immediate impact by helping Northsiders grow their own opportunities.

As proposed, the revolving micro-loan segment would provide up to \$4,000 to assist new micro-enterprises (for the purchase of equipment,

computers, building/operating materials, etc.). When repaid, the funds would be available to other applicants. Recipients would be chosen by an NPC committee based on the micro-enterprise’s ability to create one full-time equivalent position for a low- or moderate-income person, other than the owner, within four years; or evidence that a low- or moderate-income owner’s job shall become their principal occupation within three years.

The technical assistance segment would be managed by volunteer members of the Northside Small Office, Home Office Group, through one-on-one mentoring, training seminars and a new Web site and blog, which will leverage the growing importance of social media to build the Northside’s entrepreneurial capacity.

The City’s decision to fund the program will be known by October 2010. Should their decision be favorable, NPC and SOHO would begin working with qualified entrepreneurs immediately in 2011. If you are interested in knowing more about the proposed program, please contact NPC Executive Director Scott Heinig, (608) 661-0060, or scott@northsideplanningcouncil.org.

Summer time means BASEBALL

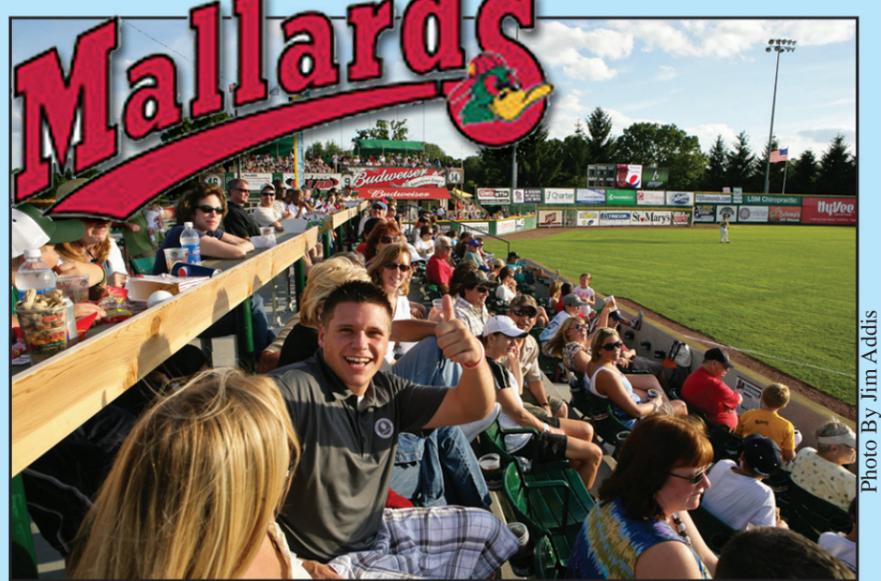


Photo By Jim Addis

There’s still plenty of fun in the sun left in the Madison Mallards’ season at Warner Park. Fans can enjoy family outings or go on their own to join the excitement. A big hit of the season will be the appearance of Milwaukee Brewers legend Robin Yount on August 13, during the fifth annual Alumni Game. (See details on Page 8.) But whether you want to see the former All Star and Most Valuable Player up close and personal, or just have a beer and watch the game, you’re sure to have a great time.

United Way invests in Kajsiab House to support Southeast Asian seniors

By Terrie Anderson
Northside News

United Way of Dane County has announced it will invest \$42,000 in Kajsiab (Ga shee’ ah) House, a program of the Mental Health Center of Dane County to support Southeast Asian seniors and caregivers. This financial support furthers one of United Way’s goals — to help seniors and people with disabilities stay in their homes.

Kajsiab House, located at 3518 Memorial Dr. on the Mendota Mental Health Center grounds, serves about 140 adults, including 40 who live in the Kennedy Heights, Northport and Northport Packers apartments.

“The goal of the program is to have a place where elders can express themselves and socialize with other elders,” said Doua Vang, director of Kajsiab House. “In Hmong, Kajsiab means feeling relief of stress and tension from worrying about the safety of loved ones.”

The Asian seniors who have been

finding this refuge are generally Hmong-American veterans, widows of veterans, and adults with severe health issues resulting from their participation in the war in Laos during the 1960s and ‘70s and subsequent refuge camp existence.

Through internships, the house also provides a place where college students and professionals can gain better understanding of Hmong health issues, culture and culturally appropriate services.

In Dane County, there are approximately 635 Asian seniors over the age of 65. Many Southeast Asian seniors experience significant mental health problems and extreme social isolation due to language, cultural and transportation barriers.

Founded in 2000, Kajsiab House boasts an atmosphere that fosters respect for Hmong culture and ancestral traditions while participants learn about living in American society and culture. Among the programs offered are: case management; a Hmong Sisters support group; psychiatric, psychological and

alternative medicine services; healthy physical and mental activities; social and recreational activities, a breakfast and lunch meal program; transportation; Hmong and English language classes; and citizenship study groups.

In turn, participants in Kajsiab House have reached out to others in need after 9/11 and the earthquake in Haiti with donations. Collections also have been taken to assist with funeral costs when a local person dies.

In April of 2010 United Way held a community engagement session to hear from the Southeast Asian community leaders regarding the best and most effective ways to positively affect this diverse community. The agency has determined that Kajsiab House could meet needs because it has staff with Asian backgrounds, a strong infrastructure of mental health professionals and vital connections to community service providers.

Roger Williams, a United Way Safe and Healthy Aging volunteer, said, “Our Community Solutions Team was impressed with the proposal submitted by Kajsiab House and with our site visit. Through this investment, Southeast Asian seniors — people from Hmong, Cambodian, Laotian and Vietnamese backgrounds — will experience a reduction in isolation and gain access to community resources through critical case management and caregiver services.”

Northstar Awards coming soon!
See page 3 for details.

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FEATURE

Still fighting for fair play at 81

By Teri Barr

The issues she's passionate about range from fair housing to equal rights in the workplace. And Helen Vukelich made a difference for all Madison residents when she turned those passions into her life's work. She's called all sides of the city her home, believing it was important to live where you wanted to help. And at 81-years-old, Vukelich just received The Social Justice Center's Legacy Award, honoring her for the important changes she's helped create.

Vukelich now lives at The Gardens Apartments, which is managed by Independent Living, Inc. On a recent afternoon, she was busy with some visiting Madison middle school students, sharing lively stories of her own days in school, both as a student and teacher, and patiently answering their questions about her decision to go beyond the classroom and into public service. The



Photo by Teri Barr

Helen Vukelich

in the 1960's. It was at this same time she also tackled the Fair Housing Act. Later, she worked as an aide to U.S. Representative Robert Kastenmeier and became involved in The Urban League of Greater Madison and The Wisconsin Coordinating Council on Nicaragua. Vukelich was a member of the Madison

... when she received the Rev. James C. Wright Human Rights Award in the 1990's, she was described as "having an ability to give aid to fellow humans which is fueled by her amazing empathy for troubled lives."

details gathered will be turned into written reports for their sixth grade language arts class. Vukelich says, "The students were well-prepared and friendly with more questions than time we had available to us! I believe there's a purpose in cooperating with our younger generations and hope they'll find it useful information for their future."

It was her father's information, inspiring her as a young girl. Vukelich says, "He was a minister and would often speak of social justice from the pulpit." And she laughs, "He'd be proud to know I was actually listening!"

Vukelich, apparently, took his word to heart and worked on an Equal Opportunity ordinance for the city of Madison

Police and Fire Commission when the first women firefighters were hired in the 1980's. And when she received the Rev. James C. Wright Human Rights Award in the 1990's, she was described as "having an ability to give aid to fellow humans which is fueled by her amazing empathy for troubled lives. She has sensitivity and insight, both political and emotional, into the truth of any situation." Vukelich calls the past 50 years, "a struggle, but some of the best times of my life!" And she hopes others, like some of the young students, discover a passion like hers and continue the fight for fair play in the future.

More information: www.independliving.com.

November 5 North Star Awards will honor Northsiders

By Anita Weier

Northside News

It's time to get ready for an annual tradition that honors those individuals who have made special contributions this year on the Northside.

The Northside Planning Council sponsors these awards every year to honor unsung heroes who have been nominated by their fellow Northsiders for contributions to our community. This year's event will be held Friday, Nov. 5 from 6-8 pm at the Warner Park Community Recreation Center.

Individuals, businesses, nonprofits, schools, churches or neighborhoods can be nominated for this prestigious award. Just fill out the form on the next page and send it to NPC by Oct. 15.

Try to focus on individuals who work quietly behind the scenes as well as those who are better known. It would be an especially good time to consider organizations and businesses that have benefited residents and the local econ-

omy during tough times.

The event is also a major fundraiser for the Northside Planning Council, which helps the organization keep producing the Northside News and working to connect and improve the local community. Please consider making a donation using the form on the next page. Contributors will be listed in the program, on posters and in the Northside News.

Besides honoring the award winners, those who attend the festivities on Nov. 5 at the Community Recreation Center will have a chance to meet new people and exchange news and ideas with them.

Delicious hors d'oeuvres will be served, drinks can be purchased and entertainment will be provided. Refreshments and conversation will be available at 6 pm, with a program beginning at 6:30 pm and concluding by 8 pm.

Please join us — it's time to get to know your neighbors!



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Northside TownCenter across from Warner Park
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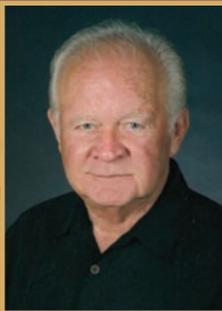
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NORTHSTAR AWARDS

Northsiders — mark your calendars to attend!

Eighth Annual North Star Awards Friday, November 5 at 6 pm

**Where:
Warner Park Community Recreation Center
1625 Northport Drive, Madison**

RSVP: See Reservation Form Below

Recognizing Northside accomplishments and volunteers

All Northsiders receive the opportunity to attend and nominate some individual, group, church or business for recognition at the November 5 North Star Awards

North Star Award Reservation Form

Yes! I would like to RSVP my attendance at the North Star Award event at 6 pm on Friday, November 5 at Warner Park Community Center.

Name _____ E-mail or phone _____

Name _____ E-mail or phone _____

Please mail on/before October 15
Northside Planning Council
2702 International Ln., Ste. 203
Madison, WI 53704 **This form may be photocopied.**

Or, e-mail your reservation on/before October 15 to:
Editor@Northsidenews.org

E-mail subject line: North Star Award RSVP for: (list all names)

North Star Award Sponsor Form

I want to be a Northstar Award sponsor!
Please send your contributions by October 15, 2010.

Sponsors will be acknowledged in the North Star Award Program, on event posters and in the December 2010 Northside News.

I'd like to contribute financially!

- \$50 \$75 \$100
 \$250 \$500 Other _____

Online donation Visit www.NorthsidePlanningCouncil.org
Click on the yellow DONATE button

Please make check payable to:
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2702 International Ln., Ste. 203
Madison, WI 53704

Name _____

Group (if any) _____

Street _____

City, State, Zip _____

Phone and Email _____

As a 501 (c)(3) organization, all donations to the Northside Planning Council are tax deductible to the full extent of the law.

Donations received on/before October 15, 2010 will be acknowledged in the December 2010 *Northside News*, in the Northstar Award program and on event posters.

Please check here if you do NOT want your donation to be publicly acknowledged.

Questions or comments?
Call Scott at 661-0060, Ext. 2

Thank you!



This form may be photocopied.

North Star Awards Nomination Form

Nomination Deadline: October 15 at 5 pm

Nominee's Contact Information

Please be aware that past recipients are not eligible to receive another award.

Name _____

Address _____

Phone _____ E-mail _____

Nominating Category for Individuals

- Educator Leader Youth Friend of Northside
 Volunteer Neighbor Public servant Other _____

Nominating Category for Groups

- School Church Nonprofit Neighborhood
 Business

Please answer all of these questions and provide specific, concise examples in order to help the awards committee. Please use extra paper if necessary. You do not have to be a sponsor or make a donation in order to make a nomination.

Nominator's Name (Please print clearly) _____

Nominator's phone and e-mail _____
(This information provides a way for us to reach you with questions on your nomination.)

How long have you known this person or about this group/church/business?

Why is this person/group or business a good candidate for a North Star Award?

How does this person/group/business serve the Northside community?

What are examples of this person/group/business's commitment to improving life for Northside residents?

How does this person/group/church/business show leadership for the Northside?

Do you have any other comments to share about this person/group/church/business?

Please mail or deliver this form on/before October 15 at 5 pm to:

Northside Planning Council
2702 International Lane, Suite 203
Madison, WI 53704 **This form may be photocopied.**

Past North Star Winners

Please be aware that past recipients are not eligible to receive another award.

- | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Suzette Ackerman
Lenny Alston
Rosemary Bass
Sue Bauman
Blackhawk Spirit Club
Brooksy Beilke-Skoug
Vernon Blackwell
Dorothy Borchardt
Brentwood Village NA
Dave Bruns
Don Bruns
Sherri Buck Baldwin
Rita Cairns
Roy Callies
Tim Carlisle
Ron Chance
Mary Charnitz
Nan Cline
Andy and Jenny Czerkas
Diane Dabbert
Dane County Time Bank
Kelly Donahue
East Bluff Association
Nelson & Annette Eisman
Johnny Ellis
Jeannie Fiegel
Linda Foss
John Frey
Christine Garrett
David Goldsby
Marlene Hardick
Ray Hellmer
Gerianne Holzman
Darlene Horner
Ronnie Inda | Lynette Jandl
Jill Jokela
Julie Johnson
Deb Jordan
Barb Karlen
Kathy Kidd-Wuest
Roberta Kiesow
Lawrie Kobza
Doug Kozel
Janet Kujak
Lakeview Lutheran Church
Sol Levin
Greg Lofgren
Esteban Lorenzo
MACLT
Madison Community Foundation
Sandy Marrier
Capt. Mike Masterson
Dale and Randi Matthews
Amanda Meyer
Dave Meyer
Jim Mohrbacher
Sue Morrison
Steve Nelson
Bruce Newton
Claire Norelle
North East Side Youth Basketball
North/Eastside Senior Coalition
ENJOY Program (NESCO)
Northside Business Assoc.
Northside Community Council
Northside Timebank
Larry Olson
Pierce's Northside Market
Jennifer Peters | Marge Pitts
Rev. Carmen Porco
Bob Reuter
Mary Jo Rimkus
Marge Rohlfing
Claudia Rosenbaum
Paul Rusk
Yolanda Salazar
Julie Savidusky
Katie Scharf
Jody Schmitz
Jill & Kurt Schneider
Darlene Shell
Michael Shinnors
Patricia Smith
Paul Soglin
Steve Stricker
Jacki Thomas
Soncerethia Clair Thomas
Karen Thompson
Dennis Tiziani
Char Tortorice
Paul Van Rooy
Vera Court Neigh. Ctr.
Rhode Wanta
Betty Warren
Dorothy Wheeler
Lisa Wiese
Sandra Willis-Smith
Henry Wilson
Jeanne Witte
Pat Woiccek
Sandy Wojtal-Weber
VamMeej & Kanglue Yang
Marcia Yapp |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

NORTHSIDE PLANNING COUNCIL

The Northside Planning Council: Your community organization

By Scott Heinig

NPC Executive Director

In my short tenure as Executive Director with the Northside Planning Council (NPC), I have found that meeting and partnering with dedicated and passionate Northside residents and business owners has been its own reward. Many are individuals who have a strong history with, and understanding of, NPC. Then, there are some Northsiders who know very little about NPC, and in particular, what NPC is currently doing in the community today. This article is intended to answer some of those basic questions that come up from time to time. I encourage you to read and learn more about your community organization, NPC! (I hope it's not too overly dry.)

What is the Northside Planning Council?

The Northside Planning Council began in 1993 with City support and has grown into one of Madison's most successful and effective community organizations. NPC represents the 22,500 residents and businesses in north Madison and works with diverse community leaders from 26 neighborhood, business, senior, faith, school and community center groups. Our dedicated and passionate volunteer citizen leaders assess the needs of the Northside community, develop partnerships and actively lead advocacy and organizing efforts to meet our community's goals and address issues.

The NPC mission is to improve the quality of life for all residents of the Northside community through advocating and supporting the economic growth, stability and connectivity of the Northside community.

The goals of NPC are to enhance opportunities for all businesses and residents by:

- investing in economic development, beautification and community betterment
- promoting community connectivity, participation and voice on issues.

For 17 years, NPC has helped the Northside become one of Madison's

most engaged, informed and best-organized communities, with a strong identity and high quality of life. Major accomplishments include: organizing 11 new neighborhood associations, partnering with the City of Madison to build the Warner Park Community Recreation Center, organizing the award-winning Troy Gardens project, creating the Dane County Timebank, creating the Grass Roots Leadership College, publishing the Northside News community newspaper, developing the "Northside brand" and "community vision," and successfully advocating for a new grocery store, an expanded library and better schools.

NPC and the Northside community today

Today, the most significant issues facing Madison's Northside center around economic hardship (poverty, job loss, disinvestment, visual blight, etc.). NPC recognizes we must further engage our community to enhance the Northside's capacity, so as to better lead community-based economic development (CED) opportunities, promote new jobs and foster investments to positively impact low and moderate income families and youth. To accomplish this, NPC must build and create new and stronger partnerships to address both residential and business needs so as to invest in and promote economic strategies that will enhance the entire Northside.

What is community-based economic development?

Generally, when people envision traditional economic development (TED), they picture Madison's large, sometimes sprawling industrial, business and retail centers along major freeways and highways. They picture the large and clustered buildings in Madison's downtown and think of redevelopment efforts that are taking place at the University of Wisconsin or elsewhere throughout the community.

Traditional economic development projects most commonly take place in wealthier areas where local governments have made significant financial investments that attract major development. In North Madison, a perfect example

Partnering to fill empty Northside storefronts is an economic development priority for the Northside Planning Council.



Photos by Lee Graphics

of a TED area is the Dane County Regional Airport and Madison Area Technical College. However, TED projects are less likely to take place elsewhere on the Northside, as we are in constant competition with wealthier Madison neighborhoods that already have major development and employment centers. So how can the Northside address its economic needs and promote jobs and community betterment? A different strategy is needed.

Community-based economic development (CED) is an economic strategy that differs significantly from traditional development. It is a concept that empowers citizens themselves to have increased local control of their own community's outcomes. Rather than attracting outside investment on a macro-scale (trying to attract global industries for example), the community engages itself to address its concerns and needs from within on a micro-scale (working with entrepreneurs and helping support

local businesses for example). While TED is a process of qualitative change — implementing new policies, ordinances, regulations, financial incentives to attract investors, CED is a process of people changing — organizing, envisioning, planning and implementing together as a community partnership to invest in each other. NPC is working diligently to promote these CED strategies to begin addressing the economic hardships facing north Madison.

NPC's Current CED Activities

The first goal of NPC is to invest in economic development, beautification and community betterment through:

- creation of a micro-loan / entrepreneurial assistance program.
- development of a commercial kitchen business incubator.
- advocating development of the Dane County Regional Airport (Packers

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NORTHSIDE PLANNING COUNCIL



Photos by Lee Graphics

Successfully advocating for a new grocery store and an expanded library (l) are just a couple examples of the Northside Planning Council's accomplishments in recent years. A current priority is to advocate to fill the bare property (r) at the corner of Packers Avenue and International Lane.

Avenue and International Lane) area and Expansion of Tax Increment District #40.

- partnering to lead opportunities for blight elimination, community investment, urban renewal and redevelopment.
- leading implementation of the Northport-Warner-Sherman Neighborhood Plan and showcasing the Northside identity as a vibrant and beautiful Neighborhood.
- creating of an art and design theme to "brand" the Northside and promote visual and aesthetic enhancement throughout the community through decorative fencing, signage, bus shelters and other public amenities.
- advocating for creation of a pedes-

trian scale "Main Street" theme throughout the business corridor of Sherman Avenue from Northport Drive to Commercial Avenue with street level pedestrian lighting, decorative planters and Northside branded amenities.

- advocating for "gateway" enhancements along Hwy. 113, Northport Drive and Packers Avenue as the roadway is being rebuilt.
- supporting strong neighborhood schools and youth programs.

The second goal of NPC is to promote community connectivity, participation and voice on issues by:

- Publishing the Northside News, communicating a "vision" of the Northside and promoting the area to represent the presence of family,

security and fun, while showcasing the businesses, neighborhoods and people of the Northside community.

- hosting bimonthly community meetings to strengthen the capacity of the Northside population, to share and promote community awareness and connectivity, and to celebrate the Northside's diverse and unique cultural identity.
- develop strategies to enhance opportunities and involvement for seniors, youth and low- to moderate-income families.
- Make significant investments in technology, enhancing the NPC Web site and using social media and public materials to better reach and represent the voice of the businesses and residents of the Northside community.

Opportunity to volunteer and support your Northside community

NPC is proud to represent the Northside, a dedicated community with many volunteers and financial supporters. If you would like to become involved in any of the activities or objectives listed, please contact NPC Executive Director Scott Heinig, (608) 661-0060, or e-mail scott@northsideplanning.org. We would love to have you participate on the NPC team. You can choose your level of involvement, which might be just a few hours a month. Another way to help support your community is through your generous donations and financial support. Either way, NPC is your community organization, and we are here to help you make the Northside an even better place!

Come Visit Pierce's Northside Market



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No Cash Value • Cannot be combined with other offers.

NORTHSIDE NEWS

From

LAURI LEE

Editor@NorthsideNews.org
661-0060 Ext. 3



NORTHSIDE NEWS EDITOR

Northside News delivery date is moving to first of the month.

There's good news! Starting with the next issue of the Northside News, there will be a shift in the timing of distribution for the Northside News. We have been able to secure an earlier press date that means distribution will start just before the first of the month, or close to the first of the month, depending on how the dates fall on the calendar.

In the past, Northside News delivery was sometimes as late as 13 days into the month of publication. So unless contributors and advertisers planned well and submitted their information three months in advance, they missed coverage of their event that happened in that calendar dead zone that fell between the 1st and the 13th of the month. The newspaper will still be published bi-monthly,

but will be of increased value to the community with the change of delivery date to households and businesses.

The newspaper will now be printed on the last Wednesday of the month with delivery starting two days later. The newspaper is delivered by saturation bulk mail between Friday and the following Tuesday. For specific dates for the upcoming year, please see the chart at the end of this column.

Advertising

Did you know that the Northside has the most incredible advertisers? Well, that's my high opinion of them anyway. While the Northside News is a great vehicle for community awareness, an incredible value for the money and delivered to more households than any other newspaper, there are some businesses that have an added reason to advertise. Many loyally advertise to support the Northside News and keep it coming free to Northside homes. This great community resource is available to you because of their ads. Be sure and thank the advertisers with your words and your patronage.

NORTHSIDE NEWS
www.northsidenews.org

Published bimonthly and copyright by the Madison Northside Planning Council, Inc.
Circulation: 13,000 Households and Businesses
2702 International Lane, Suite 203, Madison, WI, 53704
608.661.0060 • 608.661.0064 fax • Editor@NorthsideNews.org
Printed by News Publishing Co., Black Earth, Mailing Services by Wells Print & Digital, Madison

Publisher: Northside Planning Council
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Editorial Team: Terrie Anderson and Anita Weier
Advertising Manager: Lauri Lee – Lauri@northsidenews.org
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**October 2010–September 2011
Deadlines and Distribution Dates**

Publication Month	Reserve Ad	Ad Deadline	Writer Deadline	Distribution Date
Oct/Nov 2010	Sept. 1	Sept. 8	Sept. 8	Oct. 1–5
Dec 10/Jan 11	Oct. 27	Nov. 1	Nov. 1	Nov. 26–30
Feb/Mar 2011	Jan. 3	Jan. 10	Jan. 10	Jan. 28–2/1
Apr/May 2011	Mar. 1	Mar. 7	Jan. 10	Apr. 1–5
June/July 2011	May 2	May 9	May 9	May 27–31
Aug/Sept 2011	July 1	July 11	July 11	July 29–8/1

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BUSINESS

Northside Business Association features Kavanaugh's Esquire Club

When people throughout Dane County think of Northside businesses, many names come to mind. If they think of Northside restaurants, one business in particular comes to mind, Kavanaugh's Esquire Club. The Esquire Club has graced the Northside since 1947. It is one of the longest owned family restaurants in Madison. Part of the reason the restaurant has remained successful is that it has stuck to the basics, focusing on the family's core values. This has meant having fish fries Wednesdays and Fridays, making their own tartar sauce and coleslaw and sticking with their tried and true soup recipes. An addition about a year ago to their kitchen has doubled the space and opened the opportunity for them to launch their new catering venture.

John (Jack) Kavanaugh Jr., along with his wife Jane, started the business in 1947. John Kavanaugh III took over the business in 1978. Today, John IV is planning on keeping the tradition alive for a third generation.

John Kavanaugh III has worked diligently throughout his career to promote and nurture the development of the Northside. In 1992, he helped found the Northside Business Association. John is dedicated to the promotion and support of continued growth and the development of Northside business while balancing a high quality of life for all residents.

The Esquire Club acts as the host to many Northside organizations and neighborhood activities including the Northside Business Association and the



John Kavanaugh III

SOHO group. Smaller groups of friends and neighbors can also be found meeting to play afternoon cards. Packer and Badger fans watching the game. Additionally, you will find people who have traveled from other parts of Dane County and beyond to experience the ambience and food at Kavanaugh's Esquire Club.

John has represented the Dane County Tavern League on the Greater Madison Convention and Visitors Bureau Board of Directors since 1996. John has served as the board's treasurer and secretary. His professional affiliations, in addition to the NBA, include active participation in the National Restaurant Association, Wisconsin Restaurant Association, and Dane County Tavern League. John is a certified FMP (Food Management Professional). He is active in several service clubs, including Northeast Optimist Club, the Elk Moose Lodge and the Knights of Columbus.

SOHO offering free August events for small business owners

A SOHO Meet and Greet night at the Esquire Club on Aug. 17 from 6-8 pm will provide Northside small business owners the opportunity to meet and get to know each other. If the SOHO events over the past year have interested you but you've not been able to participate, this is a great connecting point to get you started.

Has anyone ever asked you about your business that launched you into a lengthy spiel that lost the listener after the first minute? If so, then the Aug. 17 SOHO "Got Video" session (also at Esquire Club at 6:30 pm) may provide ideas to help you develop your 60-second "elevator pitch" that keeps the listener interested long enough to ask deeper questions. This is another free event offered by SOHO members to help Northside business owners begin to network together.

Bryan Bliss, a business entrepreneur on the leading edge of internet marketing, will teach participants how to optimize marketing and social media using video. Bliss is offering a free 30-second video shoot for any business owner who comes to the meeting, suitable for putting on a web site as a promotional item. The video is a person's elevator speech for his/her business: this is who I am, this is what I do, this is what's unique about my business and what it can do for you. Even if you aren't ready to make a video, this will get you thinking and making progress. Please reserve your attendance by contacting Lynette at 244-2858.

Heritage Credit Union accepting applications for Richard J. McGrath Endowment Fund

Social organizations that wish to be considered for an award from Heritage Credit Union's Richard J. McGrath Endowment Fund must submit their application by Aug. 31. Application can be downloaded from www.heritagecu.org or picked up at a local Heritage Credit Union branch.

Heritage Credit Union founded the endowment fund in 2007, named in honor of current board member Dick McGrath, who recently celebrated 25 years of volunteer service to the credit union. The fund will help support local social organizations in HCU market areas, such as food pantries, shelters, senior support and school programs.

Heritage Credit Union, a 76-year-old federally-insured credit union with \$175 million in assets, was established in Madison in 1934 to serve the employees of Oscar Mayer & Co. The non-profit, member-owned financial institution has branches in Madison, Sauk City, Prairie du Sac, Chetek and Ladysmith, Wis., and in Rockford and Galesburg, Ill. Its portfolio of financial services includes checking, savings, money market accounts, first mortgage loans, retirement accounts, auto loans, home equity loans, credit cards and 24-hour lending.

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COMMUNITY

Robin Yount to headline Mallards' Alumni Game in August

By Conor Caloia

The Madison Mallards have announced that Hall of Famer and Milwaukee Brewers legend Robin Yount will headline the team's fifth annual Major League Baseball Alumni Game presented by West Bend to be held Friday, Aug. 13 at 7:35 pm at Warner Park, a.k.a. the "Duck Pond."

Yount is scheduled to sign autographs starting at 5:30 pm and will only sign one item per fan.

The event's list of former headliners is impressive, including Hall of Famers Harmon Killebrew ('06), Rollie Fingers ('07), Ferguson Jenkins ('08), and last year's appearance by Yount's former teammate, Paul Molitor.

"We knew only one person could top last year's appearance by Molitor and we couldn't be more ecstatic to bring Robin Yount to the Madison area and continue this event for our great fans," Mallards President Vern Stenman said. "Last year we had more than 6,700 people in attendance and we are expecting another great night at the ballpark."

Widely regarded as being Milwaukee's most beloved star athlete, Yount played his entire 20-year career with the Brewers and holds team records in at-bats, runs, hits, doubles, triples, home runs, RBIs, total bases, walks and strikeouts.

He was the third pick overall in the June 1973 MLB Draft and made his major league debut the following April, just over 36 years ago, at the age of 18.

No one had more hits in the decade of the 1980's than Yount, leading the American League with 210 hits in 1982. Accolades kept piling up that year for "the Kid" as he was named to the American League All-Star Team, won his first and only Gold Glove Award at shortstop, and earned American League MVP honors. Of course he also led the crew to within a game of winning the World Series in an epic seven-game affair against the St. Louis Cardinals.

When Yount won a second MVP award in 1989, only this time as a cen-

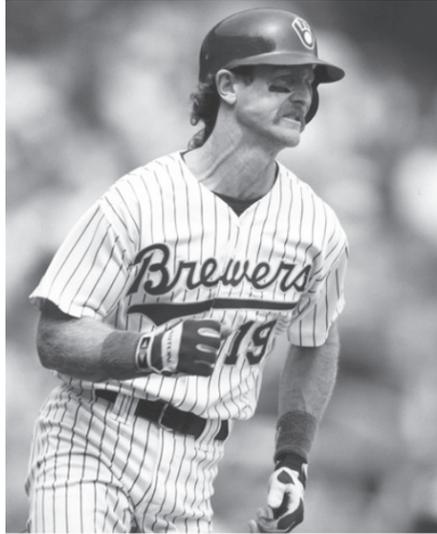


Photo by Milwaukee Brewers Baseball Club

ter-fielder, he became the first AL player to win multiple MVP's in over a quarter century, since the New York Yankees' Roger Maris (1960, 1961) and Mickey Mantle (1956, 1957, 1962).

On Sept. 9, 1992, Yount collected his 3,000th career hit, becoming the 17th player to reach that mark. He was elected to the Baseball Hall of Fame in 1999, his first year of eligibility.

In recent years, he served as Brewers bench coach for two seasons from 2005-06, and a second stint in September of 2008 when then-interim Manager Dale Sveum brought Yount out of retirement one last time as the team made the playoffs for the first time since that magical '82 season.

Yount is not expected to participate in the exhibition game. However, former major leaguers Jim Gantner, Jay Johnstone and Vern Geishert are also planning on attending. Other participants include former Mallards; Lucas Koenig, Chris Maliszewski, Tyler Schill, Brian Smith and Jason Smith and Mallards Owner Steve Schmitt.

Tickets, including Great Dane Duck Blind tickets, are still available for this event by calling the Mallards office at (608) 316-3825 or logging on to mallardsbaseball.com.

From
**CAPTAIN
CAM
MCLAY**



NORTH DISTRICT POLICE

Greetings from the North Police District!

This has been a challenging couple of months for the officers of the North Police District. July 3rd was already set to be a challenging day, as the date of this year's Rhythm and Booms celebration. The preceding months had brought several incidents of gang related violence to the Warner Park area and the Northside, making the planning more challenging.

In the early morning hours of July 3rd, our officers responded to a shooting at Kennedy Heights. On arrival, our officer found a gunshot victim with life threatening injuries. We were able to quickly develop information on suspects and a good understanding of what had occurred that morning. At this point, the two and only suspects in this case are under arrest. It was excellent work by responding officers, coupled with the cooperation of those in the community with information, which enabled us to quickly solve this crime.

The Rhythm and Booms event itself was a great community event, and occurred without incident. The success of this event belongs in great part to diligent planning on the part of all involved; including event organizers and city, county and state officials from a wide variety of agencies. I am very pleased with the success of this event.

For our part, the Madison Police Department focused very heavily on working on addressing the gang issues that had occurred. Officers from the Madison Police Criminal Intelligence Section and the newly formed Crime Prevention Gang Unit diligently made contact with each and every known gang member from those groups involved in the recent dramas. Our expectations from conduct were clearly outlined to the youths and their parents; information on community resources was shared, and it was made clear that if they chose to engage in criminal conduct at this year's event, they would enjoy no anonymity. The result was that there was no misconduct from any of those in attendance.

In the long term, it is our goal in dealing with gangs to redirect those less committed to criminal associations away from the gang life-style. Those who choose to remain involved in such conduct will be subject to the higher levels of scrutiny befitting those who claim criminal allegiance.

Since this event, the summer has proven busy for the officers of the North District, but only based on more routine calls for police service. There have been no significant gang crimes.

The reality remains that the vast majority of the young people in our midst are not criminals. Most simply need understanding and opportunities. I share information about the criminal aspects to ensure that you understand the efforts by your police to assure public safety. We remain focused on reducing fear, crime and disorder in this community, and it remains a great place to live and work!

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