

NORTHSIDE NEWS

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NORTH STAR AWARD EVENT — NOVEMBER 5, 2010

Alexander Company wins first ever “Special High Impact Award”

Joe Alexander jokes that it was his father, Randy, who snookered him into the project of which he is now very proud.

President Joe Alexander of Alexander Company, Inc. (at right) is presented with NPC’s very first “Special High Impact Award” during the Eighth Annual North Star Awards. In 2008, the Alexander Company purchased the languishing 1960’s NorthGate Shopping Center. Two years and \$10.3 million later, the company has reinvigorated

the area, having refurbished the entire center, both inside and out. Alexander Company’s investment is a shining example of a positive neighborhood transformation that today is fueling the community’s economic health and boosting overall neighborhood beauty and pride.

(See story on page 2.)



Photo by Bob Paolino

Common Council approves \$432,000 for Northside Independent Living facility

The first hurdle in the creation of *Independent Living’s* phase one, 42 unit senior housing facility, proposed for development off Wheeler Road on land beside the Cherokee Golf Course driving range, got a huge leap at the November Common Council meeting when the council approved the recommendation of the Community Development Block Grant committee to give *Independent Living* \$432,000 to help fund the project.

As Alderwoman Judy Compton pointed out, Northsiders are fiercely loyal to their chosen side of town and allowing our seniors an opportunity to age in place in a setting that is peaceful, familiar, and convenient is the right thing to do. Alderman Michael Schumacher, who has championed this project all along, went on to stress the importance of the facility for both seniors and the economy, as at least 40 new jobs would be created. Not all parties, however, were supportive. CRANES, Inc. and The Friends of Cherokee Marsh both registered in opposition to the allocation of funds for the project.

In the end, the Common Council agreed the use of CDBG funds to build senior housing on the Northside was an appropriate action and the decision passed with only one dissenting vote. The Independent Living proposal must now go before the Plan Commission.

VSA Wisconsin moving to NorthGate Shopping Center



Photo provided by VSA Wisconsin

Fulton works on an art project at VSA Wisconsin

By Kathie Wagner

On January 4, 2011, VSA Wisconsin, an organization that conducts arts programs for individuals with disabilities, will move from an office building on the far-east side of Madison to the Northgate Shopping Center. The organization is taking up residence in the former bowling alley and has used a contemporary design to maximize the use of natural light and open ceilings in this space. Housed at this new location will be the administrative offices, an art

gallery and an art center where visual art, music, dance and drama classes will be held. The art gallery will be the only venue in Madison that specifically features artwork by Wisconsin artists with disabilities. The gallery and multipurpose art making space will also be used for receptions and performances.

Kathie Wagner, VSA Wisconsin president says, “It’s very exciting to create a unique space using the existing architecture of a long-vacant building at NorthGate Shopping Center. The added visibility will help generate more public awareness for the organization and ultimately provide greater recognition for artists with disabilities. Board members and staff look forward to being part of the redevelopment and growth on Madison’s Northside.”

VSA Wisconsin conducts approximately 75 programs (creative arts classes and workshops, artist residencies, choirs) and directly affects more

than 1000 adults and children with disabilities in Dane County annually. Nearly 500 individuals will participate in classes at the art center this year. Those served include individuals of

VSA Wisconsin continued on page 9



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NORTH STAR AWARDS

Northsiders shine at North Star Awards

By Terrie Anderson
Northside News

A few of the best and the brightest were recognized for their contributions in making the Northside a great place to live on Friday, Nov. 5 at Warner Park Community Recreation Center. More than one hundred people came to honor the winners of this year's North Star Awards. Community members were invited to nominate individuals, organizations and businesses in the past two issues of the Northside News. Dozens of nominations were received and vetted by a selection committee from the Northside Planning Council (NPC).

North Star Coordinator Diane Brown welcomed the crowd and Board President Ellen Barnard offered opening remarks. County Supervisor Paul Rusk greeted the gathering and thanked the NPC board for their efforts to honor some of the many Northside workers and residents whose community spirit shines. NPC Executive Director Scott Heinig acknowledged the major sponsors of the event. Board members introduced the award winners and presented each with a ceramic star and framed certificate. Bob Paolino took photos of the event.

Appetizers and desserts were provided by the FEED Kitchen team, the MATC Culinary Program, Jim's Meat Market, Potters Crackers and NPC board and members with a cash bar tended by Blue Plate Catering. The East



Northstar Award Winners and NPC Board representatives

High School Jazz Ensemble provided an upbeat ambiance for the reception. At the intermission, The Darlings from Virginia Davis Dance Studios, a tap dance troupe with an average age over 60, danced their way into the hearts of all in attendance.

David and Azure Hart were lauded for their work on behalf of at-risk kids, being foster parents and coaching sports teams. He ministers to jail inmates and has received the Individual Partner for Justice Award from the Wisconsin Coalition Against Domestic Violence. They were nominated for their generous and selfless community spirit.

For most Northsiders, Margo Dixon is the friendly face behind the counter at The UPS Store at NorthGate. She is a tireless member of the Northside Business Association (NBA), involving new members and promoting responsible economic development. She manages business and volunteer participation for Breakfast with Santa and coordinates NorthGate and NBA ads for the Northside News.

North Star Awards were created for people like Lesleigh Lutrell, people who work tirelessly for the betterment of their neighborhood. She has served as a board member for North/Eastside Senior Coalition, as co-chair of the fundraising committee for the Lakeview Branch Library expansion, and as a member of the Sherman Neighborhood Association, Northside Community Council and the Northside Planning Council. Community members who nominated Lutrell noted her insight, listening skills and willingness to help.

The East Madison Little League garnered a North Star Award for its role in offering thousands of Northside youth a safe place to learn teamwork and leadership while having fun and making lifelong friends since 1958. The hundreds of volunteer coaches share in the honor for teaching effort and good sportsmanship to the players. There were smiles and nods of agreement when the presenter noted the tradition of playing baseball and softball at Oscar Mayer Park that continues from one Northside generation to the next.

One award recipient was lauded for her outstanding service in many arenas. Dayna Dalton has supported Northside schools serving on PTOs at Gompers, Black Hawk and East, chairing fundraisers and events, and managing her sons' sports teams. Her participation at Lakeview Lutheran Church is legendary, from chaperoning youth events and teaching Sunday School to presiding over the church council, and even rolling lefse. She also has been president and events coordinator for the Cherokee Park Neighborhood Association, keeping traditions going strong.

Ten individuals nominated Cheryl Batterman, executive director of North/Eastside Senior Coalition, a testament to her success leading the award-winning, inclusive, effective organization that serves over 8,000 senior adults each year. Of particular note were the ways NESCO promotes intergenerational fun with events like Apple Fest, the Warner Park Summer Concert Series and Senior Prom. Her

North Stars continued on page 3

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NORTH STAR AWARDS

North Stars from page 2

leadership style of warmth, humor and respect was seen as a huge plus by her staff and volunteers, as well as clients.

Few things make a neighborhood feel friendlier than a hardware store where you can get not only the item you purchase, but also advice on selecting the right one and how to use it. Meikle's True Value Hardware Store is that kind of place and Tom Meikle was honored as a North Star. A Northsider himself, Meikle demonstrated his commitment to the neighborhood when he expanded the store. His history of hiring other Northsiders and training them in excellent customer service is another legacy of his business.

Another North Star was called "the Aldo Leopold of the Northside." Jack Hurst has a long history of monitoring and protecting the environment on the Northside. Recent projects include bluebird houses in Warner Park and investigating fish kills. He worked to have catch basins constructed for run-off at Warner Park. Hurst has taught kids to fish through his work with the Yahara Fishing Club and has been an active member of the Dane County Conservation League, Wild Warner, Lakeview Hill Neighborhood Association, and St. Paul's Lutheran Church.

Rep. Kelda Helen Roys nominated Barb and Mike Pratzel, proprietors of Manna Café, applauding their leadership "using local and sustainable foods and business practices that support—and don't exploit—workers, the environment and the community." Manna Café was honored for its ex-



The stars come out at North Star Awards



Scott Heinig, NPC Executive Director warms up the audience.



Cheryl Batterman, Executive Director of NESCO, accepts award.



East High Jazz Ensemble provides lively entertainment.



Mary Schumacher accepts award for husband, Alder Michael Schumacher.



Award winner, Lesleigh Luttrell with Anita Weier, NPC Board.



Paul Rusk, District 12 Supervisor, delivers opening remarks.



Award winners, Mike & Barb Pratzel, owners of Manna Cafe.



Award winner Dayna Dalton (center) shares the moment with her son, Connor (L) and friend Carol Goedken (R).



Award winner, Joe Alexander, President of the Alexander Co. chats with Alder Satya Rhodes-Conway.



The Darlings, from Virginia Davis Dance Studio, tap up a showstopper.



Ellen Barnard, NPC Board President, presents award to David and Azure Hart.



Terrie Anderson, NPC Board, congratulates winner Margo Dixon, owner of The UPS Store.

cellent food and customer service, but also for its welcoming spirit, where Northsiders love to meet friends and business associates.

Outgoing alder Michael Schumacher's North Star Award was graciously accepted by his wife, Mary Schumacher, a vibrant community member in her own right. Serving District 18 since 2007, Alder Schumacher was thanked for his excellence in communicating

with his constituents and careful evaluation of issues for the benefit of both the Northside and the City of Madison.

A Special High Impact Award was created especially for the Alexander Company for taking the lead in the revitalization and beautification of the Northside and setting the stage for community-based economic development that is bringing economic health back to the Northside. Invest-

ing \$10.3 million, the Alexander Co. bought the 1960's shopping center that was languishing at 50% occupancy and refurbished it from the inside out with new interior tenant spaces, updated façade, a totally redesigned parking lot with attractive landscaping and signage. The occupancy rate is up to 90% and the center has a terrific variety of retail, business and personal services.

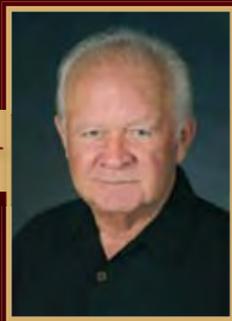
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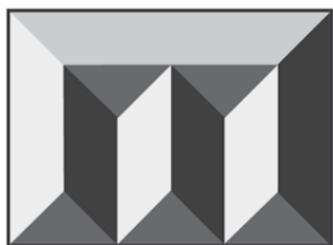
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From
SCOTT HEINIG



NPC EXECUTIVE DIRECTOR

Hey there Northside Madison! I am happy to share the following updates as we head into 2011:

- 1) NPC is building a new Northside community Web site. We hope to launch the Web site in February, complete with Facebook, to provide the Northside with a better interactive and informational community resource that will serve as our community's first point of contact.
- 2) The FEED Kitchen team secured another \$145,000 for the Kitchen Incubator project, through a combination of grant resources from Neighborhood CDBG funds and Buy Local, Buy Wisconsin. The team has a total commitment now of \$550,000 allocated thus far for the project and we are half way to our goal. We are optimistic we can begin construction on the facility in late 2011.

3) The Wisconsin Women's Business Initiative Corporation (WWBIC) has partnered with NPC and SOHO to better serve entrepreneurs and businesses on the Northside. They will host business training seminars at the Warner Park Community Recreation Center each month from January to April. Please refer to the schedule of events in this edition of the Northside News to participate in these new Northside opportunities.

4) NPC is partnering with Northside business leaders to create an Economic Development Coalition (EDC) and develop strategies and advocate for economic improvements for the Northside. To date, sponsors for this partnership include leaders from: Cherokee Country Club, the Northside TownCenter, Westmont Law Offices SC, Magna Publications, the Madison Mallards and the Northside Business Association. Please feel free to contact me if you own or operate a local business and are interested in participating in the EDC.

Thank you to everyone who worked so hard to make our community thrive in 2010! Happy Holidays!

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Economic Development Partners



NPC MISSION

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:
1) investing in economic development, beautification and community betterment, and by;
2) promoting community connectivity, participation and voice on issues.

NORTHSIDE PLANNING COUNCIL

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January 2010—Appointed December 2009

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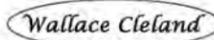
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You make the Northside shine!

By Scott Heinig
NPC Executive Director

If you were able to attend the Northside Planning Council's Eighth Annual North Star Awards, I think you will agree the evening was outstanding! The room was filled with smiles and Northside Pride as we celebrated our community's shining stars. Northside Madison is truly an extraordinary community and it is ALL of you who make our neighborhood shine. Your continuous support of each other and dedication to the community is amazing. Thank you to each of our donors, sponsors and volunteers who helped make this year's North Star Awards a true success! Please accept our deepest appreciation for so freely giving of your time and resources, supporting NPC, the Northside News and your community. The following people truly shine with Northside Pride:

Event volunteers:

Mary Ambrosavage, Terrie Anderson, Ellen Barnard, Patricia Brinkman, Diane Brown, The Darlings (Virginia Davis Dance Studio), East High School Jazz Ensemble, Lauri Lee, Nikki Moriarity, Bob Paolino, Paul Rusk, Beth Swanson (E.M. Swanson Events), Char Tortorice, Anita Weier and Warner Park Community Recreation Center Staff

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BUSINESS

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Dr. Edwin Batchelor, Dr. Grace Yang, Dr. Amy Sergeant and Dr. James Hill own and operate Excellence in Dentistry on North Sherman Avenue.

Northside Business Association Profile

Excellence in Dentistry dedicated to needs of Northside patients

Dr. James Hill, Dr. Amy Sergeant, Dr. Edwin Batchelor and Dr. Grace Yang have served the Madison and Cottage Grove communities through their Excellence in Dentistry practice for a combined 50-plus years. Their two locations are 1001 N. Sherman Ave. and 226 N. Cottage Grove Rd. in Cottage Grove.

Feeling the Northside community was underserved by the dental profession, Dr. James Hill moved his practice to the Sherman Avenue location in 2004. A Madison native, Hill also found the community to be a positive place to raise his two children and has lived in the area since 1985. The doctors continue to show their dedication to the neighborhood as members of the Northside Business Association. "It's exciting to see the growth and forward progression of the area. Good things are on the horizon for our community," stated Dr. Batchelor.

Together the doctors have created a small, intimate practice that focuses on the needs of the patient and building meaningful, long-term relationships. "The Northside community has been very good to us. We enjoy diversity and believe it to be a great place to practice dentistry," said Dr. Amy Sergeant. Their distinct practice offers comprehensive general dental care with a team of highly skilled and experienced staff.

Coming soon to Excellence in Dentistry is a new children's learning lab. The goal of this lab is to help children develop skills and behaviors that support a lifetime of dental health in a fun, educational and age-appropriate environment. Children will have the opportunity to participate in hands on learning activities during their routine dental visits.

Excellence in Dentistry is proud to promote and support the continued growth and development of Madison's Northside.

Job searching in a tough economy

By Mary Schumacher

Madison's unemployment rate is pretty low at 5.1 percent compared to the national rate of 9.6 percent. But even with a low unemployment rate, Madison can be a tough job market. So what's a job seeker to do?

The hidden job market

The first place many people go to get a job these days is their computer, which they use to submit their resumes to online job postings. Many times, they never get a response.

So how effective are job boards? First, know that about 70 percent of job openings are not advertised. Many employers prefer not to advertise because a job posting can generate thousands of replies. Here's another fact: job boards don't fill many jobs. CareerBuilder, the largest job board, fills only 1.5 percent of jobs. On the other hand, 40-70 percent of all jobs are found and filled through personal referrals.

So how should you spend your time job searching? Using the data above, spend about 1.5 percent of your time on job boards, and 40-70 percent (or more!) of your time networking your way to a personal referral.

That means a proactive job search strategy. Identify 10-25 companies you would like to work for. Research them thoroughly so you understand the company's mission and challenges, and can identify decision makers or influencers. Then network.

Most people underestimate the extent of their networks. Attend as many events as possible where you can shake someone's hand, and use your computer at night to network virtually through LinkedIn groups or other interactive sites.

Job searching has changed — a lot!

Yes, the traditional job search strategy of networking remains valid, and job seekers for all kinds of jobs need to network constantly. But they also need to

embrace new online strategies, or face getting overlooked by those who do. Personal branding and an online presence including the effective use of LinkedIn, Twitter and blogs are all part of today's job search strategy, especially for professionals and executives. It can be overwhelming, and that's why those who are currently employed need to build

their online presences now.

Should I stop my job search during the holidays?

Definitely not. If you do, you might miss out on some great opportunities, and you might also benefit from your competition taking a break. The year end is the busiest time of the year for organizations as they close out the old year and gear up for the new one. It might be more challenging to network your way in or schedule an interview during the holidays, but that doesn't mean they aren't hiring.

Mary Schumacher is the owner of CareerFrames, a Northside business. For information, go to www.careerframes.com.



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BUSINESS

Northside Business Association upcoming meetings

Thursday, Jan. 13
Police Captain Cam McLay
Northside police update

Tuesday, Feb. 8
Social networking from a
business perspective

Held at
Kavanaugh's Esquire Club
1025 N. Sherman Ave.
6-7 pm Social hour
7-9 pm Dinner and Speaker

Guests welcome!
Reserve with Margo
store3613@theupsstore.com

Answers PC Support receives award

For the third consecutive year, Answers PC Support has been selected for the 2010 Madison Award in the Computer Service and Repair category by the U.S. Local Business Association (USLBA).

The USLBA "Best of Local Business" Award Program recognizes outstanding local businesses throughout

the country. Each year, the USLBA identifies companies that they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

SOHO invites small business owners to mine for free resources

Sometimes the best things in life are free! Americans are often leary when something is low cost or free because of the assumption that the return will be exactly what was paid for it.

But not on the Northside! Small business owners, or those who are even considering the possibility, are invited to mine for free resources to help them start or nurture their business venture.

The new year will bring more classes and business growth options to the Northside than ever before.

SOHO (Small Office/Home Office) meetings and roundtables, which are free and open to everyone, are a less formal way to network and learn valuable business information. Held at The

Esquire Club (1025 N. Sherman Ave.) at 6:30 pm, the Jan. 31 roundtable will focus on "Business to Business Cross Promotions" geared to help business owners think a different way about how to partner with other business owners to share networks and promotional dollars that will maximize impact.

A new SOHO partnership with WWBIC (Wisconsin Women's Business Initiative Corporation) and the Northside Planning Council, will provide increased opportunities for local business training. Check out the classes listed below for a topic that best meets your needs.

For more information, please contact Lynette at 244-2858.

Chi World & Health provides tea and herb products to Northsiders

By Mary Schumacher

Northside News

Chi World & Health is one of the Northside's newest businesses, located at the corner of Commercial and Sherman Avenues. Owner Vicky Jiang opened her shop in June, believing that the Northside was the right place for a retail store targeting consumer interest in healthy living through organic teas and herbs.

The shop offers ginseng roots, herb soup mixes, herbal teas (loose leaf and bagged) and tea supplies. One of the most intriguing products is called flowering tea, a small bundle of intricately sewn dried leaves that transforms into what looks like a blooming flower upon infusion in hot water. Vicky recommends making this tea in a clear glass container to best view the enchanting flowering effect.

Chi World & Health sells only Wisconsin-grown ginseng roots aged for at least four years. Ginseng is a slow-growing plant that thrives in the cooler climates of the Northern Hemisphere, coming primarily from eastern Asia (northern China, Korea and eastern Siberia) and the U.S.

Wisconsin grows 90 percent of American ginseng, and 90 percent of Wisconsin's ginseng grows in Marathon County, which has an optimal mix of soil and weather conditions for ginseng cultivation. Ginseng purports to deliver a number of healthful benefits (claims include lower cholesterol, increased energy, anti-aging and prevention of infections) without side effects.

If you're curious about either ginseng tea or flowering tea, stop inside the shop for a free sample. And be sure to take a look at the flowering tea in the glass container.

For anyone wishing to know more about the preparation of herbs, roots and teas, Vicky is happy to help. An energetic woman who came from Hong Kong when she was just 18 years old, Vicky describes herself as a person who always wants to help other people, driving her decision to open her store after a successful career in the medical device industry. She now enjoys providing a unique mix of natural and organic products to the Northside community.

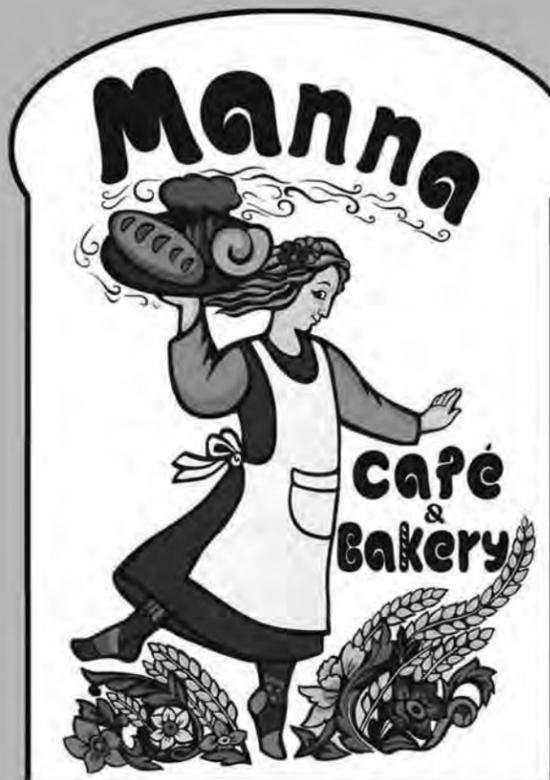
Chi World & Health is located at 1713 Commercial Ave. and is open Tuesday through Saturday from 11 am to 6 pm.



Photo by Lee Graphics

Vicky Jiang

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Classes will be held at
Warner Park Community
Recreation Center

This series of Wisconsin Women's Business Initiative Corporation (WWBIC) classes are offered in partnership with Small Office/Home Office (SOHO) and the Northside Planning Council (NPC)

First Semester 2011 Classes

WWBIC Loan Process and Success Stories

Learn about WWBIC's financing options and steps necessary to apply for a loan. Participants will meet a WWBIC representative and learn how to assess their financing needs and where to start. We will also hear stories of success of WWBIC loan clients. *No fee*

Wednesday, Jan. 26 – 6-8 pm
WPCRC, 1625 Northport Dr.

Your one stop shop for all the information you need on how to finance your business through WWBIC.

Resources for Your Business

Wisconsin is resource rich when it comes to assisting small business owners. Whether you are just starting your business or have operated a business for years you will benefit from knowing what is out there to help you start and grow your business. From financing, to market research, advice and education, we will

go over where to get the information you need to be successful! *No fee*

Thursday, Feb. 10 – 6-7:30 pm
WPCRC, 1625 Northport Dr.

Wisconsin is a resource rich community — see what is out there to help you start your business!

Business Finance Seminar

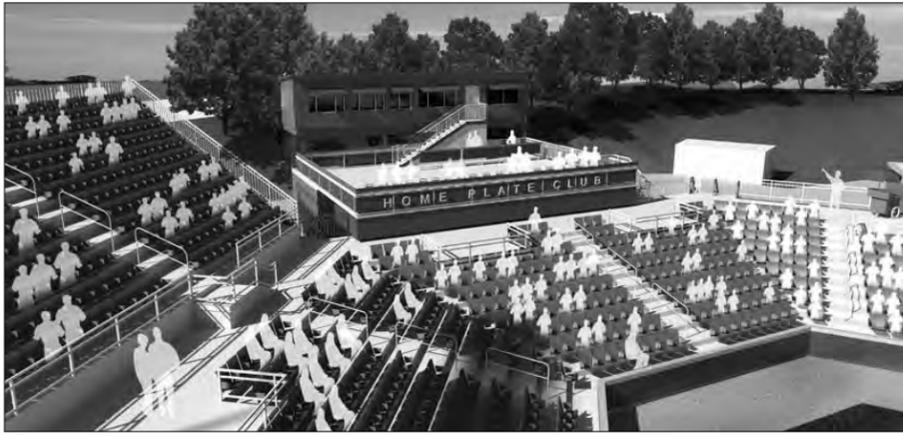
Learn about a variety of financing options and the steps necessary to apply for a loan. Participants will meet representatives from several traditional and alternative financing agencies to learn which program will best suit their business financing needs. Invited panel participants include: a credit union, SBA, WHEDA, Wisc. Department of Commerce, and the Madison Development Corporation. *No fee*

Thursday, March 10 – 6-7:30 pm
WPCRC, 1625 Northport Dr.

Your one stop shop for all the information you need on how to finance your business.

COMMUNITY

Graphic provided by The Mallards



“The Mallards \$1.3 million stadium renovation is an important component of improvements slated for the Warner Park area.”

– Vern Stenman, Mallards President

Mallard stadium renovation is a significant Warner Park project

By Lauri Lee

What do you get when you combine the naturally beautiful Warner Park, the Warner Park Community Recreation Center, a dream of a swimming pool and the start of a \$1.3 million three-year project for one of the best minor league parks in the Midwest? A Northside asset that is getting better and better.

The Mallards are in phase two of a three-year project to renovate their stadium in a \$1.3 million partnership with the city. Phase one involved improvements inside of the ballpark gate, re-landscaping, improvements to the family area and replacing benches with 230 original Wrigley Field seats.

Phase two of the Mallards project will include installation of individual seats from Camden Yards in Baltimore to replace the bleachers in the grandstand area. This phase is scheduled to be completed before the start of the 2011 season in June.

Although the North Sherman Avenue road construction project and replacement of the deteriorated pavement within Warner Park doesn't have anything to do with the Mallards renovation project, these road improvements are timely and lend support to the rest of the project.

Fans in 2011 who travel by car, bike or on foot will find that North Sherman Avenue improvements for pedestrian access and safety were added, along with on-street bike lanes and a wider street.



Photo by Lynette Jandl

Paul Rusk, Anita Weier and Megan Maguire were part of a crew that cleaned up overgrown plants that were obscuring a Welcome to the Northside sign. Also taking part were Lynette Jandl, John Duxbury and Diane Brown.

Clean-up makes Northside welcome sign visible

By Anita Weier

A sign meant to welcome people to the Northside had become covered with overgrown perennials and weeds, so Megan Maguire took action.

She organized a clean-up effort on Saturday, Oct. 16, at the sign at the north corner of Packers Avenue and Aberg Avenue. Participants were asked to bring pruners, gloves and other garden tools. Maguire provided water and snacks to sustain the volunteer workers.

A crew of six labored for about three hours — pulling weeds, trimming plants and hauling brush to a pile for city pick-up. The workers were Maguire, County Board member Paul Rusk, Lynette Jandl, John Duxbury, Diane

Brown and Anita Weier.

The sign and garden surrounding it were installed in the mid-1990s as part of a beautification recommendation from the Community Development Block Grant committee, according to Rusk. A resident of the Sherman neighborhood created the sign. Attempts are made to clear the area around the sign annually, but sometimes a year is missed, as was the case this time. Future efforts will be made to attend to the area twice a year, in the spring and again in the fall.

The sign is now visible, but it has faded over the years. The Sherman Neighborhood Association has plans to apply for money from the city to revamp the sign so that it will once again proudly welcome all to the wonderful Northside!

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