

PERSONAL CARE

# The benefits of massage go beyond relaxation

By Kira Milanich

Most people think of massage as a nice way to pamper yourself, to relax. Although massage therapy is definitely relaxing, there are many other benefits. There is scientific proof that massage is beneficial in the treatment of chronic diseases and injuries and for alleviating tension. It is estimated that 80–90 percent of disease is stress-related. Massage helps us to remember what it means to relax, reduces fatigue and gives us more energy to handle stressful situations. By lowering stress levels, massage reduces the risk of stress-related illnesses and strengthens immunity. There are many positive physiological and psychological changes that occur — even more so when massage is utilized as a preventative, frequent therapy and not simply as an occasional luxury. Massage not only feels good, but it can “cure what ails you”.

There is a long list of the benefits of massage including: relief of muscle tension; deep whole body relaxation; increased joint flexibility; increased cir-



Photo submitted by Kira Milanich  
 Massage provides the body with many healthy benefits, including relaxation.

ulation; increased sense of peace and calm; reduced blood pressure; improved posture and ease of movement; a boosted immune system; reduced anxiety; faster healing from pulled muscles; and a greater ability to monitor stress signals.

How often you receive a massage depends on your situation. For general stress reduction and health maintenance, a monthly massage may be enough to sustain you. If you are dealing with chronic pain, it might be helpful to

get a massage every other week. Or, if you have an acute injury or are dealing with high levels of stress, you may need more frequent sessions. However often you get a massage, it is ideal to maintain a regular schedule, that way your body becomes conditioned and prepared for the bodywork at specific intervals. The effects of massage are cumulative — the more often you get a massage, the greater and long-lasting the benefits.

So whether you are looking for relaxation, relief from pain or stress, or if you are simply wanting to cultivate your own self-care, making massage therapy an integral part of your life is beneficial. A massage gift certificate can also be a great way to let someone know you care about their health and well-being. Give the gift of healing and relaxation to yourself and others this holiday season and throughout the year.

\*Kira Milanich is the owner of Massage East, a therapeutic massage clinic located on Sherman Avenue. For more information go to [www.massageeast.com](http://www.massageeast.com).

## Beautiful from page 16

in the purple/berry family sound garish but, again, look good on everyone. The testers at the cosmetic counter are worth their weight in gold. Going really bold? There are lipsticks, eye shadow and nail polish in every hue at the low end of the price scale. Try those first to see if you like how it looks before considering in-

vesting in a higher grade product with more lasting power.

The latest trend, however, mirrors the green movement in living. Make the most of what you already have. And beauty is no different. Olive oil is not just for cooking anymore. It is the basis for many hair and beauty treatments. A denture tablet dissolved in warm water makes nails shine after a relaxing soak and you can

recycle the mix by throwing it into your toilet over night for a sparkling bathroom in the morning. Epsom salts can prepare feet for a great home pedicure. Petroleum jelly and baby oil are the best moisturizers around (just remember to wear old socks, gloves or sweats as they take a long time to absorb). If natural products don't tantalize your olfactory system, a drop of essential oil goes a long way. Want to smell fresh and woody? Try balsam or cedar oil. Vanilla or almond ex-

tract at your pulse points can add to your more romantic moments (we all know the way to a man's heart but you may want to have some baked goods in the kitchen for “later”...). Lavender and chamomile oil relax; peppermint and lemon oil energize.

Everyone is beautiful on the inside but outside beauty is in the eye of the beholder. The best beholder is YOU. If you like how you look, you feel better and walk taller. Here's wishing all of you a beautiful, healthy, and happy winter season.

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## Save while you celebrate

By Dan Tortorice  
Northside News

As we plan for the holiday season, it might not be a bad idea to include "Mother Nature" on our gift lists. There's an extra benefit to the "gift" I'm talking about and it ends up right in our wallets.

The Northside is home to some of the best blocks in the city for holiday light displays. Our family likes to walk along Jay Drive and Texas Trail that are walkable from our house. There are lots of homes with big indoor displays as well.

There's a big benefit to the environment when people convert their holiday lights to LED's from regular light bulbs. The LED, light-emitting diode, is made from a small solid-state chip like the ones that power computers. The chip is embedded in solid plastic with facets on its surface to give off a nice holiday shimmer. L.E.D. lights do not have filaments, which waste a lot of energy by giving off heat in addition to light.

This results in a dramatic increase in energy efficiency.

The older C7 incandescent bulbs use 100 times more energy than LED. Mini-lights use 10 times as much. This big increase in efficiency will return to us in the form of lower electric bills right after the holiday season.

This new generation of lights is also longer lasting — they last about 10 times longer. They're safer be-



cause they do not give off heat — think about that indoor natural tree. They are harder to break — solid plastic vs. glass, some are even moisture proof. And they are easier to use — you can connect up to 20 strings without overloading a typical household circuit.

LED's are manufactured now with the holidays in mind. There are twinkle lights, globe lights, icicle lights and lights shaped into holiday figures such as trees and snowflakes. Yet another advantage is the current promotion by Focus on Energy. The bulb sets are available at reduced prices until Dec. 31.

They are readily available at our Northside hardware stores, Walgreens, Family Dollar and Shopko.

These bulbs offer a holiday list of advantages for us all.

## Madison Water Utility rebate funds available in 2011

The Madison Water Utility's popular toilet rebate program funding is exhausted for the remainder of 2010, but the utility will be placing new applicants on a waiting list for next year. In January 2011, the utility will again be sending rebate checks of up to \$100 to customers who purchase replacement toilets from the EPA's list of WaterSense-labeled High Efficiency Toilet (HET) models, beginning with the wait list.

The utility began offering the rebates in January 2009 as an incentive for residential customers to replace their older water-guzzling toilets with WaterSense models that use only 1.28 gallons per flush. As of January 1, 2010, landlords who own larger apartment buildings

also became eligible for the incentive rebates.

So far, the estimated water savings from this program, system-wide, total more than 10 million gallons, and participating customers have been enjoying smaller water bills.

The rebate program is part of the utility's Water Conservation and Sustainability Plan to reduce per capita water usage 20 percent by the year 2020, with the goal of protecting the quality and quantity of the deep-well aquifer that supplies the Madison area. Toilets are the largest users of water in the home.

To learn more about the Madison Water Utility's toilet rebate program, customers can visit the website at [www.cityof-madison.com/water](http://www.cityof-madison.com/water).



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## Northside Winter Farmers Market



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HEALTH

# Don't mess with the flu!

*Flu vaccine will protect you and those around you*

Another flu season is coming soon, and it is time to be prepared. The CDC calls the flu "unpredictable and severe," and the facts are dramatic. Between 5-20 percent of the population gets the flu each flu season, generating over 200,000 hospitalizations from flu-related complications. Between 1976 and 2006, the number of flu-associated deaths per season ranged from 3,000 to 49,000.

With symptoms like fever, chills, cough, sore throat, runny or stuffy nose, muscle or body aches along with headaches and fatigue, the illness is unpleasant, unproductive and dangerous to high risk groups. People with the flu can lose from three to 10 days of work, depending on the severity of the symptoms.

The good news is that there is an easy way to avoid all this — the flu vaccine. And this year you only need one vaccination, since the H1N1 strain, which caused so much illness last season, is one of three strains that is included in this year's seasonal flu vaccine. The vaccine comes in two forms, a flu shot or nasal spray. The flu shot contains inactivated, or killed, viruses. The nasal spray contains live viruses that are weakened. Neither vaccine will cause influenza. Both types of vaccines have been in use for many years and have a solid track record for safety and effectiveness.

The CDC recommends that everyone six months of age and older should get vaccinated against the flu each year. This is particularly important for those at high risk of serious flu complications, including young children, pregnant women and people with chronic health conditions like asthma, diabetes, or heart and lung disease. Getting vaccinated is also important for people 65 years and older, health care workers and those who live with or care for high risk people.

Since children younger than six months are also at high risk and are too young to be vaccinated, their best protection against the flu is for those living with and caring for them to be vaccinated.

Flu vaccine is widely available from health care providers, clinics and numerous pharmacies throughout the county. Children from families without health insurance may get vaccinated at one of the regularly scheduled Public Health immunization clinics.

For more information on vaccine availability, please call 211 or go to Public Health — Madison and Dane County Immunizations Web page at [www.publichealthmdc.com/disease/immunizations/](http://www.publichealthmdc.com/disease/immunizations/).

For more information on the flu check out the following link: [www.cdc.gov/flu/](http://www.cdc.gov/flu/).



From  
**DEBORAH ROUSSOS**  
MS, RD, CD



And  
**ANN MARTIN**  
RD, CD, CDE

**NUTRITION TIPS**

## Calcium supplements and heart disease

Calcium supplements have been linked with kidney stones in the past and now heart attacks. If you take calcium supplements, you can think again about how easy it is to obtain your calcium needs from food. Nutrients from foods work better in your body. There is no increased risk of developing heart disease from eating lean sources of calcium from food.

Calcium from food not only tastes great, it works to stabilize your blood pressure since it helps blood vessels expand and contract. Calcium manages your cholesterol levels and it may even help manage your weight. Calcium plays a role in muscle contraction so lack of calcium in your diet may contribute to muscle cramps. Don't forget the strength that calcium adds to your teeth and bones.

Calcium requirements are 1300 mg daily from age nine to 18. Your calcium requirement drops to 1000 from age 19 to 50 years. Once you hit 51 years of age, your requirement is 1200 mg daily.

The simplest way to meet your calcium needs is to drink one cup of milk or yogurt at each meal, 24 ounces of liquid dairy (1%, skim, soy milk/yogurt) in 24 hours. Each cup (8 ounces) of milk and yogurt contain 300 mg of calcium so you can easily achieve 900 mg of calcium in your diet. Another 100-200 mg comes from the rest of your diet.

Another 100-200 mg comes from the rest of your diet.

If you aren't a milk or yogurt eater, here are some other calcium sources:

**Calcium equivalents:**

- 1 serving equals 300 mgs of calcium
- 1.5 ounces of cheese, natural cheddar type (limit due to fat content)
- 1 cup of orange juice, calcium fortified (limit to one cup daily due to sugar content)
- 2 cups of cottage cheese
- 2 ounces of cheese, processed
- 8 ounces of tofu, processed with calcium, (¾ cup)
- 1.5 cup of broccoli, collard, kale or turnip greens
- ¾ cup of soy nuts
- 2.5 ounces of sardines with bones

Challenge yourself to obtain your calcium from food. If your calcium intake is coming up short you can take 500-600 mg of calcium carbonate if you are under 60 years of age. Calcium citrate is better absorbed if you are older than 60 years of age. Make sure you are taking some vitamin D so you can absorb your calcium too.

Eat as well as you can as often as you can!



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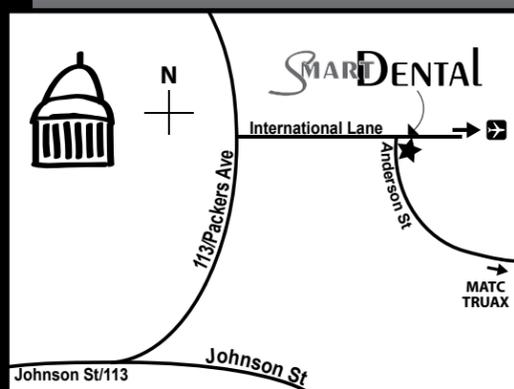
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Friday, Dec. 3, 3:30 pm - Wii and pizza for Grades 6-12.

**DIY: Jewelry and Beading**

Wednesday, Dec. 8, 3:30 pm - Make accessories to keep or give away. Materials provided. Grades 6 and up. Call 246-4547 to register.

**Sweets & Stories on Second Saturday**

Saturday, Dec. 11, 10 am - Story time for the whole family with donuts, coffee and juice.

**Nifty Thrifty Gifty**

Friday, Dec. 17, 3:30 pm - Kids age 6 and up make special treasures. Children under 8 need an adult helper. Register.

**Family Wii Night**

Monday, Dec. 20, 6:30 pm - The whole family is invited to play Wii. Could Mom or Dad win?

**Lego Club**

Monday, Dec. 27, 2:30 pm - Come to the library and build your masterpiece! Grades K-5.

**Animals, Superheroes and Ballerinas**

Wednesday, Dec. 29, 2 pm - Local artist Michael Hecht does his magic. Kids decorate their own animal, superhero, or ballerina with foam shapes and colors. Materials provided. Register.

**Preschool Yoga Series**

Tuesdays Nov. 30-Dec. 21 at 10:15 am  
Call 246-4547 to register. Yoga teacher Nikki Cole teaches parent/child yoga classes for children 18 months to 5-years-old. Bring a yoga mat or towel for each of you. Limit one child per caregiver.

**Perfecting Your Resume**

Tuesday, Jan. 18, 6:30-8 pm - Polish your resume or create one that will help you stand out. This session will cover layout, visual considerations, what content to include, file formats and more. Attendees have the option to bring their resume for a copy edit by a hiring manager. Call 246-4547 to register.

**Adult Noon Book Group**

The second Thursday of each month. Discuss books and have treats with your neighbors. Dec. 9: *Please Don't Come Back from the Moon* by Dean Bakopoulos. Jan. 13: *Life and Times of the Thunderbolt Kid* by Bill Bryson. Copies are always available at Lakeview.

**Knitting at the Library**

Every Wednesday at 6:30 pm - Neighborhood knitters provide expertise and have fun. Beginners are welcome.

**Scrabble for Adults**

Every Wednesday at 10 am - Give the regulars some competition.

**Adult Winter Computer Series**

**PC Maintenance and Performance**

Thursday, Dec. 2 10:30 am-12:30 pm - Keep your Windows-based system at peak performance and prevent common problems. Cris Carpenter of HouseCall Computing Services covers hard drive cleanup, maintenance, managing startup options, upgrades and updates for hardware and software, Internet security and more. Call 246-4547 to register.

**Skype**

Saturday, Dec. 4, 11 am-1 pm - Utilize this free program to talk "face to face" over the Internet. Cris Carpenter demonstrates downloading and installing the software, adding webcam and sound, adding contacts, initiating and answering calls, and adjusting the options.

**PC Backup Strategies**

Thursday, Jan. 6, 10:30 am-12:30 pm  
Cris Carpenter demonstrates backing up and restoring computer data files. Topics include: identifying and locating files to back up, determining which backup media to utilize, and restoring files and whether to use backup software or not. Register by calling 246-4547.

**Online Genealogy Class**

Wednesday, Jan. 12, 2-3 pm - Make sense of where to begin your online genealogy searching with an introduction to the best genealogy sites on the Web, and databases available only through your library. Intended for those new to genealogy searching online, but all are welcome.

## What Northsiders are reading

Compiled by Anita Weier

**Sarah Waldon, homemaker:**

"I read 'Zeitown' by Dave Eggers, about Hurricane Katrina. Everyone's heard of Katrina, and he interviewed people who experienced it. The book blew my mind away, especially FEMA's treatment of people.

"Children's books are also on our list, with two boys, now in first and second grades."

**Floyd Hummel, retired college teacher:**

"I'd like to recommend 'Reset: Iran, Turkey, and America's Future' by Stephen Kinzer. The bulk of this book is a political history of the two named countries, and of American foreign policy in the Middle East. Starting with the belief that democracy takes time to develop and cannot be imposed from the barrel of a gun; the emphasis is on democratic trends in Iran and Turkey. The story is told in a lively, accessible way, and I learned a lot I didn't know or had forgotten. For example, after 9/11, Iran was the only Middle Eastern country where popularity of the United States led to a street vigil in solidarity with America's loss. Kinzer does not conceal or downplay facts that don't fall in line with his argument, such as Turkish antagonism towards the Kurds. His perception is that our current policy toward the Middle East is a relic of the Cold War, and that diplomacy rather than war would be a more productive way to secure our own interests."

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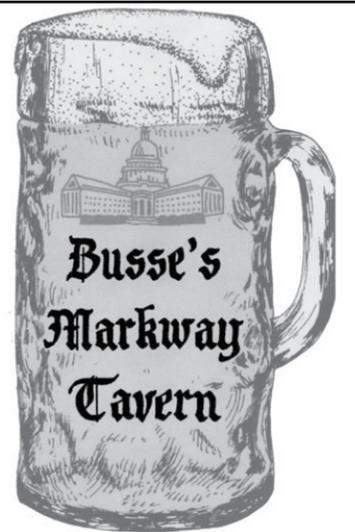
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Willy West opens in Middleton this November! Details at [willystreet.coop](http://willystreet.coop).

**YOUTH**



Emerson Elementary School's new library

**Emerson's library makeover**

By Sabrina Thorson, grade 3



Emerson Elementary School got a new library — and Target paid for all of it. Target even rebuilt it. They knocked down walls and they brought in brand new things. They

bought us new bean bag chairs. There also is a big wall with famous people on it.

The new library is incredible, fantastic, the most amazing thing in the entire big world! All the kids were amazed when

they saw the brand new library. The kindergarteners, the first graders, the second graders, the third graders, the fourth graders, the fifth graders, even the principal Mrs. Kepler went in to see it. It was talked about all day long. You should have been there, I'm serious. It was incredible.

Every single teacher went to see it. We got bags to color with crayons and seven new books. Every kid got them. We got snack, too. Come check out our new library. Thank you, Target, for the new library. We really love it!

**Ho-Chunk Madison Youth and Learning Center helps kids**

By Steven Potter  
*Northside News*

For the past 15 years, the Ho-Chunk Nation Madison Youth and Learning Center has been serving children of the Ho-Chunk Nation with an after school program that provides students from kindergarten through 12th grade with help with their homework, healthy choice education, leadership skills and fitness and recreational activities.

And for almost half of that time, the center has called the Northside of Madison its home.

Located at 2040 N. Sherman Ave., the center has a mission of "empowering our youth with the knowledge and the skills necessary to make them healthy, productive, substance-free and responsible leaders of tomorrow, while providing them a structured, caring and safe learning environment," said Robin Blackdeer, youth services division director at the center.

"They will develop problem solving skills that will allow them to interact at all levels of society," she added. "They will protect, preserve and enhance the Hocak (Ho-Chunk) language and culture for future generations."

Requirements for using the center and its programming include: at a minimum, youth must be 5-years-old and enrolled in kindergarten and at a maximum, students can be 18-years-old but still enrolled in school. Youth must also be enrolled with the Ho-Chunk Nation or have a parent or grandparent enrolled with the Ho-Chunk Nation.

Currently, about 30 students use the center and they come from the Madison Metropolitan School District as well as the Deforest, Sun Prairie and Middleton districts.

Those who work at the center see a pronounced need for such services, they say.

"Anyone that has seen what is going on in their communities, or in the world, knows there is turmoil everywhere," said Blackdeer. "Our kids are struggling. Not just our kids, but all kids. There are numerous issues that plague our communities and affect our children."

There are three main staff members at the center, said center director Miriam Whiteagle.

"We have a teacher, home-school coordinator and youth coordinator on site," she explained. "Our teacher checks the level at which (our children) are performing and works with them to achieve higher goals. Our home school coordinator checks grades, behavior and attendance of our students. And our youth coordinator — (who) has the fun job — makes the schedule for daily and monthly activities. She plans a family night once a month to help promote parent involvement."

In addition to these services, the center also provides transportation for students from school to the center and home.

The center is open from 8 am–5:30 pm. It also houses a summer enrichment program.

For more information on the Ho-Chunk Nation Madison Youth and Learning Center, call (608) 242-1640.

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YOUTH

# Montessori style of teaching available on Northside

By Steven Potter  
Northside News

With the ever-changing educational landscape, parents need to stay abreast of all the schooling options available for their children, traditional and non-traditional alike.

One non-traditional option Northside parents and their children have is the Montessori style of teaching and learning through Countryside Montessori Preschool, located at 721 Northport Dr.

By definition, the Montessori style of teaching enables students to learn skills in a fashion that they come to naturally and instinctually as individuals, as opposed to a strict regimen, explained Patty Castillo, who is one of the school's co-administrators with Deb Ward.

"The main concept of Montessori is to promote the joy of learning," Castillo explained. "The program is early childhood-based. Our classrooms are specifically set up as nurturing and learning environments with child-sized furniture and learning materials."

Countryside serves children aged two-and-a-half to six-years-old. And while they focus on academics such as counting, writing the student's name and letter sounds, the Montessori style also aims to develop skills relating to manners and respect as well as tolerance and conflict resolution, said Castillo. Topics such as music, art, dance and science are also incorporated.

The Montessori philosophy of learn-

ing was created by Italian physician and educator Dr. Maria Montessori around the turn of the 20th century when she discovered "the child's true normal nature" through experimental observation of young children that were given freedom in an environment prepared with materials that were designed for their self-directed learning activities.

Castillo said that of children from Montessori schools, "Observers have described them as having developed self-discipline, self-knowledge, independence, enthusiasm for learning and an organized approach to problem solving."

Common misconceptions about Montessori schools are that they are only for gifted children or are religious in nature, both of which are untrue, said Castillo.

Founded 18 years ago, Countryside currently enrolls about 50 students each year. "The goal is to keep the preschool small so the students and families get individual attention," explained Castillo.

The school also takes advantage of their outdoor space. "Something that makes us different is our outside facilities. We use outdoors as we do the classroom, (as) nature's classroom," she added. "Along with a large green space we have a Zen garden, a bike track, a labyrinth, swings and play structures." Overall, the Montessori style focuses on a child's unique learning style, explained Castillo.

"It is a philosophy that respects the unique individuality of each child. It is

also an approach to education that takes to heart the needs, talents, gifts and special individuality of each child."

Parents Jennifer Trost and her husband chose Countryside for their kids for a number of reasons. "The small, multi-age classrooms were exactly what our children needed. While being a part of a greater community they still receive the individualized level of learning specific to their needs," she explained.

"With the multi-age approach the older children gain natural leadership behaviors, and the younger students have built in role models," Trost continued. "The children are not being 'taught at,' they are learning the material through their own perspectives and experiences."

Countryside was recommended to parent Diane Ebner by a co-worker. Her five-year-old daughter benefits from being able to learn at her own rate, she said.

"(The school) really helps children learn to interact with each other and problem solve. It is a great way to learn in general. Kids can go at their own pace, get individual help when needed and they develop a very positive attitude about learning."

For more information on Countryside Montessori Preschool, contact them at (608) 244-5437 (the best times to reach an administrator are Monday through Friday from 11 am-2:30 pm) or visit [www.countrysidemontessoripreschool.com](http://www.countrysidemontessoripreschool.com).

# Lindbergh kicks off nutrition program

By Shirley Raymakers

Recently Lindbergh students met in the gym for a "delicious" program to kick-off the healthy snacks that they will be enjoying in their classrooms this year. At the assembly, music teacher Ken Stancer taught students a broccoli song to the tune of "We Will Rock You," Lindbergh's lunch ladies, who call themselves the Rappin Lunch Ladies for Healthy Food, performed a rap. Art teacher Charlotte Cummins showed a slide show of children's art work which integrated healthy food into their art work. Then students returned to their classrooms and tasted, compared and wrote about four different types of locally grown apples furnished by REAP (Madison's Research, Education, Action and Policy) on Food Group) served by AmeriCorps members. This year Lindbergh School, along with several other MMSD schools, will be provided with fresh fruits and vegetable snacks several days a week as a result of grants from the US Department of Agriculture.

# East High School math department and Engineering Club updates

By Cynthia Chin

**Calculator Thank You:** The department would like to express its sincere appreciation to the Fuszard family for donating to the graphing calculator rental fund.

**A Penny for Your Keystrokes:** The East High School Graphing Calculator Rental Fund is a registered charity on GoodSearch.com (a Yahoo-powered search engine) and GoodShop.com. Advertisers and on-line merchants affiliated with these sites donate about a penny per search and a fixed percentage of purchases to charities of the user's choice. To make a donation to the East calculator fund, enter "East High School — Madison" at the prompt "Who do you GoodSearch for?"

**Math Competitions:** The first city meet of the year was held on Oct. 13 at LaFollette High School. We are pleased

to announce two third-place finishes by our JV mathletes! Individual 3rd: Cora Weise-Moore. Team 3rd: Haley Havens, Emma Hetzel, Barrett Karstens, Andrya L, Carina Vargas-Nunez, Johanna Pluymers, Mairead Thistle, Ruben Arndt. Congratulations! Students can see Mr. Galarowicz or Mr. Meloy about participating in future meets.

At press time, five teams were scheduled to participate in the annual High School Mathematical Competition in Modeling ([www.comap.com](http://www.comap.com)), writing solution papers for open-ended applied problems during a 36-hour time period Nov. 11-12. Results will be announced in the spring.

**Engineering Club:** We have enjoyed getting to know this year's collegiate mentors from the National Society of Black Engineers (NSBE) and the Society of Hispanic Professional Engineers (SHPE). A relationship with the

Society of Women Engineers (SWE) is also being explored. Campus meetings about engineering careers and internships have been very informative.

Fall activities included two pre-professional conferences in Cincinnati (SHPE) and Indianapolis (NSBE), the first of 4-5 middle school outreach visits, and a kick-off meeting for the UW-Madison/Nestle Company Research

and Development Competition — two teams will be inventing and marketing new foods. Thank you to the following organizations for helping to sponsor club activities this year: United Way, UW-Extension, 4-H, Kraft Foods, Nestle Foods, Rubin for Kids, Foundation for Madison Public Schools (East endowment), NSBE-WBESS, UW College of Engineering-Diversity Affairs.

**ELECTED OFFICIALS**

*From*  
**SATYA  
RHODES-  
CONWAY**



**DISTRICT 12 ALDERPERSON**

It seems amazing to me, but we're coming up on the last months of my second term as Alder. I've learned an amazing amount in four years about our Northside neighborhoods and residents, but also about how things work at the city.

While I've worked on many things, there are several themes I see. First, constituent service: Answering your calls and e-mails, which are most often about how to get something done with the city. Second, transportation issues: I've heard clearly that our neighborhoods need more and safer alternatives, whether it's better pedestrian crossings or more Metro service or traffic calming, and I think we've made good progress on this. Third, community safety: While we still face some challenges, I think we've made good progress here as well. If I am lucky enough to be elected to a third term, I expect to

continue to work on all three of these. I also expect to work on the following themes, which I see as emerging issues:

- **Warner Park:** I will request funding in the 2011 and 2012 budgets to conduct a master planning process so we can have a community conversation about what uses and infrastructure we want in the park.
- **Youth programming:** Despite our wonderful community centers, it's clear that we need more after school and summer opportunities for our young people.
- **Economic edvelopment:** Especially here on the Northside, I believe the focus needs to be on supporting our existing local businesses and helping them grow, in addition to improving our infrastructure and marketing available properties to new or relocating businesses.

I'll be working on all these issues for the next five months, hopefully longer. I hope you'll help as well — the best thing about the Northside is all our dedicated citizens.

Happy holidays to you and your family.

*From*  
**MELISSA  
SARGENT**



**DISTRICT 18 SUPERVISOR**

Thank you to everyone who attended my listening sessions or who has contacted me about the County Budget for 2011. I take my position on the Dane County Board seriously and know this will be one of the toughest tasks that I am responsible for. Please contact me with your thoughts, concerns or ideas any time at (608) 220-2273 or [sargent@co.dane.wi.us](mailto:sargent@co.dane.wi.us)

I am currently working to prohibit the sale and possession of synthetic cannabinoid known under brand names such as K2, Cloud 9 and Spice. K2 is not a plant however — it is an unregulated synthetic drug sold as incense that mimics the effects of THC. K2 is sold legally in some smoke shops, gas stations and convenience stores. The chemical compounds in K2 present a public health hazard in that they have been linked to side effects such

as increased heart rate, blood pressure, vomiting, tremors, seizures and extreme anxiety.

There is growing concern regarding K2 because it is becoming popular with youth who can obtain the drug legally as well as those who are required to take drug tests because the synthetic chemicals are not detected by current tests. Dr. Mark Kostic, associate director of the Wisconsin Poison Center states, "K2 users risk exposing themselves to an unexpectedly high dose of the chemical or another additive they weren't expecting due to the lack of regulation and because nobody knows who makes it or what's in it." The long-term health effects are unknown.

I have introduced a county-wide ordinance amendment as well as resolutions to the state of Wisconsin as well as the cities, villages and towns in Dane County urging bans. It is important that we take a state-wide approach to banning K2 so we don't create islands of regulation across the state.

Join me on Facebook: [www.facebook.com/pages/Melissa-Sargent-Dane-County-Supervisor-District-18](http://www.facebook.com/pages/Melissa-Sargent-Dane-County-Supervisor-District-18).

*From*  
**PAUL  
RUSK**



**DISTRICT 12 SUPERVISOR**

Contact Paul at:  
249-9667  
[rusk@co.dane.wi.us](mailto:rusk@co.dane.wi.us)

I'm writing this on election day. As the County Board struggles with major issues pertaining to the 2011 budget, I can't help but think that the massive dollars used for television and radio negative attack advertising could be better spent in so many positive ways.

My Public Protection and Judiciary Committee has finished with its work on the budget. We unanimously passed a series of amendments that, taken together, actually reduces spending in the operating budget by \$50,000. I am pleased that both conservatives and liberals on the committee were able to come to agreement on our recommendations. We clarified that the proposed merger of Emergency Management (tornadoes, floods, emergency alert sirens) with the 911 Center should not occur un-

til after a thorough study. Working with the jail medical care provider, we were able to reinstate the proposed cut in jail mental health workers which is key to reduce recidivism. We also provided funding for two detectives in the Sheriff's Office and capital funds for build-out of child support enforcement activity in the Courthouse. Funding for children in need is especially important in poor economic times.

In addition to keeping the levy increase as low as possible, one of my goals is to increase the reserve fund which has been hit hard by the recession. Much of what we fund is mandated by the state and federal government. It is important to prevent disruptions in public safety and other services people depend upon.

I am very pleased that a majority of local government units representing 70 percent of our population, including the village of Maple Bluff, have agreed to move forward with a new interoperable radio system to meet federal requirements while enhancing emergency communications. This was a key lesson of Sept. 11, 2001.

Supervisor Rusk can be reached at 249-9667 or [rusk@co.dane.wi.us](mailto:rusk@co.dane.wi.us).

*From*  
**MICHAEL  
SCHUMACHER**



**DISTRICT 18 ALDERPERSON**

Madison Measures provides residents and decision-makers a collection of key performance benchmarks to effectively allocate city resources and develop policies. These benchmarks relate to a city department or program's activities and illustrate the challenges, needs and success of City programs. While no set of indicators can accurately capture the total complexity of issues or needs in each of our neighborhoods, Madison Measures does offer opportunities to spot trends and shifting needs.

This year the Mayor and the City Council are relying on indicators to make decisions about:

- Implementing a double company at Fire Station #2 and full funding for the eighth ambulance to improve response times.
- Maintaining Metro Transit service without an increase in cash fares.
- Piloting a program in the Streets Division to estimate the amount of organic waste that could be diverted

from landfills with a curbside composting program.

- Cleaning and maintaining catch basins as part of our storm water management to reduce total suspended solids in our runoff.
- Replacing water mains and increasing capital funding in future years for filters and wells to improve drinking water quality.
- Replacing and upgrading streets to improve the overall condition of our roads using the PASER rating system.

Madison Measures also helps us know the potential impact of upcoming changes such as:

- Circulation is expected to be down during construction of the Central Library but will continue to climb upon its completion; and
- Extending the replacement cycle of passenger vehicles maintained by Fleet Service will lead to an increase in the number of repairs of city cars while knowing we have allocated sufficient staffing to manage this increase.

Madison Measures is available online at [www.cityofmadison.com/mayor/projects/index.cfm](http://www.cityofmadison.com/mayor/projects/index.cfm). There you will find more details of all the measures that affect the delivery of city services.



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**ELECTED OFFICIALS**

*From*  
**KATHLEEN M. FALK**



**DANE COUNTY EXECUTIVE**

**Reflecting on 14 years of working for you**

With a mixture of sweet sadness and hope for the future I announced recently my intention to step down as county executive. Over the past 14 years I've given this job my all and am deeply grateful for the opportunity you have given me. Together, we've done important and meaningful work on the problems people care about and made a difference for our friends, neighbors, and our future.

I've been elected more times and served five years longer than any other Dane County Executive. My election as the first woman Dane County Executive was historic and I'm grateful that now any woman can believe she has the opportunity to serve.

In my 14 years, the three principles I tried hard to follow were taught to

me by my parents and grandparents: don't waste land, don't waste money and don't waste kids. I'd like to think they'd be proud of my 14 year record on each.

We've created unique programs to help moms and dads get jobs so the next generation has a healthy start and can move out of poverty. We've created national "firsts" for environmental protection and protected over 10,000 acres of land for future generations to enjoy forever.

We've proven that progressive policies and fiscal restraint can go hand-in-hand. I've fulfilled the two promises I made when I was last re-elected in 2009: to build the first ever community manure digester in the nation to keep phosphorus out of our lakes and to launch real cultural change around the costs and suffering from our community's abuse of alcohol — our coalition has already made a difference!

I don't know what the next chapter is for me, but changing the world is what I will continue to do! I will leave with profound gratitude for the honor of serving you and nearly one-half million Dane County citizens.

Thank you all for all that you have done to help me serve you.

*From*  
**DAVE CIESLEWICZ**



**MAYOR OF MADISON**

**Investing in our neighborhoods**

When I began my 2011 budget, I set a goal of making it through a third consecutive recession budget by protecting basic services while keeping any tax increase to a modest level. This budget meets those goals. My budget contains no reductions in police, fire or snowplowing. There will be no service cuts or fare increases at Madison Metro.

But this budget is not without hard choices. Facing an increase in employee health insurance benefits of \$2.5 million, an increase in debt service of \$1.9 million and historically low revenue projections, this budget increases the levy by 2.9 percent and taxes on the average home by 4.8 percent. While this increase is more than I would like, it is better than the alternative of slashing basic services or damaging our long-term fiscal stability.

We will also make smart, targeted invest in maintaining strong neighborhoods and in improving those that are challenged ...

Recognizing the challenges facing our most vulnerable residents in this economic climate, I am increasing community service funding by \$200,000 over the budget submitted by the agency. With that increase, city support for community services has increased 53 percent in my eight years.

My budget also funds a community development grant writer to leverage the potential for more private, state and federal grant funding for these valuable services.

Working together with the county, I have expanded an innovative program that improves neighborhoods by approaching crime as a systemic public health issue.

I have also found the resources to create a crime prevention unit committed to dealing with the relative handful of career criminals who might commit as much as 50 percent of the crime in our city.

In November, the council reviews my budget. You can see my budget proposals, as well as the final approved budget at [www.cityofmadison.com/comptroller/](http://www.cityofmadison.com/comptroller/).

*From*  
**KELDA HELEN ROYS**



**STATE REPRESENTATIVE**

Veterans' Day is a time to honor those who've sacrificed to fight for our freedom. It is important to not only honor Wisconsin's veterans on November 11, but to pay tribute to their selflessness every day.

One way we can honor our veterans is by supporting Wisconsin's long, proud tradition of providing important benefits and services for those who have served.

In these tough economic times, Assembly Democrats prioritized funding for Wisconsin's veterans programs, which provide critical services to our servicemen and women and to their families.

During the budget negotiations, I pushed to reverse a proposed funding cut to the Department of Veterans Affairs (DVA). Among other services, the DVA helps veterans purchase or reno-

vate a home, receive healthcare services not provided for by the federal government, overcome barriers to employment and enhance education and job skills.

This year, we also expanded access to the Assistance to Needy Veterans Grant Program, which helps veterans and their families who are having a hard time paying for essential expenses, like health care. To find out if you qualify, contact your veterans' benefits specialist or give me a call at (608) 266-5340.

The Assembly also green-lighted reduced fee annual fishing licenses for disabled veterans and approved legislation to designate July 27 as Korean War Armistice Day and Mar. 29 as Vietnam Veterans Day. Designating days of remembrance is a small but important gesture to ensure that we will never forget the ultimate sacrifice that others have made on our behalf.

We must continue to protect veterans' programs and honor the commitments we have made to our servicemen and women. In doing so, we will pay tribute to the service and sacrifice of Wisconsin veterans each and every day.

*From*  
**JON ERPENBACH**



**STATE SENATOR**

**Services to constituents**

I am very thankful to the constituents of the 27th Senate district who have recently re-elected me to the Wisconsin State Senate. It is an honor and a privilege to work for the people of this district. Thank you again.

As a reminder to all constituents of the 27th Senate District, there are a number of constituent services offered by this office. Calls on any state government issues are welcome. My staff and I will do our best to not only help people navigate state government systems but also act as an advocate on constituents' behalf in every level of government. The office will also issue citations for special life occasions at the request of constituents with in-

formation provided. Additionally we help arrange school group visits to the Capitol. The office also receives a copy of all local newspapers in the district so just call if you are looking for something; often we will send you an extra copy of special event notices of when we "see you in the news."

The public policy of the state is obviously the main focus of this office, and I review and address every correspondence received whether it comes in via phone, e-mail or traditional mail. Please take the time to call my office when you have a concern about state government services or a public policy discussion; my office number is 266-6670. Mail is also welcome at; Senator Jon Erpenbach, PO Box 7882, Madison, WI 53707-7882. Contact via e-mail can be sent to; [sen.erpenbach@legis.wi.gov](mailto:sen.erpenbach@legis.wi.gov). There is a spam filter in place in the Legislature so at times we do not receive e-mails from constituents that have been sent; if you have not received a reply to e-mail please give us a call.

**Don't forget! The February/March Northside News will be distributed January 28-31. Please send your organization and community news to [Lauri@northsidenews.org](mailto:Lauri@northsidenews.org) before January 10, 2011.**

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