

SCHOOL BOARD CANDIDATE PROFILES

Questions Posed to School Board Candidates

QUESTION 1: What is your opinion on the dichotomy between closing the student achievement gap and continually challenging the district's highest performing students during tight budgetary times?

QUESTION 2: If the goals of equity are to make all schools highly desirable and to ensure that each school offers the same range of opportunities to its students, what would you do to achieve equity in the school district?

QUESTION 3: What will you personally do to better involve parents of color and low-income parents in schools and on district-wide issues?

(Candidates are allowed 350 words total.)

Candidates for Seat 3

Beth Moss



Candidate for Seat 3

1. The district must serve ALL students. Challenging expectations which motivate students to take responsibility for their education are key to success. We must teach to each individual's ability level while encouraging the student to take pride in his or her work and to reach higher. Legally the district must provide supplemental resources for the education of specific student groups. Using these resources, today's teachers are working as teams to assess each child's abilities and interest and teach to the next level of challenge. Team teaching, professional development, and technology are important strategies for differentiation. Some students may need programs outside the classroom and advanced offerings are an essential part of our curriculum.

2. Achieving equity begins with staff and parents' assessing and prioritizing their school's needs. I believe my knowledge and experience make me the right

person to be part of this process. Some children have greater needs than others. Supplemental resources, mandated by Federal laws and inadequately provided for by state programs, are scarce, leaving allocation choices to local boards of education. Resources must be efficiently applied toward the goal of academic and social success for every student; this requires creativity and support from families, parents and the community. Open access to existing opportunities is also part of equity. Lastly, I will continue my work through statewide organizations to reform school finances.

3. Students and families who feel invested in schools will be more successful. Schools must be welcoming to all families. This must start by seeking input from those who do not feel welcome, to find out how to improve relationships. Recruitment of diverse staff at all levels needs to be a priority as must increased cultural competency. Teaching and curricula should respect cultural differences. Community resources, such as the Urban League and neighborhood centers, give our district more ideas to build relationships with all of our district's families. The future of the MMSD depends on a Board and staff at every level who recognize the importance of being bold in addressing the challenge of involving the entire community.

Pam Cross-Leone



Candidate for Seat 3

1. As a district we must do a better job of recognizing and embracing different paths for success for all of our students. We need to continue to provide opportunities for our highest academic performers, which keep them curious about learning. And to continue to explore ways to keep our academically challenged students engaged in the learning process so that they, too, are experiencing success. Just as adults are going to have diverse career paths, our students need to explore where their strengths lie as well.

2. As a hard working leader I am committed to exceptional education opportunities which engage, challenge and motivate all students. We must ensure that these opportunities are present at all our schools for all our students. I believe that we have to look at evaluating schools on a school by school basis to learn from the schools that are successful, determine what makes

those schools successful and implement changes in the schools that face challenges.

Once a particular weakness or number of weaknesses are identified at a school, it can then be determined what action is needed for school wide improvement. There may be a need for specific additional resources, to strengthen leadership or additional professional development. It isn't the same fix for every school in order to achieve equity across the district.

3. I have been involved with several different parent organizations in the school district and this issue has been a challenge at each of the schools my children have attended and of the organizations. While I don't have an easy answer to this question, I do believe that a school board member must represent the community broadly, needing to take into account the issues of the entire community that the district serves.

As a board member you must appreciate other sides of issues that may be brought to the board, taking into consideration families that may not have a strong advocate or that are underrepresented. When making decisions on policy, one must evaluate all sides, weigh and balance the issues and factor in the impact the decision will have on all students.

Rick Thomas



Candidate for Seat 3

1. I believe we can do both and these are not really two groups that are competing. The solution really comes in the elementary years. We really need to set high expectations for all students and listen to the teachers on how we should teach reading. We should expect that all students are reading at grade level by the end of every year. How well a student reads determines for the most part how well they do in all of the other subjects. We must continually challenge all students to achieve at high levels and not pull the highest performing students down to the 'norm'. Finally, I believe that by integrating technology into our classrooms we can better individualize learning for all of our students.

2. The number one thing we can do to ensure equity is set high expectations for all of our students. All students should read at or above grade level. We should also have the same high behavioral expectations for all of our students. If we set high expectations and follow up with these expectations, we will see high achievement and performance from all of our students.

3. The number one thing we can do to

involve all parents is the concept of neighborhood schools. Parents and children need to feel like they belong to a community and a school. As schools we must ask and expect all parents to help the schools volunteering in one way or another starting with their first year in school. Parents want to help, and if they feel welcome and part of a community they will. Parental involvement is crucial for the success of every student both academically and socially. This is no longer something we can ignore and expect to correct itself.

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SCHOOL BOARD CANDIDATE PROFILES

Candidate for Seat 4

Johnny Winston, Jr



Candidate for Seat 4 (Incumbent)

Johnny Winston, Jr., Seat #4

1. Every student in the MMSD needs the opportunity for a quality education for success in our global economy. The district needs to focus on each individual student's academic achievement and less on closing "gaps" between racial groups. It is important that test scores and student achievement increase for all students in the MMSD.

Student achievement will happen when we challenge our students to excel in the classroom and provide academic and social support mechanisms. We must ensure that we balance the needs of struggling students with the needs of our high achievers. I support Talented and Gifted programming and Advanced Placement courses in our schools. For these programs to become more reflective of our diverse student body, we must identify students to grow academic potential plus strengthen partnerships with the UW PEOPLE prep program at Northport Apartments and Packers Town homes and WCATY. All students in the MMSD must realize their academic potential despite our budgetary circumstances.

2. The board's Equity Task Force will define equity and help develop transparent policy to ensure that schools with higher percentages of low-income students or

schools with lower test scores receive the resources they need for student achievement. I will continue to support small class sizes, support services, afterschool and summer programming at these schools. In addition, I support strengthening the relationships between Northside neighborhood centers and the school district.

3. If re-elected, I will continue to encourage parents of color and low-income parents to attend conferences, extra-curricular activities and to volunteer. I will also nominate parents to serve on school board task forces and committees. Since being elected, I routinely solicit feedback from parents regarding their children's school experience by attending Northside school activities and community events at Warner Park, Kennedy Heights and Vera Court. I also communicate with community leaders such as Darlene Horner and Tom Solyst from Vera Court, Alyssa Kinney from Kennedy Heights, and Carmen Porco, Pat Steele and Jackie Thomas from Northport-Packers to hear from neighborhood residents regarding school concerns. Lastly, my school board reports are posted on Latino listserves and printed in LaComunidad in Spanish.

**School Board
Candidates Forum
March 20, 7:00 pm
Warner Park Center
1625 Northport Drive**

*Sponsored by the East
Attendance Area PTO
Coalition, Northside Planning
Council & Northside News*

Candidates for Seat 5

Maya Cole



Candidate for Seat 5

1. Our challenge today is to educate all children in a system that has historically failed some of our most vulnerable students. Madison is fortunate to have a reputation for providing challenging, quality education. The city, however, has changed dramatically.

We must not lower the bar, but instead remind ourselves that these groups are not mutually exclusive. I don't see these two challenges as contradictory. A school board can effectively govern for student success.

I would pursue ideas that are low cost, strategic, and promising. Some examples would include hiring more accredited teaching staff of color, increasing ethnic study coursework in high schools for credit, and encouraging parent or student-run organizations that support their members in becoming effective advocates.

2. I will support policy that promotes high expectations for academic success, regardless of a child's abilities or life circumstances. Equity policy should include

year-round, proactive oversight. We should consider concentrating resources to follow the students and their needs. There should exist even more collaboration and support from the district to our community organizations.

The most effective schools, I believe, are "listening" schools. Schools that take time to talk with students and parents. School districts that discuss values as well as strategies. Leaders who use what we know to re-appraise, and perhaps change, practices to build a more inclusive, challenging curriculum. I want to create those schools.

3. I intend to develop a dialogue and a culture of mutual respect with the community. I believe diversity is our strength and is critical to our understanding of the larger world in which we live. I will continue to work with community leaders of color who I consider valuable resources.

I have been a member of the United Way's Diversity Inclusiveness Coordinating Committee, a trained facilitator for the YWCA racial justice programming, and a member of the Madison Area Family Advisory/Advocacy Committee. If elected, I would like to make myself available throughout the year and be actively engaged with community centers. I will promote programs such as the Franklin Elementary Parent Empowerment Groups that have had a measure of success.

Marjorie Passman



Candidate for Seat 5

1. I don't view this as a dichotomy. All our students are in the same boat and unfortunately, at present, that boat is in trouble due to declining resources. As a member of the school board, it will be my job to keep the boat afloat as long as possible. But in no way will I ask one group to abandon ship to save the others. If we cannot teach all our students, we cannot succeed with any of them. Public schools are fundamental to the concept of "equality for all." Madison schools have raised the achievements levels of many of its students. I will support those programs that brought about this success, and seek to improve or replace those that are not working well. In particular, students already achieving at the highest level must be offered a more challenging curriculum.

2. Each school must attract and retain top staff, provide staff support and training, and establish positive ties to the community. Teaching and support staff resources should be equitably distributed, and we must maintain high expectations for all students in all schools. The District-wide Equity Task Force is presently considering these issues. Hopefully, they will develop criteria that will meet many of our concerns.

3. As a classroom teacher I did the following: made phone calls (not just to report negative behavior), held conferences in homes and neighborhood centers or when parents came to school to watch performances, set up potluck dinners, and invited parents and students to my home. I studied Spanish and had bi-lingual specialists translate report cards and conference reports. These translators became a major connection to parents for me. My curriculum included studies in cultures around the world. As a Board member I would provide support for all teachers to do the same while continuing to make personal contact wherever and whenever possible.

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GOOD WORKS

Katrina victims still need your help

Northside resident planning relief efforts in early April

By Marla Peterson

Hurricane Katrina is a distant memory for many of us, but the suffering and destruction is still real for those touched by the disaster. The Biloxi/Gulfport area, an hour east of New Orleans, was devastated by 28-foot storm surges and fierce winds, which destroyed 65,380 homes in South Mississippi. Rebuilding efforts will last 10 to 15 years.

If you are interested in seeing things for yourself and getting your hands dirty, I am coordinating a disaster relief trip to Biloxi the first week in April. We will work with Hands On, an organization rooted in the belief that every individual has the power to make a difference. By helping people be the change in their communities through effective volunteer action, the Hands On approach inspires volunteers, creates leaders and changes lives.

In October, I participated in disaster relief in Biloxi with Hands On. I intended to stay 5 days, but the night before I was to fly home, I decided to stay an additional. I worked with the



Humane Society and the Red Cross, volunteered with children and spread mulch for a local children's discovery center, participated in mold removal and helped rebuild a family's home by laying flooring and doing other construction tasks.

I came face to face with people who suffered huge losses. Cynthia and Dan, the couple whose house I worked on, have been living in a FEMA trailer with their two children and dog since Katrina moved their home off its foundation. Cynthia's eyes still fill with tears when she shares what her family endured.

She was grateful for the organization that provided volunteers to rebuild her home. She knew she could trust they would do the work, unlike others who scammed homeowners out of what little they had left. She asked each volun-

teer to sign a book full of names of other volunteers from all over the United States and world.

Knowing I made a real difference in the life of this family filled me with a sense of pride and accomplishment that I will never forget. It was an awesome and overwhelming feeling to discover the power one individual possesses to make a difference in the life of another human being.

I truly was given the opportunity to get "hands on". I invite others to do the same. It is impossible to comprehend the devastation unless you see it for yourself, and even then it is hard to fathom.

I am confident this experience will be as meaningful for others as it was for me. There is work to be done, regardless of physical ability or skills. From walk-



Photos provided by Marla Peterson

Left: Volunteers must dress safe to remove mold. Above: The author (right) helps rebuild a home.

ing dogs to helping paint a mural to rebuilding a house, anyone who chooses to volunteer has the opportunity to make a real, tangible contribution to rebuilding the Gulf Coast.

In April, we will stay at the Hands On base in a communal living environment. All meals are provided at no cost in exchange for volunteers pitching in and preparing at least one meal. I am working on transportation for the trip so there will be little or no cost to participants.

To learn more, please contact me at mrpeter4@wisc.edu. Learn more about Hands On at www.handongulfcoast.org.

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- ◆ Former classroom teacher
- ◆ Schools of Hope Volunteer
- ◆ Member: Advocates for Madison Public Schools
- ◆ Member: Wisconsin Alliance for Excellent Schools
- ◆ Member: Madison Partners for Inclusive Education

Beth Will Target

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- ◆ School safety and climate
- ◆ Open and responsive governance
- ◆ Family and community involvement

Beth Moss for School Board ◆ Seat 3

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SCHOOLS

cont. from page 1

School changes

a feedback session for Lake View Elementary parents to discuss options to deal with the school's overcrowding. Brentwood Village parents made up a good number of the meeting attendees, as it's their neighborhood that may be changing schools.

Lake View Elementary is currently at 116% of its capacity, with 29 more students than projected. The most palatable option seems to be to move Brentwood Village neighborhood students from Lake View to Emerson Elementary.

On Jan 30, the East Attendance Area PTO Coalition, with input from the Lake View and Emerson representatives, voted to support this plan.

"We welcome the Brentwood neighborhood," says Wendy Sauvé, Emerson PTO President and Co-chair of the EAAPTO Coalition.

"Moving Brentwood to Emerson seems to make the most sense given the projections of the Northside going up," says Jill Jokela of East High United and the EAAPTO Coalition.

And how are Brentwood families reacting to the idea? Based on reactions at Wednesday night's meeting, they seem resigned to it. One parent suggested that they would prefer a move to Gompers Elementary because it has the same start time as Lake View, but also conceded that Emerson is a good school. No other concerns were raised.

The final decision is expected to come sometime in April, but one thing is certain: the process of enrollment projections is more art than science, and making sweeping changes is risky business.

Teachers earn national certification



Pat McDonald of East High and Susie Hobart of Lake View Elementary were recognized for their professional accomplishment and commitment to education, earning a 10-year national certificate from the the National Board for Professional Teaching Standards.



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Stadium

"The committee is really elaborated citizen participation," said Steve Webster, Northside resident and committee member. "We are at the very front end of the planning process. We want to make sure all stone are returned and look at the bigger context."

As the project moves forward and more concrete information is available, the public may want more input, and Stenman is committed to making the project work for both the Mallards and the Northside.

"If perceptions on concerns exist, then we must deal with them. Perception is reality," he said.

Baseballs teams have come and gone, so some wonder why the City and the Mallards would invest over \$ million in the stadium. The Mallards believe the Northwoods League, the largest summer collegiate league in the country, will "stand the test of time". League attendance has increased almost every year since its 1991 inception, as have revenue and expansion fees. The Mallards, however, do draw the largest attendance of all league teams.

The committee is charged to deliver its report to he Common Council by February 20. Several city committees will address the renovation, and pass on their recommendations the Council which has the final say on the matter.

There is still a long road ahead before any changes begin at Warner Park.

Lake View students are busy

By Susie Hobart

The students at Lake View Elementary School have been busy. Student Senators had their first Bake Sale and raised \$120 to help fundraise for new playground equipment.

We raised \$269 from our Child of Chernobyl Change Campaign to provide art and reading projects for the children who go to the community center in Borodyanka, Ukraine after school. We began writing and illustrating new books for the children in the Borodyanka orphanage in January.

Students collected 1,296 pounds of food, providing approximately 1037 meals, during our Annual Share the Holidays Food Drive in cooperation with NBC Channel 15 and the Dane County Second Harvest Food Banks.

Thanks to our own local Pierce's Northside Market for donating the bags.

Members of Student Senate walked our immediate neighborhood, dropping bags at homes that no longer had children at Lake View. In spite of the bitter cold, they collected 40 heavy bags of food.

Student Senators are working with Steve, our custodian, and Mr. Vang, our art teacher, to add color to our outdoor garbage cans and help promote a safe, clean environment. Soon we will begin planning our spring plantings, and we hope to add plantings along N Sherman Avenue to cut down on runoff into the storm sewers.

If you would like to help, contact Susan Hobart, Student Senate Advisor at 204-4061.

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Mark Deadman

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- Warner Park and the Warner Pool
- Crime in our neighborhoods

"The job of an Alder is to listen to the people of the district and bring their concerns to the common council. I look forward to talking with you at The Coffee Gallerie and The Sandlot and hope I can earn your support" - MARK DEADMAN

Call Matt Deadman at 608-287-4176 with Questions
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SCHOOL & YOUTH NEWS

Black Hawk academic happenings

By Mary Hunt

Black Hawk Learning Coordinator

In November 36 Black Hawk math students participated in the American Mathematics Completion for the first year. Last year the AMC contest involved 150,000 students nationwide. The following students are our Black Hawk winners: Gold - Nick Harrington; Silver - Zoe Delain, Aaron Kellerhuis, Scott Martin; Bronze - Javier Barbosa-Mireles, Jacob Beck, Hannah Fry, Kelly Langner. Congratulations to all our students who participated. We are so proud of you!

During December, all Black Hawk students took the Word Power Challenge from Reader's Digest. The national winner of this contest wins a \$50,000 college scholarship. After receiving the name of each class winner, a second test determined Grade Level Champions, who are: Sixth grade - Molly Riedemann; Seventh grade - KC Phillips; Eighth grade - Neydis Moreno. The final test for the Grade Level Champions will determine our school champion. Results from the final test aren't available yet, but we'll keep you posted! Congratulations to all of our students who participated!

The Geography Bee took place in December and January. Seventeen students participated in the Geography Bee, and our school winner is Ivy Martin! Congratulations, Ivy! She will represent Black Hawk at the next round of competition.

During January, every English class conducted a spelling bee. Each class gives the name of their top two spellers to me. In January 25, we will have our All-School Spelling Bee. The winner of this contest will then go to the All-City Spelling Bee on Saturday, February 17.

Six Black Hawk students are invited to participate in a Talented & Gifted Middle School Mathfest. Congratulations to Zoe Delain, Mark Breitnauer, Scott Martin, Leon Dinh, Richard Julian and Neydis Moreno.

They were chosen based the following criteria. Is the student studying math either online or independently? Is the student studying math well above their grade level? Is the student showing exceptional promise as a young mathematician?

Black Hawk Middle School again won the New Wisconsin School of Promise Award last fall. This award is given to any school whose minority student scores have been raised on the WKCE State test.

This was the second year in a row that Black Hawk students raised their scores. We are so proud of our students and teachers who work so hard educating our young people. Part of the award is a check for \$1,000 for the school. We used the check at Black Hawk to do some special things with our students during the week of testing such as snacks, etc.

Keep up the good work students and teachers!

Students learning citizenship and service
Donations sought for mural, landscaping

By Tara Carolfi

Black Hawk Middle School will be undergoing a renovation this spring thanks to local AmeriCorps volunteers. Five AmeriCorps members, who are doing their year of service with Habitat for Humanity of Dane County, initiated a project that gives Black Hawk a well-deserved facelift. AmeriCorps members wish to upgrade exterior and interior aesthetics of the building by adding landscaping and creating a mural near the main entryway. Black Hawk students will be integrated into the project as they learn the importance of citizenship and service. Eight graders will design the mural, and all students will install new landscaping in April.

AmeriCorps programs require each member to complete a community ser-

vice project during a service year. This project must be designed, funded and run by volunteer efforts, including acquiring materials and donations. Therefore, this AmeriCorps group is now accepting material or monetary donations. They seek new and used paint, brushes, pans and drop cloths for the mural. Seeds or plants, such as Coreopsis, Purple Coneflower, Asters, Black-Eyed Susans and Blazing Stars, are needed for landscaping. Donations can be dropped off at the school office during school hours and checks should be made to Black Hawk Middle School PTO.

If you have questions to want to help, please call the Habitat for Humanity office at 255-1549 and ask for an AmeriCorps member. Thanks in advance for all your support!

THE NORTHSIDE NEWS

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• February 20 (primary election) • April 3 (general election)

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SCHOOL & YOUTH NEWS

MENDOTA OLYMPICS



Mendota Elementary School hosted its annual Olympics sponsored by the PTO on December 22. Special visitors included Bucky Badger and mascots from County Buffet, Red Robin, Heritage Credit Union and McGruff the Crime Stopper Dog. Mendota Elementary and the PTO want to extend appreciations to Mendota Parents and sponsors Auto Glass Specialists, Rocky Rococo, Heritage Credit Union, Dean Foundation, Oscar Mayer, Madison Mallards and Build a Bear Company with a special thank you to Schoeps Ice Cream Co. Inc. for donating a half gallon of ice cream for every student and teacher at Mendota Elementary School.

Spirit for community

By Jennifer Peters
Black Hawk Spirit Club advisor

Black Hawk Spirit Club is part of the Youth Resource Center of MSCR. The club is organized and run by Pat Gardner, Stacy Ackerman, and Jennifer Peters. The two-tiered club meets twice a week.

The Spirit of Leadership is comprises 28 students that focus on school spirit, making decisions that affect the school, spirit days, dances and assemblies. These students also work with the Spirit of Volunteerism, which includes 35 students and focuses on community service and volunteerism.

This year's club is very popular at Black Hawk and in the community.

"I feel proud. People are in need and we can help them," said Spirit Club member Emily.

Last year the club received a prestigious United Way award of \$1,000 for this year's activities. The Spirit Club had a successful food drive for the Kennedy Heights Community Center and helped the Vera Court Community Center stuff turkey baskets for 88 families. The members sang carols at the

City View Nursing Home during the holidays.

Some Spirit Club members are taking turns walking a little dog for an elderly man in the Black Hawk community in the morning and afternoon. He was recently in a serious car accident and needs help. Once a month, five club members play Bingo with the seniors at NESCO, the North/Eastside Senior Coalition.

Future activities include a towel and blanket drive for the Humane Society, visiting the Veterans at the Veteran's Hospital, donating stuffed animals and games, and we'll also visit children at the new Children's Hospital.

The Spirit Club wrote a grant for the AODA program Project "A.C.E."-Awareness, Choices, and Empathy. The \$1,000 grant helps fund a "Senior Prom" for senior citizens in the community. The May 18 event features the Bill Terry Orchestra playing big band music.

"The reason why I joined this club is so that I can help people. Helping people makes me feel good inside," said Lila, another Spirit Club member.

Volunteers Needed!

Black Hawk Middle School and the Urban League Schools of Hope program are looking for tutors and mentors to come in and spend at least one hour a week with some of our students. Sharing a little of your time each week will prove to be a rewarding experience for both of you. Help with math, reading, or social skills and enjoy every minute of it! If you can find the time in your schedule to be a key part in our program, please call Ashley Horton at (608) 204-4385 and let me know what times work for you.

VOTE

February 20 - primary
April 3 - general



A VISION FOR RESPONSIVE REPRESENTATION:

The best elected officials are those who understand that they are put in office to serve the interests of others, and not to advance their own ideological agenda. This District deserves an Alder who will actively and regularly participate with neighborhood associations, provide updates and reports through the Northside News and periodical mailings, and make sure citizens are at all times aware of important upcoming issues and public hearings. Of course, any worthy representative will ALWAYS promptly reply to phone calls or emails so that constituents feel they can offer meaningful input in substantive debates of city policy. Please contact me anytime at 513-1387 or mabasford@charter.net to ask questions, discuss issues, or to find out how you can get involved in the campaign.

Mike

Chair of Sherman Neighborhood Assn.
Serves on board of Northside Planning Council

Founding member of East Isthmus Neighborhoods Planning Council

Member of Warner Park Community Recreation Center Advisory Committee

Appointed to City of Madison's Zoning Board of Appeals

Served on Dane County Affordable Housing Council

Helped his father start Associated Business Consultants, a family IT consulting firm where he still works

Program Director for Housing Initiatives



Mike meets with Sheridan Triangle Neighborhood Association President Sherri Shokler and Northside Planning Council Co-Vice Chairperson Jeff Shokler in their home to hear their concerns on issues of parks, traffic, and neighborhood safety.

"Mike's always interested in my viewpoints and ideas, even when we don't necessarily agree. He's shown a genuine interest in finding solutions that work for everyone, and he's willing to listen to ideas other than his own."

Willy Holden
President of Berkley Oaks Neighborhood Assoc.

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FEBRUARY 20TH

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BUSINESS NEWS

Picture perfect! Local photographer eyes customer contentment



By Mary Schumacher

The Northside News

When Northside resident Brian Hamre launched his photography studio, Capitol Portraits, last August, he became not only a recorder of faces but also a coach and a creator.

"Anyone can shoot a photo," Hamre said. "What makes a great photographer is how well you can share a story, and how well you connect with your subjects. In the end, the photo must move you."

Capitol Portraits provides photos for high school seniors, families, children, executives, and weddings. A variety of packages meet most budgets. Wedding packages can include a tasteful "for his eyes only" session with the bride, with photos delivered to the honeymoon location. "A lot of brides like it," Hamre said.

Hamre notes that his success as a photographer stems from getting to know his subjects so he can give them ideas for poses and backdrops.

"You won't just sit down and get snapped in my studio," he said. "I want to give you the best picture you can imagine. I want it to speak to you, even years later. I want your great-grandkids to be drawn to the photo."

In addition to his creative touch, Hamre's approach to photography is to put his subjects at ease. A former emergency medical technician and paramedic, he gained an understand-

ing of people's desires and fears. That insight helped him especially one client told Hamre he equated having his photo taken with going to the dentist.

Reluctant subjects soon submit to Hamre's easy-going charm and his dedication to his craft. Unlike photo sittings at big box stores, Hamre strives for personalized service that results in a happy client. Customers usually meet with Hamre several times before he sends the photos to print.

Hamre is delighted to indulge a customer's artistic whimsy. Brimming with ideas, he incorporates elements of graphic design into photos at a customer's request.

"I love getting requests for creativity," he grinned, recounting a high school student whose senior portrait had a background reminiscent of the movie "The Matrix."

Shoots can take place in his studio or on location, and prints are ready in about two weeks. Electronic files of photos are available under copyright conditions.

Hamre enjoys being a neighborhood family photographer, saying that being a "big New York City photographer" is not his goal. He enjoys his small, comfortable studio with its homey atmosphere right here on the Northside.

Capitol Portraits at North Gate Shopping Center (1135 N. Sherman Avenue). www.capitolportraits.com
Phone: 241-7964

Grocery delivery company expands to Northside Madison area

WeGoShop.com continues to expand its grocery delivery service, now to include the Madison area. Northside resident and Associate Owner Joel Johnson will oversee the local operations.

The main purpose and ultimate goal of WeGoShop.com is to eliminate all the countless hours you spend shopping for your groceries and household supplies, standing in line, and fighting traffic. Associate Owner Joel Johnson said, "So many people these days are pushing their free time to the limit. Unfortunately, the time that is lost is time that cannot be recovered adequately. By using our service you can spend your time doing the things you really enjoy. In just minutes you can order your groceries by phone or over the Internet and we will have them delivered right to your door."

Joel Johnson has lived in the Madison area most of his life, spending his childhood through high school in Waunakee and currently as a stay-at-home dad to his 17 month old son Dylan. Joel, his wife Tricia, a graduate of Madison East High School, and Dylan live on the north-side of Madison.

WeGoShop.com is well aware of how important it is that the food you serve your family is of the highest quality. Not only do they guarantee that each order is handled individually by their team of shoppers, who under-

stand the meaning of quality and value, but they will select each item in your order keeping in mind your highest standards, as if they were shopping for themselves. "One of the most important factors in food preparation is the freshness of the ingredients. When you place your grocery order with us we make sure that the products you use to prepare your meals are of the highest quality and come directly from the store of your choice to your kitchen counter," Johnson said.

You may open an order for delivery up to seven days ahead which allows you to save time to make meal plans in advance or to plan for that 'special occasion'. You will also get to enjoy total freedom of choice. WeGoShop.com allows you to select your particular brand of groceries as well as the store or stores they come from.

Saving everyone time and money, while boasting a satisfaction guarantee, is only a part of the WeGoShop.com goal. There is no club to join and no registration fee for the first quality service that WeGoShop.com offers to the local and surrounding area.

For more information about personalized grocery shopping and delivery, you can reach WeGoShop.com by calling toll free 1-877-934-6746 ext. 58, or you can also visit them online by going to the WeGoShop.com web site.



Mayor Dave Cieslewicz

Moving Madison Forward Together

"Mayor Dave is a great friend of the Northside. He helped us get a neighborhood grocery store and he helped us establish a farmers' market. He is working hard to preserve land at Cherokee Marsh and he supports our efforts to build a swimming pool at Warner Park.

We need a mayor who listens to us and is willing to help."

**-County Supervisor
Dorothy Wheeler**

Vote for Mayor Dave

ON TUESDAY, FEBRUARY 20TH!

For more on Mayor Dave's record, or to get involved in the campaign, visit our website, email info@daveformadison.com or call 661-3618.

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Authorized and paid for by Friends of Dave Cieslewicz, Michael Blumenfeld, Treasurer.

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Recreation Center**

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SpaWoof—everything a dog could want



By Marlene Hardick
The Northside News

Yappy Hour. Where human friends and canine friends can hang out together.

That is one of the ideas currently being developed at SpaWoof, a new business recently opened by Jason Hoke and Dino Maniaci. Shawn, a champion whippet, now retired, assists by providing a friendly greeting, helping to give tours, and posing for the company logo.

The building left vacant when the Humane Society moved has been remodeled, with the goal of providing every kind of service that a dog and his owner might need, all under one roof. The boarding kennel can provide care for 70 dogs. When the business opened in December, 40 dogs came to stay for the holidays. Three “suites” provide a place where dogs who are used to living together can continue to hang out together. Dogs are exercised eight times a day and get bed time snacks, including Michael’s K-9 Custard and



Co-owner Jason Hoke with Shawn, his champion whippet (now retired) and friendly assistant.

Doggie Fortune Cookies. Staff live on the premises 24 hours a day to provide ongoing supervision. Dogs can spend time in heated indoor kennels, outdoor kennels, or playing in a large fenced area.

A unique service, called Bark-N-Ride for owners catching a plane is the opportunity to drop off their dog, park their car in the SpaWoof lot for \$5 per day and get a free ride to and from the nearby airport.

“A lot of our boarding business so far has come from business travelers,” said Hoke. “Advertising in the

Northside News brought us many customers who told us how happy they are to have these services near their homes. We want to provide a variety of services to dog owners and also help some good causes.”

Doggie Daycare at the Spa provides separate rooms for small dogs and big dogs and opened February 1. While owners go to work, dogs can hang out with their friends from 7 am to 6 pm. In addition to playing games and socializing, they watch Animal Planet and movies starring other dogs.

Grooming is available for most

breeds, including specialized grooming for show dogs. A veterinarian is available to provide medical care. Appointments are available with a pet photographer and a massage therapist. Mud baths and salt treatments can benefit dogs with skin problems. An acupuncturist is being sought.

“It is amazing how much a dog can benefit from some of these alternative treatments. For instance, an elderly or arthritic dog can show great improvement after a massage,” said Hoke.

Sarah Kalnajs, certified pet dog trainer, of Blue Dog Training, will teach a variety of classes, do behavioral assessments, and will provide behavioral consultations for owners who have specific concerns about a dog’s behavior. She brings years of experience to this new location.

A gift shop provides a variety of organic treats, shampoos, dog supplies, and dog art. Sales of certain items will benefit the Dane County Humane Society and an AIDS program in Africa.

Maniaci is a long-time Madison resident who handles design and marketing for the business. He invited Hoke to move here and bring his dog expertise. For 25 years, Hoke has been showing dogs of many breeds in shows across the US.

“I worked with champion Great Danes and Maltese at the same time,” he said. He also has previous experience managing a kennel and day care program.

Photos provided by SpaWoof

Jon Becker for DISTRICT 18 MADISON COMMON COUNCIL
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- Ripon and Westminster Choir colleges, 1987-90

P.O.B. 3292, Madison, WI 53704 | 242-8525
www.JonBecker.org | jonbecker18@aol.com

• February 20 (primary election) • April 3 (general election)

Authorized and paid for by
The Committee to Elect Jon Becker
Charles Smalley, Treasurer



Dear Neighbor,

I’m running for mayor, because I have a strong vision for Madison based on my life experiences.

I’ve lived in Madison for 30 years. I have 20 years of government management experience. I’ve served 3 terms on the Madison School Board. During my tenure, I strongly supported our public schools while maintaining a fiscally responsible record. I’m also the owner of two small businesses in Madison.

I’m on the Board of Visitors for the UW School of Journalism, and I’m a former board member of the Badger Chapter of the American Red Cross, the Madison Repertory Theatre, and former Chairman of the MATC Board.

I’ve seen Madison from all angles. As a student in the 60s, a small business owner, a community activist, a parent and grandparent, as a renter and as a homeowner.

In this race, there isn’t another candidate with the life experiences I’ve had. Because I’ve seen all the different sides of Madison, I have a vision for Madison.



*“To fight crime in the long run,
we must fight poverty now.” – Ray Allen*

Authorized and paid for by Ray Allen for Madison, Semmi Pasha Treasurer.



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BUSINESS NEWS

Dawg Dayz Afternoon

Pamper your pooch at local puppy parlor

By Callie Reger
The Northside News

If you're a dog lover and visit Cherokee Marsh Dog Park with your furry best friend, you might have noticed Dawg Dayz Grooming & Care, LLC.

Located at the corner of Highway 113 and River Road, Dawg Dayz offers dog day care, grooming services, and dog-specific retail. Business partners Katie Ackley and Emily Ruzicka opened Dawg Dayz in October 2006.

"We want people to know that we are here," Ruzicka said, "and that we are providing the best possible service for the dogs." Unlike other dog day care operations in the area that take in 50 or more dogs daily, Dawg Dayz operates at a 12-dog capacity. Keeping the operation small ensures each dog receives individualized care.

Similar dog day cares have popped up in other regions of Madison, and Ackley and Ruzicka, both Northeast Madison residents, recognized that now was the time to begin their own operation. The ladies, with years of pet care and childcare experience, worked with the Wisconsin Women's Business Initiative Corporation to devise a dog day care plan. After acquiring the unused building located at a convenient, high traffic location, the scheme for Dawg Dayz was executed.

Dawg Dayz allows dogs to play and socialize with other canines in a fully supervised, un-leashed, cageless envi-

ronment. Ruzicka says, "The location of Dawg Dayz makes our business unique and special." While the dogs are engaged in plenty of indoor play-time, the staff takes advantage of the two dog-friendly parks with daily outings and hikes.

Along with dog day care, Dawg Dayz has a certified professional groomer on staff daily to offer a range of services such as breed specific grooming, bathing, ear cleaning and nail trims. Dawg Dayz also offers an exclusive self-service dog wash. With the purchase of a Self Service Dog Wash Punch Card, dog owners have access to professional quality grooming equipment to clean their pets.

Dog treats, toys, leashes and collars are among a few of the retail items Dawg Dayz carries. With feedback and suggestions from customers, Ackley and Ruzicka are determined to expand their retail selection to accommodate the public.

"As a new business we are pleased with how Dawg Dayz is operating" said Ruzicka "We have been averaging about five dogs a day. But that is fine. We are still new and still learning." Ackley and Ruzicka continue to make long-term plans for Dawg Dayz, including an overnight kenneling service.

Whether stopping to pick up a treat for a furry friend or buy a 2007 Dane County Dog Park Permit, Dawg Dayz is open Monday thru Friday, 7 am - 7 pm and Saturdays 10 am-6 pm. More information is available at www.dawg-dayzcare.com or 850-4911.



Photo by Callie Reger

Owners Emily Ruzicka and Katie Ackley outside of Dawg Dayz Grooming and Care with a couple of canine guests.

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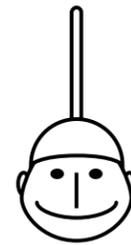
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Abstraction Junction

Canvas and color meet at brush's end

By Callie Reger

Northside News

After a 15-year hiatus from his paintbrush, Northside artist Michael Worden revealed his talents to the community.

He responded to the Northside Artists Group's (NSAG) call for its second annual art show at The Coffee Gallerie and Lakeview Library. Alongside fellow artists from the area, Worden's painting demonstrated his recent venture into abstract art. His previous art experience was as a portrait artist.

"I paint for the overall effect," Worden says, comparing abstract painting to portraiture. "I got out of the reality-based art. People expect it to look just like a photograph. If it doesn't look real, people always criticize, 'oh that doesn't look real.' I don't like to worry about all those little details."

His artist background and knowledge of carpentry combine as Worden constructs and stretches his own large-scale canvases. An average piece covers 13 square feet of wall space.

"I like to paint big. I like color," Worden explains. "The bigger I paint, the more color I can use." He chooses to use a vivid color palate of oil paints and tries to avoid using any shade of pink.

The interaction of bold lines and brilliant colors in Worden's artwork suggests a carefully contrived composition. However, vague titles such as Sanitarium, The Slew, and Lady With

Blue Stockings, obscure conceived meanings of his paintings.

Worden admits, "The titles of the paintings — they have nothing to do with the meaning of anything. I let my girlfriend come up with those." He continues, "Why should they have names? My paintings have no relation to reality."

Worden's artistic style aligns with artists who have influenced his work. Like Jackson Pollock, Wassily Kandinsky and Pablo Picasso, he abandons traditional ideas of composition and representation.

From his basement studio, Worden sketches images from his dreams and thoughts.

"I don't paint by the light," he said, referring to traditional methods of painting. "I create my own world. I go to the canvas and sketch with the paint."

In the late 80's, Worden moved to Wisconsin from Buffalo, New York where he was raised. He got a degree in Art History for the State University of New York at Buffalo. He drives truck a few weeks out of the month and does carpentry work on the side.

A show at Escape Java House was held in December. He is currently planning a show in Chicago. Public displays of artwork are the definitive end of Worden's creative process.

"A painting is done, I suppose when it is good enough to show. I figure if I don't like it, other people won't either," he said.



In his work, Michael Worden creates his own worlds of color with canvas and paint. He does not base in work in reality and allows his girlfriend to title his work. She titled the work at left 'Silver Sunrise'.

SuperThing: Photographic Views of the Midwest

Erin Dorbin & Linda Falkenstein

January 3-February 28, Lakeview Library

Traditional views of the Midwest are of cows, red barns, cornfields, kids fishing in meandering streams. But the 20th century Midwest — the built environment of gas stations and Pepsi machines, pickup trucks and taverns, mom-and-pop stores and grandly marquee theaters — is characteristic as well. It is beautiful. And it is disappearing. Hand-painted signs are being replaced by mass-produced plastic models, singular stores and corner taverns by chains that look exactly the same from coast to coast.

Photographs of half-remembered or forgotten spaces like these prompts viewers to rekindle their emotional connection to them, and,

we hope, creates a desire to preserve them.

We have a fondness for these spaces. We've attempted to frame them with compassion and integrity even though some have been subject to years of neglect. We also employ a variety of vintage or plastic (toy) cameras, which render a softer, more nostalgia-tinged image. We invite you to take a look and consider the similar spaces around you and your relationship to them.

Linda Falkenstein is a writer and editor and lives on Madison's Northside. Erin Dorbin is a historic preservationist and lives in Kalamazoo, Mich.

Vote

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Dear Neighbor,

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Good for District 18 and Madison

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- In-depth knowledge of Madison city government

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- Prioritize city spending on essential services to ensure safe drinking water and public safety
- Protect and promote services for seniors & students

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Paul Van Rooy
Retiring District 18 Alder

I would enjoy speaking to you.
Please call me at 242-1779.

michael@michaelschumacher.US
www.michaelschumacher.US

Vote on February 20th & April 3rd!

I want to work for you, for all of us, to provide leadership that creates trust, sets a clear vision, and guides our district and city toward a prosperous future. We depend on each other to work together. I am honored to ask for your support.

Michael