

NORTHSIDE NEWS

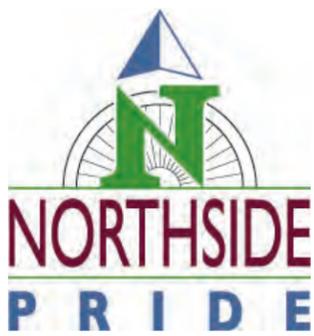
Vol. 14, No. 6, Issue #84

June / July 2009

**BUY
NORTHSIDE
WEEK** JUNE 12 THRU JUNE 28
15 DAYS OF SHOPPING!

Check out the full page of special offers from 28 Northside businesses on page 5

Show your Northside Pride — Buy Northside!



Why are you proud to live or work on the Northside?

Tell us in 25 words or less.

See contest details on page 4.

Northside TIF District Proposed

By Anita Weier

The Northside News

Madison has often used tax incremental financing (TIF) districts to help downtown development, but now the focus has shifted to using TIF for improvements that could build the local economy – starting with a TIF district being proposed for the Northside.

TIF districts allow the City to capture the increase in property taxes as properties are improved over a certain period of time and reinvest those funds in the district. The City uses TIF funds to construct public infrastructure, promote development opportunities, and expand the future tax base.

The proposed Northside TIF district could help meet a need for economic development identified as a priority by Northside business owners, residents, and community groups in the updated Northside neighborhood plan

now being completed, and in the findings of a market study completed last fall.

Alder Satya Rhodes-Conway originally proposed a TIF district for part of the Northside, and Alders Michael Schumacher, Joe Clausius and Larry Palm collaborated in enlarging the TIF concept to include much more of the area, in order to provide more potential revenue generators. TIF districts are created initially in response to a request for support from a specific development project, but once the district is created, other development projects can request TIF funds.

“This is a way the City can take incremental tax revenue from improvements to fix up the area,” explained Tim Cooley, the City’s director of economic development. “We are moving away from condo development and looking at job creation. We need economic

TIF, page 14

NORTHSIDE ACTION ALERT

Northside voices help complete Neighborhood Plan

By Linda Horvath

City of Madison Planning

The Northport-Warner Park-Neighborhood Plan is in the final stretch!

“We’re really happy to be completing a plan that we think will have many long-term, positive impacts for all Northside residents, businesses, and visitors,” said Steering Committee member Jeff Shokler. “Throughout this process we have tried very hard to reach out to the community and to obtain as much public input as possible on the plan. The many people that came out to our open houses and those that attended various Steering Committee meetings throughout the process to provide input reflects the high level of interest among Northsiders both in the plan and in our community’s future.

“We’re proud of the plan and its recommendations to enhance what’s already working well in our community and to help guide future improvements on the Northside in the areas of land use and redevelopment, transportation and gateway corridors, economic development, parks, open space and natural resources, community facilities,

NS Plan, page 13

Lakeview Branch Library:

Celebrating 50 years of serving Northside needs



Lakeview Branch Library opened in 1959 at 1311 Northport, next to the Piggly Wiggly grocery store that is now home to Jungs Garden Center.

By Terrie Anderson

The Northside News

You know that great feeling you get when you walk in the door at Lakeview Branch Library? Other Northsiders feel it too! We’ve been feeling it for 50 years. Whether it is a neighbor’s familiar face, the paper or book you’ve been waiting to read, meeting room for your group’s gathering, one of the always-helpful librarians or that silly life-sized cow, something always makes your day brighter when you stop.

Perhaps a preschooler picking picture books brings you a smile. Or the changing display of books about a theme catches your eye. You may be enchanted by the artwork displayed in the reading room, or the flowers blooming in the reading garden. Maybe the vibrant buzz of all those

Library, page 14

Lakeview Branch Library Timeline

- 1959** Library opened at 1311 Northport, next to what was then a Piggly Wiggly store
- 1963** First organizational meeting of Friends of Lakeview Branch Library
- 1966** Open House at new location in Sherman Plaza, 2400 sq. ft.
- 1970** Plans for expansion are approved, put into library budget, but then cut by Mayor Skornicka.
- 1974** Library expanded to 4,250 sq. ft, adding an adjacent storefront.
- 2001** Expansion options explored. Northside told to raise \$10,000 to make it happen.
- 2002** Northsiders raise a total of \$22,000. Construction begins to double library size to 9,000 s.f.
- 2003** Enlarged and updated library opens. Everyone who donated is invited to an open house.
- 2009** LL celebrates 50th anniversary with Northside History and Library Birthday Reception in April and an event to highlight Northside published authors and publications in the fall.

The Northside’s Home Businesses

By Mary Schumacher

The Northside News

Unless you’re a résumé writer, it’s tough to find heartening news about the economy these days. And yet, a certain type of business on the Northside is not only surviving, it’s thriving.

The Northside has many home-based businesses, more than almost any other part of Madison. According to the recent Northside marketing study, home-based businesses found on the Northside include home remodeling, landscaping services,

Home Businesses, page 12

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Advertise in the Northside News!

Our ad rates can't be beat at \$13.75 per column inch!
 The NORTHSIDE NEWS reaches 13,000 households and businesses every issue. Reach every one of them! Ad prices start at only \$55.
We offer special rates for non-profit organizations.
We also offer layout services!
 Call us at 661-0060 to learn more!

ADVERTISING RATES

\$13.75 per column inch - the best bargain in town!

Reach 13,000 households with every issue! Join the 85 or more businesses each issue that realize it pays to advertise! *Special rates for nonprofits.*

AD SIZES	COST	FULL COLOR	DIMENSIONS
1/16 Page (horizontal)	\$ 55.00	Add \$10.00	4 7/8" W x 2" H
1/16 Page (vertical)	\$ 55.00	Add \$10.00	2 3/8" W x 4" H
1/8 Page (vertical)	\$110.00	Add \$10.00	2 3/8" W x 8" H
1/8 Page (square)	\$110.00	Add \$10.00	4 7/8" W x 4" H
1/4 Page	\$220.00	Add \$20.00	4 7/8" W x 8" H
1/2Page	\$440.00	Add \$40.00	10" W x 8" H
Full Page	\$880.00	Add \$80.00	10" W x 16" H
Flyers/Inserts	\$900.00 & Up	Call for details	Call for details

The Northside News welcomes readers to submit letters pertaining to Northside issues. The Northside News reserves the right to shorten letters as needed and does not guarantee all letters received will appear in print. Viewpoints expressed in letters do not represent the views of the Northside Planning Council & Northside News. As a nonpartisan organization, NPC does not endorse candidates for elected office. Send letters to editor@northsidenews.org.

REMODELING CONCEPTS

Residential/Commercial Interior & Exterior

Mildew Resolution to Roofing & Siding
 House & Apartment Rentals

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STEVE
 Bus: 608-249-5266
 Fax: 608-249-5266
 Cell: 608-576-9530

NORTHSIDE NEWS

www.northsidenews.org

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Writers & Photographers Welcome!

Please call 661-0060 for information

Deadlines for next issue

Article Submissions: July 22
 Ad Reservations: July 22
 Ad Deadline: July 29

Info/ads/story suggestions:
 661-0060
Editor@NorthsideNews.org



Rhythm & Booms

Saturday, June 27
 (rain date June 28)

Warner Park

SUMMER CONCERTS at Warner Park

All shows are Monday evenings at 6 pm* and open to the public!

- 15 JUNE — The Midwesterners (Country Rock)
- 22 JUNE — Ladies Must Swing (Swing)
- 29 JUNE — Waunakee Community Band (Patriotic)
*Starts 6:30pm
- 13 JULY — Davis Family Band (R&B)
- 20 JULY — Grupo Candela (Merenga & Salsa)
- 27 JULY — North Country Drifters (Waltzes & Polkas)

Supported by Alliant Energy Foundation, Dane County Cultural Affairs Commission with additional funds from the Overture Foundation and Pleasant T. Rowland Foundation, M&I Bank, Madison Arts Commission, Madison Mallards, Target, and Denis Tiziani

Northside SENIOR Coalition

Transportation available for seniors call 243-5252

VILLA TAP

Daily Lunch Specials
 11:30 - 1:00

- Mon: Chef Salad w/ dressing & roll.....\$6.50
- Tues: French Dip w/ chips Au Jus for dipping.....\$6.50
- Wed: Lasagna w/ salad & french bread.....\$6.50
- Thur: Tacos w/ rice & beans.....\$6.50
- Fri: Fish fry w/ french fries Cole slaw & dinner roll..\$7.25

This coupon good for a tap beer or soda with your lunch.

VILLA TAP

2302 Packers Ave 608 244 9627



Northside Farmers Market

Sundays 8:30 - 12:30 May 3 - Oct 25
 Northside TownCenter across from Warner Park

Great Food is in the Bag!



Fresh produce, meats, dairy, organic foods, baked goods, breakfast foods and more!
 All the best local vendors • Free convenient parking • Community tent
 Visit us online for recipes, news and more - NorthsideFarmersMarket.org



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Please see our coupon on page 5.

NORTHSIDE PLANNING COUNCIL



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- Over 100 varieties - Trees, Shrubs & Perennials
- Bobcat Work & Stump Grinding

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*Sixth Annual
North
Star
Awards*

Our annual Northside celebration returns this fall. Be sure to check out our next NORTHSIDE NEWS for more information.

Start thinking about someone who deserves a North Star Award!

Be sure to nominate a North Star and sponsor our proud Northside event!

**NORTHSIDE NEWS
READER SURVEY RESULTS**

Thank you to everyone who responded to our recent NORTHSIDE NEWS READER SURVEY. The results are tallied and reveal that readers are loyal to our community newspaper and our advertisers. Thank you for your continued support!

How often do you read the Northside News?
89% read every issue.

The following regular sections are most popular:

- Front page stories (81%)
- Community News (75%)
- Neighborhood News (64%)
- Police (59%)

The following special sections are most popular:

- Northside Trends (71%)
- Celebrations (66%)
- Environment (60%)

Our readers value and support our advertisers.

- 64% regularly support 6 or more advertisers and businesses in each issue.
- 60% are definitely more likely to support local business that advertise.
- 77% feel it's very important to see local businesses advertise.

Here are a few comments from readers:

"I really like the contributions from so many people ... of all ages and interests."

"More stories about what's going on at the neighborhood centers -- more information on community events & activities."

"I'd like to see it published more frequently."

"More news from new and existing businesses and services. I want to do more close to home."

"More features about Northside residents."

"More focus on the future of the Northside. What can we do as residents to make the Northside the place we want it to be?"

"Nothing. I love the Northside News! It makes me want to be a Northsider!"

"A comic strip drawn by someone from the Northside."

"I would like to see job listings. It would be nice for any business to let you know if they have any work available."

"It's a great paper! I read all the ads and visit the many of them."

"New columns with new ideas. Alternate more columns. Don't run them every issue."

"Investigative reporting on our elected officials. For example, they write their columns, but do we ever check their voting record?"

Volunteers always welcome!

Want to see some of the changes suggested above? Volunteer your time and talents to bring these changes to our newspaper! Contact us at editor@northsidenews.org or call 661-0060.

Congratulations to Dan Bowden for winning the \$25 gift certificate for Pierce's Northside Market for completing our survey.

Café La Bellitalia
Ristorante & Pizzeria

Delivery Specials

- 2 medium, 1 topping pizzas
\$16.45 pl tx
 - 2 large, 1 topping pizzas
\$18.45 pl tx
 - 2 extra large, 1 topping
\$20.45 pl tx
- Extra toppings ~\$1.50*

Catering Available
All occasions

- ☞ Birthdays
- ☞ Weddings
- ☞ Meetings
- ☞ Parties

- ☞ Dine in, carry out & delivery
- ☞ Full Italian menu
- ☞ Extensive wine & beer list
- ☞ Senior discounts

Lunch Special

Monday-Friday, Dine In Only

Your choice of sandwich with a salad with non-alcoholic beverage
\$7.25

Mention this ad for this special price.



1026 N. Sherman Ave.
243-1200

Mon-Thur 11am-10 pm
Fri 11am-Midnight
Sat 3:30 pm-Midnight
Sun 3:30 pm-9 pm

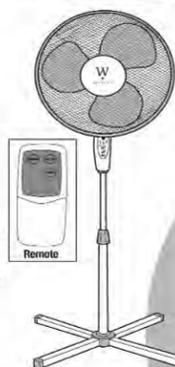
9.99
reg. 12.99
Twin-Pk.
15-Lb. Sure
Fire Briquets
T 620 003 24
While supplies last.



Your choice 9.99
Reg. 19.99
A. Oscillating Sprinkler
Covers up to 4,000 sq. ft.; easy-to-use rotation dials; 19 brass jets. L 106 843 B6. While supplies last.
Reg. 16.99
B. Pulsating Spike Sprinkler
Covers up to 5,900 sq. ft.; 86" diameter. L 539 476 B6. While supplies last.



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SAVE \$10
19.99
reg. 29.99
16" Stand Fan
with Remote
Control
Features timer and
3-speed control.
W 112 780 1
While supplies last.



**JUNE
Bargains
of the month**

True Value
START RIGHT. START HERE.®

North Side True Value
241-1541 2935 N Sherman Ave.
Mon-Fri: 8-8:30, Sat: 8-5:30, Sun: 9-5

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a natural Foods cooperative since 1974

1221 Williamson St.
open 7:30am-9:30pm daily
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Special order desserts made with Wisconsin butter, eggs and milk

We also have a full catering menu including Deli platters, coffee and juice, breakfast bakery, sushi platters and entrees, all using local & organic ingredients whenever possible. To place an order or to ask questions, please contact Customer Service at catering@willystreet.coop or 251-6776. See our menu at www.willystreet.coop/catering for ideas of what we can do for you.

NORTHSIDE PLANNING COUNCIL NEWS



www.northsideplanningcouncil.org

*Mission; To improve the quality of life for **all** residents of the Northside community, by increasing citizen participation and voice in issues and decisions affecting the community through neighborhood organizing and advocacy; and building community by linking community organizations & residents.*

- | | | | |
|---|---|--|--|
| Co-Chairs
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Lakewood
Gardens
242-8627 | Leon Miller,
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Nbrhood Center
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Northside
Business Assn.
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Cherokee
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242-4411 |
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| Michael Shinnars,
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442-6958 | Kelly Olson
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320-5820 |
| Cyndi Wood,
Nobel Park
249-4052 | Mo Cleland,
Brentwood
Village
244-3938 | Marge Pitts,
Community
GroundWorks
249-2697 | <i>Neighborhoods in
need of a NPC
representative:</i>
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Kennedy Heights,
Lerdahl Park,
Maple Wood,
North Park Apts,
Northridge
Terrace Apts,
Packer
Townhouses,
Sherman Village,
Woodland Park
Apts,
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241-4820 | |
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Senior Coalition | Wendy Sauv ,
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244-3125 | |
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| Bill Bauer,
Friends of Lake
View Hill Park
241-5589 | Missy Johnson,
Whitetail Ridge,
242-4662 | Dean Smith,
Whitetail Ridge
249-4596 | <i>Call 661.0060
to enquire
about revitaliz-
ing your own
neighborhood
association, or
getting involved
with NPC.</i> |
| Vernon
Blackwell,
At Large
246-8379 | Peggy Lucey,
East Bluff
241-3104 | Jan Somerfeld,
North/Eastside
Senior Coalition | |
| | | Pat Steele,
Northport Apts.
249-9281 | |

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Tim Carlisle, Ext. 2. **Dana Slowiak**, Ext. 1. **Lauri Lee**, Ext. 3
Lead Organizer Administrator Communications



A full page of savings

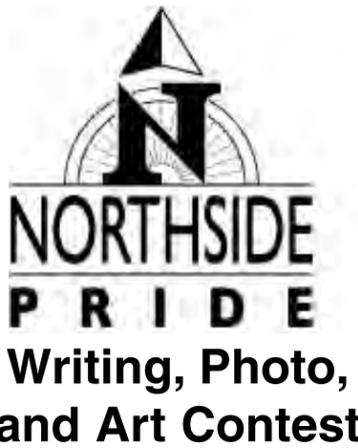
**BUY
NORTHSIDE
WEEK** JUNE 12 THRU JUNE 28

Get great deals -- Support local businesses -- Save on gas and time

How do you improve on the first-ever "Buy Northside — Northside Pride Week" promotion? Make the second "Buy Northside Week" last 15 days instead of 7!

This time around, 28 Northside businesses are offering discounts or other special promotions the weeks of June 12 - 28. Tear out the Buy Northside coupon page (page 5) in this issue and bring it into participating businesses to take advantage of the special offers. You can also print out copies of the coupon page at the Northside Pride website at www.northsidepridemadison.com. We bet you will find some businesses that are new to you — Buy Northside Week is a great time to check them out!

Buy Northside Week and the Northside Pride Campaign has been created by the Northside Planning Council and Northside business owners to promote Northside businesses and build pride in our Northside community.



**Entries due by
July 24, 2009**

Show your Northside Pride contest!

We know many Northsiders are proud of our community. Here is your chance to tell, or show, the rest of us what about the Northside makes you proud. Tell us in 25 words or less -- with a statement, a brief story, or poem about your Northside Pride. Or show us by submitting a photograph of something that illustrates your Northside Pride, which could include a photo of a drawing or other art you created. We'll print the best written and photo submissions in upcoming *Northside News* issues. Send your submissions by July 24 to editor@northside-news.org, or mail them to Northside News Editor at 2702 International Ln #203, Madison WI 53704. Include your name and contact information (age optional), and a caption for photos or artwork.



Enjoy the taste of frozen sunshine with our new summertime treats. Sip a fruity, frosty Cooler or pick up a scoop of our refreshing new Lemon Ice. We've re-mastered the recipe to create a creamy new treat. Enjoy it with your favorite fruit topping or plain—it's summer by the spoonful.



Culver's of Madison-Northport
1325 Northport Dr. • 608-242-7731 • getculverized.com



Think a small business needs a big ad agency to grow? Think again. Think Arcus Design.

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Logos, Identity & Branding]

Call for a *free consultation* and a *10% discount* on your next design project. Jeffrey Affeldt | 608.658.2860
ArcusCommunicationDesign.com

Huge Plant Sale

1000 plants must be sold this weekend!

Trees, Shrubs, Perennials & Annuals

Beautiful Flowering Dogwood, Japanese Red Maples
Burning Bush, Golden Privet, Potentilla, Junipers, Arborvitae,
Euonymus, Weigela, Spirea's & much, much, more.

••• *Hundreds of plants @ \$4.97* •••

**Saturday & Sunday
9am to 5pm**

Fritz's Backyard Nursery

4505 Texas Trail, Madison — Off Delaware Blvd.



BUY NORTHSIDE WEEK PROMOTIONS • JUNE 12-28, 2009

Bring this page in to any participating business, or simply mention the "Buy Northside Week" promotion. Additional copies of this page can be downloaded at www.northsidepridemadison.com

Jim's MEAT MARKET
 "Experience You Can Trust"
Save \$1
 off any one package of our 6-pack specialty brats from June 12-28, 2009
 Over 30 homemade varieties!
 1436 Northport Drive
 244-8600

SAVIDUSKY'S
 Fur & Leather Experts Since 1924
 Tuesday-Friday 10:00-5:00
 Saturdays 10:00-3:00
 Closed Sundays and Mondays
FREE VECTRA PROTECTANT WITH LEATHER CLEANING valid 6-12 to 6-28, 2009
255-5191
 1191 N. Sherman Ave. In Northgate

BIG COUNTRY
 Lawn Care And Snow Removal
 - Mowing - Trimming - Edging
 - Spring/Fall Clean Up
RESIDENTIAL & COMMERCIAL
10% OFF First Time Lawn Care Service
608-467-6264

Friends of Cherokee Marsh
 Protect • Preserve • Restore
\$5 off
 One coupon per new 2009 membership. Redeem through June 2009
 CherokeeMarsh.org

Legacy Gardens Assisted Living
 1601 Wheeler Rd., Madison
Come for a tour & a free lunch
Call a day ahead to schedule
249-5558

Free Enrollment Fee
 A \$50 value
 Good during Buy Northside-Northside Pride week June 12-28, 2009
Give your child a great education from the start at Countryside Montessori Preschool!
 721 Northport Dr. 244-5437

Buy One, Get One FREE Waffle Cone
Culver's
 Redeemable only at Culver's of Northport
 1325 Northport Drive • Madison, WI
 608-242-7731
One free waffle cone with the purchase of one waffle cone. Please no substitutions. Not valid with any other offer. Value 1/200 cent. Limit one coupon per person per visit. Valid only at Culver's of Northport. 033-03-09

ALTERED STATES ALTERATIONS
Free Pant Hems!
 Have 2 pairs of pants hemmed at regular price and have the 3rd pair hemmed free!
(The 3rd pant hem must be of equal or lesser value than the first 2 hems. Valid June 12-28, 2009)
(608) 244-2073 1853 Northport Dr.

Welcome Northsiders!!
 Call today and receive all first-day services at no charge June 12-28, 2009 with mention of this ad!
 2205 North Sherman Ave.
 244-0044
Madison Chiropractic
Quality Care Close to Home LLC.

\$30 OFF
 Installation of a new **Fox Water Softener or Water Heater**
 Good during **Buy Northside-Northside Pride Week** June 12-28, 2009
Fox Water
 1017 N. Sherman Ave. 244.6215
 www.foxwater.com

Doctor Dave
 Computer Repair and Training
TAKE 30% OFF
 your next service call or two hours of training
268-7178
www.DocDave.biz
Discount applies to total service bill or for two hours training if paid at the time of first hour

Redeemable at 1438 N. Sherman Ave. Madison, WI 53704 Expires July 30, 2009
CAZAM Training a 18% discount coupon
 Receive **18% OFF ONE COMPUTER CLASS** On a Windows class or Microsoft Word class.
 cazamtraining@yahoo.com
 608-245-8944

SPIRITS UNLIMITED
 2911 N. Sherman Ave.
Buy 6 bottles of wine Receive 10% discount
When you bring in coupon
Good during Buy Northside-Northside Pride week, June 12-28, 2009

True Value
 START RIGHT. START HERE.
Save \$2
 off any \$5 purchase from June 12-28, 2009
241-1541
 2935 N. Sherman Ave.

TZ of Madison, Inc.
 GENERAL CONTRACTORS
 Free Certified Aging in Place Home Evaluation
Aging in Place simply means living in your home safely, independently and comfortably regardless of age or ability.
 CAPS Consultation is good for up to one hour.
241-2967
Good during Buy Northside ~ Northside Pride week, June 12-28, 2009

RANDLE'S
 Carpet & Upholstery Cleaning
 Commercial & Residential
 - Pet Stains/Odor - Spot Removal
 - Carpet Protection
10% OFF YOUR NEXT
 CARPET CLEANING SERVICE

Shop The Northside!
 10% off all Products and Services (except Postage Stamps)
 Your Neighborhood Location for Color and Black & White Copies!
 1213 N. Sherman Ave. Offer Good To June 30, 2009
 663-9090
not good with any other offers

Bring this ad in to receive 15% off* your next home décor or custom framing order
Silver Leaf
 DESIGN GALLERY
 301 N. Sherman Avenue
 www.silverleafdesigngallery.com
 242-0707
*\$20.00 maximum discount per project

Chet's Everyday Value!
CAR CARE
Full Service Oil Change up to 5 quarts oil, lube, & inspection by a certified technician \$26.00 tax inc.
CALL 249-9887

\$5 off purchase of any potted rose or hanging basket
 Limited to purchase of one
Good during Buy Northside-Northside Pride June 12-28
Jung Garden Center
 1313 Northport Dr. 249-8120

SMART DENTAL
 www.SmartDentalMadison.com
\$100 off professional teeth whitening!
Call to schedule an appointment today
241-8782
Smart Dental supports Madison's Northside Offer good through July 31, 2009

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Food Pantries call on Northsiders to band together to help their neighbors

By Nancy Helgesen Lyons

The Northside News

Food pantries on Madison's Northside are working to help people who are choosing between paying bills and buying food. Many of the pantries need donations of food or volunteers to keep up with the demand.

The major food pantries on the Northside include **The River Food Pantry**, **St. Paul Lutheran Church's Bread of Life Food Pantry**, and **Lakeview Lutheran Church's Food Pantry**. Other food pantries have been created to serve specific apartment communities, such as the **Kennedy Heights Food Pantry**.

One challenge the food pantries face is stocking their shelves with a nutritious variety of foods. Nonperishable items that are not outdated, fresh or canned meats, cheese, and fresh or canned fruits and vegetables are especially welcome items. Other items such as toilet paper, diapers, soap, shampoo, and light bulbs are also greatly needed.

Some Northside food pantries are also seeing an increase in the numbers of customers, including many more first-time ones. "John", a volunteer with **The River Food Pantry** who preferred not to give his name, said that the numbers of people coming to The River Food Pantry started increasing when gas prices began to rise. He also said that they have continued to have a steady increase in food pantry customers. In March 2009 alone this food pantry served over 4,349 individuals and provided 1,870 free meals. The River Food Pantry is the largest on the Northside, and also offers clothing and household items. This food pantry also offers a free supper on Fridays. Food donations have not been able to keep up with the demand, so volunteers raise funds and purchase food for the pantry.

The River Food Pantry's biggest needs are donations of food and money to purchase food. This food pantry also accepts donations of gently used or new clothing and household items. Volunteers are needed to greet customers, assist customers with shopping for items, assist with the Friday suppers, and to provide musical entertain-

ment for the guests at the Friday suppers. The River Food Pantry also needs volunteers to staff concession stands at UW-Madison football and men's basketball games to raise money for food. The River Food Pantry is located at 2201 Darwin Rd. Donation hours are Mondays from 12 pm- 4 pm, Tuesdays from 12 pm- 7:30 pm, Thursdays from 12 pm- 6 pm and Fridays from 1 pm - 8 pm. For more information, call Jenny Czerkas at 442-8815 or see the pantry's website at www.river-madison.org/.

St. Paul Lutheran Church's Bread of Life Food Pantry is located at 2126 N. Sherman Ave. This Food Pantry needs food and financial donations. This food pantry is open on Wednesdays from 9 am-11 am. For information about current donation needs, times this food pantry accepts donations, and volunteer opportunities, please call the church office at 244-8077.

Lakeview Lutheran Church's food pantry has the challenge of being able to only serve a certain number of people per week. This food pantry serves a limit of 20 families per week, according to church member and Food Pantry Coordinator Randi Matthews. She said, "I've seen an increase in the number of people who have lost jobs, who are first time users of our food pantry. People call the church on Mondays from 9 am until noon to get put on a list. Then we stop when the list gets to (the limit). People should keep calling until they get to talk to someone on the phone."

Matthews said that Lakeview

Lutheran Church's food pantry needs donations of non-perishable food, as well as diapers, toothpaste, and laundry detergent. Donations can be brought to the church office at 4001 Mandrake Rd. on Monday - Thursday from 8:30 am until 4 pm and on Fridays from 8 am until noon. Currently, they don't need more volunteer help. For more information, call 244-6181.

The Kennedy Heights Community Center, located at 199 Kennedy Heights, has a food pantry that serves residents of the Kennedy Heights Townhouses. Claire Norelle, the Interim Director, said that this food pantry has been serving people for ten years. Norelle said, "We provide food to 28 - 35 families each week. That's about a third of the families in our housing area."

Norelle said that the Kennedy Heights Food Pantry could use donations of money that will be used to purchase food from the Community Action Coalition or Second Harvest Foodbank. This food pantry also needs donations of items such as fresh produce in good condition, milk, cheese, pizzas, meat, canned fruits, canned vegetables, white rice, toilet paper, diapers and light bulbs. Food donations that will need refrigeration should be brought to the Kennedy Heights Community Center on Mondays between 4 pm and 6 pm. For other donation times, or to find out what current food needs are, please call Claire

NORTHSIDE ACTION ALERT

Norelle or Alyssa Kenney at 244-0767. Volunteer opportunities with this food pantry include helping set up Monday evenings at 4 pm for distributing food items, and helping pick up food that the food pantry staff purchases with donated funds. A volunteer registration form can be picked up from the Kennedy Heights Community Center. Due to temporarily irregular staff hours, please call on weekday mornings to learn that day's office hours. More information about the Kennedy Heights Community Center is available at www.madison.com/communities/kennedy-heights/.

Large or small, all of these food pantries need help from the Northside community to keep hunger out of our neighborhoods. Residents, churches, businesses, and organizations, if you can, please help out with your donations of food and other items, or volunteer. Northside people banding together to help other Northside folks is a tradition that has helped our side of town be a great place to live. Let's keep that tradition alive.

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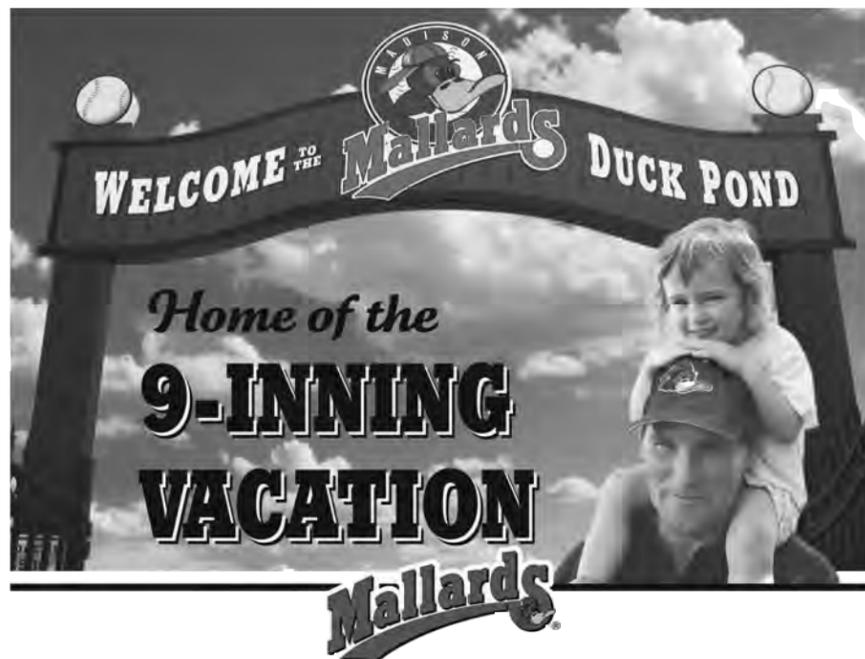
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Photo submitted by Chris Moore

Madison's great little Sunday morning market

By Lynette Jandl
The Northside News

The Northside Farmers Market (NFM) is taking off! That could have been the claim every year since the market started four years ago, but things seem to have gone to warp speed for this well tended, much loved little (little?) neighborhood market.

Is it the enthusiastic vendors, the happy and friendly shoppers, the open air or the breakfast of pancakes, eggs and bacon? Is it the fresh free coffee, fresh and tasty vegetables galore, the healthiest meats on the planet, delicious baked goods or fresh squeezed juices? Is it the spontaneous conversations with old friends, new friends, neighbors and interesting folks of all

sorts, sizes and species? Nobody knows just what it is that brings more and more new shoppers and the every-week – faithfuls to this idyllic summer Sunday morning event.

Thanks to Vicki Lane, this summer for the first time the market includes Artisans Row with more artists and crafters displaying, and applying, every week. Lane can be reached at 255-2592.

Upcoming annual Timebank events include The Pet Parade on June 14 and Water Wonderland on July 19.

Also this year, there will be chickens, eggs and hopefully dairy. Nick of Blue Marble Dairy deeply regretted having to decide not to vend this year. He said, "I love that market, and I love the people, but my kids got to me when they said they never see me because I'm always working ... they grow



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up so fast." Nick is seeking someone who could bring his truck to the market and vend his full line of Blue Marble products. He said interested persons should call him at 608-924-2721.

Media attention has quadrupled already so far this year. Many folks have worked hard to make the NFM convenient and enjoyable success that has become Madison's great "little" Sunday morning market. Check it out if you're not already a "regular".

All there is to know about the NMF (history, events, recipes, newsletter sign-up, etc) is available on the website at www.northsidefarmersmarket.org, or you can contact Dale Mathews, the Market Manager, at 608-217-9631 or email nfmmanager@yahoo.com.

Madison East Class of 1984 to celebrate 25th reunion

By Rylee Wedekind

The Madison East Class of 1984, which graduated with over 400 students, will celebrate its 25th reunion over the weekend of Aug. 15. The reunion committee has made contact with over 200 classmates but needs help contacting the rest. Please visit the class reunion website at <http://www.madisoneast1984.com/missing.html> to view our list of missing classmates.

Activities planned for the reunion weekend include a golf outing on Friday afternoon, Aug. 14, and a Friday night gathering at the Nautical Restaurant. The official reunion will take place at the Howard Johnson Motel on East Washington Avenue on Saturday night. Tickets can be purchased online at the class website – www.madisoneast1984.com.

A silent auction during the reunion events will be held with items donated by classmates. All proceeds from the auction will be donated to the American Cancer Society in honor of Mr. Milt McPike, the class of 1984's beloved principal who passed away in March 2008.

For more information, please contact Rylee Wedekind 608.577.5922 or email info@madisoneast1984.com.

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Look forward to lots of new additions at Mallards games

By Steven Potter
The Northside News

Just like changes in their batting line-up, fans of the Madison Mallards minor league baseball team will notice a few new additions and events at the ballpark this season.

For starters, management has installed a free bicycle valet service, called the "Bike Blind," that will offer bikers a place to wash their pedal-powered transports, pump up the tires and has room for about 100 bikes. "We want to encourage people to ride their bikes to games as a way of easing traffic congestion in and around the area," noted Mallards general manager Vern Stenman.

They're also bringing back off-duty police to direct outgoing traffic at the Sherman Avenue parking lot exit after games, a tactic that greatly relieved congestion last year. Also returning is Maynard's concession stand which offers fresh food from Wisconsin companies and local farms.

Additional improvements include an expanded family zone with a beach-themed children's play area and a 20 percent seating increase in the all-you-can-eat-and-drink Duck Blind area.

Partly in response to some complaints about the noise from fireworks displays following games, the Mallards are trying something new as well: a laser light show on June 13. But fireworks fans need not worry, post-game displays are still planned for June 6 and July 11 and 18.

And speaking of fireworks, the Mallards will play a 6 pm game on June 27 before Rhythm & Booms. Stick around after the fireworks for a screening of the classic baseball film "Field of Dreams."

One improvement the Mallards didn't get to yet, but plan on next year is a completely new sound system that will cut down on the noise that escapes the ballpark and annoys some nearby neighbors. As part of a large-scale renovation that Mallards management hopes to complete next year, the new technology of the improved sound system will "allow us to contain the volume on game nights as much as humanly possible," said Stenman.

Just as in years past, there is a different theme each game night. Some of this year's promotions include various hat and bobble-head giveaways, a concert by the original Johnny Cash band, a presentation by Rockin' Ray & the Amazing Skyy Dogs, an alumni game featuring former Brewer Paul Molitor and even a visit by Jeff "The Dude" Dowd, the inspiration behind the cult classic movie "The Big Lebowski."

For more information, a game schedule and news on upcoming events, visit the Mallards webpage at www.mallardsbaseball.com. And don't forget to follow Mallards mascot Maynard on Twitter at www.twitter.com/MaynardGMallard.



Photo by Jim Franck

Tara Hoffman was announced as the Margaret's Fund Award winner on May 17. Pictured from the left are Dana Slowiak, Tara Hoffman, Anne Pryor, Alyssa Kenney and daughter Olivia.

Margaret's Fund awards first annual Northside scholarship to Tara Hoffman

By Anne Pryor

On May 17, the Northside Farmer's Market once again provided the perfect venue for a community event – the announcement of the 2009 scholarship recipient of Margaret's Fund. Margaret's Fund: A Northside Scholarship is a \$500 scholarship awarded to a Northsider going on to post-secondary education. In alternate years, the award goes to a high school senior or a returning adult. This year's awardee – and first ever recipient – is Tara Hoffman.

On a beautiful spring morning, family, fund donors and NFM shoppers gathered for donuts, coffee and juice at the Margaret's Fund table. Then a short presentation began, led by the Margaret's Fund organizers. After Alyssa Kenney called people together and gave a history of the Fund, Anne Pryor introduced Tara and explained why she had been selected. Then Dana Slowiak presented Tara with a framed certificate.

Tara is a resident of the Sheridan Triangle neighborhood who attended Lakeview Elementary and Sherman Middle Schools. Now a

senior at East High, she will attend UW-Whitewater for degrees in social work and early childhood education. A review committee of five representatives from different neighborhoods and organizations on the Northside anonymously reviewed the applications and found that Tara's showed evidence of being a positive role model who obviously enjoys volunteering and working with children. They thought Tara demonstrated great promise of success in her chosen field.

Margaret's Fund extends appreciation and best wishes to all of this year's applicants, all of who conveyed impressive qualities. A goal is to grow the fund so that more than one scholarship can be awarded each year. To help achieve that, please consider making a tax-deductible donation to Margaret's Fund through the Madison Community Foundation, https://www.mcffundlogin.org/make_a_contribution/donate_online.asp. And look for next year's application in early spring!



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