



A FREE COMMUNITY NEWSPAPER PUBLISHED BIMONTHLY BY THE NORTHSIDE PLANNING COUNCIL

# NORTHSIDE NEWS

Vol. 18, No. 1, Issue 103

www.NorthsideMadison.org

August / September 2012

## State of the Northside

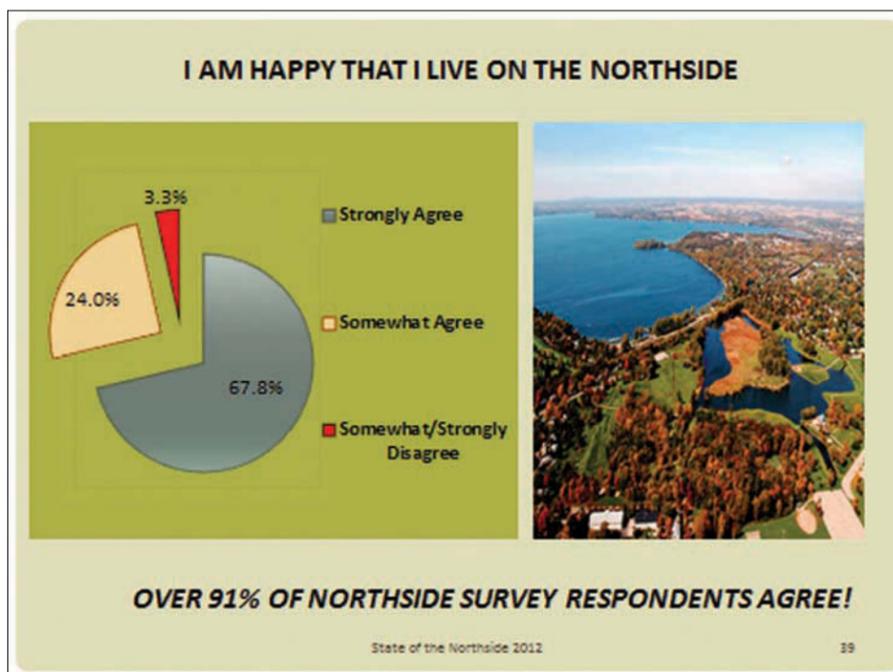
### Who are we and what do we want for the future?

By Sue Gleason and Josh Morrill  
Northside Planning Council

Fifty Northsiders attended the State of the Northside presentation and discussion on June 11 to learn what the community thinks about living on the Northside and the latest information on jobs, poverty, education, income and crime. Information was collected from the Northside Community Survey (185 responses), city information, federal census information, and state-level information where the Northside could be selected and examined. The presentation, a discussion guide and survey results can be found on [www.NorthsideMadison.org](http://www.NorthsideMadison.org).

The presentation was divided into the key sections – people, community, business and jobs. A wordle graphic captured survey responses on what Northsiders like most with community, neighbors, proximity to downtown, and green spaces, most notably Cherokee Marsh, as the top mentions.

Data revealed that the Northside is getting older and increasingly non-white. The Northside more closely mirrors the state with a median age in of 37.1 in 2010, compared to 31 for Madison, 34.3



for Dane County, and 38.1 for the state. We are not aging as quickly as the state and we tend to stay where we are, that is, we are “aging in place.” This could present some opportunities for agencies and businesses that provide housing, prod-

ucts and services for seniors.

The Northside is also becoming more diverse with a 5.7 percent increase in people of color from 2000 to 2010, compared to 3.6 percent for Madison, 2.6 percent for Dane County, and 1.8 percent



A wordle graphic captures survey responses on what Northsiders like most

for the state. In 2010, 23.3 percent of Northsiders were non-white compared to 19.3 percent in Madison, 13.5 percent in Dane County, and 12.8 percent in Wisconsin. This is an important shift for Madison and for the Northside, providing opportunities for cultural, business and community development.

The community components of the report were very interesting. Over 64 percent of survey respondents said they would very likely recommend the Northside as a place

State of NS continued on page 13

## The dawning of a new DAIS

By Jan Loisell

For supporters of Domestic Abuse Intervention Services (DAIS) and DAIS' soon-to-be new Northside neighbors, Aug. 1 cannot come fast enough. That is the day DAIS will announce their capital campaign for a new facility, and the excitement is palpable.

DAIS purchased the property at 2102 Fordem Ave. last summer and the plans for the transformation of what was formerly a retail show room, repair shop and warehouse, are well underway. The side of the building that runs along Fordem Avenue will remain intact though substantial changes will be made. Other parts of the building will be replaced with a design that includes a green space that will be appreciated by adults and children alike. Since the former owner departed the premises several years ago the building has stood vacant and its abandoned



appearance hasn't gone unnoticed.

“It is wonderful to know that this tired old building is finally up for a facelift” stated Melinda Ferraro who lives in nearby Maple Bluff. “And the fact that it will be used for such an important cause

makes it that much better.”

However, the facelift will have to wait until the funds are raised for the project. Announcing the DAIS Capital Campaign is a long-awaited and important step.

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North Star Awards!  
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## NORTHSIDE PLANNING COUNCIL

From  
**CINDY CRANE**

cindy@northsideplanningcouncil.org  
608-661-0060 Ext. 2

**EXECUTIVE DIRECTOR**



“It’s all related” — those are words that come to mind when delving into discussions about economic development, neighborhoods, individual seniors, youth and families with Northsiders. In June during the same meeting at which a small group explored how to assist youth in finding their own power to be leaders and to thrive, we reflected upon the needs of entire families and the climate for jobs in our neighborhoods. We also touched upon the subject of institutions. The meeting of 11 participants was a follow-up to a larger roundtable held two months earlier.

In April Northside Dane County Supervisors Melissa Sargent and Paul Rusk and City of Madison Alders Satya Rhodes-Conway and Anita Weier organized the

Engaging Northside Youth Roundtable. The event drew about 60 young people and adults who looked at the state of activities for youth on the Northside and to brainstorm and dream about what more could happen. At our June meeting we reviewed ideas that emerged at the April gathering. We decided to pursue one of those key ideas after seeking out youth and adult youth workers who represent the whole Northside to participate in decision making.

At the same time NPC board members had been working with Alder Anita Weier taking leadership in advocating for the UW Credit Union to locate on Northport Drive. We also continue to prospect possibilities for community-based economic development initiated by Northsiders. The FEED Kitchen is an example of a project originating on the Northside that will benefit people in our backyard and beyond.

In my two months with you I am inspired by NPC’s history and its growing capacity to facilitate community organizing and economic development.

### Economic Development Partners



### NPC MISSION

**COMMUNITY:** Communication and Connections within the Northside

**PEOPLE:** Individuals and Families

**BUSINESS:** Economic Success and Growth for The Northside



Ruth Rohlich

Many thanks for Ruth Rohlich’s service on the NPC Board from December 2011 until July 2012. Ruth recently left her position at Wisconsin Women’s Business Initiative to become a Business Development Specialist with the Department of Planning and Community and Economic Development for the City of Madison. Her new duties prevent her from being a board member for the Northside Planning Council. Ruth said, “I loved being a part of the board and want to stay involved.”

### Northside Planning Council

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Chair**

4202 Esch Lane  
Madison, WI 53704  
smgleason54@gmail.com

**Liaison to:** Lake View Hill,  
Friends of Lake View Hill Park

**Nikki Moriarity  
Secretary**

501 East Bluff  
Madison, WI 53704  
jollynik@yahoo.com

**Liaison to:** East Bluff,  
Northport Apartments

**Joshua Morrill  
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3626 Alpine Road  
Madison, WI 53704  
joshua@morillsolutions.com

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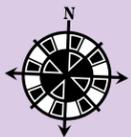
4606 Mandrake Road  
Madison, WI 53704  
kevintwhite1@gmail.com

**Liaison to:** Cherokee Town-  
houses, Cherokee II Condos,  
Cherokee Garden, Vera Court  
Neighborhood Center

**Terrie Anderson**

1409 Iowa Dr.  
Madison, WI 53704  
terrieanderson@sbcglobal.net

**Liaison to:** Community  
GroundWorks, Troy Gardens  
Community Co-Housing,  
Friends of Cherokee Marsh



**Cindy Crane**

**Executive Director**

Northside Planning Council  
2702 International Ln., Suite 203  
Madison, WI 53704  
cindy@northsideplanningcouncil.org  
608-661-0060

## FREE! Sunday Supper

A time for Northside neighbors to share a meal and have fun.

**Sunday, Sept. 9 • 5-7 pm**  
Warner Park Community Recreation Center

5-6 pm: Supper Served  
5:30-7 pm: Open gym and Kids Activities  
6-7 pm: Coffee & Conversation

Sponsored by MSCR, Northside Farmers Market, Northside Planning Council, Play Madison Parks, Brentwood Neighborhood Association

**Pierce’s is proud to recognize and honor the dedication and commitment of women.**

Nominate a Northside woman who has made a difference in the lives of others. Submit a paragraph containing the woman’s name and contact information and why you chose to nominate her. Your name and contact information must be included.

**Grand, first and second place winners will be awarded.**

# Women of Achievement Month

**Mail, hand deliver or email your nomination to:**

Chad Ganshert, Store Director  
CGanshert@piercesmarkets.com  
Pierce’s Northside Market  
2817 N. Sherman Ave.  
Madison, WI 53704

## Cookout for a Cause

**Sun., Aug. 12, Sat., Aug. 25, Sat., Sept. 8, Sat., Sept. 22**

**Brats, chips & drink for only \$3**

Net proceeds will go to support Northside nonprofit organizations: The River Food Pantry, FEED Kitchens, Blackhawk Elementary School, The Walk for Hunger

### River Food Pantry August Food Fundraiser

Help raise 250 food bags or make donations at the registers.

### Brewers Ticket Giveaway

Stop by Pierce’s each week in August and September to enter to win a pair of Brewers tickets for your family.

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# 10<sup>th</sup> Annual NORTH STAR AWARDS

Recognizing volunteers and businesses  
for their contributions to the Northside

Friday, November 2 at 6 pm

Warner Park Community Recreation Center  
1625 Northport Drive, Madison  
RSVP: See Reservation Form Below

All Northsiders are welcome to attend, and to nominate an individual, group, organization or business for recognition at the 2012 North Star Awards

# FRIDAY NOV. 2 2012

## RESERVATION FORM

**Yes!** I would like attend the North Star Awards at 6 pm on Friday, November 2 at Warner Park Community Recreation Center.

Name \_\_\_\_\_

E-mail or phone \_\_\_\_\_

Number of people in your party \_\_\_\_\_

Please mail on or before Wednesday, October 3 to:



Northside Planning Council  
2702 International Ln., Ste. 203  
Madison, WI 53704

You may also e-mail your reservation to:  
Editor@Northsidenews.org

Please list the number of people that will be in your party.

**This form may be photocopied.**

## NOMINATION FORM

Nomination Deadline: Wednesday, October 3 at 5 pm

### Nominee's contact information:

Please be aware that past recipients are not eligible to receive another award. (Past winners are listed below.)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Nominating category for individuals

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

### Nominating Category for Groups

- School       Faith-based org.       Nonprofit       Neighborhood       Business

### Nominator's contact information:

Nominator's Name \_\_\_\_\_

(Please print clearly)

Nominator's phone and email \_\_\_\_\_

(This information provides a way for us to reach you with questions on your nomination.)

### Nominee Qualifications

Please answer the following questions in order to help the awards committee make their decisions. You do not have to be a sponsor or make a donation in order to make a nomination.

**Why are you nominating this person/group/business for a North Star Award? What specific contributions have they made toward improving the quality of life for Northside residents? (You may use a separate sheet of paper and attach it to this form when submitting.)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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Please mail or deliver this form on/before October 3:

Northside Planning Council, 2702 International Ln., Ste. 203, Madison, WI 53704

### PAST NORTH STAR AWARD WINNERS

Suzette Ackerman Alexander Company, Inc. Lenny Alston Jan Axelsson Rosemary Bass Cheryl Batterman Sue Bauman Blackhawk Spirit Club Brooksy Beilke-Skoug Vernon Blackwell Dorothy Borchardt Brentwood Village NA Dave Bruns Don Bruns Sherri Buck Baldwin Rita Cairns Roy Callies Tim Carlisle Ron Chance Mary Charnitz Nan Cline Andy and Jenny Czerkas Diane Dabbert Dayna Dalton	Dane County Time Bank Virginia Davis Kelly Donahue East Bluff Association East Madison Little League Nelson & Annette Eisman Johnny Ellis Jeff Feinblatt	Jeannie Fiegel Linda Foss John Frey Christine Garrett Sue Gleason David Goldsby Marlene Hardick David & Azure Hart Mary Hill Gerianne Holzman Darlene Horner Jack Hurst Ronnie Inda Lynette Jandl Jill Jokela Julie Johnson Deb Jordan Barb Karlen Kathy Kidd-Wuest Roberta Kiesow Lawrie Kobza Doug Kozel Janet Kujak Judy Krefit Lakeview Lutheran Church Sol Levin Greg Lofgren Esteban Lorenzo Lesleigh Luttrell Joshua Lydick MACLT Madison Community Found.	Madison Mallards Manna Cafe-Mike & Barb Pratzel Margaret's Fund Sandy Marrier Capt. Mike Masterson Dale and Randi Matthews Amanda Meyer Dave Meyer Jim Mohrbacher Sue Morrison Steve Nelson Bruce Newton Claire Norelle NorthEast Side Youth Basketball North/Eastside Senior Coalition ENJOY Program (NESCO) Northside Business Assoc. Northside Community Council Northside Timebank Larry Olson Pierce's Northside Market Jennifer Peters Marge Pitts Rev. Carmen Porco Bob Reuter Mary Jo Rimkus Marge Rohlfing Claudia Rosenbaum Paul Rusk Yolanda Salazar Julie Savidusky	Katie Scharf Jody Schmitz Jill & Kurt Schneider Mary Schumacher Michael Schumacher Darlene Shell Michael Shinnars Patricia Smith Paul Soglin St. Paul Lutheran Church Steve Stricker Jacki Thomas Soncerethia Clair Thomas Karen Thompson Dennis Tiziani Char Tortorice The UPS Store, Margo Dixon Paul Van Rooy Vera Court Neigle, Ctr. Rhode Wanta Betty Warren Dorothy Wheeler Lisa Wiese Wilda Warner Sandra Willis-Smith Henry Wilson Jeanne Witte Pat Woicck Sandy Wojtal-Weber VamMeej & Kanglue Yang Marcia Yapp
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## SPONSORSHIP FORM

**Yes!** I want to be a North Star Awards sponsor!

Please send your contributions by October 3, 2012.

Sponsors will be acknowledged in the North Star Award Program, on event posters and in the December 2012 Northside News.

Enclosed is my contribution (\$50 minimum for sponsorship):

\$50       \$75       \$100       \$250       \$500

\$750       \$1000       Other \_\_\_\_\_       Online donation

Online donations may be made at [www.NorthsideMadison.org](http://www.NorthsideMadison.org).

Name: \_\_\_\_\_

Business or Group (if any): \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

The Northside Planning Council is a 501 (c)(3) organization. All donations are tax deductible to the full extent of the law.

Donations received on/before October 3, 2012 will be acknowledged in the December 2012 *Northside News*, in the *Northstar Award* program and on event posters.

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

Please make check payable and mail to:



Northside Planning Council  
2702 International Ln., Ste. 203  
Madison, WI 53704

Questions? Call Cindy  
at 661-0060, Ext. 2

*Thank you!*

This form may  
be photocopied.

**NORTHSIDE NEWS**

From

**LAURI LEE**

Editor@NorthsideNews.org  
661-0060 Ext. 3



**EDITOR**

**Get connected, get involved**

Summer fills our time with fun activities. We travel. Grill out. Garden. Visit a Mallards game. Summer offers us a host of adventures we wouldn't think of doing at any other time of year.

But, to everything there is a season. Fall comes, bringing cooler weather and a seasonal dose of renewed energy. As the year wanes, we often shift into overdrive reminded that all good things must end, and if we don't get busy, we might just miss out.

Our thoughts turn to starting new projects, returning to school, making a difference in our own little corner of the world. Fall is a great time to get connected and get involved. So, I encourage you to make the most of whatever time remains — either of the year, or of your life. Anne Frank, whose short life and faithful diary entries left an indelible mark, wrote: "How wonderful it is that nobody need wait a single moment before starting to improve the world."

So get going. Opportunities abound on the Northside. Volunteer for your favorite organization. Help others, walk for a cause. Don't wait until tomorrow to do the things you yearn to do today. And, as Anita Roddick said, "if you think you're too small to make a difference, you haven't been in bed with a mosquito!"

**ADVERTISING RATES**

**October/November Deadline:**

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Advertising Manager: Lauri Lee – Lauri@northsidenews.org  
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Business Delivery: Dean Smith, Missy Johnson and Chris Johnson  
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**Contributing Writers and Photographers:**

- |                     |                  |                     |                  |
|---------------------|------------------|---------------------|------------------|
| Jeffrey Lee Affeldt | Jon Erpenbach    | Dale Matthews       | Melissa Sargent  |
| Mary Ambrosavage    | Betsy Ezell      | Cam McLay           | Katie Scharf     |
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**October/November Northside News**  
**Contribution Deadline: Friday, Sept. 7**  
**Distribution Dates: Sept. 26–29**



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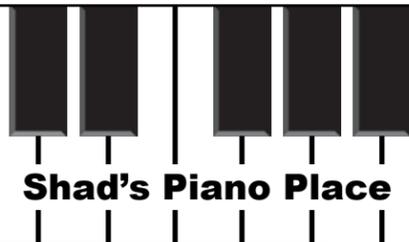


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## BUSINESS

### Northside Business Association Profile

# Countryside Montessori Preschool has served Northside children for 20 years

By **Meg Nielsen**  
Northside News

Countryside Montessori Preschool (CMP) on Northport Drive has been instilling the ideals of peace, respect and community into Northside children for almost 20 years. Founded by Northside residents Debby Ward and Patty Castillo, the school offers a carefully designed full and part time preschool learning environment for children between the ages of two-and-a-half and six years old. Materials, both inside and outside of the classroom, provide a wide range of activities and experiences through which a child can develop intellectually, physically, emotionally and socially.

"Children who attend Countryside Montessori Preschool learn what community means," said Castillo, who noted that community-based education is part of the preschool's early childhood curriculum.

Peace education is a very important part of the program. This fall a Peace Pole will be raised signifying the peaceful community of the north side and honoring all the young children.



Patty Castillo and Debby Ward with two students from Countryside Montessori

"Children learn respect and problem solving skills here that they can use for a lifetime," Ward said.

The preschool provides both conveniently scheduled programming for families and parenting classes as well. On-staff certified parent instructors offer

parent education classes with topics from encouraging children's healthy sleep habits to handling behavioral situations depending on family requests.

In addition to co-directors Ward and Castillo, CMP is staffed by seven certified teachers. The school's one-acre cam-

pus is a child-friendly atmosphere with three multi-age classrooms and an outdoor area with playgrounds, gardens and a walking rock labyrinth.

What the school teaches and how they teach it is significant. The Montessori philosophy, developed by Dr. Maria Montessori in Italy and Western Europe in the early 1900's, is designed to encompass a child's natural love of learning through a hands-on, multi-sensory approach. The philosophy holds that children who are provided with a prepared environment and experiences that encourage them to explore, grow and learn will develop into confident, respectful and creative individuals.

CMP operates as an independent preschool run by an Executive Committee and Parent Advisory Board. All children and families are welcome. The school functions as a collaborative effort among its educators, the attending students and their families. Castillo and Ward stated that it has been an honor to be in partnership with the parents and community members of the Northside for all these years.

### Wisconsin Women's Business Initiative

## How to start and run a small business series of classes offered

### Start Smart: Business Planning Series

This 11-week series provides in-depth learning for starting and running a small business. Participants complete weekly worksheets and exercises to develop a draft business plan. Extensive information will be provided on business financing and ownership, market research and strategies, record keeping, cash flow, business operations and management.

Fee: \$150-300 (based on income)

Sept. 19 through Dec. 5 • 6-9 pm

Orientation: 6-9 pm on Sept. 19

Must attend Orientation session. First class begins September 26

Location: WWBIC-Madison, 2300 South Park Street, Suite 113

Madison, WI 53713

## Primary Election to be held Tuesday, Aug. 14

An important primary election will be held on Tuesday, Aug. 14. Information is available at [www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk). Registration forms are available on that website in English, Spanish and Hmong.

### LOOKING FOR PART-TIME WORK?

Northside — Quadriplegic, wheelchair user living near Aberg Avenue needs reliable assistance with housekeeping, home organization, meals, some yard work, etc. Willingness to do Personal Care (dressing assistance, washing,) a plus.

Hours somewhat flexible, weekdays and weekends. Generally 4 to 5 hour shifts starting about 10 to 11 pm (or so) three to five days a week on days I'm home. I have a cat and small dog.

Wages: \$9-\$10/hour.

Interested? Have questions? Please email Steve: [adaptsteve@charter.net](mailto:adaptsteve@charter.net).

Will need to complete application/background check.



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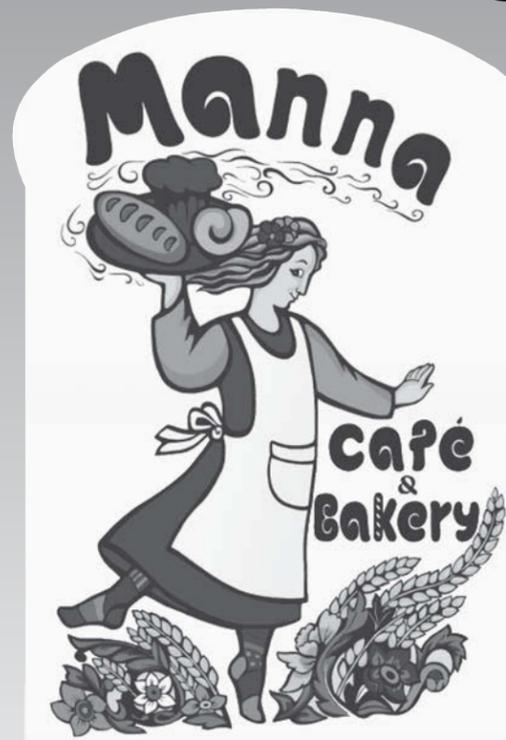
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## COMMUNITY

## 10th Annual North Star Awards honors Northsiders

### Northside Planning Council

We are approaching two big milestones. As the Northside Planning Council looks forward to its 20th anniversary in 2013, plans are underway for the 10th Annual North Star Awards celebration in 2012. Mark your calendars for this year's celebration at Warner Park Community Recreation Center on Friday, Nov. 2 from 6-8 pm.

NPC sponsors North Star awards every year to honor local heroes who have been nominated by fellow Northsiders for contributions to our community. Individuals of all ages, businesses, nonprofits, schools, neighborhoods and faith-based organizations can be nominated for this prestigious award. To nominate an individual, agency or other group simply fill out the form on page three and send it to NPC by Wednesday, Oct. 3.

Try to focus on individuals who work quietly behind the scenes as well as those who are more publicly known. It is a great time to also consider organizations and businesses that have benefited residents and the local community.

This year we are thrilled to announce that fellow Northsider Rebecca Ryan will emcee the event this year. Ryan moved to Madison and chose the Northside to make her home after starting Next Generation Consulting, a market research firm committed to engaging the next generation. Their tagline says "We're serious about what's

next. In a fun way." Ryan is a nationally known speaker, described as, "one part economist, one part futurist, and one part humorist." See [www.nextgenerationconsulting.com](http://www.nextgenerationconsulting.com) to learn more about her.

This event is also a major fundraiser for NPC. Funds received assist us to carry out the organization's mission and goals such as serving as the key Northside communicator through the "Northside News" and the [Northside-madison.org](http://Northside-madison.org) website, and working in the areas of community organizing and economic development. Please consider making a donation using the form on page three. Contributors will be listed in the program, on posters at the event and in the "Northside News."

Along with recognizing specific award recipients, we celebrate one another. We invite you to come and see familiar faces and to meet new people over delicious hors d'oeuvre. There will also be a cash bar and entertainment.

Refreshments and conversation will start at 6 pm, with the program starting at 6:30 pm and concluding by 8 pm. Please join us — network and get to know your neighbors as we honor some of the Northsiders who have shown a passion for improving life in our part of town.

If you are interested in donating or helping with the event, please contact Cindy Crane, 661-0060 Ext. 2.

## Pierces's Northside Market announces new store director

### By Lauri Lee

Northside News



Chad Ganshert, Store Director

Pierces's Northside Market has named Chad Ganshert as its new store director. Ganshert started with Pierces's Northside Market when it opened the Northside location in 2006. "After three years of employment I made the decision to be a stay at home dad to my four children through their early years," Ganshert said. "I recently returned to Pierces to

run the produce department."

Former store director Joshua Lydick left Pierces's to return to Illinois to attend to his parents' health concerns.

Lydick, store director since Spring 2011, said he appreciated his time on the Northside and thanked everyone for their support during his time here. "I encourage everyone to stop in and say hello to Chad and provide him with the same wonderful support that was extended to me," Lydick said.

"I'm excited for the challenge to run Pierces's and continue its tradition as a friendly neighborhood grocery store," said Ganshert. You may contact Ganshert at [cganshert@piercesmarkets.com](mailto:cganshert@piercesmarkets.com) or call 249-9744.

## Participate in Alzheimer's and Dementia Alliance of Wisconsin Dane County Walk/Run

### By Brianna Scoville

The fourteenth annual Dane County Alzheimer's Walk/Run at Warner Park on Saturday, Sept. 29, is a fundraising and awareness event that is open to everyone at no charge. Participants can join as individuals, families or on a team. You can register for the walk by visiting [www.alzwissc.org](http://www.alzwissc.org). Advance registration is not required. The 5k Run will begin at 8 am with the Walk beginning shortly after at 9:15 am. Dogs are welcome to join.

Funds raised will support the Alzheimer's & Dementia Alliance of Wisconsin (ADAW). All proceeds of the Alzheimer's Walk/Run are used in the mission to help and support local families, individuals and caregivers in their struggle with Alzheimer's disease, memory loss and other forms of dementia. Almost all programs and services are available at no cost. For more information on ADAW visit [www.alzwissc.org](http://www.alzwissc.org) or call toll-free at 888-308-6251.

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COMMUNITY

## Ale Asylum on target for building completion in August

By Lauri Lee  
Northside News

It's hard to miss. Ale Asylum's new 45,000 square foot building has great visibility, right near the airport on Pankratz Street, off Packers Avenue and International Lane. Speculation about when the project will be done abounds in morning coffee shop conversations. Surprisingly, the recent extended streak of hot weather didn't seem to slow things down. "It was unbelievable," said Otto Dilba, Ale Asylum operating partner. "Those hardworking guys just showed up earlier so they could get done before they spontaneously combusted in the heat. Construction is still basically on time."

"We hope to have the tasting room open before the end of August," said founding partner, Hathaway Dilba. Hathaway noted that the tasting room will be open and in full operation before the brewery, which will transition more slowly. Brewing and bottling will continue in Ale Asylum's Kinsman Boulevard facility into September while the new brewery and bottling line is being set up. "This was one of the advantages of staying on the Northside. Besides convenience, there's a great sense of pride on the Northside that is very welcoming," said Hathaway.

Ale Asylum has to vacate their old building by the end of September because in October, as a new out-of-state

brewery will be moving into that space. "We welcome any increase in the craft beer community," said Hathaway. "When the beer is good, it can only help everyone. People have a high sense of what kind of beer they like and will stay loyal and committed to your brand. They get into a beer rotation and drink certain beers with different food. If you're brewing a top-notch product, consumers will stay committed to your brand — even in a sea of other choices."

Moving into a new, larger facility will have a great impact on the brewery's capacity. The old facility could only brew 11,000 barrels, a number that couldn't grow because there was no room to add more or larger tanks. Expanded square footage from 8,000 square feet to 45,000 square feet and higher ceilings in the new facility allows for not only more tanks, but larger tanks as well. Capacity has jumped to 50,000 barrels.

For operating partner Dean Coffee, "This expansion is a dream come true. To build a brewery from the ground up instead of retrofitting an existing building is every brewer's dream. As for my career plans, what I've always really been after is perfect, pure beer. That pursuit has brought much success to this company. And that just proves people in Wisconsin love good beer!"

## Local Latino community to celebrate independence of Mexico and Central America

By Marlene Hardick  
Northside News

This year the Latino community will celebrate the anniversary of the Independence of Mexico and Central America on Saturday, Sept. 15, at Warner Park from noon to 9 pm. This ninth annual celebration held in the Madison area will feature free music, folk dancers, Aztec dancers, children's activities, historical exhibits and more. Vendors will sell many ethnic foods.

The people of Mexico and most of Central America celebrate their independence around Sept. 16, a date which marks the beginning of the Mexican War of Independence.

The war was led by priest Miguel Hidalgo I. Costilla, in the town of Dolores, Guanajuato, Mexico. The date coincides with the Declaration of Independence by other Central American countries.

On Sept. 16, 1810, Miguel Hidalgo I. Costilla summoned the people of Mexico to fight for the liberation of the Mexicans, who had been ruled by the Spaniards since the conquest of Mexico in 1521.

On Sept. 17, 2005, area Latinos held the First Annual Celebration of Mexican Independence in Middleton. That first celebration was attended by over 1,800 participants of different nationalities.

## Q&A

### Smart meter installation project

By Lauri Lee  
Northside News

Are you confused about smart meters? You know, the transmitters that the Madison Water Utility wants to install on Madison homeowner's water meters? It's not a new topic, but because the change has started through the implementation process, folks are starting to pay attention to what is happening. Media attention has stirred awareness of the topic and homeowners have some good questions about the technology and how it affects them.

Project H2O will automate water meter reading capabilities through a fixed-base radio network to increase accuracy and provide customers with the timely information they need to better manage their water usage.

The Northside is either in the pilot area or in area one, the first areas of Madison to have the technology installed in their homes. Madison Water Utility has started sending letters and is scheduling appointments to install smart meters in the pilot area.

I spoke with General Manager Tom Heikkinen and Robin Piper at the Madison Water Utility to provide clarity on some of the questions that I've heard the most often. For more information, please go to [www.madisonwater.org](http://www.madisonwater.org).

**Q. How does the smart meter transmitter work?**

**A.** The transmitter has two lithium ion batteries. Just like those found in rechargeable hand power tools such as drills. The batteries have a 20 year warranty.

The transmitter gives out a burst of radio frequency waves, 10 millisecond (10 one-thousandths of a second long), all day long, totaling only 14.4 seconds of the day. There is only one meter reading per hour, at the top of the hour.

Over half of the water utilities in Wisconsin use radio technology to read the meter. The majority use the old technology drive by systems. Maple Bluff has a drive by system, and this is also how Madison Gas and Electric receives their readings.

**Q. Can anyone access my personal information that is transmitted?**

**A.** The data that is transmitted is only the end point number reading and a raw read of the numbers off the meter. It is

safe because it is encrypted. Plus, no personal identifiable information is included in the broadcast. It matches an address only when it comes into the utility system software.

The new meters are electronic and digital. Those meters are hooked by a wire to a transmitter, sends the information to a repeater or a collector. Collectors are around the city on water towers and tanks. The repeaters will be on street light poles and they listen to the meters and resend the message to the tower collectors.

**Q. Where else is this technology used in everyday life?**

**A.** Do you use or are you ever near a cell phone, wireless wi-fi router in your home or office, do you visit coffee shops or use a baby monitor?

The sending units use about one-fourth of the sending power of a cell phone.

**Q. What if I want to opt out of having a smart meter installed in my home? What are the associated costs?**

**A.** The Madison Water Utility is currently working on this policy. The public service commission has to approve the policy as well as the charges associated with opting out.

The PSC has said that after a homeowner gets their letter, they should call the phone number contained in the letter and get on a list if they want to opt out.

**Q. What if I want an outside mount instead of on the meter in my house?**

**A.** For a one-time cost to the resident, an outside mount will be available. The amount of this one-time cost needs approved by the PSC. Though unconfirmed, it is estimated to likely be approximately \$50. More information will be provided when it is available.

**Q. What if a homeowner wants a complete opt-out?**

**A.** The cost for a complete opt-out is likely to be \$10 or more a month. The charge will be based on actual costs. More information will be provided when it is available.

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COMMUNITY

# Crosswalk needs driver's attention

By Jason Cuevas  
Northside News

Sometimes crossing the street is not as simple as just looking both ways. When there are multiple lanes and cars keep speeding by it can be a hazard for those trying to enjoy their local community.

The crosswalk on the 1100 block of Sherman Avenue has recently had a light system installed. Pedestrians can now press a button to make the yellow lights flash and warn drivers that they need to slow down for people crossing. However, it seems that not everyone is noticing.

The crosswalk sits in front of Sherman Glen Apartments, a 55-plus community, directly across the street from the NorthGate Shopping Center. Many of the tenants are in walkers or wheelchairs. This has created a

difficult situation for them when drivers are not slowing down.

Bette Valentine, a resident of Sherman Glen, has worked hard to get the initial light system installed. She is glad to have it, but is concerned that the local residents are not heeding the warning properly.

Valentine stated that some residents do not even want to cross the street now. There are residents that used to go across the street every day that never do so anymore.

Many of the residents in walkers or wheelchairs take a little extra time to get going. It takes them a minute to hit the light and move their equipment to the part of the sidewalk where they can cross. So just because someone is not crossing right when the lights are flashing does not mean that someone isn't about to.

The manager of Sherman Glen, Marianne Lippold, expressed that one of the biggest issues is that cars quickly slide to the next lane and whip around those in front of them without even noticing the flashing lights.

"Either their attention is going to be on the lights on the crosswalk or it's going to be on the person in front of them wondering why they're stopped and thinking, 'Well I'm just going to go around,'" Lippold said.

The residents have been trying for 15 years to get something done, and now that the crosswalk system is installed they aren't going to stop working to make it safer. They have considered using flags to wave when crossing, but the biggest hope is that drivers will take it on their own to slow down.

"They just have to be aware of pedestrian crossings," Valentine said.

# Pound the pavement for Warner Pool

By Dorothy Borchardt

The Circle of Friends will Pound the Pavement for Warner Pool on Saturday, Aug. 25 at 9 am. Registration and team photos start at 8 am. Raffle items, prizes for walkers and refreshments have been donated by area businesses.

To show your support for the Warner Pool join The Circle of Friends at the Warner Center and walk around the Warner Park lagoon. Teams registered by Aug. 1 but you can still sign up to walk on one of the teams to help them win the traveling trophy prior to Aug. 15. Or, you can register as individuals right up to the time of the event. The cost is \$15 per adult and \$10 for ages 15 years and younger.

For more information and the names of the registered teams stop in at the WPCRC or the COF web site at: [friendsofwarner.com](http://friendsofwarner.com) or contact:

**Dorothy Borchardt**  
[dborchardt1@charter.net](mailto:dborchardt1@charter.net)

**Steve Nelson**  
[onelly@charter.net](mailto:onelly@charter.net)

**Janet Epps**  
[janet.epps@micorp.com](mailto:janet.epps@micorp.com)

# Native garden planning

By William Bauer, PLA / ASLA  
Lake View Hill Park

The heat and dry weather of summer 2012 has taken its toll on most everyone's gardens in the Madison area. Note the plants that seem to withstand the extreme weather conditions, and you'll probably identify established 'native' forbs or grasses. Native woody species of trees and shrubs also sustain the drought and heat much better than exotics; plants not native to Wisconsin or even cultivars of native species.

If native plants appear to die back or go dormant; that is in their biological design. The native plants will often put their

energy into survival mode to come back later again in the season or bigger and better next year. Exotics will often not survive such extreme conditions and will succumb, only to be replaced with invasive weeds.

Start your planning now for appropriate replacements for garden plants. Find suitable wildflowers, grasses, shrubs and trees that are native to Wisconsin. Area nurseries and garden centers have caught on and provide excellent selections in native species. Cultivars of native species can give you varied flower colors and heights that can accommodate your garden design or space limitations. The library or many websites can assist with

determining proper species names. Be aware, using common names can often result in an exotic variation on a plant that was intended to be a native or native cultivar. Use the botanical name when shopping for plants to make sure you don't get an exotic substitute.

Also utilize our own Lakeview Hill Park to see how native plants look during the different seasons and how they are surviving the 2012 weather extremes. Other local sources to use in designing your Native Garden restoration are Olbrich Botanical Gardens at Olbrich Park, the Longenecker Gardens and many native restoration projects at the UW Arboretum.

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**NORTH DISTRICT POLICE**

This has been another challenging year for North Police District personnel. Since last October, our area has experienced several high profile, violent crimes including three homicides, several attempted homicides and a number of weapon violations. Citywide, there have been increases in weapons offenses and gang activity, particularly among the middle and high school age group.

So what effect have these changes made? First, these incidents have had a real impact on district staff and our ability to deliver our desired quality service. While unrelated to one another, these incidents have dramatically impacted the workload of our detectives who conduct follow up investigations. This overload impacts our ability to be responsive to less serious crimes that are reported to us. Similarly, our Patrol, Neighborhood and Community Policing Team (CPT) personnel are doing more follow up investigations themselves. Given their workload, our staff has less time for the day-to-day relationship building work that is a core component of our community policing model. In an effort to adjust, we continue to engage in community building efforts with the middle schools; help coordinate stakeholder outreach to communities with the City Neighborhood Resource Teams; and coordinate public events such as Bike with a Cop and Stars over Warner to build police/community connections. These types of activities are vitally important to help bring

this community together to address the complex problems we face.

In addition, these incidents have also created fear in our community, with people asking whether or not their community is still safe. The truth is that there is nothing good about increases in gang activity and weapon violence, and, multiple homicides whether they are related to one another or not. Madison has grown from a small town to a big city with emerging evidence of big city crime. This is where perspective becomes very important. While we have experienced a sudden increased number of violent incidents, violent and persons crimes are down significantly over the past five years; with 590 persons crimes police calls for service in 2007 down to 395 in 2011. Property crimes have shown an even greater decrease in this same time frame; 2857 reported in 2007 down to 1344 in 2011.

The message here is simple: there are problems in our community that require everyone be more mindful of their personal safety. Get to know and look out for your neighbors; create a neighborhood watch and organize walks. Individually, one needs to use good safety practices. Knowing crimes do occur, be aware of your surroundings, travel with others when out at night or in secluded areas, tell people where you are going, when you will be home and how you can be reached. At home, keep doors and windows secured and assure adequate lighting, and do not leave valuables in view. It's important to maintain a healthy vigilance, but not an unhealthy fear. Our city has far lower levels of crime than other cities our size, and the total numbers of crimes are going down, not up. I urge you to use this change in our society as a signal to build stronger community instead of falling victim to isolating fear.

## Pancreatic Cancer advocates in action

By Barb Karlen

*Pancreatic Cancer Action Network*

On June 26, I was in Washington, D.C., along with five people from Waunakee, meeting with staff of our Members of Congress to urge passage of the Pancreatic Cancer Research and Education Act (S 362/HR 733). This bill would compel the National Cancer Institute (NCI) to create a long-term comprehensive strategic plan for researching early diagnostic tests and effective treatments for this deadly disease. Joining me in D.C. were Deb Harman and daughter, Megan, Diane Jensen, Tammy Andries and her father, Allen Olson. All of us touched personally by the disease. There were more than 600 other people from around the country.

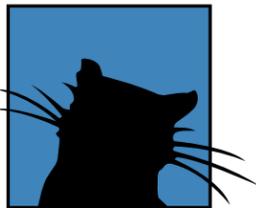
Pancreatic cancer has become the third leading cause of cancer deaths in Wisconsin (fourth nationally), and the incidence is projected to increase by 55 percent between 2010 and 2030. The five year survival rate for pancreatic cancer is just six percent, compared to an overall five year survival rate of 67 percent for all cancers. Despite the statistics, a mere two percent of the NCI's annual research funding is dedicated to pancreatic cancer.

We were happy to thank Senator Kohl and Representatives Baldwin and Kind for

their support, and we pleaded for Senator Johnson to cosponsor the bill, too. This bill was first introduced five years ago. It has a majority of the Senate and the House co-sponsoring, but the challenge now is to get it onto the floor for a vote. We were at this same point two years ago, but it (and many other bills) died without coming up for a vote. Once a session of Congress ends, it becomes a do-over. The bill must be introduced again when the new Congress convenes. The things they didn't teach me in Civics 101.

Happily, also on June 26, the Mallards featured our local affiliate of the Pancreatic Cancer Action Network, with PA announcements, video boards, a booth at the entrance, ad in game day insert, website mention and donation of \$2 per ticket sold by our affiliate, for which we are very appreciative.

PurpleLight National Vigil for Hope will be held on Sunday, Sept. 30, joining communities across the country to remember and honor those who have fought and are fighting pancreatic cancer. Please visit [www.purplelight.org](http://www.purplelight.org) for details, and plan to join us. To learn more about the Pancreatic Cancer Action Network and the Madison Affiliate, go to [www.pancan.org](http://www.pancan.org)



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COMMUNITY

# UW Credit Union proposal approved by Plan Commission

By Sue Gleason

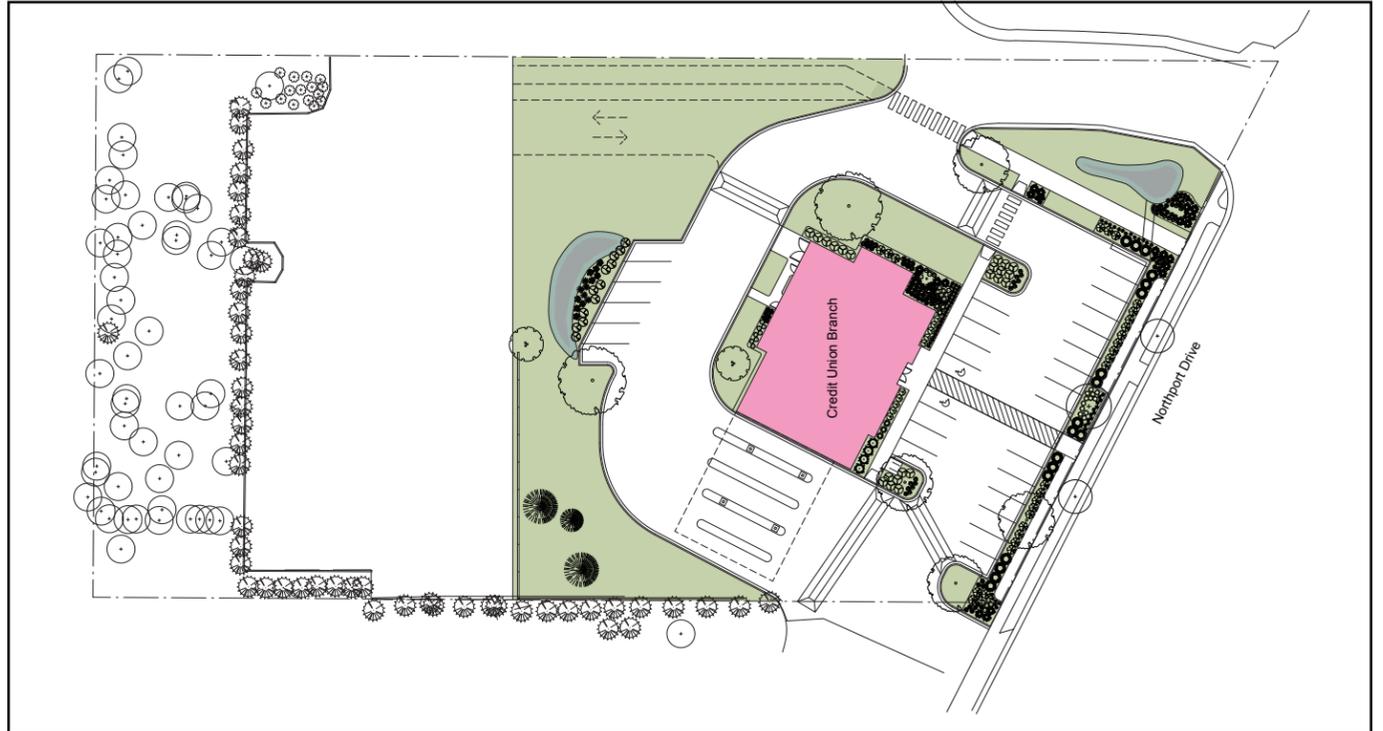
Northside News

The new UW Credit Union (UWCU) branch on Northport Drive moved a step closer to reality when the Madison Plan Commission approved its proposal on July 9 with only minor changes. Suggested changes include adding a tree island in the parking area and moving the bike rack closer to the building. Based on design and security concerns, the approved site layout will have parking in front of the building and drive-through lanes on the west end.

UWCU purchased the Northport parcel in 2008 and has actively pursued redevelopment of the parcel for use as a branch. A number of proposals were evaluated before they submitted final plans to the Madison Plan Commission.

After receiving approval at the meeting, UWCU thanked Alder Anita Weier, the Northside Planning Council, the Northside Economic Development Coalition for their support, and adjacent property owners for their patience and cooperation. Mayor Soglin and other Northside leaders have supported this project and join in welcoming the UWCU to the Northside.

The Pizza Hut building will be demolished after Aug. 1. Pizza Hut currently



The UW Credit Union will start construction in early August on the Northport Drive parcel.

occupies UWCU's new branch site. The pizzeria is moving into a newly renovated space next to Jim's Meat Market where the former Home Savings was located. Construction of UWCU will begin

shortly thereafter and expects to open next spring.

There are no immediate plans for the back portion of the property where Brennan's was formerly located. It is available

for development, but will likely be considered for an office building as the city has deemed it inappropriate for housing due to the lack of street access.

# City and community team together to help FEED Kitchens

By Ellen Barnard

The FEED Kitchens Project moved closer to its fundraising goal when the City of Madison Community Development Block Grant Committee voted to allocate an additional \$154,600 to the project. This takes the City's funding of FEED to a total of \$500,000, reflecting their belief that FEED will help increase the number of successful food businesses, and offer more opportunities for employment in food-related enterprises. We are about \$200,000 away from comfortably moving forward into the next stage of development, and breaking ground sometime in late Autumn.

In addition to the City funding, the

community continues to donate to FEED through private house parties, restaurant benefits, individual and corporate donations. Want to host a House Party to benefit FEED? Contact us and we'll help you with making invitations, planning, and arranging a guest speaker from FEED.

Another way to help FEED is by attending an event planned by someone else. Take a look at what's in the works:

- L'Etoile Special Dinner event to benefit FEED this Fall
- Food Fight's Steenbock's On Or-

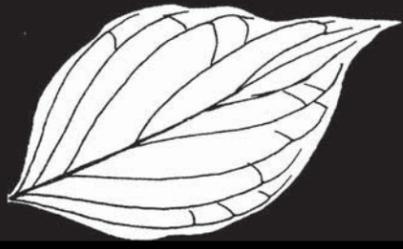
chard Gala event to benefit FEED this Fall or Winter

- A Food Fight "Dine out to benefit FEED" week this Fall
- A Kickstarter Campaign launching this August – check our website for details: [www.feedkitchens.org](http://www.feedkitchens.org).

For holding your own event or donating go to [www.feedkitchens.org](http://www.feedkitchens.org), for a link to our email address.

We want to encourage you to help us in our grassroots fundraising efforts and make the FEED Kitchens a reality.

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