

# NORTHSIDE NEWS

Vol. 16, No. 6, Issue 96

www.NorthsideMadison.org

June 2011 / July 2011

## New seed loans for Northside small businesses

Microenterprise is a powerful driver of job creation. A recent study done by the Association for Enterprise Opportunity found that if one out of three microbusinesses in the United States hired one person, the unemployment rate would no longer be a problem. More and more, we are turning to small business to be a driver in our new economy, but they need more financial support.

Madison has two alternative lenders, the Madison Development Corporation and the Wisconsin Women's Business Initiative Corporation (WWBIC).

WWBIC is a statewide economic development organization focused on business creation, expansion, and sustainability, as well as job creation and retention in both urban and rural areas. WWBIC provides access to capital including direct lending of amounts between \$1000 to \$100,000, one-on-one business assistance, business education, and financial awareness education programming. WWBIC's services are open to men and women in Wisconsin.

WWBIC, working in partnership with The Northside Planning Council (NPC) and the City of Madison Community Development Block Grant program, is now offering new "seed loans" to business owners or those starting businesses in the City of Madison, and is specifically concentrating on investments on the Northside. The loans are between \$5000 to \$10,000 with a 60-month term at a five percent interest rate.

NPC Executive Director Scott Heinig, sees this program as a valuable

Seed loans, continued on page 15

## FEED Kitchens Project Receives Grant from Madison Community Foundation



The Northside Planning Council's (NPC) Food Enterprise & Economic Development (FEED) Kitchens project has received another grant to put toward building the community's food business incubator on Madison's Northside. The Madison Community Foundation (MCF) fully granted NPC's requested amount of \$55,000.

Tom Linfield, MCF Vice President of Grantmaking & Community Initiatives stated, "This is an exciting community effort. We are happy we could support the project and look forward to seeing it built." The money will help build the training and community kitchen, where the Madison Urban Ministry will train their clients in bakery and food service skills. This kitchen space will also be available for community groups to use and prepare food for sale to the public for fundraising purposes, and for groups wishing to do

cooking and canning together.

Scott Heinig, NPC Executive Director, praised the team for their accomplishments, "Ellen Barnard and the volunteer members of the FEED Kitchens team have worked so hard to bring this dream to reality. They are an incredible group of community leaders and visionaries. Gaining the support of the Madison Community Foundation is a successful endeavor for which they should be very proud." The MCF grant moves NPC's

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The 115th Fighter Wing of the Wisconsin Air Guard's F-16 flyover at dusk prior to the Rhythm and Booms fireworks is an annual crowd pleaser.

Photo by Joe Oliva, Jelpix.com

## Rhythm & Booms fun

By Lauri Lee  
Northside News

Rhythm & Booms® fireworks, the Midwest's biggest fireworks display, is hosted annually at Warner Park. The fireworks are choreographed to music broadcasted on WOLX 94.9 FM that begins at 9:30 pm on Saturday, July 2. Attendees are encouraged to bring a radio to hear the music that accompanies the fireworks.

When the F-16 flyover takes place at dusk, patriotism wells up within. For this space in time, the ethnic and cultural fabric of the Northside joins with fellow citizens of Greater Madison to celebrate pride of being an American.

The U. S. Army Golden Knights

Fireworks, continued on page 7

## Proposed storage facility on Troy Drive sparks controversy

Northside News

Controversy around a proposed new storage facility next to Troy Gardens demonstrates what happens when community participation in neighborhood land use planning is absent.

The State Dept. of Administration (DOA) is proposing a two-part, 57-foot tall building, which totals 96,000 sq. ft. and will cost \$25 million. The facility would be a state-of-the-art warehouse for archival objects and collections currently stored in less than ideal conditions by the State Historical Society and the Veteran's Museum. Once complete, the facility would employ 12 full-time and up to 13 part-time workers and have about 35 park-



Rendition of the proposed DOA archival storage facility at Troy Drive.

ing stalls that are available for public use. The proposed location is 402 Troy Drive, just west of Troy Gardens. Currently the site is an open field of canary grass surrounded by a small forest of mature trees along Troy Drive, with honeysuckle bushes along the back.

Community GroundWorks (CGW), the nonprofit which runs programs at Troy Gardens, maintains an outdoor classroom and walking trails within the small forest which, along with the proposed building site, is state-owned land zoned Conservancy by the City of Madison.

The site was chosen by the DOA more than a year ago, and they completed most of their architecture and preliminary plans, all without participating in any form of community planning process. Neighbors were first notified only by receiving a brochure in the mail last winter. No community meetings were held to inform the public or to include Northsiders in the decision-making process. The City of Madison Plan Commission has already approved the requisite zoning change and now all that remains is the Madison Common Council would have to approve the rezone from Conservancy to Limited Manufacturing. Then, at a later date, the City would rezone the parcel again to a new category, called Campus Institutional.

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### NEWS HIGHLIGHTS

## Redistricting to occur for the Northside's supervisory and alderman districts, 12 and 18

### Northside News

Every 10 years, following the federal census, both Dane County and City of Madison are required to undergo a "Redistricting" process of their supervisory and alderman districts. Redistricting, specifically, is the process of redrawing these districts lines, from which public officials are elected, to reflect population shifts in accordance with the results of the census. The boundaries for both the County Board districts and City of Madison districts will be adjusted based on population changes that have occurred over the last decade. Through the redistricting process, the population within each supervisory and alderman district will be equalized so that residents across both the county and city have equal representation on both the Dane County Board of Supervisors and City of Madison Common Council.

#### Dane County Redistricting Process

At its April 27 meeting, the Redistricting Subcommittee recommended the County Board retain 37 supervisory districts, with a target population of 13,191 in each district. The districts contained on average 11,528 residents after the 2000 census, so there has been significant growth in the last 10 years. The subcommittee recommended approval of Supervisor Plan 37B, which can be viewed on the county's website: [http://pdf.countyofdane.com/board/draft/Plan37B\\_Dane\\_v4.pdf](http://pdf.countyofdane.com/board/draft/Plan37B_Dane_v4.pdf). The Madison

area districts are shown more clearly on this map: [http://pdf.countyofdane.com/board/draft/Plan37B\\_Madison\\_v4.pdf](http://pdf.countyofdane.com/board/draft/Plan37B_Madison_v4.pdf).

The redistricting subcommittee held public input sessions to discuss redistricting options, accept public testimony and discuss concerns with interested citizens and municipal officials. The full County Board held a formal public hearing on the tentative supervisory plan at the County Board meeting on May 5. Citizens had the opportunity to present testimony to the entire County Board on the tentative supervisory plan.

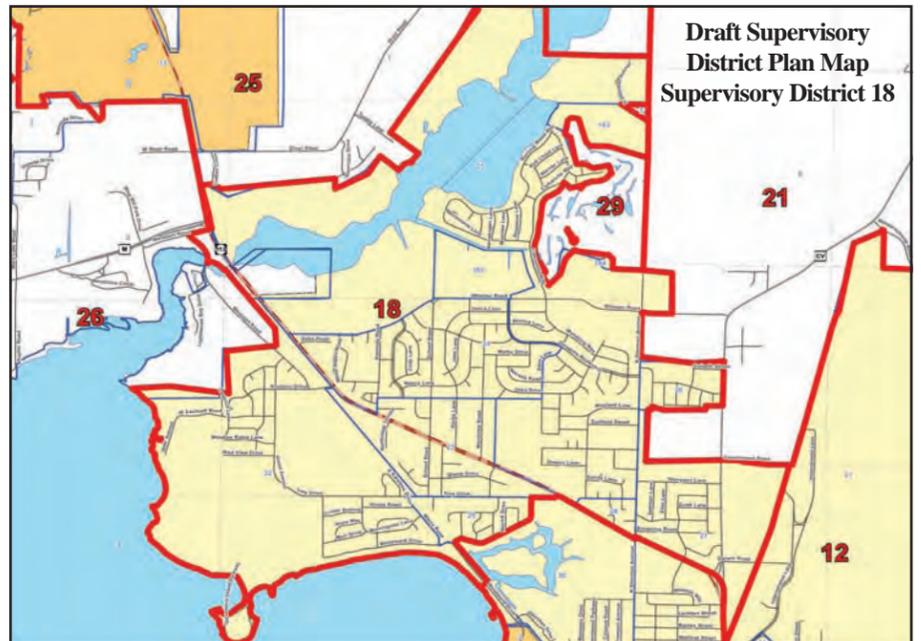
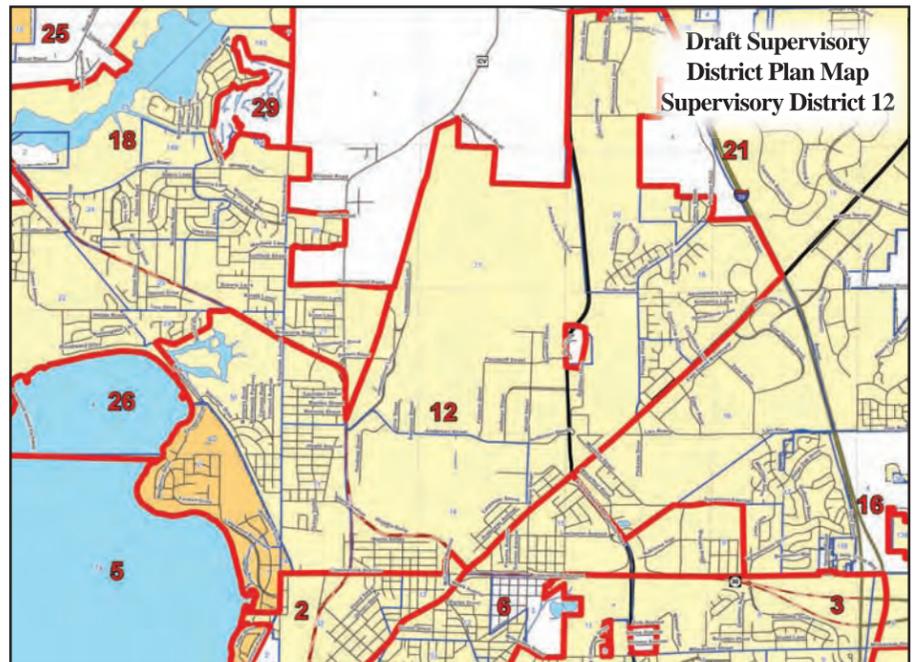
Once the County Board approves the tentative plan, which is scheduled for consideration in May, the plan is then circulated to municipalities for review, so municipalities can then draw ward boundaries. The County Board will consider municipal input and approve a final plan in the fall. The approved final map will then be used for the next decade.

For more information go to [www.countyofdane.com/board/redistricting.aspx](http://www.countyofdane.com/board/redistricting.aspx).

#### City of Madison Redistricting Process

The City's Ad Hoc Reapportionment and Redistricting Committee is leading the City's redistricting process. The Committee is comprised of four alders and three citizen members. Using the recently released 2010 Census data and other information that describes our community, the Committee has been

Continued on page 14



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## NORTHSIDE PLANNING COUNCIL

*From*  
**SCOTT HEINIG**



**NPC EXECUTIVE DIRECTOR**

**Thank you Dana Slowiak —  
Please take care**



Time has a way of ensuring that every relationship we have will eventually evolve from its beginning, all the way to its end, at least as we knew it, and

then perhaps in a different way it begins anew. Such is the case as we bid farewell to an invaluable member of the Northside Planning Council (NPC) team, Dana Slowiak. For the past seven years, Dana has played an important role in the Northside community and NPC, first as a volunteer writer for the Northside News (NSN), then as an NPC Assistant, then as the NSN Editor and NPC

Administrator, and finally as our Accounts Specialist. From both within the public eye and from behind the scenes, Dana has been instrumental in all that NPC has strived to accomplish for the Northside in the last decade. So as she moves forward in life to realize her dreams, we wish to say thank you for all her hard work and dedication to our community and organization, and we wish her well in all she hopes to achieve! Good luck, we will miss you.

**June NPC / FEED Event**

The "Summer Solstice Sampler," a June 21 NPC Community Event, will be a celebration of community and food with friends and FEED supporters at the Capital Brewery in Middleton. Please join us from 5:30 pm until sundown for fun, great music and delicious food! Proceeds from ticket sales and silent auction go to the development of NPC's FEED Kitchen Incubator. For more information go online at [www.feedmadison.org](http://www.feedmadison.org), or contact Jodi Pathmann at [jodipathmann@gmail.com](mailto:jodipathmann@gmail.com).

### Your support makes the difference!

The Northside Planning Council (NPC) and Northside News are honored to represent and serve the residents and businesses of Madison's Northside, and with dedicated volunteers and generous financial support, we are strengthening our community each day. New jobs will be formed from the creation of our Community Kitchen Incubator, and we continue to build more partnerships with the business community to support entrepreneurs and job growth. We are working diligently with the alders and city officials to execute beautification projects and "brand" the Northside to create a community atmosphere that inspires and welcomes both residents and visitors. And of course, we continue to celebrate our diversity and identity, advocating for and strengthening our Northside voice, sharing information and networking. This is all only possible because hard working, dedicated and passionate people are willingly investing their time and resources in their neighborhood. Thank you to all who continue to support and strengthen our beautiful Northside community!

A special thank you to the following individuals who have already donated to NPC this year ... you are all amazing!

*Scott Heinig*  
NPC Executive Director

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### Economic Development Partners



#### NPC MISSION

The NPC mission is to improve the quality of life for all residents of the Northside community through advocating and supporting the economic growth, stability and connectivity of the Northside community.

The goals of NPC are to enhance opportunities for all businesses and residents by:  
1) investing in economic development, beautification and community betterment, and  
2) promoting community connectivity, participation and voice on issues.

## NORTHSIDE PLANNING COUNCIL

### NPC BOARD OF DIRECTORS

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**For further information contact:**  
Jodi Pathmann: [jodipathmann@gmail.com](mailto:jodipathmann@gmail.com)  
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**NORTHSIDE NEWS**

From

**LAURI LEE**

Editor@NorthsideNews.org  
661-0060 Ext. 3



**NORTHSIDE NEWS EDITOR**

Summer is always such a fun time. It seems everyone gets out and about more frequently, and there's a lot more to do. Check out the opportunities in this issue to find activities that you won't want to miss.

On the Northside this summer, traveling will be a little more challenging and require a lot more patience. I encourage you, that in spite of this temporary inconvenience, to remember the greater good. Roads without potholes have been a long time in coming and we'll all love it when we see the finished product. In the meantime, if everyone remembers to shop at our local Northside businesses, especially those in the construction zones, it will make this time less painful for them during a time when they need

their loyal customers the most.

Be sure and note the restaurant section in the center of this issue. There are a lot of wonderful restaurants on the Northside. When you don't want to cook at home or desire a fun night out, it is a treat to have so many great restaurants to choose from. The Northside is very unique to have such a selection of fine independently-owned, non-chain restaurants.

I invite you to join me on July 5 for the Herb and Garden Italian Dinner Cruise on Betty Lou Cruises (See ad on page 7). This fundraising event will benefit the FEED (Food Enterprise and Economic Development) Kitchen Incubator project that will be built here on the Northside. It will be an evening of fun and great food.

Thanks to everyone that submitted articles and photographs for this issue. Your participation keeps this community newspaper pertinent to the things that you are interested in and love to do. If you've never submitted an article before, please consider a submission for the August issue.

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www.northsidenews.org

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**BUSINESS**



Photo by Jim Yanke

Restaurateur Jennie Capellaro, Owner of The Green Owl Café found the business assistance she received from WWBIC invaluable to her success.

## The Wisconsin Women's Business Initiative Corporation (WWBIC) helps to start and grow businesses

By Ruth Rohlich

Don't let the name fool you! The Wisconsin Women's Business Initiative Corporation (WWBIC) works with women and men by helping them start and grow businesses in the State of Wisconsin.

WWBIC is a statewide economic development organization focused on business creation, expansion and sustainability, job creation and retention, in both urban and rural areas.

Tera Johnson, Owner of Wisconsin Specialty Protein, explains her journey that led her to WWBIC, "The company I worked for was sold, and I knew I was too young to retire. No one else was processing whey for human consumption, so I said I would! I needed to raise \$1.65 million. WWBIC came in with patient capital – debt that behaved like equity. At the time, it was so helpful for WWBIC to have confidence in me and my ability – offering not just money, but also support! The business created 23 full-time jobs in two years. It felt good to be creating manufacturing jobs during a time when many companies were eliminating them."

In its 25 years in operation, WWBIC has directly financed over 1,100 businesses by lending almost \$21 million to small business owners. WWBIC has helped small business owners create 6,000 jobs across the state. As state and federal governments look more and more to the small business owner for job creation, WWBIC is there to help to obtain the financing needed to start, grow and expand small businesses. WWBIC is seen as a national leader in state-specific microfinance organizations. It is a Community Development Financial Institution. All loans lent by WWBIC are serviced by WWBIC.

WWBIC provides access to capital including direct lending of amounts between \$1000-\$100,000, one-on-one business assistance, business education and financial awareness education programming.



WWBIC is not the only alternative business financier in Madison. WWBIC works closely with The Madison Development Corporation (MDC) that also manages several loan funds available to small business owners that may not fully meet the underwriting standards of private commercial lenders. Those interested in the loan programs of MDC should visit their web-site: [www.mdcorp.org](http://www.mdcorp.org).

WWBIC also works in partnership with banks and credit unions to provide "gap financing" to help small business owners fully fund their start-up or expansion.

More and more traditional lenders are seeing the benefits of working with WWBIC. All WWBIC borrowers are partnered with a Business Assistance Coordinator (BA). The BA's work one-on-one with the borrowers to make sure they have the resources they need to be successful, which traditional lenders love because it helps the odds of repayment and strong banking relationships in the future.

Restaurateur Jennie Capellaro, Owner of The Green Owl Café, explains how much the Business Assistance program at WWBIC has helped business, "Ongoing business assistance from WWBIC has been crucial — not only for me, but for my 20 employees."

Michelle Dolbeau, the South-central WWBIC Business Assistance Coordinator, explains, "We work one-on-one with the business owner to identify their needs. They might need a monthly check-in to make sure they are keeping up to date with their bookkeeping, or that they need more specific help with a new marketing campaign or QuickBooks. Once the need is identified we are able to get one-on-one assistance for them or we can help get them into one of WWBIC's many classes."

With a staff of just over 35, WWBIC has four offices and a statewide presence. The South-Central Office is located in Madison and serves the

## Ever asked yourself how working women balance it all?

After speaking with countless numbers of women over the years, I continue to face a question to which no one seems to know the answer: how do we achieve something (work-life balance, in this case) that consistently seems to elude everyone? As a business woman and mother of two, with my third on the way and soon to make his/her appearance, I feel I am running out of time to find the answer to one of life's greatest secrets: is it possible to achieve work-life balance, and if so, how?

In order to find an answer to this looming question, we must start at the very beginning: what exactly is work-life balance? Many research companies, including the Work-Life Institute, define work-life balance in the following way: If we are to become both successful and happy, we must focus on our values and what is most important to us; a clear understanding of our own purpose in life; and on developing our inner selves, rather than on our material external selves.

Others claim that work-life balance does not, in fact, mean an equal balance at all. Our everyday lives are fluid, constantly changing, and our "balance" should vary day to day as well. While work-life balance is different for all of us, it does require a flexibility to change; staying in control and not letting events dictate our responses

will lead to happiness.

All those aside, however, at the foundation of work-life balance are two core concepts, familiar to all of us: daily achievement and enjoyment. We all recognize achievement, but what about enjoyment? Enjoyment does not only mean happiness, but pride, satisfaction, celebration, love, a sense of well-being and perhaps many more things that differ for each of us.

Achievement and enjoyment: we cannot have one without the other and have work-life balance. In fact, living with one and not the other is why so many "successful" people are not happy — or not as happy as they should be.

With my quest to uncover how to reach an effective work-life balance now underway, I look forward to continuing this article in future newspaper publications. In the meantime, however, I will leave with a quote from Jim Bird, publisher of the Work-Life Balance Newsletter:

"Life will deliver the values and balance we desire ... when we are achieving and enjoying something every single day."

Jennifer Olson is a financial advisor with Edward Jones. She is the mom of Madeline and Olivia, and is expecting a third child this summer with her husband Gary.



Jennifer Olson

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**BUSINESS**

*Northside Business Association Business Profile*

**Veterinary clinic builds its business with a sense of community**

**By Mary Schumacher**

*Northside News*

Five years ago, Dr. June Brooks launched Northside Animal Hospital, a full-service veterinary clinic serving cats and dogs. A long-time Northsider who felt the area was underserved in veterinary services, she took over an aging building on Sherman Avenue and transformed it into a modern and thriving business.

Today Northside Animal Hospital offers a myriad of services including wellness and preventive medicine programs, surgical and medical services, pain management, and microchip ID implants. The hospital includes exam rooms, a lab for in-house analyses, X-ray equipment, and a sterile operating room.

What's different about Northside Animal Hospital? "We treat our patients like they're our own," said Dr. Brooks. "We really get to know our clients and their pets." She emphasized that an authentic personal touch is the key focus for herself and her veterinary and office staff.

For that reason, Dr. Brooks stresses the importance of wellness exams or maintenance programs. "Regular veterinary visits can be cost-effective because they can catch problems before they get expensive." Dr. Brooks doesn't want cost to get in the way of good pet care. "If finances are an issue for a client, we really try to come up with a solution," she said.

Springtime is an important time for



Dr. June Brooks holds her dog Bean.

veterinary care when cats and dogs may be spending more time outdoors. Heartworm, parasites and ticks are all potential dangers as the weather warms up. Dogs that regularly visit dog parks may be exposed to intestinal parasites or infectious diseases such as kennel cough. A fully vaccinated dog on a parasite control program can avoid a lot of health problems – as long as all the dogs in the dog park are friendly toward each other. Dr. Brooks has stitched up a lot of dogs after fights in the park.

As a Northsider, Dr. Brooks liked the idea of starting a veterinary hospital in the area. "I love the Northside – there's something special about it. It has a small town atmosphere and people are so supportive."

Northside Animal Hospital is open Monday through Saturday.

2121 N. Sherman Avenue  
608-204-2700

**Putting your head up in the cloud**

**By Mary Schumacher**

*Northside News*

Do you use the Cloud? Do you know what it is? Come to the upcoming Northside Madison SOHO Group meeting to find out more about this computing option that promises flexibility, ease of use, and just a little danger.

The Northside SOHO (Small Office, Home Office) Group is a welcoming group of business owners who meet regularly to enjoy speakers and to discuss topics for launching and growing businesses. Although most members live and work on the Northside, everyone is welcome, whether you are a seasoned business owner or hope to be one.

John is the Business Development Manager of 5NINES, a Madison-based provider of Cloud services and single-source information technology

solutions. 5NINES serves more than 250 customers in the Midwest with hosting, network, VOIP, Internet, co-location, web design and computer support from their "Cloud Center" in Madison. 5NINES is co-owned by Northsiders Rylee Wedekind and Todd Streicher.

The Northside SOHO (Small Office, Home Office) Group is a welcoming group of business owners who meet regularly to enjoy speakers and to discuss topics for launching and growing businesses. Although most members live and work on the Northside, everyone is welcome, whether you are a seasoned business owner or hope to be one.

**WWBIC from page 5**

south-west region of the state. Ruth Rohlich is the Project Director of the South Central office. Ruth is a dedicated Northsider and currently serves on the Northside Planning Council Board. Ruth explains her love of Northside Madison, "I am so happy to be working more with the Northside Planning Council. I think the Northside of Madison is a great place to live. We are so lucky to have a very strong and active small business community that has room for expansion."

The WWBIC South-Central WWBIC branch also includes Loan Officer Fausto Rivera, Business Assistance Coordinator Michelle Dolbeau, Office Manager Ra-



Ruth Rohlich

chel Jovi and Arlene Bollig, the Comienzos Coordinator.

Comienzos is a partnership between WWBIC and the UW-Madison Small Business Development Center. It was started to help business owners in Wisconsin with Spanish as their primary language. Recently WWBIC partnered with the Latino Chamber of Commerce and the Latino Academy.

Because WWBIC and the Northside Planning Council have such a strong working relationship, WWBIC was able to introduce the "Seed Loan" program for City of Madison businesses. (See front page article.) Anyone interested in learning more about WWBIC's loan programs or upcoming classes is encouraged to visit our web-site at [www.wwbic.com](http://www.wwbic.com) or e-mail Ruth Rohlich at [ruth.rohlich@wwbic.com](mailto:ruth.rohlich@wwbic.com).

# Look what's cookin' at Pierce's

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**SATURDAYS:**  
June 11, June 25,  
July 2, July 16, July 30,  
Aug. 13, Aug. 27

Net proceeds go to support Northside nonprofit organizations. Contact Joshua Lydick at: [jlydick@piercesmarkets.com](mailto:jlydick@piercesmarkets.com) to register your organization.

**MALLARDS BASEBALL**

We invite you to join Pierce's and the Mallards at the games listed below to benefit these nonprofit organizations.

**Purchase \$8 or \$10 food bags to benefit:**

**Tuesday, July 26**  
Vera Court Neighborhood Community Center  
Summer camp breakfast for kids

**Thursday, August 11:**  
The River Food Pantry

**Meet Mickey & Minnie**

**July 9, 10 am-2 pm**  
Kids –  
Stop by and meet Mickey and Minnie Mouse.

**CUSTOMER APPRECIATION DAY**

**Saturday, July 23**  
Cookout  
One day only sales  
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Hourly giveaways

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**Register to win**

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## COMMUNITY



## Run to the Rhythm Run/Walk to be held Saturday, July 2

by Jerry Kempfer

For the first time in its 19 year history, the Rhythm & Booms® Fireworks Celebration will partner with Starting Line Events to host a run/walk at 9 am on July 2.

The Run to the Rhythm Run/Walk will feature two events, a 5K run, and a two mile family walk. All courses start and finish in the Warner Park main parking lot. The top male and female 5K finishers will receive a firework salute later in the evening. A post-race party will be held in the Runner's Village where all run/walk participants will receive ice cold refreshments, a variety of post-race foods and live entertainment from Badgerland Mobile DJ's and area music legends, "Kind Of A Big Deal." Participants are encouraged to come

for the run and stay for the fun.

Runners and walkers can register online or print an entry form to mail from the website, [www.rhythmandboomsrun.com](http://www.rhythmandboomsrun.com).

All Run to the Rhythm Run/Walk proceeds will benefit the Madison Fireworks Fund, Inc, a 501(c)3 charity with a focus on giving back to the community and supporting the Rhythm & Booms® Fireworks Celebration.

The mission of the run/walk is to promote a healthy community event while generating revenue necessary to keep the Rhythm & Booms® celebration a part of the community for many years to come.

Volunteers are greatly needed. They will receive an event t-shirt, snacks and beverages. To register or to volunteer for the event, please visit [www.rhythmandboomsrun.com](http://www.rhythmandboomsrun.com).

## Mallards: Same great local team, with an improved fan experience

By Lauri Lee

Northside News

The season is about to begin and the Mallards are ready to play ball. A lot of behind the scenes work has taken place, or as Mallards general manager Conor Coloia described it, "nine months of work for three months of action." And the past nine months has had more than its share of work to get ready for the action ahead for this local college-level summer baseball team for the start of the season on Tuesday, June 7 at Warner Park.

The organization has been in the middle of a \$1.8 million renovation of the Duck Pond, the ballpark that has been at Warner Park for the past 28 years. The Duck Pond has been totally removed and replaced with a brand new stadium structure that runs from third base, all the way to the first base side, then over to the Great Dane Duck blinds. The stadium seats came from Camden Yards, home of the Baltimore Orioles.

"When people come to the stadium, they'll see a drastic change to the facility," Coloia said. "Our renovation focus wasn't so much about adding seats and getting more people in here, it was about improving the fan experience for those coming to the games. Our capacity was 6,750 and will continue to be 6,750. We've added back rests, arm rests, folding stadium seats and cup holders in every seat. A concourse continues throughout the stadium. Fans are now 17 feet closer to the action. The renovation was all about the fan experience."

In February, construction plans changed when Mallards owner Steve Schmidt decided a roof needed to be added to the stadium. He didn't think it was a ballpark without a roof. One of the final construction touches is a roof that will cover about 25 percent of the seating area. It mirrors the roof lines of the nearby Warner Park Community Recreation Center. It

provides a little balance and the finishing touch to the somewhat asymmetrical stadium due to the large number of seats on the first base side.

Opening day is Tuesday, June 7. The Mallards open with a four-game home stand, June 7, 8, 9 and 10. All the box tickets in the new grandstand are already sold out for the first four games. There are still Great Dane Duck Blind tickets and TDS Triple Play Club tickets, plus standing room only tickets available.

"The new manager is Greg Labbe. He coached the Rochester Honkers to the Northwoods League championship in 2006 — the winningest single team in league history. We also feel good about the team that we're going to have out on the field," said Coloia.



Mallards is very involved in community outreach. Coloia commented, "We've been very lucky. We're going into the eleventh season of Mallards baseball. The first 10 years have been great because of great community partnerships and support."

This year the Mallards are serving the community through Charter Community Connection, a new feature where they highlight nonprofit community groups at each game that are doing good things in the Greater Madison area. A different nonprofit is featured with a display booth at the ballpark. The organization will receive a public address announcement, be able to show a video and get some free tickets to the game.

Coloia encouraged Northsiders to "come and check out the new park. It's an exciting time, a drastic change, a really whole new experience. I think this will be the best year yet. Ticket sales are at an all time high. There's a lot of excitement around our new stadium, our new logo and our new manager."

Go to [www.mallardsbaseball.com](http://www.mallardsbaseball.com) for the schedule and ticket information or call 316-DUCK.

### Fireworks, from page 1

precision parachute team will do a night jump with pyrotechnics just before the start of the fireworks.

Rhythm & Booms is a family friendly, all-day event. The festivities and fun includes a carnival, bike parade and a Mallards baseball game. Families get to visit and take pictures with Dora the Explorer and Ben10 costume characters.

The Mallards game will be played at 5:05 pm. (Visit [www.mallardsbaseball.com](http://www.mallardsbaseball.com) for ticket information). Mallard fans are allowed to stay at the ballpark to watch the fireworks show.

New for 2011 is "Run to the Rhythm", a professionally timed 5K run and 2-mile walk, that starts on the Sherman Avenue side of Warner Park at 9 am. (See the article on this page.)

Three bands will perform throughout the day on the WOLX Classic Hits stage. Admission is free, although donations are appreciated.

Rhythm & Booms is a nonprofit organization that is supported by donations and sponsorships in order to provide a free, fun event. The organization is starting the 2011 event at a financial loss due to the impact of needing to use the 2009 rain date. Plus, in 2010, the Elver Park fireworks that were held one day prior to the event affected attendance and donations. The 2011 Elver Park fireworks should have less of an ef-

fect on this year's event. They will be held on Tuesday, July 5.

To help sustain Rhythm & Booms, attendees can support the event by visiting the food tent, purchasing food and beverages from the vendors, buying light sticks and Rhythm & Booms t-shirts. Donation buckets will be in various locations throughout the park. Tax deductible donations can also be made through the website ([www.rhythmandbooms.com](http://www.rhythmandbooms.com)) or sent by mail. The Madison Fireworks Fund is a 501(c)(3) charitable foundation, and the proceeds from Rhythm & Booms®, after expenses, are donated to Madison children's charities. Over one-third of a million dollars has been donated to local charities from previous Rhythm & Booms® events.

Northside nonprofit organizations are being offered the opportunity by Rhythm & Booms to receive a \$400 donation for groups of 15 volunteers or more to help with cleanup on Sunday, July 3 or July 4 in case of rain. To join the Northside Planning Council volunteer team, please contact Scott at [Scott@northsideplanning-council.org](mailto:Scott@northsideplanning-council.org). To sign up your organization, call 833-6717 or email [fireworks@tds.net](mailto:fireworks@tds.net). All help is appreciated in order to return the park to its beautiful condition.

The Rhythm & Booms organization has met with traffic engineering to ensure a construction free weekend on the Northside. So, come and enjoy this great family event.

**Betty Lou Cruises**

## Herb and Garden Italian Dinner Cruise

A fundraising event for FEED (Food Enterprise and Economic Development) Kitchen Incubator

**Tuesday, July 5**  
**6:30-8:30 pm**  
**\$49**

**This FEED Kitchen Cruise Fundraiser will feature the popular Betty Lou Cruise Italian dinner served with an herb lover's twist. Passengers will enjoy an herbal entree, receive a beverage ticket for a special herbal beverage and take home a Madison Herb Society cookbook featuring everyone's favorite Mediterranean herbs.**

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## COMMUNITY

## VSA Wisconsin Spring Exhibition Showcase

By Kathie Wagner

A wide variety of photographs, oils, pastels, and mixed media ... all created by VSA Wisconsin program participants in the Open Doors Studio and Photo Town! classes will be on view this spring.

Open Doors Studio is a fine arts class which helps Madison area artists with disabilities to develop advanced artistic skills through self-directed projects in painting, drawing, paper arts and mixed media. The studio class meets for 90 minutes weekly at the VSA Art Center in fall, winter and spring. Participants gain hands-on experience in selecting materials, exploring artistic techniques, developing content and preparing pieces for exhibition and sale. The work will be exhibited at the VSA Wisconsin Gallery, 1709 Aberg Ave. from May 16–June 14.

VSA Wisconsin's digital photography class Photo Town! teaches individuals with disabilities how to use a digital camera. The five-session course provides individualized instruction in photographic composition, lighting, print selection,



Picture taken by VSA student Donna Schwanz in digital photography class.

as well as matting and framing. In order to offer inspiring settings for photographs, several class sessions were held at accessible Madison-area venues. One venue, the Madison Children's Museum, will host an exhibition of the photographs from June 1-30. A public reception will be held on June 2 from 6-8 pm.

## Margaret's Fund Announces 2011 Scholarship Recipient

By Anne Pryor

"Margaret's Fund: A Northside Scholarship" is proud to award the 2011 scholarship to Stacey Yang.

Stacey is a senior at East High School who plans to attend UW-Milwaukee in the fall. Her goal is to pursue a nursing degree. A review committee of four representatives from different neighborhoods and organizations on the Northside reviewed the applications without knowledge of who they were from. They were impressed with Stacey's participation in Northside organizations (Girl Neighborhood Power and the Northside Farmers' Market) and her ability to overcome challenges to success. Stacey will be the first in her family to attend college.

This is the third year an award was distributed from Margaret's Fund. In 2009, Tara Hoffman was the selected high school senior. She is pursuing a degree in social work. In 2010, the award went to Nicole Tackes to attend nursing school.

"Margaret's Fund: A Northside Scholarship" extends appreciation and

best wishes to those who applied for this year's scholarship, all of whom portrayed impressive qualities.

Margaret's Fund is a \$500 scholarship awarded to a Northsider going on to post-secondary education. It was established through ongoing support from many Northsiders who believe in the power of higher education and value helping others achieve their educational goals despite the high costs. Unlike other scholarships, the unrestricted Margaret's Fund scholarship may be used to pay for costs beyond tuition and books — the forgotten expenditures that often cause stress and anxiety. Each year the fund distributes one \$500 scholarship alternating between a high school senior and a returning adult.

A goal is to grow the fund so that more than one scholarship can be awarded each year. To help achieve that, please consider donating to Margaret's Fund through the Madison Community Foundation, [www.madisoncommunityfoundation.org/Page.aspx?pid=203](http://www.madisoncommunityfoundation.org/Page.aspx?pid=203).

## Lake Mendota social and cultural history cruise with local historian

By Don Sanford

Elvis, Rodney Dangerfield, John Philip Sousa and JFK — learn where these and many other notables had their Lake Mendota experience during a ride on a MSCR Social History Cruise. This summer, Lake Mendota historian, Captain Don Sanford, will show the social and cultural history of the Mendota lakeshore during a two-hour cruise. Other highlights include a look at some fine examples of work by Madison's notable architects: Law, Law and Potter; Claude & Starck;

Alvan Small and Frank Riley.

Cruises depart from the MSCR pontoon boat dock on the Yahara River near Tenney Park. Cruises are \$15 for Madison residents and \$22.50 for non-residents. You can see the complete schedule and register on line at [mscr.org](http://mscr.org). Then click the link for EZ Registration, then Pontoon. Or, call MSCR at 608-204-4581.

### MSCR Social History Cruise

June 25: 5-8 pm  
July 16: 1-4 pm  
Aug. 20: 1-4 pm

## Pierce's pitching in to help Northside community organizations

By Lauri Lee

Northside News

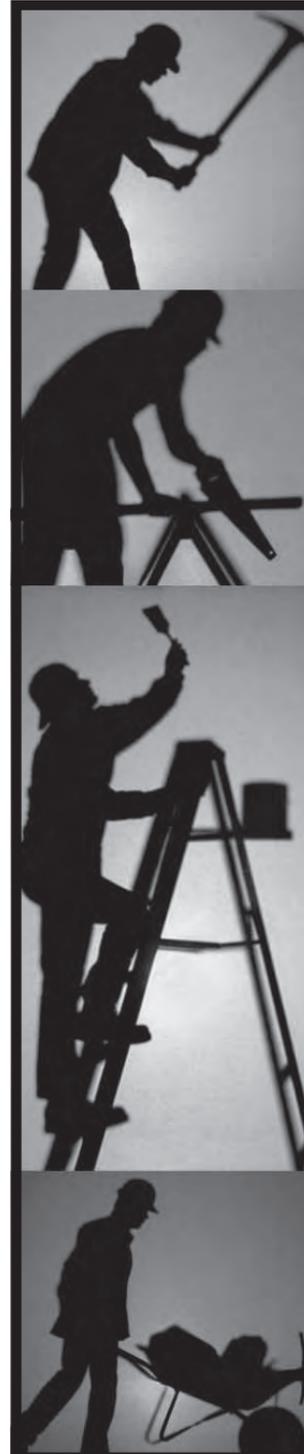
Northside nonprofits will be the winner this summer as Pierce's Northside Market pitches in to help raise funds to benefit the organizations. Pierce's will partner with the Mallards during two games this season. Attendees at Mallards games will be able to purchase \$8 and \$10 food bags that will benefit two popular Northside nonprofit organizations. The Tuesday, July 26 game will benefit the Vera Court Neighborhood Community Center. The money raised will help buy breakfast for the kids at summer camp. The River Food Pantry will be the beneficiary of the Thursday, Aug. 11 game. The River will receive food bags to help provide food to the over 25,000 families that they serve each month. If unable to attend the games, Northsiders can stop at Pierce's this summer to purchase a bag.

Other Northside community nonprofits will have the opportunity to benefit from Pierce's "Cookout for a Cause." This special fundraiser will be held two to three times a month this summer with the net proceeds going to support local nonprofit organizations. If you'd like to register your organization to be the recipient of one of these events, please contact Joshua at [jlydick@piercesmarkets.com](mailto:jlydick@piercesmarkets.com). Northsiders are encouraged to stop by the Pierce's parking lot on June 11, June 25, July 2, July 16,

July 30, Aug. 13 and Aug. 27 to buy a burger or brat, chips and a drink to support their community.

Individuals and nonprofits alike will find the changes to Pierce's popular community bulletin board a more convenient way to promote their events, services and items for sale. Currently, the bulletin board is in the front entry way of the store. As store manager Joshua Lydick pointed out, "this location isn't temperature controlled. And, in order to post or read the items on the board, they have to compete with shoppers and carts." A move to the deli café will allow the public to post or read the notices without inconvenience.

The front entry way location where the bulletin board is being moved from will be getting a face lift in upcoming months. Lydick shared, "There are many great things going on here on the Northside, so we thought it would be neat to portray them in a mural. This will be a great way for the community to celebrate their Northside pride." Pierce's will be teaming up the East High School Art Department over the course of the summer. "We know that we want the Mallards logo out there, but we're looking for community input to share other things that makes the Northside the Northside," Lydick stated. The community is encouraged to send ideas by email to [jlydick@piercesmarkets.com](mailto:jlydick@piercesmarkets.com) or stop by the store to see Lydick in upcoming weeks.



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COMMUNITY

# Northside public art — Closer to becoming a reality

By **Lori Walker**  
*Northside News*

The benefits of public art are many and varied. Public art helps foster community by tapping into people's vision, creativity and commonality. It engages people in the creation of the artwork itself, and when public art succeeds in conveying the community's vision, it is both art and public discourse.

A unified design reflecting the community's identity was an integral part of the vision for the Northside during the Neighborhood planning process. The committee members and stakeholders were determined to bring the unique beauty, diversity and spirit of the Northside alive for residents and visitors to our area. (See the Neighborhood plan Chapter 1-3: Create a Unique Identity and Branding, page 1-23 for more details).

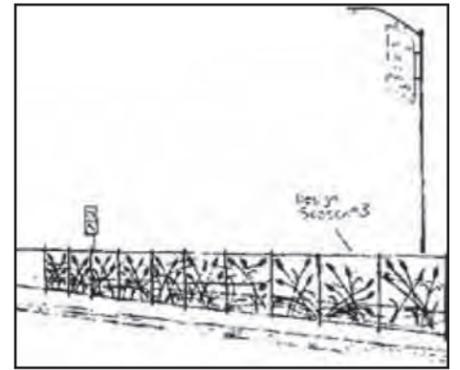
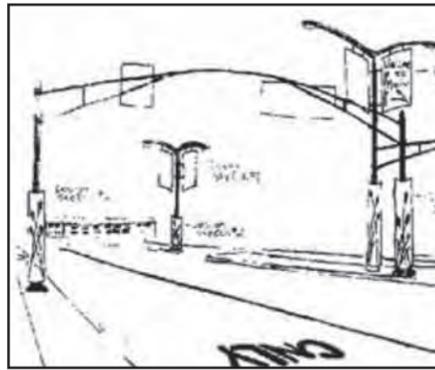
In June 2009, a few enthusiastic and creative Northside artists, designers and other volunteers met for the first time to share ideas and create the Northside Art and Design group, beginning the journey to make public art for our community a

reality. The Art and Design group also met with the Madison Arts Commission for a daylong charrette to discuss and conceptualize a variety of community branding and beautification ideas.

The idea of a unified design reflects the desire to have Northside public art match the descriptors and themes that resulted from the Art and Design group's two years of meetings and discussions. The top descriptors of the Northside include:

- Primal nature loving
- Authentic, unpretentious, down to earth
- Enterprising, resourceful, hardworking, motivated, optimistic, practical
- Calm, quiet
- Sense of community, accommodating, small, neighborly, pride
- Paradox: juxtaposition of diversity

The top themes for public art are nature, community, diversity, green, industrial past, and rawness. Potential locations for public art may include



Design concepts examples for the fence and gateway

Northport gateways, fences, Warner Park, bus shelters, benches, planters in parks, streetlights and medians. The goal of unified design is to create a continuum of values that provides a varied, but limited number of themes (or brand) for anyone interested in creating public art to follow.

On Apr. 27, the final meeting for community input was held to review the Art and Design group's descriptors and themes and to add to any new concepts or ideas. The meeting affirmed the work of the Art and Design group thus far and

moves forward the first art project; the Northport drive fence, running from the intersection of Hwy. 113 and Northport Drive to Sherman Avenue and Northport Drive. With the resurfacing of Northport Drive and Hwy. 113, the fence will be replaced, and funds will be available for the first art project. In addition to this City project, there is potential for other neighborhood branding and beautification. This is just one step in our goal to beautify and brand the Northside, which in time will extend to other projects throughout our community.

## Madison Women's Connection to hold fun event for Northside women

By **Lauri Lee**  
*Northside News*

Madison Women's Connection – a fun, relaxing, informative event for women — by women. North and east-side women are invited to Madison Women's Connection (MWC) on Tuesday, June 28 from 6:30-8 pm at the Cherokee Country Club at 5000 N. Sherman Ave. The event is free and everyone is welcome to bring a friend. Complimentary appetizers will be served and there will be a cash bar. The social time will be followed by featured topic bursts: "Women and Golf" (former golf pro Katie Connelly), "'Scent'sational Culinary Herbs" (Lauri Lee, Herb 'n Gardener) and "Demystifying Investments"

(Jennifer Olson, Edward Jones).

The intention of Madison Women's Connection is simply to provide women an opportunity to reach beyond themselves to build connections and friendships through positive relationships with other women in their community. MWC is open to women of all ages, and is a time to come together to socialize, learn and meet other women. Topic bursts will feature food, entertainment, sports and business. The intention is to connect women from the north and east side of Madison, but the event is open to all women from the Greater Madison area. Please RSVP to Kristina by June 23 at [Kristina.plitzner@edwardjones.com](mailto:Kristina.plitzner@edwardjones.com) or call 249-0622.



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Visit us at  
[www.Loisandco.com](http://www.Loisandco.com)

249-7376  
466 N. Sherman Ave.

\*Not good with other offers



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