



NORTHSIDE NEWS

Vol. 20, No. 2, Issue 116

www.NorthsideMadison.org

October / November 2014



Annette Medley (right) and her son Deandre.

A Northsider's Medley of hope

By Laurel Sampson
Northside News

Annette Medley grew up in Milwaukee with her family and moved out on her own when she was 18 years old. By the time she was 19, her mother was in a wheelchair due to rheumatoid arthritis. When she was 20, her brother was diagnosed with HIV from a blood transfusion. Her nephew suffered grand mal seizures. Annette said that helping people “just became a part of me.”

Annette had her own struggles, too, and became addicted to crack cocaine and alcohol. In 2000 her sister took care of her six children while she was in treatment. When she completed treatment, she recognized she was not yet ready and moved to a sober living house for a year. She ultimately left her husband because he could not stay drug-free, but she relapsed after the death of her father. Annette is open with her children about her past. “I don’t want them to make the same mistakes I did,” she said.

Despite a CNA license and years of experience as a caregiver, Annette often felt judged by her employers. This changed when she began working at American Way Senior Living and met Janis Nowak, the company’s owner. Annette was candid about her past. “I was hanging with the wrong crowd and I told her the truth.” Janis offered her a second chance.

Annette began working the third shift, became third-shift lead, and was then promoted to the first shift. Her supervisor recognized that she had leadership qualities and recommended Annette become a certified trainer. She worked her way up to medication manager at the assisted living facility. As she did so, she caught the attention of several people in the company. Annette recalled feeling valued as an employee when she was to present a training session in Portage and Janis paid her cab fare to get there and back.

Next was a promotion to house manager, and just three months later, a promotion to assistant administrator. Today Annette is the administrator at a 17-person facility and loves her job. In just

Annette Medley continued on page 20

Village Board to hear development proposals

Maple Bluff’s approval of TIF plan may revitalize past project

For more information on TIF districts and how they work, see Page 4, “TIF from the top down.”

By Marcus Watson
Northside News

In July 2006, at the request of property owners, the Village of Maple Bluff annexed 22 parcels encompassing 4.86 acres

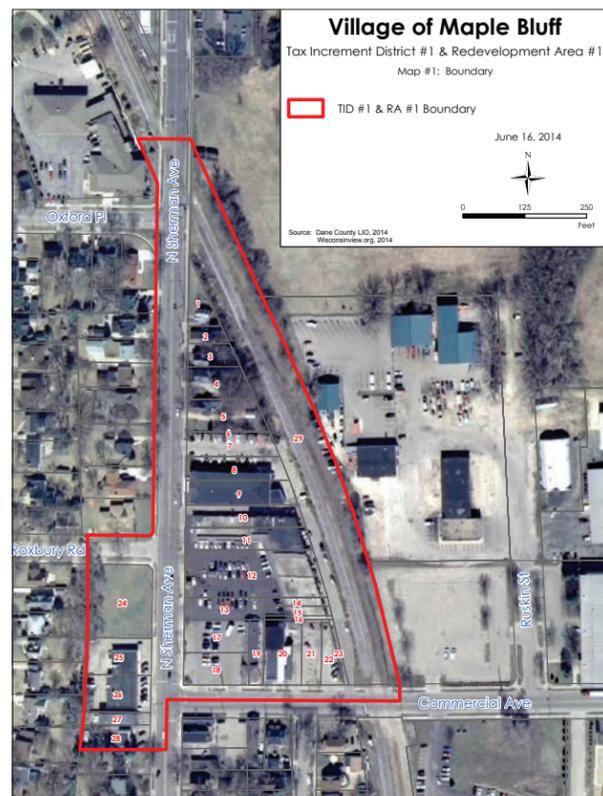
bordering the east side of North Sherman Avenue from Commercial Avenue to the railroad tracks. The Village’s intent was to redevelop the area, creating Maple Bluff’s first business district. Over a year was spent putting together the Village Gateway Redevelopment Project. Eight years later that plan may bear fruit.

On Aug. 12, Maple Bluff’s Village

Board voted to create its first TIF (tax increment financing) district, with a goal of \$8.7 million raised through public funding in hope of attracting developers to the project. The proposal designates that over three quarters of the property is “blighted” with issues ranging from cracked, weedy concrete to poorly-painted, peeling facades. It also states the property is underutilized and threatens economic viability. The state Department of Revenue will begin to review the plan by the end of October with final approval slated for early 2015.

Northside Planning Council Board member Walter Stewart said of the proposed project, “People often balk at the word ‘blight,’ but that’s just a determination needed to justify creating the [TIF] district. Given the size of the area, its long-standing appearance, and a community’s desire for intelligent land-use, I think TIF is probably a good idea and

Maple Bluff continued on page 10



Unscreened dumpsters; Exterior wiring; portions of façade in poor condition; lack of separation between sidewalk and parking lot and overabundance of curb cuts.

Madison’s Public Market District: Location may still boost Northside

Northside News

The past several months have seen a lot of discussion on the proposed public market for our city — where to locate the market, what the goals are for a market, what the market might look like. The Northside got excited when the empty space at the Northside TownCenter was included as one of the three site finalists, and also saw the potential for benefits to our neck of the woods in the top contender, East Washington at First Street. But where are we in the decision-making process?

The Madison Common Council heard the Local Food Committee’s recommendation to locate the public market at East Washington Avenue and First Street, but instead of taking a vote on that recommendation, referred the issue to the city’s Economic Development Committee for more details about the economic revitalization implications of the various options. It is expected that the common council will revisit the market location decision, including the latest information

from the Economic Development Committee, at their Oct. 7 meeting.

As the public market planning process has moved forward, the vision for the market has been developing. Rather than a single “market,” like the Milwaukee Public Market, the planning group is considering multiple functions for the project — retail to consumers; wholesale to restaurants, grocers and public entities; storage and aggregation of produce for distribution to larger markets in Chicago or further afield; and processing services to transform raw goods into value added products.

Further, the idea for this project is to foster a “public market district” — an area where publicly-sponsored warehouses and markets coexist with private development of complementary businesses, like art galleries, coffee shops, local food enterprises and entertainment venues. The city investment in the market building and elements would be matched by private investments taking advantage of the traffic and vitality generated by the market.

What does this mean for the Northside? As Alder Anita Weier describes in her column in this edition of the Northside News, there are many potential benefits and collaborations for the Northside from the East Washington site. Small businesses getting started at the FEED Kitchens would find a close-by market for their products. Urban

Public Market continued on page 26

Find Nort
in the Northside News
and win great prizes!
See page 3 for details.

Youth Empowerment Summit 2014
Friday, Nov. 14
11:30 am-6:30 pm

NORTH STAR AWARDS 2014

North Star Awards
Thursday, Dec. 4
5:30 pm

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The Northside Planning Council presents the 11th annual
NORTH STAR AWARDS
Come out to celebrate your Northside heroes!

Thursday, Dec. 4 at 5:30 pm
\$15/Ticket

Warner Park Community Recreation Center
 1625 Northport Drive, Madison

**THIS YEAR WE WILL BE AWARDING
 NORTH STARS IN FOUR CATEGORIES:**

- YOUTH:** Providing positive impacts on the lives of youth in our community
- ELDER:** Providing positive impacts on the lives of elders in our community
- BUSINESS:** Northside business supporting the growth and vitality of our community
- COMMUNITY/NEIGHBORHOOD:** Local group or individual engaged in community development and improvement

A nomination form is included here, or you can submit a nomination online:
<https://northstar2014.wufoo.com/forms/north-star-awards-2014-nominations/>

Buy a ticket through the mail or online – the North Star Awards honor the work of stellar Northsiders and are the Northside Planning Council’s major fundraising event for the year. Purchasing a ticket helps defray expenses of the event, allowing us to put more of your donations back into our outstanding programs and projects.

NORTH STAR AWARDS 2014

NOMINATION FORM

Thank you for submitting a nomination for the North Star Awards 2014. Please complete this form to submit your nomination. If you have any questions or problems, contact Northside Planning Council at 608-230-1221 or director@northsidemadison.org.

PLEASE CHOOSE THE CATEGORY FOR YOUR NOMINATION

- Youth – providing positive impacts on the lives of youth in our community
- Elder – providing positive impacts on the lives of elders in our community
- Community/Neighborhood – local group or individual engaged in community development and improvement
- Business – Northside business supporting the growth and vitality of our community

NOMINEE'S CONTACT INFORMATION

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

Nominee's Name: _____

Nominee's Address _____

Nominee's Email: _____ Tel: _____

NOMINATOR'S CONTACT INFORMATION

Nominator's Name: _____

Nominator's Email: _____ Tel: _____

REASON FOR NOMINATION: *(Maximum of 250 words allowed)*

You may nominate someone who has been a previous winner of a North Star Award, IF they haven't received that honor within the past 3 years. The North Stars listed below are ineligible to be nominated this year:

- | | | |
|----------------|---------------------|--------------------|
| Jan Axelson | Judy Kreft | Sean Storch |
| Janet Battista | Pastor Gerry Kuhnke | Boomerang's Retail |
| Virginia Davis | Joshua Lydick | Madison Mallards |
| Jeff Feinblatt | Kazoua Moua | Margaret's Fund |
| Sue Gleason | Wendy Murkve | Statue of Liberty |
| Polly Hartman | Kathy Oriel, MD | Committee |
| Mary Hill | Mary Schumacher | Wild Warner |
| Sherie Hohs | Rebecca Starke | |

SPONSORSHIP FORM

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- | | |
|---|--|
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| <input type="checkbox"/> \$1,000 and up – Gold Star | <input type="checkbox"/> \$500 and up – Blazing Star |
| <ul style="list-style-type: none"> • Listing on Northside Partner banner in all 2015 Northside News issues • Plus: All the sponsor benefits listed below | <ul style="list-style-type: none"> • Logo or name on event signs • Plus: All the sponsor benefits listed below |
| <input type="checkbox"/> \$250 and up – Shining Star | <input type="checkbox"/> \$50 and up – North Star |
| <ul style="list-style-type: none"> • Two event tickets • Plus: All the sponsor benefits listed below | <ul style="list-style-type: none"> • Ticket to event • Listing in event program |

Make checks payable to: Northside Planning Council
 2702 International Lane Suite 203
 Madison, WI 53704

Or donate online: <http://northsidemadison.org/fundraising-donations>

Sponsorships made by November 3 will be listed in the December/January 2015 issue of the Northside News.

RESERVATION FORM

Yes! I would like buy _____ tickets at \$15 each to the North Star Awards on December 4, 2014. Enclosed is my payment of \$_____.

Guest Name _____

Guest Name: _____

Guest Name: _____

Guest Name: _____

Return with payment to:

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

Or RSVP online: <http://northstar2014.eventbrite.com>.

NORTHSIDE NEWS

From

**TERRIE
ANDERSON****GUEST CO-EDITOR**

I have always loved the Northside News. When it first arrived in my mailbox 20 years ago chock full of news of my sons' schools, interesting organizations and opportunities to participate in the life of this vibrant community, I felt a deep connection to my neighborhood in a way that had eluded me as a service brat, moving every year as I grew up. My neighborhood really felt like home.

I meekly submitted an article on my son's Eagle Scout Award 13 years ago and was encouraged to write more for the paper. I loved covering topics that interested me and were pertinent to the Northside like Lake View Hill Conservancy, the Dane County Timebank and the FEED Kitchens. At one point, I volunteered to copyedit stories submitted by others.

Later, when I joined the Northside Planning Council, I joined the Editorial Team, which worked with the editor to set topics and themes along with proofreading the pages before they were sent to be printed.

Since Abha was the first editor I worked with, I was delighted to welcome her back and continued volunteering for the paper after my term ended at NPC. When she needed someone to fill a few gaps for a couple of issues due to a temporary schedule change, I was excited to take on the role of co-editor.

With my experience as a writer, copyeditor and proofreader, I thought I had a handle on what was involved getting an issue of the paper out. Whew! You have NO idea how much work goes on behind the scenes. Hundreds of emails with press releases, article submissions, photos, quotes, questions, updates and changes fill the inbox. Placing the articles, after copyediting, on pages in a logical flow with color pages at prescribed intervals is a complex jigsaw puzzle. What DOES belong on the front page? What IS the right mix of hard news and human interest? How can I get that color picture on a color page? Who took this photo and do

we have permission to use it? And that was only half the task. Abha inserted the ads with even more attention to content, size, shape and color.

The staff at NPC is amazing in its dedication to sending a positive, informative and attractive newspaper to your mailbox. As I write this, Mary and Ryan are doing their magic making all the elements fit on each page in a balanced and readable format. And the cadre of volunteers who make it possible are a critical component of the process. From folks who drop an email suggesting a story idea to the talented writers who take a story assignment, interview key players and turn the facts into an interesting piece to read, your neighbors create the content of this paper. Community members and elected officials contribute columns regularly. Rita is the copy editor extraordinaire, getting the dozens of stories into correct AP style, tightening up language, checking spelling. Several of us proofread, including Lauri and Karen. Marcus jazzes up our headlines. Dean delivers the extra copies you see around town, and Christin coordinates the Nort Scavenger Hunt. If you'd like to join this team, come to our NSN Volunteer Meeting on Oct. 14 at 6 pm at Lakeview Library.

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Published bimonthly and copyright by the Madison Northside Planning Council, Inc.
Circulation: 13,000 Households and Businesses
2702 International Lane, Suite 203, Madison, WI, 53704
608.230.1222 • editor@northsidenews.org
Printed and mailed by JB Kenehan, Beaver Dam

Publisher: Northside Planning Council

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Advertising Sales Coordinator & Contact Person: Lauri Lee

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**December 2014 / January 2015 Northside News
Contribution Deadline: Monday, November 3, 2014
Distribution Dates: November 26–December 1**

**Northside News Volunteer Meeting
Tuesday, Oct. 14 at 6 pm, Lakeview Branch Library**

Where's Nort of the Northside?

Send us a list of all five businesses whose ads you find Nort hiding next to, and your name will be added to a raffle for prizes donated by Northside businesses!

Submit your list to:

Northside News
2702 International Lane, Ste 203
Madison, WI 53704
Or email it to us at editor@northsidenews.org



Submission Deadline: November 12, 2014. Include your full name and either your phone number or email address so we can contact you if you win.

And the Aug / Sept 2014 winners are...

Margaret Cook Ellen Smith

We'll be in touch with your prizes! Thanks to everyone for participating!

ADVERTISING RATES

December 2014 / January 2015 Deadline: November 3, 2014
\$15.00 per column inch for grayscale ads — a great bargain!
Reach 13,000 households with every issue! *Special rates for nonprofits.*

| AD SIZES | COST | FULL COLOR | DIMENSIONS |
|------------------------|------------|------------------|------------------|
| 1/16 Page (horizontal) | \$ 60 | Add \$20 | 4.917" W x 2" H |
| 1/16 Page (vertical) | \$ 60 | Add \$20 | 2.375" W x 4" H |
| 1/8 Page (vertical) | \$120 | Add \$35 | 2.375" W x 8" H |
| 1/8 Page (square) | \$120 | Add \$35 | 4.917" W x 4" H |
| 1/4 Page | \$240 | Add \$55 | 4.917" W x 8" H |
| 1/2 Page | \$480 | Add \$100 | 10" W x 8" H |
| Full Page | \$960 | Add \$190 | 10" W x 16" H |
| Flyers/Inserts | \$960 & Up | Call for details | Call for details |

2nd Annual**Youth Empowerment Summit
2014**

**Friday
November 14**

11:30 – 6:30

WPCRC

In addition to a fun day, you also get SWAG – what will be in your backpack this year? Come to Y.E.S. and find out!

Get ready to learn, play and party! Friday, Nov. 14 at the Warner Park Community Recreation Center is the 2nd annual Youth Empowerment Summit, from 11:30 – 6:30.

Participate in workshops on "Career Tracks," "MERIT," "Arts & Entertainment" and "LGBTQ Issues." Visit booths at the Job Fair and College Fair or learn about programs for teens throughout our city.

Dance and pizza party too!

Y.E.S. is free to all middle- and high-school youth on the Northside, but registration is required – you can register yourself, or sign up through a program you're enrolled in at a community center. Sign up soon – we are limiting registration to 120 attendees!

<http://northsidemadison.org/youth>

NORTHSIDE PLANNING COUNCIL

From

**KAREN
BASSLER**



NPC EXECUTIVE DIRECTOR

An often-heard description of the Northside is that it's like living in a small town. One thing small towns do is pull together to get projects done and help each other out when needed. We saw a terrific example of that community ethos in the first Northside Independence Day — a group of citizens who saw a need and volunteered themselves to put in the time and energy it would take to create something to fill that need — a fabulous, family-friendly affair of old-time parade, local music and food, children's activities and patriotic speeches.

Many of our local nonprofits rely on volunteers like those to accomplish their missions — helping serve meals at the River Food Pantry, sorting donations at Boomerangs, holding the annual book sale to benefit our Lakeview Library. Perhaps you've been wondering how you might contribute, what talents or time local groups are looking for, and if you are the person they need for a certain project.

The Northside Planning Council, Yelp Madison and Madison Nonprofit Day are collaborating on a networking event for Northside nonprofits on Oct. 21 from 6–8 pm at the FEED Kitchens — Yelp Helps: A Northside Community Party with a Purpose. This will be an opportunity for you to meet some of

the people working for these organizations, learn more about their goals and programs, and hear from them what they are looking for in volunteers. Finally, you can sign up with one or more groups to be contacted about volunteer opportunities and needs. Local restaurants and FEED Kitchens users will provide tasty snacks and drinks, and you'll get a chance to see the inside of the Kitchens.

As one of those nonprofits working to grow and strengthen the Northside, the Northside Planning Council has some volunteer needs of our own. We are looking for individuals interested in tackling the following projects for us:

- Photography library organization — we have heaps of digital photos in various files on our server, which desperately need to be categorized and provided metadata.
- FEED Kitchens gardener — someone to put our gardens to bed for the winter and help with replanting in the spring.
- Northside News volunteers — especially photographers and business delivery support. Attend the October 14 meeting at Lakeview Branch Library at 6 pm to learn more.

Finally, the planning team for Northside Independence Day is beginning to work on Independence Day 2015. If you would like to be involved in making next year's event even better than this year, join us on the first Wednesday of every month, 6–7:30 pm, at the Warner Park Community Recreation Center.

TIF from the top down

By Sue Gleason
Northside Planning Council

Tax increment financing (TIF) is a tool to encourage development. For local governments in Wisconsin, it is the main tool for development. Though common, it is often misunderstood by the general public and thought of as a giveaway or tax break for developers. There are three things to keep in mind: (1) the “but for” test, (2) TIF is not a tax break, and (3) TIF always involves debt.

TIF is based on the premise that, but for the use of TIF, this development would not happen. It would not happen at this location, at this scale or at this time. The development would not have occurred but for the use of TIF, and if there would have been no additional taxes without TIF, then the taxing jurisdiction is not losing any taxes.

TIF is not a tax break. When the TIF district is created, the value of the properties in the district is frozen. The owner still pays property taxes at the same tax rate, and the taxes on the “frozen” value continue to go to the city, school, county and other taxing jurisdictions. Any increased value to the property due to the new development would be as the “increment” designated for TIF. However, instead of going to the city, school, county and other taxing jurisdictions, the increment goes into a special TIF account to pay down the municipality's debt.

TIF always involves debt. Some assistance is provided, such as a capital improvement (site preparation, infrastructure or building construction) or a cash grant to the developer. In either case, upfront money is needed. Typically, the municipality pays the upfront costs and is essentially making a loan to the development. The TIF will repay the loan as the development generates increment each year.

In the Maple Bluff redevelopment

project, the Village of Maple Bluff intends to use TIF to make improvements to North Sherman Avenue, such as on-street parking along the east side of North Sherman Avenue, streetscaping improvements (benches, lighting, terrace landscaping, enhanced crosswalks, etc.), and possibly a traffic light at the North Sherman Avenue/Oxford Place intersection. Such improvements will increase pedestrian, bicycle and car safety on this heavily used street. TIF may also assist with burying overhead lines and redevelopment of brownfield sites.

There is a current City of Madison Northside TIF district #40 that stretches along Packers Avenue and Northport, but due to the 2008 recession, there has been no new eligible development and thus no increment. The City of Madison and Northside community and business leaders hope that this changes in the near future to see additional development on the Northside.

Join us for the
**WARNER BEACH
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and Celebration**

**Friday, Oct. 24
5 pm
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NORTHSIDE PLANNING COUNCIL

NPC MISSION COMMUNITY- BUSINESS-PEOPLE

The Northside Planning Council's mission is to improve the quality of life for all residents of the Northside and to enhance opportunities for business.

NPC's priorities are:
COMMUNITY — Communication and connections within the Northside.

BUSINESS — Economic success and growth for the Northside.

PEOPLE — Ensuring individual and family support on the Northside.

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NORTHSIDE PLANNING COUNCIL

FEEDing the Entrepreneurial Spirit

By Lauri Lee

Friendly Northside ambassadors, delicious appetizers and desserts, wine and locally brewed craft beer created a welcoming atmosphere for the 120 entrepreneurs who participated in the FEEDing the Entrepreneurial Spirit Happy Hour event held Monday, Aug. 25 at FEED Kitchens, 1219 N. Sherman Ave. The free event was organized by the Northside Economic Development Coalition (NEDC) to tie in with the Forward Festival and draw entrepreneurs to the Northside to get a glimpse of what is available to those who are starting a new business.

Forward Festival was a week-long series of workshops and conferences held at various locations in Downtown Madison and the UW Campus locations targeted to technology and food entrepreneurs. The FEED event received Forward Festival endorsement and received promotional coverage through social media, local newspapers, Madison Magazine and the UW Extension.

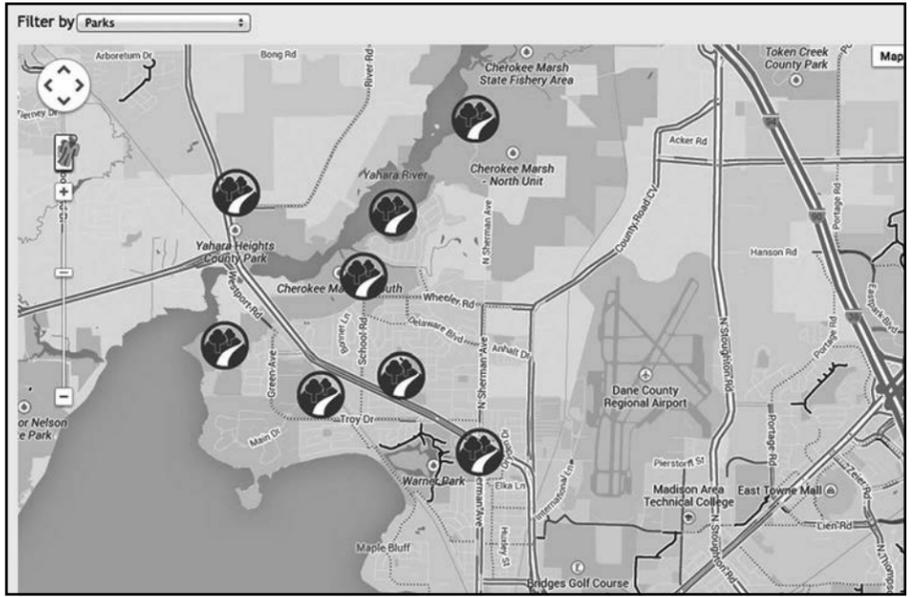
The Happy Hour event, featuring food prepared by FEED Kitchen users, was sponsored by the NorthGate Merchants. Locally-brewed beer was donated by Ale Asylum and MobCraft made and donated a special brew just for the Forward Festival events. The event provided local landlords and developers an opportunity to showcase some of their available properties to new business owners.

Creating opportunities to showcase and introduce entrepreneurs and businesses to the Northside and promoting it as a business-friendly community is a significant strategy of the NEDC, co-convened by the Northside Planning Council and

the Northside Business Association. The Northside was showcased through the newly revised Northside video that ran on a continuous loop throughout the evening. The new Northside economic development brochure was also distributed. This brochure, developed by the NEDC, promotes the Northside as “Close to everything. Far from ordinary,” and a great place to locate a business. Celebrity bartenders included Assemblywoman Melissa Sargent, Dane County Supervisor Michele Ritt and Northsider Ted DeDee, CEO of Overture Center.

NPC Executive Director, Karen Bassler, was ecstatic about the overwhelming positive response received from the entrepreneurs who attended the event. “I was told over and over all evening that Northside business leaders were so friendly and nice,” said Bassler. Event organizers are measuring the success of the event by much more than attendance numbers. The Northside moved another step forward in the process of creating an economically healthy community that was showcased to the rest of the Madison region and characterized as convenient, affordable and natural.

The local food movement is more than a trend among many consumers — it is a way of life that presents new business opportunities. Through the FEED Kitchens, the Northside is a hub for food entrepreneurs with great food business ideas who need the know-how and infrastructure to get food to local markets. The Northside welcomes food entrepreneurs and other food-related businesses to consider becoming a part of this important food network.



Crowdsourcing the Northside — creating an assets map

The Northside Economic Development Coalition and Arcus Communication Design have developed a fantastic new resource for Northside residents and businesses: an online, searchable map of our area providing locations and links for local businesses, schools, churches, community groups and more. Search for dog parks, auto repair shops or brew pubs. Find quick links to more information about which parks have shelters or what time your favorite restaurant is open for lunch. This map is a work in progress. Help us add more of the places and institutions that make the Northside the greatest place to live, work and play. Visit <http://northsidemadison.org/northside-assets>.

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NORTHSIDE PLANNING COUNCIL

FEED Kitchens exceeding expectations

By **Terrie Anderson**
Northside News

The Northside Planning Council conceived and built the Food Enterprise and Economic Development (FEED) Kitchens to meet a growing need for more employment opportunities for Northside residents and a growing interest in locally grown and produced food.

In November, the FEED Kitchens will mark its one-year anniversary and has already proven a valuable asset to the community. In addition, it has surpassed the financial goals set for its success.

Thirty-eight individuals and groups had rented the kitchens as of mid-September. Ten food businesses are using FEED on a regular basis, with two more starting as soon as their paperwork is approved. Four food carts rely on FEED. One vendor is expanding her business to sell her product to local grocers now that she can prepare more in the FEED Kitchens. Some casual (non-business) users are perfecting their recipes and getting their processes down. Adam Haen, FEED Kitchens manager, predicted that “by this time next year, we’ll have at least 18 new businesses working out of here.”

Casual users rent the Kitchens for other purposes. A touring dance troupe rented the kitchen each day for the duration of their show in town to prepare food for the dancers. A group of friends recently processed 160 pounds of local, organic tomatoes into 42 quarts of tomato sauce; and they, along with four other couples, are planning to book space to make applesauce later this fall. One man used the baking kitchen to make all the pies served at his daughter’s wedding. Three families are planning to rent the training kitchen on Thanksgiving morning to prepare their feast in one kitchen at one time. They are particularly excited about the use of the commercial dishwasher. And December dates are filling up for cookie baking sessions.

Nonprofits are finding FEED makes their missions easier to achieve. Madison Area Urban Ministry and The River Food Pantry are each offering baking apprenticeship programs at FEED. The fourth series of classes has just started, and 75 percent of the recent graduating class has found employment in the food industry.

The Wisconsin Department of Corrections is bringing a group of juvenile offenders to FEED every Wednesday afternoon to learn basic culinary skills. Planning is underway for a joint program with East High School for food service training.

The enormous FEED oven makes baking easy. Next month the Goodman Center will bake pies at FEED for the Thanksgiving baskets they distribute. And the



Photo by Terrie Anderson

The donor acknowledgement wall by Myrtle Wilhite.

Wil-Mar Center will bake for their annual fundraising bake sale — last year they produced 900 pies in two days.

Schoolchildren in 300 classrooms at 14 Madison schools are receiving weekly healthy fruit and vegetable snacks that are prepared at FEED by the REAP Healthy Snack program. Volunteers who clean and package these snacks are delighted they no longer have to work in restaurant kitchens in the wee hours of the night.

All kinds of learning happens at FEED. A local farm put on a canning demonstration for the members of its CSA, showing how to preserve the vegetables they were growing for them. FEED users will soon be offering vegetarian and Greek cooking classes in the training kitchen.

Sometimes the groups that use FEED aren’t cooking. The Dane County Food

Coalition met at FEED this summer and the Organic Processing Institute uses the conference room for workshops. A joint venture of the Wisconsin Procurement Institute and Small Business Administration offers free classes at FEED on topics ranging from federal designations and legal aid to opening new markets. A coalition of incubator kitchen managers is working on making these kinds of classes available to new business owners statewide.

Artists from VSA Wisconsin and the Northside Artists Group have beautified the walls and outdoor gathering space. New art will be displayed every six months. A ceramic tile mosaic that thanks the major donors who helped build the \$1.57 million project graces the front lobby. Donations continue to be accepted to purchase additional equipment that will meet the needs of more potential users.

Lots of folks stop by to see what’s going on in that new building at NorthGate. Usually Adam has time to give them a quick tour, but the quarterly bazaars are a great way to see the kitchens, meet some of the entrepreneurs who work at FEED and sample their products. The next one is Saturday, Oct. 4, from 4–7 pm. This coincides with a new pottery exhibit and sale in the FEED Kitchens — a perfect opportunity to pick up some holiday gifts of food and serving dishes. For those thinking of starting a food enterprise and wondering if FEED Kitchens is right for them, FEED offers twice-monthly information sessions for potential users. “This is one of the best parts of my job,” said NPC Executive Director Karen Bassler, “Seeing people’s faces as they realize their dreams can become reality through the Kitchens.”

Yelp helps Northside nonprofits

Yelp Madison and the Northside Planning Council, in conjunction with Madison Nonprofit Day, invite you to Yelp Helps: A Northside Community Party with a Purpose, Oct. 21, 6–8 pm.

Most Madisonians know Yelp as a stellar site for finding crave-worthy cheese curds and crafted cocktails, but there’s more to Yelp than rad reviews. Yelp Helps are do-good galas that connect community members like you to dynamic nonprofits seeking to fill volunteer opportunities and create awareness for their mission. As with most Yelp events, there will be light bites and sponsored sips, but the feel-good/do-good purpose of the evening is to support the efforts of organizations in our neighborhood by pledging your support and your time.

Because the kitchen is the place to be during any great party, we are thrilled that FEED Kitchens will host this inaugural event. The event is free to attend, though we’ll be collecting a suggested \$10 donation at the door, to be split by the nonprofits that evening. For more information about the event, the nonprofits and to RSVP for free, visit www.yelp.com/events.

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BUSINESS

Robert Allen (Bob) Suter, 1957–2014

By Bob Paolino

Northside business owner Bob Suter made history along with his “Miracle on Ice” Olympic teammates in 1980 and advanced hockey in Madison throughout his life. A Madison East High School graduate, Suter played hockey at UW, winning a national championship in 1977. In addition to opening and running Suter’s Gold Medal Sports, he coached the Madison Capitols elite youth teams, and ran Capitol Ice Arena. Suter passed away unexpectedly on Sept. 9.

I don’t remember Bob Suter in those storied Olympics. For me, Bob was the guy who first sharpened my skates after I moved to Wisconsin more than 20 years ago, and I remain a customer of Suter’s Gold Medal Sports on the Northside all these years later. Just over a year ago, the store moved from the building on the corner of Sherman and Commercial Avenues, where it had been just about forever, to its current location on the other side of that intersection. On Sept. 8 I stopped by to talk to Mary Suter for an article about that shop, and we

arranged to meet that Thursday for an interview. That was obviously no longer a priority after the sad news broke Sept. 9.

Mary has been the one sharpening my skates for years now, but Bob was the one who greeted me if he was at the rink when I went to Capitol Ice Arena to play hockey or coach the occasional away game against Middleton. If he wasn’t busy with someone else, we’d share a brief chat before I went on the ice. After I started playing goalie, he’d let me know in a good-natured way whether I was the first “sieve” to show up. He was a down-to-earth person who made you feel comfortable talking with him. It’s going to feel very strange the next time I play knowing that Bob won’t be there.

I lived in Minnesota before moving to Wisconsin, and as much as people in that state like to boast of their hockey culture, for me it is Dane County where I have truly found a hockey community. Bob Suter played a huge role in building the hockey culture in this town. I’m going to miss him, as will many others.

Northsider Bob Paolino is an avid adult recreational hockey player and a youth hockey coach.

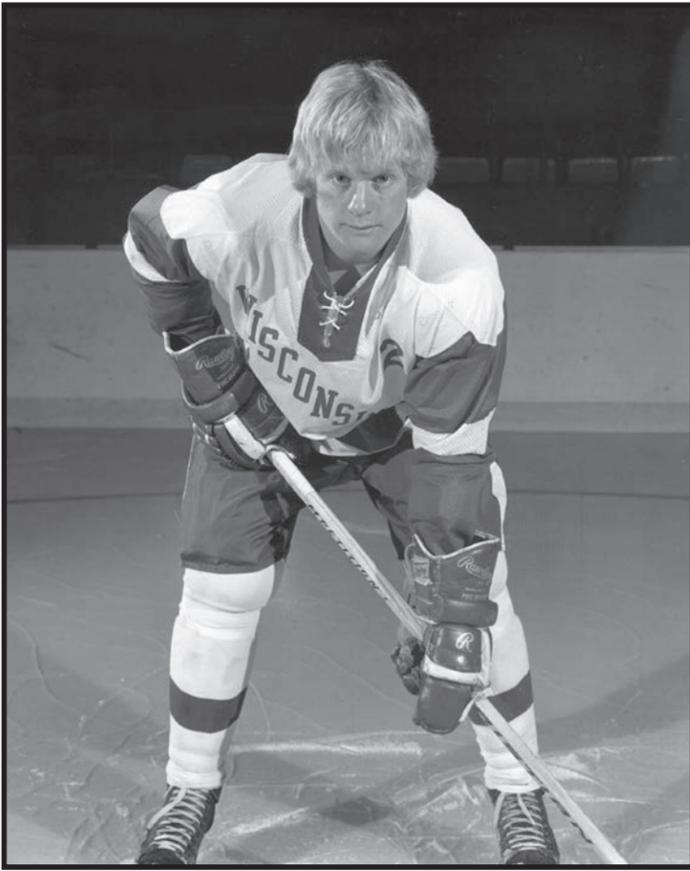


Photo provided by UW-Athletics

No lack spice rack fills baker’s needs

By Sheri Gasser
Northside News

For serious home cooks, a large selection of spices is a must, but storage of many different spices is a challenge. Drawers get easily cluttered. Spice racks that hang on the wall are usually not large enough. The countertop is not ideal because space is often limited. Because

spices must be stored away from heat and light, they cannot be placed too close to windows or the stove. Home cooks often have upward of 60 kinds of spices, so finding a place to put them all can be a kitchen nightmare.

Leah Sugar, who grew up in Madison and also lived in Oakland, Calif., and St. Paul, Minn., offers a solution. Her AllSpice spice rack is designed to fit underneath your cabinets so it takes up less space and holds many more spices. It comes with 60 glass jars and 120 preprinted labels. Made

of oak, it’s an attractive way to store and display a spice collection.

As a home cook, Leah knows the value of family time spent in the kitchen preparing and sharing food. She said, “Cooking with my mom and eating dinner as a family was very important to me growing up. It was a time for us to connect.” Now living in Maple Bluff with her husband and son, Leah describes herself as the baker in the house. Her favorite spices are cinnamon and nutmeg. This time of year she’s baking lots of zucchini



bread and apple dishes.

Leah’s AllSpice spice rack launched on Kickstarter this August.

Following the Kickstarter launch, her product will be available through www.amazon.com and her website, www.allspicerack.com. In the future, she hopes to offer different finishes and additional sizes of racks.

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COMMUNITY

Dedicated advocate keeps the faith

By Sheri Gasser
Northside News

"I love meeting new people every day," said Fayth Kail. "It's my favorite part about volunteering." Fayth knows a few things about community service. She has devoted much of her time since the 1970s advocating for people with disabilities and helping those in need. Besides volunteering twice a week at St. Mary's Hospital, Fayth has been active in a number of local organizations. A longtime resident of the Northside, Fayth had the honor of being named the YWCA Woman of Distinction in 1982.

In 1971, when a friend was forced to live in a nursing home because there were no wheelchair accessible apartments in Madison, Fayth and several others founded the Madison Organization Behind Independent Living (MOBIL). She said, "I wanted to do something to help myself and others who are in wheelchairs. We couldn't go into buildings that didn't have ramps." By bringing attention to the needs of people with disabilities, MOBIL's goal is to fos-



Photo by Jamie Schlicher

Taleah Cameron-Cuesta & Tyonna Garrett interviewed Fayth as part of their summer camp experience at Kennedy Heights Community Center.

ter the educational, social, material and psychological welfare of persons with disabilities living in the Madison area.

One of the first actions MOBIL took

was to conduct a survey of area businesses and public transportation. According to Fayth, "Almost everyone was helpful. It was inspiring." The results of the sur-

vey were published in a resource guide in 1973. MOBIL didn't stop there.

MOBIL tackled a number of issues that had a direct impact on the quality of life for people with disabilities. Housing was a major area of focus. In 1976 the first wheelchair accessible apartment building was built in Madison, the first housing project of its kind in the state. Transportation was another area of focus. In 1977, with support from Mayor Paul Soglin and federal and state funds, three buses with wheelchair lifts arrived in Madison.

In 1990 the Americans with Disability Act (ADA) was passed. The ADA, which prohibits discrimination against people with disabilities, was a legislative victory for advocates like Fayth.

Fayth remains as devoted as ever to bringing about positive change for those with disabilities, but she is humble about her many accomplishments. When asked about them, she replies, "All of my family and friends and all of the people I work with have helped a lot."

Benefit dinner for The River Food Pantry Oct. 8

By Kathy Dittrich
River Food Pantry

The 5th Annual Harvest Dinner for Hunger will be held Wednesday, Oct. 8, at The River Food Pantry, 2201 Darwin Rd. This year's event is presented by American Family Insurance, and the theme is "Step Up to the Plate and Help Fight Hunger." A fabulous five-course meal will be provided by Market Street Catering and refresh-

ments will be available from Ale Asylum and Botham Vineyards. Aaron Williams & The Hoodoo will entertain with an acoustic blues set. The evening begins with appetizers at 5:30 pm and dinner at 6:30 pm.

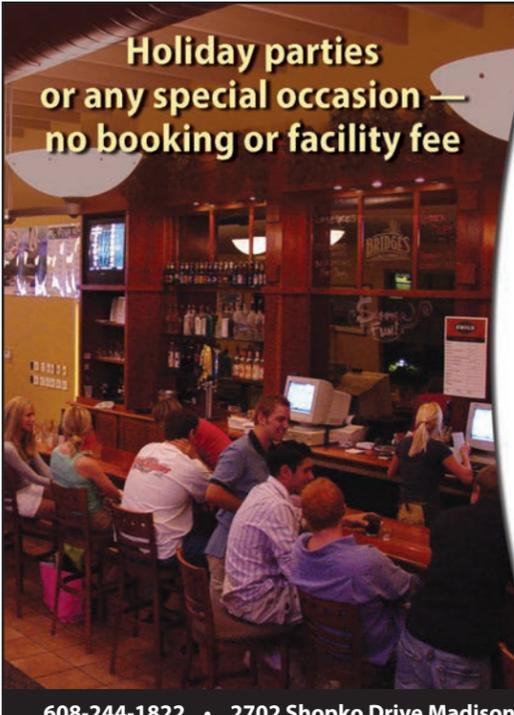
Silent and live auctions and raffles will be held this year. Prizes include UW Men's Basketball bench seats, gift certificates to numerous Northside businesses and cash. Guests will hear testi-

mony from a family who shops at The River Food Pantry and a student of The River Bakery Training Program.

The Harvest Dinner will raise money for The River during the crucial and final months of the year, when food is in short supply and costs are high. All proceeds from the event support pantry services, with 97 cents of every dollar going to feed Dane County individuals and families in need.

The River serves more than 600 families and distributes more than 35,000 pounds of food every week. Through low-cost food suppliers and community partners, every \$10 raised will buy \$100 worth of food.

Tickets are \$45 and can be purchased online at www.riverfoodpantry.org/harvestdinner or at The River Food Pantry, 2201 Darwin Rd. If you have questions, contact Pat Gallagher at pat@riverfoodpantry.org.



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| <p style="text-align: center;">Activities</p> <p>Kiddie Carnival w/Moon Bounce & DJ Face Painting Clown (Doodlebug) & Mascots Fire Truck & Police Cruiser Concessions Apple Sale & Bake Sale Used Book Sale Family Drawing Prizes Outdoor Activities Tent (10am-2:30pm)</p> | <p style="text-align: center;">Entertainment</p> <p>9:30am Drum Circle (Outside) 11:00am Dance Dimensions 11:45am Just Too Accordions 12-1:30pm Harmonica Hour (Outside) 12:45pm Madison College Big Band 1:45pm Virginia Davis Dance Team 2:30pm Casey & Greg (kids music)</p> |
| <p style="text-align: center;">Game Coupon</p> <p>Good at the AppleFest Carnival, Saturday, October 4, 9:30 am-3:30 pm, Warner Park Community Recreation Center Limit 1 coupon per person</p> | <p style="text-align: center;">Used Book Sale</p> <p>Thursday, Oct 2, 4:00-7:00pm Friday, Oct 3, 9:00 am-5:00 pm Saturday, Oct 4, 9:30am-3:30pm</p> |
| <p style="text-align: center;">Major Sponsors: Thrivent Financial for Lutherans, Gallagher Tent & Awning, Associated Bank, McKinney Dental, Madison Chiropractic, Keller Real Estate Group</p> | |



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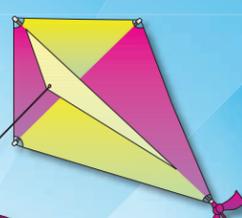
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COMMUNITY

Farmers market offers fall favorites

By Winnie Bade

Autumn is a fantastic time for foodies. When the cool air settles in, who doesn't love a bowl of hot delicious soup and fresh-baked bread? Leeks, carrots, beets, parsnips, celeriac, spinach, kale and Brussels sprouts are all sweetened by the cold, so be sure to take advantage of this gift of nature. Throughout October, the Northside Farmers Market offers a crisp outdoor display of late-summer veggies and fruits. Come for the butternut squash and the apples, stay for the warm neighborhood vibe.

Who grows purple vegetables? How do you say green bean in Hmong? Don't miss the Scavenger Hunt Oct. 5, when your children (or the children you borrow) will have a chance to meet the vendors and learn about fresh food. Pick up cards with clues at the information tent and find the farmers with the answers. Prizes will be given.

MadMarket Double Dollars continues through October. Bring your SNAP card to the market and receive a \$2 match in market tokens for every \$2 you request on your card, up to \$25 of extra money each week to spend on fresh, top-quality food. Northside Farmers Market is one of only four local markets selected to give Double Dollars. We are grateful to the generous donors who make this program possible.

Our market offers a tremendous variety of fresh flowers, vegetables, cheeses, eggs, meats, honey, fruit, preserves, pickled green beans, ketchup and BBQ sauce, tacos, tamales, spring rolls, smoothies, kettle corn, pastries (try the gluten-free options) and beautiful, locally produced soaps and yarn.

Outdoor market hours are 8:30 am–12:30 pm every Sunday through October. In No-

vember, the market moves indoors for the winter, and hours will change to 10 am–1 pm. Find us at the Northside TownCenter, corner of Northport and Sherman. For more information, visit www.northsidefarmersmarket.org, or like us on Facebook.

New Market Manager

Robin Kempfer, our super-efficient market manager for three seasons, will be passing the baton in November. We are delighted to welcome Rita Jones as the new market manager. Rita is a familiar face around the market, biking often from her Northside home to volunteer. "When the manager position opened up, it seemed like the logical next step for me, since I was already spending so much time there catching up with friends. It's a nice Sunday neighborhood meeting place," Rita said. She sees a lot of potential. "I would like to help the market continue to grow in the variety of vendors and their offerings, events and collaborations with other Northside organizations. I also love that we now have a year-round market. I moved a lot before settling in Madison, and I'm always very proud to tell people that I'm from the Northside." Hats off to Robin for all the hard work she did to keep things running so smoothly. Robin's advice to Rita? "Enjoy the ride. The Northside is such a great place to be."

Join the fun!

The market needs volunteers.
Please contact Nahrissa Rush
at 446-5929 or
nahrissarush@gmail.com.

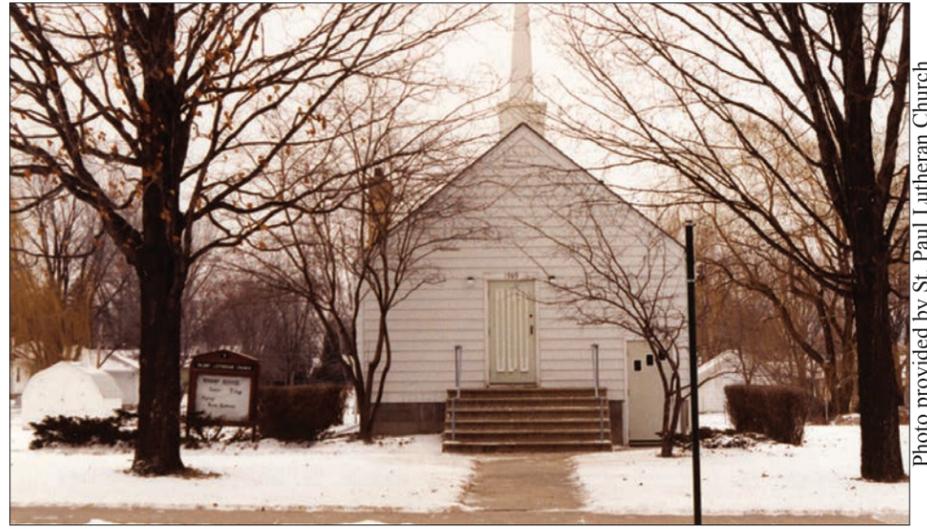


Photo provided by St. Paul Lutheran Church

St. Paul Lutheran Church celebrates 75 years

By Cheri Niemczyk and Florence Deese

In 1938 four Lutheran families decided to organize a new Lutheran church in the Sherman Park area. The Reverend William Thierfelder was called to organize the mission church of the Wisconsin Synod that year. The first service was held Sunday, Jan. 22, 1939. The first congregational meeting was held Sunday, March 19, with 11 adult members present. On May 2, 1939, the congregation met and was formally incorporated under the name "The St. Paul English Evangelical Lutheran Church of Madison, Wis." Other important business transacted was the purchase of the property directly across the street — an acre lot at the corner of Sheridan and Huxley Streets — for \$700.

The chapel was built by the members themselves, including Pastor Thierfelder, who also drew up the plans and specifications for the church and the new parsonage. The chapel was completed and dedicated Sunday, Sept. 29, 1940. The parsonage was also completed in 1940.

On Dec. 1, 1942, Pastor Thierfelder resigned to serve as a chaplain in the U.S. Navy. The Reverend Alvin F. Berg accepted the call to serve as pastor to the new mission congregation. He arrived with his family on Dec. 26, 1942.

The congregation was growing and decided the chapel was too small, so a larger place of worship was needed. A committee was appointed to find a more favorable site. Property was purchased on North Sherman Avenue, and on Oct. 30, 1955, Reformation Sunday, the cornerstone for the new church was laid. The new church was dedicated Sunday, March 11, 1956.

The Reverend Paul W. Krause accepted the call to be our assistant pastor and was installed Sunday, Aug. 25, 1968.

On Sept. 16, 1969, the congregation was saddened by the sudden death of Pastor Berg, who had served our congregation for 27 years. During his ministry, the church decided to become affiliated with the Missouri Synod. After Pastor Berg's death, Pastor Krause accepted the call to become our congregational pastor.

In September 1973, Pastor Krause accepted a call to St. Paul Lutheran Church at Sheboygan Falls. Our church was without a pastor until Reverend LeRoy Peterson accepted our call and was installed March 17, 1974. An educational wing, including church office space, was dedicated Jan. 9, 1977. The congregation decided a vicar was needed to assist Pastor Peterson. Vicar Mark Girardin arrived in August 1976 and served until June 1977.

Pastor William Uffenbeck began his service for us Oct. 5, 1980. He later accepted a call in Ashippun, and Pastor James Laatsch was installed Nov. 25, 1984. A new pipe organ was purchased and dedicated on Easter Sunday 1988.

Pastor Laatsch remained as pastor until his retirement in 1996. That year the church built another addition. Pastor Mark Kufahl was installed Jan. 19, 1997, and served until his resignation in the fall of 2004.

Pastor Gerry Kuhnke accepted our call and was installed in March 2005. Under his guidance, we adopted the mission statement "Making Jesus Real in Our Community." Two successful outreach programs fulfilling this mission are The Bread of Life Food Pantry, established in 2007, and Senior Connections, begun in 2008. Recently, our sanctuary has been redecorated and our well used kitchen remodeled.

A celebration of our 75th anniversary will be held Sunday, Nov. 2, at 10 am. We welcome the Northside community to worship with us on this special occasion.



Northside Winter Market Sundays 10 am–1 pm

Every Sunday November 2 – December 21
Every other Sunday January 4 – March 29
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Northside TownCenter
Across from Warner Park

We gladly accept EBT and WIC/Senior Produce Vouchers

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St. Paul Lutheran Church

75th Anniversary Celebration

Sunday, Nov. 2, 10 am

St. Paul Lutheran Church

2126 N Sherman Ave, Madison, WI

A celebration of our 75th anniversary will be held Sunday, Nov. 2, at 10 am. We welcome the Northside community to worship with us on this special occasion.