

NORTHSIDE NEWS

Vol. 16, No. 5, Issue 95

www.NorthsideMadison.org

April 2011 / May 2011

Highway 113 to undergo long-awaited construction starting in late April

by Ruth Rohlich
Northside News

It is time to celebrate, as Packers Avenue and Northport Drive (STH 113) are scheduled for a long-overdue reconstruction effort beginning in late April. Each spring thaw, Northsiders have endured the "privilege" of driving the seesaw, wheel-bouncing car ride, courtesy of STH 113. Well, no more. When the construction is finished in a year, approximately 4.7 miles of Hwy. 113 (from First Street to Knudson Drive) will have been completely rebuilt. The project includes:

- new curbs, gutters and pavement.
- new signals and gates for the railroad crossing near International Lane.
- new sidewalk along the east side of Packers Avenue from Schlingen Avenue to Darwin Road.
- new sidewalk along the east side of Pennsylvania Avenue from North Third Street to just south of North Sixth Street.
- modified eastbound lane configurations from Sherman Avenue to CTH CV.
- wider sidewalk terraces from Troy Drive to Knutson Drive.
- bicycle lanes added in both directions from Knutson Drive to Sherman Avenue.
- pedestrian facility improvements.

Continued on page 11



Photo by Northside News

The road reconstruction will significantly improve the current view of Northport Drive, seen here looking west.

Rhythm & Booms — Construction free weekend

Steve Sontag, City of Madison Project Engineer, worked with the State to ensure there will be no active construction during Rhythm and Booms weekend.

The road will be safe and usable for the tens of thousands of visitors to the Northside.



Dane County historical exhibit on display at airport

By Joshua Morrill
Northside News

Dane County turns 175 years old in 2011! County Executive Kathleen Falk and County Board Chair Scott McDonnell invited a committee of citizens to help create a plan marking this milestone. Learn more about upcoming events celebrating this anniversary at <http://danecounty175.org>.

As part of the celebration, Dane County Historical Society collaborated with the County's 175th Anniversary Committee to create an exciting historical exhibit. This exhibit opened at the Dane County Regional Airport on Feb. 11. The exhibit is located in the public airline check-in area, and will remain until the end of the year. The exhibit consists of six separate panels – three large panels and three smaller panels. Signs by Tomorrow and Tandem Press made generous contributions to make the display possible.



Photo by Joshua Morrill

Check out the airport exhibit to learn about Dane County history.

The Beginnings of Dane County

This panel highlights early settlement of the county, from prehistoric times through the first European immigrants.

Madison – Capital City

This panel chronicles the selection of Madison as the state capitol and the

sequence of capitol buildings from 1836 to the present.

Early Farming in Dane County

This panel describes the history of agriculture in the county from early

Continued on page 11

INSIDE

MADISON ELECTIONS APRIL 5
Supreme Court Justice, Mayor, Alder, Dane County Executive 2

NEW NORTHSIDE WEBSITE
NPC launches NorthsideMadison.org...3

NPC COMMUNITY MEETING
April 27 Art and Design Discussion ...3

NESCO NEEDS OUR HELP
Family Caregiver Program at risk ...7

OTHER NEWS

<i>Northside Planning Council</i>	3
<i>Northside News</i>	4
<i>Business</i>	5-6
<i>Community</i>	7-12
<i>Neighborhood</i>	13
<i>Faith Community</i>	14
<i>Nonprofit</i>	15
<i>Art</i>	16
<i>Food</i>	17
<i>Garden and Landscape</i>	18-19
<i>Troy Gardens</i>	20
<i>Northside Farmers Market</i>	21
<i>Outdoors</i>	22-25
<i>Library</i>	26
<i>Warner Park Community</i>	
<i>Recreation Center</i>	27
<i>Seniors</i>	28
<i>Police & Fire</i>	29
<i>Elected Officials</i>	30-31
<i>Youth</i>	32-34

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April 5 Election



Supreme Court Justice, Mayor,
Alderspersion, Dane County Executive

NEWS

Get out and vote! Madison spring elections are April 5

By Megan Maguire
Northside News

The spring elections for 2011 for the city of Madison are upon us. For the Northside, this election includes the following races:

- Madison Alderperson District 18: Peng Her and Anita Weier
- Madison Mayor: Dave Cieslewicz and Paul R. Soglin
- Dane County Executive: Eileen Bruskewitz and Joe Parisi
- Supreme Court Justice: Joanne Kloppenburg and David T. Prosser, Jr.

The elections will be held Tuesday, Apr. 5. Polling places are open at 7 am and close at 8 pm. As always, it's important to get out and cast your vote! You deserve to have your voice heard.

There is a wealth of information

available for those that do not know if they are registered, or do not know their polling place. The city of Madison website is a great place to start: www.cityofmadison.com/election/election/electionSchedule.cfm. Here you can find information on election schedules, where to vote and how to register to vote, to mention just a few items on this site. There are also links to other information such as your elected officials and how to become a poll worker. Not a fan of computers? You can also receive all this information by calling the City Clerk's office at 266-4601.

Going to vote is easy; determining who to vote for is harder. Being informed on the issues related to these races is important to ensure that you vote for someone that will reflect your voice. The February/March edition of the Northside News included Q&A forums for District 18 Alder, mayor and Dane County Executive. Additionally, the League of Women Voters provides Q&A forums for all races (published in the Isthmus about two weeks prior to elections, as well as on-line access: lwvdanecounty.org/). Many candidates have websites and/or Facebook pages. Research the candidates, and make an informed decision. And most importantly, go out and vote!



Mayoral candidates Dave Cieslewicz and Paul Soglin speak to a crowd of 80 at a public forum on Feb. 23.



Alder candidates Peng Her and Anita Weier

Candidates square off

Approximately 80 Northside residents packed into the Warner Park Community Recreation Center to attend NPC's Feb. 23 Candidate Forum. Mayoral candidates Dave Cieslewicz and Paul Soglin, and District 18 Alder candidates Peng

Her and Anita Weier, answered questions relevant to important Northside issues, such as economic development and public safety. View both moderated discussions at <http://northsidemadison.org/npc-past-events>.

Photos by Bob Paolino

Lost your pet?
Found a stray?

Contact
Dane County Humane Society
www.giveshelter.org
(608) 838-0413
lostpets@giveshelter.org

Kirk Daubenspeck

FUNDRAISING DINNER

Kirk is from Madison's Northside, a former UW hockey player, who suffered a severe brain injury when he was involved in a car accident on February 16.

FRIDAY, APRIL 8

Seating at 4 pm, 5:30 pm & 7 pm

Please call for reservation - seating limited at each time slot

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Easter for Families



Saturday, April 16

9:00 am-11:30 am

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Call for reservation no later than Monday, April 11

244-8077

NORTHSIDE PLANNING COUNCIL

Check out NPC's GR8 new website! C U online!

The Northside now has a new presence in cyberspace. A new website — NorthsideMadison.org — will show off just how special and beautiful our community really is and serve as a helpful resource to those who reside on the Northside.

NorthsideMadison.org was created by the Northside Planning Council (NPC) to become the Northside's new informational resource and communication platform. The site also incorporates social media tools through Facebook (Northside Madison) and Twitter (NsideMadison). The intention is to better connect the community and provide everyone with easier access to information as well as current news and activities taking place on the Northside.

A visit to the site will help you learn more about your neighborhood,

the Northside Planning Council and serve as a one-stop source to navigate to important resources and links throughout the City. The goal is to continue to grow and develop the site over time with input and suggestions from the community, so please feel free to provide NPC with your feedback via email at director@northsideplanningcouncil.org.

NorthsideMadison.org replaces the NorthsidePlanningCouncil.org website, so please be sure to reset your bookmarks. We sincerely hope you enjoy your new online neighborhood resource!

Special thanks to Jeffrey Affeldt of Arcus Communication Design, as well as Bob Paolino and Steven Potter for their volunteer time and assistance in creating these new resources.

From
**SCOTT
HEINIG**



NPC EXECUTIVE DIRECTOR

Hey Northsiders!

It is an exciting time for NPC and the Northside. As we move into Spring, we are well on our way to accomplishing many of our 2011 goals, many of which have been highlighted in articles throughout this Northside News issue. For example, we recently completed our new website, www.NorthsideMadison.org. Our outstanding volunteers and board members continue to work hard on various community projects: bringing DreamBikes to the Northside; partnering with SOHO and WWBIC to host training seminars on the Northside;

progressing on the FEED Kitchen Incubator project; nominating Northside businesses for the Dane County Small Business Award; and progressing on a marketing plan with our Economic Development Coalition partners. And to think, it is only April!

Participate in our Northside Economic Development Coalition

The Northside Planning Council has partnered with local business leaders and other interested parties to create an Economic Development Coalition (EDC) on the Northside. Together we are strategizing on how best to strengthen our presence in City decision making, and collaborating on the development of an effective marketing plan that will foster economic investment in our community.

Please feel free to contact me if you own or operate a local business and are interested in participating in the EDC.

NPC Community Meeting

April 27

6-8 pm

Northside Art & Design Discussion

Warner Park Community Recreation Center

Help City officials and your neighbors choose the final art and design criteria for beautifying and branding the Northside community's public right-of-way. Input from this community meeting will be included in a City Request for Qualifications to select an artist who will then create our designs to implement beautification and branding elements in concert with the Northside's Hwy 113 repaving project.

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 by; 2) promoting community connectivity, participation and voice on issues.

NORTHSIDE PLANNING COUNCIL

NPC BOARD OF DIRECTORS

January 2010—Appointed December 2009

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Scott Heinig
Executive Director
Northside Planning Council
2702 International Ln.
Suite 203
Madison, WI 53704
608-661-0060



Thank you for your donation to FEED!

We want to thank everyone who has contributed so far for helping to make this dream of a food business incubator on the Northside a reality. We couldn't do it without you!

- A Women's Touch**
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Pamela Smith Zebell

To contribute to the FEED kitchen incubator, complete the FEED donation form below or go to www.NorthsideMadison.org and click on the donate button. Please indicate "FEED" in the memo line.



Yes, I'd like to support increasing employment and the availability of local food by donating to the FEED project.

NPC is a 501(c)3 and donations are deductible as allowed by law.

Please make checks payable to: NORTHSIDE PLANNING COUNCIL
Mail to: 2702 International Ln, Ste 203, Madison, WI 53704

Online donations can be made by going to www.northsidemadison.org and click on the "Donate" button. Indicate "FEED" in the notes.

Thank you for your support!

- \$25
- \$50
- \$100
- \$150
- \$200
- \$250
- \$500
- \$1,000
- Other _____

Name (Please print)

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Street

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City, State, Zip

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Donations received by March 15 will be acknowledged in the April Northside News.

Check here if you do NOT want to be acknowledged in the Northside News

NORTHSIDE NEWS

From

LAURI LEE

Editor@NorthsideNews.org
661-0060 Ext. 3



NORTHSIDE NEWS EDITOR

Great news! It has just become easier to connect with the Northside News thanks to the Northside Planning Council's new website, www.NorthsideMadison.org. More than a source for contact information and deadlines, this new site provides the top stories of importance to those who live and work on the Northside.

I believe that you'll find the new site very user friendly. Just go to the "Northside News" tab and you'll find feature stories, feature story archives, print edition archives, information about the Northside News, how to contact us, how and when to submit articles, and advertising specifications and deadlines. Be

sure and let me know how the Northside News section of the website meets your needs as well as your recommendations for improvements. You may reach me at 661-0060 ext. 3, or email Lauri@NorthsideNews.org. I look forward to hearing from you.

Spring is about to burst on the scene and gardening time is here again! Please be sure and check out the lawn and garden, outdoors and Earth Day theme that runs through this issue. I hope that you're inspired to get outside and enjoy your outdoor living space, recreation and perhaps participate in some Earth Day cleanups. Me? I'm going to plant an extra row of herbs to donate to The River Food Pantry.



NORTHSIDE NEWS
www.northsidenews.org

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
608.661.0060 • 608.661.0064 fax • Editor@NorthsideNews.org
Printed by News Publishing Co., Black Earth, Mailing Services by Wells Print & Digital, Madison

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Writer and Ad Deadlines — Distribution Dates

Publication Month	Reserve Ad	Ad Deadline	Writer Deadline	Distribution Date
June/July 2011	Apr. 27	May 2	May 4	May 27-31
Aug/Sept 2011	July 27	July 1	July 11	July 29-8/1

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1/8 Page (vertical)	\$114	Add \$30	2.375" W x 8" H
1/8 Page (square)	\$114	Add \$30	4.917" W x 4" H
1/4 Page	\$228	Add \$45	4.917" W x 8" H
1/2 Page	\$456	Add \$90	10" W x 8" H
Full Page	\$912	Add \$180	10" W x 16" H
Flyers/Inserts	\$950 & Up	Call for details	Call for details

BASEBALL HEAVEN

By Steve Schmitt, Owner - Madison Mallards



Memorable family outings, a big win, and maybe a crazy promotional stunt (or two) define "baseball heaven" for me. As the Mallards open 2011 in a dramatically renovated "Duck Pond Stadium," we're changing that definition for years to come. By Opening Day 2011, the entire seating bowl will be replaced with 10 rows of seats right on top of the action. Coming straight from historic Camden Yards, each seat boasts more legroom and the best sightlines in the house. And remember that pesky aisle between the field and the front row? We got rid of it.

We also had the thought, "Hey, let's make these awesome upgrades affordable!" So we did that too.

I'm proud to introduce our new All-You-Can-Eat 7-Game Pack.

Here are the details:
ALL-YOU-CAN-EAT. For one hour during every game, you get all the fresh-grilled hot dogs, brats, hamburgers, chicken sandwiches, soda and water you want.

CAMDEN YARDS STADIUM SEATS. You'll get the best, most comfortable seat in the (new) house, right on top of the action. Plus, you get to choose your seats now before they go on sale to the general public!

FREE GIFTS AND SPECIAL EVENTS. Depending on the plan you choose, you can get free Mallards bobbleheads or enjoy post-game fireworks and laser light shows.

THE "NEVER A WASTED SEAT" EXCHANGE POLICY. If you can't make it to one of the games in your 7-Game Pack, simply exchange your unused ticket for any other 2011 regular season game (subject to availability).

Best of all, each 7-Game Pack costs just \$89 per plan. That means that you can watch future big leaguers while eating and drinking as much as you want for less than \$13 per game! There will be a limited number of All-You-Can-Eat 7-Game Packs available, so if this interests you, stop by and visit MallardsBaseball.com or call us at 608-246-4277.

7-GAME TICKET PACKAGES

PACKAGE A			PACKAGE B		
Tue	June 7	Opening Day	Fri	June 10	Bobblehead
Sat	June 18	Fireworks	Fri	June 17	Bobblehead
Sat	June 25	Fireworks	Thu	June 30	Bobblehead
Sat	July 2	Rhythm & Booms	Sat	July 9	Fireworks
Sun	July 10	Bobblehead	Sun	July 24	Bobblehead
Fri	July 22	Entertainment	Sat	July 30	Fireworks
Thu	Aug 4	Bobblehead	Fri	Aug 5	Bobblehead

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BUSINESS

FORWARD Office Suites opening soon on the Northside

By Ruth Rohlich

Northside News

The Northside TownCenter is transforming the former True Value retail space into office suites following the trend toward multi-use facilities. "People no longer have to work (or live) in crowded urban areas thanks to modern technology," said the TownCenter's Dave Bruns. He wants the Northside to take a lead in offering this to Madison and Wisconsin.

FORWARD Office Suites hopes to benefit the TownCenter's existing retailers. Employees can walk to Benvenuto's, Pierce's, Dollar General or Serenity Salon as well as to the library and Warner Park. "Our tag line has always been 'The World within an Easy Walk.'" Bruns added, "This is good for the businesses but also for potential office employees and for our current retailers. It provides everything for workers without their having to drive. It provides a steady base of regular customers for existing retailers."

The project also offers green solutions for tenants. TownCenter owners explained that the office suites would be more than just office space, as they will include state-of-the-art energy saving measures. Tenants can reduce their utility payments by approximately 35 percent thanks to the latest in insulation, solar power, new lighting, self-flushing toilets and other modern innovations. Tenants will enjoy a comfortable, well-



The Northside TownCenter will be transforming the old hardware store space into the FORWARD Office Suite, a new innovative multi-use facility.

lit office environment, modern restrooms, amazing conference areas and convenient, free parking.

FORWARD Office Suites will also feature new solartubes, new roof technology, new HVAC units maximizing heating and air conditioning efficiencies, recycled floor applications and the latest EIFS technology to create a dazzling exterior.

Jon Bruns says, "Pass the word. I will be more than happy to meet with anyone who is interested in this trend-setting office space. Not only owners, but employees and customers will be proud."

The building will have new windows overlooking the soon to be landscaped park at the Northside TownCenter. Construction should be completed in three months. Contact Jon for details at 843-0550 or jonbruns14@yahoo.com.

A Northside welcome extended to new Pierce's Northside Market manager

By Lauri Lee

Northside News

Please join me in welcoming Joshua Lydick, the new store manager at Pierce's Northside Market.

Joshua grew up in the grocery business and worked as a store director for Winn Dixie and Price Chopper Chains. Lydick describes himself as having a very hands on approach to the grocery business.

Lydick invites all of the Northside to stop in and ask for him. "I would be delighted to meet existing and new customers alike, and for them to have a cup of coffee with me. I am open to ideas and suggestions, but even more importantly I am here to serve our customers and neighborhood. If there is something in the store we don't have,

please ask for me. I will try and special order it for you, or bring it in the store on a regular basis if enough requests are made for a certain product. My promise to our customers is that we are getting better everyday. I am working with the management team and staff on specific issues to better serve our guests. We will do what it takes to earn your business.

If you haven't stopped by and shopped in a while, please do. Keep looking for changes as we evolve into the best Northside Market."



Joshua Lydick, store manager

Sherman Avenue United Methodist Church



Pastor Suni Caylor

3705 N. Sherman Avenue, Madison, Wisconsin 53704
608 244 0868 shermanumc3705@sbcglobal.net

Adult Sunday School	Sunday 9:00 a.m.
Worship Service	Sunday 10:00 a.m.
Fellowship	Sunday 11:00 a.m.
Hmong Ministry	Sunday 1:00 p.m.

MULTI-CULTURAL DAY.....MAY 22ND

Live, Give, Love ... Beyond All Expectations



The SOHO group welcomes and invites all small business owners to attend any of their meetings. The goal of the group is to offer training and discussions on pertinent topics of interest that can be immediately applied to the needs of your small business. The meetings are free and there are no membership fees. Come and check it out!

Business development strategies

Tuesday, Apr. 26 – 6-8 pm

The Esquire Club (side room)

Roundtable Discussion Leader:

Michael Schumacher
Solaris Management

Integrated marketing communications

Round table discussion

The Esquire Club (side room)

Tuesday, May 10 – 6-8 pm

Roundtable Discussion Leaders:

Lauri Lee, Communication Concepts
Jeff Affeldt, Arcus Design

It is challenging to promote your own small business in efficient and cost effective ways. We'll discuss the elements needed to create a strong and unified business image that stands out from the rest.

A round table discussion and idea sharing will follow.

A-B Credit Union merger with Heritage Credit Union

The A-B Credit Union Board has selected Heritage Credit Union of Madison as a merge partner. The merger was effective January 31. By uniting resources, the combined credit union will offer its member's better service, more products, and be able to meet financial needs for the future.

"The Boards decision to merge was the best way to continue to promote outstanding services and more products to our members," said Lynne Schnitzka, A-B Board Chairperson. "Heritage Credit Union's focus on member service, credit

union philosophies and product offerings are superior. The opportunity to join forces with a credit union that shares the same passion for member service as A-B is rare. By joining the two credit unions, we can offer additional products and services at competitive rates that will improve our member's financial well being."

After the merger Heritage Credit Union will hold \$210 million in assets and serve 26,000 members with a total of eight branches located throughout Wisconsin and Illinois.

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BUSINESS

Northside Business Association Business Profile

CK Lawn and Landscape: A young entrepreneur that is still going strong

By Mary Schumacher
Northside News

There are three overarching themes to Chris Klett's landscaping business: an eye for esthetics, dedication to customers and attention to detail.

CK Lawn and Landscape emerged as a full-service business in 2005 on Madison's Northside, but its roots have an earlier history. When Chris was just 12 years old, he started doing lawn care for a meticulous neighbor.

"I learned a lot from that guy," laughed Chris. "That was how I got started." Leveraging a love for the outdoors and a strong work ethic, he quickly acquired more customers in his Cherokee neighborhood. Throughout his high school and college days, Chris kept returning to Madison on weekends to provide lawn care for an ever-growing base of customers. By the time he completed a degree in marketing, he was ready to launch his business full force.

Today, CK Lawn and Landscape provides a myriad of services across Dane County: grass cutting, fertilization, weed control, flower bed weeding and maintenance, pruning and mulching. The company also offers professional landscaping and hardscapes, such as



Chris Klett

patios, walkways, flower bed installations, drainage correction and new lawn seeding.

In the winter time, a team of eight provides residential and commercial snow removal and salting.

Embracing a customer-focused approach, Chris partners with his clients to find pleasing and cost-effective solutions to lawn and landscaping challenges.

"In the end, our work increases the value of a home by improving its appearance," said Chris. "More importantly, we reshape and refresh the physical landscape so that homeowners can enjoy their own beautiful outdoors space."

With spring on its way, Chris offers this tip for homeowners to strengthen their lawns, particularly areas affected by salt runoff from sidewalks. When outdoor temperatures rise to about 50 degrees, neutralize the soil near the sidewalks with lime and add a spring pre-emergent with fertilizer. This combination will help jumpstart your lawn.

CK Lawn and Landscaping
Chris Klett
444-9843

Northside Business Association Business Round Up trade show to be held Apr. 11

By Lauri Lee
Northside News

Northside businesses, small and large, are invited to the Northside Business Association's fifth annual trade show, "Business Round Up" on Monday, Apr. 11 from 6-8 pm. The event is open to members and nonmembers, and will be held at the Esquire Club, 1025 N. Sherman Ave. in the upstairs and downstairs meeting rooms. There will be free appetizers, a wine tasting, and door prizes.

The event is free to members as well as to nonmembers and offers a great networking opportunity. Whether you own or manage a locally owned business, Madison-based chain store, operate a home based business, or run a nonprofit, this event will help you and your business or organization become

better connected with the Northside-business community.

There are two ways to participate: Come with your business cards and network with others in attendance or set up a display in one of the 28 booths. Booth spaces are free, however they are available on a first come, first-served basis. If interested, please contact Margo at store3613@theupsstore.com or call 663-9090 to reserve a space.

The May meeting will be held Thursday, May 12 and the topic focus will be Commercial Real Estate. Social time is 6-7 pm and the dinner meeting starts at 7 pm at the Esquire Club.

To find out more about the Northside Business Association, the meeting schedule or how to become a member, go to <http://madisonnba.com>.

www.wwbic.com



TO REGISTER FOR THESE FREE CLASSES

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Social Networking for your Small Business

Social networking can seem confusing and daunting, but it can also be a valuable tool for a small business. The basics of Facebook, Linked-In and Twitter will be discussed to help educate small business owners on how to incorporate these marketing methods into the marketing plan in ways that save small business owners and employee time. The key is to keep it simple, stay on track and let these new forms of marketing work for you!

Thursday, Apr. 14 – 6-7:30 pm
Warner Park
Community
Recreation Center

Sponsored by:
SOHO
Northside Planning Council



Make your Money Talk — Personal Money Management Series

This series is designed as a guide to personal money management covering topics like creating a personal budget, developing a savings plan that works for you, and dealing with past and future credit.

All Dane County class participants who complete the full series will receive a \$50 savings bond to kick-off or add to their savings plan.

Mondays, Apr. 18–May 23
5:30–7:45 pm
Lakeview Library
2845 N. Sherman Ave.



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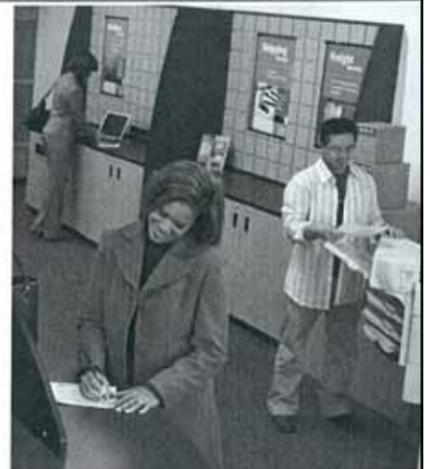
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COMMUNITY

Outgoing District 18 alderperson Michael Schumacher reflects on past 4 years

By Lauri Lee
Northside News

When an individual serves four years as the District 18 Alderperson on Madison's Common Council, a considerable amount of time has been spent serving the interests of those who are represented. Michael Schumacher was elected on Apr. 3, 2007. In just a few weeks, his term will end. To show appreciation for this representation, I talked with Schumacher to take a look back, plus a look ahead, to what comes next in his life.

I asked Schumacher what he was most proud of during his time on the council. He didn't have to think hard.

"I'm specifically proud of serving on the alcohol licensing committee (ALC) and working on the alcohol license downtown density plan," Schumacher stated. "I was probably the front runner at one time in our local community to really say, can we continue to have the public consequences of alcohol in our communities? I challenged us as a city, as to how much tolerance we should permit for abusive alcohol usage that spills over to the public realm when drunks basically destroy the downtown. I worked on changing the culture of the ALC, implementing policies that had tremendous impact on the downtown, and getting tougher on establishments that were violating our community. Alcohol licenses are a privilege and not a right."

"Another issue that I'm proud to have worked on," Schumacher continued, "was the lake levels. The Yahara system is very complicated with multiple locks. The DNR did not want to touch the issue. Everybody thought I was pursuing this for political ambition, like I was going to run for mayor. I said to some people, 'Huh! You think that? Have you looked at my district?' The 18th district has the most amount of shore line. It starts at Warner Park, goes all around to Governor Nelson, all along Cherokee Marsh, across the Cherokee and Yahara river on the other side toward Waunakee, is on the other side and comes back. I have the largest and greatest amount of miles of shore line. My district had the greatest impact of high lake levels. If I wasn't doing something about this, I wouldn't be representing my district."

Schumacher did a tv interview addressing the potential for future flooding problems. "After the interview, the mayor said he was co-sponsoring my legislation, and most alders came to co-

sponsor. After that, the head of the DNR finally opened this up for discussions," he said.

Schumacher also served on the Visitors and Convention Bureau. It opened his eyes to the tremendous value of tourism. "It brings in so many dollars, both directly as room tax and at the same time, the money that people spend here. I learned that we're not even close to maximizing our potential for tourism and the dollars that we can bring to this town," said Schumacher.

Schumacher shared that "through a fluke, I got on the Board of the League of Wisconsin Municipalities. It allowed me to meet with elected officials from around the state, primarily mayors and village administrators. We held conferences, workshops and board meetings. Through this experience I matured and learned about public management. When I had a problem I could pick up the phone to find out how others did things. I was active, I enjoyed it and it enriched me in being an alder."

I asked Schumacher to look ahead, to the immediate future when he leaves the council. "I'm excited about what is coming next," he shared. "Some things I know and some things I don't know yet. I am embarking on providing administrative and association management services primarily to nonprofits. I'm working on getting some contracts to expand my association management company to do both association management and government relations on a very small scale, serving primarily south central Wisconsin."

Schumacher also wants to pursue contracts in the field of change management and expanding to the Southwest, Midwest and West coast. He's certified as an appreciative inquiry consultant, a form of consulting that has emerged in the last 20 years. Appreciative inquiry says, based on positive psychology theory, that while people generally dislike change, they are willing to engage in change if the focus is on what works and the assets rather than the gaps and what is wrong.

At one point in our conversation, Schumacher described his past as seeming like he has had nine lives, and that he poured his passion into each endeavor. I'm certain his future will be just as interesting as he attempts to add on another life or two.



Alderperson, Michael Schumacher

Loss of grant funding places NESCO Family Caregiver Program at risk

By Char Tortorice
Northside News

The North/Eastside Senior Coalition (NESCO) is the darling service agency of the Northside. They were the first to pledge \$100,000 to help build the Warner Park Community Recreation Center and have called it home for over a decade. Their services address the needs of our seniors and help them live independently and with dignity. Every one of us has a friend, neighbor or family member who depends on NESCO to stay healthy and active. It is truly a community issue when these services are threatened.

NESCO learned recently that an essential grant has been eliminated as of April 1. This grant funds the Family Caregiver Program that is part of the Case Management Program. The grant elimination leaves a \$19,500 deficit. By looking for efficiencies and eliminating all but essential costs, NESCO has reduced that to \$13,000. With this substantial cut, however, NESCO is faced with radically cutting or even eliminating large parts of the program. This cut will have a severe impact on services. Seniors rely on their family caregivers for the most basic of services, and anyone can be put in a caregiver role with no warning. Eliminating support groups, informational work-



Photo provided by NESCO

NESCO volunteer Mary Hill and Case Manager, Amy Elske

shops and a .5 FTE case manager will seriously reduce efforts to ensure that members of our community are thriving.

Our seniors are one of our most precious resources. NESCO needs our help. One easy way to help is to become a member. Membership categories are \$15 for a regular membership, \$25 for a household membership and \$50 for a business membership. Your card gets you a number of discounts around the Northside. Please consider a donation to NESCO. The Northside News goes to over 11,000 households and 20,000 readers. If each household contributes \$1 for every person who reads the paper, NESCO can continue to offer their services without cutbacks.

Won't you help? Please send donations to NESCO at 1625 Northport Dr. #125, Madison, WI 53704.



Margaret's Fund: A Northside Scholarship

Provides a \$500 scholarship
to a graduating high school senior from the Northside

Apply at www.tinyurl.com/northside-scholarship
Postmark deadline May 6

Questions? Call Alyssa at 213-7917

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MAKING SENSE OF INVESTING

COMMUNITY

Mallards new logo revealed

The Madison Mallards of the Northwoods League held a special event on Saturday, Feb. 26 at Warner Park Community Recreation Center to unveil the new Mallards logo and mascot, as well as break ground on the stadium renovation. Plans for a new roof structure was also shared with the public.



Madison Mayor Dave Cieslewicz, Mallards Owner Steve Schmitt and Madison Parks Division Superintendent Kevin Briski were present for the ground breaking joined by representatives from the Mallards founding partners and Maynard G. Mallard.

Everyone enjoyed ballpark food, hot chocolate and soda. The Mallards unveiled the 2011 team jerseys, new inflatables and had merchandise featuring the new logo for sale. Every fan in attendance received a small commemorative item featuring the Mallards new logo.

The Madison Mallards are members of the 16-team summer collegiate Northwoods League and will play a 70-game schedule in the new-and-improved "Duck Pond" beginning on Opening Day, June 7 against the Wisconsin Woodchucks at 7:05 pm.

VSA Wisconsin open house a huge success

By Kathy Wagner

Nearly 300 people turned out for VSA Wisconsin's Open House and 25th Anniversary celebration Friday, Feb. 25. At the event, guests were treated to a performance by the VSA Choir of Madison, artist demonstrations and an exhibition of award-winning artwork. Attendees also had the chance to express their own creativity at a community art-making table.

VSA Wisconsin promotes the creative power of people with disabilities.

VSA Wisconsin's next event will be an art show called Visual Expressions: A Call for Art Exhibition. The show opens March 26 at the VSA Wisconsin Gallery. The gallery will be open through Apr. 14 every Monday, Wednesday and Friday from



Submitted by VSA Wisconsin

The VSA choir performed at the VSA Wisconsin open house in February.

12-5 pm and each Saturday from 1-3 pm. On Apr. 16, there will be a public reception honoring award-winning artists from 3-5 pm.

Registration for enrollment in Spring classes at the VSA Art

Center is currently underway. The deadline for registration is Apr. 11, and classes begin on Apr. 25.

For more information visit www.vswis.org or call 608-241-2131.

Boy Scouts issue commemorative patch for local Statue of Liberty

By Anton Rajer

The Boy Scouts of America are celebrating their centennial year. The local Glacier's Edge Council has issued a commemorative patch celebrating the Statue of Liberty in Warner Park and the community efforts to restore her. The patriotic patch is rich in vibrant colors, such as red, white, and blue, as well as gold and silver. Designed by a local team of artists, the limited edition patch has historic importance as

it commemorates both the Boy Scouts anniversary and the symbol of American freedom — the Statue of Liberty.

The statue restoration committee still needs \$7 thousand for Liberty. The goal is to have her back in Warner Park in time to celebrate the Statue of Liberty's 125th anniversary in New York, Oct. 27-29. The Liberty patch can be purchased by sending checks to (Put Statue of Liberty in the memo line):



Glacier's Edge Council
P.O. Box 14135
Madison, WI 53708-0135
608-310-7301 or 800-213-1418
www.glaciersedge.org
Contact: cleather@bsamail.org

For more information on this project or to volunteer to restore Liberty: www.cityofmadison.com/MAC/public/conservationLiberty.cfm.



L.I.F.E

Lexi's Independence
Fundraiser Event

Saturday May 21st Bridges Golf Course 

Lexi is full of LIFE and adventure. On July 10th 2010, Lexi Mancl (43) took her son Sawyer (15), Daughter Isabel (10) and Sawyer's friend Barrett (15) to Devil's Lake State Park for a day of hiking, rock climbing and picnicking. Unfortunately while rock climbing Lexi fell 20 feet and broke her neck leaving her paralyzed from the chest down. This accident has left the Mancl family with many uncertainties, challenges and bills that are not covered by insurance. Now being a single income family Lexi and her husband Dan need our financial help. Come join us Saturday May 21st at Bridges Golf Course to celebrate L.I.F.E....

CASH DONATIONS AND REGISTRATION FORM WITH PAYMENT SEND TO:

L.I.F.E.
c/o St. Peters Church
5001 N. Sherman Ave
Madison, WI 53704

All Checks Made Payable to L.I.F.E.

- To Register
- Donate an item to the Auction
- Volunteer
- Sponsor a Hole
- And any other questions contact:

Kelly Olson
kellyolson29@gmail.com
(608) 220-0029

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COMMUNICATIONS

Golf Outing ● 12:00 pm - 6:30 pm
9-hole shotgun start 1:30 pm
\$75 per person includes dinner.
Registration and all money due by May 1.
Golf Check In 12:00 pm - 1:30 pm
Free driving range with balls included.
Cocktails and Awards 4:00 - 5:30 pm
*If inclement weather, 9 hole passes will be given

Family Fun Day ● 12:00 pm - 5:00 pm
\$10/person - "Silly Golf", bounce house, dunk tank, face painting, local mascots and more.

Silent Auction ● 12:00 pm - 7:00 pm
Silent Auction Items:

- Clay Mathews signed and framed Jersey
- The Ultimate Cupid Spa Package
- Kalahari Package for 4 to include, Golf, Theme park, Waterpark passes, Fish dinner, and hotel stay
- and many more

Grilled Buffet Dinner ● 5:30 pm - 6:30 pm
Dinner only \$15/person - Can pay the day of the event.
Kids \$10 - 10 years old and under. Golfers eat for free.
Grilled hamburgers, brats, hot dogs, chicken breast, noodle salad, potato salad and homemade potato chips.

Bands
3:30 pm - 4:15 pm - Recon
4:15 pm - 5:30 pm - Dell Preston Band
6:30 pm - 7:45 pm - Queeny & the Blue Cats

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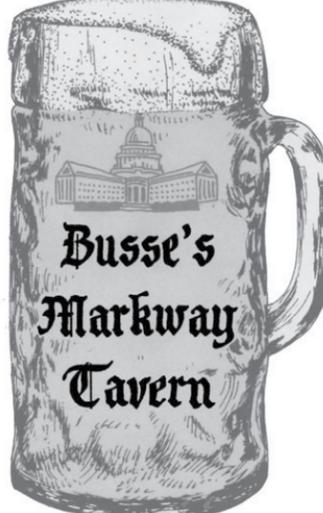
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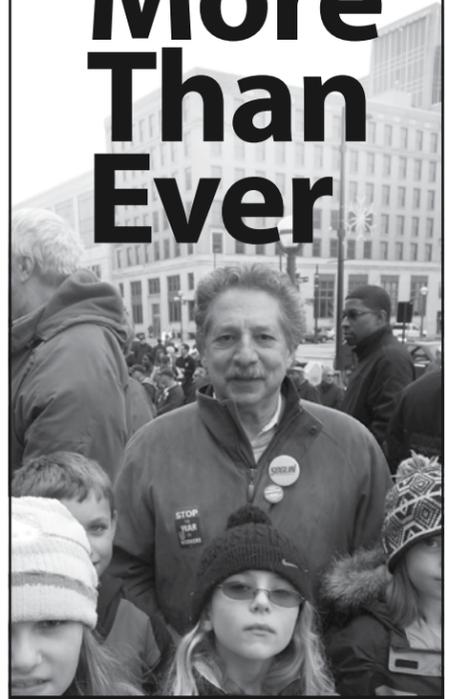


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Dane County Supervisor

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COMMUNITY



Submitted by Independent Living

U.W. Marching Band members playing for residents at The Gardens Apartments during one of the March for Meals campaign nights when the band volunteers to deliver meals and music to clients around the area.

U.W. Marching Band provides music with the Meals on Wheels

By Teri Barr

It's an encore for Molliejean Justo! The Northside Madison resident didn't know what to expect when members of the U.W. Marching Band showed up to deliver her meal with music during the March for Meals campaign last year. But this time Justo says she is ready. "The young band members will play some great music and my son will be here to enjoy it with me. I can't wait," exclaimed Justo.

The 89-year-old is one of many clients with Independent Living, Inc.'s Evening Meals on Wheels Program. Justo's been receiving a hot, nutritious dinner ever since she fell and could no longer drive herself to the store. "I look forward to the food and enjoy seeing the volunteers who deliver to me," said Justo.

March is a special time for the program with the U.W. Marching Band volunteering for several delivery routes during the month. But the awareness and fundraising efforts received a boost in 2011 when both Mayor Dave Cieslewicz and Dane County Executive Kathleen Falk awarded official proclamations designating it "Independent Living, Inc.'s March for Meals and Senior Nutrition Awareness Month." A recent state profile from the Center for Poverty Research shows a 20 percent increase in the number of seniors facing the threat of hunger, in just the past five years. Program Manager Michelle Christenson said, "Regardless of income or ability, anyone can be hungry or in need of a nutritious meal. The support the program is receiving

Kennedy Heights Community Center receives national art grant for 'On the Borderline' project

By Alyssa Kenney

The Kennedy Heights Community Center has received a National Endowment for the Arts grant to support a year-long community photography project. Under the professional guidance and leadership of Sandy Wojtal-Weber, Kennedy Heights youth will become active creators and framers of their world through photography and writing.

Youth will have the opportunity to learn photography skills, view works of art, improve their writing skills, participate in photography exercises practice giving and getting feedback on photographs and learn how to assemble an exhibit for a public art gallery. They will receive a digital camera to use for the duration of the project and have many opportunities to take pictures.

The On the Borderline Project, under Sandy's leadership, has successfully worked with youth in Dane County for over nine years. This project will give youth the opportunity to strengthen their sense of community and connectedness

through increased self-awareness and by providing members of the greater Madison community insight into the lives of Kennedy Heights youth through the photography exhibit. Photography is an excellent tool for cross-cultural and cross generational sharing of life experiences and view points.

Wojtal-Weber brings over 20 years of professional photography experience to the project. New to the project this year is local author, poet and columnist Ken Haynes, who will provide writing workshops for youth and help youth write captions for photos included in public exhibits.

The project is always accepting donations of AA batteries, framing materials, photo paper and volunteers.

The public exhibits for 'On the Borderline' have been scheduled for the month of June at the Goodman Community Center and for November at the Madison Children's Museum. After the initial exhibit the photos will be displayed at the Kennedy Heights Community Center.

through increased awareness will help us, help more seniors in the Madison area, from going hungry."

Meanwhile, band members will deliver music with Justo's meal, just as she gets ready to celebrate another birthday. She said, "I'll be counting all

the blessings in my life." But don't expect her to stop there. Justo plans to join the band with a special dance she's been practicing to the song On Wisconsin. And she hopes it proves she's grateful for everything, but especially for her health!

Facing foreclosure? Free walk-in legal clinic is available

By Ellen Bernards

Dane County homeowners facing foreclosure have access to a free legal clinic staffed by volunteer lawyers and law students. The next Foreclosure Answer Clinic will be held on Thursday, Apr. 7. This is a recurring event that will be held on the first and third Thursdays of each month from 11 am-1 pm on the third floor of the City-County Building, 210 Martin Luther King Jr. Blvd, Madison. The clinic operates on a walk-in basis and no appointments are necessary. Homeowners should bring their summons and complaint as well as any other relevant paperwork.

The purpose of the clinic is to provide homeowners in foreclosure with basic legal information. Homeowners generally have only 20 calendar days from the date they receive the initial lawsuit papers to file a formal response, so timely attendance at a clinic is important. The goal of the program is to increase access to the legal system. A recent sampling of court

filings shows that in 85 percent of cases in Dane County homeowners face foreclosure without the benefit of legal counsel. The clinic will help those who are unrepresented become more engaged in the process. Experience shows that homeowners who engage in the process early have better opportunities for a positive outcome.

The Foreclosure Answer Clinic is a collaborative effort of the Dane County Foreclosure Prevention Taskforce, the Dane County Bar Association and the UW Law School, with grant funding provided by the State Bar of Wisconsin and other support provided by Dane County.

The Dane County Foreclosure Prevention Taskforce is a coalition of public agencies, non-profit service providers and other community partners working together to develop sustainable alternatives to foreclosure in Dane County.

For more information, please visit daneforeclosurehelp.org.

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Church Location
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Madison, Wisconsin

Worship Service
Saturday (Sabbath)
morning
Bible Study - 9:30 am
Worship Service - 11 am
Pastor Swamidass can be
reached at 246-0974.

Hmong-language
Saturday (Sabbath)
afternoon
Kawm Vajluskub 1:30 pm.
Pehawm Vajtsuw, 2:30 pm.
Pastor Saelee can be
reached at 443-6575.

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Channel and Amazing
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Every Wednesday Evening
Bible Study, 7:30 p.m. at the church

Free Healthy Cooking Classes
4 nights - 7pm

Sunday, May 1st
Monday, May 2nd
Tuesday, May 3rd
Thursday, May 5th

Come all 4 nights or as many as possible.

Each class will consist of a meatless main dish and 2 vegetable side dishes.

Specific menus will be posted on our website in April.

Copies of recipes will be provided at the end of each class.



Location:
Madison Community
Seventh-day
Adventist Church
1926 Elka Lane, Madison

Questions?
Call 246-0974

