

BayLeaves

February 2016

The Official News Magazine of the Village of Whitefish Bay, Wisconsin

The Gehreds

A Family That Teaches and Volunteers In Tandem



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Boutique Photographer Linda Smallpage

INSURANCE

Tips to Make Sure Your Jewelry is Covered

BY ANDREW MCCABE, ANDRESMCCABE@ALLSTATE.COM



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If you have received a gift of jewelry this holiday season or Valentine's Day you might want to consider insuring it. Many people don't wear their jewelry, or are hesitant to do so, because they are afraid they might lose it. This doesn't have to be the case...

Most homeowners, renters, or condo insurance policies limit coverage for personal items such as jewelry, watches and furs to between \$500 and \$2,500, depending on the policy. Jewelry like engagement rings, necklaces, bracelets or earrings that exceed that amount may need additional coverage to help ensure they're protected. Allstate's Scheduled Personal Property (SPP) product covers most valuable items, like jewelry, against perils such as fire, theft and loss.

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lose the item and it needs to be completely replaced.

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Have feedback, ideas or submissions? We are always happy to hear from you! Deadlines for submissions are the 20th of each month. You may also email your thoughts, ideas and photos to Christine McBride at cmcbride@bestversionmedia.com

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Content Due	Edition Date	Content Due	Edition Date
November 20	January	May 20	July
December 20	February	June 20	August
January 20	March	July 20	September
February 20	April	August 20	October
March 20	May	September 20	November
April 20	June	October 20	December

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Village Hall	(414) 962-6690
Public Library.....	(414) 964-4380
Dept. of Recreation & Community Education.....	(414) 963-3947
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VILLAGE OF WHITEFISH BAY WISCONSIN

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Dear Residents,

With Valentine's Day quickly approaching, there will be last minute trips to the store to purchase a card or the traditional box of chocolates. While both are great gifts, I did want to share a Valentine's present that I gave my husband a few years ago, and has since become a favorite item in our house.

While the gift could be considered crafty, it is truly the easiest gift to create, and should not become a "Pinterest Fail" for you! First, find a nice frame, typically 5x7 inches works best for this project. Print off a sheet that says "I Love You Because..." which can be found through a simple Google search, or just created on your own. Take the sheet of paper, cut to fit the frame, include a few dry erase markers and voilà, your gift is complete. With a dry erase marker you can write on the glass frame and later erase and write something else a few days later.

The rules of the frame are simple. First, keep it in an open and frequently used area of the house so it will be seen on a daily basis. We keep ours in the kitchen, and friends often comment on what a sweet tradition it is. Second, each person needs to write one message per week to the other person. Finally, written messages need to rotate from one to another. An example would be that my husband left me the note "You planned an awesome Disney vacation for our family" on Monday, and come Thursday I wrote "You vacuumed the stairs," to him. While some of these notes might have more significance, the message remains that your partner did something nice, and you are appreciating them for it. I will fully admit that the year I gave this to my husband it was because February 14th had snuck up on me, and I needed a quick gift to exchange. Never did I think this would actually become a staple in our house, relationship, and our favorite gift to give couples as one of their wedding presents. Consider trying it out and hopefully you will enjoy it as much as we have over the years.

Cheers,

Christine McBride

Content Coordinator
 cmcbride@bestversionmedia.com



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RESIDENT FEATURE

The Gehred Family

*Inspiring Others Through Teaching,
Volunteering and Biking*

BY CHRISTINE MCBRIDE

When strolling around Whitefish Bay, one will encounter a lot of walkers, some bikers and the occasional tandem bike riders will also be spotted. It is always a treat seeing two people on a tandem bike, because they have to be in sync with each other and the bike pedals in order to avoid a catastrophe. One of the families you may see riding around Whitefish Bay on their tandem bikes is the Gehred family.

Bob and Angie Gehred typically bike around the area with their two children, Max (14), and Charlotte (10), along for a family bike ride. While the entire family enjoys bike riding, Bob even commutes to work each day, year-round on a bicycle and has been doing so for over 10 years. His commute has changed with different jobs, but has included riding to Mequon, downtown Milwaukee, and now currently to Glendale at Brady Corporation, where he is a software engineer.

The Gehred family first became involved with life in Whitefish Bay when they joined Holy Family Parish. "We fell in love with this school and parish community after our first visit. We have made the best of friends here and love spending time with them volunteering at sporting events, enjoying family meals together, and a variety of social events," said Bob. When the time had come to purchase a new house 6 years ago, Whitefish Bay was the obvious choice for it offered proximity to their kids school and family parish. Little did Angie know then, that it would also offer close proximity to her future school of employment.

In 2010, after being a stay-at-home-mom for 9 years, Angie decided to put her Early Childhood Education degree to use, and return to the classroom as a preschool teacher at Tree of Life, located right on Silver Spring in Whitefish Bay. "All through college I worked at the UWM Childcare Center, and it was through that experience, that I received the building blocks of the kind of teacher I wanted to be. My focus in the classroom is engaging, playing and forming connections with the preschoolers," said Angie. Because of the close proximity offered through living in Whitefish Bay, Angie is able to walk or ride



her bike to Tree of Life for her days at the school. Of both living and working in the area, Angie says, "It really is a pleasure having many of my students be from Whitefish Bay, because I often encounter my former Tree of Life preschoolers around town. Their sweet smiling faces and energetic waving hands always brighten my day."

Aside from biking, they stay busy with various sports, musical ambitions and lots of volunteering within the community. Bob is on the Athletic Board at Holy Family and also coaches basketball and volleyball for the school. Their son, Max, stays busy with soccer, volleyball, basketball, ultimate frisbee and is a trombone player. Their daughter, Charlotte, enjoys basketball, volleyball, competitive swimming for the North Shore Swim Club, and plays the flute. Luckily all the activities are local to Whitefish Bay, so often their children will walk or bike themselves to practice.

"Our favorite family activity is camping

in tents. Bob and I both grew up camping and we started family camping when our children were infants. It was a challenge to keep them quiet in the middle of the evening to avoid waking other campers, but alas we all survived and now we camp every summer," said Angie. Each summer they try to camp locally at least once, but also plan an out-of-state camping trip with the extended Gehred family. Since Bob is the youngest of 9 children, coordinating that many families schedules is no easy task. The family time and bonds formed amongst cousins make it well worth the effort. They have camped in numerous national parks including some in New Mexico, Colorado, Wyoming, California, Michigan, Arkansas, Florida and Oregon is their plan for 2016. "A location far away, or 24 hour straight drive doesn't intimidate us into avoiding a certain location. Although this has become much easier as our

children have become older," said Bob.

Having now lived on their current block for 6 years, Bob and Angie enjoy the yearly traditions formed with their neighbors. The block does a yearly block party, numerous impromptu campfires and has a book club for the ladies. Throughout the year the block also has a party in July and one on Halloween, and of course shoveling snow in the winter months keeps everyone in touch. Bob also hosts neighborhood ping-pong evenings, which have been known to go into the early morning hours.

The Gehred family loves the lifestyle offered by living in Whitefish Bay and their ability to live, work, and play all in one spot.

Do you know a neighbor who has a story to share? Nominate your neighbor to be featured in one of our upcoming issues! Contact us at cmcbride@bestversionmedia.com.

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SCHOOLS

WHITEFISH BAY ELEMENTARY SCHOOL

Time to register your junior or senior kindergartner for school at Cumberland or Richards!

Children whose birthdays fall into the following ranges:

Junior Kindergarten: 4 years old on or before September 1, 2016

Senior Kindergarten: 5 years old on or before September 1, 2016

Register your child now for attendance in the fall at Cumberland or Richards School.

Any questions or additional information please call:

Cumberland
414-963-3943

Richards
414-963-3951



WHITEFISH BAY HIGH SCHOOL ORCHESTRA

The annual Music for Munchkins concert will take place on **Sunday, February 14** with a Madagascar theme. The event will feature fun crafts and a string instrument "petting zoo" from 12:30 to 1:15 pm during which children of all ages will have the chance to touch and play the various string instruments, generously provided by Brass Bell Music Store.

The musical performance begins at 1:30 pm. Alex the Lion, and his buddies from the Central Park Zoo escape to Africa just in time for Valentine's Day in Madagascar. Fifth grade orchestra students from Richards and Cumberland will make a guest appearance during the performance.

The Music for Munchkins performance will be held in the Whitefish Bay auditorium 1200 E. Fairmount Ave, Whitefish Bay. Enter through Door 11 of the Music Wing. Admission is \$3 and the general public is encouraged to attend. Come join the fun and adventure!

WHITEFISH BAY HIGH SCHOOL PROUDLY PRESENTS GREASE:



**February 26, 27, March 4, 5 - 7:30pm
February 28th - 2pm**

Whitefish Bay HS Auditorium
1200 E. Fairmount Ave.

For reserved online ticketing, please go to: www.wfbhstheater.com and look for the ticket link. Tickets are \$12 for adults, \$8 for students and seniors.

It Takes a Village . . . STORY SUBMITTED BY JILL FLOOD



If you drove near Cumberland Elementary school on the morning of November 18th, you may have been distracted by the sparkling balloons, over-sized birthday banner, and large crowd of well-wishers on the corner of Hampton and Marlborough. The crowds were gathered to wish crossing guard, Pat Josten, a happy 60th birthday! Affectionately known as Ms. Pat, she has been working as a crossing guard in the community since 2010. She first began

at the corner of Silver Spring and Santa Monica before moving to her current spot for the past three years. She quickly earned the admiration of students and respect of parents when it was evident that Pat takes her responsibility of pedestrian safety very seriously. Each morning and afternoon, children and adults are greeted by name as they pass through her crosswalks.

Pat wears many hats and also works as a lunch recess supervisor at Cumberland, and an evening supervisor for the WFB Recreation Department. Add to that the countless school events she volunteers for, and it is amazing the amount of time she spends giving back to the community. When a local mother learned of Pat's milestone birthday, she saw an opportunity to give back to such a deserving volunteer. With the help of a few other families, signatures were collected on five cards and funds were collected to form a nice surprise gift. As a result, Pat was gifted with numerous very generous gift cards to local businesses,

homemade cards, treats and even a golden whistle engraved with her name. She will also stay warm in the cold Wisconsin winter months thanks to the multiple boxes of hand and feet warmers she was given. After the morning celebration, Pat said, "This is definitely the most memorable celebration I've had in my 60 years! Nothing will ever compare to it!" When asked nearly a month later, Pat commented that each time she approaches the corner, she is moved by the outpouring of thoughtfulness and generosity.



If you have a short community story you would like featured in our new "It Takes A Village..." section please email Christine McBride at cmcbride@bestversionmedia.com.

WHITEFISH BAY AREA PRESCHOOLS INFORMATION

Open houses and registration for many local preschools starts in January and goes through February for the 2016-17 school year. Here are three of the local preschools to check out:

Tree of Life

www.treeoflifepreschool.org

Priority registration begins January 19th, general registration is January 26th

Once Upon A Preschool

www.once-upon-a-preschool.com

Community Preschool

www.communitypreschoolwfb.com

Priority registration begins January 14th, general registration is January 21st



FREE PLAYGROUP FOR CHILDREN

Holy Family invites you to attend their free playgroup in the school gym. All are welcome to come visit and let your children play with puffy balls, hula hoops, jump ropes, tumbling mats, jumpy house, scooters and a huge parachute! Enter through the main doors on Wildwood and go down the stairs to the right.

Please contact Jayne Desing at desingj@hfparish.org, with any questions. Future Dates: Feb. 9, Feb. 23, Mar. 8, Mar. 22, Apr. 12 from 9:30 – 11:00am

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Get Ready For The Spring Market

BY ESSAM ELSAFY - EELSAFY@SHOREWEST.COM

Fasten your seat belt! The prime real estate selling season is about to take off. In fact, more listings are launched between April and June than any other quarter. We're fortunate to have a healthy and vibrant real estate market. It speaks to the quality of life, great schools, and amazing sense of community in Whitefish Bay. However, getting sold quickly and at the best price still requires a great deal of skill and planning.

✓ **Select A Good REALTOR®** – Real estate transactions can be difficult and complex. They involve major financial, personal, and emotional decisions. Work with a REALTOR® that's adept at the technical aspects of the transaction and has a comfortable working style.

✓ **Start Early** – There's more to getting ready for sale than you think. Dozens of steps are involved before the first buyers visit. Meet with your REALTOR® at least 30 days before you launch. Establish the marketing plan, how to correctly prepare, and the best date to hit the market.

✓ **Presentation Matters** – Basic condition like the age of roof and mechanical systems are important. But it's how you look that draws in prospective buyers – and their expectations are high! Channels like HGTV raise the visual bar. Since over 90% of buyers filter by looking at online photos, the right colors, fixtures, and decorating can make the difference between whether or not your home gets shown.



✓ **Price Right** – Price is the single most important factor to getting an offer. Always remember to price with your competition in mind. What you paid, how much invested, or what you need to get out of the sale are not relevant to buyers. It's how you compare that matters. Strategic pricing will help you get the most money that the market will bear.

Getting an offer for your home is fun and exhilarating. Take the right steps and you will experience a rewarding Spring selling season.

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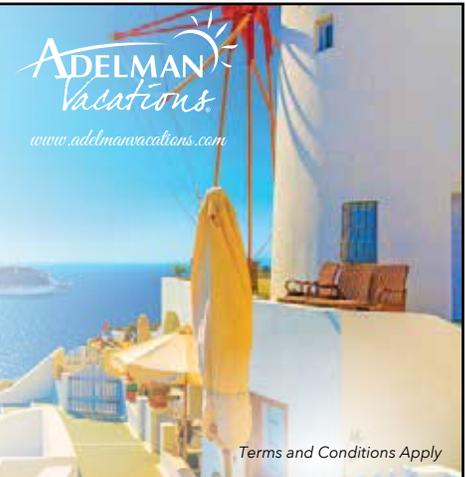
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**WHITEFISH BAY
RECREATION
DEPARTMENT
AND
COMMUNITY
EDUCATION**



BY CARIN KELAND, DIRECTOR

**NEW Summer Youth Work
and Volunteer Opportunities.
Recruitment Begins Now!**

The summer of 2016 is going to kick off with a newly revamped Summer Bay Volunteer program (youth must be entering 9th grade in 2016 to be eligible) and will introduce a new paid training program called Counselor-in-Training (CIT) for incoming High School Seniors. Trainees and Volunteers will be placed at the one of the youth summer day camps. If you are a teen, like to have fun and love working with kids, we need you! Application packets for both programs can be found at the WFB High School and the WFB Recreation and Community Education office. **Application deadline is Wed., Mar. 23.**

Youth Free Throw Contest is Back!

Love Basketball? All WFB Youth grades 3rd - 8th are invited to participate in the WFB Recreation and Community Education Department's Annual Youth Free Throw Contest. The contest is held at the WFB High School on **Sat., Feb. 24 at 11:30am.** The winners of the Whitefish Bay contest will compete in a County Wide Free Throw Contest held at West Allis Central High School on Sat., Mar. 12 at 9am.

This is a great FREE community event. **All participants must be pre-registered by February 24th.** Registration materials are available in the Winter/Spring Recreation Guide, online or at the Lydell Community Center.

WHITEFISH BAY SENIOR "55 AND BETTER" PROGRAMS

... In the Community for the Community

BY CAROLYN NOORI, PROGRAM SUPERVISOR

Program Luncheon

Tues., Feb. 9th

Luncheon with musical guest Brian Beffin, with heartfelt, beloved songs from the 40's, 50's, and 60's. Reserve your spot by calling Carolyn Noori at 414-963-3992.

Cost: \$8

Blood Pressure Clinic

Tues., Feb. 9, 1:30- 2:30pm

Lydell Community Center Room 15.

Cost: Free

Senior Men's Coffee Morning

Thurs., Feb. 11 & 25, 10-11:30am

Lydell Community Center Room 17

Cost: Free

Learning Never Ends Series

Wed., Feb. 17th, 1-2:30pm

Free Technology Class - Digital Photography, Editing and PhotoScape. Reserve your spot by calling Carolyn Noori at 414-963-3992
Cost: Free

MSOE Grohman Museum Tour

Registration deadline is January 25th, event is February 22nd.

The tour is a docent-led tour of the museum with a presentation. Includes bus transportation. Bus departs from Lydell Community Center at 1:05pm. Contact Carolyn Noori at 414-963-3992.

Cost: \$15.00

for additional program and registration information, contact Carolyn Noori, WFB Seniors Program Supervisor, at 414-963-3992

**WHITEFISH
BAY CIVIC
FOUNDATION**

BY CINDY SEAMAN



**Attention Civic-Minded
High School Seniors**

Each spring, the Whitefish Bay Civic Foundation accepts applications for scholarship(s) that will be awarded to a Whitefish Bay student. This year's scholarship(s) will be \$1,000. All graduating seniors planning to attend college are eligible. Interested students must be a resident of Whitefish Bay. Go to www.wfbcivicfoundation.org for more details. **Applications must be postmarked by Fri., Apr. 8, 2016.**

**WHITEFISH BAY
WOMAN'S CLUB**

Whitefish Bay Women's Club

Mardi Gras Luncheon

Tues., Feb. 9th, 12pm

A fine lunch of wine, choice of French Market Bean Soup or Creole Vegetable soup, bread and relishes. Pecan pie served for dessert with coffee or tea. Cost is \$15 for lunch. If you want to play bingo, add \$2. Reservations are required. Send your check to 600 E. Henry Clay, or stop in to pay. The entire community is welcome. Cost: \$15, \$17 with bingo

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WFB HISTORICAL PRESERVATION SOCIETY

MEMORIES OF THE WHITEFISH BAY SPEED SKATING CLUB BY JOAN BRENK

Many years ago there was a very active Whitefish Bay Speed Skating Club which operated under the auspices of the Whitefish Bay Recreation Department (then known as the Community Services Department) headed by Director Dick Cooper. I know about it because our son, John, who was 12 years old in 1967, came home from school one winter day and asked if I could drive him to Washington Park for the Milwaukee County Novice Speed Skating meet the next Saturday.

I knew nothing about speed skating, but I went, got him registered, met some folks that I knew, learned about heat boxes, and tried to keep warm standing on the snowy embankment. The gun went off and I watched the 12-year-old class take off around the lagoon, with John considerably in the lead. That day he won gold medals in all his races and the prized trophy to boot.

After that race, Coach Bob Hanel, who was a teacher at Richards School for nearly 40 years, talked John into joining the Speed Skating Club. That was the beginning of our speed skating saga, standing on frozen bodies of water around the state and, on occasion, thankfully imbibing with other chilly parents of a shot of brandy to warm up at day's end. (How I wished then that John had taken up competitive swimming instead.)

The Speed Skating Club practiced and held its meets at Cahill Park. At first the Village's Public Works Department flooded the tennis courts at Cahill. That later gave way to flooding a section of the field west of the courts. There were many families involved with the Bay's Speed Skating Club in the 50s, 60s, and 70s. Family names that come to mind (at the risk of omission of many wonderful people) are Ryan, Morris, Webster, Johannes, Belanti, Strawn, True, Hentzen, Broadnax,

Weisel, and Zuckerman. Most important was the club president, oral surgeon Edmund "Doc" Sauer and his wife Anita. Their son, Phil, had become involved in 1958 when he was just six years old. They were always there to bolster the skaters, explain procedures, and secure the many details.

The uniforms were two-piece wool outfits, worn over street clothes, which were distributed by the club and returned at the end of the season for cleaning and storing. This, of course, was a far cry from the sleek, high-tech, wind-resistant suits of today. The club also had a skate exchange where outgrown skates could be sold at discount to others in need. Many of the mothers operated a concession stand in the Cahill building during meets and practices selling sloppy joes, Twinkies and Ho Ho's which helped cover the cost of expenses like medals, trophies, uniforms, and travel.

Ice was the biggest problem. Cold weather was needed to maintain the ice and sometimes a thaw cancelled skating. In 1970 public works employees, in a job action linked to stalled union contract negotiations, refused to flood the rinks. Volunteers did the job instead, and my husband, Ed Brenk, who was then club president, was quoted in the Milwaukee Sentinel saying, "I feel that as volunteers we can go in and use property I consider partially mine as a taxpayer." Our garbage was not picked up for the next few weeks.

The Whitefish Bay Open Meet brought skaters from around the state. The Ryans, who lived across the street from Cahill on Marlborough, would secure a trailer for use by the judges which also acted as a wind break on very cold days. Other meets were held in Oconomowoc, West Allis, Madison



John Brenk, pictured at age 12, holds the trophy he won in 1967 in the Milwaukee County Novice Speed Skating Meet at Washington Park in his first-ever competition with the Whitefish Bay Speed Skating Club.

and Waupaca. For the long-distance trips, the club would rent a bus for transportation.

The Great Lakes meet was held at Washington Park and attracted skaters from Illinois, Missouri, Minnesota, Michigan, and Wisconsin. It featured top flight competitors, including Eric Heiden of Madison against whom my son, John, skated. Eric went on to win five gold medals in the 1980 Olympics in Lake Placid, NY. The Whitefish Bay Speed Skating Club also produced its own stars, including Thom Weisel, who competed nationally, and Angela Zuckerman, who skated in two Olympics.

The Whitefish Bay Speed Skating Club eventually disbanded due to the decline of short track, "pack-style" speed skating (where several competitors race against each other) in favor of long track, "metric-style" speed skating on 400-meter oval rinks (where two skaters race against the clock). But during those days, so long ago, many Whitefish Bay people helped to make the sport a memorable experience. Coaching was so important and after Bob Hanel we had coaches Phil Sauer, Dave Webster and others to thank for creating many fond memories for the rest of us.

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5019 N Sheffield Ave	91	\$221,900
4795 N Idlewild Ave	69	\$184,900
4870 N Berkeley Blvd	54	\$314,900
5023 N Kent Ave	29	\$300,000
100 W Lexington Blvd	25	\$184,900
5729 N Santa Monica Blvd	35	\$315,000
4636 N Larkin St	26	\$419,900
4906 N Cumberland Blvd	3	\$479,900

SOLD PROPERTIES IN YOUR NEIGHBORHOOD

Address	DOM	List	Sold
5144 N Bay Ridge Ave	169	\$252,000	\$245,000
516 E Birch Ave	113	\$484,900	\$485,000
1001 E Henry Clay St	130	\$249,000	\$237,000
5733 N Kent Ave	105	\$619,900	\$598,000
5136 N Idlewild Ave	81	\$439,000	\$420,000
6000 N Lake Dr	60	\$1,200,000	\$1,200,000
4747 N Woodruff Ave	33	\$225,000	\$209,000
4974 N Diversey Blvd	47	\$259,900	\$250,000
5024 N Larkin St	75	\$439,900	\$425,000
412 E Birch Ave	29	\$445,000	\$440,000
4815 N Marlborough Dr	65	\$289,900	\$280,000
800 E Glen Ave	52	\$339,500	\$329,500
6044 N Lake Dr	31	\$579,000	\$550,000
619 E Birch Ave	13	\$349,900	\$357,500
4641 N Marlborough Dr	47	\$334,000	\$325,000
4854 N Larkin St	45	\$549,900	\$549,900
5507 N Shoreland Ave	26	\$479,900	\$491,000
5818 N Bay Ridge Ave	15	\$319,900	\$319,900
5866 N Shore Dr	15	\$2,350,000	\$2,220,000



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Thanks to Ilissa Boland for sponsoring this Real Estate update.



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WHITEFISH BAY PUBLIC LIBRARY

BY KATIE KIEKHAEFER, HEAD OF YOUTH SERVICES, AND
SCOTT LENSKI, COMMUNITY AND ADULT SERVICES LIBRARIAN



4th Annual Writing Contest Jan.15-Feb.12

Friends of Whitefish Bay Library are holding a writing contest. Submission categories include short story (1,000 words or less) and poetry (200 words or less). The contest is open to anyone 16 and up. Submissions will be accepted from January 15-February 12 and are limited to one entry per person per category. Cash prizes will be awarded in mid-March. Please include a cover page on your entry with the following: Name, address, email, phone number, and entry date.

Drop off entries in person at the Adult Services Desk or mail them to:
Friends of the Whitefish Bay Library
Writing Contest
5420 N Marlborough Drive
Milwaukee, WI 53217

Family Fun at the Library: Cardboard Arcade

Sat., Feb. 13, 10-Noon
All ages. Registration begins Jan. 30th. Inspired by Caine's Arcade, we'll be creating our own library cardboard arcade. Use your creativity to plan and build a game together as a family. Then show off your creation and play through the entire arcade!

Whitefish Bay TALKS with Kyle Cherek at the Library

Wed., Feb. 24, 6:30pm
Come join the conversation for our second talk in our monthly speaker series, Whitefish Bay Talks. Kyle Cherek, host of the Emmy-nominated television show Wisconsin Foodie, will continue our series with his talk "From the Ground Up." Food has shaped humankind since the dawn

of civilization, influencing economies, religions, societal structures, and physical evolution. Kyle will chronicle the fascinating tale of how food has formed us across the millennia and what our choices today mean for the future. Space is limited, please register on our website.

Toddler/Preschool Dance Party at the Library

Sat., Feb. 27, 10-11am
Ages 1-5 (younger siblings welcome.) No registration required.
Cabin fever getting you down? Get your wiggles out at our dance party!

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NORTH SHORE FIRE AND RESCUE



SAVE YOUR HEART! KNOW WHEN TO CALL!

BY LIEUTENANT DAN TYK, NORTH SHORE FIRE/RESCUE COMMUNITY RELATIONS OFFICER

Ever since Lyndon B. Johnson was president, February has been declared American Heart Month. According to a recent Federal declaration, “cardiovascular disease-including heart disease, stroke, and high blood pressure- is responsible for one out of every three deaths. It is the No. 1 killer of American men and women, and it is a leading cause of serious illness and disability.”

The National Institute of Health (NIH), Centers for Disease Control and Prevention (CDC), and the American Heart Association (AHA) offer some helpful tips for identifying warning signs that you should seek help immediately. Some of them include:

- Chest discomfort- most heart attacks involve some form of discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like an uncomfortable pressure, squeezing, fullness or pain.

- Discomfort in other areas of the upper body- symptoms can include pain or discomfort in one or both arms, the back, neck, jaw or stomach.
- Shortness of breath- difficulty catching your breath with or without chest discomfort.
- Other signs- other signs might include breaking out in a cold sweat, nausea, lightheadedness or persistent unexplained weakness or changes in level of consciousness.

It is important to note that diabetics and women often experience symptoms that present differently than others. Each individual knows their own body better than anyone else; if something doesn't feel right, seek help immediately. Learn the signs, but remember this: Even if you're not sure it's a heart attack, have it checked out (tell a doctor about your symptoms). Minutes matter! Fast action can save lives

— maybe your own. Call 9-1-1 immediately.

Calling 9-1-1 is almost always the fastest way to get lifesaving treatment. North Shore Fire/Rescue EMT's and Paramedics can begin treatment when they arrive, up to an hour sooner than if someone gets to the hospital by car. First responders are also trained to revive someone whose heart has stopped. It is best to call EMS for rapid transport to the emergency room. Once heart muscle is starved of oxygen long enough that it begins to die, it cannot be repaired or replaced, so it is imperative that you get help early!

For questions about the services or programs offered by North Shore Fire/Rescue, including CPR training and certification offerings, please visit our website www.nsfire.org or call our Community Risk Reduction Bureau at 414-357-0113 ext. 1513.

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WHITEFISH BAY BUSINESS IMPROVEMENT DISTRICT (BID)

WHY DO YOU LOVE TO SHOP WHITEFISH BAY?

BY KAREN MATHU, DIRECTOR

We recently asked Silver Spring Drive customers that very question, "Why do you love to Shop Whitefish Bay?" Given that this is the season to show love, we are happy to share some of these sentiments from your friends and neighbors!

"East Silver Spring Drive in Whitefish Bay offers everything from tasty bakery and other treats, pharmacy needs, an excellent grocery store, home furnishings, restaurants, great coffee shops - everything you could need within a short walk of our homes!" — *Marlene Jaglinski*

"I enjoy shopping at so many of the different stores along the Silver Spring Drive. I've enjoyed meeting Jessica and John from Fringe to help spruce up my home, Three Wishes and Oro di Oliva, RedCap Luggage, Winkie's and New Options for fabulous gifts for others and myself, Elements for a relaxing massage, Schwanke for something all year long, Fitzgerald's for being a local medical expert, Sendik's (who doesn't go there?) and Gallery 505 -- just bought a great piece from Tom and his crew. Enjoying the additions to the food choice options of Roman Candle, City Market and The Bay and of course who hasn't done dinner and a movie at the Fox Bay? Excited that new businesses are joining the street - would love to have even more options and restaurants to choose from!" — *Katie Commer*

"Why do we shop Silver Spring Drive? What comes to mind immediately is the Saturday morning walk we take from Lexington to Silver Spring. Our mission is Brueggers or the bakery for coffee and breakfast. We have our dog, Brownie with

us and head to the farmer's market after. My favorite store is Sendik's! I love the employees and the great selection of food!" — *Kelly Wood*

"I am in a store on Silver Spring almost every day – the grocery, salon services, travel needs, gifts and stationery, school supplies, the list is endless. My family and I are very fortunate to live so close to a business area that offers excellent options for so many things we need and use in our lives." — *Tracy Rothman*

"We are fortunate to have a variety of wonderful shopping destinations within walking distance. We appreciate local business and frequent many shops including Hounds Around Town, Yellow Wood, Bay Bakery and Winkie's." — *Mary Van Volkinburg*

"We love being able to walk or ride our bikes up to Silver Spring to see a movie, grab a bite to eat, or shop for a gift." — *Colleen Buckley*

"Whitefish Bay is one of the few communities in the state where can live within walking distance of so many great family-owned small businesses. I shop on Silver Spring Drive as much as possible because I know more of my money stays in the community than if I go to a large chain store for what I need. I also see these businesses giving back to the community all the time." — *Melissa Uglund*



"I love doing as such of my holiday shopping right here in WFB among the shops on Silver Spring. This decision is driven not only by the "shop local" aspect, but because of the uniqueness and quality of the things the shops offer that you just can't find in a Big Box store. Whether it's a quality piece of luggage from RedCap, something for my mom, or all the things we'll need for my husband to make an amazing holiday meal I can find it right here in the Bay." — *Lisa Dresselyhus*

"We love that Whitefish Bay offers a lot of conveniences, all within walking distance of our home. We regularly utilize Aurora Health Care, The Bay, New Options, Bruegger's, RedCap, City Market, and Cutting Group. Our teen-age son has allowance money at BMO Bank, purchased bikes and snowboards at Erik's, goes to his tutor (Lance Granholm) after school, and sees movies with friends at Fox Bay. And who doesn't love the social aspects of shopping village traditions, that being, Sendik's and Winkie's!" — *Mike and Crystal Luehne*

Keep up with your amazing local businesses and so much more through regular emails from the shopping district using this QR code or by visiting www.shopwhitefishbay.com. Or follow us on Twitter @ShopWFB and Facebook!

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2015 YEAR IN REVIEW
WHITEFISH BAY NEIGHBORHOOD SPOTLIGHT
*1/1/15 - 12/17/15 per MLS

279 HOUSES SOLD

AVG SALES PRICE \$411,743

HIGHEST PRICE \$2.3M

LOWEST PRICE \$130K

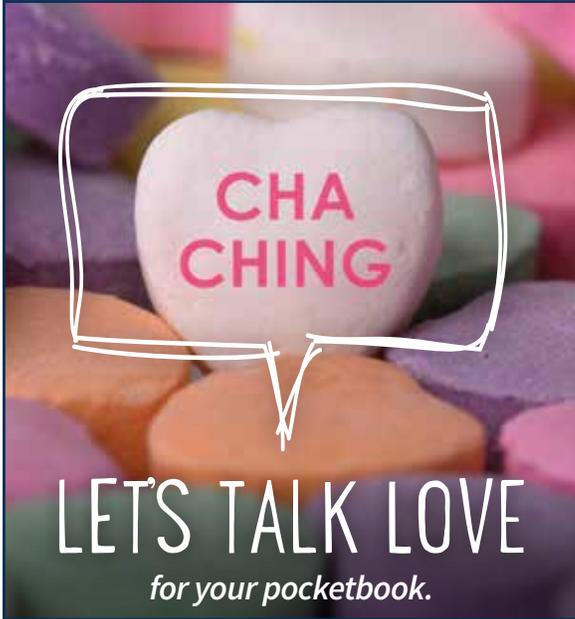
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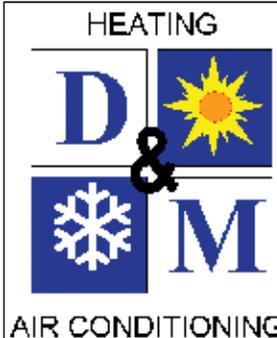
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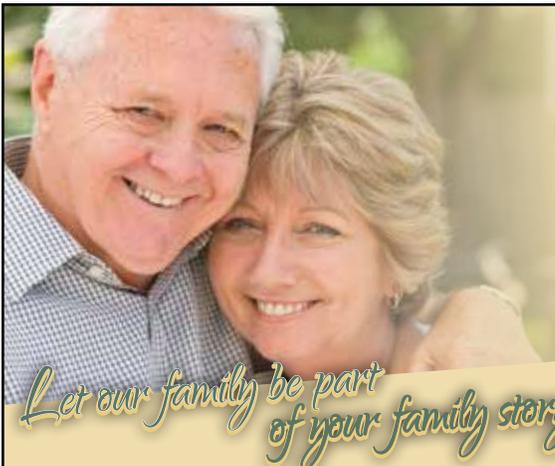
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February 2016

MILWAUKEE AREA EVENTS

FRI., FEBRUARY 5

Goodnight Moon and The Runaway Bunny

@Schauer Arts and Activities Center

Experience puppetry and music as these two classic books come to life.

Time: 7pm

Cost: \$5-14

www.schauercenter.org

FRI., FEBRUARY 5

First Fridays

@Cedarburg Cultural Center

Enjoy local music, food and art shows in a fun and family-friendly atmosphere.

Time: 6-9pm

Cost: \$5 non-members; free members/5 and under

www.CedarburgCulturalCenter.org



SAT., FEBRUARY 6

Winter Frolic

@Mequon Nature Preserve

Celebrate winter! Activities include ice fishing, dog sled demos, tractor and sleigh rides, petting zoo, winter marketplace, meet and greet with characters inspired by the movie *Frozen*, live music, bonfires, food and much more!

Time: 11am-4pm

Cost: Free

mequonnaturepreserve.org

SAT., FEBRUARY 6

Raptor Saturday

@Schlitz Audubon Nature Center

This event will explore the life of raptors.

Time: 1pm

Cost: Free for members or regular admission applies

www.schlitzaudubon.org

WED., FEBRUARY 10

Ragtime

@Milwaukee Theatre

A 13-time nominee for Tony Awards, this musical is sure to thrill.

Time: 7:30pm

Cost: \$38-58

www.ragtimeontour.com

SAT., FEBRUARY 13

2016 Irish Fest Entertainment Release Party

@Irish Cultural and Heritage Center

The kick off to another festival season will be complete with a performance by Next Generation Leahy.

Time: 7-11pm

Cost: \$20-25

irishfest.com

SUN., FEBRUARY 21

SummerStage Winter Music Series

@Delafield History Center

An evening featuring "What's His Name and the Other Guy," a contemporary folk and acoustic blues duo.

Time: 4-6pm

Cost: \$15

www.summer-stage.org

March 2016

THURS., MARCH 3

Bruce Springsteen and the E Street Band

@BMO Harris Center

Bruce and the E Street Band present "The River Tour."

Time: 7:30pm

Cost: \$55-150

www.bmoharrisbradleycenter.com

SAT., MARCH 5

A Prairie Home Companion with Garrison Keillor

@Milwaukee Theatre

This will be the last time that Garrison Keillor will host a show in Milwaukee.

Time: 4:45-7pm

Cost: \$35-65

prairiehome.org

SAT., MARCH 19

Evening of Hope for ALS

@Hyatt Regency, Milwaukee

The Evening of Hope has raised over \$3 million to date. 100% of the profits have been directed toward research.

www.alsawi.org



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YOUTH CLASSIFIEDS

Molly, 16 Babysitter

Hi! I'm a junior at Bay and am a fun, responsible babysitter who loves working with children and has lots of experience with all ages of kids. If you are interested please call 414-731-0933.

Caroline, 13 Babysitter

In need of a babysitter? I love babysitting, taking kids to the park, playing games and doing arts and crafts. I am free after school and on weekends, even at last minute. You can call me at 414-628-5019 to set up a time to meet.

Jabril, 14 Lawn Cutting / Lawn Maintenance

Hi, I am Jabril. I'm looking for someone who needs their lawn to be mowed or for their weeds to be trimmed. I am well experienced at cutting grass. Contact me at jabril10158@gmail.com.

Ari, 14 Grass cutting

Great work, happy customers! References upon request. Call 414-559-5207.

Tia, 15 Organizer/Cleaner, Babysitter

Does your home need a new look? I'm thorough at reorganization/cleaning. I can consult about ideas and limitations, (reference provided). I also have experience babysitting, K4+. Activities can include nature walks, bike rides, indoor games, and more. Please Call 414-916-0092.

Sara, 14 Dog (and cat!) Walking Service

Energetic dog? Crazy Cat? I can help. My name is Sara and I am 14 years old! I can walk your dog and even your cat. Feel free to call 414-736-6430 or email me, wfbsara@gmail.com.

Kayla, 17 Babysitting

Hi! I have lots of experience in babysitting and am available pretty much every day, at any hour, even last minute. I love kids and love to play any game, from tag to "Apples to Apples." Please contact me by calling or texting me at 414-418-8699.

Elliot, 13 Magician

Does your upcoming event need entertainment? Hire me! I'm a magician that has been doing magic performances for over six years. If you are interested please call 414-964-6360. I'll make your event magical!

Alison, 15 Babysitter

I am a sophomore at Bay. I have lots of experience with children, and I am Red Cross CPR certified. If you are interested, please call 414-345-7133.

Vlada, 16 Tutor, Babysitting, Pet-Sitting

Hi. I'm Vlada, a sophomore at Bay. I am very interested in tutoring kids in all classes (including French and German) in grades 1-8, babysitting and dog/cat sitting! Please contact me at 414-217-0263. Thank you!

Azariah, 14 Tutor

I'm great with kids and academics and would love to work with anyone grades 1-7 after school at the Whitefish Bay Library. Standard school subjects like math and writing, plus Spanish and French. Contact me for more information at zari.horowitz@yahoo.com or 414-332-8750.

Emily, 15 Babysitter

I have lots of experience with infants and young children and I am Red Cross CPR certified. If interested, please call me at 414-248-0522.

Andrea, 14 "Alterations by Andie"

Let me take care of your sewing needs. Scout badges, hemming, alterations, and simple mending. Larger projects decided upon consultation. Call or e-mail: 414-688-0095 or mzelakoort@att.net.

Ted, 15 Dog Sitting/Walking

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Rachel, UWM Senior Tutoring and Babysitting

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Amanda, UWM Sophomore Babysitting

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Musical Instruments

Whitefish Bay family seeking new homes for musical instruments. Perfect for your budding pianist, a beautiful cherry Yamaha upright piano - \$1,000 OBO (Original purchase \$3,500). Also a full size Herman Bayer cello - \$1,800 OBO. (Original purchase \$5,000). Call 414-961-0446.

Peugeot Men's Bicycle

White, 26" for sale. Price negotiable. Please call 414-988-9460.

Single Crypt

Wisconsin Memorial Park, Single Crypt in the original section of the Garden of Eternal Life. Please call 414-988-9460.

Bicycle Beach Cruiser for Sale

It is a hardly used, bright yellow with black flame highlights on frame and fenders and white-sided fat tires. It is a single gear with a cruiser foot brake, best suited for casual riding. It fits a rider 5'4" to 5'7", with a very heavy frame. \$150. Email hpmry@mac.com or call 630-384-9236.

Golf Clubs

Several different clubs are available, including Graphite shaft drivers \$25-\$35; wedges, 60 degrees, \$5; and putters, \$5. Call 414-964-4567.

Cat-Lover

I am a cat-loving Grandma who lives in Whitefish Bay. I am very experienced, trustworthy and would love to pet sit your cat(s). Reasonable rates. Call Barbara at 414-763-2880.

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