

# NEWS & VIEWS

SPRING 07

GLENDALE ♦ NORTH SHORE



## News & Views' Colorful New Masthead Reflects Life's Seasonal Changes & Start of Many New Features for Our Valued Readers

Life is a dynamic process, continually transforming itself in a constant state of activity and motion. While one season begins, another season ends, and with every transition nature's symbols appear to help us to reference their relevance and significance. As humankind is influenced by seasonal changes, we resourcefully mark our calendars to their ebbs and flows. As the seasons change, so do our lives and the news and events that come with them.

That is why *News & Views* has developed dynamic new masthead colors and symbols, which will be in a constant state of seasonal transition as fluid as the constantly changing seasonal news and views that we report.

The refreshing birth of spring from the winter cold is symbolized with the bloom of spring flowers and the reemergence of young green colors. Summer's seasonal images are more representative of warmth, with symbols of the sun and the outdoor pleasures that it affords. Fall brings the autumn hues, images of pumpkins, falling leaves, and a slight chill in the air. The Holiday season brings to mind the spirit of giving and the anticipated joy from receiving, moments of reverent reflections and all the meaningful images that we have learned to identify with it. Finally, winter's colder muted colors, the white of snow and the blowing wind, finishes off the year and carries us into yet another transition; a new year and new seasons filled with anticipation for what is to come again.

While the Glendale-Northshore News and Views colors will change, like the seasons of life, one thing we will not change is our resolve to continually provide you, our readers, with more of the business and community news and views, features, profiles and insights that can help you to productively navigate through the changing seasons of your lives.

Have a wonderful spring and summer - and color them happy.

Dale A. Schmidt  
Editor & Publisher, Glendale-Northshore  
News & Views

## GCC – Music In The Glen and Bavarian Inn Team Up for Fantastic Night of Fun Concert and Food July 11 – Rain or Shine



### Streetlife to Perform 2-Hour Concert Free to the Public

Two great yearly events become one! On July 11th, 2007, the GCC's Yearly Members' Picnic in the Park and Glendale's Music in the Glen have merged their events and moved to the spacious four-acre private Heidelberg Riverfront Park, located on the Bavarian Inn properties.

The GCC will be sponsoring the extended two-hour Streetlife – Music In The Glen performance (7 to 9 PM) that is free to the public. And the Bavarian Inn has opened their hearts and their park for this special occasion.

The separate GCC Picnic in the Park, for members and guests, will feature the Bavarian Inn's authentic Bavarian-style open hearth chicken roast, old fashioned brats and hamburgers with all the trimmings, prepared on the designated GCC picnic grounds by the Bavarian Inn's chefs.

The special Music In The Glen Streetlife performance is free to the North Shore public. Bring your chairs, blankets or sit on the grass. Specially prepared food and beverages will be (Cont. Music in the Glen & Bavariam, P. 17)



## Tick Tick Tick Tick

### New Networking Productivity Standards Set At GCC Event

Business Owners & Leaders Excited to Do It Again.

(New Members Even Sign Up to Be Part of the Excitement.)

At the April 26, 2007, GCC member's event, held at the Bavarian Inn, a new, unique high-paced B2B speed-networking venue was introduced for the first time to GCC business leader members and to the Milwaukee area. According to many who attended the "B2B Triple Focus Speed Networking on a Grand Scale" event ... it more than lived up to its advertised promises. GCC Executive V.P. - Director and meeting organizer, Dale Schmidt, certainly hit another event home run for the GCC and its members.



On your mark, get set, GO! GCC Executive Director, Dale Schmidt serves as timekeeper for the GCC Speed-Networking Event at the Bavarian Inn.

Comments from Attendees: "Thank you for an amazing networking event...I have been involved with many different chambers and have attended many events over the years. Dale, I must say that I have never before experienced such a high energy, fun and beneficial networking event. I met people that evening that I would never have had access to and for that I am very grateful." Brian Monroe, Earthbound Development, LLC

"The best networking event I have ever attended...so much fun. This event had to have required immense attention to details...it was well-organized and well thought-out. Dale Schmidt took a social environment and ( Cont. Tick, Tick, Tick P. 17)



P.O. Box 170056  
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News & Views: Your Source  
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& Business Resource Guide

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# New Commercial - Retail Developments in Glendale - North Shore

## Glendale's Southern Entrance Will Have a Major New Look (That is Only Half of the Good News Story)



The architectural rendering of the new proposed building for the Becker Food site, located just off Port Washington Road on Olive Street in Glendale, represents a dramatic change and a wonderful improvement. This project is being redeveloped by its owner, Glendale Redevelopment, LLC, and a new partner, introduced by the owner's contractor MSI General (the same company that built the Glendale Market shopping center on Port Washington Road and Greentree). The development's new partnership is now called Beerline Crossing, LLC, said owner, Brian Monroe.

### Project Benefits Glendale & Residents in Many Ways

According to Monroe, The four developmental benefits that make this project a real win for Glendale and their residents are: 1) Glendale gets one of its dirtier sites cleaned up without spending any money, as this is not a TIF district project. 2) The residents get some immediate tax relief with this project on the tax rolls by January 2008. 3) The newly signed tenant can bring 175 new jobs to the area. 4) The remaining 37,000 square feet of office and warehouse space will provide the opportunity for one or more businesses to move into the area. An added bonus is that the project will help create an exciting new southern entrance to Glendale on Port Washington Rd.

### End of story. Right. Not exactly!

Often we see the end result without ever knowing the bigger story that made it happen.

This success story starts and ends with two unique individuals, Brian Monroe and Nancy Neumann, who put this all in motion many years ago and all the involved parties who came together in a true spirit of cooperation. It began many years ago with Brian Monroe and Nancy (Neumann) Monroe who are married to each other and to the idea of owning and building something meaningful and productive in Glendale.

Together they owned other smaller projects and, loving Glendale, they had their eye on some property and parcels of land here that were not appealing to most developers three years ago. One of them was the Becker Food site, which had many discouraging hurdles to overcome. Clean up costs were estimated to be over \$450,000. Since this was not a TIF district, the owners additionally had to fund all development cost as well, unless they could find a partner to help them build this project, and locate an acceptable an-

chor tenant to commit to a lease in advance. Monroe and Neuman had recently purchased the 4.5-acre Danisco complex at 4215-4253 N. Port Washington Road and were facing some of the same challenging issues there.

### They Met Each Obstacle Undeterred

Both properties, although separate, were part of the same shared vision Monroe and Neumann had for the successful redevelopment of the south end of Port Washington Road in Glendale, and this vision kept them moving forward. Where others may have changed courses, or got out - they did neither.

### GCC Contacts Opens Doors to Member

With helpful introductions and support from the Glendale Chamber of Commerce (GCC), Monroe and Neumann stepped up to the plate and purchased the Becker site. After many months of working with all the parties involved, 2006 brought "good news", and demolition was started April of this year.

Michael Brown of MSI had the creative idea for the Beerline partners to reuse three of the old 1907 warehouses and remodel the 1948 office and warehouse to provide a total of 43,000 square feet on one floor for this user. The new tenant, signing a ten-year lease, would become the economic catalyst to make this redevelopment a reality.

### Mutually Beneficial Success Is Often a Team Sport

"The Beerline Crossing partners are working closely with Executive V.P - Director Dale Schmidt of the Glendale Chamber of Commerce; Dick Maslowski, City Administrator; Todd Stuebe, Glendale's Director of Community Development and Mayor Jerry Tepper, and the partners now have gotten through the approval process with the CDA," Monroe says. "We are now at the plate." For tenant information, or about this project, call Brian Monroe at (414) 881-6901. See their location map in the GM Properties ad in this paper.

## Eighty Year Old Glendale Worth Landmark Building About to Receive Major Face Lift Expansion a Possibility



Robert Worth is excited about his plans to modernize a building that has been in the community for over 80 years. Currently they are working with Saab Design to bring its character to life. This is a preliminary rendering that they will be working with Glendale on in the next couple of months with hopes to make the plans a reality. There are possibilities of expansion as plans progress for new tenants and anyone interested should contact Robert Worth at Worth Realty 414-964-0400.

## Glendale Development Report

By Todd Stuebe, Glendale Community Development

Now that we have entered spring and are moving toward summer, watch for more new tenant announcements and Grand Openings at Bayshore Town Center. New tenants are applying for building permits on a regular basis and will be announced on a regular basis by Bayshore Town Center. Northern Home Fitness, a fitness equipment shop, recently opened at 400 West Silver Spring Drive. Stores and restaurants currently under construction include Apple Computer Store, bd's Mongolian Grill recently opened, Everything But Water, Verizon, Stride Rite, J. Crew, Yankee Candle, and Lids.

**Mobil** (L.K.S. Futures, Stephanie McKee) has opened again for business at 7156 North Green Bay Avenue. Customers can once again enjoy the convenience of the gasoline, mini-mart, and car wash facility located at the intersection of North Green Bay Avenue and West Good Hope Road.

**Johnson Controls** has gained approval to expand its battery technology center.

**Goodyear** is constructing a new Goodyear Auto Service Center at 6130 North Port Washington Road. The new facility is expected to open during June of this year, replacing the existing facility.

**Pick 'N Save** has acquired the former Jewel Osco store located at 1735 West Silver Spring Drive. Pick 'N Save shoppers now have two convenient locations in Glendale.

**Animal Emergency Center** recently completed an addition to the facility located at 2100 West Silver Spring Drive.

**Seattle Sutton's Healthy Eating** is open for business at 5464 North Port Washington Road (Worth Building). Not a restaurant, Seattle Sutton's offers pre-prepared, pre-packaged meal programs for those with special diet needs.

**Acupuncture & Massage** is open for business at 6270 North Port Washington Road.

**David Hendrickson & Associates** has relocated to the Muggli-Janek Building located at 7101 North Port Washington Road.

**El Milagro Enterprises** (Bradley Devorkin) has acquired Dos Banditos (5932 North green Bay Avenue) from Wisconsin Hospitality Group. Good news for Dos Banditos patrons: no changes are planned.

**Doctors Goodman, Packman, Pasch, and Wagner** are moving their business office into the MG Atrium located at 5150 North Port Washington Road. Welcome to Glendale.

**Jim and Andy Paley** are approved to open the Paley Tennis Center at 2916 West Vera Avenue.

**Dog Tired Day Care** was approved to operate a dog day care at 727 West Glendale Avenue.

**Creative Dimensions in Care** has relocated to 5215 North Ironwood Lane.

**Prestige Auto Service** has relocated from West Mill Road to 2035 West Bender Road.

**Bristol Brothers** has relocated to 5225 North Ironwood Lane. ♦

News & Views on line [www.glendale-chamber.com](http://www.glendale-chamber.com) click on News & Views Extras

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# EDITOR'S NEWS & COMMENTS

Dale Schmidt, GCC Executive V.P.



## Local Businessman and Daughter Create Sweet Deal for Community

Glendale Square Shopping Mall's new tenant should bring new excitement to the area.

GCC members, Robb Gibbs and his daughter, Sonia, have opened "Sonia's Subs & Sweets" restaurant in the Glendale Square shopping strip mall, located on Green Bay Avenue and Green Tree in Glendale. They worked hard to open their business in May, just in time for summer.

The inspiration for this original concept restaurant stems from Robb Gibbs' roots, which harken back to his Miami and Detroit origins, where he grew up working in his family's restaurants a generation ago. Robb Gibbs has also spent a lifetime building, remodeling and customizing real estate through his company, Glendale based, Gibbs Home Improvement. However, it has always been his dream to build and customize sandwiches as a business, too.

We are told that Sonia's will offer a wide selection of gourmet, customized sandwiches that will be made fresh daily on demand. They say their recipes are unique and original. What about the "Sweets" part? They have already acquired a frozen custard machine and a new recipe that Robb and his daughter Sonia feel will easily rival "you-know-who"? The entire Gibbs family team will participate in this daily endeavor.

For further information, call Robb Gibbs at 414-247-1000 or 414-915-6085 and have him tell you more about the sweet deal they have planned for you. Better yet, why not stop in and try it out for yourself.

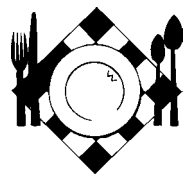


## Cingular of Whitefish Bay Wins Highest Honors

We recently learned that Cingular of Whitefish Bay won Cingular's top 1st quarter Agency Award In 2006. GCC member and owner of the WFB Cingular store, Michael Garrison, pictured with the award, received this highly coveted award for - Top Revenue Generated ... Top Gross quarterly additions of new lines ... Highest score from

Mystery Shopper customer service assessment, and Highest Rate Plan Mix. Congratulations to Mike and his staff.

**Effective Immediately - Cingular of WFB is providing GCC Members Deep Discounts** on Accessories and extra discounts on phones as a participant of the Members Added-Benefits Program. See their Ad in this issue and in the WFB feature section for contact information and for member and non-member savings offers.



## Jonathan's Café soon to become IRINA'S KITCHEN

No, the present owners, Roman, Irina Kit and their daughter, Marianna, are not selling – they are just changing their name to reflect their expanded menu of delicious home cooked in-the-kitchen style entrees and baked goods, that they have continually added since they purchased Jonathan's three years ago. If you want to experience the true taste of fresh from the kitchen food, made fresh daily home made soups and baked goods, at prices that will still leave money in your wallet, hurry on over to Jonathan's / Irina's Kitchen for fresh out of the kitchen goodness. They are located directly across the street from Bayshore T.C., at 325 W. Silver Spring Drive in Glendale. Call 414-964-8277



## GCC Member - David Reindl With Edward Jones - Had To Open Many Doors Before He Could Open His Own In Brown Deer

Before David Reindl could establish the Brown Deer Edward Jones office in October 2006, he had to spend several months knocking on doors and introducing himself to the residents and business people in the Brown Deer area he serves. "That's one of the things that drew me to this firm," Reindl said. "Edward Jones values the individual investor and understands that people still want to do business with someone they know and trust." Reindl had to complete one of the most rigorous training programs in the financial-services industry, enduring three months of 10-hour days, and six days a week.

Edward Jones provides a broad spectrum of investment and financial services in the US and Canada, including retirement & financial planning, college savings programs, life insurance, banking, and mortgage services. David lives in Glendale, with his wife, Julie and their two sons.

As a certified financial advisor, David specializes in helping individual clients and small businesses achieve their financial freedom. His office is located at 3900 W. Brown Deer Rd., suite B, or call - 414-355-2522. [www.edwardjones.com](http://www.edwardjones.com)



## Rent Your Own 4-Acre Private & Enclosed Riverfront Park – In the Heart of Glendale

Imagine how impressive it would be to have your guests, associates, customers, family and friends experience getting together in a beautiful setting like that. Put your, or your companies name on the banner over the entrance ... a professional chef would prepare a delicious outdoor meal for all and your wait and event staff would assist you in the preparation and presentation. You will have two stages, one outdoor and one indoor along with a huge pavilion that seats 1,100, in case it rains. The Biggest Surprise- it is amazingly Affordable. Want to know more – call 414-964-0300 and ask about reserving your event to remember at the Heidelberg Riverfront Park, located on the Bavarian Inn properties. See their Ad in this issue for more specific details. You may want to call soon, rentals are available summer thru fall and with an opportunity this good date's could fill fast.



## Summer Means Outdoor Fun - Boating - Camping and Traveling In Your Car or RV. Heinz of Glendale Offers One Stop Tune-up Service for All of Them.

Now is the time to get your vehicles ready and Glendale has just the place for one-stop service for auto, boat, camper, RV - even airplanes. Heinz Service Center, located at 7575 N. Port Washington Rd. Glendale, has thirty-seven years of expertise at the same location. For more information see their Ad in this issue, or call owners Robert or Karin Peters at 414-352-2695 - and tell them you want to get ready to have a worry-free fun and travel summer.



## Plumbers Local 75 Union Joins GCC Many Benefits To Follow

The Plumber's Local 75 is a new member of the rapidly growing Glendale Chamber of Commerce family. Their current membership is around 1,955 members, which consists of 1,515 active, 282 retirees and 158 life members with 50 or more years of service. The Union was chartered on November 1, 1891 making it 116 years old. The Union has 220 contractors for which the members work. They even have members employed at the State and County in different capacities. The contractors do everything from residential, new homes, remodeling and repair, to commercial work, which includes hospitals, factories and industrial buildings. The plumbers also install residential fire sprinkler systems and in-floor radiant heat systems.

**Direct Line To Contractors Or Plumbing Apprenticeships:** For information on a plumbing apprenticeship or about their contractors, visit their website @ [www.plumbers75.com](http://www.plumbers75.com). Their address is 11175 West Parkland Avenue, Milwaukee, WI 53224; phone: 414-359-1310; fax 414-359-1323. See their ad in this issue.



## Devon - Audubon Seafood & Wine Tasting Fundraiser Was for the Birds ... and Other Wild Animals

On June 4, Devon Seafood Grill attendees had a Good time at a Great restaurant for a wild cause and raised thousands of dollars for the Schlitz Audubon Center. Tickets were \$50 each and attendees dined on Devon signature style Seafood and Steak cuisine and sampled world-class wines and beer selections. Devon Seafood Grill, located in the Bayshore T.C., is thinking of hosting this event again next year. Give them a call at 414-967-9790 to be placed on next year's notification list. While on the phone, book a reservation for a great dining experience.



## The Center for Creative Learning Announces Special Summer Leadership Classes

Professional development classes will be conducted on - Time Management, Emotional Intelligence, Communications, and other topics offered as half-day programs. See their website at [www.lightly.com](http://www.lightly.com) for a calendar of events.

GCC Member Patricia Clason is a Registered Corporate Coach Trainer, Author, Television and Radio Host, Accountability Coaching Associates and Center for Creative Learning, LLC ([www.lightly.com](http://www.lightly.com)) Clason is a frequent contributor to the Glendale-North Shore News & Views. You may reach her by calling (414) 374-5433, or (800) 236-4692. Be sure to read Patricia Clason's article that will appear in our next issue.



## Silver Spring Health and Rehabilitation Receives NEW NAME to Reflect Long-term Vision

Silver Spring Health and Rehabilitation, Glendale, has recently changed their name to Beverly Living Center – to reflect their objective of providing services in a new and better way. "Our vision is to become a long-term care organization that is all about living — a place that is focused on enriching the lives of our patients and residents, and providing them with dignity and purpose," said Natalie Miko, Executive Director of Beverly Living Center - Silver Spring. "We think our new name does a great job of communicating that vision."

They say one thing that will not change, however, is their strong commitment to their patients and residents and to their employees and community," Providing quality care in a safe environment will continue to be their number-one priority and a responsibility that they say they will continue to take very seriously.

GCC member, Beverly Living Center - Silver Spring provides quality healthcare for up to 112 residents, including those needing skilled nursing and rehabilitative care. The nursing home has been part of the Glendale community for over 25 years. Beverly Living Center - Silver Spring is located at 1300 W. Silver Spring in Glendale and can be reached by calling 414-228-8120.



## GCC Member and Professional Photographer, Lee Siegman -- Your Secret Is Out. (Lee Siegman is a wonderful photographer -- but do you know what else he is?)

The Glendale Chamber of Commerce, (GCC) and the Glendale-Northshore News & Views, newspaper extends their heartfelt appreciation to Lee Siegman, of Lee Ira Siegman Ltd. Photography, Glendale, for his outstanding photographic contributions that he continues to provide us. With often-short notice (one event he even delayed his birthday dinner arrangements for a few hours to capture our memorable event) he makes it a point to show up at the many events and numerous ribbon cuttings we have recently had. While many may already know, or should know, of the professional that he is and of the high quality commitment of his work product – we also wanted everyone to know about the wonderful quality of his dedication and of his character.

GCC members and readers - the next time you are driving by his studio at 6340 N. Green Bay Avenue, Glendale, you may want to stop in and meet not only a great photographer, but also a wonderful human being. While you are at it, smile! He takes great photos.

Note: There is no way newspaper printing can adequately portray Lee's quality of work but you may accurately view it online at [www.siegmanportraits.com](http://www.siegmanportraits.com) And GCC readers you may want to email, or call in your own appreciation for his generous contributions to our chamber. He can be reached at [info@siegmanportraits.com](mailto:info@siegmanportraits.com) or at 414-964-5155.

Thank You, Lee.

(Cont. Editor, P.4)

(Editor Cont. from P. 3)



### North Shore Library Event Schedule – Asks You To Get A Clue This Summer

Super sleuths and daring detectives are invited to join “Get a Clue @ Your Library” at the North Shore Library. The 2007 Summer Reading Program is open to kids of all ages, from babies up to Young Adults. Registration for the FREE program begins Monday, June 4 at 10:00 a.m., in the Children’s Room. After signing up, children take home a reading record and write what they have read. Kids can read or be read to, and earn prizes for their reading. Families can also enjoy free events with fabulous performers, at the library. Events include: visits from Discovery World, Kidsplay, David Stokes, Mary Sue & Cari, David Stokes, and a Harry Potter party. Two exciting book clubs are planned for the summer. For more information, please call the library at 351-3461. The library is located at 6800 N. Port Washington Road in Glendale.



### North Shore Library Children’s Department Installed New Equipment -Thanks To Generous Donations

Thanks to generous donations from Robert M. Krauss, his brother Jack Krauss, and a matching grant from the River Hills Foundation, the North Shore Library has just replaced outdated equipment in the library’s Children’s Department with four brand new, up-to-date computer terminals and a color printer.

The installation of this new equipment, recently completed in May of this year, concludes the initial goal of the North Shore Library Foundation - to provide high quality computer equipment for public use throughout the library.

The North Shore Library Foundation also wishes to thank the membership of the Glendale Chamber of Commerce for their continued support and donations in this effort.

## FAMILIAR NORTH SHORE FACES IN NEW PLACES



### Moeser Joins Cornerstone Community Bank

Cornerstone Community Bank recently announced the addition of Aaron Moeser to their staff. Aaron joins the bank as Vice President – Commercial Lending. Aaron will be focusing on the North Shore of Milwaukee market. He had previously been active with the North Shore Rotary and Glendale Chamber of Commerce among other organizations and looks forward to continuing his community involvement.

“We are pleased to have Aaron join our lending team,” stated Paul Foy, Bank President. “Aaron’s strong customer service skills match well with our style of banking.”

Aaron graduated cum laude with his bachelor’s degree from Midland Lutheran College and earned his MBA from Marquette University. He has spent the last 6 years in banking and has been a commercial lender for the past 4 years. Aaron is also the son of Dr. Elliott L. Moeser, the retiring Superintendent of the Nicolet School District, and current Glendale council member for the third district. Aaron, welcome back to the area – it is true, the good apple never falls far from the tree that grows on solid flat ground.

Founded in 1990 Cornerstone Community Bank’s focus is to strives to be the best corporate citizen that it can be and to make decisions, which have a positive impact on the community while advancing reputation as a good corporate citizen. Cornerstone Community Bank is located at 2090 Wisconsin Avenue, Grafton and at N91 W17231 Appleton Avenue, Menomonee Falls. To reach Aaron Moeser call (262) 375-9150 or log on to [www.bankwithcornerstone.com](http://www.bankwithcornerstone.com)



### Jim Rossman New Manager of Kelly Financial Resources

Glendale native, Jim Rossman recently assumed the manager role for Kelly Financial Resources, a division of Kelly Services. Jim had been in the financial and banking industry for years, and was very familiar with the benefits of membership in the GCC while employed with a local bank that is a GCC member. When Jim joined Kelly Financial Resources, in Brookfield, one of the first things he did was call me to enroll in the GCC. One of the first things I did was state “we are happy to have you back”. When you meet him at one of our events, you will know why.

Jim lives in Glendale with his wife and three children. He enjoys coaching his daughter’s Nicolet Region, Milwaukee Kickers U7 Girls Soccer Team, the “Mustangs.” As a trumpet player and music lover, you will may him at Music In The Glen and sometimes assists with the event.

Kelly Financial Resources is located at 3333N. Mayfair Road, suite 207, Milwaukee WI. To contact him call (414)290-9503 – Email [jim\\_rossman@kellyservices.com](mailto:jim_rossman@kellyservices.com)



### Cameron’s Steakhouse Is Touched By the Community’s Warm Reception -- Partnering With Bayshore T.C. On Many Upcoming Summer Events

Michael Will, recently moved to the area to assume the role of Cameron’s manager and said that he is excited to be here. He expressed his gratitude for the warm reception that he and Cameron’s have received from the North Shore community. GCC member, Cameron’s Steakhouse is a wonderful addition to the upscale fine dining mix in the area.

“Every single item on our extensive menu is the absolute freshest and the highest quality it can be,” says Will. We take an uncompromising approach to beef and all our seafood is flown in fresh daily.” Cameron’s boast one of the largest progressive wine lists in the area and they even have Wine Enthusiast Wednesday, where you can enjoy discount bottles of wine. Cameron’s is located in the Bayshore Town center.

They open at 5:00 p.m. daily and you can visit them on line at [www.camerons-steakhouse.com](http://www.camerons-steakhouse.com) - or call Michael at 414-964-3663. Like the fine steaks they serve, they keep getting better with age. Cameron’s is the place to go for that unique dining experience, in a warm, comfortable and elegant atmosphere, that few are prepared to provide today.



Spring has finally sprung and summer is rapidly approaching. Glendale’s business activity is certainly shining, judging from the number of ribbon-cutting ceremonies for new businesses I have been privileged to attend over the past several months.

Your Chamber of Commerce has also been aglow in activity since the last issue of this newspaper. We enjoyed another great Holiday/Awards celebration in December at the Radisson. Columbia-St. Mary’s Hospital co-hosted an open house event with the GCC in February. We had our annual “State of Glendale” address by City Administrator Dick Maslowski, combined with an informational speech about fire department topics by Mayor Tepper in March at the Hilton. On April 28, we had the “Speed Networking” extravaganza at the Bavarian.

We are in the process of kicking-off our “Community Services Committee.” This committee’s goal is to provide charitable activities that our members (and extended community) can physically participate in. We have sent surveys to members asking how they would like to serve, how often, etc. We are asking for your feedback as soon as possible so we can move to the next step, that of organizing actual events. Thus far, the completed surveys indicate people are interested primarily in environmental projects or activities that benefit youth. We would like to hear as many preferences as possible.

As always, we are looking for not only more members, but active members. We would enjoy working with you on committees, event assistance, and any other way that we can make your GCC experience more meaningful. Have a great summer!

(Editor’s Column Cont.)



### GCC Member & Whitefish Bay Native Purchases Robert Haack Diamond Importers

Bret Eulberg and his wife, Marie are the new owners of Robert Haack. They recently purchased the business, located on the corner of 76th & Layton Avenue, Greenfield, WI., from the retiring owner. You may know of Bret and Marie as GCC members who owns the Collector Gallery, and What’s Poppin’ in Shorewood.

Bret is a second-generation jeweler with over 17 years of experience in all aspect of the jewelry and collectible fields. They have already expanded their merchandise lines to include Antique and Estate Jewelry in addition to an expanded inventory of Diamonds, Colored Gemstones and Mountings. To find out about all the services they provide - view them online [www.wildaboutdiamonds.com](http://www.wildaboutdiamonds.com) or call Bret and Marie at (414) 281-0500.



### Popular Retailer, GAGE of Door County, Becomes GCC Member – Seeks to Bring the Uniqueness of Their Store to the North Shore.

I first went to Door County over thirty years ago. At that time, as you may imagine it did not look like it does today. That was before Wisconsinites and out-of-state travelers discovered the natural idyllic beauty of this peninsula and moved in to claim a slice of this Shangri-La for themselves. Thirty years ago, many of the stores, containing creations from aspiring local artists, were converted aging summer cottages.

In Sister Bay, across from the marina, one impressive solid brick building – looking more like an elegant home prepared to endure the test of time – stood out from all the rest as it still does today.

Thirty years ago, the owners of Gage – of Door County were already visionary innovators in the area – who were not afraid to invest in their dreams in a big way. However, the unique imported and domestic gifts and artistic creations they offered inside that building were even more innovative and impressive.

Today, thirty years later, Gage – of Door County is still there, its building as elegant and modern as ever and the affordable treasures inside are even more splendid than they were before.

Gage Meyer is the son of the owners that named their special store in his namesake and he has admirably carried on their commitment to provide an unmatched experience for all who travel to their place. The next time you are in Door County, please make it a point to stop in and say hi to our most northern new GCC member, Gage Meyer and his staff. Mention the Glendale – North Shore News & Views and he just might have a “free” surprise gift from Italy for you just for stopping by. View Gage online – [www.giftsandclocksbygage.com](http://www.giftsandclocksbygage.com) or call 1-800-448-4243. We will announce when Gage has found a suitable location in the North Shore. If you know of one, call Gage Meyer or Dale Schmidt to discuss. The complete Gage story will appear in the Summer issue of this newspaper.



### Gail Van Treeck - Natural Health Services Joins the GCC – Provides Valuable Health Alternatives & Will Be Contributing Writer to the News & Views Health Column

New GCC member and owner of Natural Health Services, Gail Van Treeck N.D has dedicated most of her adult life educating and providing holistic, alternative health solutions and therapies. “Maintaining good health means more than alleviating physical symptoms. It requires changing our attitudes and lifestyles,” said Van Treeck. “We believe that education is the foundation for optimal health and all individuals can take an active part in the maintenance of their health and immune system, with nature’s resources of nutrients, vitamins, enzymes, and other natural whole foods.”

Van Treeck is a dedicated and perennial student of new advancements within her profession, as much as she is in the area of working and mentoring her sizable clientele, that comes from all over to learn how to take personal responsibility for their health.

Van Treeck has earned an impressive list of certifications in her thirty years of practice - she is a Doctor of Naturopathy (ND), a Licensed Nutritionalist, Certified National Health Professional (CNHP), Health Assessment Consultant, Certified Electrodermal Practitioner, Certified NAET Practitioner (allergy elimination techniques) and (Go to Editor, P. 17)

## Locally Owned North Shore Furniture Retailer Successfully Competes With The Giants

Glendale-North Shore small businesses frequently compete favorably with larger chains, and in terms of furniture retailers, they often offer higher quality products. But more importantly, those smaller furniture retailers tend to offer better, more personalized service than larger retailers.

Glendale-based Betty Johnson Interiors, for example, is one of the few family-owned and operated lifestyle retailers and design centers remaining on the North Shore, with offerings of exceptional furniture. But quality does not always mean high price.

"You might say that we're a little old-fashioned in our philosophy of presenting quality, service and great style to our clientele," says Joanne Ginster, owner of Betty Johnson Interiors. "But it's not necessary to spend thousands to buy a beautiful piece of furniture at Betty Johnson Interiors."

One just needs to browse through their varied collections and talk with their friendly and knowledgeable designer associates to know that you will receive all the information required to make the right decisions. That is because Betty Johnson's designers are in tune with the latest styles and trends. For example, according to the Betty Johnson staff, this year yellow will become the new orange, and gray the new brown. In addition, sleeker more contemporary furnishings and updated traditional styles on a moderate scale will continue to grow in popularity.

Those huge national furniture and accessory chain stores are fine for getting decorating ideas, but when it comes to personal customer service and follow-up, Betty Johnson Interiors excels. Their customers have names, not numbers, and their professional designers have longevity, which means customers will continue to work with someone who understands their personal tastes and desires for years to come.

To view the many beautiful room groupings, or to browse through dozens of design catalogs, visit Betty Johnson Interiors. For more information see their ad in this issue or call (414) 332-9600.

## Now You Can Have the Lashes You've Always Wanted

By Sandra Moon

Lavish Lashes™ is the newest service for thicker, longer and naturally abundant eyelashes from GCC member, L'image, the professional Skin Spa that is associated with the Clinic of Cosmetic Surgery at 5201 N. Port Washington Rd in Glendale. "Through L'image, this exciting new process is now exclusively available to the North Shore. Lavish Lashes™ method is so realistic-looking that it has been popularized by Hollywood as the celebrity's brand of choice," said Yvette Willis, L'image medical assistant and certified application and make-up specialist. A trained and certified professional applies natural looking and feeling, waterproof lashes, available in different colors, to your own natural eyelash," said Willis. "The application is semi-permanent, lasting four to eight weeks. Your eyes are precious, and it is wise to choose a service that uses licensed, medically supervised professionals as L'image does."

Here is our chance to have the lashes that Mom did not give us and that we have always wanted without expensive cosmetics. L'image is offering an introductory special for all Glendale-North Shore News & Views Readers. The special includes one free makeover and one free lash maintenance refill! L'image also offers a full line of physician directed skin care and products. You can see the results by viewing the L'image ad in this issue or contact Yvette Willis, Medical Assistant and Make-Up Artist at (414) 967-1300.

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# North Shore Legislative and Business Updates



## State Representative Sheldon Wasserman

Enacting Wisconsin's biennial budget can be a lengthy and complicated process, more complicated this session because the Senate is controlled by Democrats and the Assembly is controlled by Republicans. The Governor submitted his "executive budget", all 1757 pages of it, in February. The Legislature's Joint Finance Committee (JFC), which gets the first stab at amending the document, held public hearings across the state before starting to vote on changes.

After JFC is finished, the budget will go to the Senate and then to the Assembly, and each will pass versions reflecting different priorities. If the past is any guide, a compromise between these versions will have to be crafted by a conference committee made up of an equal number of Assembly Republicans and Senate Democrats. Both houses will then vote on the compromise version and send it to the Governor, who will use his veto pen to make even more changes.

Wisconsin has a law that says all of this is to be completed by the end of June, but the deadline is often ignored. My main priority will be to end deficit spending. Businesses and families across the state are able to live within their budgets; it is time the state did the same.

While I support some of the governor's goals, I am opposed to raising the real estate transfer tax and imposing an additional tax on hospitals. I am also worried that the proposal to tax the profits of oil companies will simply be passed on to consumers, making gasoline even more expensive.

Before we raise taxes, I think we need to look at ways of increasing government efficiency. I am working with a bipartisan group of JFC members on a budget amendment that will end duplicative payments to parents who transport their children to private school. If we are successful, school districts in Wisconsin can save millions of dollars.

If my proposal doesn't make it into the budget, I will introduce it as separate legislation. Another bill I am working on is ending legislators' ability to accumulate unused sick leave. I sponsored a bill in 1995, raised the issue in 2001 when Tommy Thompson retired with over 200,000 dollars in accumulated sick leave credits, and asked other legislators to sign onto a bill in 2003, but the practice continues. The good news is that recent press reports convinced some of my colleagues to join my effort. Hopefully we can get a bill passed this session.

I look forward to sharing more of my ideas in future editions of the GCC, Glendale - North Shore, News and Views. In the meantime, please do not hesitate to contact me if I can be of assistance. Sheldon Wasserman, State Representative, North Shore - 22nd Assembly District Phone: 888-534-0022 / E-mail: Rep.Wasserman@legis.wi.gov



## State Senator Alberta Darling

As you know, what happens in the State Capitol has a direct impact on your small business, club or organization in the North Shore. When I'm in Madison, I'm working on the things that matter to you: lower health care costs, lower taxes, quality education and more efficient government. Here is the latest news...

**Wisconsin Needs "Smart Medicine" to Lower Cost of Health Care** Currently, there are several health care reform packages floating around in the Legislature. At first glance, many of these plans sound attractive because "someone else" would pick up the health care tab. The problem with these plans is that "someone else" is you - the small business owner or taxpayer.

The good news is that there is one health care reform plan that addresses the root causes of high health insurance costs, instead of just shifting costs. That plan is "Smart Medicine." Smart Medicine is a reform package I am introducing that reforms Medicaid, emphasizes preventative medicine, and gives consumers incentives to spend their health care dollars wisely. For the details on this very comprehensive plan, please visit <http://www.legis.state.wi.us/senate/sen08/news/>.

**Governor's Budget Proposes Billions in New Taxes** If you own a home, drive a car, get sick or even download songs to an iPod, then the budget introduced by the Governor in February would raise your taxes. The grand total of the Governor's new tax increases on Wisconsin's middle class families is over \$2 billion. The budget is now in the Legislature's hands and I'm working for changes that put taxpayers first. I'm pushing for a real property tax freeze, an across-the-board income tax cut and the elimination of the state tax on retirees' pension income. It is my goal that when the Legislature finishes its work, we have a new budget that taxes less, spends less and borrows less.

**The State is Holding \$300 Million in YOUR Unclaimed Property...** Come and Get It! Wisconsin's State Treasurer's Office is the custodian of the state's unclaimed property. That means if you ever forgot about a safety deposit box, never picked up a final paycheck at an old job or didn't cash dividend checks from a stock, the state is holding on to your money and just waiting for you to claim it.

This spring, I embarked on a project to reunite North Shore residents and small businesses with hundreds of thousands of dollars of their own money. Even if you didn't recently get a letter from me, you may still have money coming to you because the Treasurer is constantly updating the unclaimed property list. Simply visit <http://www.ost.state.wi.us/home/UCPWeb/ucpsearch.aspx> to see if you or someone you know has money to claim! For regular updates about these and other important topics, please visit <http://www.legis.state.wi.us/senate/sen08/news/adEmail-club.htm> and join my Email Club! It is an honor to serve you in the State Senate.



## Whitefish Bay Report

by Tom Stuhlmacher, President  
Whitefish Bay Business & Professional Association

**Many New Businesses Come to Whitefish Bay.** The following new retail businesses have recently moved to Whitefish Bay. We encourage you to stop by and welcome them to the North Shore.

### Patricia Shoppe

403 East Silver Spring Drive

In this eclectic boutique's antique cabinets you will find a large collection of fine, fashion, and handcrafted jewelry. The Shoppe also features fabulous accessories: shoes, watches, sunglasses, hats and purses.

### Balia Wellness Center

103 East Silver Spring Drive

Balia Wellness Center is an integrated Wellness Center focused on alternatives for a healthy lifestyle. The center offers health and wellness consultations and classes, aromatherapy, essential oils, massage and a wellness store.

### Milwaukee's Finest Guitars

324 East Silver Spring Drive

An exciting new store featuring guitars and amps. The store also offers lessons and makes repairs.

### Regina's Bay Bakery

423 East Silver Spring Drive

One of Whitefish Bay's oldest and most famous businesses will have a new owner. Regina's Bay Bakery plans to keep everything the bakery has offered and eventually add some unique pastries.

See page 10 of this News & Views for Whitefish Bay Merchants & Community - Summer Events Calendar. You may reach Tom Stuhlmacher at his store, Winkie's, by calling 414-964-2130.

## Nearly New - 50 Years of Great Clothes, Service and Value

This past February, GCC Member Nearly New Family Fashions, a successful Glendale resale shop, celebrated 50 years in business. The shop is located at 6803 N. Green Bay Avenue. Nina Colacino, the owner since October 2002, says she "purchased the business because she loved what she did." Nina is not new to Nearly New Family Fashions; she has marked her 17th year with the business where she started out as a sales person before becoming the owner.

**"Being on the floor with customers is my passion. Finding what is right for the customer and helping them with their selections is what I love doing,"** states Nina. "I take pride in everything that is here. Clothes tell you about the person and so do their accessories." Nina's philosophy and love for her customers commands nothing less than perfection in the consignment items that are brought into Nearly New Family Fashions. "All clothing must be stylish, three years old or less, and they must be cleaned, pressed and brought in on hangers. This way we can assure the customer that the items are clean and ready to wear."

Nearly New Family Fashions carries women's clothing in sizes 6 - 3X, men's clothing and children's size infant to 14. Nina also has a wide range of jewelry, handbags, shoes and accessories to complete the look. "What we have is a product that people should explore at least once or twice. We have items coming in daily and offer great value for your purchase. It is all about the customer, whether they buy or not," says Nina. "What the customer does buy, I want them to be happy with, and if they are, I have accomplished my mission for the day."

What a value; great clothes and outstanding customer service. With all the high costs of everything else, why pay retail prices, when you can buy nearly new at a fraction of the price? A few minutes every week to stop in and see what's new and different will be well worth your time in the savings you will realize by shopping resale. Visit Nearly New Family Fashions at the Glendale Square Shopping Center, where you will find plenty of parking, or contact Nina Colacino at (414) 228-8420.

## Congratulations To The Fifty-Six New Members Who Have Recently Joined The GCC

A Branovan Co., Mike Spanjar, Sales & Marketing **Acker, Brian D.**, Agent - Edward Jones Investments **Acupuncture & Massage LLC**, Gary Chulkins, Owner **Anywhere SG**, Don Sutcliffe, President, John Skibinski, Vice President - Marketing **Bar Louie**, Norvell Addison, General Manager, Melissa Morales, Sales Builder **bd's Mongolian Grill**, Ryan Golinvaux, CEO, Tony Housley, Senior General Manager **Brightstar Healthcare**, Orest Carnevale, President (new owner) **Broadway Baby of Wisconsin Inc.**, Jocelyn Beckham, President, Karl Miller, Company Manager **BVK**, Michael Voss, President **California Pizza Kitchen**, Aaron Ross, General Manager **Cameron's Steakhouse**, Nick Ridenour, General Manager **Catch A Ray**, Kelli M. Fox, President **Moon Management Group**, Sandra Moon, Owner **Cornerstone Community Bank**, Paul Fox, President, Aaron Moeser, Vice President, Dennis Joram **Devon Seafood Grill**, Ryan Doerr, General Manager **Directional Leadership Group, LLC**, David L. Georgenson, Owner **Dog Tired Day Care, LLC**, Bree Heffner, Owner/President **Enhancing Light Cosmetic Laser Centers**, Jacqueline Johansson & Nicki Rust, Co-Owners **Fiori di Mari**, Mari C. Zarletti, Owner **Gage - of Door County** - Gage Meyer, Owner **Gage/Paperperfect**, Gage Meyer/Pat Engelhardt, Owners **Gallery 505 & The Great Frame-Up** of Whitefish Bay, Thomas D. Harris, Owner **Glendale Woman's Club**, Eileen Johannsen, President, Carol Pierner, Public Affairs Chair **Hecker Shoes**, Marcia Hecker, Owner **Heiser Ford**, Chuck Storniolo, General Manager **Hollywood Video**, James Weidemann, District Manager, John Leidy, Store Director **JJB Home Improvements, LLC**, Jeff and Ann Bartelt, Owners **Kelly Financial Resources**, Jim Rossman, Sales Manager **Kerns Carpet One**, Bill Kerns, President, Kevin Oestreich, Manager **King's Wok**, Joe Xie, Owner **LA/Fitness**, Mike Barton, Sr. Regional, V.P., Rene' Sharp Regional V.P. David Secor, Sales Consultant **Lakeside Diagnostic Imaging Center**, Bruce W. Cardone, MD, Leann Beehler Office Manager **Lake States Foundation Contractor**, Perry Brumm, Owner **Lane Bryant & Cacique**, Bayshore Town Center, Ellen Kelbach, Manager **L.K.S. Futures, Inc.** DBA Glendale Mobil, Stephanie K. McKee, Owner **Logan Productions**, Jim and Beth Logan, Owners **Mayfair Rent-A-Car**, Dan Ewald, CEO, Matt Dlugi, Manager (Glendale Location) **Midwest Engraving**, Karl & Minnie Parbs, Owners **Milwaukee Home Investors**, Jerry Sherrod, Owner Morgan Stanley, Shannon Smith, Financial Advisor **Murray's Wine & Spirits**, Chris Caitlin Breyfogle **Natural Health Services**, Dr. Gail Van Treeck, Owner **North Shore Professional Fire Fighters Assn.**, Steven Tippel, President and Jon Cohn **Outback Steakhouse**, Bob Irons, Joint Venture Partner, Dan Wallace, Managing Partner **Qdoba Mexican Grill**, Ron Stokes, CEO, Colleen McDonald, Marketing Manager **Plumbers Local 75**, Steve Breitlow, Business Manager, Mark Schram, Organizer **Realty Executives Integrity**, Integrity Home Sales, Jennifer Buttrum, Owner **Riptide Seafood Bar & Grill**, Hans Weissberger III, Owner, Khalid Zeidan, General Manager **Robert Haack Diamond Importers**, Bret Eulberg, Owner **Schmidt & Bartelt Funeral Home**-Whitefish Bay, Steve Schmidt, Owner, Tom Daub, Branch Manager **Sonia's Subs**, Richard Gibbs, Owner **Sound Investments Ltd.**, Michelle & Brian Bienfang, Owners **State Senator Alberta Darling**, 8th Senate District **Westwood Dry Cleaners & Tailoring**, Vladimir Krivoshein, Owner

*These exceptional businesses have recently become part of the finest, most dedicated and committed business association in Wisconsin.*

## Three GCC Members Receive 2006 GCC Outstanding Business – Community Service Awards

Each year the Glendale Chamber of Commerce (GCC) honors various individuals and/or businesses whose ongoing actions have demonstrated exceptional community and/or chamber service commitments that have helped to enrich or enable our community in various ways.

The 2006 selected award winners are stellar examples of outstanding service performance; they are well deserving of the honors bestowed upon them.

Each honoree received a professionally engraved wall plaque and a special tribute at the GCC 2006 annual awards dinner, held at the Radisson North Shore.

In a world where there is an excessive focus on the reporting of bad news, we are proud to present three wonderful examples of the underreported good that many do.



L to R - State Senator Alberta Darling, Joe Laur, award recipient, GCC Executive VP-Director Dale Schmidt. (Alberta Darling also presented Joe with a State Commendation for his contributions.)

### Joe Laur Recipient of the GCC 2006 Exceptional Community Contribution Award

Joe Laur received this award in recognition of his exemplary dedication and non-wavering three-year commitment, against great odds, in successfully raising over one hundred and sixty thousand dollars for the construction and installation of a special needs elevator at Glen Hills Middle School, in Glendale.

Because of his unrelenting dedication and effort, this new elevator, when completed this year, will provide much-needed assistance for seniors and people who are physically challenged, today and for generations to come.

Joe Laur's selfless actions truly define the highest and most noble meaning of the words, "community-conscious citizen." In a future issue of this paper we will present the Joe Laur story, about a remarkable individual who has more passion and exuberance for life in his late seventies than many do in their thirties and forties. Congratulations, Joe.

### Bavarian Inn & United German Societies Recipient of the GCC 2006 Outstanding Retail Service & Community Enrichment Award

The Bavarian Inn and United German Societies received this award for their seventy years of outstanding retail service and community ethnic enrichment, through food, events, and entertainment venues that have provided Glendale and the North shore with a valuable and enduring legacy of their ethnic integrity, heritage and cultural values.

The United German Societies is comprised of hundreds of German families operating under the name Bavarian Inn and other associated club operations. As one of the original residents of Glendale, they are a real community treasure, committed to enhancing the quality of life of our city and surrounding communities.

In an era where the lines of old-world ethnic cultures and values are often blurred, the Bavarian Inn and the United German Societies continue to be a cultural and historical beacon, reminding us of the rich past that can lead us all to a much brighter future. Congratulations to the Bavarian Inn and the United German Societies.

To learn more about the Bavarian and the UG Societies history watch for their article in our next issue, written by the President of the North Shore Historical Society.



L to R - State Senator Alberta Darling, GCC President, Steve Rozansky, Bavarian Inn GM, Victor Cerda, award recipient, Glendale Mayor, Jerry Tepper, GCC Executive VP-Director, Dale Schmidt

### Robert Porsche Recipient of the GCC Executive Leadership Award

Robert Porsche of General Plastics, received this special award in recognition for his exceptional commitment to assuming the extended roles, duties and responsibilities of a three-term president of the Glendale Chamber of Commerce, before his retirement from that position a year ago.

Under his presidency, he provided the

Board leadership that was needed to transform the organization into the expanded new GCC of today. He also willingly carried out whatever task or duty, presidential or otherwise, that was asked of him.

"Within every volunteer organization, you will find dedicated people, but rarely will you find those exceptional individuals who will go far beyond the bounds of expected participation and who are willing to extend their personal time, talents and energy in ways in which he has," said Dale Schmidt, GCC Executive VP-Director.

"There are rare times in one's life when a new relationship seems so easy and comfortable, and when a unity of common visions maximizes results to transform the task at hand. Such was my relationship with my friend, Bob Porsche. During the transformation of the GCC, I asked many things of Bob Porsche, way beyond the expected requirements of a chamber president. One of them was to stay GCC Board President for three years instead of the regular one- or two-year term. In spite of his busy schedule, running his large company, General Plastics, Bob Porsche always had time to do things for the GCC and whatever I asked of him. No one is more deserving of this award than he."

-- Award Presentation Photos by Lee Ira Siegmam.

## Le Club to Start Exciting Expansion and Remodeling Project for Its Members

One of the oldest fitness clubs in Milwaukee County is Glendale's Le Club, bringing over 35 years of personalized service to its customers. Recently Le Club's nationwide parent company, Club Corp, with over 200 fitness clubs nationwide, authorized more member desired improvements and upgrades to the facility located at 2001 W. Good Hope Road in Glendale.

GCC member Le Club features amenities that few health clubs offer, like two restaurants and indoor and outdoor swimming pools. Says Le Club's Roxanne Domer, "In considering ways to better serve our clientele, we saw a need for improved ladies' locker-room facilities. We also sought new and innovative ways to meet the demands of our growing family membership." But it did not make sense to build a new ladies' locker-room only to diminish the space required to properly serve their customers' diverse fitness requirements. That is why the new addition will be two stories tall.



The expansion plan includes four wet and two dry cabanas with lockers, in the vicinity of the 25-meter outdoor pool, that can serve two adults and four children for changing and showering as a family group. This will effectively enhance the country club feel that has been Le Club's trademark. The expansion will also cater effectively to the already popular massage therapy program, with new massage rooms and other amenities for the entire family.

"Besides the new addition, Le Club will continue to offer members many options for the entire family, including numerous classes, personal fitness trainers, and expert instruction in tennis and other sports. One great program that has made Le Club a popular destination for the health-conscious is the daycare facility, which allows moms to exercise, swim, receive a massage, dine at court or poolside, and play tennis without concern for their children's well-being," said Le Club GM, Pam Koch. Another program that is growing in popularity is the Kid's Klub summer indoor/outdoor camp program. Expanded hours, from 5:15 AM to 11:30 PM, allow members the opportunity to enjoy the club at times convenient to them.

Glendale's Le Club is definitely an athletic club with country club flair. For more information about Le Club's numerous programs, call (414) 352-4900 or log onto their web site at [www.le-club-milwaukee.com](http://www.le-club-milwaukee.com). Please see their ad in this issue.

### Mackenzie Pecor Receives GCC – Burton E. Trouteau 2007 Scholarship Award



At the recent senior awards ceremony at Nicolet High School, Hank and Clare Gefke, of the GCC Scholarship Review Committee, presented the 2007 GCC Burton E. Trouteau Memorial Scholarship to Mackenzie Pecor. Her initial scholarship is for \$500 and is renewable for a period of three more years provided certain criteria are met.

Mackenzie will be attending Ohio State University this fall and plans to study international business with a foreign language emphasis on Spanish. Members of the GCC Scholarship Review Committee are: Hank Gefke, Chairperson, Claire Gefke, Ellen Zielinski, Dale Schmidt and Robert Porsche.

Photo by Lee Ira Siegmam



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HEARTaware is an online heart risk evaluation designed to help you learn about your personal heart health. It only takes 10 minutes, is confidential and is absolutely free. Why HEARTaware? Because approximately 70 million Americans who have heart disease don't know they have it. And heart disease is the number one killer of women. HEARTaware is the first step toward predicting and preventing heart disease. If the test reveals you have one risk factor, you can receive free information on heart healthy lifestyles. And if you have two or more risk factors, you will be eligible for a free cardiac screening by a St. Joseph clinical professional.

Find out your Heart Health IQ at  
[www.wfhealthcare.org/milwaukee](http://www.wfhealthcare.org/milwaukee)

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Wheaton Franciscan Heart Care  
St. Joseph

In Partnership with the Felician Sisters

# GCC Member Marathon Grand Openings Set Record

## A Visual Celebration of New Glendale & North Shore Member Businesses That Participated in Grand Opening Ribbon Cutting Events

In the past months, even prior to the opening of the new Bayshore T.C., the GCC and many of our community and state leaders have had the privilege to attend and to commemorate the official openings of many of our new member businesses. We proudly present this photographic tribute to all these new GCC member businesses, their owners, managements, and staffs who have recently chosen to invest in, and who are dedicated to serving our North Shore communities. Since we have had so many new business openings recently, we do not have room to properly tell you the details of their interesting stories. The summer issue of the Glendale – Northshore News & Views will feature a special business profile section, where we will provide insight into how these new businesses operate, what their corporate culture and customer philosophies are, and how that has led to their sustaining growth and success. If you have not already done so, please welcome our new GCC Member businesses to the North Shore in the best way possible by patronizing their establishments whenever you can.

(Photos by Lee Ira Siegman)

### Johnson Bank

The Whitefish Bay branch is the first North Shore location for Johnson Bank. Johnson Bank was founded by Samuel C. Johnson in 1970 to emphasize service, values and integrity - the things that have formed the core of all Johnson family businesses. More than 50 Johnson locations throughout Wisconsin and Arizona provide comprehensive personal and business financial needs, with personal banking, commercial banking, wealth management, trust services and international banking services.



Back Left to right: Ray Krueger, Village of Whitefish Bay Trustee; Holly Finnigan, Universal Banker Johnson Bank; Dick Hansen, President/CEO, Johnson Financial Group; Bunny Harris, Universal Banker, Johnson Bank; Russ Weyers, President/COO Johnson Bank; Steve Rozansky, President, GCC. Front Left to right: Georgia Mavrinas - Community Development Authority; Unidentified; Candace Schwam, Branch Manager/Whitefish Bay; Kelly Foster, Milwaukee Regional President, Johnson Bank; Dale Schmidt, Executive Vice President, Glendale Chamber of Commerce; Tom Stahlmacher from Winkies (Bank Photo)

### Bayshore Realty

Bayshore Realty is a full service real estate agency located in Glendale next to the Bayshore Town Center, specializing in single-family residences in the North Shore area and investment, duplex, multi-family and small commercial properties throughout Milwaukee and southern Ozaukee counties. With a qualified staff of both licensed real estate brokers and licensed real estate associates, Bayshore Realty offers a full service experience for both sellers and buyers from transaction beginning to end. Five of the agents spent many years with RE/MAX Realty prior to starting Bayshore Realty. Four of the agents are licensed brokers, and they come from different backgrounds, including a CPA and an Attorney of Real Estate Finance & Law. The Bayshore Realty team truly cares about the needs of their clients, and strives to make each property sale a pleasant one.



Graig Goldman & Nancy Haismaier, Owners-Bayshore Realty (N+V Staff Photo)

### The Cheesecake Factory

The Cheesecake Factory in the Bayshore Town Center is a unique, upscale casual dining restaurant offering more than 200 menu selections including Appetizers, Pizza, Pasta, Seafood, Steaks, Salads, Sandwiches, and more. The menu also features specialty dishes like Chicken Madeira, Miso Salmon, Cajun Jambalaya Pasta, and The Factory Burger. For dessert, there are over 50 delicious cheesecakes and desserts such as White Chocolate Raspberry Truffle® Cheesecake the new Godiva Chocolate Cheesecake with a cappuccino or espresso. Carryout is also available. The first Cheesecake Factory opened as a small Cheesecake shop in the late 1940's



Left to right: Tom Davis, Area Director of Operations-The Cheesecake Factory, Joe Laur, President-Glendale Senior Citizens Club, Julie Stuhlmacher, Tom Stuhlmacher, President-Whitefish Bay Businessman's Association, Ray Gripenrot, Member-Glendale CDA, Tony Herold, General Manager-The Cheesecake Factory, Brian Monroe, Board Member-GCC, Jack-Belk, Regional Vice President-The Cheesecake Factory, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Dale Schmidt, Executive VP-Director-GCC, Izzy Goldberg, Glendale Alderperson, Jerry Tepper, Mayor-City of Glendale, Steve Rozansky, President-GCC, Alethea Rowe, Marketing Director-The Cheesecake Factory, Marcy Schneider, Board Member-GCC, Hank Gefke, Board Member-GCC, Alberta Darling, State Senator (8th Senate District), Michael West, President-Village of Fox Point, Unidentified, Mr. Jacek Flejsterowicz, Member-Glendale CDA, Joanne Shaw, Glendale Alderperson, Lisa Susen-Sullivan, Marketing Director-Bayshore Town Center, William Huegel, Former Glendale Mayor & Alderman Cindy McManus, Glendale Alderperson.

### Lane Bryant

Lane Bryant is a plus-size fashion leader, acknowledged for a positive influence on the way women feel about their bodies. Lane Bryant's mission is to offer stylish, sophisticated and high-quality fashion in sizes 14-28. The new Lane Bryant store located at Bayshore Town Center is now one of 800 stores nationwide.



Left to right: William Huegel-Former Glendale Alderperson, Cindy McManus, Glendale Alderperson, Bud Schneider, General Manager-Bayshore Town Center, Ray Gripenrot, Member-Glendale CDA, Joanne Shaw, Glendale Alderperson, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Marcy Schneider, Board Member-GCC, Donald Voith, Former Glendale Mayor-Member Glendale CDA, Izzy Goldberg, Glendale Alderperson, Bill Edwards, Assistant to the Executive VP-Director, Mary Nasino, District Manager-Lane Bryant, Dr. Elliott Moeser, Superintendent-Nicolet High School, Jerry Tepper, Mayor-City of Glendale, Joe Laur, President-Glendale Senior Citizens Club, Yolanda West-Coleman-Lane Bryant, Aftan Fuchs-Lane Bryant, Ellen Kelbach, Manager-Lane Bryant, Jill Miller, Lane Bryant, Brian Monroe, Board Member-GCC, Dale Schmidt, Executive VP-Director-GCC, Charles Rychner, GCC Board Member, Steve Rozansky, President-GCC.

### Bravo Cucina Italiana

BRAVO! is a fun, white-tablecloth casual eatery offering great Italian food under a Roman ruin decor, with a menu emphasis on food that is fresh, made-to-order and made using authentic Italian cooking methods. All of the cooking is done exhibition style - in full view of the guest. BRAVO! has been voted "Best Italian" in Columbus, Dayton, Cincinnati, Indianapolis, Pittsburgh and New Orleans. Bravo Cucina Italiana's Bayshore Town Center location is the 2nd Wisconsin location.



Left to right: Steve Rozansky, President-GCC, Charles Rychner, Board Member-GCC, Bud Schneider, General Manager-Bayshore Town Center, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Jeff Presley, Manager-Bravo Cucina Italiana, Chris Endres, Executive Chef - Bravo Cucina, Brian Monroe, Board Member-GCC, Glendale Mayor Jerry Tepper, Dr. Elliott Moeser, Superintendent-Nicolet High School, Dale Schmidt, Executive VP-Director-GCC, William Huegel, Former Glendale Mayor & Alderman, Izzy Goldberg, Glendale Alderperson, Donald Voith (Former Mayor, member-Glendale CDA), Joanne Shaw, Glendale Alderperson, Cindy McManus, Glendale Alderperson, Marcy Schneider, Board Member-GCC, Hank Gefke, GCC Board Member.

### Relax the Back

With the focus on people seeking relief and prevention of back and neck pain, Relax The Back offers posture and back support products and self care solutions. To end the epidemic of back pain and help in preventing back pain, Relax The Back stores provide both the best products and associates who educate customers on proper product use. The associates attend a company-training program about posture, ergonomics, and most importantly, self-care. That commitment to ensure that each product solution is accompanied by appropriate education in product use has proven to be the foundation for success. Having grown out of just one retail store in 1984, the new Bayshore Town Center location is one of over 100 stores nationwide and in Canada.



Left to right: Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Steve Rozansky, President-GCC, William Huegel, Former Glendale Mayor & Alderman, Joanne Shaw, Glendale Alderperson, Charles Rychner, GCC Board Member, Hank Gefke, Board Member-GCC, Bud Schneider, General Manager-Bayshore Town Center, Jerry Tepper, Mayor-City of Glendale, Bill Edwards, Assistant to the Executive VP-Director, Joe Ellner, President-Relax The Back, Dale Schmidt, Executive VP-Director-GCC, Brian Monroe, Board Member-GCC, Izzy Goldberg, Glendale Alderperson, Ray Gripenrot, Member-Glendale CDA, Donald Voith, Former Glendale Mayor-Member Glendale CDA, Cindy McManus, Glendale Alderperson, Dr. Elliott Moeser, Superintendent-Nicolet High School, Marcy Schneider, Board Member-GCC

### California Pizza Kitchen

California Pizza Kitchen is a leader in authentic California-style cuisine with a recognized consumer brand and an established, loyal customer base. All CPK innovative pizzas are creatively designed on a delicious crust, and hearth-baked to perfection. Also served are creative salads, made-to-order pastas, soups, sandwiches, appetizers and desserts. There are currently more than 200 CPK's in 29 states and six foreign countries. The first California Pizza Kitchen opened in Beverly Hills.



(See Photo Caption Top of Next Page)

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**(California Pizza Kitchen from previous page)**

Left to right: Richard Maslowski, Administrator-City of Glendale, Bill Edwards, Assistant to the Executive VP-Director-GCC, Marcy Schneider, Board Member-GCC, Mystery Walk-In, Bud Schneider, General Manager-Bay Shore Town Center, William Huegel, Former Glendale Mayor & Alderman, Steve Rozansky, President-GCC, Aaron Ross, Manager-California Pizza Kitchen, Dale Schmidt, Executive VP-Director-GCC, Tom Desecki, Regional Director of Operations - California Pizza Kitchen, Dr. Elliott Moesser, Superintendent-Nicolet High School, Alberta Darling, State Senator-8th Senate District, Joanne Shaw, Glendale Alderperson (partially hidden), Cindy McManus, Glendale Alderperson.

**Devon Seafood Grill**

Bayshore Town Center is Devon Seafood Grill's first Wisconsin location. The menu features a generous cellar selection and the finest, creative cuisine from the deep blue waters of the Pacific and Atlantic oceans. Devon offers private rooms that seat up to 12 guests and a private banquet room that seats up to 50 guests. Devon Seafood Grill also offers carryout and catering services, with Valet Parking available.



Left to right: Joe Laur, President-Glendale Senior Citizens Club, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Hank Gefke, Board Member-GCC, Dr. Elliott Moeser, Superintendent-Nicolet High School, Marypat Theriault, Events Planner-Bayshore Town Center, Alberta Darling, State Senator (8th Senate District), Joanne Shaw, Glendale Alderperson, Jerry Tepper, Mayor-City of Glendale, Dale Schmidt, Executive VP-Director-GCC, Brian Monroe, Board Member-GCC, Dave Gooding, Area Director-Devon Seafood Grill, John Cosnotti, Executive Chef - Devon Seafood Grill, Ryan Doerr, General Manager-Devon Seafood Grill, Stacy Lucas, Director of Sales-Devon Seafood Grill, William Huegel-Former Glendale Alderperson, Robert Porsche, GCC Board Member, Donald Voith, Former Glendale Mayor-Member Glendale CDA.

**Wisconsin Athletic Club**

Founded in 1976, The Wisconsin Athletic Club is the largest and most respected privately owned athletic club in Wisconsin. Founded, and in continuous operation since 1976. WAC's Glendale location marks the WAC's sixth location. As WAC programs and activities have been honored nationally, the WAC staff is consistently upgrading both their equipment and services tailored to constantly evolving member needs. They offer valuable, fun activities for families at a very affordable price. We offer activities for all ages and fitness levels and take pride in our continuing education program that creates the friendliest, most knowledgeable staff in the industry.



Left to right, P. Michael Mahoney, President - Park Bank, Jerry Schlitz, VP - Park Bank, William Huegel-Former Glendale Mayor, Dale Schmidt, Executive VP-Director-GCC, Deb Orr, General Manager-Wisconsin Athletic Club, Richard Maslowski, Administrator, City of Glendale, Jerry Tepper, Glendale Mayor; Chez Miasko - WAC VP, Ted Torcivia - Owner, Ray O'Conner-Owner; Keith Nygren - Owner/President

**Trader Joe's**

Trader Joe's new Bayshore Town Center store is Wisconsin's 2nd store. Trader Joe's shelves are stocked full of delicious foods and beverages from the basics like milk, bread and butter to more exotic fare like imported cheeses, organic produce and hand-tossed pizza from Italy. Trader Joe's strives to keep the costs low, to cut out the middleman whenever possible and pass their savings on to the customers in terrific, everyday prices. Trader Joe's started out as a small chain of convenience stores in 1958 called Pronto Markets. In 1967, the company founder changed the name to the present Trader Joe's and store concept.



Left to right: Marcy Schneider, Board Member-GCC, Izzy Goldberg, Glendale Alderperson, William Huegel, Former Glendale Mayor & Alderman, Steve Rozansky, President-GCC, James Pirc, Former Board Member-GCC, Dale Schmidt, Executive VP-Director, Amy Knox, Supervisor-Trader Joe's, Adam Mutolo, Regional Vice President-Trader Joe's, Jose Mendiola, Captain-Trader Joe's, Jeff Clark, First Mate-Trader Joes, Bud Schneider, General Manager-Bayshore Town Center.

**Cameron's Steakhouse**

Bayshore Town Center is Cameron's Steakhouse first Wisconsin location. At Cameron's Steakhouse, the beef is corn-fed, hand selected, aged to perfection, trimmed to their specifications. And, it melts in your mouth. The flow-in-fresh daily seafood and the housemade side dishes are definitely ready for prime time. The décor of this Cameron Mitchell Restaurant surrounds you with comfortable elegance, with softly lit leathers and woods, jazz-influenced art, and white tablecloths. The Cameron Mitchell Restaurant family, which includes Cameron's Steakhouse was founded by entrepreneur Cameron Mitchell in 1993.



Left to right: James Pope, Cameron's, Kristin Barnes-Administrative Assistant-Cameron's, Justin Rupert-Cameron's, Joe Laur, President-Glendale Senior Citizens Club, Marypat Theriault, Events Planner-Bayshore Town Center, William Huegel-Former Glendale Alderperson, Joanne Shaw, Glendale Alderperson, Alberta Darling, State Senator-8th Senate District, Dr. Elliott Moeser, Superintendent-Nicolet High School, Mayor-City of Glendale, Unidentified, Jerry Tepper, Mayor-City of Glendale, Unidentified, Nicholas Ridenour (opening manager), Cameron's, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Robert Porsche, Board Member-GCC, Hank Gefke, Board Member-GCC, Brian Monroe, Board Member-GCC.

**Bank Mutual**

Founded in 1892, Bank Mutual is one of the largest Wisconsin federally-chartered savings banks, with 76 branches in Wisconsin and one in Woodbury, Minnesota. Bank Mutual offers a full range of savings, investment, checking, and lending services, all with competitive rates. Bank Mutual deposits are FDIC insured up to \$100,000 providing a safe, secure way for Bank Mutual customers to save and invest. Located in Bayshore since the 70's, they are now in their new location at Bayshore T.C.,



Left to right: Bill Mielke-Bank Mutual Board Member, Dave Rolfs-Bank Mutual Board Member, Bud Schneider, General Manager-Bayshore Town Center, Joanne Shaw, Glendale Alderperson, Jonathan Maxwell, Bank Mutual Office Manager, William Huegel, Former Glendale Mayor & Alderman, Dr. Elliott Moeser, Nicolet High School-Superintendent, Michael Crowley, Jr., Bank Mutual, President and CEO, Dale Schmidt, Executive VP-Director-GCC, Donald Voith, Former Glendale Mayor-Member Glendale CDA, Brian Monroe, Board Member-GCC, Steve Rozansky, President-GCC, Hank Gefke, Board Member-GCC.

**bd's Mongolian Grill**

Located Worldwide, bd's Mongolian Grill is a unique, interactive "Create Your Own Stir-Fry restaurant concept" where the guests choose their own ingredients from a great variety of meats, seafood, vegetables, salads, sauces and spices. The food is then prepared by master grillers on a 600° 7-foot grill - all in a delightful animated, dining atmosphere. Located in the Bayshore Town Center and Wisconsin's premier location, bd Mongolian was founded in 1992.



Left to right: Tony Housley, Senior General Manager-bd's Mongolian Grill, Tom Stahlmacher, President-Whitefish Bay Businessman's Association, Richard Maslowski, Administrator-City of Glendale, Jassica Golinvaux, Ryan Golinvaux, CEO-bd's Mongolian Grill, Jerry Tepper, Mayor-City of Glendale, Greg Elstro, Chief Development Officer-bd's Mongolian Grill, Billy "BD" Downs, Founder-bd's Mongolian Grill, Dale Schmidt, Executive VP-Director-GCC, Robert Porsche, Board Member-GCC, Marcy Schneider, Board Member-GCC, William Huegel, Former Glendale Mayor & Alderman, Steve Rozansky, President-GCC, Dr. Elliott Moeser, Nicolet High School-Superintendent.

**LA Fitness**

The new LA Fitness Bayshore Town Center facility allows family members to "exercise their options." From basketball to racquetball, swimming to indoor cycling, free weights to cardio equipment, personal training to group fitness and much more. LA Fitness offers options in an environment that makes members feel at home, no matter what their current fitness level may be. Established in 1984, the Bayshore Town Center location is the first Wisconsin location for LA Fitness.



Left to right: Richard Maslowski, Administrator-City of Glendale, Kane Atkinson, General Manager-LA/Fitness, William Huegel, Former Glendale Mayor & Alderman, Cindy McManus, Glendale Alderperson, Sheldon Wasserman, Wisconsin State Representative (22nd Assembly District), Roberto Valdez, Operations Manager-LA/Fitness, Dale Schmidt, Executive VP-Director-GCC, Brent Lee, District Training Manager-LA/Fitness, Robert Porsche, Board Member-GCC, Sajie Razik, District Operations Manager-LA/Fitness.



**2006 City-GCC Business Beautification Award Winners Honored**

The 2006 Glendale Business Beautification Awards, sponsored by the City of Glendale's Aesthetics & Beautification Committee (ABC) and the Glendale Chamber of Commerce (GCC), were recently presented to both business recipients at the city's annual appreciation dinner and at the GCC Leadership Luncheon, as one recipient business was unable to attend the city's event. Both presentations were held at the Hilton Milwaukee River on separate days.



L to R: Janet Menz (recipient for Barnabas), Dale Schmidt, Mayor Jerry Tepper, Sanford Mitz & Steve Rozansky (recipients for Mitz -Rozansky)

The two deserving award winners were Barnabas Business Center, Glendale, winner of the Retail/Commercial Large Site - Established Garden award and Mitz & Rozansky, SC, Glendale, winner of the Retail/Commercial Small Site - Newly Designed Garden award.

Both winners received acknowledgement for their impressive business beautification efforts from GCC Executive VP-Director, Dale Schmidt, and Glendale Mayor, Jerry Tepper. The winners were each presented with a beautiful photographic wall plaque, containing tribute comments and a color picture of the winning building and landscape. A rendering of each is presented in this section. The plaques were designed for the GCC and ABC by Synergy 3 Group, Glendale, and replicated in an innovative wall plaque by Midwest Engraving, Glendale.

The GCC became a co-sponsor of the Business Beautification Award program when the city's Aesthetics & Beautification Committee's chairperson, Carol Pierner, approached GCC Executive VP-Director, Dale Schmidt, with the suggestion; "This is a wonderful committee and the GCC is proud to co-sponsor this award program with them," said Schmidt. Glendale businesses that wish to apply for the 2007 Business Beautification judging contest may contact Carol Pierner through the City of Glendale at 414-228-1700, or by calling the GCC at 414-332-0900.

(See additional follow-up articles on P. 16)

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# North Shore ROCKS this Summer

Your News & Views Guide to Music, Entertainment, Picnics, Festivals, Sidewalk Sales, Bike Races & more.

For further updates to events, go to [www.glendale-chamber.com](http://www.glendale-chamber.com) – Click on News & Views Extra & North Shore Events



## The 2007 Glendale Days 4th of July Festival

... running from Friday, June 29 through Wednesday, July 4 has an exciting multiple day line-up of entertainment for all members of the family. Each year, since its inception in 2000, Glendale Days has continued to grow in appeal and popularity. Today, people come from near and far to participate in this wonderful five day Americana Celebration of our independence - where kids can be kids and families can come together in a wholesome, friendly atmosphere of fun, food and free musical entertainment. Give your family and friends a memorable experience this Fourth of July – take them to Glendale Days.

### Schedule of Events:

**Friday, June 29** Chasin Mason 5:30 - 9:30 p.m.  
**Saturday, June 30** Children's Talent Show 11:00 a.m. - 2:00 p.m. Acoustix 3:00 - 6:00 p.m. Sweet Tarts 7:00 - 10:00 p.m.,  
**Sunday, July 1** Barry's Truckers 11:00 a.m. - 2:30 p.m. The Tempters 3:00 - 6:00 p.m. The Crisis 6:30 - 9:30 p.m.  
**Monday, July 2** Featuring Brass Bell's Battle of the Bands 1st, 2nd & 3rd place Winners 5:00 - 9:00 p.m.  
**Wednesday, July 4** Annual 4th of July Children's Parade and Main Parade, Nicolet High School Orchestra and Band 12:00 - 1:30 p.m. Back Alley 2:00 - 5:30 p.m. The Noisy Neighbors - 6:00 - 9:30 p.m. Fireworks Extravaganza - 9:30 p.m.



### Musical Venues Include:

**Friday, June 29** Chasin Mason 5:30-9:30 p.m.  
**Saturday, June 30** Acoustix - a world renown A Capella quartet 3:00 6:00 p.m. Sweet Tarts - specializing in alternative style of music 7:00-10:00 p.m.  
**Sunday, July 1** Barry's Trucker's - a local Classic Rock n' Roll band 11am-2 pm The Tempters - performing the music of Soul legends 3-6:00 pm The Crisis – a six piece "powerhouse" of Rock N Roll 6:30pm-9:30pm.

### Additional Events Include

Carnival Rides • Midway • Children's Talent Show • Art & Craft Fair Collector Car Show • Raffle • Dunk Tank • Food • Refreshments Youth All-Star Softball Tournament • Bingo and More.

Donations are always appreciated. If you would like to help sponsor the 2007 Celebrate Glendale Days festivities - Make checks payable to Glendale Days Committee and mail to 5909 North Milwaukee River Parkway, Glendale, WI 53209. Include your name, address and city. (All donations are tax-deductible - your canceled check is your receipt)



## Whitefish Bay Merchants & Community Summer Events Calendar

**July 4th Parade** up East Silver Spring to Klode Park – for a fun-filled day of food, festivities and fireworks display in the dark. This event attracts thousands each year.

**July 20 & 22** Silver Spring East merchants' annual "Sidewalk Sale" – where participating merchants offer ridiculous prices on merchandise. The two-day event includes food vendors and street entertainment.

**July 29** Super Week Bike Race (WFB portion) - all day through the designated streets of WFB. National and International racers come to compete in this extremely popular race. If you are a bike race enthusiast and you want to see top athletes perform, this is the place to be. Food and beverage tent on location - bring your chair and enjoy the race and the pace.

**August 18** "Sounds of Summer," a popular East Silver Spring concert in the street that will have you up, dancing on your feet.

### Concert schedule for the Whitefish Bay Community Band

Wed. June 27 - 7:00 pm  
 Wed. July 11 - 7:00 pm  
 Wed. July 25 - 7:00 pm  
 Sun. Aug. 5 - 3:00 pm  
 Sun. Aug. 12 - 3:00 pm

All performances are at Old Schoolhouse Park on North Marlborough Drive, 5400 block, near the Whitefish Bay Library.



## Swing Into Summer Fun at Bayshore Town Center

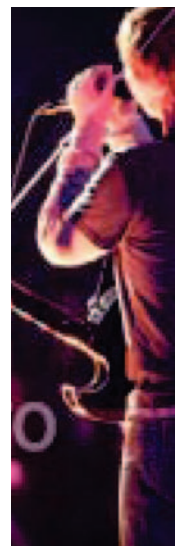
Town Center announces summer concert series and Tuesday children's programs in Town Square

Bayshore's summer concert series, "Square Tunes" will take place each Thursday, and select Saturday's, from June 14 – August 23 with performances at noon and 6 p.m. featuring a variety of musical entertainment. In addition, coming this summer, Bayshore will play host to a Tuesday Summer Children's Program, "Square Kids", from June 26th to August 21, 11:30 a.m. – 2 p.m. Each Square Kids Tuesday begins with a half-hour lunch and storytelling, followed by the opportunity for kids and their families to participate in activities.

### Bayshore Summer Entertainment

Dates and Times of the Square Tunes Summer Concert Series are as follows: Show Times are at Noon and 6 p.m. (unless otherwise noted) in the Bayshore Town Square

**June 14** Copper Box Louisiana Cajun sound.  
**June 16** (Saturday) The Orphans – Noon Excellent vocals Ladies Must Swing – 6 p.m. Singing and swinging, all women big band  
**June 21** Five Card Studs - Noon Fun, frolic, and tomfoolery In Black 'n' White – 6 p.m. A mixture of reggae, R&B, Latin and island music  
**June 28** Streetlife with Warren Wiegatz Wisconsin's quintessential contemporary jazz act  
**July 5** Punto De Vista Latin Orchestra Latin big band  
**July 12** Bourbon Street Stompers - Noon New Orleans Dixieland music at its best. MYSO – 6 p.m. Description: Milwaukee Youth Symphony Orchestra performance  
**July 19** James Kishline Group - Noon Next generation classic pop 100% Natural -6 p.m. Doowop music of the 50's and 60's The Tempters – 6 p.m. Milwaukee's consummate tribute to the Temptations and Four Tops  
**July 21** Pangaea – Noon Steel drum performance FRESH FACE Showcase – 4 p.m. Jazz, Pop, R&B & Country  
**July 26** Florida Yard Dogs - Noon Jimmy Buffett-style trio Geoff Landon & The Wolfpack – 6 p.m. Contemporary country at its finest  
**August 2** King Comets Quintessential roots rockers  
**August 9** Robin Puer Eclectic vocal classics  
**August 16** Paul Spencer Band The best that jazz has to offer, both musically and vocally.  
**August 23** Trio America's Mariachi - Noon Talented blend of mariachi music and vocals The Britins – 6 p.m. Wisconsin's premiere Beatles tribute act  
 Go to [www.bayshoretowncenter.com](http://www.bayshoretowncenter.com) for more program highlights



## Music In The Glen Performance Schedule

\* Extra Special Surprise on July 11th.

Regular concert schedule Wednesday evenings, 7:00 pm - 8:00 pm\* at the Glen area, next to Parkway Middle School, 5910 N. Milwaukee River Parkway, Glendale. \*EXCEPT - Special Night and Location - Extended Performance July 11 (See below)



**June 27** Kids From Wisconsin Song & Dance Variety.  
**\*July 11 Streetlife** (extended performance) – Heidelberg River Front Park / Bavarian Inn. Combined event with the Glendale Chamber of Commerce Members Picnic. Streetlife two hour performance sponsored by the GCC and some of its members. 7 PM to 9 PM.  
**July 18** The Brass Quintet of Southern Wisconsin Show tunes, favorite marches.

**July 25** Rick Aaron and Friends Klezmer..  
**August 1** Grandsons of the Pioneers Vocal group, cowboy, western, sing-a-long.  
**August 8** Phillip Dizack Jazz.  
**August 16** TBA

## Heidelberg Riverfront Park

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# Have a Family Safe Summer -- Important Safety Tips for Kids & Adults



## Protect Your Children From Dangerous Situations this Summer

Important Police Department Child Safety Tips

- 1. Play the "What If" Game with Your Child** and ROLE-PLAY "What is a Stranger . . ." Tries to join in your play. Asks you to go with him/her. Tries to start a conversation with you. Offers you a ride, candy or money (with rides,) "If you don't know, don't go." Asks for Help
- 2. Separation Plan** Teach your child to go to a cashier if separated in the mall. Your child should not leave with anyone unless you planned it
- 3. Let Mom and Dad Know Where You Are** Share consequences with your child if this is not done
- 4. Play Safe!** Take a friend to the playground. Never play in strange places
- 5. The 6 Second Rule.** When with small children take a "glance" every 6 seconds
- 6. Establish Family Code Word – Secret Only to Family Members** Teach if child does not hear code word – do not do what that person wants.

Provided by Officer Joel Dhein, Crime Prevention Unit, Glendale Police Department. Call 414-228-1741 for more information on this or other prevention issues concerning you or your children.

## Fragile: Transport Safely

### AAA Summer Alert - Auto Crashes Leading Cause of Child Death in US



That's right ... crashes kill more kids than any other type of injury or disease. AAA wants you to ensure the protection of your most precious cargo. Make sure your child is "Seated, Safe & Secure."

In 2002, motor vehicle accidents killed 1,543 child occupants fourteen years and under and injured 263,000 others. That's an average of six children killed and more than seven hundred injured each day—enough to rank crashes the number one killer of children in the United States.

#### One Way to Reduce Child Auto Deaths By Half

The National Highway Traffic Safety Administration (NHTSA) estimates these numbers could be reduced by half if every child passenger was properly buckled up.

Research shows that seat belts and child safety seats are the most effective safety device in preventing serious injuries and deaths in motor vehicle crashes. Seat belts have been shown to reduce the risk of fatal or serious injury by up to 50%. Child safety seats have been shown to reduce infant fatal injuries by 71% and children one to four years old by 54% - yet not all states require their use for children up to age four.

**AAA recommends four stages of occupant protection for child passengers.** These stages are dependent on child's age and weight and are in keeping with AAA policy and the best practices of safety experts including the NHTSA and the American Academy of Pediatrics. AAA's approach protects all children - from infancy to age eighteen. The NHTSA provides a searchable database of child passenger safety seat technicians.

**If you cannot afford to purchase a safety seat for your child,** there is help available: General Motors has partnered with the National Association for the Advancement of Colored People, the National Council of La Raza, Safe Kids and America's Promise to provide car seats to low-income families. Daimler Chrysler has launched a \$1 million child safety seat initiative in minority communities. This campaign is in partnership with hospitals in numerous cities to provide educational tools to Hispanic, African-American and other minority families. DaimlerChrysler will also distribute child safety seats to low-income families in these cities. Federal grant programs provide child safety seats in many states.

**For more information** about child safety seats, you can log onto the AAA web site at [www.aaapublicaffairs.com](http://www.aaapublicaffairs.com). To find out about all the programs AAA has to offer, see their ad in this issue.



## NSFD Smart Spring - Summer Safety Tips

By Greg Sikora

As Summer approaches, so does the thought of cleaning up, getting lawn mowers, grills, and bicycles ready for warmer temperatures. The North Shore Fire Department would like to remind you of the following "Spring - Summer Tips":

**Try to reduce and eliminate clutter and unused items.** The basement, attic, and garage are popular spots for accumulating items. These are also common areas in which fires originate due to items being placed too close to electric and gas appliances.

**Limit the amount of gas that you store.** Keep gasoline and other flammable liquids in approved containers and away from ignition sources.

**Take old paint, varnishes, and chemicals to an appropriate chemical drop off site.**

**Clean out the lint trap and vent pipe on your clothes dryer.**

**Make sure your address is clearly visible on your mailbox.** Also, is your address clearly marked and visible on your home from the street. If not, get a yard marker.

**Change the battery in your smoke detector** if you have not changed it in the last year. Replace the detector if it is greater than 10 years old or unknown. Test your smoke detector monthly by pressing the "test" button.

Every home should have a carbon monoxide detector in addition to smoke detectors.

Discuss, practice, and evaluate a fire escape plan with your family.

The North Shore Fire Department wishes you and your family a safe spring. If you have any questions please call our Public Education office at 228-0292.

## Summer Fun for Seniors



The Glendale Senior Citizen's Club continues to increase in membership, and this summer, with the installation of the new elevator, access to the Clubroom will be much more convenient, particularly for those who find it difficult to manage the stairs. The Clubroom is located on the lower level of Glen Hills Middle School at 2600 W. Mill Road. Monthly general meetings are held on the second Wednesday of each month and feature interesting and informative programs. After the meetings is a time for socializing. Snacks and beverages are served. **Weekly activities include** Bridge, Exercise, Crafts, Needlework, Sheephead, Bowling, Shuffleboard, Chorus, Billiards and more. On the last Wednesday of each month, a free movie is shown on the large screen television set in the Clubroom. Tours, picnics and parties are held throughout the year. May activities include seeing a play, "The Nerd" at the Stiemke Theatre on Sunday, May 6th.. On May 16th, we took a bus trip to New Glarus, with lunch at The Golden Fleece. Before returning home, we stop at Roberts Imports. In June, the final general meetings includes a summer picnic. Weekly Activities Continue Throughout the summer. Anyone over the age of 55 who would like to join this interesting group, would be very welcome. **You do not have to live in Glendale to belong.** Dues are only \$10 per year. Call 540-2100 for further information. Ask for Jackie Trouteaud or Joe Laur.



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\*Figure based on a March 2006 sample of auto policyholder savings when comparing their former premium with those of Liberty Mutual's group auto and home program. Individual premiums and savings will vary. Discounts and credits are available where state laws and regulations allow, and may vary by state. Certain discounts apply to specific coverages only. To the extent permitted by law, applicants are individually underwritten; not all applicants may qualify. Coverage provided and underwritten by Liberty Mutual Insurance Company and its affiliates, 175 Berkeley Street, Boston, MA. A consumer report from a consumer reporting agency and/or a motor vehicle report, on all drivers listed on your policy, may be obtained where state laws and regulations allow. ©2006 Liberty Mutual Insurance Company. All Rights Reserved.

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**New State-of-the-Art Dog Day Care Comes to the North Shore -- Even View Your Pet On the Internet**



Bree Heffner, with best friends, Jet and Paisley

There is a new dog on the block in Glendale. Dog Tired Day Care, LLC located at 727 W. Glendale Avenue, directly west of Sprecher Brewing Company, is a business that is making a lot of tails wag with their state-of-the-art day care, boarding and grooming facility opened in late May, 2007.

Dog Tired Day Care has been Bree Heffner's dream since childhood, when she began volunteering as an animal handler and love-giver at local shelters. Through-

out her life she has received great joy from training and socializing her own dogs. A few years ago, when she began taking her dog, Jet, to another local dog day care, she realized that there was room to improve the quality and convenience of service that other dog day cares were offering. Dog Tired is her answer to these needs and she hopes you agree!

Having worked for businesses of all sizes as a financial and operations manager, Heffner learned from her own experience that many dog owners are concerned about leaving their pets alone for hours on end. That is because, as pack-oriented animals, dogs need socializing, exercise and human interaction.

According to Heffner, Dog Tired is uniquely different from other multi-service dog facilities in southeastern Wisconsin. They offer around the clock on-site supervision by handlers experienced in dog behavior and first aid. The environment is cage free, just like home. Hours are convenient with Saturday day care, half or full day, and Sunday boarding pick-up and drop-off times. Dog Tired also provides internet viewing of your dog at play from their website free of charge, so you can check on your pup over lunch or whenever it's convenient for you. Says Heffner, "At Dog Tired, our goal is to provide each dog with a fun and safe social outlet that also gives their human caretakers peace of mind."

Visit the Dog Tired website at [www.dogtiredogs.com](http://www.dogtiredogs.com). Call today to find out more about Dog Tired Day Care and how to schedule your free temperament screening at 414-967-5857. Make your dog's dream come true today! (See their ad this page.)



**Summer Safety Suggestions to Protect Your Pet**

by Dr. Rebecca Kirby, Animal Emergency Center

The dog (and cat) days of summer are rapidly approaching. Many of the activities and products you use around your home these days can bring about some potential hazards for our pets. Owners need to take precautions to eliminate exposure to potentially harmful substances and situations. Prevention is the best medicine! Here are some of the things from which you need to protect your pet.

**Fertilizers:** If your pet ingests fertilizer, it may cause vomiting, diarrhea, rigid or weak muscles, kidney and liver damage, seizures, and in severe cases, death. The signs will depend on how much is ingested and which fertilizer it is.

**Weed killers/insecticides:** Most of these substances are organophosphates. When ingested or sprayed topically in toxic amounts, these substances will cause salivation, urination, tearing, diarrhea, tremors, seizures, difficulty breathing, and eventually death if untreated. There is an antidote for these organophosphate compounds.

**Lawn Mowers:** Injury to the pet can occur from objects that are thrown by the lawn mower while in use. Keep all pets out of the yard when mowing. If your pet cannot be moved, use a grass catcher, and make sure the grass is always thrown in a direction away from your pet. If your pet is injured by the mower or debris, contact a veterinarian immediately.

**Car/Truck Rides:** Your pet is placed in harm's way when allowed to ride in the back of a pickup truck or to hang its head out of car windows. Any sudden stop, swerve, bump, or acceleration could result in your pet flying out of the open truck or window, suffering serious injury or death. Pets who hang their heads out of the car window are subject to objects injuring the head, face and eyes. Keep your pets fully – and safely – inside your well-ventilated vehicle.

(Go to Animal Emergency P. 14)

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(Animal Emergency Cont. from P. 13)

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The Animal Emergency Center is available for referral services, as an extension of your veterinarian, nights, weekends, and holidays. They are there for you 24 hours a day, seven days a week. The center is located at 2100 W. Silver Spring Drive, Glendale, WI, 53209. To reach the center by phone, call: 414-540-6710. To gather more information and valuable insights, go to the Animal Emergency Center's web site at: [www.AnimalEmergencyCenter.com](http://www.AnimalEmergencyCenter.com). (See their ad P. 13)

## BUSINESS PROFILES AND PRODUCT INSIGHTS

### When Successfully Buying or Selling a Home Today Just Having a Realtor Isn't Enough for Us Any More

If you were a business executive, you would take considerable time in interviewing new sales people before hiring them. Do you know which questions to ask during the interview process before hiring a real estate agent? Real estate is one of the largest investments most people make during their lifetimes. When it comes to developing a marketing strategy for a property, making the presentation to prospective buyers, and wading through reams of paperwork, it is best to hire a professional.

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Internet marketing is one of the fastest growing and most popular forms of real estate marketing currently available. Today, a realtor without internet marketing skills is greatly diminished in their ability to quickly market or sell your home, business, or property. Real Estate web sites aid buyers and sellers in obtaining everything from market analysis to finding an area agent. Included among the popular web sites are: [wihomes.com](http://wihomes.com), [Realtor.com](http://Realtor.com), [Luxuryhomes.com](http://Luxuryhomes.com), [Realestate.com](http://Realestate.com), [homes.com](http://homes.com), [moving.com](http://moving.com), and [justlisted.com](http://justlisted.com). Interested buyers and sellers can find these sites and others in most search engines like Google or Yahoo.

REALTOR.com reports that 6.1 million consumers, on average, spend 86% of their time searching for homes online. Whether the market is booming or softening, your home requires as much exposure as possible. The more people who see it, the faster it will sell. Surprisingly, not all agents have the skills or are willing to invest capital in the essential services needed to give properties the full exposure that you pay them to provide.

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### Two GCC Members Team Up To Conquer Clutter and Gain Valuable Insight

Recently, two GCC members, 1-800-GOT-JUNK and Action Organizing Services, joined forces to organize and clean up a North Shore area resident's home. The home had been severely neglected and was extremely cluttered.

The residents of the home were hoarders and they were overwhelmed with a massive amount of possessions and junk. At the request of the client both companies, who specialize in this field, systematically went through all the items and helped the client decide what items to keep and which items to discard. Through the companies' combined expertise, an arduous task that normally would have taken weeks to finish was completed within a matter of days. Action Organizing Services directed the project and communicated with the stressed-out client about what items should be kept, sold, or discarded. To the relief of the client, Brenden McDaniel of Action Organizing Services also provided them with a systematic plan on what needed to be done – before they started.

Karin Conway of 1-800-GOT-JUNK was able to direct her team to remove the items that were waste or recyclable in a fast, professional and efficient manner. Through the synergy of teamwork, our two GCC members were able to pool their resources and expertise to achieve their common goal of conquering the clutter while helping their client regain control over an extremely difficult living situation.

Both GCC (Glendale Chamber of Commerce) and NAPO (National Association of Professional Organizers) members came to realize that through combined efforts they not only saved time and improved their individual bottom lines, but they successfully helped their clients handle a very emotional and stressful situation that would have been insurmountable without professional help. For more information, call Action Organizing Services at (414)-380-7122 or 1-800-GOT-JUNK, and see their ads in this issue.

### Lakeside Diagnostic Imaging Center and Lakeside Vein Clinic Joins GCC

By: Sandra Moon

Lakeside Diagnostic Imaging Center is a freestanding state-of-the-art independent testing facility located in Shorewood at 4601 N. Oakland Avenue. The Center has been a part of the community since the year 2000 and occupies 8000 sq. ft., offering a non-hospital-like atmosphere with free transportation, same-day scheduling and convenient hours.

Dr. Bruce Cardone, founder of Lakeside Diagnostic Imaging Center, stated that "my purpose for creating this center was based on my desire to deliver a state-of-the-art outpatient facility that provided a non-intimidating, non-hospital environment, located in the beautiful community of Shorewood."

The radiologists are all board certified by the American Board of Radiology, each with additional specialized training.

Imaging Services and Procedures include: MRI, Computed Tomography (CT), Virtual Colonoscopy, Ultrasound, Interventional Radiology, PET Scan, Nuclear Medicine, Bone Mineral Densitometry, Cardiac Stress Testing, Lung Screening, Whole Body Screening and Early Detection of Alzheimers.

Lakeside's other associated service business, located within the same building, is the Lakeside Vein Clinic. The Clinic offers VenaCure™ technology for varicose veins and spider veins. "All of our technologists are extremely well-trained, and we perform more than just cosmetic procedures. We provide the best technology available in a beautiful and

comfortable environment. The Lakeside Vein Clinic does not discriminate against Medicare patients. We welcome all patients," says Dr. Cardone.

For complete information, contact Leann Beehler, Business Development Manager, for Lakeside Diagnostic Imaging Center and the Lakeside Vein Clinic. Call (414) 964-4601 or visit their website at [www.lakesideimaging.com](http://www.lakesideimaging.com).

### North Shore Chiropractor Obtains Electronic Scanner Technology That Improves Human Performance

As the weather warms, many of us will be standing at our grills, walking our dogs, jogging in parks, and swinging golf clubs. All these activities rely on our feet, which are the stable platforms for our bodies. If we experience pain as we pursue these delightful outdoor activities, it may be because our feet need help. When that happens, Spinal Pelvic Stabilizers could be one solution to address the problem. Stabilizers help feet to maintain their structural and functional balance in three important ways: They help support the body, they assist in movement from place to place, and they help protect the spine, bones, and soft tissue from shock stress.

No two people have exactly the same feet, and many up-scale shoe stores sell quality orthotics. But at this time, according to Dr. Brian Kurth, there is only one North Shore Chiropractor that uses Foot Leveler electronic scanner technology to provide the expert fit that stabilizers require for maximum results. Kurth Chiropractic has recently acquired the Foot Leveler scanner to capture an exact impression of the patient's feet, identifying and addressing any of the imbalances found during the examination. As a result of this technology, Kurth Chiropractic can assure the best fit and show their patients how to wear the stabilizers properly.

According to Kurth, this technology is especially useful to golfers. Recent studies indicate that golfers who wear stabilizers designed with the use of the Foot Leveler scanner experienced improved balance and proprioception, even after nine holes of golf. This results in an improved game and shorter recovery time after walking the most strenuous of courses.

No matter which outdoor activity you prefer, whether it involves standing, walking, running or teeing off on a 400-yard par four, Kurth Chiropractic is ready to improve your performance with the Foot Leveler scanner and expertly crafted Spinal Pelvic Stabilizers. Kurth Chiropractic is located at 6310 N. Port Washington Road. They can be reached by calling (414) 962-1144. For more information, see their ad in this issue.



### Verlo Introduces the Verlopedic – the Affordable Premium Memory Foam Bed


There are few things better for you than a calm, restful sleep. Most people on the North Shore are already familiar with Wisconsin's locally handcrafted, custom-built sleep sets from Verlo Mattress Factory Stores. But now Verlo has recently expanded its line to include the latest innovations in customized comfort solutions – the revolutionary Verlopedic with space-age memory foam.

Building upon their Craftsman-Direct® philosophy, Verlo Mattress Factory Stores now also offers the Verlopedic™, the newest addition to the Balanced Living family. Featuring all of the beneficial attributes of premium memory foam, the Verlopedic™ affords the opportunity to add extravagance to anyone's lifestyle for less than they would have to pay for the other brand.

From top to bottom, the Verlopedic™ is infused with luxury, comfort and support. The European velour cover and premium memory foam surface layer allow people to experience deep plush comfort from the first moment they slide into bed. The premium Acella-Flex™ foam base flaunts the super support a body craves. Best of all, this is an affordable, quality memory foam bed that is constructed by local Verlo craftsmen. The benefits are many: diminished tossing and turning, a mattress that conforms to everyone's body shape, no periodic mattress flipping, and luxurious Verlo-quality smooth textured fabric coverings, just to mention a few.

To learn about the many special features that only Verlo provides and the other fine Verlo products, contact the North Shore Verlo Mattress Store by calling (414) 962-8228. The Verlo store is located at 5530 N. Port Washington Rd. See the Verlo ad in this issue for more information.

	<b>News &amp; Views - New Release Advisory</b> Courtesy of Hollywood Video, Glendale	
<b>New Releases May:</b> 5/8 <i>Because I Said So</i> ; <b>Music and Lyrics</b> 5/15 <i>Pan's Labyrinth</i> ; <i>Stomp the Yard</i> 5/22 <i>Apocalypto</i> ; <i>Letters from Iwo Jima</i> 5/29 <i>The Foursome</i> ; <i>The Final Patient</i> <b>New Releases June:</b> 6/5/07 <i>Norbit</i> ; <i>The Messengers</i> 6/12 <i>Breach</i> ; <i>Daddy's Little Girl</i> 6/19 <i>Bridge to Terabithia</i> ; <i>Reno 911!</i> ; <i>Miami</i> 6/26 <i>Puccini for Beginners</i> <b>New Releases July:</b> 7/10 <i>The Astronaut Farmer</i> 7/24 <i>The Number 23</i>		

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<b>Available at:</b> <b>Glendale:</b> <i>Ye Olde Pharmacy</i> , 5320 N. Port Washington Road <i>MD Custom Rx</i> , 5322 N. Port Washington Rd, <i>Goodyear Chiropractic Health Center</i> , 5261 N. Port Washington R <i>Aurora Pharmacy</i> , 6969 N. Port Washington Rd <i>Kurth Chiropractic</i> , 6310 N. Port Washington Rd <b>Whitefish Bay:</b> <i>Fitzgerald's Pharmacy</i> , 424 E. Silver Spring <b>Milwaukee:</b> <i>Natural Health Services</i> 1428 N. Farwell Ave	
Call Midwest Better Health Products, Inc. at 414-962-6364 for a location nearest you.	

## Whitefish Bay GCC Members Offer Great Retail Options in Friendly, Upscale Village Setting



A few blocks from Glendale and Bayshore, on East Silver Spring, you will find the retail district for the Village of Whitefish Bay, or as some locals call it, the East Silver Spring shopping district. The WFB retail district is comfortably framed by

well-kept residential homes, which further adds to the relaxed retail and business storefront village ambiance.

As some of us in the area already know, WFB offers a wonderful grouping of small, family-owned businesses that provide an appealing selection of diverse products and services. Among these businesses, you will find many of our valued GCC members, who daily show up to serve and productively contribute to our North Shore communities' quality of life. This section of the Spring News & Views features our new and current GCC member businesses of Whitefish Bay. We have also provided a brief description of our members, along with the services and values they provide.

### GCC Members Have No Community Borders

"Our WFB GCC members, like many of us, have joined the GCC because they are part of a broader community vision of businesses that see the entire North Shore as one great collective community experience in which residents live, work, shop, dine and enjoy many entertainment and recreational activities," said Dale Schmidt, GCC Executive VP-Director

"Each of the seven communities comprising the North Shore has its own distinct and appealing qualities that help to contribute to the richness of our lives. The following GCC member businesses of WFB have helped contribute to that experience. In the coming issues of the Glendale-North Shore News & Views, we will introduce you to more GCC member businesses throughout the North Shore that also share this broader, greater North Shore community-minded service view."

### Contributing WFB GCC Member Businesses

**ENHANCING LIGHT COSMETIC LASER CENTERS** Jacqueline Johansson, Owner-Marketing Manager; Christine Johnston, Clinic Manager 409 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-962-8352

Their new WFB center is one of three in the state. They offer a complete range of skin care services – skin tightening & rejuvenation, acne treatments, and Rosacea, tattoo and hair removal, to name a few. All services are conducted by certified, licensed technicians, trained in the latest state-of-the-art laser equipment, under the direction of a plastic surgeon. Enhancing Light Cosmetic Laser Center has advanced laser technology equipment, operated by skilled technicians, that provides unique, non-invasive beauty augmentation options.

**JUST KIDDING** Lynn Hollowell, President, John Lambrecht, Vice President 318 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-962-2524 Fax: 414-962-7793

For over eighteen years at the same location, Just Kidding (JK) has offered stylish children's clothing (sizes infant to 14 in girls – infant to 10 in boys) and children's first haircuts. They also offer a wide range of learning and common play toys, and they have recently introduced children's "Fun-time" and tea & glamour parties for that special birthday or occasions. Children love them. JK is locally owned and operated by a mother and her son, which only seems appropriate and quite the advantage when relating to families with children. And that's no kidding.

**ALAMELU'S CULINARY ENTERPRISE** Alamelu Vairavan, Owner/President 5324 N. Shoreland Avenue, Whitefish Bay, WI 53217 Phone: 414-962-6259 www.curryonwheels.com

Culinary Consultant/Instructor/Author, Alamelu, a culinary instructor and co-author of two national best-seller South Indian cooking books, offers classes teaching the public easy and healthful ways to prepare and enjoy foods using legumes, spices and herbs. Her well-attended classes have been offered through community education, hospital and university outreach programs and the Chef Series at Waukesha Culinary Arts Program in Wisconsin. Alamelu also offers "wellness programs" for corporate employees and she has been featured on numerous national and regional TV shows, including appearances on PBS, Discovery Channel, Fox and CBS. Alamelu is also a frequent featured guest on many regional and national radio shows, and her books and recipes have been featured in many leading national magazines and newspapers. To spice up your next corporate event, give her a call, or go to her website. See her Spring Spice recipe article in this issue.

**HECKERS SHOES** Marcia Hecker, President 308 E. Silver Spring Drive, Milwaukee, WI; 414-332-5200 Fax: 414-332-8097 www.heckershoes.com

For fifty years and four generations at the same location, the Hecker family has dedicated themselves to providing properly fitted children's shoes, from infant to teen – in addition to carrying a select line of stylish comfort shoes for Mom. Any business doing one thing that well for so long has to know things others do not. And they do. In this big box corporate world of often unavailable depersonalization and mass consumer processing, it sure is nice to know that there is still that warm, family-friendly store in your area that values one-on-one service and takes immense pride at being the best at one thing – especially when that one thing is your children's feet. At Heckers Shoes, sole/soul is spelled two ways.

**JOHNSON BANK** Candace Schwam, Branch Manager 5600 N. Lake Drive, Suite 101, Whitefish Bay, WI 53217 Phone: 414-961-6200 Fax: 414-961-6217 www.johnsonbank.com

For over 35 years, Johnson Bank has measured its success by helping clients reach their financial goals. An independently-owned bank with over 50 locations in Wisconsin and Arizona, Johnson Bank offers a broad scope of financial products and offers tailored solutions for individuals, families and businesses. With a high emphasis on customer service, all tellers and staff have desks at which they can work with their customers individually. Johnson Financial Group is one of the four independently controlled companies of the Johnson Family, all of which are headquartered in Racine, Wisconsin.

**CINGULAR OF WHITEFISH BAY** Michael Garrison, President 402 E. Silver Spring Drive, Whitefish Bay, WI 5321 Phone: 414-963-1983 Fax: 414-963-3644

Cingular of WFB is the oldest original owner of a Cingular dealership in the state of Wisconsin and has been at this location for over fifteen years. They pride themselves as having the best available prices and the largest accessory inventory in the area. To learn more see their ad in this issue, and in the Editor's Column, where they recently won Top Cingular Honors.

**GALLERY 505** Tom Harris, Owner/Operator 505 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-962-6302 Fax: 414-962-5043 www.gallery-505.com

Gallery 505 is a beautiful locally owned and operated fine art gallery that over the last four years has introduced progressive artwork from around the world to the North Shore. Gallery 505 employees believe in the true appreciation of art, and their mission is to find the perfect, enduring work of art for each client to enjoy and appreciate. They remain dedicated to their clients through every step of the original art buying process – and they will even bring work to your home!

### THE GREAT FRAME UP

Tom Harris, Owner/Operator 507 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-962-4889 Fax: 414-962-5043 www.tgfuwfb.com

Local resident Tom Harris has owned and operated The Great Frame Up for the past fifteen years. His commitment to your total satisfaction, along with personalized service, is his and his company's highest priority. The members of his experienced creative staff are able to frame just about anything and really love a challenge! Archival framing is their specialty, but no project is too simple or small. From rock posters to jerseys to serigraphs, they can create a special visual memento for you to enjoy forever.

**DONNYBROOK FAIR JEWELERS** Richard Stubbs, President; Cindy Stubbs, Vice President 427 East Silver Spring Drive, Whitefish Bay, WI 53217 414-332-0996 Fax: 414-332-1949 www.donnybrookfairjewelers.com

For the past six years, the present owners, Richard and Cindy Stubbs, have successfully carried on a thirty-year Donnybrook tradition of providing personalized service and custom-made one-of-a-kind jewelry designs for its many loyal customers. They also provide on-site goldsmith jewelry repairs and conduct photo and sculpture art shows every three months to help promising local artists. If your finger, wrist, or neck is begging for something unique, stylish and original, let the dedicated and experienced design staff at Donnybrook Fair Jewelers show you what they can do for you.

**M&I BANK** Kim Weekley, Branch Manager 177 E. Silver Spring Drive, Whitefish Bay, WI 53217 231 W. Silver Spring Drive, Glendale, WI 53217 (Express Drive Up) 414-963-9900 Fax: 414-961-5225 www.mibank.com

**Marshall & Ilsley Corporation is a national diversified financial services company based in Wisconsin.** Founded in 1847, M&I provides comprehensive financial products and services, emphasizing unparalleled customer service to personal, business, corporate and institutional customers. An active business and community partner, M&I dedicates resources to affordable housing and economic development nationwide, including an ongoing mobilization of M&I employees to support the communities they serve.

**FOX BAY CINEMA GRILL** Brian & Katia Henry, Owners; 334 E. Silver Spring Drive, Whitefish Bay, WI 53217 Phone: 414-906-9994 Fax: 414-906-9984 www.foxbaycinemagrill.com

The Fox Bay Cinema Grill is a true original – they were the first in the area to offer a delicious, affordable twist on dinner and a movie, by serving you dinner while you watch the movie! They show first-run movies with state-of-the-art digital sound systems, comfortable seating, and delectable food and drinks. The Fox Bay Cinema Grill is a locally and independently owned movie house that re-opened in March of 1999 with experienced managers, wait staff and kitchen staff (over 20) that possess years of both restaurant and theater experience. Theater rentals are also available for events and meetings during non-show times, with plenty of parking available.

**THE EQUITABLE BANK** Veron Gray, Mortgage Loan Rep. 705 East Silver Spring Drive, Whitefish Bay, WI 53217 Phone: 414-961-2553 Fax: 414-961-2547 www.equitablebank.net

Founded over 100 years ago, The Equitable Bank is a full-service bank that offers investment services (i.e. annuities, mutual funds, stocks, etc.) At Whitefish Bay's location, a community lender specializes in working with first time and/or low to moderate-income homebuyers. The Equitable employees are involved in financial literacy programs for elementary and high school students, and are active in community outreach such as child abuse initiatives, among others.

**MURRAY'S WINE & SPIRITS** Chris and Caitlin Breyfogle, Owners 342 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-962-0621 www.murrayswineandspirits.com

At Murray's Wine & Spirits, they specialize in providing a full-service beverage shopping experience. Murray's courteous and knowledgeable staff will aid and educate you as you shop in one of the largest selections of wine, liquor and craft beer in the greater Milwaukee area. It truly is your libation destination. Murray's Wine & Spirits is one of the highest-rated liquor stores in the state and eleventh in the nation in many categories, as rated by some of the nation's largest internet rating companies. Shopping at Murray's and speaking with owners Chris and Caitlin is truly a worthwhile, educational experience. Ask them to show you a few of their most unique beers from around the world, from what they say is one of the largest beer selections in the country. It is all conveniently available for you, right here on the North Shore, in WFB.

**SCHMIDT & BARTELT FUNERAL HOME** Steve Schmidt, President; Tom Daub, WFB Branch Mgr. 106 W. Silver Spring Drive, Whitefish Bay WI 53217 414-964-3040 Fax: 414-964-3083 www.schmidtandbartelt.com/about.html

For over 100 years, since 1887, Schmidt & Bartelt Funeral home has been dedicated to providing dignified and affordable funeral services to families they serve. Located in Whitefish Bay since the mid sixties, Schmidt & Bartelt is a family and employee owned and operated business that provides full Funeral and Cremation Services in a personal family environment surroundings. Some of the seven Schmidt & Bartelt locations in SE Wisconsin even have church like settings for families. The additional locations include Mequon, Menomonee Falls, Sussex, Oconomowoc, Mukwonago, and Wauwatosa. Cremation services are provided on the premises of their facilities by licensed funeral directors in order to serve those families desiring cremation with the utmost privacy, convenience and respect.

**WINKIE'S** Tom & Julie Stuhlmacher, Co-Owners 629 E. Silver Spring Drive, Whitefish Bay, WI 53217 414-964-2130 Fax: 414-964-3720

Whatever the occasion...whatever the season...whatever the reason... "you gotta get to Winkie's." There are very few people who have lived in the North Shore or have visited Winkie's, that do not know that famous slogan and what that admonition means. Winkie's is the friendly variety store of the past that grew up. Today, it is upscale, trendy and unique, yet very affordable – all the elements that make for a great shopping experience. On the first floor, thousands of need-to-have items are on display for all occasions, along with the latest in collectables, home appointments, and a fantastic assortment of imported and domestic chocolates, candies and other eatables to please even the most discriminate tastes. The lower level holds a large assortment of craft item supplies and a toy selection that assures you a one-stop destination for those hard-to-find or not easily available items. You just gotta get to Winkie's, for a unique shopping experience.

### Superb North Shore Engraver Turns Run-of-the-Mill Plaques into Works of Art

How often do businesses decide to award excellence by presenting employees or customers with a plaque? Many of those businesses seek plaque-makers on the Internet or through a mail order catalog. But one of the best of the best has been located right here on the North Shore since January of 2006 – Glendale-based GCC member Midwest Engraving.

Commissioned to design and engrave the 2006 GCC recognition awards and the Glendale Beautification award plaques, Midwest Engraving owner Carl Parbs and his wife, Minnie, impressed everyone with their uniquely beautiful creations. (See representations of Carl Parb's beautiful plaque designs on page 9. No graphic can do it justice.)

But plaques are not all that Carl engraves. In fact, he can engrave or etch messages on just about anything, from glass bottles to trophies to jewelry. He also provides industrial engraving for his larger corporate customers. Says Carl, "One of our most unusual engraving projects was an ornate funeral urn. We also engraved a memorial message on a 100-cup coffee maker."

Sometimes customers want to present an award, but they are not sure about how it should look. That is where Carl's design expertise comes in. He takes as much time as needed to assure that his creations meet every customer's unique requirements. To learn more about how Midwest Engraving can serve your needs, call (414) 228-8654. Midwest Engraving is located at 6657 N. Sidney Place in Glendale.

### 2006 Beautification Winner Barnabas Business Center A True North Shore Landmark – Rich in History

The Barnabas Business Center, which is steeped in rich Milwaukee history, was built by the Uihlein family in the 1920's. It was modeled after the Sir William Wren building at the College of William and Mary in Williamsburg, Virginia. The U.S. government purchased the property in 1939. From 1948 to 1970, the site was home to Riverview Middle School. The property was then sold to the Layton School of Art, which operated there for four years. In 1974, The Milwaukee Jewish Federation bought the complex for federation offices as well as Hillel Academy. Linda and Victor Hunter purchased the property, which includes four buildings, designated Washington, Lexington, and Jefferson, and a garage facility in 1987. The site rests on eight acres along the Milwaukee River.

The Washington Building was renovated to office space in 1988 for Hunter Business Group. However, they kept the original Williamsburg architectural styling and classical elements, including Italian marble fireplaces, high barrel-shaped ceilings, plaster cornices,

large columns, historic cove moldings, a double-curved grand staircase and terrazzo floors. Former classrooms were demolished to create an open and airy space to showcase the 17-foot ceilings and arched 10-foot windows. This space is now available for lease.

The Lexington Building, originally used as a truck service bay and then converted to a gym and auditorium by Riverview School, was converted to office space in 2000, with additional updates in 2003 for First Weber Group.

The Jefferson Building was added in the 1960's. The lower level serves as a conference facility for the Center for Creative Learning. The upper level is also available for lease.

Additional improvements came with a 2003 landscaping project, which included a pond and waterfall, evergreen and birch trees, and a new patio with Mississippi gravel steppers that incorporates an imbedded Barnabas Business Center logo.

Another improvement in 2003 was the Washington Building roof replacement from a black-rolled roof to concrete roof tiles in shades of gray and teal, to blend with the cupola's "patina" copper. The new roof tiles enhance the Williamsburg styling and provide greater energy efficiency.

#### Future Plans Include New Building

Future plans call for the demolition of the 5,500 sq. ft. garage to be replaced with the 24,000 sq. ft. Franklin Office Building, with architectural styling to complement the existing structures. An artist rendering appears on the Barnabas web site at [www.barnabas-center.com](http://www.barnabas-center.com).

The owners, Linda and Vic Hunter, are totally committed to create a strong sense of community for their business tenants. The Barnabas Business Center is located at 4650 North Port Washington Road, Glendale. For more information, contact Property Manager, Janet Menz at (414) 828-9219.

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**(Music in the Glen & Bavarian Cont. from P. 1)** available for purchase on the grounds from the Bavarian Inn. More details will be available at many North Shore merchant locations sometime in the middle of June. You can also go online to [www.glendale-chamber.com](http://www.glendale-chamber.com) (click events schedule). **All GCC members will be receiving a postcard**, along with emailed picnic information and attendance reservation forms sometime in June. The park holds 4,000 and there is plenty of parking – and there is an indoor facility on the grounds, which accommodates 1,100 people in case of rain.

“We thank the City of Glendale as well as Music In The Glen Director, Cindy McManus, and Bavarian Inn GM, Victor Cerda – for helping to make this special double-event possible,” said Dale Schmidt, GCC Executive VP-Director and events coordinator.

**(Tick, Tick, Tick Cont. from P. 1)**

concept, Speed Dating, refined, expanded it and put us all in a productive role of selling, telling and trading information with enthusiasm...he moved us to meet someone new every few minutes...tremendous positive energy in a party like setting...what a great time.” Jeribeth Jones, AAA Insurance

“**The event experience was awesome.** It was well-run and organized and we made good connections. The GCC members were nice, professional and it was definitely beneficial...we will be there for the next one.” Mark Schram, Marketing Director, Plumbers Local 75

“**I thought the networking was great...you had everything timed right.** The extra tables for exhibition were good, too.” Rob Fetherston, Munson Paving & Fencing

“**Great chance to meet a lot of business contacts one would normally never meet in that way.** Timing was perfect, just enough to get introductions. I have already been in contact with several I have met.” Aaron Moeser, V.P., Cornerstone Community Bank.

“**I can’t wait for the next speed networking event.** Very rewarding...I met people that I look forward to developing as customers as well as being their customer.” Carrie Perez, Sales Manager, Bavarian Inn

“**...The Speed Networking was a huge success.** I hope the GCC arranges similar events in the future. In a few hours, I was able to visit and talk with over 50 constituents who work or live in the 8th senate district. I not only was able to learn about their business and available services, but I was able to meet the personalities driving these businesses to success. This networking event was the best opportunity for a legislator to gather information to better represent the business community.” Andrew Davis, Legislative Aide, Office of Senator Alberta Darling

Over one hundred GCC member business owners and leaders, elected city and state officials and union representatives, from the North Shore, Milwaukee, Brookfield and beyond, assembled to participate in this massive, sold-out speed-networking event.

The attendees filled both sides of two separate rows of forty-foot-long tables that were set up in the Bavarian Inn’s grand ballroom. Each person had the opportunity to meet one-on-one for a brief period to present their business, exchange cards and help each other with referrals. When event facilitator Dale Schmidt blew the whistle, designated attendees changed seats to meet someone new.

**The second phase of the event**, billed as the social hour, allowed all attendees to meet with the members they had not met and to continue further conversations with those of interest from the first phase. To enhance the social hour, a bountiful appetizer, hor d’oeuvre and dessert buffet, that even included a whole, smoked salmon and other signature eatables, were prepared for all attendees by GCC member and co-host Bavarian Inn. Some members sponsored small tables so they could expand their presentation and demo their products and services to those they met after the speed-networking portion of the event.

**Special appreciation and acknowledgement to the following:** Co-host and GCC member, the Bavarian Inn (BI), their GM Victor J Cerda, SM. Carrie Perez, Exec. Chef Joe Deutsch, PRM Margie Peterson and staff. Thanks for BI’s generosity in providing the grand ballroom for this event, and for offering us special buffet price consideration, which allows the GCC to continue to be the best chamber value event provider in the State.

**Special thanks to our day-of-the-event volunteer support staff:**

Registration Table: Ellen Zielinski (EZ Secretarial Services) Jonathan Maxwell, Bank Mutual. Bill Edwards, Assistant to the Executive VP-Director, GCC. Directory and Plaques: Brian Monroe, Earthbound Development, LLC. Sandy Tauscheck, Lynn Holmes, Bank Mutual. Photography: Lee Ira Siegman, Siegman Portraits.

**(Editor, Cont. from P.4)** Colon Hydrotherapist, to mention a few.

Van Treeck works closely with her clients, and encourages them to consult with their Physician for medical diagnosis and prescribed medication. She believes that the combined sciences of allopathic and nutritional and supplement approaches often makes for a valuable synergy to the benefit of the client. She provides a Bio-compatible assessment – to target the best nutritional supplements to help individuals address specific health needs and issues. Natural Health Services is located at 1428 N. Farwell Ave – Milwaukee, WI. or call (414) 278-8922 .

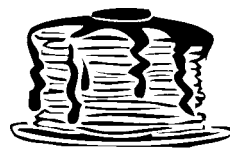
**Akerlund Joins Johnson Bank In Whitefish Bay**



Kelly Foster, President of Johnson Bank – Milwaukee recently announced the appointment of Patty Akerlund as Senior Mortgage Loan Officer for Johnson Bank.

GCC member, Johnson Bank of Whitefish Bay and their affiliate, Johnson Insurance Services, are both part of Johnson Financial Group, the \$4.4 billion financial services company. A resident of Grafton, Akerlund brings more than 15 years of mortgage lending experience with her. She also served as a real estate agent for 10 years and additionally ran her own real estate business for five years. In her new role, she will focus on building new relationships with builders and realtors, as well as facilitating seminars for first time home buyers and new construction clients. Johnson Financial Group (JFG) has operating companies in Wisconsin, Arizona and Europe. Principal owners of JFG are members of the Samuel C. Johnson family. Helen Johnson-Leipold is Chairman of

Johnson Financial Group and Chairman, Chief Executive Officer and Chairman of the Board of Johnson Outdoors Inc. in Racine, Wisconsin. For more information visit [www.johnsonbank.com](http://www.johnsonbank.com)



**Laurel Oaks Hosted Free Pancake Breakfast for Seniors. Several Retirement Communities Raised Over Sixty thousand for Children**

Laurel Oaks, of Glendale, and several other Laureate Group retirement communities held free pancake breakfasts for seniors in order to benefit Children’s Hospital. All donations received at the breakfasts will be given to the Children’s Hospital of Wisconsin. This year’s pancake breakfast was held on Wednesday, May 23rd.

**Laureate Group retirement communities have a long-standing relationship with Children’s Hospital.** “Our seniors are very passionate in their support of Children’s Hospital. They’re heavily involved in fundraising through bake sales, flower sales, as well as the Children’s Hospital Miracle Balloon sales,” commented Alice Zabielski, Laureate Group’s Marketing Director. Laureate Group retirement communities have raised over \$60,000 for Children’s Hospital through various fundraisers over the years.

**For more information** on how you can help, or to participate in future fundraising events, call (414) 351-0505 or visit [www.laureategroup.com](http://www.laureategroup.com)

GCC Member, Laurel Oaks is a member of the Laureate Group, a local and family owned business, that has been providing housing options for seniors for over thirty years. They currently own and operate nine independent and assisted living retirement communities in Milwaukee and Waukesha counties.



**Open Letter to All GCC Members “What a great North Shore asset.”**

by State Representative, Sheldon Wasserman

I recently participated in the Glendale Chamber of Commerce (GCC) B2B Triple Focus Speed Networking event held in the ballroom of the Bavarian Inn. I was so moved by the experience, and the comments from others that I had the chance to speak to that night, that I have not stopped talking about it since.

The hundred-plus GCC member business leaders from all over the area will know what I mean when I say I have never been more impressed, nor have I personally experienced anything quite like this networking event.

If you were unable to attend, I highly recommend that you do not miss the next Speed Networking event put on by GCC Executive VP-Director Dale Schmidt.

I have been a dues-paid GCC member for many years, and I have known Dale Schmidt even longer. We first met when Dale organized and lead a grassroots movement of over three thousand North Shore residents. I had the opportunity to work with him for over two

*“I have never been more impressed, nor have I personally experienced anything quite like this networking event .”*

years to get the DOT to repave a large section of I-43, because the DOT mistakenly put a grooved surface on the new highway, resulting in abusive road noise for the communities of Glendale, Whitefish Bay and Fox Point. While I was well aware of his strong leadership, organizational, community and business advocacy abilities, and the deep passion and enthusiasm that he brings with them, nothing prepared me for what he had planned for us the night of the B2B Speed Networking event.

The energy in the room was high. Each of us was paired with another participant, and we took turns speaking and listening before we moved on to speak to another. Dale had structured it to be fast-paced and productive, with a speaking limit, so each of us could meet a great deal of people in a short period. After this portion of the event, we had a social hour of great food and follow-up conversation. I have already done business with some that I met at the event, and I have a much better insight into what they and other business leaders and owners now have to offer.

GM Victor Cerda of the Bavarian Inn said when introducing Dale Schmidt, “anytime we hear that he is planning a GCC event we want to participate, because we know it will be worthwhile and well-run.” I could not agree more.

Congratulations to the GCC and Dale for putting on another great event for us members. What a great North Shore asset they are. I also look forward to meeting more of you at the next GCC networking event.

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(L to R) Lynn Streeter, Executive Director of Planning; Jane Kusler-Jensen, Director of Perioperative Services; Debbie Michalak, Marketing Manager; Paul Westrick, Vice President of External and Government Relations; John Pernice, Client Relations Manager.

## Just What the Doctor Ordered - Hospital Opens Hospitality Doors to GCC Members

In February, Columbia St. Mary's (CSM) hosted a networking event for GCC members and guests, serving up a healthy prescription of fun, food, guided tours and free health checks for many.

Over one hundred and ten GCC member business leaders and guests checked into CSM's new Riverwoods Outpatient & Urgent Care Center in Glendale, where they were treated to a scrumptious selection of

hors d'oeuvres and desserts, catered for CSM by Shully's Cuisine, as attendees nursed their drinks, ate and networked with other members.

Paul Westrick, VP. of External & Government Relationships and Jane Kusler-Jensen, Director of Perioperative Services, welcomed attendees and provided them with important insights about the new Riverwoods facility. In particular, they shared with participants the efforts CSM is making to control healthcare costs, as well as their future visions for the North Shore and Milwaukee area.

On behalf of the GCC, we would like to thank Columbia St. Mary's executive and management staff, who helped to make this event special for all our GCC members.

### Acknowledgements

Columbia St. Mary's - John Pernice, Client Relations Manager; Greg Hartzog, Director of Marketing & Sales; Debbie Michalak, Marketing Manager and Columbia St. Mary's event support staff. **Special Appreciation to the GCC Executive V.P. Event Day Support Team:** AAA Travel and Insurance - Jeribeth Jones, Sales & Service Agent; Action Organizing Services - Brenden McDaniel, Community Bank & Trust - Marcy Schneider, Vice President; EZ's Secretarial Services - Ellen Zielinski, Owner; GCC Board Member - Brian Monroe, - Earthbound Development, LLC ; GCC - Bill Edwards, Assistant to the Executive VP - Director; GCC Board Member - Hank Gefke, JD, CPA - Attorney At Law & Clare Gefke.

## Columbia St. Mary's - Froedtert & Community Health Proposed Partnership Promises Many Benefits

**Columbia St. Mary's and Froedtert & Community Health have recently signed a Letter of Intent to form a partnership.** Columbia St. Mary's is co-sponsored by Columbia Health System and Ascension Health, the nation's largest Catholic and nonprofit health system. Froedtert & Community Health is a regional hospital system formed in 2001 by Froedtert Hospital and Community Memorial Hospital. Froedtert Hospital, together with its primary physician partner the Medical College of Wisconsin, is Eastern Wisconsin's only academic medical center.

The proposed partnership would unite the region's only academic medical center and five highly regarded community hospitals into one organization. Under this proposal, Froedtert & Community Health and Columbia St. Mary's would become financially integrated, governed and managed as a single local entity.

"The proposed partnership would transform healthcare in this region by linking an outstanding academic medical center with the best community hospitals in the area," said

Leo P. Brideau, President and CEO of Columbia St. Mary's. "Combining the tremendous strengths of both organizations would strengthen our services, enhance quality and patient safety, and improve our ability to provide accessible, cost-effective healthcare."

"The proposed partnership would help us work together to strengthen clinical programs, expand geographic reach, and provide significant opportunities for operational efficiencies while enhancing the coordination and continuity of care for patients," said William D. Petasnick, President and CEO, Froedtert & Community Health.

"The Board of Columbia St. Mary's is very enthusiastic about this partnership because we believe it is in the community's best interests to bring together these two superb health systems," said Linda T. Mellows, Chair of the Columbia St. Mary's Board of Directors. "Together we can strengthen the quality of our care while helping to control the cost of care."

"The partnership would build on the organizations' shared commitment to their patients and communities," said Richard Becker, Chair of the Board of Directors for Froedtert & Community Health. "...we believe that this partnership would positively impact the community through improved care coordination and enhanced use of resources." Froedtert & Community Health and Columbia St. Mary's began discussing a partnership in 2006 and anticipate finalizing an agreement in late 2007.

**To learn more about Columbia St. Mary's,** visit [www.columbia-stmarys.org](http://www.columbia-stmarys.org). **To learn more about Froedtert Memorial,** visit [www.froedtert.com](http://www.froedtert.com) and [www.communitymemorial.com](http://www.communitymemorial.com). See Columbia St Mary's Ad in this issue.

## Glendale Mayor & City Administrator Keynote Speakers at GCC Leadership Luncheon

GCC member business owners, leaders and guests filled the main ballroom of the Hilton Milwaukee River to have lunch with Glendale Mayor, Jerry Tepper, City Administrator, Dick Maslowski and the Board of Directors of the Glendale Chamber of Commerce.

After a wonderful Hilton prepared signature meal and dessert, City administrator, **Dick Maslowski**, presented a year-end Glendale business progress report and projections of things to come. Glendale Mayor, **Jerry Tepper**, presented the NSFD & MFD proposal comparatives prior to non-resident Glendale business owners receiving their GCC business advisory referendum voters ballot. Resident Glendale business owners were qualified to vote in their residential districts election. The GCC sponsored the same non-binding ballot that the residents used for all the non-resident Glendale business owners so they could also register their voice and vote.

The GCC Board of Directors took no position on this issue. The only thing that they felt was that each of the seven North Shore communities should be able to decide on how to select their fire and emergency services without undue influence from self-interested parties or from other North Shore communities. This was editorialized in the fall issue of the Glendale-Northshore News & Views newspaper.

We thank our VIP Guest Speakers, Glendale Mayor, Jerry Tepper, and Glendale City Administrator, Richard Maslowski, for joining us and for presenting their valuable insights.

**Sincere appreciation** to the Hilton Milwaukee River, Lyle Anderson, General Manager, Michael Dietrich-Sales Manager, Karen Dawson, Catering & Sales Manager, and Executive Chef, Jerry Taylor and their fine staff for the exquisite meal and the special considerations that they provided our group.

**Special acknowledgements to the Executive VP-Director's GCC Event Day Support Team:** Bank Mutual - Jonathan Maxwell, Branch Manager, Sandi Tauscheck, Residential Loan Officer & Lynn Holmes, Personal Banker; GCC Board Member - Marcy Schneider Community Bank & Trust; GCC Board Member Brian Monroe - Owner - Earthbound Development, LLC ; EZ's Secretarial Services - Ellen Zielinski, Owner; GCC - Bill Edwards, Assistant to the Executive VP-Director; Photo credits - Lee Ira Siegman, Siegman Portraits.

## Munson Paving & Fencing Participates In New Bayshore T.C. Construction also Wins State & National Awards

**While many companies worked on the new Bayshore Town Center construction project, it is nice to know that several GCC member businesses were selected - one being Glendale-based Munson Paving & Fencing.**

Munson installed all the temporary fence and windscreen throughout the Bayshore project. They installed the sign frame for the corner of Silver Spring and Port Washington Roads and did excavating, grading and asphalt pavement prior to finish pavement. Other installations included a six-foot high chain link fence north and east of the East Parking structure and east of Kohl's, cedar wood enclosures for dumpsters and electrical transformers throughout the site, and the decorative ball top sign posts along with a railing north of Trader Joe's. They also performed many on-call nighttime asphalt patching jobs, and installed black vinyl chain link fencing with privacy slats at gas meters throughout the site.

Munson has been a local premier installer of commercial and residential asphalt, concrete and fencing for over thirty years. Product offerings consist of driveways, patios, tennis courts and parking lots, and they have become the go-to specialist of stamped and colored asphalt and concrete.

**Munson recently won state and national awards** for concrete, fence and color coating work done on a residential tennis court. Munson's wrought iron and new PVC-style fencing graces many homes and businesses in the area and throughout the state.

Munson's indoor and outdoor show rooms are located at 6747 N. Sidney Place, Glendale. You may reach Munson Paving & Fencing by calling Rob Fetherston, GM, at (414)351-0800, or visit online at [www.munsoninc.com](http://www.munsoninc.com). See their color display ad in this issue.

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**Computers - Personal Information -- a greater risk of ID theft**  
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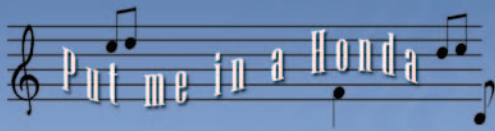
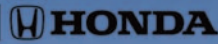
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